







# FACTORY OUTLET CENTRES



**European economic situation**  
**Second half-year 2006**  
N°4

*NB: All information contained in this report come from the economic survey, sent to managers of european factory outlet centres and dealt with the second half-year 2006. So, the pertinence of this one depend on the quality of answers brought by centre managers, that we thank for their co-operation.*

**General Analysis : Optimism is there**

	Second half-year 2006			First half-year 2007		
						
Evolution of turnover	<b>75%</b>	20%	0%	<b>67%</b>	33%	0%
Evolution of frequenting	<b>64%</b>	7%	29%	X	X	X
Evolution of average basket	<b>82%</b>	9%	9%	X	X	X
Evolution of employment	<b>47%</b>	<b>47%</b>	6%	47%	<b>53%</b>	0%

**To remember :**

- The outlet sector in Europe is going well : no drop of turnover has been registered during the second half-year 2006 et no one is planned for the next sixth months
- Like the turnover, the whole economic indicators (frequenting, average basket and employment) increased during the second half-year 2006

	Second half-year 2006
Marketed surface rate	97,2%
Visitor average count	890 000
Average basket	86 €
Jobs per sqm <sup>1</sup>	1 pour 48 m <sup>2</sup>

### Analysis by country



















#### Synthesis of datas by area

Three areas have been defined from the panel :

- United Kingdom and Ireland ;
- Mainland Europe (Germany, Austria, Belgium, France, Hungary, the Netherlands, Poland, Czech Republic and Switzerland) ;
- South Europe (Spain, Greece, Italy, San Marino and Portugal).

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<sup>1</sup> 1 sqm = 10.7639 sqft

	<b>United Kingdom and Ireland</b>	<b>Mainland Europe</b>	<b>South Europe</b>
Turnover evolution at second half-year 2006			
Outlook for turnover evolution at first half-year 2007			
Visitors' evolution at second half-year 2006			
Average basket evolution at second half-year 2006			
Employment evolution at second half-year 2006			
Outlook for employment evolution at first half-year 2007			
Present economic situation	Good	Stable	Good

**A retenir :**

- Whatever the geographical area, the economic activity of factory outlet centres is good. Indeed, except frequenting which is stable in Mainland Europe and in United Kingdom / Ireland, all economic indicators had a positive evolution.
- Contrary to the two previous geographical areas, the situation in Mainland Europe is a bit contrasted. If the countries of Eastern Europe, like Poland, continue their growth at a good rhythm, some countries like Germany or France have a few difficulties. In spite of an increase of their average basket, frequenting has dropped in French or German centres. That's why their managers qualify the economic situation as average.

**News in the first half-year 2007**

**New openings**

Spring 2007

La Noria Outlet Shopping – Murcia (Spain)

Factory Lubon – Lubon (Poland)

The Outlet – Bandbridge (United Kingdom)  
[www.the-outlet.co.uk](http://www.the-outlet.co.uk)

Aubonne Outlet Centre – Aubonne (Switzerland)

Summer 2007

Park Avenue Fashion Outlet – Barakaldo (Spain)

Ballymac Shopping Outlet – Dundalk (Ireland)  
[www.ballymacshoppingoutlet.com](http://www.ballymacshoppingoutlet.com)

Designer Outlet Wolfsburg – Wolfsburg (Germany)

**Do not forget**

