

BASKING

2023

GLOBAL WORKPLACE OCCUPANCY IN Q1 2023

FLEXIBILITY IN FLUX

Navigating the evolving workplace landscape

May 2023

Copyright © 2023 | Basking Automation GmbH



OUTLINE



Executive Summary



Portfolio Selection



Benchmark Metrics



Conclusion

OBJECTIVE Compare and study office utilization trends in 2023, providing valuable insights to guide effective CRE strategies for organizations worldwide.

SCOPE

- Analyze the shift in office space utilization across 121 offices worldwide connected with Basking.io, grouped by different global markets and sub-regions.
- Examine the shift quarter over quarter in occupancy behaviour metrics including the duration, frequency and weekdays for office visits.

KEY FINDINGS

- During the first four months of 2023, the **highest** weekly average peak occupancy rate was observed in **Europe** with a rate of **37%**, followed by **North America** with **36%**, **APAC** with **35%**, and **LATAM** with **21%**. Notably, Europe and APAC achieved a rate of 41%, the highest since 2022, suggesting an improvement in the return to office trend.
- Q1 2023 data shows an **increase** in **office frequency** visits across most regions compared to 2022. The trend of working 2-3 days per week gained popularity in some regions, while once a week remained the popular choice among most. On the other hand, the option of working **4-5 days per week** remained the **least popular** choice.
- **Tuesdays and Wednesdays** remained the **most popular weekdays** for office visits across all regions globally, while Fridays continued to be the least popular. As Midweeks remained the most preferred time for office visits across the globe, but **managing fluctuating occupancy** levels remains a **challenge** for workplaces.

BASKING

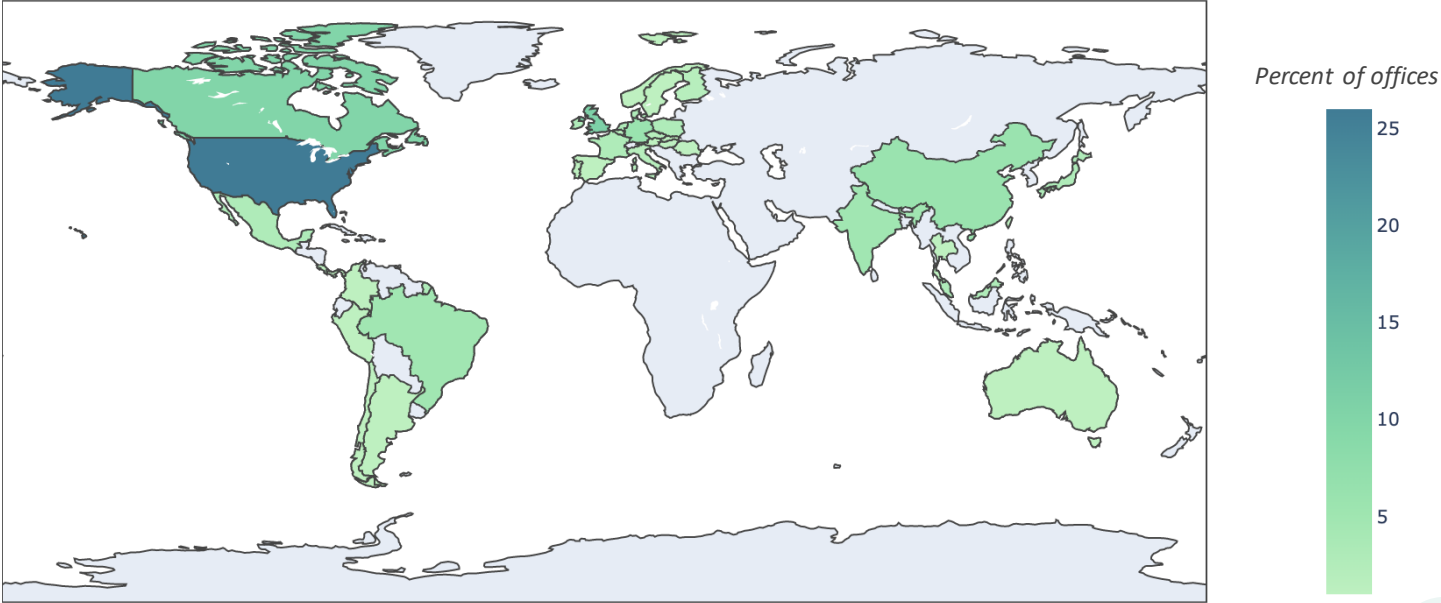


PORTFOLIO SELECTION

PORTFOLIO

Offices From Across the Globe

In 2022, Basking selected the data from 100 offices (7 organizations) across the world to support the real estate management with office utilization benchmarks. In 2023, the list has been expanded to include **121 offices** with 41% of offices located in EMEA, 30% in North America, 18% in APAC region, and 11% in LATAM.



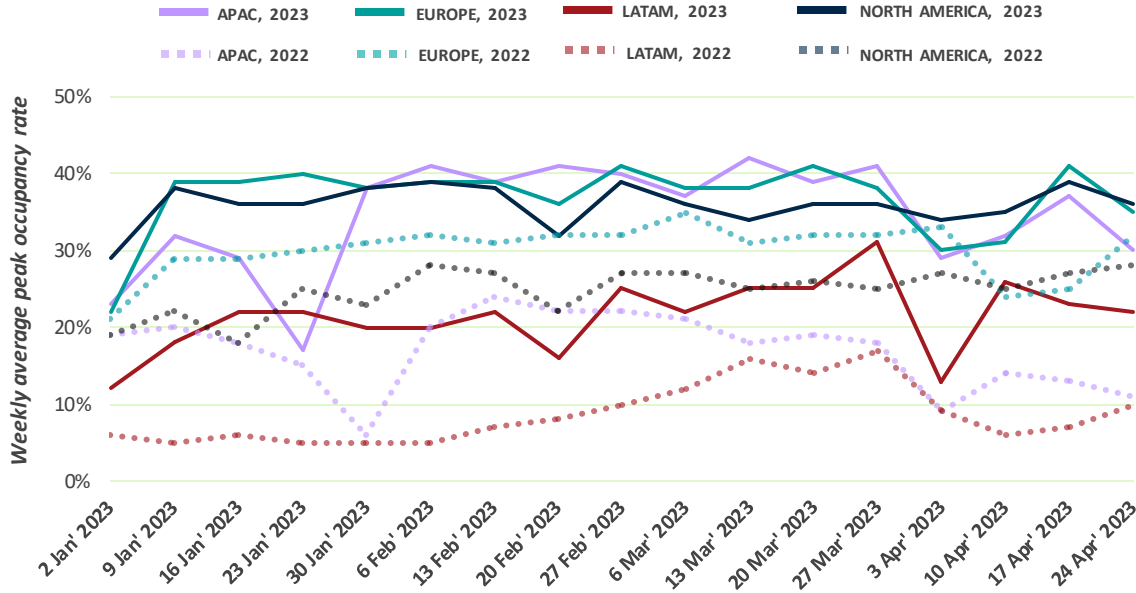
BASKING

GLOBAL OCCUPANCY RATES

THINGS ARE LOOKING UP



Europe & APAC Surpassed 40% Weekly Occupancy Rate, highest since 2022



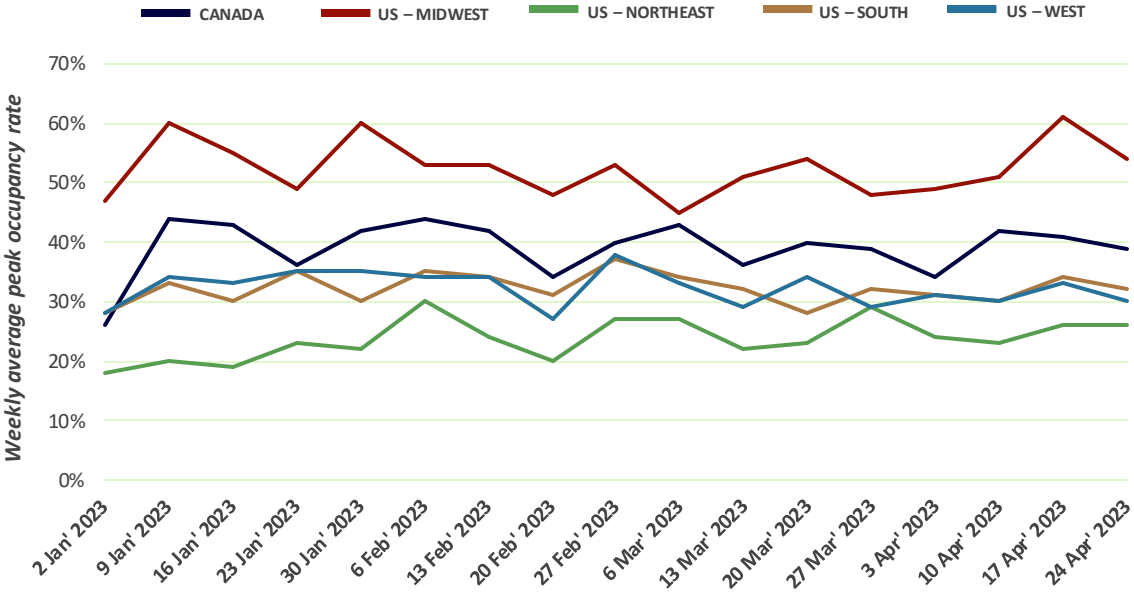
Time Period: Jan – Apr 2023

“In 2023, workplace occupancy rates in commercial real estate have shown a significant increase across regions, indicating a positive trend in the industry.”

- From January to April 2023, **Europe** had the highest weekly average peak occupancy rate of **37%**, followed by **North America** (36%), **APAC** (35%), and **LATAM** (21%).
- All regions experienced an increase in occupancy rates compared to the same period in 2022 when Europe had a weekly occupancy rate of 30%, North America had 25%, APAC had 17%, and LATAM had 9%.

US Midwest Region Recorded Highest Office Occupancy Rate in North America at 52%

Time Period: Jan – Apr 2023



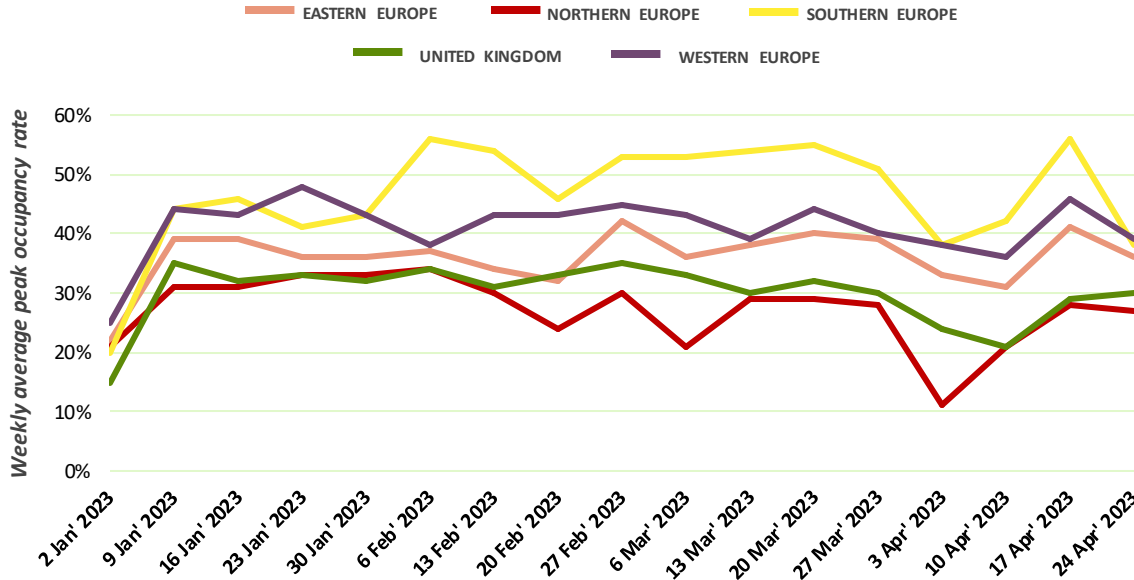
US – Midwest = Illinois, Indiana, Michigan, Minnesota, Missouri
 US – Northeast = New York
 US – South = Washington DC, Florida, North Carolina, Texas, Virginia
 US – West = Arizona, California, Washington

Within North America, the weekly average peak occupancy rate continued to be the highest in US Midwestern region (52%), followed by Canada (39%), US West (32%), South (32%) and North Eastern (24%) regions.



Southern Europe Led in European Office Occupancy Rates at 46%

Time Period: Jan – Apr 2023



Eastern Europe = Czech Republic, Poland, Romania, Slovakia

Northern Europe = Denmark, Finland, Norway, Sweden

Southern Europe = Italy, Portugal, Spain

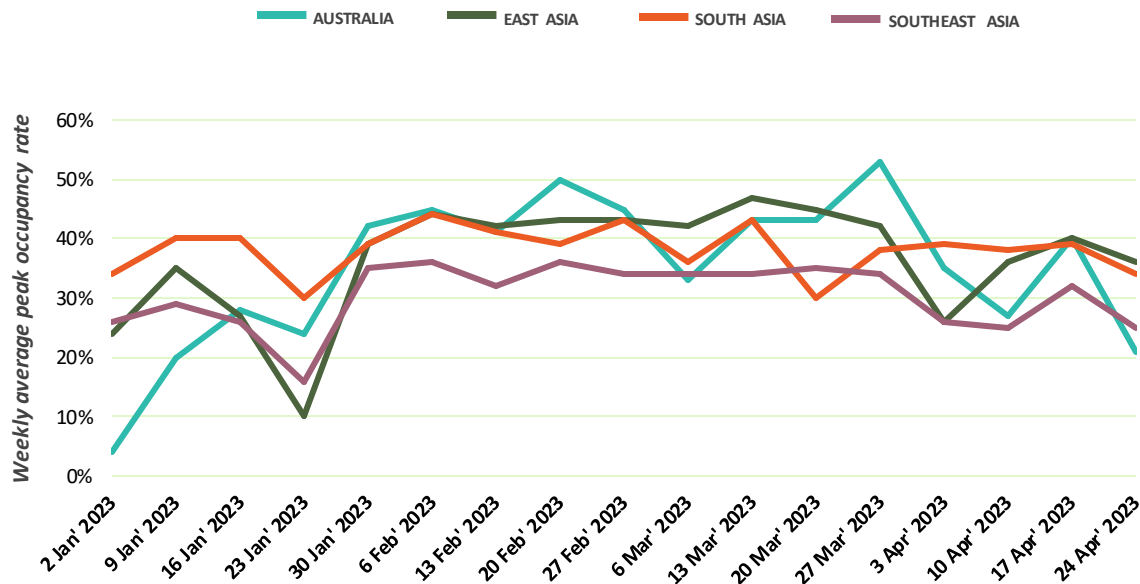
Western Europe = Austria, Belgium, France, Germany, Ireland, Luxembourg

Global Workplace Occupancy Benchmarking Report, Q1 2023 | Basking.io

- In Europe, the Southern region had the highest weekly average peak occupancy rate at 46%, followed by Western Europe (41%), Eastern Europe (36%), the UK (30%), and Northern Europe (27%).

Southeast Asia lagged behind in office utilization compared to other APAC regions

Time Period: Jan – Apr 2023



East Asia = China, Hong Kong, Japan, Taiwan

South Asia = India

Southeast Asia = Malaysia, Singapore, Thailand

■ In APAC, South Asia had the highest weekly average peak occupancy rate at 38%, followed by East Asia (37%), Australia (35%), and Southeast Asia (30%).

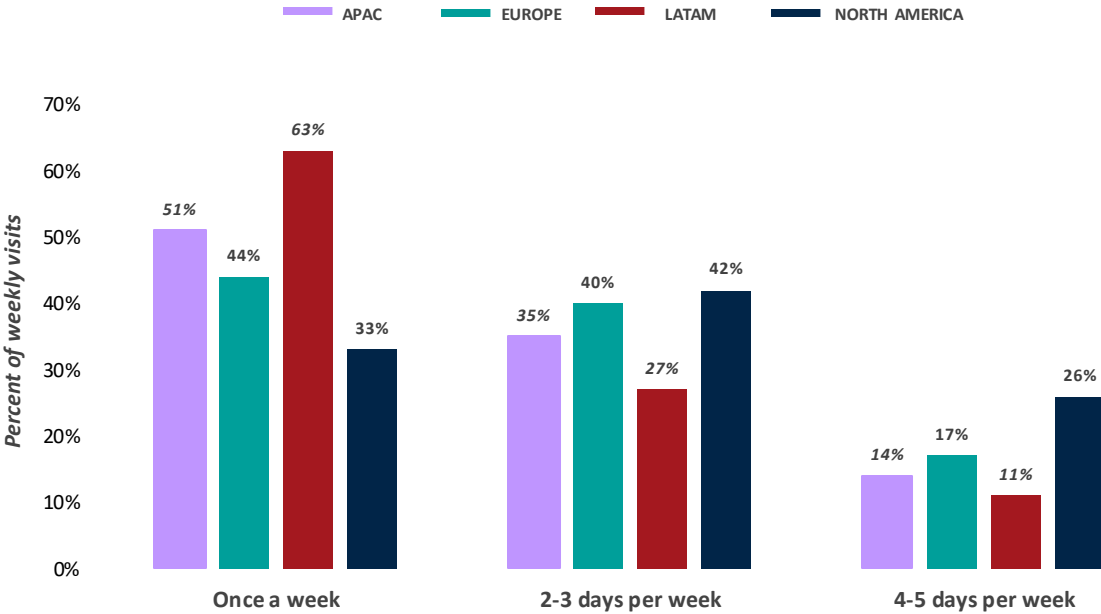
BASKING

FREQUENCY OF OFFICE VISITS ON THE UPSWING



Visiting Office Once a Week was most popular in LATAM, APAC and Europe

Time Period: Q1 2023

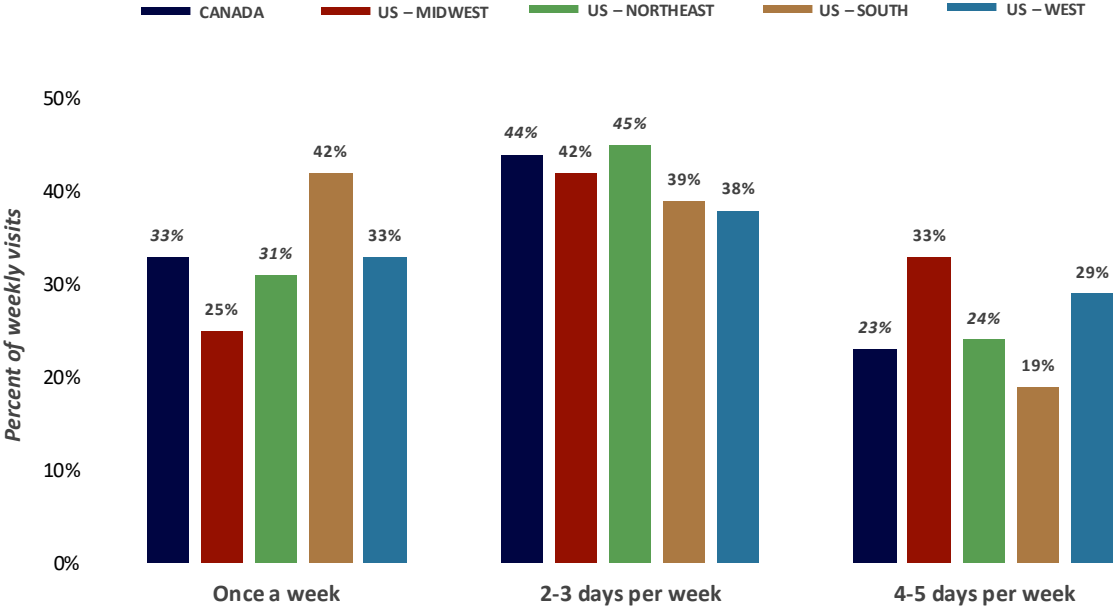


“Workplace visitation patterns indicate a shift towards more flexible work arrangements with most individuals visiting the office only once a week.”

- Compared to other regions, **North America** had the **most frequent office visitors**, with 68% of weekly visits occurring more than once a week.
- In contrast, office visits in **LATAM** were **predominantly once a week** (63%), with only 11% of visits falling in the 4-5 days per week category.

Visiting the Office 2-3 Days per Week was Common Across All North American Regions

Time Period: Q1 2023

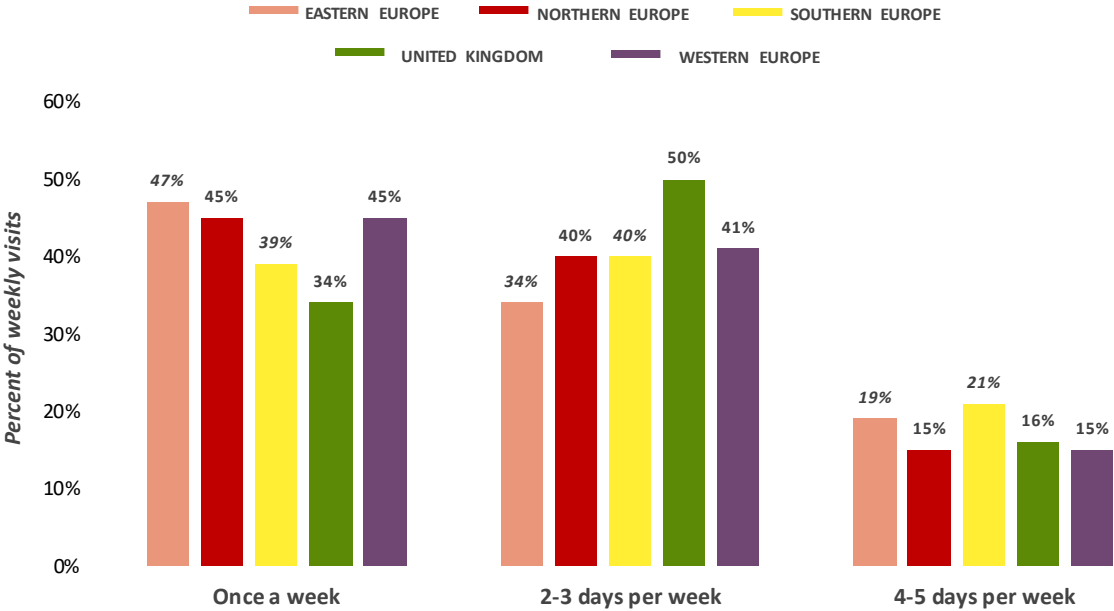


US – Midwest = Illinois, Indiana, Michigan, Minnesota, Missouri
 US – Northeast = New York
 US – South = Washington DC, Florida, North Carolina, Texas, Virginia
 US – West = Arizona, California, Washington

- Visiting the office for **2-3 days per week** was more **common** across across all regions in North America, with 38% - 45% of weekly visits falling into this category.
- Midwestern offices** experienced slightly **more frequent visits** from people compared to other regions in North America, with 75% of weekly visits occurring more than once a week.

Time Period: Q1 2023

Visiting office once or 2-3 days in a week was common across all regions in Europe

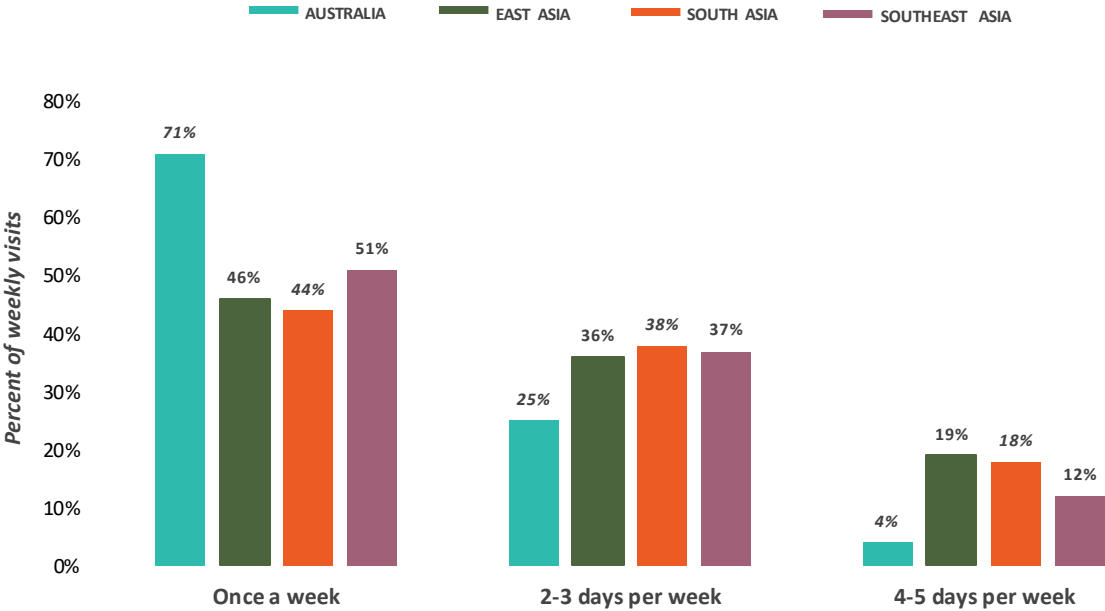


Eastern Europe = Czech Republic, Poland, Romania, Slovakia
Northern Europe = Denmark, Finland, Norway, Sweden
Southern Europe = Italy, Portugal, Spain
Western Europe = Austria, Belgium, France, Germany, Ireland, Luxembourg

- In Europe, the majority of people visited their workplace for less than 4 days per week, with more than 80% falling into this category.
- Visiting office for **2-3 days per week** was **more common in the UK** (50%) compared to other regions in Europe.

Time Period: Q1 2023

Visiting office once or 2-3 days in a week was common across all regions in APAC



East Asia = China, Hong Kong, Japan, Taiwan
 South Asia = India
 Southeast Asia = Malaysia, Singapore, Thailand

- Australians had a higher tendency to visit the office **once a week** (71%) compared to other regions in APAC.
- Across all regions in APAC, the **most common** frequency of office visits was **once a week**, closely followed by 2-3 days per week.

BASKING

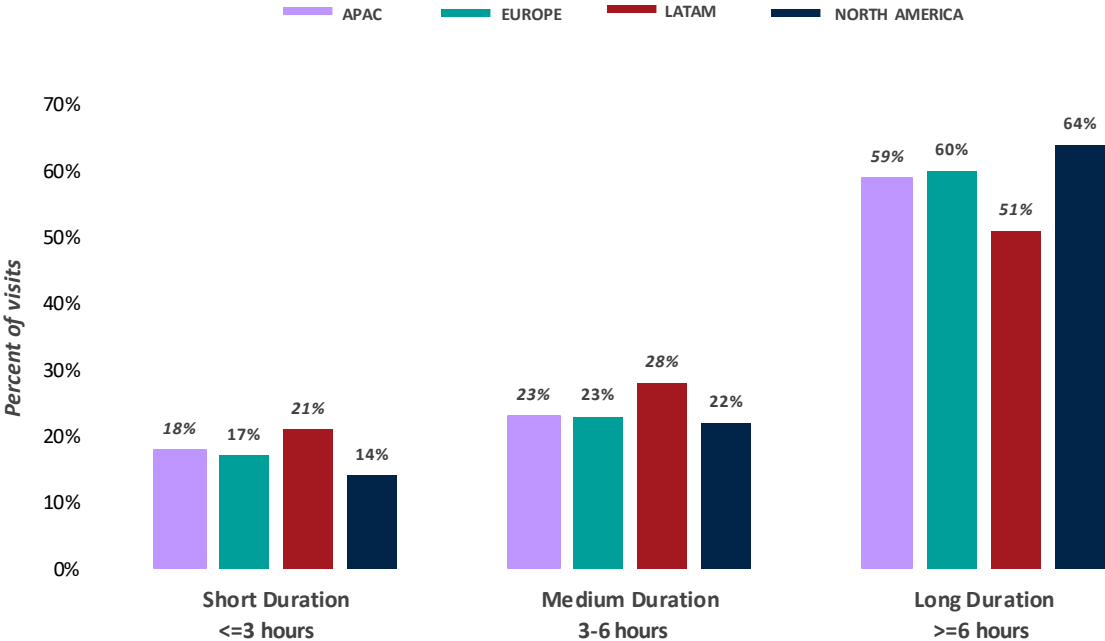
DURATION OF OFFICE VISITS

EMBRACING THE POWER OF ADAPTABILITY



Long Duration Visits Dominated Across Regions

Time Period: Q1 2023

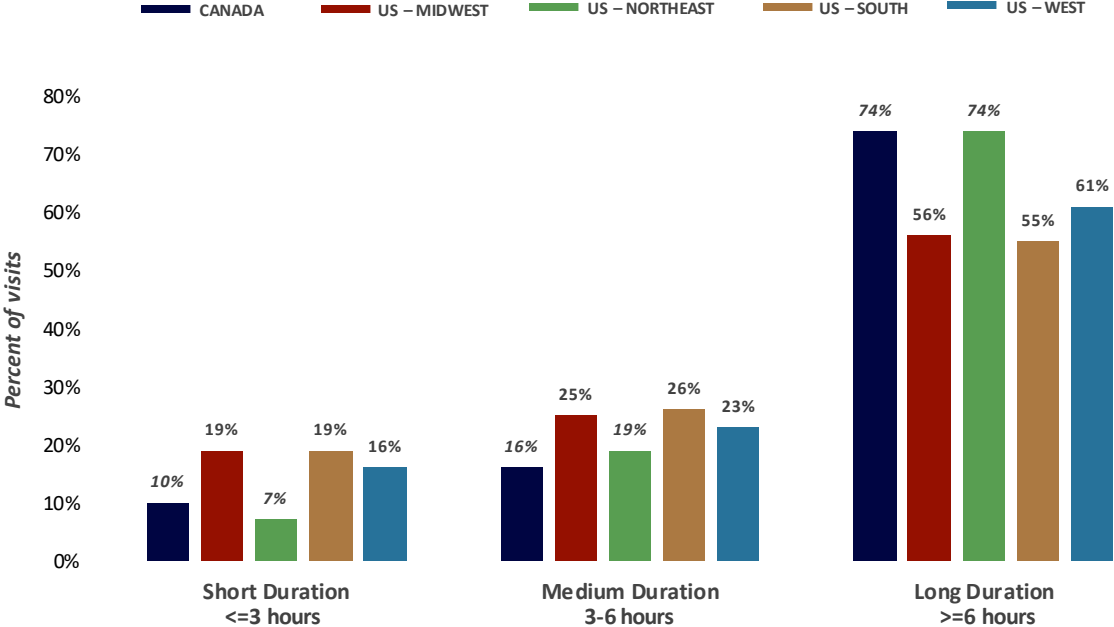


“Understanding the frequency and duration of office visits is critical for companies looking to optimize their resources and design workplaces that align with employees' needs and habits.”

- Most visits in all regions lasted for long durations, ranging between 51% to 64%. Moreover, LATAM had the highest percentage of visits lasting for less than 6 hours (50%).

US Midwest and Southern Regions exhibited lower percentage of long duration visits

Time Period: Q1 2023

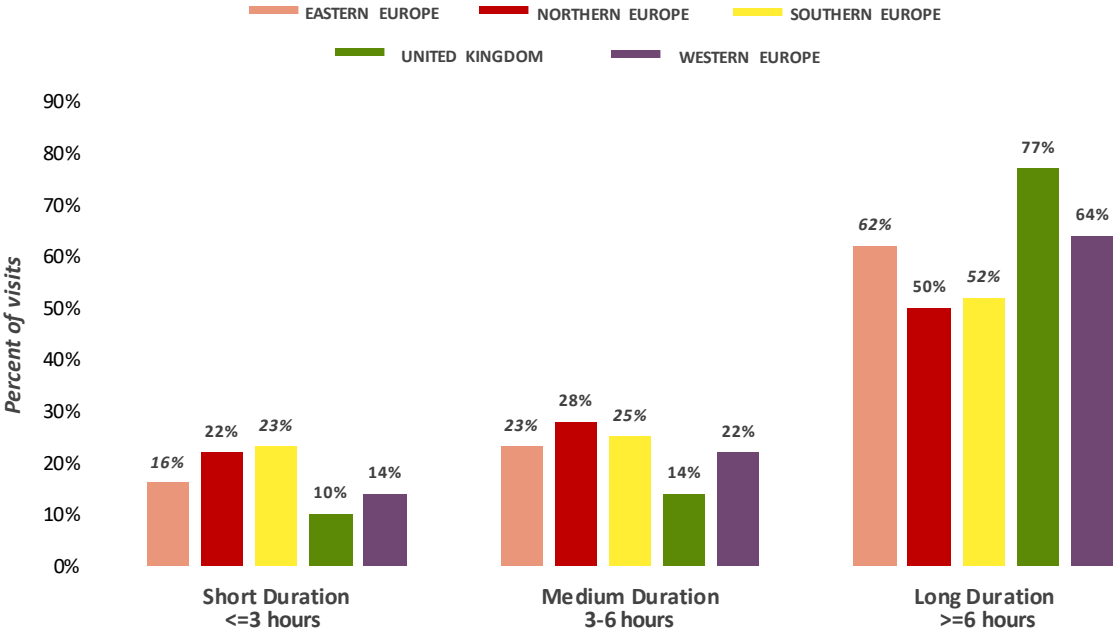


US – Midwest = Illinois, Indiana, Michigan, Minnesota, Missouri
 US – Northeast = New York
 US – South = Washington DC, Florida, North Carolina, Texas, Virginia
 US – West = Arizona, California, Washington

- Long duration visits were more prevalent in Canada and North-eastern region of the United States, with 74% of visits lasting for an extended period.
- In contrast, the US Midwest (56%) and Southern (55%) regions had the lowest percentage of visits lasting for long durations, resulting in a higher percentage of visits lasting less than six hours compared to other regions in North America.

Time Period: Q1 2023

UK Led Europe in Long Duration Visits while North and South Regions Lagged Behind

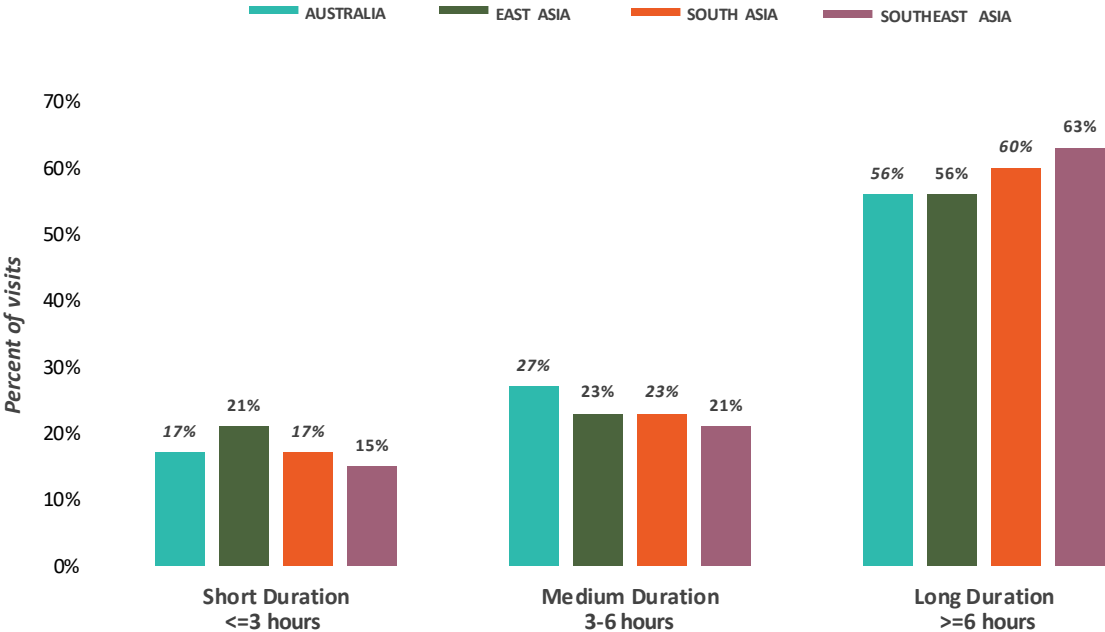


Eastern Europe = Czech Republic, Poland, Romania, Slovakia
Northern Europe = Denmark, Finland, Norway, Sweden
Southern Europe = Italy, Portugal, Spain
Western Europe = Austria, Belgium, France, Germany, Ireland, Luxembourg

■ The UK had the highest percentage of long-duration visits at 77%, while the North (50%) and South (52%) regions of Europe had the lowest percentages of long-duration visits.

Consistent Office Visit Duration Patterns Observed Across APAC Regions

Time Period: Q1 2023



East Asia = China, Hong Kong, Japan, Taiwan
 South Asia = India
 Southeast Asia = Malaysia, Singapore, Thailand

■ All regions in the APAC exhibited similar trends in office visit durations, with long duration visits ranging from 56% to 63%, and visits lasting less than 6 hours ranging from 36% to 44%.



BASKING

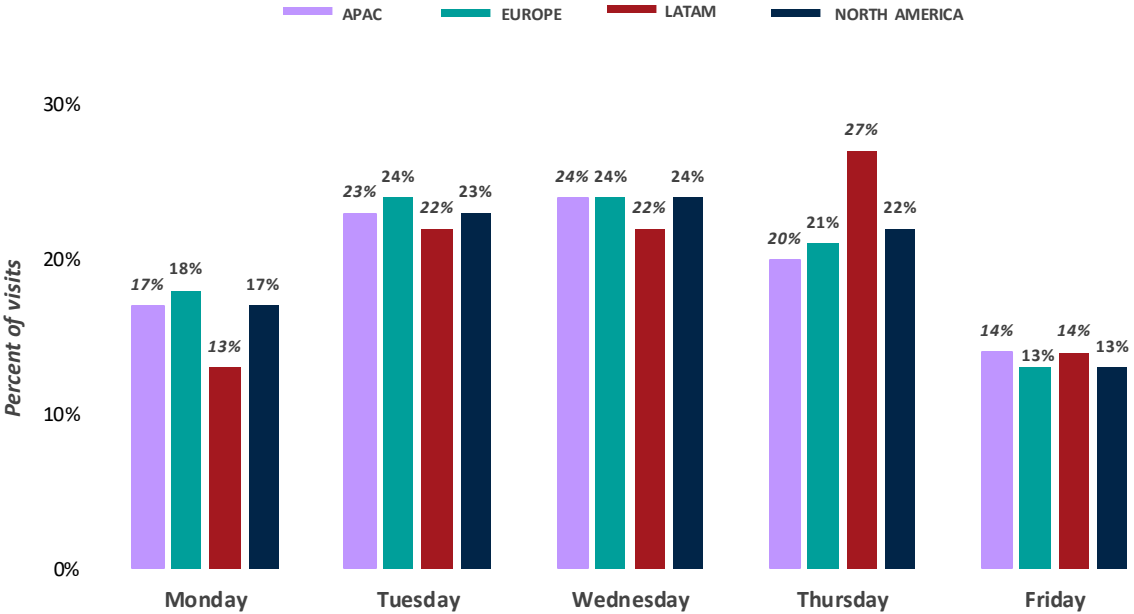
WEEKDAYS FOR OFFICE VISITS

THE ENDURING APPEAL OF MIDWEEK



Friday Remained the Least Busy Day Across All Regions, with Only 13-14% of Visits

Time Period: Q1 2023

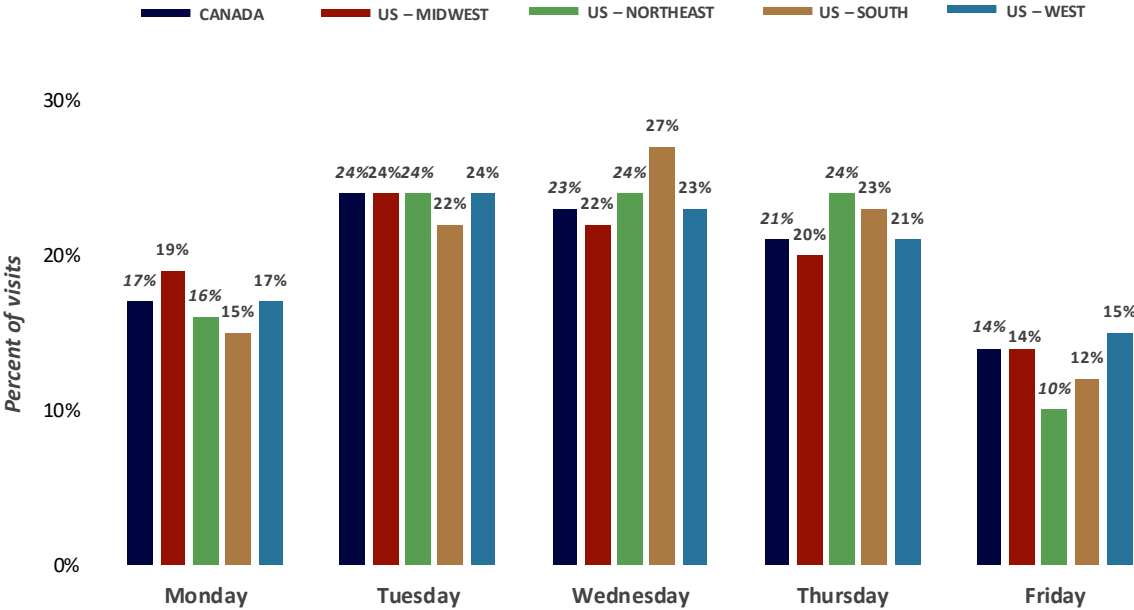


“Understanding office visit patterns by weekday can inform companies' workforce management strategies, such as scheduling remote work on less busy days or optimizing office space usage.”

- Friday continued to be the least busy day for office visits across all regions globally, followed by Monday as the second least popular day.
- Thursdays were the most popular day for office visits in LATAM, with 27% of the total visits occurring on that day.

Time Period: Q1 2023

Tuesday and Wednesday Emerged as Most Popular Days Across North America

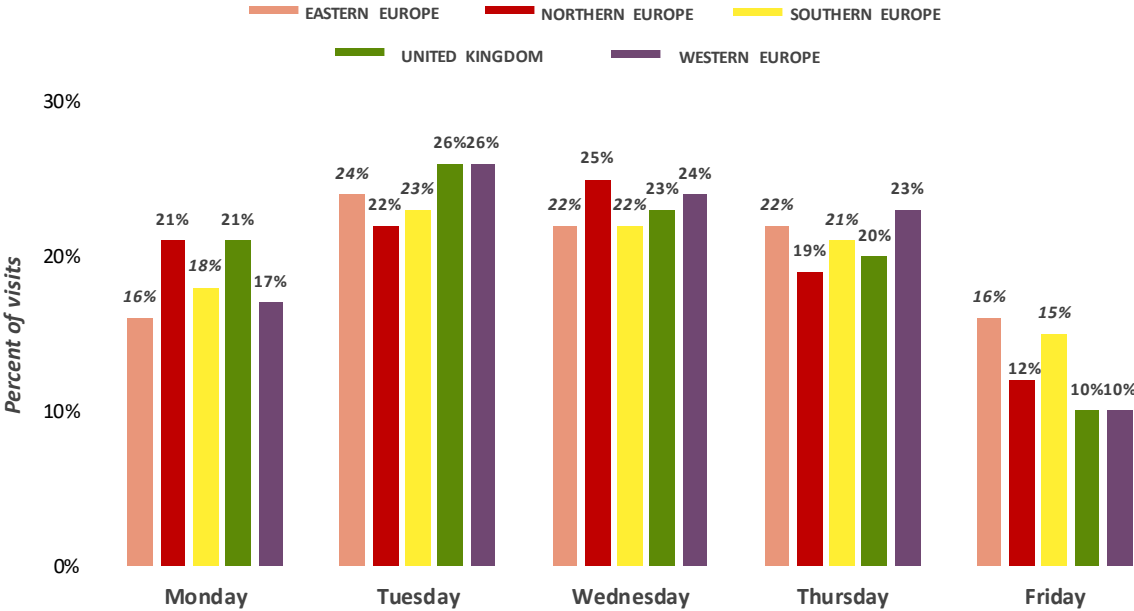


Tuesdays and Wednesdays observed the highest percentage of visits across all regions in North America, and the US-West had the most well-distributed visits across the weekday.

US – Midwest = Illinois, Indiana, Michigan, Minnesota, Missouri
 US – Northeast = New York
 US – South = Washington DC, Florida, North Carolina, Texas, Virginia
 US – West = Arizona, California, Washington

Time Period: Q1 2023

Across Europe, Fridays were least popular in the UK and Western Europe

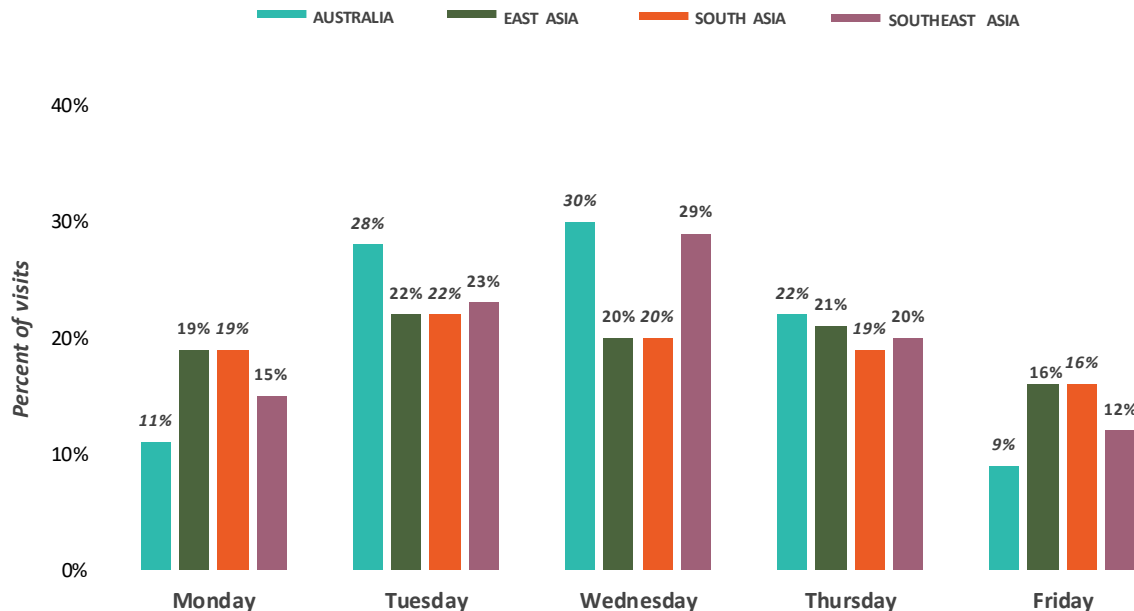


Eastern Europe = Czech Republic, Poland, Romania, Slovakia
Northern Europe = Denmark, Finland, Norway, Sweden
Southern Europe = Italy, Portugal, Spain
Western Europe = Austria, Belgium, France, Germany, Ireland, Luxembourg

- **Tuesdays and Wednesdays** were the most popular weekdays across all European regions.
- Fridays were least popular in the UK (10%), Western Europe (10%) compared to other regions in Europe.

In APAC, Fridays were least popular in Australia

Time Period: Q1 2023



East Asia = China, Hong Kong, Japan, Taiwan

South Asia = India

Southeast Asia = Malaysia, Singapore, Thailand

- The distribution of office visits across weekdays in East and South Asia was similar, with Fridays (16%) being the least popular and **Tuesdays** (22%) being the **most popular**.
- Compared to other regions, Fridays (9%) had the lowest percentage of visits in Australia."

BASKING



CONCLUSION

The Future of Work: Embracing Hybrid Work and Adapting to Dynamic Occupancy Trends

The continued adoption of hybrid work in 2023 highlights the evolution of office occupancy trends globally. Companies are responding to the changing needs and expectations of employees, resulting in a significant shift in the workplace environment. As hybrid work policies become more commonplace, it is essential for companies to closely monitor their office space usage to optimize their portfolios and support their overall business strategies.

We will be following up on this report on a regular basis. If you have any feedback or ideas on what we should look into next, reach out to us on [LinkedIn](#), [Twitter](#), or email benchmark@basking.io directly.

Ultimately, even the most granular benchmarking studies are not a good substitute for a data-based understanding of your company's workplace portfolio and space usage patterns.

That's where a software platform like Basking comes in. Top Fortune 500 companies are already using our tools to plan back-to-office measures and right-size the real estate footprint globally. Basking's anything-as-a-sensor approach enables cost-effective workplace analytics at scale. With Basking, it takes hours — not months — to get up and running.

Sign up for a [demo account](#) or get it touch with us at team@basking.io to discuss how you can start using workplace occupancy analytics in your offices.



Key Terms & Concepts (1/2)

- **Hourly Occupancy**

The number of people observed in the office per hour. It helps answer *“What is the occupancy of the office on an hourly basis?”*

- **Daily Peak Occupancy**

The highest number of people observed in the office at the same time in a day. For example: if two people visited the office from 8 AM – 3 PM, and three people visited the office from 3 PM – 5 PM in a day, then, the peak occupancy for the day is three people. It helps answer *“What is the peak occupancy of a day?”*

- **Average Peak Occupancy**

The average of 'Daily Peak Occupancy' over a defined period.. It helps answer *“On average, what is the peak occupancy of the office?”*

- **Daily Unique Occupants**

The number of unique people observed in the office in a day. Taking the example defined under 'Daily Peak Occupancy', the daily unique occupants would be five. It helps answer *“How many unique persons visited the office in a day?”*

- **Weekly Average Peak Occupancy Rate**

The weekly average of 'Daily Peak Occupancy' relative to the capacity of the office. It helps answer *“On average, how does the peak occupancy compare to the office's capacity per week?”*

- **Frequency of Visits:**

It represents the frequency with which people visit the office in a week. Note: If a person visits an office once in two different weeks, the “once a week” category would include both of the visits.

Key Terms & Concepts (2/2)

- **Duration of Visits**

It represents the time people spent in the office for a defined period. Note: If a person visits an office for 1 hour on two different days, the “1” hour bin would include both of the visits.

- **Weekdays for Visits**

It represents the popular weekdays for people to visit offices in a defined period. Note: If a person visits the office on “Tuesday” in two different weeks, the “Tuesday” bin would include both of the visits.

GET IN TOUCH!



basking.io



[basking-workplace-analytics](https://www.linkedin.com/company/basking-workplace-analytics)



team@basking.io