

EUROPARK Salzburg



Always one step ahead.

EUROPARK in Salzburg stands for an urban, timelessly modern shopping experience with the highest standards of comfort and service, as well as cultural enjoyment. The SES Center is the undisputed number one and the region's leading shopping center. EUROPARK Salzburg stands out thanks to its core expertise in the brand and fashion sectors, a diverse range of top-class dining options, first-class events, excellent infrastructure and superb transport links. In terms of space productivity, EUROPARK is one of the top performers in Austria; many new retail concepts have launched their national market entry at EUROPARK. With great economic success, social and cultural commitment, and the thoughtful use of resources, the shopping center is setting new international standards. In 2007, SES's flagship center was awared with the 'International Award for Design&Development' by the International Council of Shopping Centers. EUROPARK is one of the province's most important economic enterprises and the largest private employer in Salzburg. Every year, more than 10 million people from Austria and abroad visit the Salzburg center. Over 20 per cent of visitors come from neighbouring Bavaria. The attractive and functional architecture of EUROPARK was designed by the renowned Italian architect Massimiliano Fuksas. Art and culture are an integral part of the center's philosophy. With the 'OVAL', EUROPARK is the only shopping mall in Europe to feature a dedicated arts and cultural venue with a regular programme of events. Other examples include sculptures by artists such as Jonathan Borofsky and Jörg Immendorff integrated in the shopping mall's area. The 8,500-square-metre expansion of EUROPARK Salzburg started in early 2026, making use of an existing paved car park rather than additional undeveloped land. The project will add new retail space by 2027 and create attractive new areas for visitors to spend time, further enhancing EUROPARK's appeal as a vibrant destination for shopping, leisure and entertainment.

Address	Europastraße 1, 5020 Salzburg, Austria
Area	70.700 m^2 including IKEA
Shops	over 130
Anchor tenants	INTERSPAR, MediaMarkt, Mango, Peek & Cloppenburg, PULL&BEAR, G-Star RAW, H&M, Hervis, Humanic, Scotch & Soda, Tommy Hilfiger, Zara, IKEA furniture store (on the EUROPARK site)
Project history	Partial opening: 1996, Opening: September 1997, Extension opening: October 2005, planned extension 2026/27
Car park spaces	4,000 free parking spaces (underground and rooftop, outdoor parking spaces)
Jobs	approx. 2,000
Special features & services	OVAL – The Stage at EUROPARK, electric vehicle charging points, on-site nursery, police station, The Tree – large-scale sculpture by Jonathan Borofsky, Affentor I – artwork by Jörg Immendorff, Glanz & Gloria Car Wash www.ses-european.com/portfolio www.ses-european.com/contact