

**HASLINGER**  
RETAIL REAL ESTATE CONSULTING

**HASLINGER**  
MANAGEMENT

**POP**   
OUTLET & ENTERTAINMENT

SEPT 2024

**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

**KARL**  
LAGERFELD



Calvin Klein

**SALOMON**

**TRESPASS**

*Pepe Jeans*  
LONDON

Desigual.

**ALPINE PRO**



**QUIKSILVER**

GANT



BOGNER

REGATTA  
GREAT OUTDOORS

**CCM**

**meatfly.**

CZECH PORCELAIN  
&  
BOHEMIA CRYSTAL

GUESS

Marc O'Polo  
EST. IN STOCKHOLM

**SR**  
RETRO

**GEOX**

**TIMEOUT**  
*Los Angeles*

**TOM TAILOR**  
EST. 1922

**ROXY**

**MUSTANG**

**DELSEY**  
PARIS

**Kappa**

ESPRIT

**eCCO**

**Ann**

AND  
MORE

# 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.

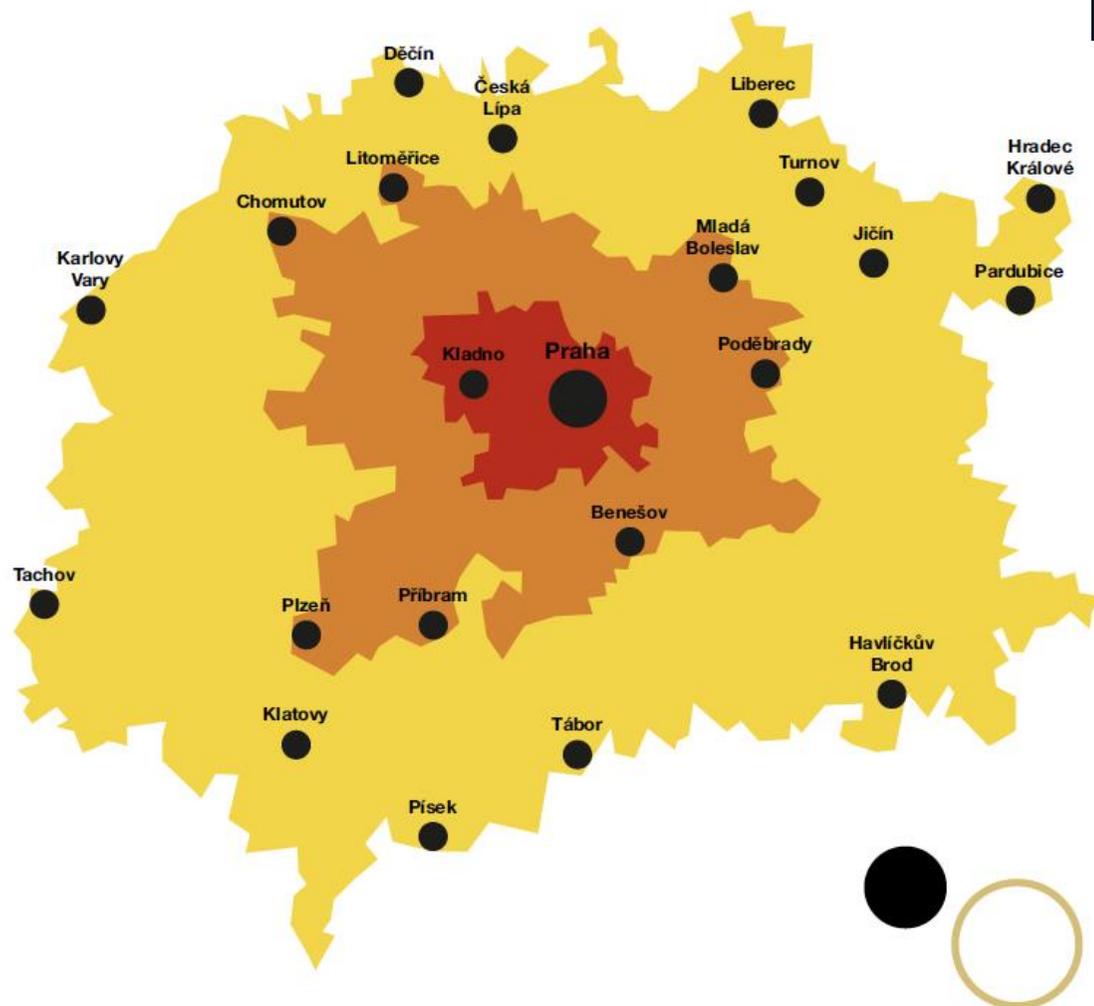
**2,0 mil.** households  
**4,6 mil.** inhabitants  
Purchase power **36 bn.** eur

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



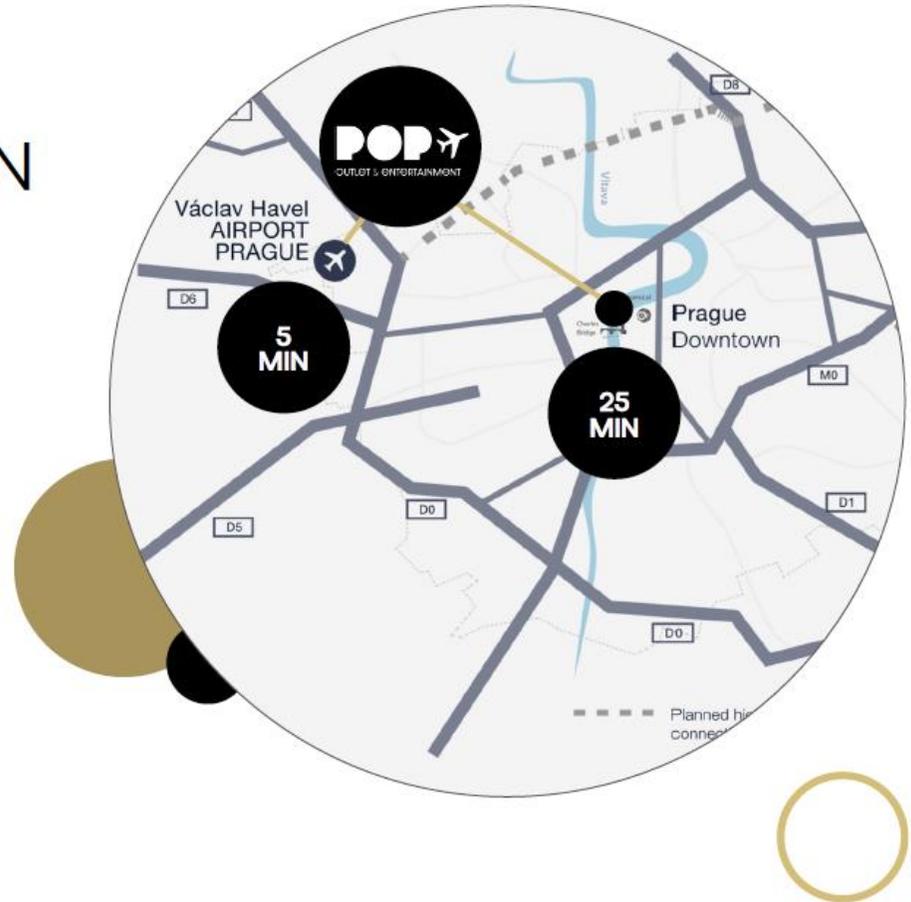
5 minutes to prague airport  
 15 minutes to metro A  
 25 minutes to downtown



Every 20 - 60 minutes to metro A



Every 30 - 60 minutes to metro A



# INFLOW PERFORMANCE



2018	<b>498 472</b>	OPENING 18TH OF MAY 2018
2019	<b>849 855</b>	
2020	<b>586 654</b>	LOCKDOWN, CLOSED FOR 97 TRADING DAYS
2021	<b>595 654</b>	LOCKDOWN, CLOSED FOR 133 TRADING DAYS
2022	<b>1 250 000</b>	OPENING OF MAJALAND 01/2022
2023	<b>1 400 000</b>	OPENING OF OUTDOOR MAJALAND 1ST PHASE
2024	<b>1 800 000</b>	OPENING OF OUTDOOR MAJALAND 2ND PHASE
2025	<b>2 000 000</b>	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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MANAGEMENT

**POP** ✈️

**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**

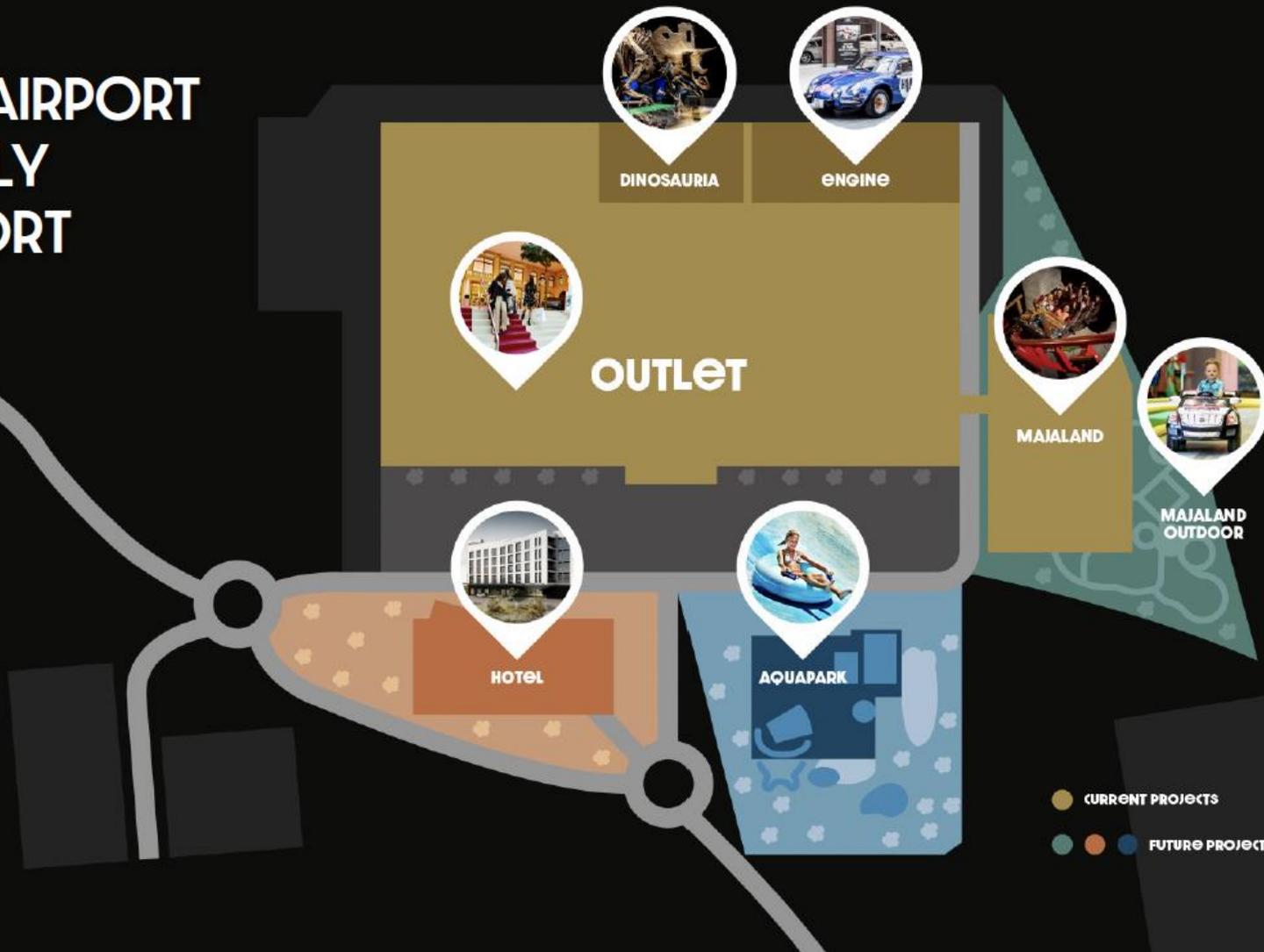
**130 000**  
VISITORS

**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

November 2023

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# OUR PRESENCE

**15**  
Centres  
**4**  
Countries

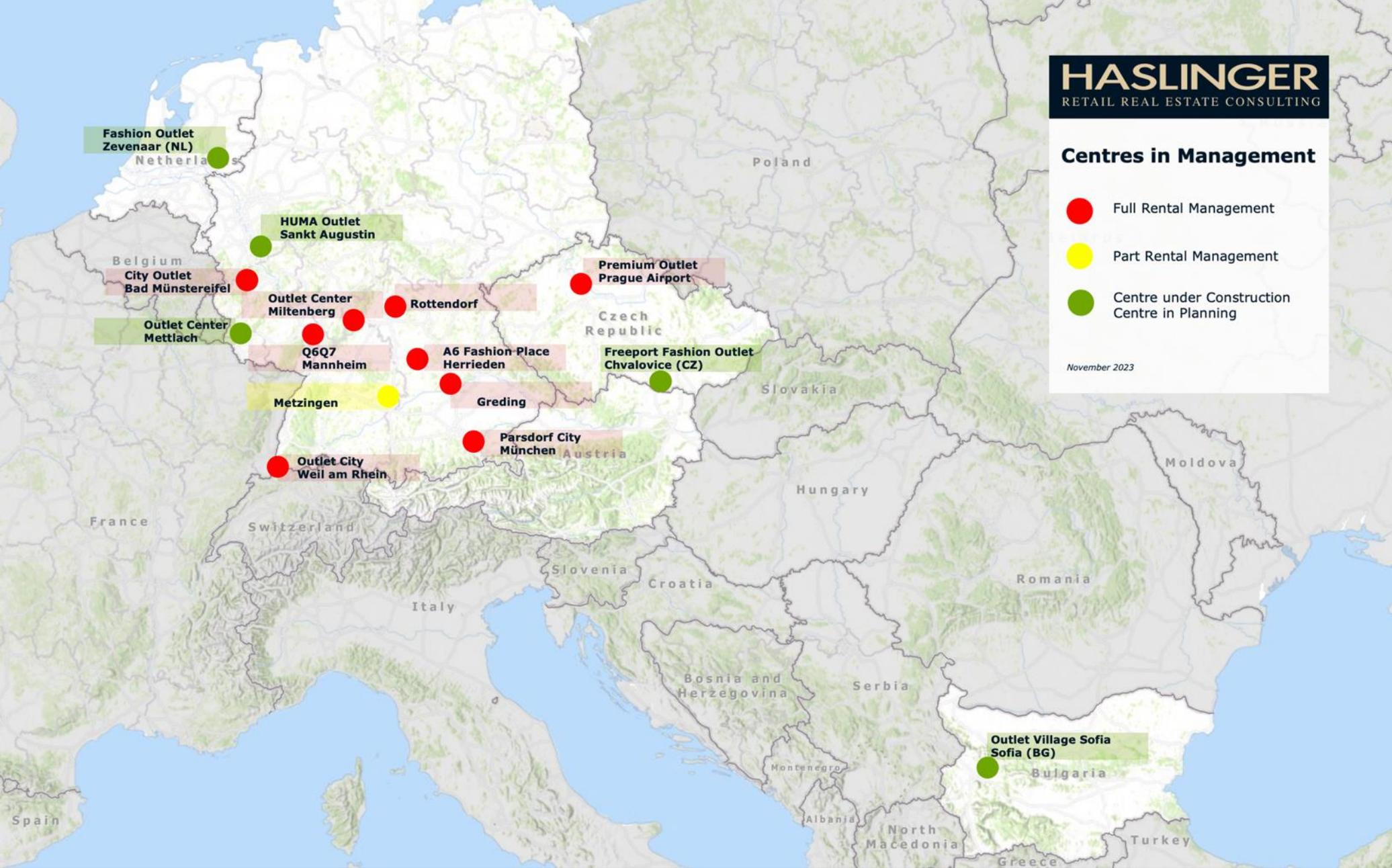
**140,000** m<sup>2</sup>  
Retail Space

**500**  
Shops

**Centres in Management**

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

November 2023



# OUR CENTRES



**HUMA**  
OUTLET



**OUTLET CITY**  
WEIL AM RHEIN



**fashion outlet**  
zevenaar



**POP**   
OUTLET & ENTERTAINMENT

 **OUTLET**  
VILLAGE  
SOFIA

**City %**  
**Outlet**  
BAD MÜNSTEREIFEL



**FREEPORT**  
FASHION OUTLET

**Parsdorf**  
CITY  
outlets+more

**Q 6 Q 7**  
Mannheim

DAS QUARTIER

**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 • Mustang • CBR Street One Cecil • Barutti • René Lezard • Le Creuset • Estée Lauder MAC Cosmetics • Apple mcworld, AT • LTB Jeans, TR • White Stuff, UK*

NATIONAL GEOGRAPHIC



LACOSTE TOMMY HILFIGER



BOGNER

HALLHUBER

GARCIA

Betty Barclay

GANT



LAUREN

Timberland



swatch

Home & COOK

ZARA HOME

BRAX



LIEBESKIND

BERLIN

OLYMP



Marc O'Polo

Dezigual

GUESS

LUISA CERANO

asics

comma

s.Oliver

VANS

O'NEILL

Street One

CALVIN KLEIN



Massimo Dutti



seidensticker

Loacker

ONLY

KARL LAGERFELD



odlo

Luis Trenker  
Alpine Lifestyle  
Since 1995



bruno banani  
NOT FOR EVERYBODY

PALMERS



SALEWA

SCHIESSER

JACK & JONES

hunkemöller

Lindt  
MAÎTRE CHOCOLATIER SUISSE  
DEPUIS 1845

Kneipp

Kiehl's  
SINCE 1851

TRUSSARDI



ESPRIT DOUGLAS

L'ORÉAL PARIS

MAC

PORSCHE DESIGN

MUSTANG

CLOSED

ECCO

MÖVE



Villeroy & Boch  
1748

WMF

sigikid



AND MORE...

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# HASLINGER

RETAIL REAL ESTATE CONSULTING

*Successfully in business for over 10 years!*

# HASLINGER

MANAGEMENT

**MAPIC 2024**

**November 26-28**

International Retail Property Market Event

Palais des Festivals, Cannes, France

You will find us - **R7. L17**