



PARNDORF
FASHION OUTLET

FLOURISHING REGION

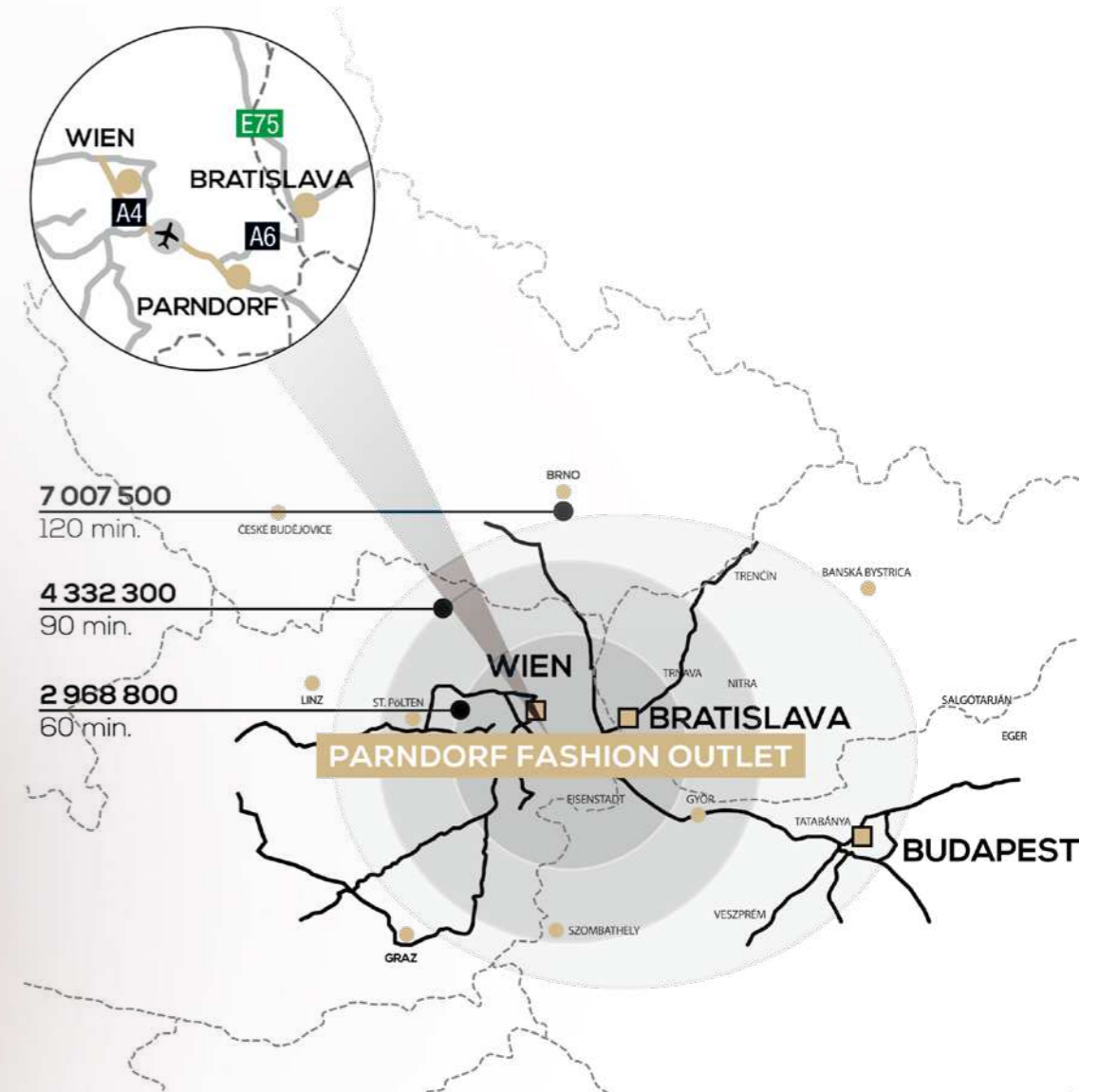
Parndorf Fashion Outlet is part of Europe's largest outlet destination. Situated between the two European capitals Vienna and Bratislava in the tourism region Lake Neusiedl only 120 minutes from Budapest, the region developed into a Mecca for bargain hunters over the past few years.

The individual structural components were combined in different construction stages by November 2018 and thematically connected through a harmonious concept. The style of the concept is typical for outlets in this region.

the largest
**OUTLET
DESTINATION
IN EUROPE**



stable region
**WITH HIGH
 PURCHASING
 POWER**



MACRO LOCATION & CATCHMENT AREA

Together with the McArthurGlen Designer Outlet, this outlet destination is the largest in Europe and is located directly on the A4 along the main traffic route between Western and Eastern Europe. 7.7 million people live in the catchment area, only a 120-minute car ride away. 55% of the customers of Parndorf Fashion Outlet are from Austria, 16% from Hungary, 15% from Slovakia, and 14% from other countries.

MICRO LOCATION AND NEIGHBOURHOOD

Parndorf Fashion Outlet is in the immediate vicinity of McArthurGlen Designer Outlet and located near the retail region Pado Shopping Park and Pannonia Shopping Park Neusiedl, Cineplexx cinema, XXXLutz and an entertainment centre. Further settlements are being planned.

For shopping tourists there are the hotels "Pannonia Tower" and "Ibis Styles Parndorf" right next to Parndorf Fashion Outlet.

An additional attraction is the tourism region around Lake Neusiedl, the largest steppe lake in Austria. Besides German, the staff of most shops speak English, Hungarian and Slovakian.



growing
FREQUENCY

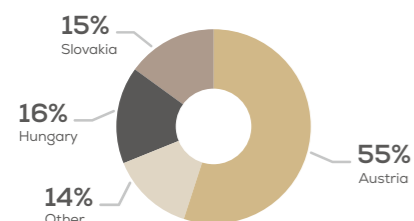




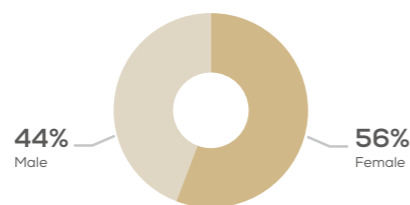
GOOD DEVELOPMENT OF THE REGION

Due to the redesign measures that took place, the Parndorf Fashion Outlet significantly increases in visitor and sales figures. After the economically challenging situation of the last years, the center could quickly follow the peak year of 2019.

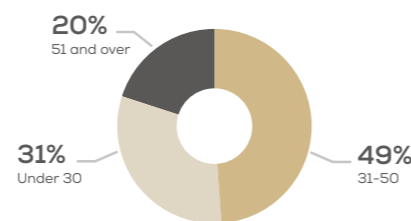
For 2024 there is expected to be a basic footfall of 3 million visitors per year. Since summer of 2023, the newly built luxury cluster has marked entry into the high-price segment. This complements the existing wide range of product categories like fashion, home & lifestyle, sports and accessories.



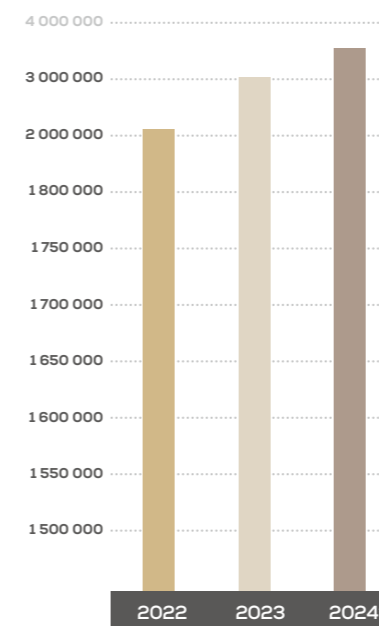
Customer origin



Percentage of women / Percentage of men

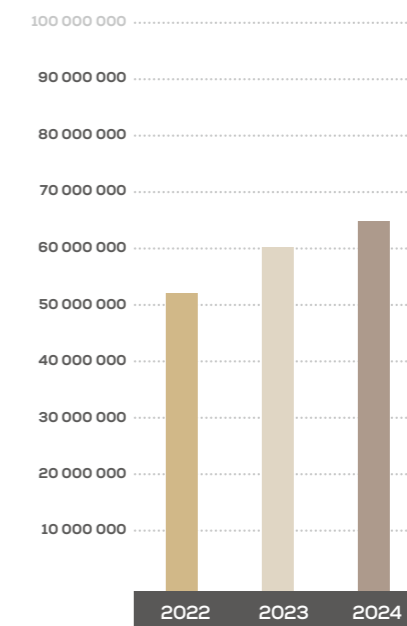


Age distribution



*forecast based on normalized international tourism

Visitors



Gross sales in €



historical
REGION

THE REGION

With Vienna and Bratislava, Parndorf Fashion Outlet lies in between two European capitals that are closest to each other.

The nearby recreation spot Lake Neusiedl is both a travel destination for the city dwellers as well as an attraction for international tourists.



St. Stephen's Cathedral



Bratislava



Prater Vienna



Schönbrunn Palace



Burgenland



Vienna City Hall

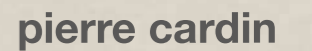
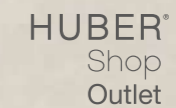
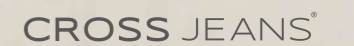
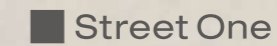
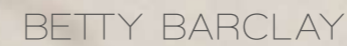
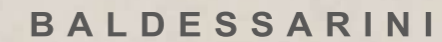


Budapest



Podersdorf/Lake Neusiedl

a variety of
**ESTABLISHED
 OUTLET BRANDS
 GUARANTEES
 ATTRACTION**



PAPNDORF

MARKETING

Due to the complex target groups the marketing activities are correspondingly wide-ranging.

In addition to the use of local print media and radio spots, as well as the targeted distribution of advertising in the neighboring countries, the Parndorf Fashion Outlet focuses on social media content and influencer activities.

Highlights of the marketing calendar, next to the Shopping Weeks which take place 3 times a year, are highly frequented shopping events like Black Friday. Special focus will also be on the VIP Sale, which takes place twice a year.

The Parndorf Fashion Outlet VIP Club has over 85,000 members and offers as a constantgrowing customer loyalty program a platform with numerous advantages for regular customers. This benefits can also be found online in the Parndorf Fashion Outlet App.

enormous POTENTIAL



PARNDORF FASHION OUTLET

Size	23.700 m ²
Catchment area	120-minute radius: 7.7 m inhabitants
Purchasing power	120-minute radius: € 29 bn; € 3.15 bn of which is textiles
Distance from Vienna	30 minutes
Distance from Airport Vienna-Schwechat	15 minutes
Distance from Bratislava	20 minutes
Distance from Budapest	2 hours
Footfall	~ 3,2 Millionen
Parking spaces with McArthurGlen	~ 1.500 ~ 3.200



We are looking
**FORWARD TO A
 SUCCESSFUL
 COOPERATION**



