

HASLINGER

RETAIL REAL ESTATE CONSULTING



JAN 2024

POP ✈️
OUTLET & ENTERTAINMENT

NEW ERA OF POP AIRPORT



COMMERCIAL
SPACE
31,000
SQM

CURRENT
ENTERTAINMENT
AREA
13,000
SQM

DISCOVER AN UNIQUE UNION OF
**OUTLET SHOPPING
& ENTERTAINMENT**
AT ONE PLACE

POP ✈️



TAKE A CLOSER LOOK AT
POP OUTLET



OPENED IN
2018

1 250 000
VISITORS IN 2022

★★★★★
4,1 Google



80 BOUTIQUES & 200 BRANDS

KARL
LAGERFELD



Calvin Klein

S
salomon

TRESPASS

PALMERS

Design

ALPINE PRO

adidas

QUIKSILVER

GANT

Levi's

REGATTA
GREAT OUTDOORS

Pepe Jeans
LONDON

Hamleys

meatfly.

GUESS

B
BOGNER

RR
RETRO

TRUSSARDI

TIMEOUT
Los Angeles

T
TOM TAILOR
EST. 1983

ROXY

MUSTANG

DELSEY
PARIS

GX
STORE

ESPRIT

eCCO

Ann

AND
MORE

POP ✈️



OLD PRAGUE DESIGN SHOPPING STREETS

WINNER
BEST
REAL ESTATE
2018

GENEROUS SPACE



2 400 CAR PARKING LOTS

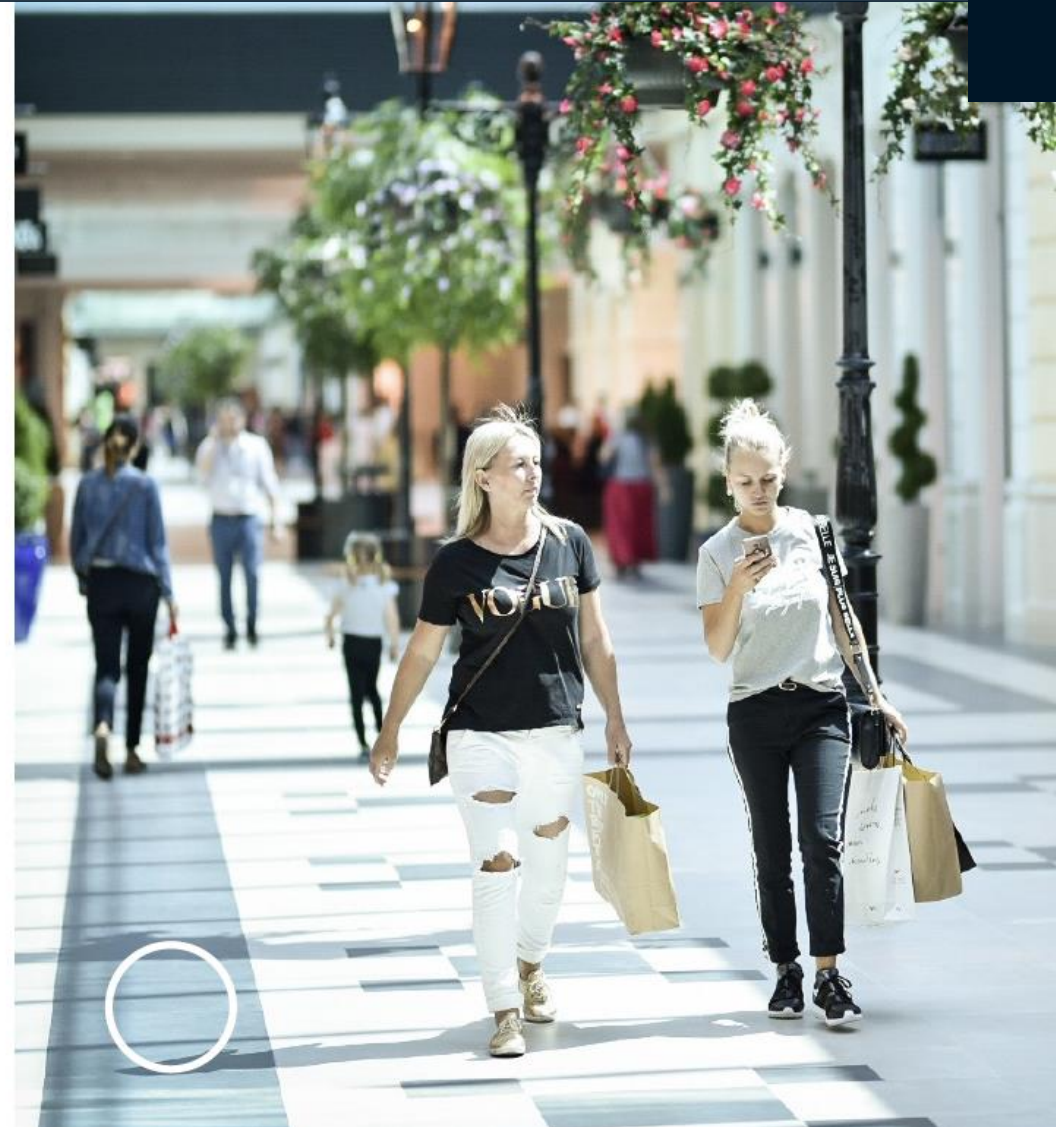
15 PARKING LOTS FOR BUSES

3 ENTRANCES

20 000 SQM GLA (PHASE I)

10 000 SQM GLA (PHASE II)

13 000 SQM GLA (ENTERTAINMENT)



LOCAL BUSINESS POTENTIAL

90
MIN.

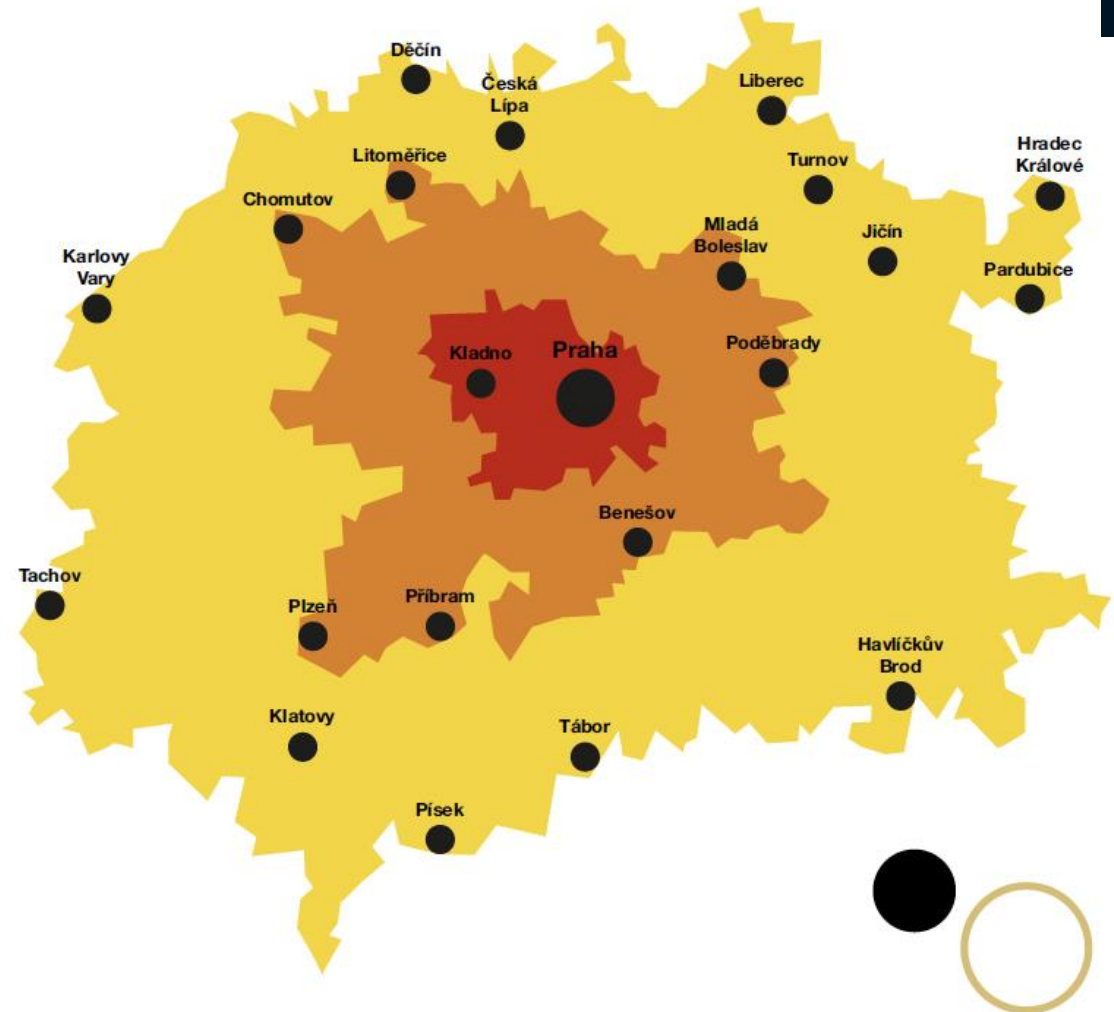
2,0 mil. households
4,6 mil. inhabitants
Purchase power **36 bn.** eur

60
MIN.

1,2 mil. households
2,4 mil. inhabitants
Purchase power **22 bn.** eur

30
MIN.

0,5 mil. households
1,25 mil. inhabitants
Purchase power **10 bn.** eur



JUST 5 MINUTES FROM
PRAGUE AIRPORT
 & 25 MINUTES FROM DOWNTOWN

POP 
 OUTLET & ENTERTAINMENT



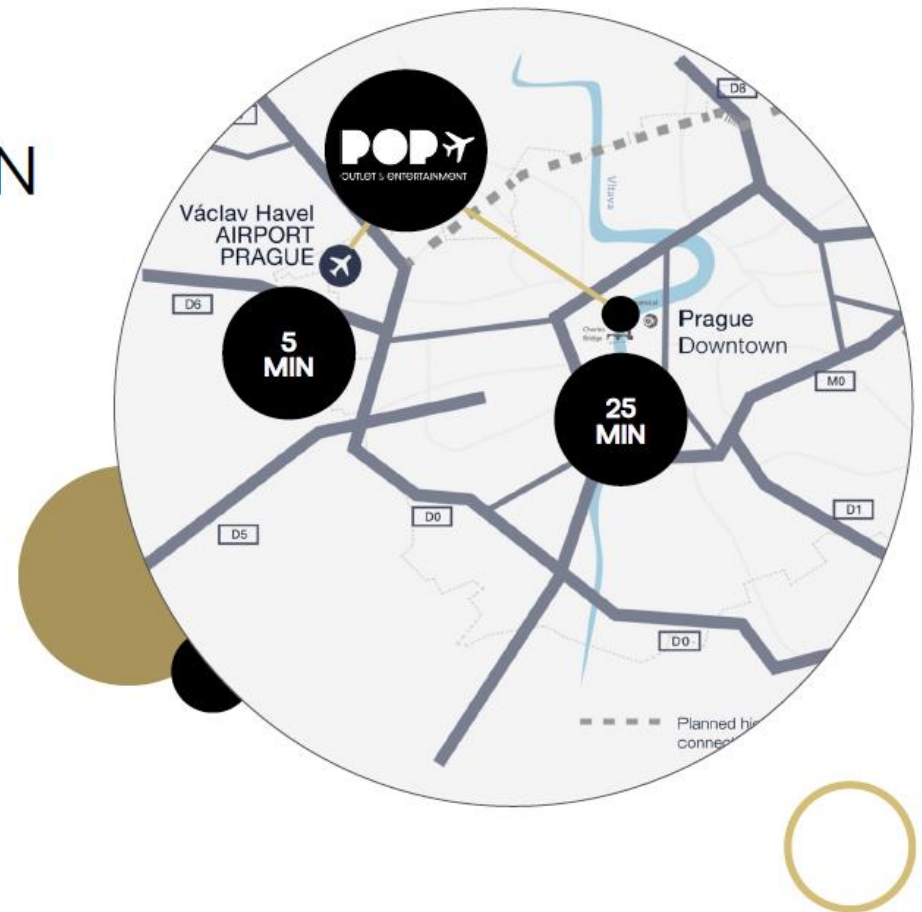
5 minutes to prague airport
 15 minutes to metro A
 25 minutes to downtown



Every **20 - 60** minutes to metro A



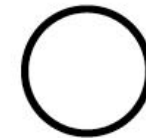
Every **30 - 60** minutes to metro A



INFLOW

PERFORMANCE

2018	498 472	OPENING 18TH OF MAY 2018
2019	849 855	
2020	586 654	LOCKDOWN, CLOSED FOR 97 TRADING DAYS
2021	595 654	LOCKDOWN, CLOSED FOR 133 TRADING DAYS
2022	YTD 970 370	OPENING OF MAJALAND 01/2022
2023	1 400 000	OPENING OF OUTDOOR MAJALAND 06/2023
2024	1 800 000	OPENING AQUAPARK
2025	2 000 000	OPENING HOTEL & SPA



OUR GUESTS




**SINGLE
YOUNG
WOMEN**

176K people
14% of
Target Audience



**SINGLE
YOUNG
MEN**

263K people
21% of
Target Audience



**YOUNG
FAMILIES**

204K people
17% of
Target Audience



**MARRIED
WOMEN**

362K people
29% of
Target Audience



**MARRIED
MEN**

392K people
32% of
Target Audience



**OLDER
FAMILIES**

436K people
35% of
Target Audience

●

**AGED 25-65,
MIDDLE AND UPPER
CLASS,
SHOPPING LOVERS**

TOURISM OF PRAGUE



THE **5TH MOST VISITED** EUROPEAN CITY

AIRPORT PASSENGERS: OVER **18 MIL.** IN 2019

18 MIL. FOREIGNERS AND **8.5 MIL. OVERNIGHTS** IN 2019

ONE OF THE TOP TWENTY CITIES IN EUROPE FOR TAX REFUNDED SALES



NEW TOURISM ACQUISITION PROGRAM



In summer of 2022 we have introduced a completely new tourist acquisition program, which connects both the area of shopping and entertainment. We have established cooperation with 15 leading incoming agencies and 20 hotels. We have a sophisticated commission system that motivates both agencies and their employees to actively promote shopping at POP Airport. We expect increase of minimum 80% in the number of shopping tourists by the end of year.



POP ✈️
OUTLET & ENTERTAINMENT

35 B2B
PARTNERS

+ 80%
TOURISM
FOOTFALL



DISCOVER OUR ENTERTAINMENT
FOOTFALL DRIVERS

COLLECTION OF MORE THAN 200 EXCLUSIVE CARS AND BIKES

3E
ENGINE
CLASSIC CARS GALLERY



ASTON MARTIN

PORSCHE



OPENED IN
2020

180 000
VISITORS IN 2022

★★★★★
4,6 Google

**DINOSAURIA
MUSEUM
PRAGUE**

THE WORLD'S UNIQUE MUSEUM OF DINOSAURS AND MINERALS

OPENED IN
2021

200 000
VISITORS IN 2022

★★★★★
4,5 Google

CZECHIA'S LARGEST INDOOR FAMILY FUN PARK



OPENED IN
2022

300 000
VISITORS IN 2022

★★★★★
4,4 Google

RESTAURANTS & CAFES

BALI BALI 
ASIAN RESTAURANT



Dai Marinai
sail with us 

**COFFEE
FELLOWS**

Nel Forno
nel forno

**Restaurace
U Máji**



3 NEW KEY PROJECTS
IN 2023 - 2025

EXPECTED
FOOTFALL INCREASE



MAJALAND
OUTDOOR



AQUA
PARK



HOTEL
& SPA

+ 730 000 VISITORS

ADDITIONAL 4 000 M2 OF OUTDOOR SPACE FOR FAMILY ENTERTAINMENT



ALREADY IN PROGRESS

OPENING IN **2023**

+ 100 000
VISITORS IN 2023

4 000
SQM

OUTDOOR
ATTRACTIONS

ENTRANCE
THROUGH
OUTLET

THE BIGGEST THEMATIC AQUAPARK IN CZECH REPUBLIC

PlopsaQua

PRAHA

OPENING IN
2024

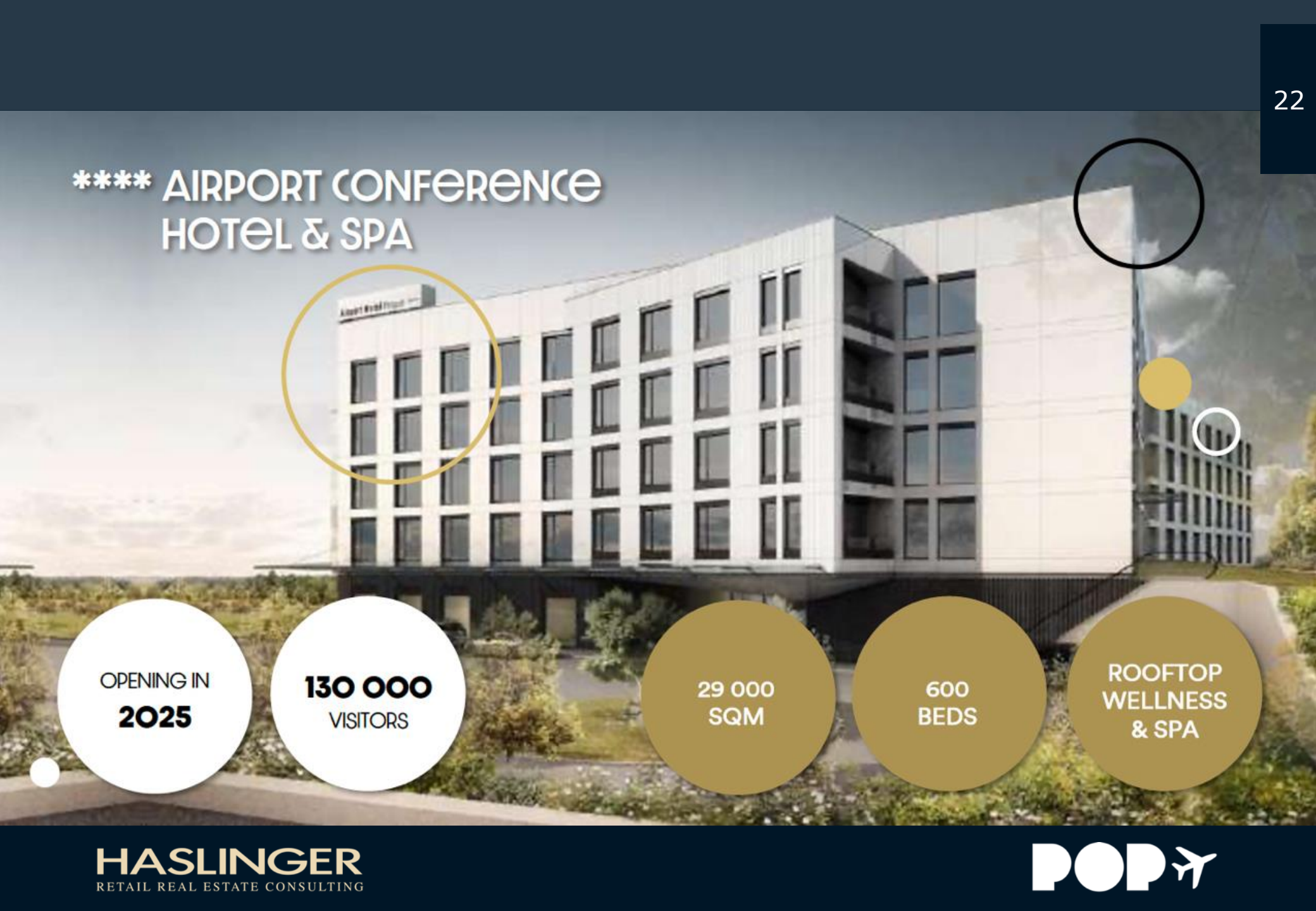
500 000
VISITORS

15 000
SQM

18
ATTRACTIONS

INDOOR
& OUTDOOR

**** AIRPORT CONFERENCE HOTEL & SPA



OPENING IN
2025

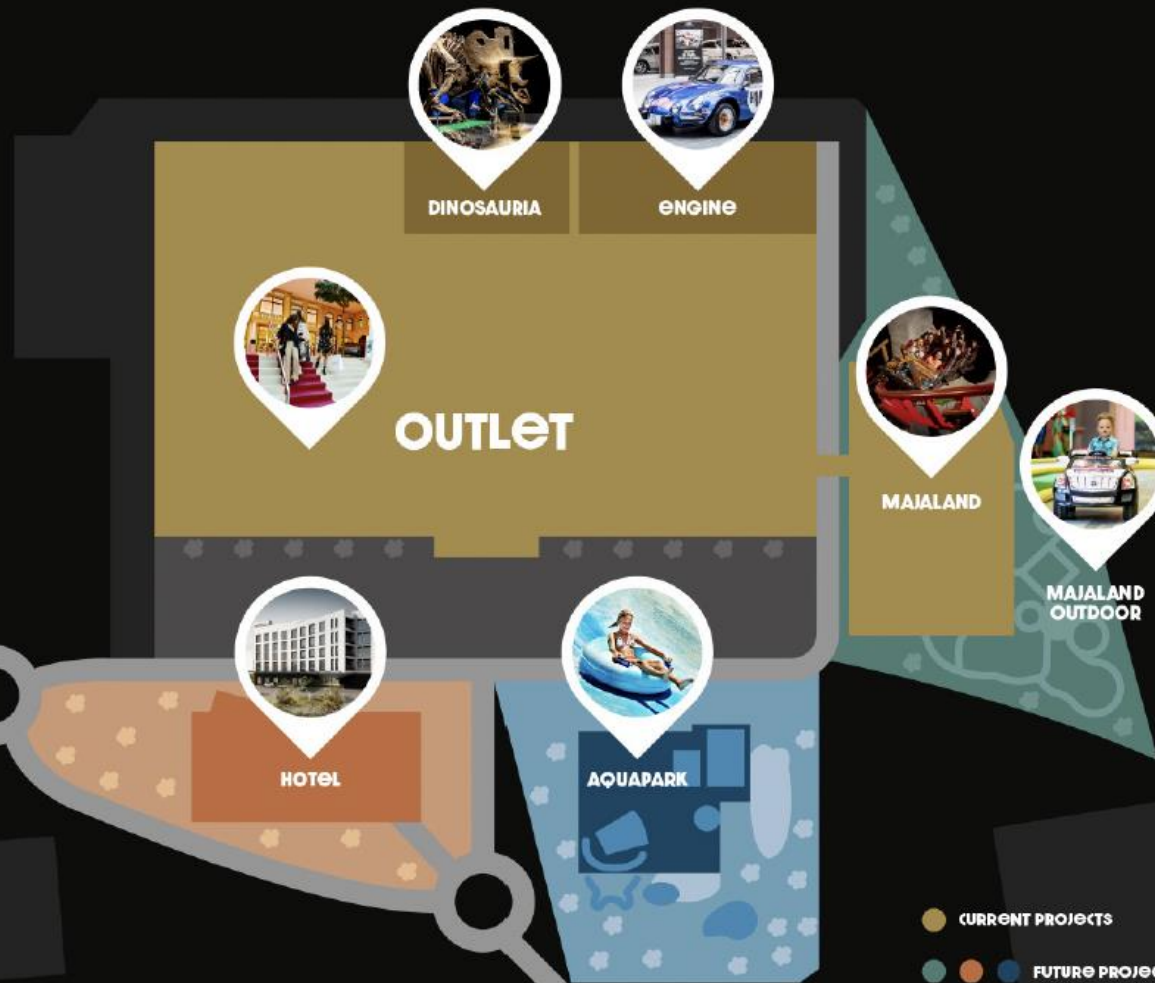
130 000
VISITORS

29 000
SQM

600
BEDS

ROOFTOP
WELLNESS
& SPA

POP AIRPORT FAMILY RESORT









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Centres in Management

- Full Rental Management
- Part Rental Management
- Centre under Construction
- Centre in Planning

November 2023

HASLINGER
RETAIL REAL ESTATE CONSULTING



Sources: Esri, HERE, DeLorme, InCREMENT P, Corp., NPS, NRCAN

OUR PRESENCE

28

15
Centres
4
Countries

140,000 sqm
Retail Space

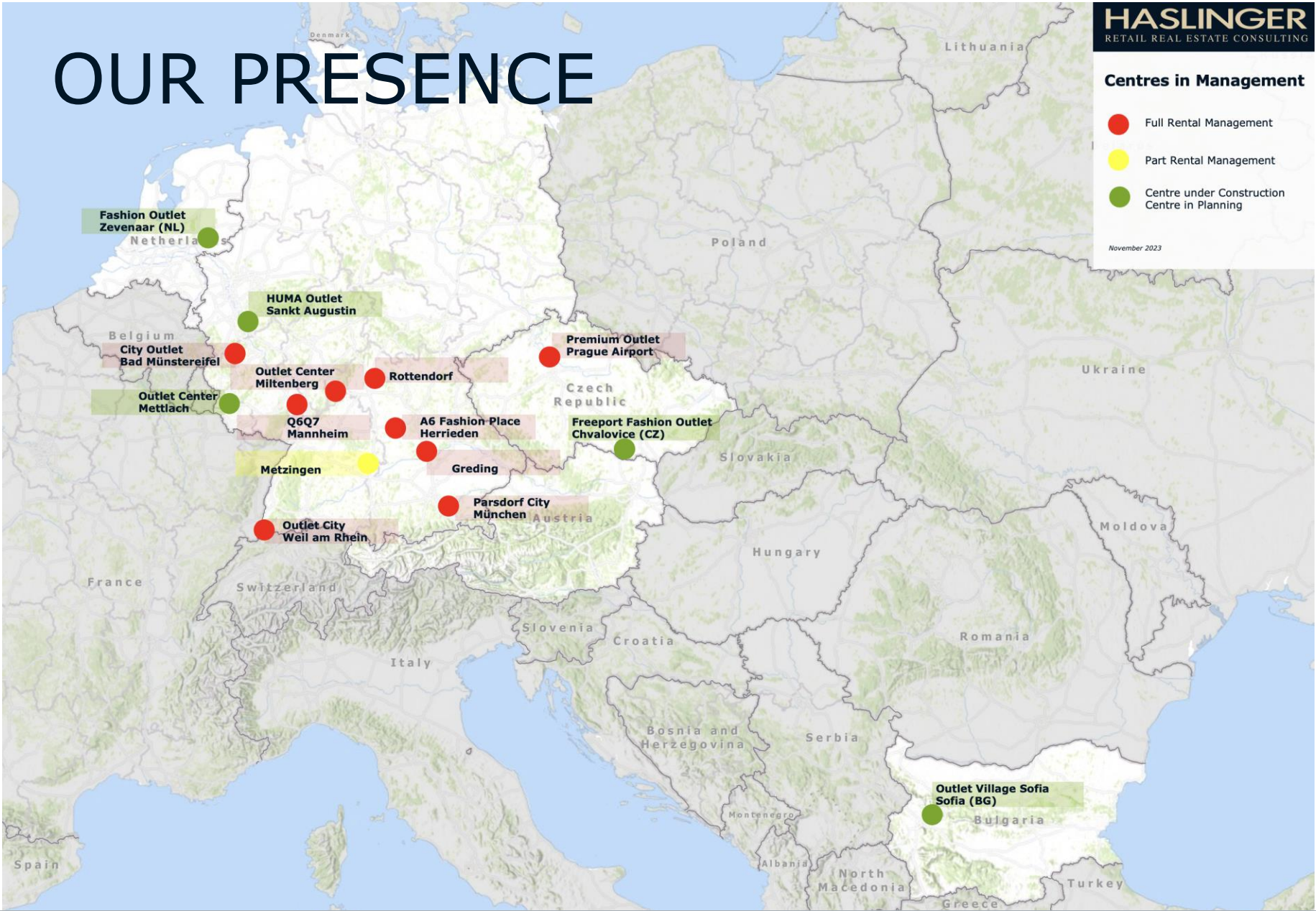
500
Shops

OUR PRESENCE

Centres in Management

- Full Rental Management
- Part Rental Management
- Centre under Construction
Centre in Planning

November 2023



OUR CENTRES



OUR REFERENCES

Stadtgalerie Plauen ▪ Rotmain Center Bayreuth ▪ Franken Center Nürnberg ▪ City Point Nürnberg ▪ Stadtgalerie Heilbronn ▪ Leo Center Leonberg ▪ Saarpark Center Neunkirchen ▪ Europa-Galerie Saarbrücken ▪ The Colosseum Bucharest, RO ▪ Drei Glocken Center Weinheim ▪ Das Gerber Stuttgart ▪ Designer Outlet Neumünster ▪ Designer Outlet Berlin ▪ Designer Outlet Roermond, NL ▪ Designer Outlet Salzburg, AT ▪ Designer Outlet Parndorf, AT ▪ Designer Outlet Landquart, CH ▪ Designer Outlet Soltau ▪ Parndorf Fashion Outlet, AT ▪ Outlet Center Brenner, IT ▪ Outlet Noyon-Allee Metzingen ▪ Galizia Center Metzingen ▪ Outlet Center Moravia, CZ ▪ Freeport, CZ ▪ Outlet Center Hammerau ▪ Outlet Center Drei Länder Galerie ▪ Outlet Center Echternach, LU ▪ Outlet Center Egelsbach Frankfurt a.M. ▪ Outlet Center Jettingen-Scheppach ▪ Klagefurt Outlets ▪ Outlet Berlin Wustermark ▪ Outlet Center Selb ▪ Outlet Center Wadgassen ▪ City Outlet Rietberg ▪ City Outlet Dinkelsbühl ▪ City Outlet Rüsselsheim ▪ City Outlet Zwiesel ▪ City Outlet Wernigerode ▪ Mustang ▪ CBR Street One Cecil ▪ Barutti ▪ René Lezard ▪ Le Creuset ▪ Estée Lauder MAC Cosmetics ▪ Apple mcworld, AT ▪ LTB Jeans, TR ▪ White Stuff, UK



AND MORE...

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RETAIL REAL ESTATE CONSULTING

Successfully in business for over 10 years!