



# FREEPORT

FASHION OUTLET



## A BOOMING LOCATION

Situated in the border region of the Lower Austrian “Weinviertel” and the Czech South Moravian wine regions, the outlet centre with an adjoining entertainment park has, over the last years, developed into an attraction for leisure and bargain hunting.

As a result of new investment, this trend will be boosted even further. The goal is to transform the Freeport Fashion Outlet into one of the TOP performing outlets in Europe.



A stable  
Region  
with high  
purchasing  
Power



# MACRO-SITUATION AND CATCHMENT AREA



The Freeport Fashion Outlet catchment area has enormous purchasing power. The centre is directly situated on the E59 expressway, one of the major traffic routes between Vienna and Prague. 5.2 million people live within 120 minutes' driving time from the centre. 44% customers come from Austria, 51% from Czech republic and 5% from other countries.

The development of the expressway S3 is completed since 2021, and the attractiveness of the location will increase substantially.

Guaranteed  
frequency  
due  
to synergies  
with its  
Neighbours





## MICRO-SITUATION AND NEIGHBOURHOOD

The Freeport Fashion Outlet is in the immediate neighbourhood of the Excalibur entertainment park which, over the past years, has expanded strongly; a further extension is being implemented. Especially at the weekends, the region has developed into a destination for trips for the whole area. Besides speaking Czech, the staff in all shops also speak German and everywhere you can either pay in Czech crowns or Euros.



Impressive  
Development,  
strong future

Marc O'Polo

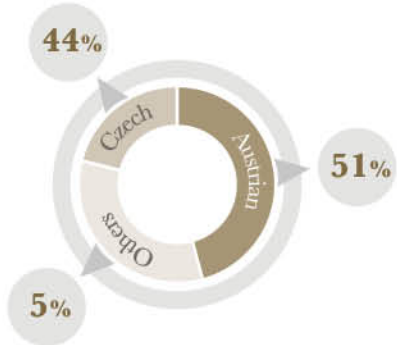
Levi's

Levi's

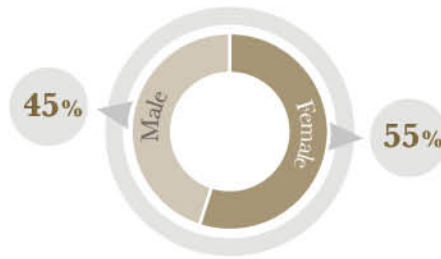
# IMPRESSIVE DEVELOPMENT

Over the last years, the Freeport Fashion Outlet has developed very well. The number of visitors and total turnover all show significant growth rates. Currently, 2 million customers annually visit the centre.

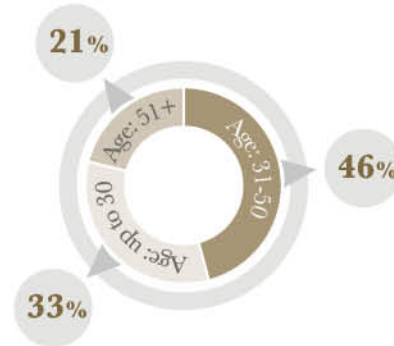
Clients' origin



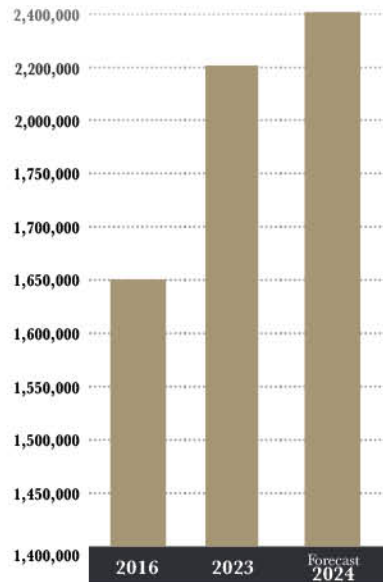
Female/male ratio



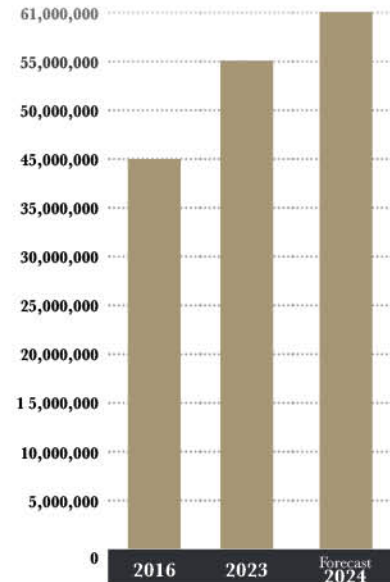
Age structure



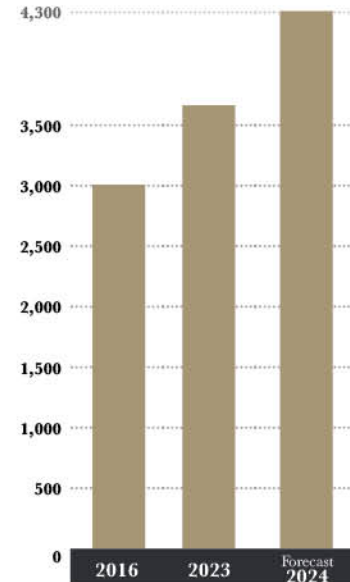
Visitors



Net turnover in €



Turnover per square meter  
Top 50 in €





Investments  
guarantee  
success



# INVESTMENTS

A refit of the centre was finalised in 2019. The portal was constructed in an art nouveau design and, together with the new facade, significantly improved and upgraded the appearance of the centre. The art nouveau ambience forms a joint thematic background of the regions in Austria and Czech which, historically, have been connected for a long time.



A strong portfolio of Brands ensures increasing attractiveness and frequency



# BRANDS

The Introduction of new brands has already increased the attractiveness of the centre. Above and beyond this, especially top brands have invested in refits and ensure a shopping experience of the highest quality.



...and more!

# A tourist region



# THE REGION

Bike resort Palava



Wine Region



Stefansdom



With Vienna, Brno and Znojmo and the neighbouring wine region, the Freeport Fashion Outlet is located in an area rich in attractions and sights.

Mikulov



Laa an der Thaya



Merlin's children's world



# The experience of a shopping Street

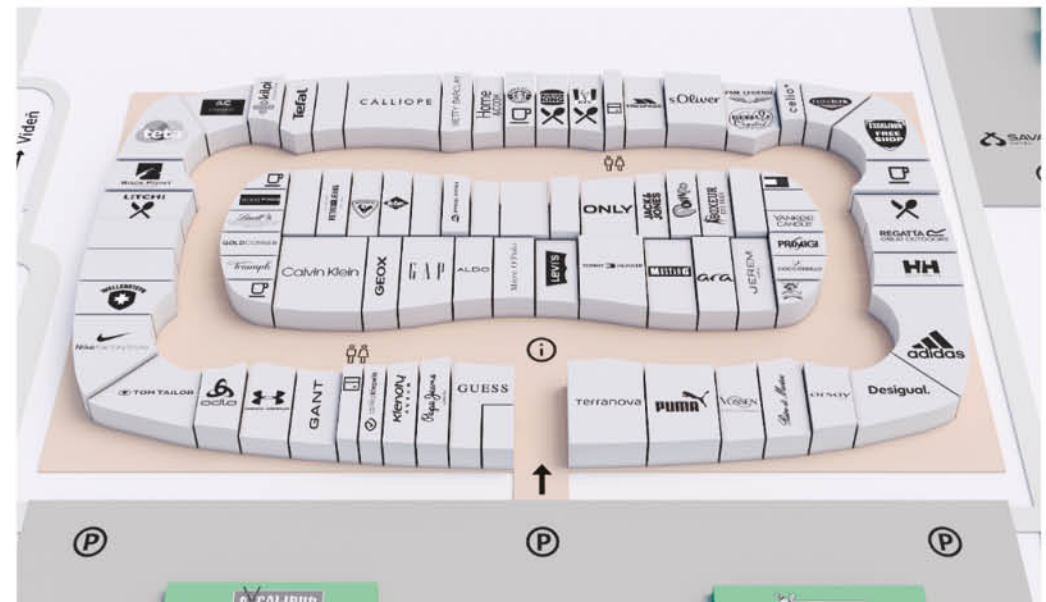
adidas  
OUTLET



# CONCEPT

The FREEPORT FASHION OUTLET is designed in the style of a shopping high street, typical for outlets. Due to the gallery without junctions and dead ends, all shops have an equally prominent location. The centre comprises 75 shops, many restaurants, and cafés and a casino. However, the centre is roofed and the ceiling is covered with an artificial sky as in Caesar's palace. The centre is always a great choice for visiting in any weather. It is also open on Sundays and public holidays while the shops in Austria are closed, that's why Austrians visit the centre in large numbers especially on weekends.

Size:	22,400 m <sup>2</sup>
Catchment area:	120 minute radius: 5.15 million residents
Purchasing power:	120 minute radius: 25 billion € of which 2,8 billion textiles
Distance to Vienna:	40 minutes
Distance to Brno:	45 minutes
Visitors:	2 million
Parking spaces:	1,300
Parking spaces incl. adjacent	
Excalibur park:	2,000
Business hours:	10.00 – 21.00 Monday - Sunday, also open on public holidays
Centre opening:	2003
Refit:	2017 - 19





# Enormous potential



# MARKETING



Ongoing events and marketing campaigns in cooperation with the neighbors, continuously create new incentives for our customers.

Our most attractive events are the three late night shoppings, the FREEPORT birthday party, black friday, wine festival, our monthly crazy Fridays, food festival, fashion shows & sports competitions. We concentrate on both Czech and Austrian customers and will intensify our activities in the Vienna region after the opening of the new expressway.

Our special VIP programs, bonus card systems and our FREEOUTLET eshop complet the service of our center.

Our focus is to guarantee our customers a maximum shopping experience and our tenants maximum turn overs.





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FASHION OUTLET