



SHOPPING CENTERS IN AUSTRIA

The following is a brief summary of key data of the latest documentation of Austrian shopping centers, which is annually compiled by STANDORT + MARKT (www.standort-markt.at) in cooperation with ACSC:

By January 2009, Austria had 184 shopping centers. Thereof

113 'classic' shopping centers with a GLA of at least 4,000 sqm for retail, services and catering and a mix of speciality stores (at least 20 outlets or at least 10 in the case of two anchors offering different lines of merchandise),

64 power centers, i. e. planned and developed projects hosting at least 5 power stores or power store-like outlets,

1 Factory Outlet Center,

5 Department Stores and

1 special case (Vienna Airport Shopping).

With a total GLA of about **3.1 mio sqm** these 184 shopping centers provided a sales area of almost **2.5 mio sqm** and were able to generate a traffic of more than 1,500,000 visitors per shopping day, totalling app. **448 million visitors** over the whole year (2008).

Total **sales** in 2008 amounted to app. **9.8 billion Euro** and were achieved by app. **6,700 outlets** with a total **staff of almost 63,000**. These total sales of all Austrian shopping centers correspond to about **22.4 % of all Austrian retail-oriented purchasing power**. The turnover per sqm GLA in 2008 amounted to € 3.200.

Within almost 40 years since the opening of the first Austrian shopping centers (dez Innsbruck opened in 1970), the Austrian population's **retail-oriented purchasing power** in real figures has more than doubled, meaning that the shopping centers have been able to attract about one quarter of the newly developed purchasing power.

Deducting the special case (Airport Shopping), shopping and power centers offer about **130,000 parking spaces**, most of them free of charge. The average size of an Austrian shopping centers amounts to 17.000 sqm GLA or a selling space of 13.500 sqm. There are almost 37 outlets per center on average. The size of Austrian shopping centers varies between a GLA of 4.000 sqm and 175.000 sqm.

To be able to compare internationally, where shopping centers are mostly recognized as such from a size of **10.000 sqm GLA onwards**, the data is as follows: Austria has **95 shopping and power centers** bigger than 10.000 sqm GLA.