



Outlet  Ville  
Echternach

Echternach –  
YOUR TRADING PLACE

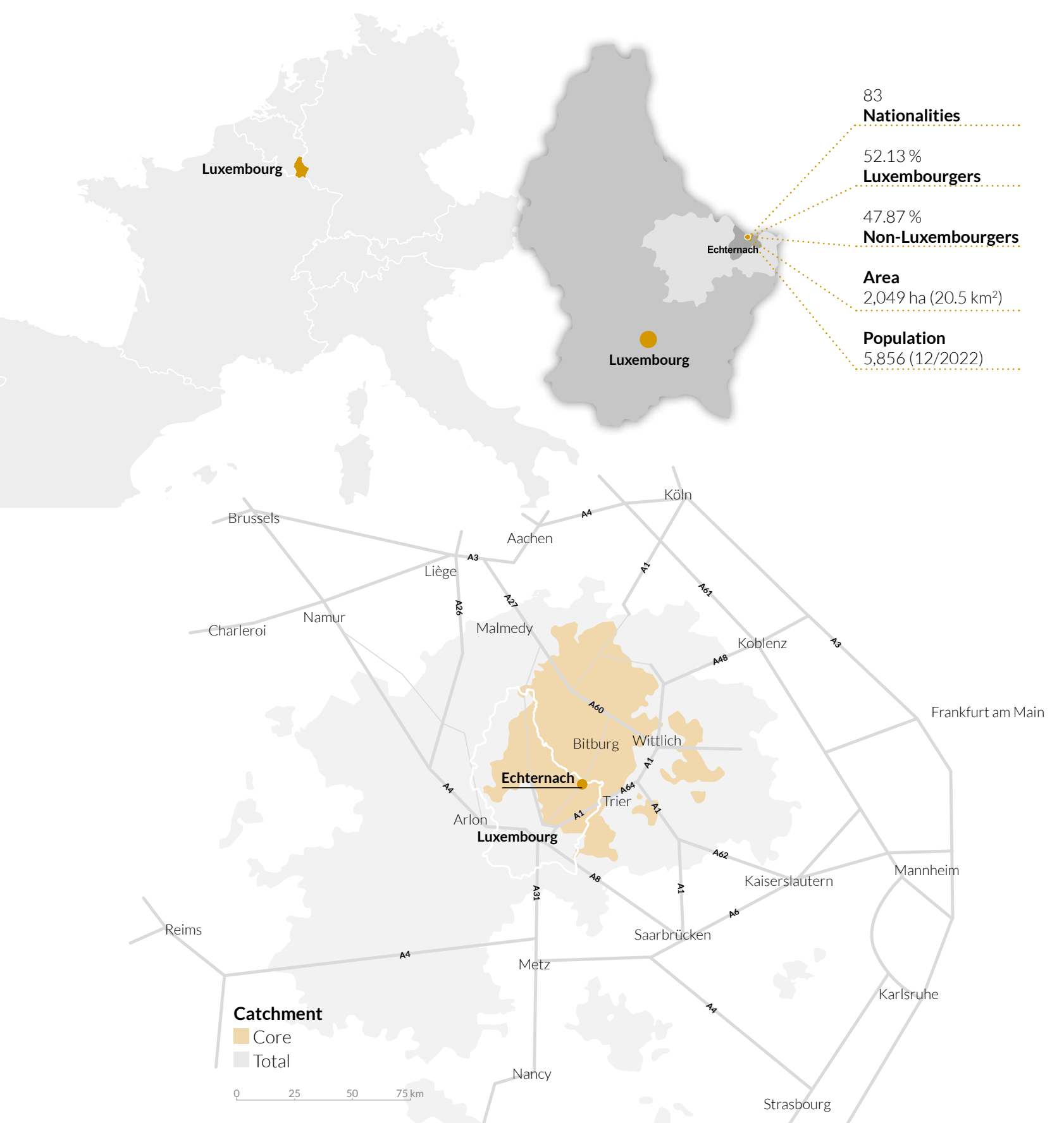


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# LOCATION CITY CENTRE ECHTERNACH

GLA

10,000+ m<sup>2</sup>

Visitor forecast 1<sup>st</sup> year

950,000

Parking spaces

2,300

70+ units from

40 > 500+ m<sup>2</sup>

Sales forecast 1<sup>st</sup> year


€35m<sup>+</sup>

Scheduled opening

2026

ECHTERNACH  
SHOPPING S.A.



Outlet  Ville  
Echternach

First Outlet in Luxembourg.



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## Echternach – Shopping experience in a UNESCO World Heritage site

Welcome to architectural beauty: Echternach is the gateway to the attractive tourist destination of Mullerthal and a traditional traffic junction between Luxembourg and Germany. As Luxembourg's oldest city, having been granted city rights as early as 1236, Echternach has a number of buildings and attractions of international reputation, such as the Echternach Basilica and Abbey, the historic market place around the Gothic courthouse "Dënzelt" and parts of a well-preserved medieval city wall. Echternach is known far beyond the borders of Luxembourg as the home of the UNESCO World Heritage site of the Dancing Procession in honor of St. Willibrord, whose crypt is hosted in the basement of the basilica.

The City Council of Echternach is providing extensive support to the development of an outlet shopping zone in the city centre. Echternach has traditionally been a commercial and tourist town, but in recent decades it has also gained recognition as a venue for cultural and especially music events. The latter include performances in the Concert Hall Trifolion, the E-Lake Festival, the Steam Punk Convention and the Echternach Music Festival "Echterlive". Together, these events welcome tens of thousands of visitors each year.

### Places of interest

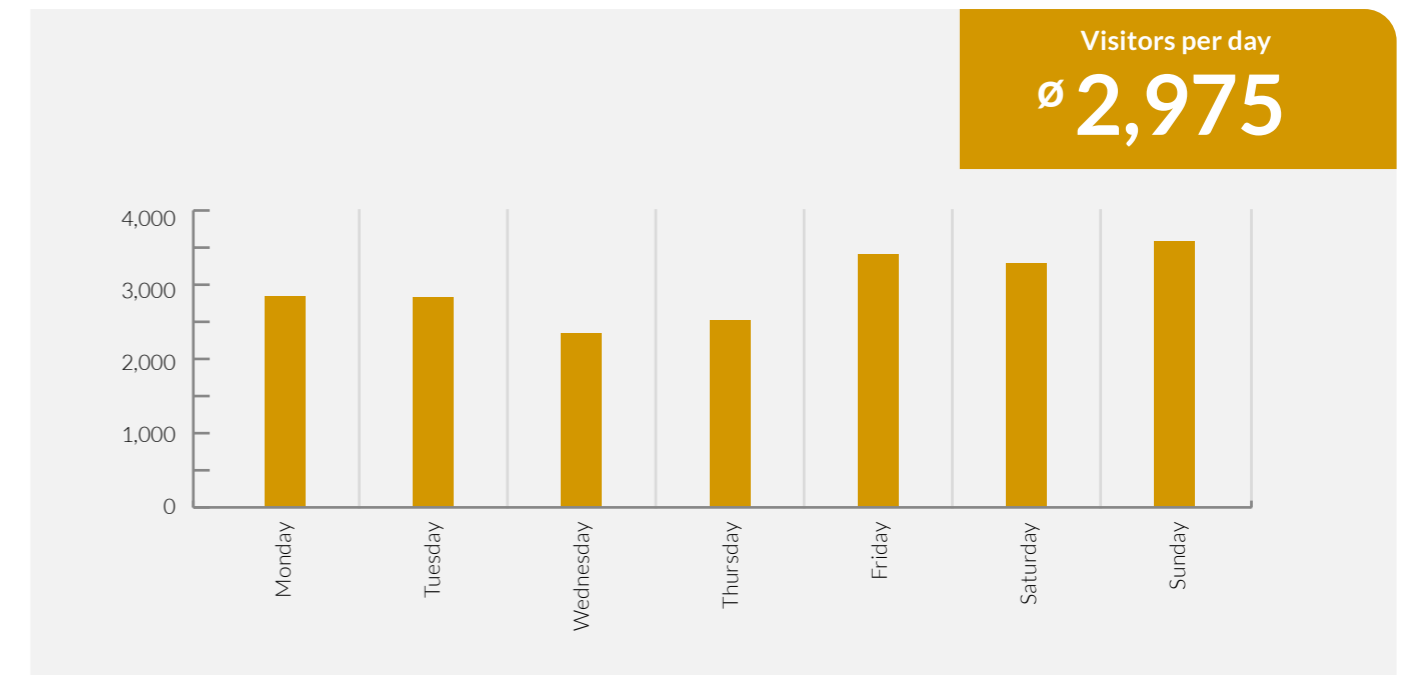
- |  |                        |                              |
|--|------------------------|------------------------------|
| 1 Market Square:<br>Cross of Justice<br>Dënzelt<br>Town Hall | 3 Benedictine<br>Abbey | 8 Hihof                      |
| 2 St. Willibrord<br>Basilica                                 | 4 TRIFOLION            | 9 St. Peter & Paul<br>Church |
|  | 5 Orangerie            | 10 Gothic house              |
|  | 6 Rococo Pavilion      |                              |
|  | 7 The Town Wall        |                              |
- Echternach Trading Space**



## Echternach – Already more than a million visitors per year

The number of visitors is an indication of the well-connected road access to and from Echternach. Due to its location at the Luxembourg-German border, up to 15,000 vehicles per day pass through Echternach in the

direction of Luxembourg City, for the most part so-called cross-border commuters with high income and consumption potential.



## Echternach – Trading seven days a week in the heart of Europe

For store operations, the centre is open on all working days and, in accordance with Luxembourg law, also on Sundays and public holidays. At present, the centre is expected to operate 360 days a year, with opening hours from 10.00 am to 7.00 pm. A possible extension

of the opening hours at a later date will be taken into account in any rental agreement. In addition, there are extended opening hours for special sales promotions such as late-night and VIP shopping.



## Echternach – Market opportunity in the heart of Europe

The regional market and catchment area was thoroughly investigated in 2018 by the international market research and retail specialist CACI on the basis of real navigation data and traffic volumes. Even though the immediate catchment area is, as expected, quite small, high volumes of potential customers are already generated at travel times of 40 to 60 minutes. Within 90 minutes

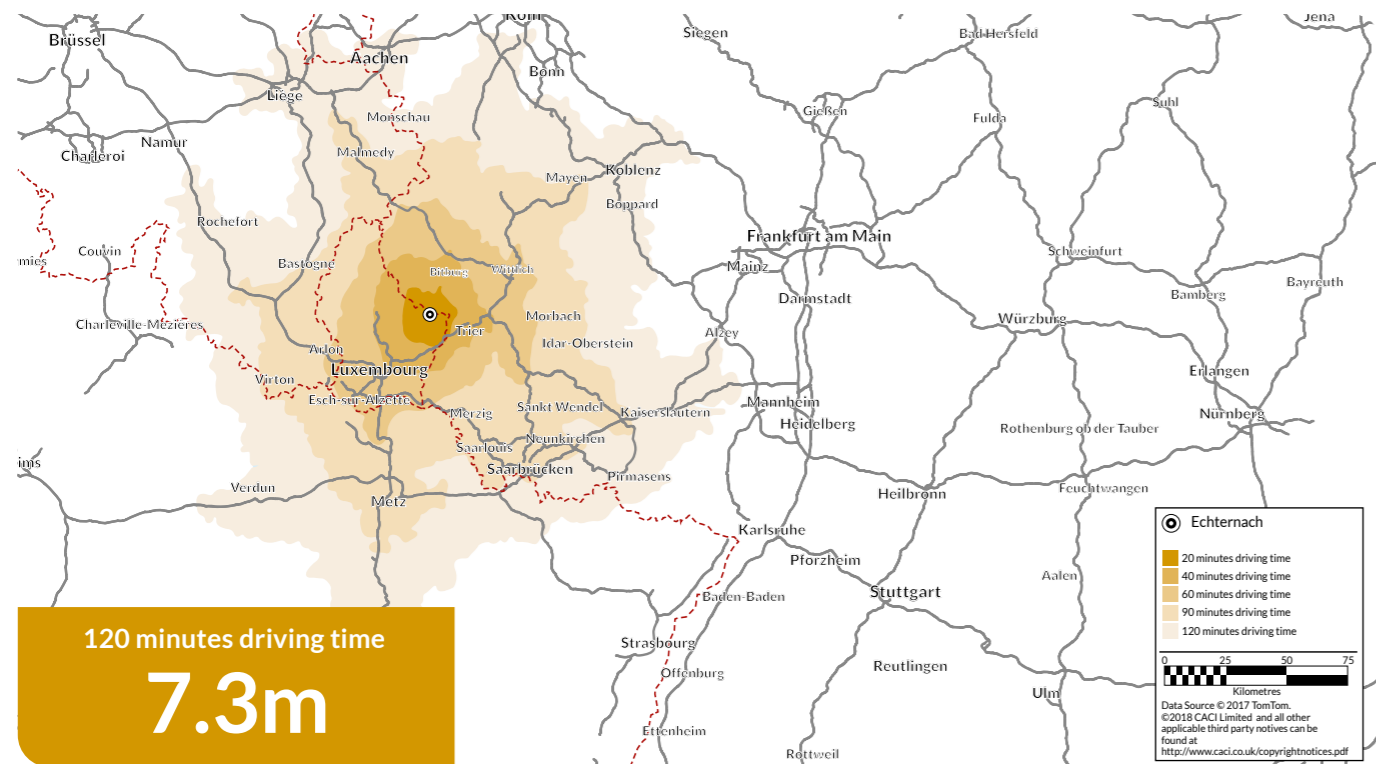
driving time, Echternach can reach almost 3.3 million customers. The CACI study also included longer travel times to shopping destinations of 120 minutes' drive, which is currently quite common in the region, and shows a potential market volume of more than 7 million customers.



### Your catchment:

- 40 minutes driving time – 270,000 potential customers
- 60 minutes driving time – 1.05m potential customers
- 90 minutes driving time – 3.3m potential customers
- 120 minutes driving time – 7.3m potential customers

7m residents are within 120 minutes' drive of Echternach. Its compelling outlet offer and strong transport links suggest that shoppers will be motivated to make journeys of this length following the town's development.



Source: CACI Market Research Echternach, October 2018

Further, Echternach is located in an area with little existing competition, as CACI stated in its study. A unique market opportunity, particularly for brands focusing on sports, leisure and outdoor fashion with corresponding

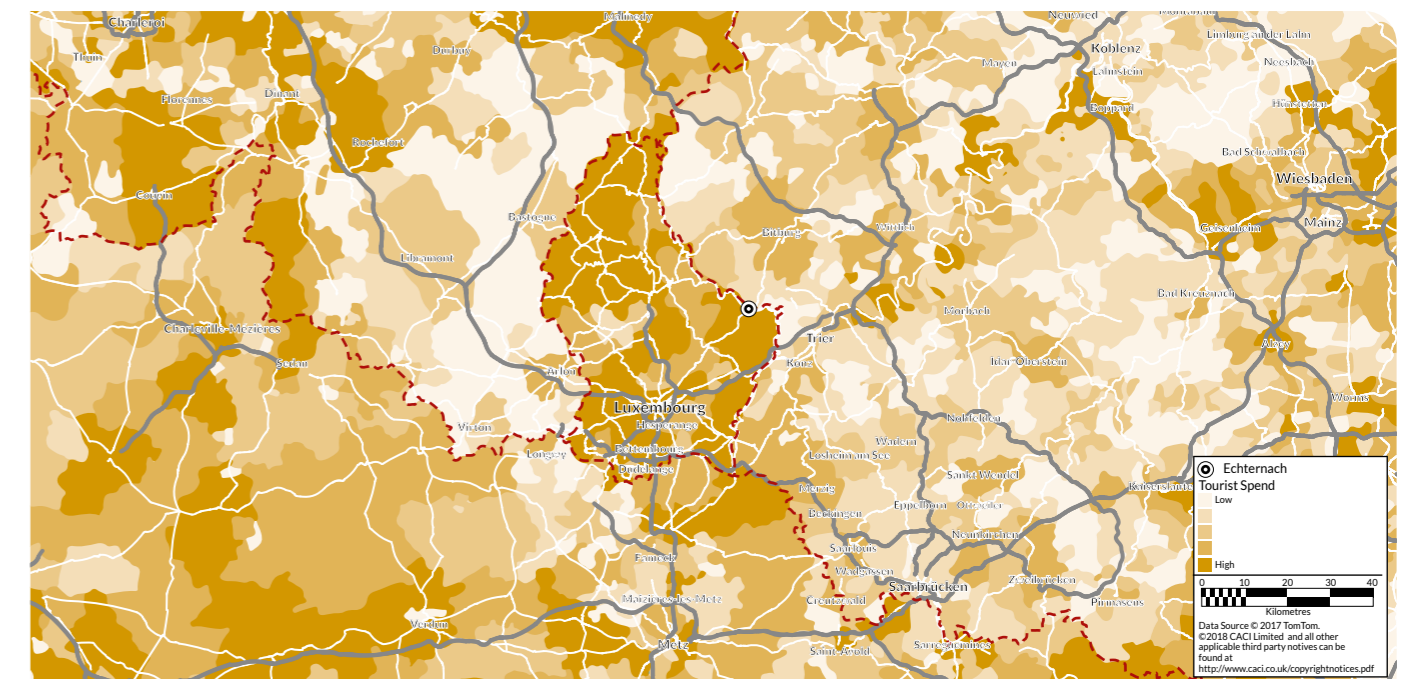
accessories. The architectural and geographical profile of Echternach combines history and nature with the shopping experience – the best combination for a classic day trip to an outlet with an authentic tourist adventure.

## Echternach – Top tourism destination in Luxembourg

An excellently developed infrastructure for outdoor activities already hosts hundreds of thousands of visitors per year: the Mullerthal-Trail, one of Europe's top ten hiking facilities, the recreational area of the "Echternach Lake" and the Eifel/Mullerthal Nature Park. Hiking, biking on an extensive network of cycle paths,

mountainbiking, canoeing on the Sauer river and several more water sports opportunities. Further, the city develop Echternach Lake as a bathing and swimming facility. Tourism can be expected to be a huge contributor to sales in Echternach.

Visitors to the area from EU and long-haul destinations will arrive in Echternach with a combined €79m to spend.



Source: CACI Market Research Echternach, October 2018

Tourist Retail Potential  
**€79m**

The British market research specialists from CACI have modeled tourism demand across Luxembourg/surrounding countries as outlined.



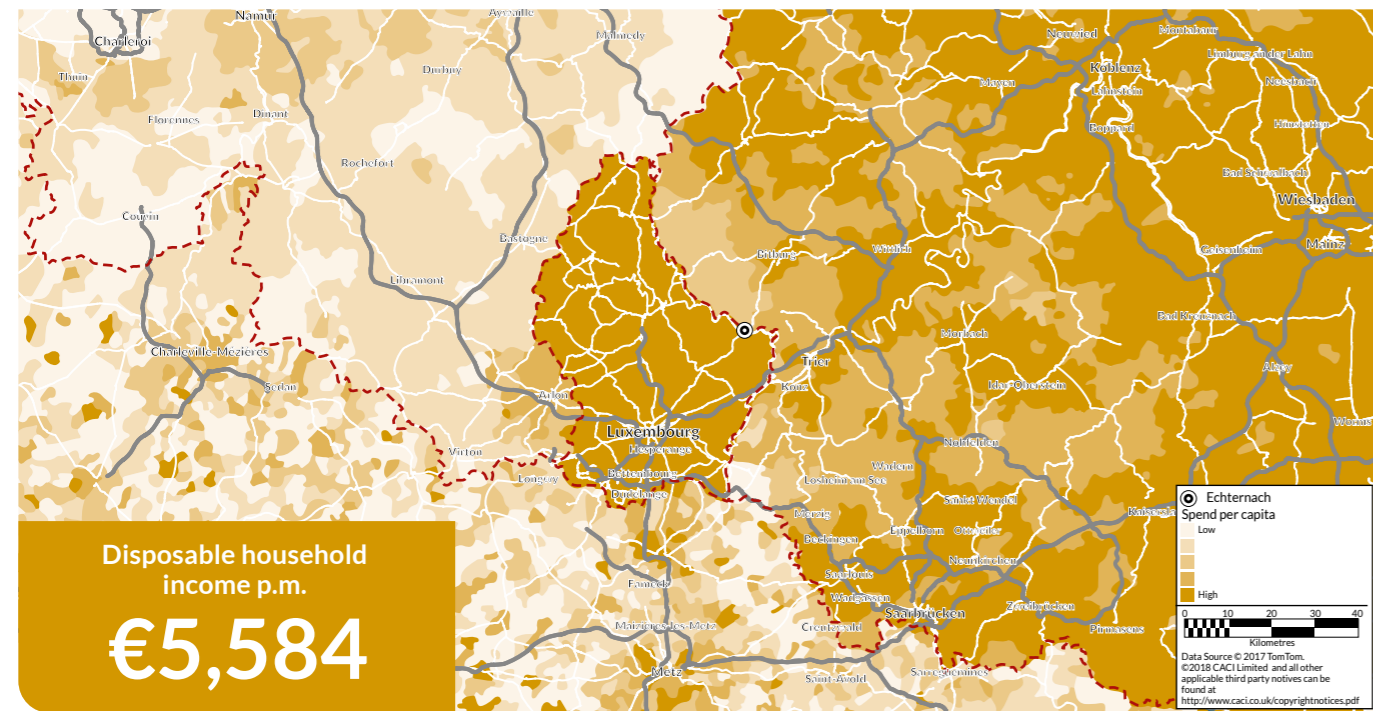
## Echternach – In the centre of Europe’s highest spending power

Luxembourg is one of the most stable economies in Europe. Apart from Germany, Luxembourg is the only country in the eurozone that still enjoys an “AAA” rating from the three major financial rating agencies. The purchasing power in the state of Luxembourg and in the surrounding border regions of France, Germany, Belgium and the Netherlands is the highest in all of

Europe, with an average disposable monthly household income of €5,584 (2016) in the European comparative average (STATEC 2018). CACI illustrated the particular catchment of Echternach in terms of purchasing power:

### Population: Spend per capita

There is a clear east/west divide in the region in terms of spending power. Echternach is well placed to harness the high spending residents present across Luxembourg and into western Germany.



Source: CACI Market Research Echternach, October 2018

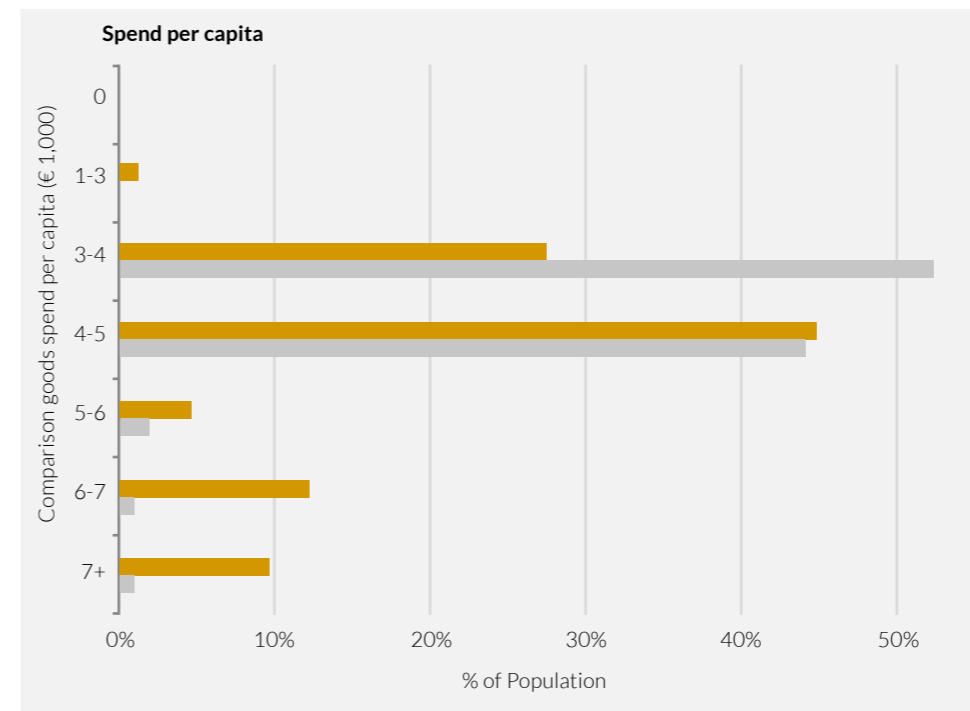


## Population demographics



**€4,000+**

71% of catchment residents spend over €4,000 on comparison goods each year, a rate much higher than that seen for the wider Benelux region (48%).



Source: CACI Market Research Echternach, October 2018

The adjacent chart shows annual comparison goods spend per capita and compares Echternach’s residential catchment (post-development) to the Benelux average.

Reflecting the town’s strong location in terms of annual spend, it outperforms the benchmark average in the proportion of its population within the top three spend bands.

In total, 71% of catchment residents spend over €4,000 on comparison goods each, compared to a Benelux average of 48%.



## Best service for operators and customers



Centre Management in Echternach will offer a comprehensive service to customers and shoppers all across the region, including:

- › customer service desk and lost and found office operated during opening times
- › VAT refund
- › Kids buggies or special shopping trolleys with child seats
- › Wheelchairs/electric vehicles for disabled people
- › Shuttle services from and to Luxembourg City, Trier and possibly other high-volume entry points into the catchment area
- › the sale of gift cards and vouchers
- › “Welcome Packs” with discounts and vouchers in agreement with tenants and brands
- › multilingual signage and digital information systems
- › centre website with digital marketing facilities and support for POS marketing and promotions

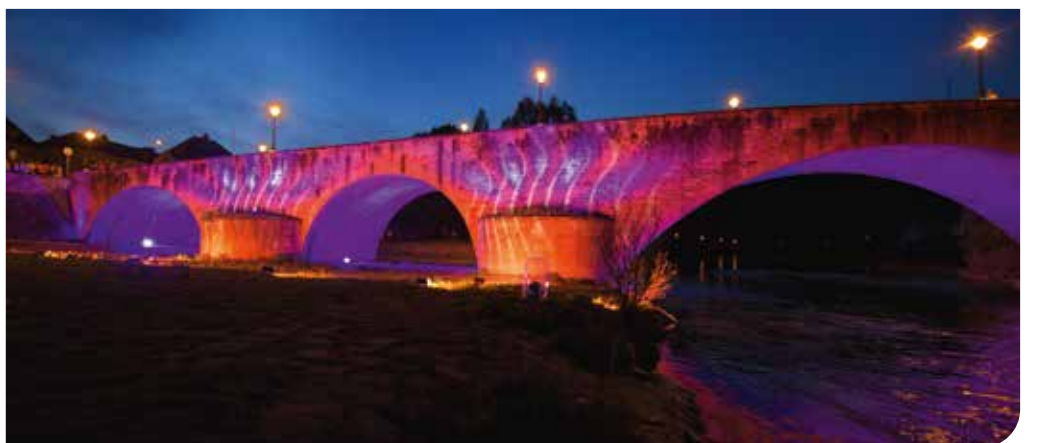
- › a translation service and, if necessary, shopping assistance (for a fee)
- › sales/turnover recording and data reconciliation of retail performance with a specialized IT system, including the creation of a weekly and annual ranking of the turnover per store unit and the communication of the rankings to the tenants

Furthermore, in cooperation with the city of Echternach:

- › people counter and a retail analysis system to record key performance indicators and visitor numbers in the centre,
- › a tourist information office
- › multiple children’s playgrounds
- › the parking facilities for busses/coaches
- › a shuttle bus to the city centre from all car parks, free of charge for visitors
- › free WIFI network in public areas of the centre for customers and visitors









## Outlet Ville Echternach

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