MARKET SURVEY

March 2020

Outlet Centres in Europe

Market Survey covering all operating and planned Outlet Centres in the European Countries

Study within the Scope of ecostra's Basic Research

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understanding markets | evaluating risks | discovering chances

Analyses and Strategies for Markets and Locations in Europe

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Preliminary remarks

Beginning in the USA and, over the past 25 years, subsequently spreading in Europe as well, a new retail format has been established: the Factory Outlet Centre (FOC) or Designer Outlet Centre (DOC). In the meantime, such a high density of Outlet Centres already exists in some European countries (e.g. Great Britain), that one can certainly speak of market saturation here. Thus, in Great Britain, as in the USA also, a market shakeout is observable among locations of Outlet Centres, whereby the most professional operators, and accordingly suitable locations, win out over less productive concepts or locations with weaknesses.

The situation in continental Europe is somehow different. Due what are, to date, extremely restrictive building permission procedures compared to those in the rest of Europe, Germany has only a very few Outlet Centres in relation to the size of this national market. However, there is little doubt that this will change in the medium-term perspective, at least. The kind of emotional argument that often used to take place until just a few years ago has now given way to a much more factual discussion on the advantages and disadvantages of establishing an Outlet Centre.

Whereas Germany still shows a lot of potential for new Outlet Centres, Italy has seen a rapid development in the last years, and it's difficult to discover any "white spots" on the map there. The same applies to Switzerland and Austria. In the Central and East European Countries (CEE) the development took up pace but slowed down again in the aftermath of the credit crunch. So still there are significant differences on the development of Outlet Centres and the numbers of such centres in the European countries.

For more than 12 years now, ecostra is publishing this survey on Outlet Centres in Europe. Gathering reliable market-data requires a clear definition of the subject of investigation. Starting with the December 2014 issue, ecostra adapted the definition to new developments in the outlet markets, in particular the up-coming outlet-hybrids (e.g. Value Centres, Outlet Agglomerations). The **new definition of an Outlet Centre** is:[1]

> *Outlet Centres are an agglomeration of many outlet store units within a coordinately-planned or a spatially-interrelated complex of buildings with more than 5,000 m² retail sales area (= approx. 6,000 m² GLA) and with more than 20 outlet stores. There brand manufacturers and vertically-integrated retailers sell past seasons, factory seconds, surplus stock etc. directly to the consumer, without using retail businesses as (intermediate) distributive channels. All products are sold with a discount to the original high-street price of at least 25 %, whereas double-pricing ("High Street Price" / "Outlet Price") is ruled by the leasing contract. The marketing targets a supraregional area and above all customers from far away are addressed. The coordination, organisation and marketing of an outlet centre is carried out by a centre management.*

The overview presented in this survey includes all those centres that are, currently either in operation or planned, that correspond to the above definition of Outlet Centres. For this reason, the Lifestyle Outlets Myland Crystallerie Wadgassen (www.myland.eu), the A6 Fashion Place in Herrieden (www.a6-fashionplace.de), the 50 Factory Store in the Italian town of Aosta (www.fifty.it) nor, among other sites, the Hackney Walk Luxury Outlet District (www.hackneywalk.com) in London have been excluded from the list.

At the same time such concepts like Outletcity Metzingen (www.outletcity-metzingen.com) or the City Outlet Bad Münstereifel (www.cityoutletbadmuenstereifel.com)[2] are not covered by the definition above. Following the request of many brand manufacturers, who were on the search for market data and informations for such projects ecostra presented with **"Organized Outlet Agglomeration" (OOA)** a definition for such a retail format that does have various features similar to those of an outlet centre but at the same time is different in many aspects. OOA can be distinguished from FOC by the following features:

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[1] The new elements in this definition are marked in red colour.

[2] The City Outlet Bad Münstereifel is the first professionally organized outlet concept using already existing historical buildings in the high streets of a city.

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Location	Type	Status	Name of the Object / Project	Operator	Developer / Investor / other Partners	Gross Leasable Area (GLA) in m²	Retail Sales Area (SA) in m²	Remarks
Barberino di Mugello	FOC	operating	McArthurGlen Barberino Designer Outlet	McArthurGlen	McArthurGlen Group / EOMF / Gruppo Fingen / DWS	26.710	23.000	Opened in March 2006; approx. 2,600 parking spaces. In 2013, the centre had 3 million visitors. The 2nd building phase opended in March 2014.
Vicolungo (Piemont)	FOC	operating	Vicolungo The Style Outlets	Neinver	Neinver / Nuveen Real Estate	34.200	31.000	Location between Milan and Turin at the intersection of the A26 / A4. Opened in October 2004; construction phase III with an additional 3,700 m² opened 2010. 141 shops and 3,450 parking spaces. The centre was sold in 2016 as part of a package deal from IRUS European Fund to Neinver / TH Real Estate. Currently modernization measures are on the way which will be finished by spring 2019.
Aiello del Friuli (Palmanova)	FOC	operating	Palmanova Outlet Village	Multi Outlet Management Italy	Promos Srl / Blackstone	22.000	15.000	Opened in May 2008; approx. 80 shops and 2,500 parking spaces. In 2013, approx. 3 million visitors. Plans are currently underway to extend the centre by an additional 9,000 m² GLA. The centre was sold in 2015 from Promos Srl to Blackstone Real Estate Partners Europe IV. With it the managment changed from Promos to Multi.
Brennero (South Tyrol)	FOC	operating	Outlet Center Brenner	OCB Service GmbH	Outlet Center Brenner GmbH / Invesco / Haslinger Retail Consulting	15.500	14.270	Opened on 30.11.2007. Located in the town-center of Brenner, in immediate proximity to the Austrian border and closeby to the most important motorway crossing the alps. In October 2012 an MPreis-Supermarket was added to the centre. Enlargement in a 3rd building phase opened in autumn 2017. Approx. 1,200 parking spaces. The centre is opened on Sundays throughout the year.
Sestu (Sardinia)	FOC	operating	Sardinia Outlet Village	Cogest Retail Ltd	Gruppo Policentro S.r.l. / Cogest Italia S.r.l.	29.700	15.000	Opened in April 2006; approx. 3,000 parking spaces. Part of the "La Corte del Sole" shopping centre with a floorspace of approx. 120,000 m² in total. A hotel and a cinema are integrated in the centre too.
Mondovi (Piemont)	FOC	operating	Mondovicino Outlet Village	Tavolera S.r.l.	Viot Cerea S.r.l. / Tavolera S.r.l. / Gelmetti	18.000	15.000	First construction phase, with approx. 60 shops, opened on 16th April 2008; approx. 24,500 m² SA are planned in the final enlargement; approx. 4,700 parking spaces
Sant Oreste (close to Rome)	FOC	under construction	Roma Outlet Village	Arcus Real Estate Srl	Gruppo Percassi / Arcus Real Estate	35.000	30.000	The centre was formerly promoted under the name "Soratte Outlet Shopping". 2,500 parking spaces. Bought by Gruppo Percassi the centre will reopen at the end of 2019 under Arcus Real Estate management.

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Citta Sant' Angelo	FOC	operating	Citta Sant´ Angelo Village	CBRE	Citta Sant Angelo Outlet Village Spa	25.500	20.000	OC opened on 24.09.2009; an enlargement was realized in 2013. Another extension is planned in phase 3. Approx. 4,000 parking spaces
Marcianise (close to Naples)	FOC	operating	McArthurGlen La Reggia Designer Outlet	McArthurGlen	Gruppo Fingen / Gianni Carità e Figli S.r.l. / Studio GM / Espansione Commerciale S.r.l.	26.785	25.000	Project was opened in February 2010. Enlargement took place in construction phase II in October 2011. Approx. 157 shops, approx. 2,500 parking spaces. A solar collector which covers 30% of the centre's energy needs is installed on 2,700 m² of the roof surfaces. Extension with 5,000 m² GLA is due to open in 2018.
Noventa di Piave (close to Venice)	FOC	operating	McArthurGlen Noventa di Piave Designer Outlet	McArthurGlen	McArthurGlen Group / Gruppo Spa / Simon Property Group	32.000	23.000	Project opened in September 2008; approx. 3,500 parking spaces. Enlargement by approx. 7,100 m² GLA in construction phase 3 was opened in March 2012. Since January 2012 the centre has the permission for Sunday opening. In November 2015 construction work for phase 4 started, which added another 6,100 m² GLA. Opening of phase 4 was in 2016. There are already plans for the next extension.
Leccio Reggello (close to Florence)	OOA	operating	The Mall	Design Management Srl	Kering	22.400	16.000	Opened on 04th August 2001 at a site with only poor location factors in a small town approx. 30 km southeast of Florence with just a few line of shops, but still a very exclusive brand line-up. In the meantime the centre was extended with additional buildings of different architecture, so hardly a coherent concept can be discovered, except of the continuing very exclusive brand mix. Shuttle busses, that are running every 20 minutes, are connecting the site with Florence. In 2014 approx. 1.8 m visitors.
Roncade (Treviso)	FOC	cancelled	L'Arsenale Contemporary Outlet	Lefim S.p.A.	Gruppo Basso		18.000	Building was completed years ago; however, the opening was delayed again and again. During the construction phase, the project was marketed under the name "Roncade Outlet Gallery". The attempt to realize an outlet centre there was given up now. The existing building is now supposed to be relaunched as a shopping centre with the themes Art & Design, Fashion, Events and Food and the new name "L'Arsenale Contemporary Shopping".
Vicovaro (northeast of Rome)	FOC	early planning phase	Vicovaro Outlet Roma	n.s.	Parsitalia Real Estate S.r.l.		25.000	Located on the A24 motorway; approx. 2,500 parking spaces

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Melilli (Siracusa)	FOC	closed	Fashion District Melilli Outlet	n.s.	Tecnall S.r.l. / UniCredit	24.000	20.000	1st construction phase opened on 11th November 2010. In a 2nd construction phase, the OC is to be enlarged to approx. 30,000 m². Approx. 2,500 parking spaces. Centre was taken over by Promos in April 2011 (former operator / investor was Fashion District). In November 2012 Promos cancelled its cooperation.Some months later, the centre was closed in 2013.
Agira (Sicily)	FOC	operating	Sicilia Outlet Village	Arcus Real Estate Srl	Gruppo Percassi / Arcus Real Estate	30.000	25.000	Located at the motorway A19 (Palermo - Catania). Opened on 26.11.2010 with approx. 26,000 m² GLA. An additional 4,000 m² GLA was opened in July 2014 in construction phase II. Now, in phase III another 6,000 m² GLA are scheduled to open in 2018. Approx.3,000 parking spaces
San Nicola Varco - Eboli (close to Salerno)	FOC	operating	Cilento Outlet Village	Irgenre S.r.l	Irgenre S.r.l., Banca Intesa / Banco di Napoli e Monte di Paschi di Siena / Promos S.r.l.	24.000	17.000	Located on the A9 Salerno - Reggio Calabria motorway; approx. 3,000 parking spaces. Enlargement to approx. 34,000 m² GLA is planned in construction phase II. The centre is open Sundays all year round. Construction began November 2010. Centre was opened on 15th December 2012.
Settimo Torinese (Piemont)	FOC	operating	Torino Outlet Village	Arcus Real Estate Srl	Gruppo Percassi / Arcus Real Estate	19.500	16.500	Located north of the city of Turin between the motorway A4 and the national road SS11. Opening took place at 23rd March 2017. In phase II an additional 10,500 m² GLA are planned. Approx. 2,500 parking spaces (covered parking in the basement of the centre).
Brugnato (La Spezia)	FOC	operating	Shopinn Brugnato 5 Terre Outlet Village	ROS Retail Outlet Shopping	San Mauro SpA / Gruppo Cariparma / Crédit Agricole / SDA Bocconi MAFED	19.000	16.000	Located at the motorway between Genova and Livorno. Approx. 1,000 parking spaces. Opening took place on 10th April 2014. In summer 2015 the centre management moved from Freeport to ROS Retail Outlet Shopping.
Reggello-Leggio (Firenze)	FOC	closed	Smart Gallery	n.s.	Arcoretail	7.000	6.000	Opened at 19th November 2011 as Fashion Valley, later re-named as Smart Gallery. The centre always had a rather high vacancy rate. It closed doors in October 2015.
San Pellegrino (north of Bergamo)	FOC	early planning phase	San Pellegrino Outlet	Arcus Real Estate Srl	Gruppo Percassi / Arcus Real Estate	13.000	10.000	Located at the Dalmine exit on the A4 motorway. Approx. 1,500 parking spaces.