

**5 MIO.**  
VISITORS  
PER YEAR

 **SILLPARK**  
**THE BEST  
PLACE TO BE**

**SHOPPING  
& HEALTH**





CATCHMENT  
AREA OF  
**650,000**  
INHABITANTS  
WITHIN  
ONE HOUR

RETAIL,  
SPORTS AND  
TOURISM  
HOTSPOT

## CITY OF INNSBRUCK

OUTSTANDING  
ECONOMIC  
DYNAMISM



WORLD-  
RENOWNED  
SPORTS CITY

FOUR HILLS  
TOURNAMENT  
& OLYMPICS

## COMMERCIAL DYNAMISM AND SPORTING POWER MEET QUALITY OF LIFE

Innsbruck, the capital of Tyrol, combines urban flair with alpine quality of life. As the central hub between Munich, Vienna and Venice, the city is also the cultural center of western Austria, and one of the country's top shopping destinations. Around 650,000 people live in the catchment area providing a strong base for retail and gastronomy.

- 1.8 million overnight stays per year
- High-quality tourist infrastructure
- Regular trade fairs and international congresses
- Former Winter Olympics host. Bergisel hosts world-famous ski jumping and sporting events
- A place "where others go on holiday"

In addition to **tourism** and **sport**, Innsbruck is also a popular place to **study** and **work**:

- Over 36,000 students at universities and technical colleges drive research and innovation
- Qualified professionals appreciate the clean energy, excellent air quality and direct access to nature

**Strong economic data** highlight the area's potential:

- 10,000 workplaces with around 90,000 employees
- Home to globally successful brands such as Swarovski Crystal Worlds, Riedl Glas and MK Illumination

**What this means for you:**

A location with strong purchasing power, a steady stream of visitors and international flair – ideal conditions for the economic success of your business.



ALPINE  
AND URBAN





**INTERSPAR**

**MORE THAN 5 MILLION VISITORS IN 2024**

**60 SHOPS, CAFÉS AND RESTAURANTS**

**SILLPARK INNSBRUCK**  
THE PERFECT PLACE TO SHOWCASE YOUR BRAND

**800 PARKING SPACES FOR CARS**

**INNSBRUCK'S LARGEST INNER-CITY SHOPPING CENTER**




**29,500 SQM GLA**

**WATCH OUR VIDEO**

**FIRST HEALTH PARK IN A SHOPPING MALL**  
Opening scheduled for 2026

**REFURBISHED IN 2015**

**MALL MODERNISATION AND HEALTH PARK 2025/2026**

**OPENING 1990**





## LOCATION: CITY OF INNSBRUCK

CENTRAL, RIGHT NEXT TO THE TRAIN STATION AND  
A FEW MINUTES' WALK FROM THE CITY CENTER

# 29,500 SQM GLA

## CITY'S LARGEST INNER-CITY SHOPPING CENTER

# 800

## PARKING SPACES FOR CARS

LARGEST UNDERGROUND CAR PARK IN THE CITY CENTER,  
PARKING SPACES FOR 400 BICYCLES

## FORECOURT FOR EVENTS

# 60

## STORES, RESTAURANTS, CAFÉS & SERVICE BUSINESSES

IN-HOUSE KINDERGARTEN FOR EMPLOYEES,  
HYDROELECTRIC, POWER PLANT, HEALTH PARK  
(FROM 2026)

# 69%

## REGULAR CUSTOMERS

## ABOVE-AVERAGE LENGTH OF STAY

## 106 MILLION EURO TURNOVER IN 2024 (+3.1%)

## ANCHOR STORES FOR FASHION:

PEEK&CLOPPENBURG  
PRIMARK  
NEW YORKER

## HEALTH PARK 3,000 sqm

(INCLUDING ANCILLARY AREAS)

## EXCELLENT PUBLIC TRANSPORT CONNECTIONS

## OVER 5 MILLION VISITORS IN 2024

## THE RETAIL HOTSPOT AND PLACE TO BE IN INNSBRUCK

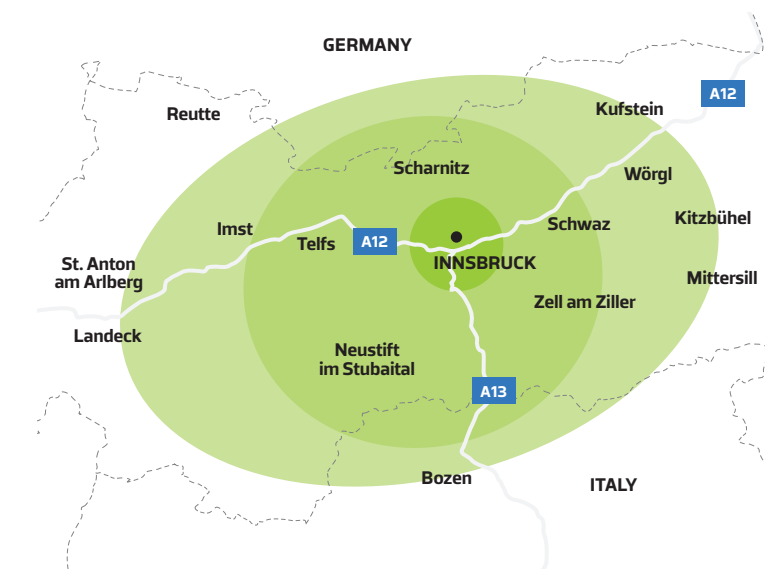
SILLPARK is Innsbruck's largest inner-city shopping center – just an eight-minute walk from the city's historic center. Urban developments in the areas include residential complexes, schools, offices and municipal facilities.

- SILLPARK'S bus and tram service stops directly in front of the entrance – 16,000 passengers daily
- Several access points to the underground car park with 800 parking spaces
- Direct link to the city's cycle path network



### CATCHMENT AREA

- ≤ 10 min.  
Approx. 280,000 inhabitants
- ≤ 30 min.  
Approx. 414,000 inhabitants
- ≤ 60 min.  
Approx. 650,000 inhabitants





SUCCESSFUL  
AUSTRIAN  
PREMIERE FOR  
PRIMARK

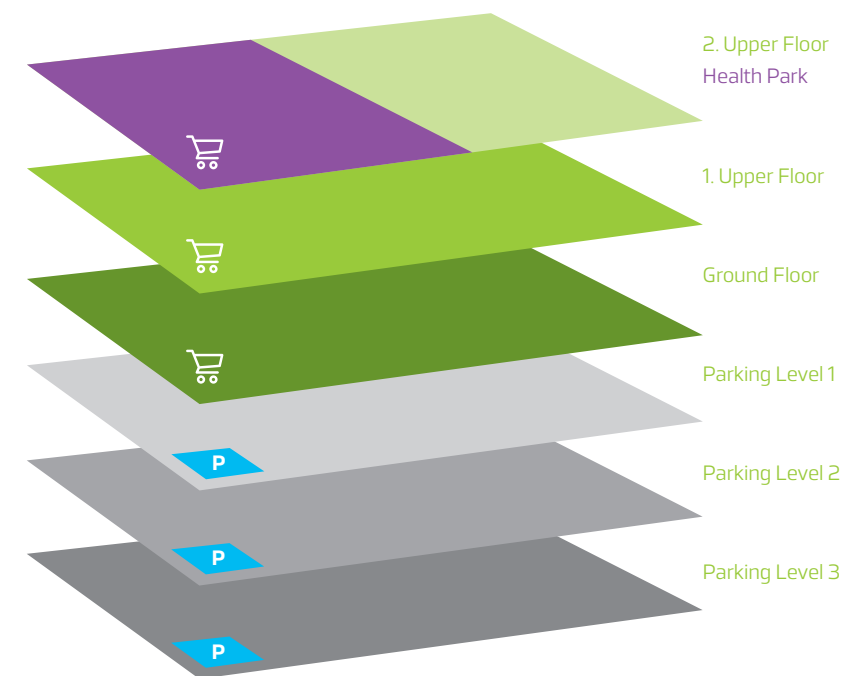
## WHERE THE WORLD'S BEST-LOVED BRANDS MEET THE PERFECT LOCATION

SILLPARK features international labels and regional suppliers, offering something for every target group.

- Austria's first Primark (since 2012)
- 4,000m² Peek & Cloppenburg
- Modern INTERSPAR hypermarket
- Popular brands include McDonald's, Starbucks and New Yorker
- New since the mall relaunch: Innsbruck's first Thalia

snipes  
NEWYORKER  
Thalia  
Peek & Cloppenburg  
PRIMARK®

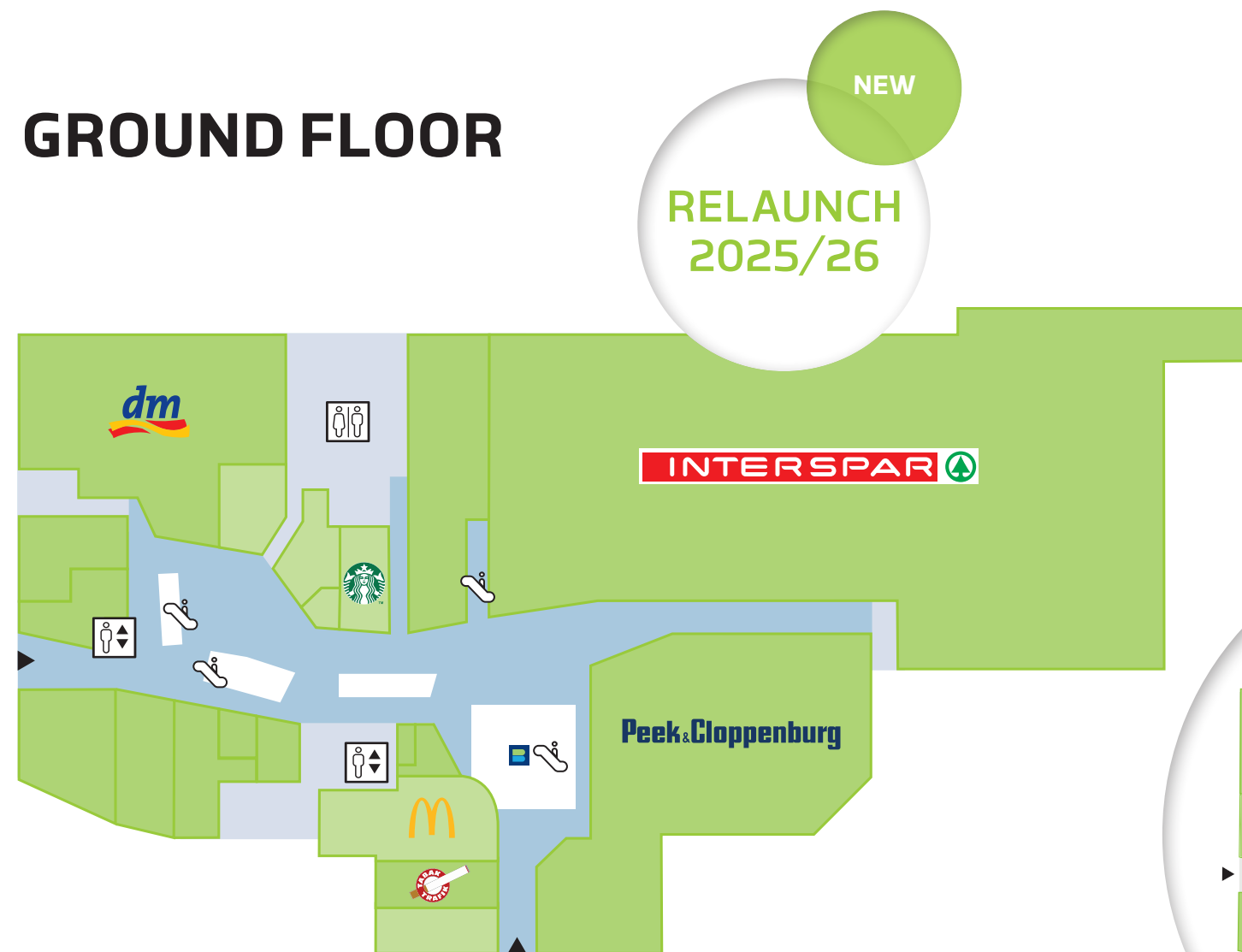
Starting in 2025, the center's operator, SES, is to invest 30 million euros in modernising SILLPARK – to create a timelessly modern spatial experience and attractive new restaurant areas that also appeal to additional target groups and increase the average length of stay.



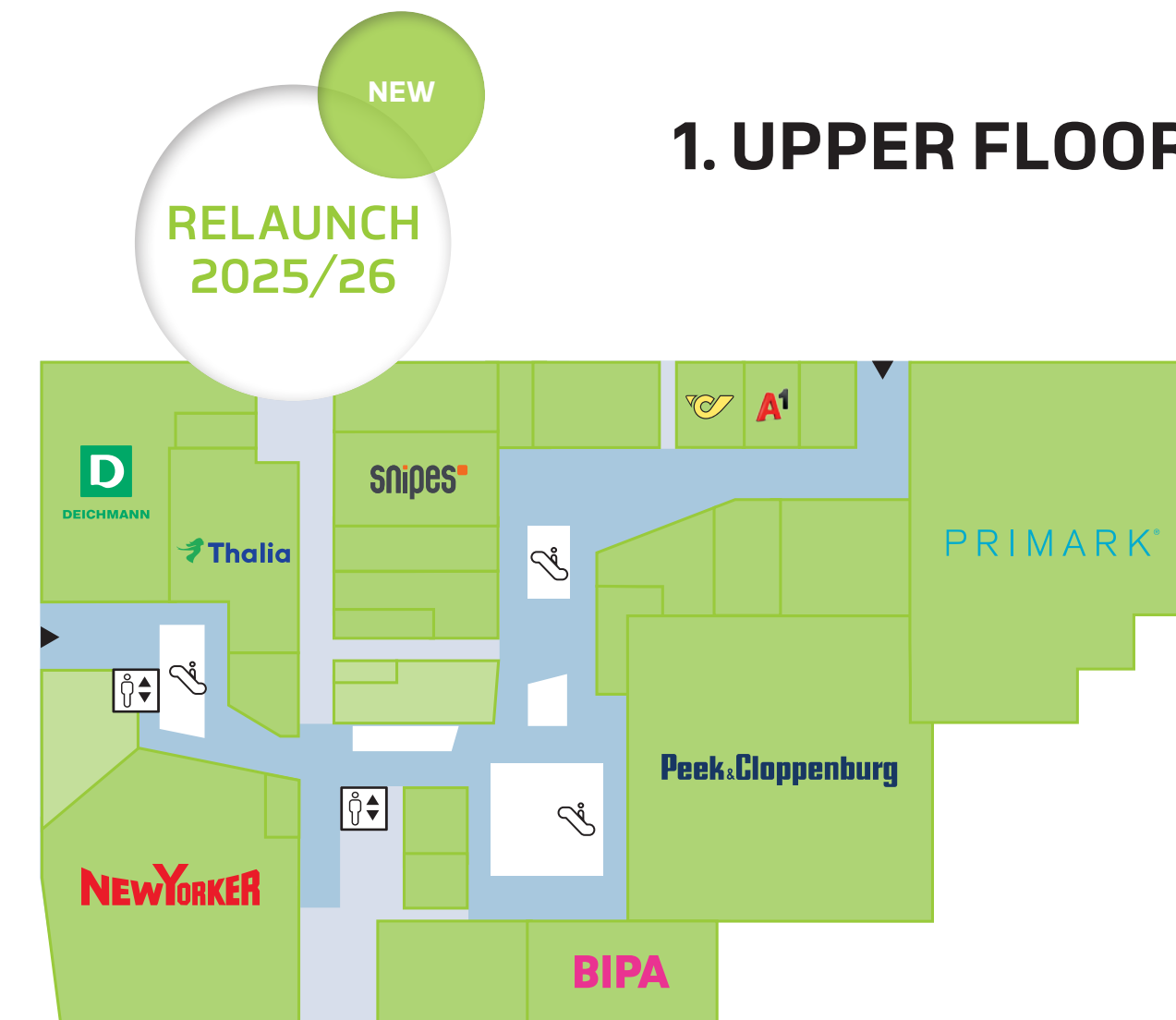
€ 30  
MILLION INVEST  
IN MODERNISING



## GROUND FLOOR

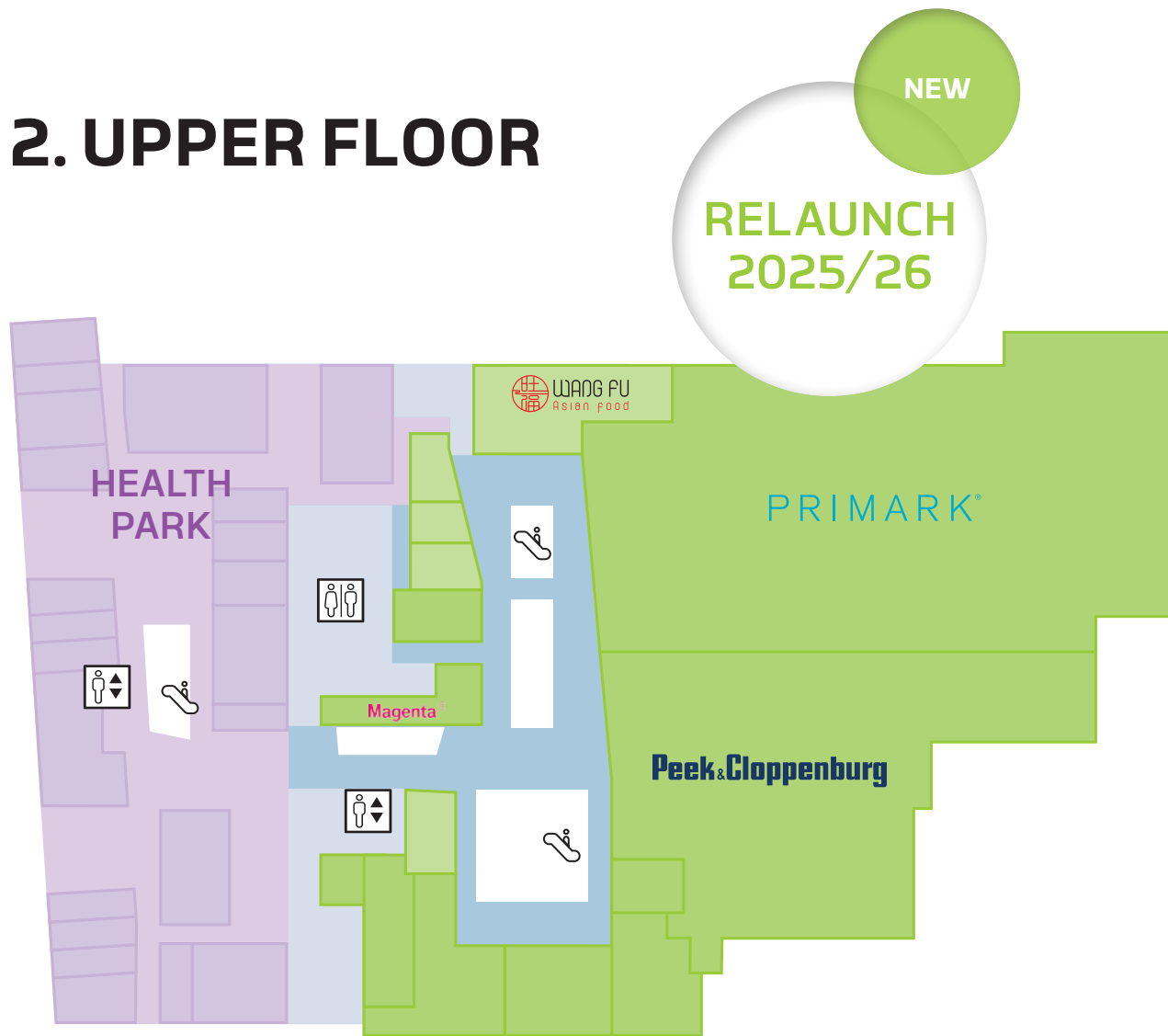


## 1. UPPER FLOOR





## 2. UPPER FLOOR



EXISTING



AUSTRIA'S  
FIRST  
HEALTH PARK  
IN A SHOPPING  
MALL

## SHOPPING MEETS HEALTH

SILLPARK is remaining open for business during the modernisation phase and is adding an innovative new feature: **Austria's first health park** in a shopping mall is being established in cooperation with one of the country's largest providers of healthcare services – the renowned **Vinzenz Group Service**.

**What does this mean for you?** New target groups, additional footfall and a clear location advantage.



More Info:







## MARKET RESEARCH\*

- Best-known shopping mall in the catchment area
- High proportion of regular customers
- Strong youth visitor demographic
- Above-average length of stay

Market test by Market in 2024

## CUSTOMER CENTRICITY GENERATES SUSTAINABLE PROFITS

A conventional shopping center is becoming an intergenerational meeting place. Every year there are major events and promotional activities in the mall, as well as partnerships with the city center. This attracts over **5 million visitors**, a third of whom are under 29. SILLPARK employs **750 people** in retail, catering and services, and operates a proprietary in-house kindergarten.

## SUSTAINABILITY

The center is committed to sustainability. SILLPARK is equipped with its own hydroelectric power plant, which is unique in the Austrian shopping center industry. The power plant has been in operation, using water from the adjacent Sill River, since the center opened in 1990. SILLPARK's in-house hydroelectric powerplant serves almost half of its total energy requirements. In 2015, the power plant was modernized. During the process, the fish ladder was also brought up to the latest ecological standards by means of a passable ramp. E-charging stations for cars and bicycles are available to visitors and are powered by 100% green electricity.



## BUILT ON STRONG FOUNDATIONS:

### Who's the organization behind SILLPARK?

SES Spar European Shopping Centers

- is part of the SPAR Austria Group – a family-owned Austrian company with a passion for developing, building, and operating large-scale shopping centers
- manages **32 shopping destinations** across Austria, Slovenia, Northern Italy, Hungary, the Czech Republic, and Croatia
- is Market leader for large shopping malls in Austria and Slovenia
- generates a **€ 3.5 billion shop partner turnover** in 2024
- successfully introduced top international brands such as **ZARA, Primark, H&M, and Hollister to Austria**
- focuses on quality, innovation, and customer relevance – benefiting retail, gastronomy, service partners, and society as a whole

**32**  
SHOPPING  
DESTINATIONS  
IN EUROPE

**€ 3,5 B**  
TURNOVER  
IN 2024





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