

HASLINGER
RETAIL REAL ESTATE CONSULTING

HASLINGER
MANAGEMENT

POP 
OUTLET & ENTERTAINMENT

JAN 2025



POP ✈️
OUTLET & ENTERTAINMENT

NEW ERA OF POP AIRPORT



COMMERCIAL SPACE
31,000
SQM

CURRENT ENTERTAINMENT AREA
17,000
SQM

3
NEW ENTERTAINMENT PROJECTS IN PROGRESS

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

POP

GUESS



TAKE A CLOSER LOOK AT
POP OUTLET

OPENED IN
2018

1 400 000
VISITORS IN 2023

★★★★★
4,1 Google

80 BOUTIQUES & 200 BRANDS



Calvin Klein

SALOMON



Desigual.



GANT



CZECH PORCELAIN & BOHEMIA CRYSTAL

GUESS

Marc O'Polo
EST. IN STOCKHOLM



GEOX



ESPRIT



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)

17 000 SQM GLA (ENTERTAINMENT)



LOCAL BUSINESS POTENTIAL

90
MIN.

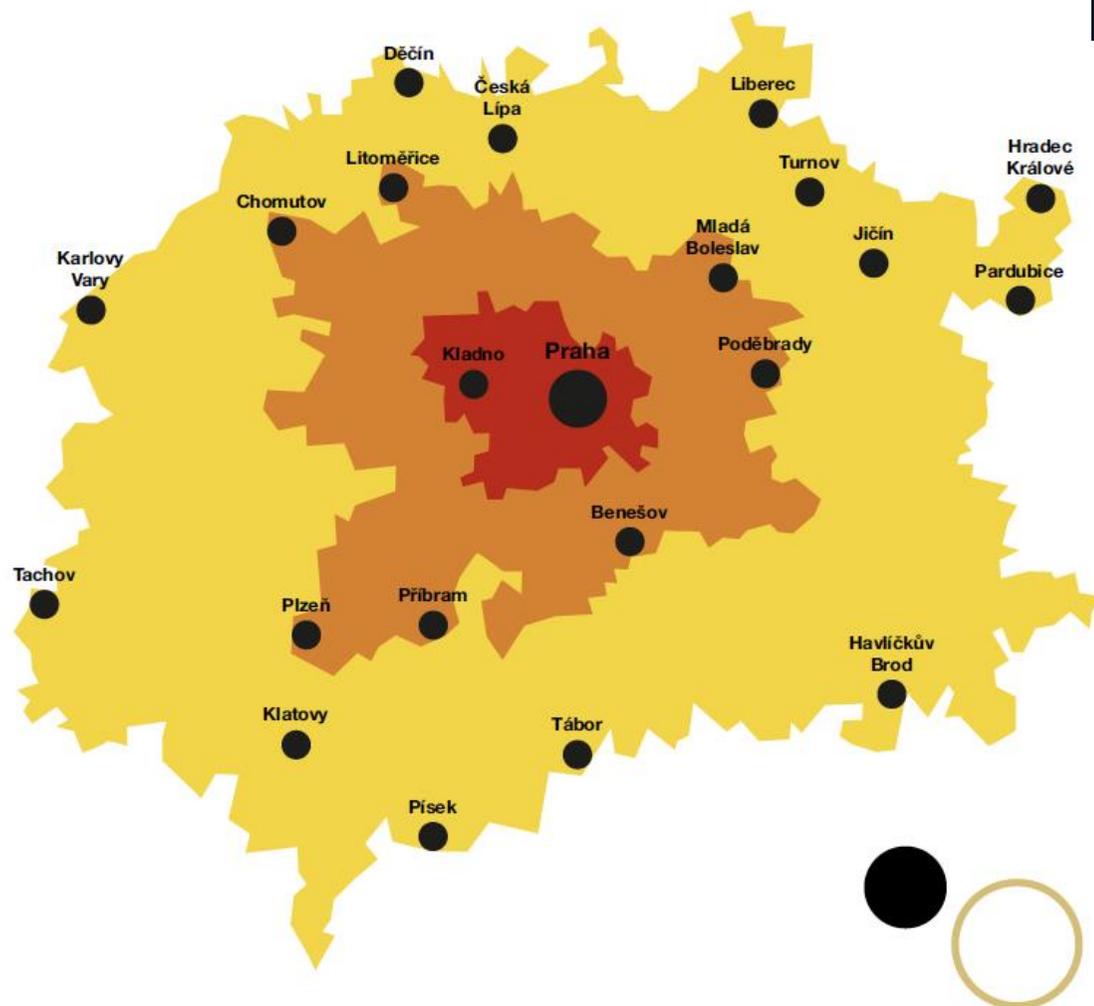
2,0 mil. households
4,6 mil. inhabitants
Purchase power **36 bn.** eur

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



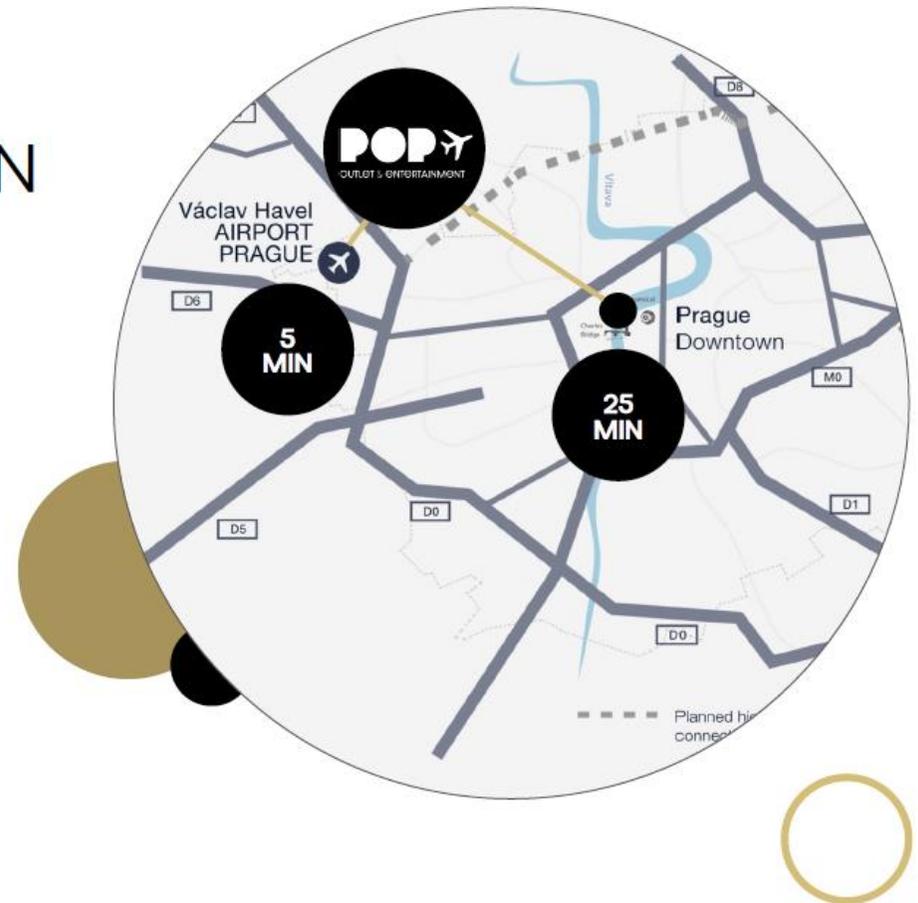
5 minutes to prague airport
 15 minutes to metro A
 25 minutes to downtown



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



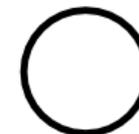
Every **30 - 60** minutes to metro A



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	1 250 000	OPENING OF MAJALAND 01/2022
2023	1 400 000	OPENING OF OUTDOOR MAJALAND 1ST PHASE
2024	1 800 000	OPENING OF OUTDOOR MAJALAND 2ND PHASE
2025	2 000 000	OPENING AQUAPARK 2025/2026
		OPENING HOTEL & SPA 2026



STRONG MEDIA CAMPAIGNS

We will keep leading position on retail market in media spend thanks to strong media campaigns including TV.

<https://tinyurl.com/mrx2c393>

AWARENESS **79% ***
+ 600% VS. 2018

AD SPEND **4,97 MIL. €**

TOTAL TV GRPS **2 360**

* supported brand awareness, research Response Now 2023



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 more than 50 partners. 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

**50+ B2B
PARTNERS**

**+ 80%
TOURISM
FOOTFALL**

NEW TOURISM ACQUISITION PROGRAM



Main partners: Prague City Tourism, Bluestyle, Asiana, Czech tourism, CPI Hotels, Naeil tour, Kompas

More than 50 other partners. Travel agencies, travel agencies, hotels, carriers, state organizations for tourism

Monetary reward for partners from the center - high motivation to supply organized groups and individuals

POP 
OUTLET & ENTERTAINMENT



Shopping with discounts 30 - 70% in the most beautiful outlet



The world's unique Dinosaurs' museum



The largest indoor amusement park in CZ



The largest public collection of iconic cars



The best place in Prague for aircraft tracking



More experiences and fun for kids and adults

PURPOSE OF TOURISM ACQUISITION PROGRAM



- Increase the number of foreign tourists to 200,000/year by 2023, each subsequent year +30%
- Focus on Asia (Korea, Philippines, China), India, Middle East
- Average tourist shopping basket 160E
- POP part of the Airport city project, due to the location near the airport, an effort to maximize foreign tourists using tailor-made solutions: private pick-up, shuttle bus, tax free, tourist route checkout hotel – POP – airport
- Uber as the airport's exclusive partner for transport, mutual cooperation in intensive negotiations



PURPOSE OF TOURISM ACQUISITION PROGRAM



Main source market, shopping is their hobby, high tax on luxury products - they go to Europe primarily for shopping

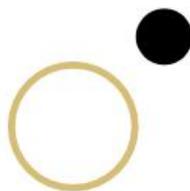
500,000 Korean tourists visit Praha annually

On the occasion of the re-introduction of the direct flight from Prague to Seoul (launched again on 27/03/2023, direct flight 3 times a week), POP participated in the trade mission of Czech tourism in Korea and managed to negotiate a number of strategic partnerships, e.g. Naeil tour, Honeymoon resort, Hana tour



CPI HOTELS

exclusive PARTNER



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 ✈️

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

220 000
VISITORS IN 2023

★★★★★
4,6 Google

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**DINOSAURIA
MUSEUM
PRAGUE**



THE LARGEST COLLECTION OF ORIGINAL SKELETONS OF DINOSAURS IN EUROPE

OPENED IN
11/ 2021

230 000
VISITORS IN 2023

★★★★★
4,5 Google

CZECHIA'S LARGEST INDOOR FAMILY FUN PARK WITH NEW OUTDOOR ATTRACTIONS



OPENED IN
01/ 2022

350 000
VISITORS IN 2023

★★★★★
4,4 Google

ADDITIONAL 4 000 M2 OF OUTDOOR SPACE FOR FAMILY ENTERTAINMENT



PARTIALLY OPENED

OPENING IN
07/ 2023

+ 100 000
VISITORS IN 2024

4 000
SQM

7 OUTDOOR
ATTRACTIONS

ENTRANCE
THROUGH
OUTLET

ADDITIONAL 4 000 M2 OF OUTDOOR SPACE FOR FAMILY ENTERTAINMENT

TO BE OPENED:
SPRING
2024



3 NEW KEY PROJECTS IN 2023 - 2025

EXPECTED FOOTFALL INCREASE



**MAJALAND
OUTDOOR**



**AQUA
PARK**



**HOTEL
& SPA**

+ 730 000 VISITORS

THE BIGGEST THEMATIC AQUAPARK IN CZECH REPUBLIC

PlopsaQua

PRAHA

15 000
SQM

18
ATTRACTIONS

INDOOR
& OUTDOOR

OPENING IN
2025/26

500 000
VISITORS

WE ARE IN THE PROCESS OF OBTAINING A BUILDING PERMIT
FINANCING IS SECURED

LICENSE BY PLOPSA
<https://www.plopsaquadepanne.be/en>

**** AIRPORT CONFERENCE HOTEL & SPA



OPENING IN
2026

130 000
VISITORS

29 000
SQM

600
BEDS

ROOFTOP
WELLNESS
& SPA

POP AIRPORT FAMILY RESORT





Centres in Management

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

December 2024

HASLINGER
RETAIL REAL ESTATE CONSULTING



OUR PRESENCE

14
Centres
4
Countries

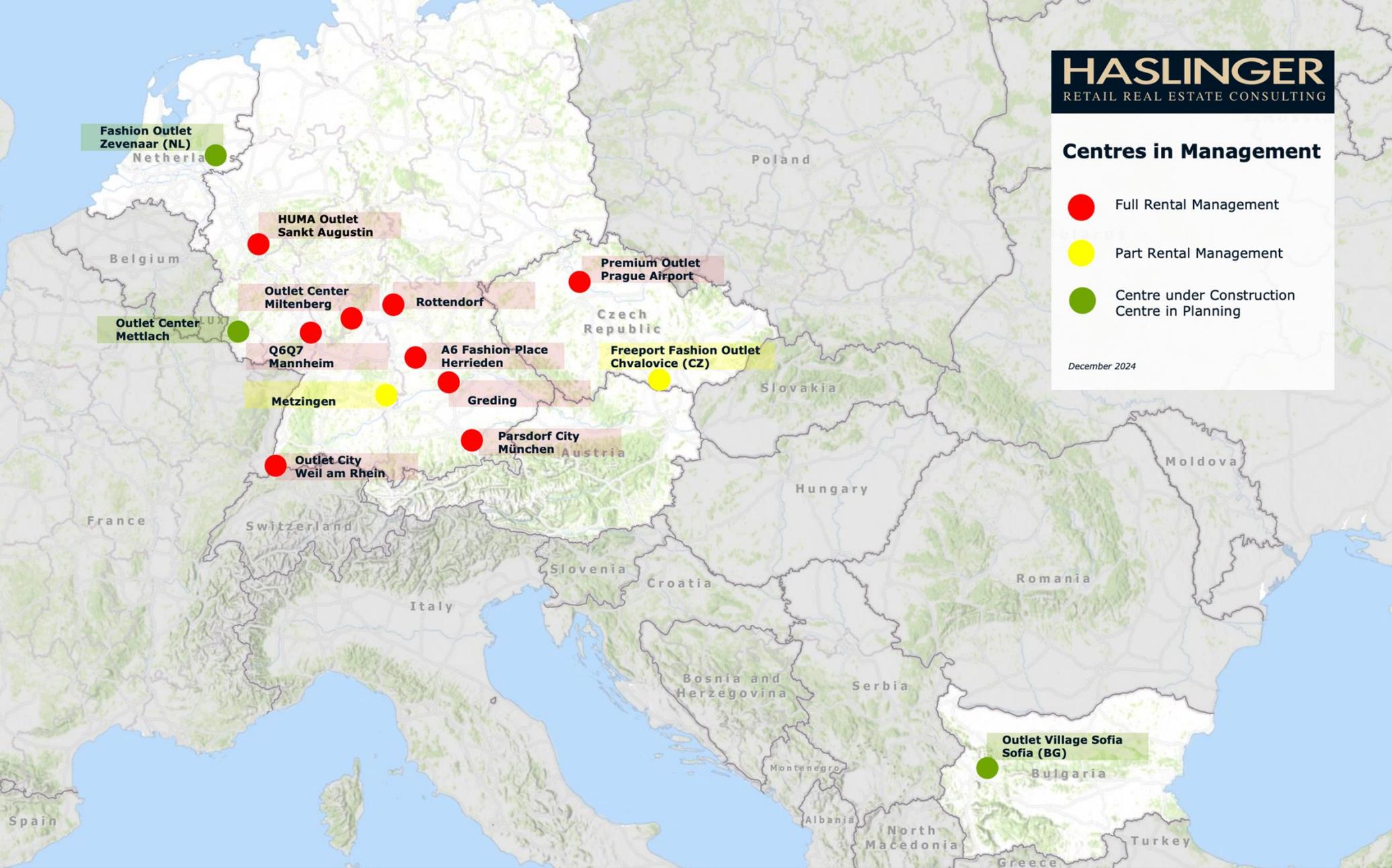
130,000 m²
Retail Space

460
Shops

Centres in Management

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

December 2024



OUR CENTRES



HUMA
OUTLET



OUTLET CITY
WEIL AM RHEIN



**fashion
outlet
zevenaar**

POP 
OUTLET & ENTERTAINMENT

OUTLET
VILLAGE
SOFIA



FREEPORT
FASHION OUTLET



Q 6 Q 7
Mannheim

DAS QUARTIER

Parsdorf
city
outlets+more

MILTENBERGER
OUTLET // CENTER

A6

FASHION PLACE

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 ▪ City Outlet Bad Münstereifel ▪ 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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Successfully in business for over 10 years!

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MANAGEMENT