



EUROPARK

THE SOUND OF SUCCESS

AUSTRIA'S NO. 1
IN SALES & SMILES
PER SQM





SALZBURG FESTIVAL
**ONE OF THE
WORLD'S LARGEST
CULTURAL FESTIVAL**

It is still the home to the worldwide headquarters of **Red Bull**, and companies like **Porsche Holding and SPAR** – Austria's largest private employer and market leader in food retail – direct their international activities from here. The region is a popular hotspot for **winter and summer tourists**, and purchasing power in the federal state of Salzburg is over 9% higher than in the Vienna region.

On top of its **outstanding economic dynamism**, Salzburg is **renowned for its historic grandeur and artistic elegance**, captivating guests with its charm and global cultural appeal. The greatest musical genius of all time, **Wolfgang Amadeus Mozart**, was born here, in a city in which leading artists delight hundreds of thousands of people every year during one of the world's largest cultural events – the '**Salzburg Festival**'.

Based on a true story, the immensely successful, world-famous musical '**The Sound of Music**' was filmed in Salzburg, one of Europe's most beautiful cities. Salzburg could become the home of **your brand's very own success story, too.**

AUSTRIA'S MOST BEAUTIFUL CITY WITH OUTSTANDING ECONOMIC DYNAMISM

Salzburg is a city nestled between Munich, Vienna, and Venice. It is situated in a breathtakingly beautiful region of mountains and lakes, and influences the lives of around **1,000,000 people in its catchment area** – well into the states of Upper Austria, Tyrol and parts of Bavaria.



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SHOPS, CAFÉS AND
RESTAURANTS

EUROPARK SALZBURG

THE PERFECT LOCATION
TO SHOWCASE YOUR BRAND
IN AUSTRIA!

MORE THAN

10 M

VISITORS IN
2024



Watch
our Video



EXTENSION

OPENING SCHEDULED
FOR 2027

4,200

TOLL-FREE PARKING SPACES

€395 M

TURNOVER IN 2024

AUSTRIA'S NO. 1

IN TURNOVER PER SALES AREA

10 M

VISITORS IN 2024



PUBLIC
TRANSPORT
CONNECTIONS

7x

BUS LINES

1x

REGIONAL SERVICE
RAILWAY STATION

LOCATION:
CITY OF
SALZBURG

DIRECTLY AT THE SALZBURG-
KLESSHEIM HIGHWAY EXIT

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STORES, RESTAURANTS,
CAFÉS & SERVICE COMPANIES

1 concert hall, cinema and theater (OVAL), company kindergarten
for employees' children, Planet Lollipop Kids Entertainment Area
(from 2027), police station.

€395,000,000
TURNOVER IN 2024

ARCHITECT:
MASSIMILIANO
FUKSAS, ROME

FASHION
ANCHOR
STORES

Zara

H&M

Bershka

Pull&Bear

Peek & Cloppenburg

Levis

Mango

Tommy Hilfiger

G-Star Raw

OWNER

SES Spar European
Shopping Centers GmbH

OVER
10M

VISITORS IN 2024

4,200

FREE PARKING SPACES

UNDERGROUND AND ROOF-TOP PARKING

PURCHASING
POWER INDEX

(SOURCE GFK 2024)

SALZBURG

101.9

VIENNA

93.4

THE RETAIL HOTSPOT FOR SALZBURG, SOUTH BAVARIA AND UPPER AUSTRIA

Salzburg is a highly successful commercial location. EUROPARK Salzburg is the city's undisputed **number-one shopping hotspot** – and has been for over 25 years.

It is the shopping mall with the **highest turnover per square meter of sales area in Austria**, attracting more than 10 million visitors every year, and generating turnover in excess of €395 M in 2024.



CATCHMENT AREA

- 300,000 inhabitants within approx. 10 min.
- 600,000 inhabitants within approx. 30 min.
- 900,000 inhabitants within approx. 50 min.



UPPER FLOOR



GROUND FLOOR



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

EUROPARK is ideally located within the city of Salzburg. It is easily accessible via its own highway exits, has excellent public transport network integration with seven bus lines and a train station, and offers 4,200 free parking spaces.




EUROPARK'S **anchor stores** are a **who's who of international retail brands** in Austria. Zara, H&M, Bershka, Pull&Bear, Mango, Peek & Cloppenburg, Media Markt, IKEA, Interspar, Hervis Sports, Thalia, and many more. For many of them, **EUROPARK is their top location in Austria.**

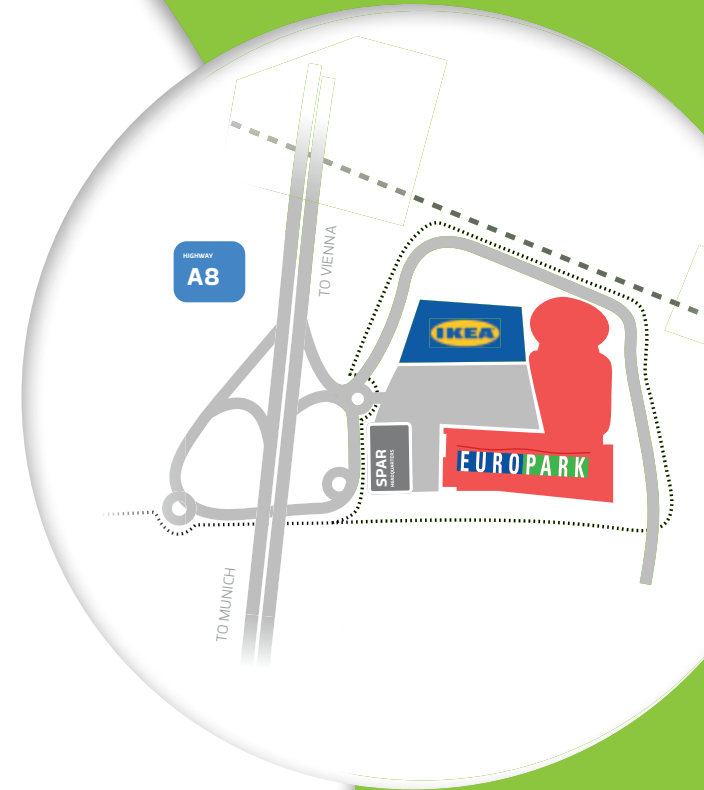




GROUND FLOOR

33% of EUROPARK's fashion, sports and shoe retail turnover is **generated on the Ground Floor.**

-  Retail Areas
-  Gastronomy and Entertainment Areas
-  Bus Stop



UPPER FLOOR

66% of EUROPARK's fashion, sports and shoe retail turnover is **generated on the Upper Floor.**



Retail Areas



Gastronomy and Entertainment Areas





MORE THAN
10 M
VISITORS
PER YEAR

EUROPARK SALZBURG - WELL KNOWN FOR
**SUCCESSFUL AUSTRIAN
PREMIERES FOR
INTERNATIONAL
RETAILERS**

In Austria, EUROPARK is known for hosting the **premiere of international retail concepts**: H&M, Saturn, Hollister, Zara Home, Tommy Hilfiger, Salomon and many others have opened their first store in Austria here.

Inditex recently confirmed **EUROPARK's dominance in the region**, closing ZARA in downtown Salzburg and doubling the store's space in EUROPARK to more than 3,000 sqm. Inditex has now also opened a Pull&Bear and a Bershka store.





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STORES, RESTAURANTS
CAFÉS & SERVICE
COMPANIES

FOCUS ON CUSTOMER CENTRICITY LEADS TO SUSTAINABLE PROFITS

Innovation and **high-quality standards** are the hallmarks of EUROPARK. It is known as the first shopping mall in Austria designed by a world-renowned architect, featuring a year-round **concert and theater stage**, its own **kindergarten**, as well as Austria's first police station in a shopping mall. The **wide range of cafés, fast food and gourmet restaurants**, and the globally-acclaimed Interior architecture, deserve particular praise.

RETAIL GROWTH AHEAD: EXTENSION OPENING IN 2027

After more than 15 years in operation, further expansion is now planned. EUROPARK is always fully rented, so it's expanding its sales area. Construction is scheduled to begin in 2026, and the expansion will be completed in summer 2027. It will then be possible to welcome a select group of new retail partners at EUROPARK.





€3,5B
TURNOVER
IN 2024

32
SHOPPING
DESTINATIONS
IN EUROPE

EUROPARK IS BUILT ON STRONG FOUNDATIONS: SES SPAR EUROPEAN SHOPPING CENTERS

Who's the organization behind EUROPARK? SES European Shopping Centers belongs to the SPAR Austria Group, an **Austrian family business** passionate about the development, building and operation of large-scale shopping malls. **Retail** is a **core component of the company's DNA**. SES is tirelessly dedicated to the management of 31 shopping destinations with **unsurpassed footfall rates**, and deeply passionate about guaranteeing **outstanding quality**. In 2024, the business achieved an impressive €3.5 billion in shop partner turnover – undeniable evidence of SES's clear vision and robust success.

SES is the **market leader** for large **shopping malls in Austria and Slovenia**, and also runs significant operations in Northern Italy, Hungary, the Czech Republic and Croatia. Innovative spirit and intelligent insight have **enabled SES to attract** numerous internationally-**renowned retailers** to **Austria for the first time** – such as **ZARA, H&M and Hollister**.

An example of **SES's remarkable supporting activities for market entries**: During PRIMARK's market entry into Austria, SES organized an intensive communication campaign to raise awareness in the catchment area. PRIMARK particularly appreciated this exceptional support, highlighting that they had never experienced such support and initiative from a landlord during a market entry before.

SES stands for more than just shopping: visionary ideas, passionate execution, and an unwavering determination to **create vibrant spaces delivering the utmost customer relevance for visitors**. Everyone benefits from this: customers, partners from retail, gastronomy, and services, and society as a whole.

EXECUTIVE SUMMARY

WHY YOUR SUCCESS IN AUSTRIA STARTS AT EUROPARK SALZBURG

SALZBURG

THE PERFECT LOCATION FOR YOUR MARKET ENTRY IN AUSTRIA

- High-frequency location between Munich, Vienna and Venice
- 1 million inhabitants in the catchment area
- As a festival city, a tourist hotspot with an international audience
- Home to Red Bull, Porsche Holding and market leader SPAR Austria Group

PERFECT FIT

THE PERFECT LAUNCHPAD FOR YOUR BRAND DEBUT

- H&M, Saturn, Hollister, Zara Home & Tommy Hilfiger all opened their first stores in Austria at EUROPARK.
- ZARA Salzburg: Closed its store in the town and doubled its space in EUROPARK



AUSTRIA'S NO. 1 SHOPPING DESTINATION

- Austria's highest-turnover mall per square meter
- Top accessibility: own highway access, 4,200 free parking spaces, perfect public transport connections
- Passion for Fashion: ZARA, H&M, Mango, Pull&Bear, Bershka, Tommy Hilfiger, Peek & Cloppenburg and many more



YOUR STRONG PARTNER FOR SUSTAINABLE SUCCESS

- Market leader for shopping malls in Austria and Slovenia
- 32 successful destinations:
- € 3.5 billion turnover (2024)
- Successful market entries in Austria: PRIMARK, ZARA, Hollister and many more
- Part of the SPAR Austria Group (family owned)

BECOME A PARTNER NOW & BENEFIT FROM AUSTRIA'S MOST SUCCESSFUL RETAIL LOCATION.

**SES Spar European
Shopping Centers GmbH**

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