

VIENNA

Cushman & Wakefield

Global Cities Retail Guide

Vienna's historic role as the centre of the Austro-Hungarian Empire has left the nation with an overly large capital city, where a fifth of the population of the country resides. As a consequence of its proximity to Bratislava (Slovakia) and Brno (Czech Republic) Vienna benefits from shopping tourism. On Christmas season weekends, up to 200,000 shopping tourists from neighbouring countries come to Vienna.

In 2018, as in the past 8 years, Vienna ranks at the top of a leading international comparative study on the quality of living in different cities, and scores highly in many other rankings.

Tourism is extremely strong in Vienna and is relatively unaffected by seasonal fluctuations. In 2018 the number of overnight stays hit a new record high of 16.48 million, and the number of tourists with high purchasing power, in particular from Asia, is increasing. The principal tourist attractions in the city are within the central ring road and surround the prime retail area.

Living costs are relatively high in Vienna and this is reflected in the above-average wage levels among those employed there. It is not a place for cheap shopping but does offer numerous elegant shops and quality products. There is an increasing concentration of new luxury brands and flagship stores in the city centre. Some shopping streets have risen in attractiveness. City shopping centres have been developed at railway stations, although the city centre is facing more competition from retail parks and shopping centres on the periphery.



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KEY RETAIL STREETS & AREAS

CITY CENTRE

The prime central retail district in the heart of Vienna comprises the pedestrianised streets of Kärntner Straße, Graben, Kohlmarkt and Tuchlauben – known as the "Golden U." These main streets are on the tourist routes for central Vienna and also form the focus of tourist shopping in the city.

Kärntner Straße / Graben is the preferred location for mainstream-brands as well as for luxury-brands (H&M, Benetton, Zara, Mango, Humanic, Salamander, Swarovski, Jewelry-Stores, D'Ambrosio, MontBlanc, IWC, Lacoste, Max Mara, Hermes, Escada, Tod's). Also present on the street is a 18,000 sqm Peek & Cloppenburg flagship store. The neighbouring department store "Kaufhaus Steffl" focuses on luxury brands to differentiate itself from Peek & Cloppenburg.

In March 2018 the first Apple Store opened at Kärntner Straße, followed by Pandora and &Other Stories in September 2018. Roeckl changed location and opened their flagship on Kärntner Straße in December 2018 and the Huawei Flagship is planned to open in 2019 in the former Desigual store.

Kohlmarkt / Tuchlauben is a short street linking Graben and the Hofburg. It is the hot-spot for haute couture brands and jewellers, including international luxury brands such as Rolex, Burberry, Dior, Chanel, Cartier, Gucci, Salvatore Ferragamo, Tiffany & Co, Tommy Hilfiger, D&G, Michael Kors, Bulgari, Breitling, etc. The latest additions were Karl Lagerfeld and Fendi and Gucci is going to extend the shop to the neighboring building in mid 2019.

Tuchlauben ("Golden Quarter"), is an extension of the luxury shopping area from Kohlmarkt / Tuchlauben with a retail space amounting to 11,500 sqm. The location provides flagship stores of Louis Vuitton, Armani, MiuMiu, Prada, Pomellato, Mulberry, Etro, Valentino, etc.

In September 2018 the flagship of the Manufactum department store opened at the beginning of the Golden Quarter, close to the Park Hyatt Hotel Am Hof 3-4. Their concept brot & butter on the ground floor is a nice café area offering fresh bread, pasta and lots of other high quality groceries.

Rotenturm Straße, runs from Stephansplatz towards the Danube Canal and is currently becoming more attractive and provides brands like Snipes, Blue Tomate and the Hard Rock Café Vienna for younger customers.



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KEY RETAIL STREETS & AREAS

MARIAHILFER STRAÙE (HIGH STREET)

Outside the central district Mariahilfer Straße is the main shopping street in Vienna with high accessibility and a total retail space amounting to 223,000 sqm (more than 130,000 sqm in the high street core zone).

Retail units tend to be larger compared to units in the city centre. Many units are occupied by international retailers such as H&M, Starbucks, McDonalds, Peek & Cloppenburg, Zara, Bershka, Desigual, Mango, Benetton, TK Maxx etc.

The street targets the mass market and also attracts new and trendy shops in neighbouring streets, particularly Neubaugasse (COS, G-Star Raw, Blue Tomato). Since 2015 - after the construction works for the pedestrian zone were completed - the footfall increased from 7,100 to 7,300 per hour. The turnover rate is below the average, which indicates a stable development.

In 2017 and 2018 a few new brands entered the market, for example Urban Outfitters, Scotch & Soda, the traditional Dutch retailer HEMA, Tamaris, Nike Flagship, Asics and the burger chain Peter Pane. A few brands closed their stores, for example Forever 21, Desigual, Promod and Eccoshoes.

H&M is going to open their flagship store in the former Forever 21 store and JD sports opens in July 2019 in the former Bershka store. XXL Sports opened a large entity in the GerngroÙ department store at the beginning of April 2019.



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MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Kärntner Straße	Mainstream	H&M, Zara, Mango, P&C, Desigual	Apple, &Other Stories, Pandora, Roeckl (Huawei 2019)	€720,000 p.a.	50 - 2,000 sqm
Graben	Luxury	Hermes, IWC, Escada	Tod's	€720,000 p.a.	50 - 1,000 sqm
Kohlmarkt	Luxury	Gucci, Hilfiger, D&G, Tiffany	Karl Lagerfeld, Gucci extension in 2019	€924,000 p.a.	30 - 1,000 sqm
Tuchlauben & Golden Quarter	Luxury	Louis Vuitton, Prada, Armani	Manufactum, Amici, Dominici	€720,000 p.a.	50 - 1,000 sqm
Rotenturm Straße	Mainstream	Snipes, Blue Tomato, Hard Rock Cafe	L'Occitane	€720,000 p.a.	50 - 1,000 sqm
Mariahilfer Straße	Mainstream	H&M, Zara, Mango, P&C	Asics, Nike, HEMA, Scotch & Soda, XXL Sports	€324,000 p.a.	50 - 4,000 sqm
Favoritenstraße	Mainstream	H & M, NewYorker, Vögele, McDonalds,	Snipes	€120,000 p.a.	50 - 2,000 sqm
Donauzentrum	Mainstream	H&M, Zara, Mango, MediaMarkt, Hollister	Rituals, XXL Sports & Outdoor	€432,000 p.a.	30 - 3,000 sqm
Shopping City Süd	Mainstream	H&M, C&A, Mango, Saturn, Ikea	Bik Bok, Sketcher, XXL Sports & Outdoor	€432,000 p.a.	50 - 4,000 sqm



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SHOPPING CENTRES

DONAUZENTRUM

Donauzentrum is one of the largest shopping centres in the north of Vienna, close to the Danube. It opened in the mid 1970s though recently renovated and has more than 260 shops. The tenant mix is diverse and many international brands are represented. Anchor and other key tenants include P&C, Saturn, Zara, Müller, Interspar, Cineplexx, Depot, H&M, C&A, Esprit, Primark, Desigual, Hollister, etc. It has reportedly 19 million visitors per annum.

WIEN MITTE – THE MALL

The Mall opened in 2013 with approx. 30,000 sqm shopping area on three floors with approx. 60 shops and 62,000 sqm office-area. The shopping mall has excellent access to the public transport network - 2 subway lines, 10 stations (bus/train/tram) and the CAT "City Airport Train". During the week approx. 15,000 people are working in the nearby surroundings. It has reportedly 15.6 million visitors per annum.

SHOPPING CITY SÜD

Shopping City Süd (SCS) is the oldest shopping centre in Austria and is located 24 km south of Vienna. With a total shopping area of 223,000 sqm it is one of the largest shopping agglomerations in Europe. It has more than 330 shops with key tenants being Interspar, Zara, H&M, Primark, Kleiderbauer, P&C, Van Graaf, IKEA, C&A, Humanic, Hollister, Desigual. SCS is one of the first points of entry to the Austrian retail market. New openings include Pull and Bear, Bershka, Primark, Lego, Superdry and Michael Kors. The centre attracts some 25 million visitors annually including visitors from Hungary, Slovakia and the Czech Republic.



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SHOPPING CENTRES

HUMA ELEVEN

Huma Eleven is located in the eastern part of Vienna and has good motorway access via one of the main access routes from Lower Austria, Burgenland, Slovakia and Hungary.

The beginnings of this shopping location date back to the 1970s. The centre, newly built in 2016 and extended to 50,000 sqm GLA in 2017, has 90 shops. The anchor tenants are Interspar, H & M, New Yorker, Hervis Drugstore Müller, Modemark Röther and Humanic.

AUHOF CENTER

Auhof Center, which is located in the far west of Vienna, is located in the immediate vicinity of the Western Motorway (A1) and therefore has a super-regional significance for both the western part of Vienna and beyond. Auhof Center was originally opened in 1995 and expanded six times until its current status. With a GLA of currently 45,000 sqm and 140 shops it is the fourth largest shopping centre within the Vienna city limits. For 2018/19 an additional extension is planned. Tenants include ZARA, Saturn, H & M, Nike, Mango, C & A, McDonald's, Gerry Weber, etc.

DEVELOPMENT TO WATCH OUT FOR

VIO PLAZA

Total Size (Sqm)	52,000
- Retail GLA	12,000
- Office	40,000
Planned Opening Date	TBC
Consumer Profile	Mainstream, Office worker

ABOUT THE DEVELOPMENT

Local City Centre



VIENNA NEW DEVELOPMENT WATCH

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FOOD & BEVERAGE

The number of local (moderately fancy) burger restaurants is growing steadily.

Due to the strong demand for street-food, the number of street-food events in Vienna has risen sharply.

Since their market entry, McDonald's has closed restaurant locations in Austria for the first time. Brands like Subway and Burger King increased their number of stores and brands like Burgerista and Hans im Glück opened or would like to open stores in Vienna.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
City Centre (Golden U)	Local residents, office workers, tourists	Burger King, Nordsee, McDonald's, Starbucks	€30 - €70/ sqm/ month
Naschmarkt/Freihausviertel	Local residents, office workers, tourists	Nenis, Nordsee, Deli, Nautilus, Umar, Szigeti, Amacord,	€30 - €60/ sqm/ month
Leopoldstadt	Trendy	El Gaucho, Vapiano, Mochi, Pizza Mari	€20 - €35/ sqm/ month
Mariahilfer Straße	Local residents, office workers, Shoppers	Wein&Co, Nordsee, McDonalds, Starbucks	€30 - €50/ sqm/ month



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RETAIL WAREHOUSING/ BIG BOX RETAIL

RETAIL PARK STADLAU

Retail Space approximately 87,900 sqm.

Gewerbepark Stadlau is the largest shopping agglomeration in the north of Vienna. The five individual retail parks of different owners have tenants with everyday goods to furniture and electronic providers. Some 690,000 people live in the main catchment area.

RETAIL PARK BRÜNNER STRASSE

Retail Space approximately: 58,400 sqm.

The agglomeration in the area of Brünnerstraße is located on a typical arterial road in the northern area of Vienna. It is mainly characterised by furniture stores/ DIY and is located close to the Shopping Center Nord (SCN) and the regional centre Triller Park. The offer is especially interesting for discount shoppers.

RETAIL PARK VÖSENDORF – BRUNN/GEBIRGE

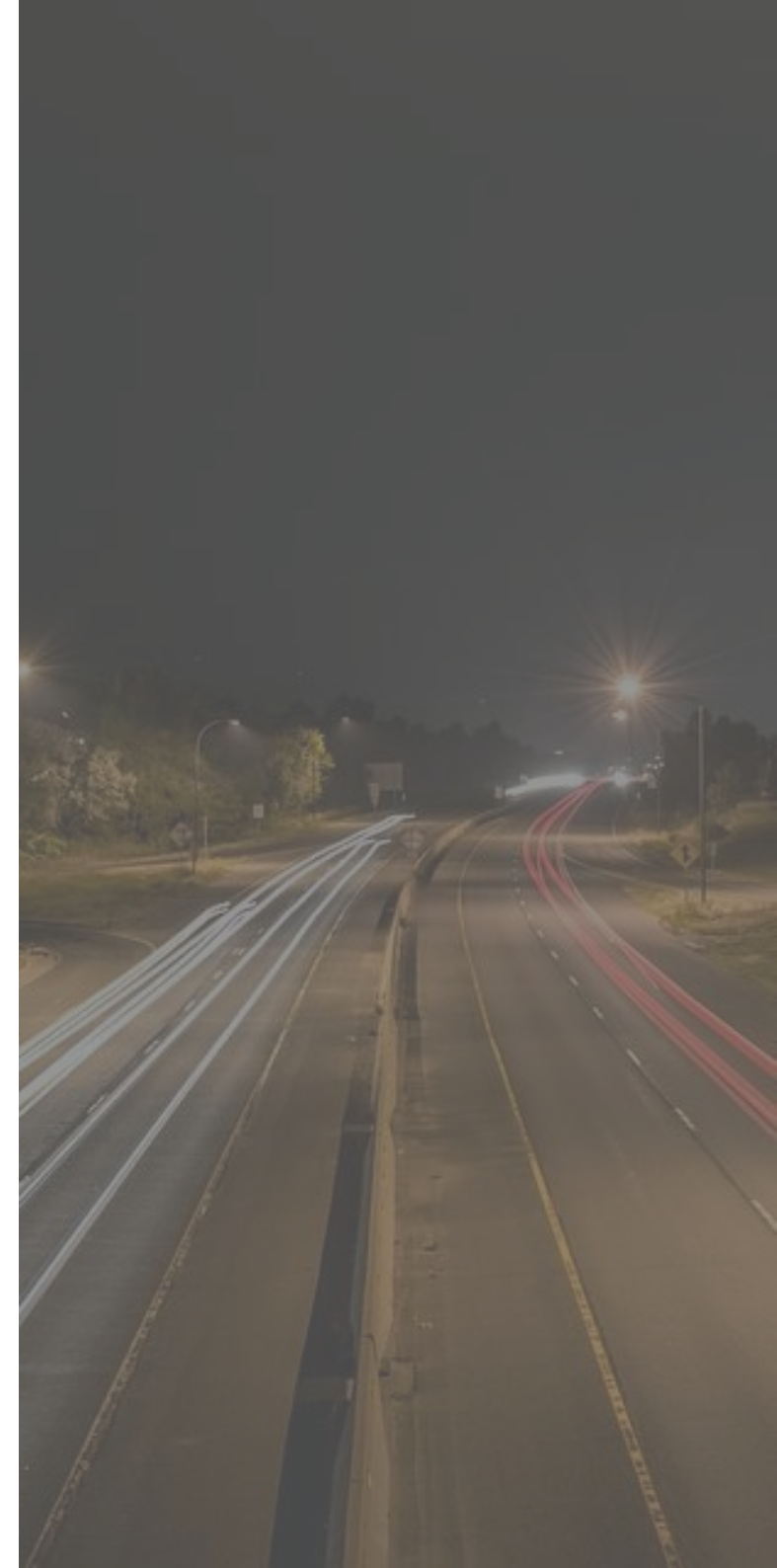
Retail space approximately 160,300 sq.m

The Retail Park agglomeration around Shopping Centre Süd (SCS) is one of the largest in Austria. The main catchment area is populated by about 1.05 million people. The agglomeration includes a classic retail park (SC 17), various large-scale supermarkets from clothing (Adler fashion), DIY (OBI, Hornbach, Zgonc) and LEH (Merkur, Hofer). The agglomerated SCS result in a total sales area of approx. 280,000 sqm.

RETAIL PARK BREITENFURTER STRASSE

Retail space approximately 11,800 sq.m

The retail park on Breitenfurterstraße is a typical retail park in Austria with tenants in the discount segment such as Deichmann, dm, Fressnapf, Hofer, Kik, Takko. The retail park is located on one of the arterial roads in the south of Vienna. The main catchment area has about 30,000 inhabitants.



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RETAIL WAREHOUSING/ BIG BOX RETAIL (>10,000 SQM)

RETAIL PARK NAME	GLA SQM	CONSUMER PROFILE	RETAILERS PRESENT	F&B AND LEISURE TENANTS	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Rautenweg West	97,400 sqm	Mainstream Shopper	Bellaflora, Gaulhofer Fenster, das Futterhaus, Hein Gericke, Kika, C&A, XXXLutz,	Hofer, Lidl, Merkur, Sports Direct; Mc. Donalds	GBP 31,200 p.a. (13.00/ month/ sqm)	200 – 7,000 sqm
Stadlau	87,900 sqm	Mainstream Shoppers	Bonita, C&A, CCC Schuhe, Charles Vögele, Conrad, Deichmann, Dänisches Bettenlager; DM, Depot,	Mc. Donalds, Intersport, Eduscho/Tchibo, Hervis, Sportsdirect,	GBP 33,600 p.a. (14.00/ month/ sqm)	200 - 4,000 sqm
Brünner Straße	58,400 sqm	Busy, local shopping street, mainly catering to an affluent residential catchment	Adler, Art-X, Zoo & Co, Media Markt, Interio, OBI	Hofer, Billa, Sport2000,	GBP 28.800 p.a. (12.00/ month/ sqm)	200-10,000 sqm
Rautenweg East	52,000 sqm	Mainstream Shopper	Leiner, Möbel Ludwig, Seastar, Zgonc	Wein & Co	GBP 24,000 p.a. (10.00/ month/ sqm)	200 – 8.000 sqm
Hadikgasse	45,200 sqm	Mainstream Shopper	Bipa, Leiner, Media Markt, Obi, Zgonc,	Merkur, Penny Markt, Sports Direct; Mc. Donalds	GBP 24,000 p.a. (10.00/ month/ sqm)	400 -5,000 sqm
Breitenfurter Straße	11,800 sqm	Discount Shopper	Deichmann, DM, Fressnapf, Takko Fashion, KIK, Joka, Möbel Ludwig,	Hofer, Spar	GBP 31,200 p.a. (13.00/ month/ sqm)	200 - 5,000 sqm
Auhof	10,000 sqm	Discount Shopper	Dänisches Bettenlager, Fressnapf, Kik, Quester, Reiter Betten & Vorhang, Toys "R" Us	Hofer, Denn´s Biomarkt, Spar, Tedi,	GBP 33,600 p.a. (14.00/ month/ sqm)	200 – 2,000 sqm

VIENNA (OUTER)

RETAIL WAREHOUSING/ BIG BOX RETAIL (>10,000 SQM)

RETAIL PARK NAME	GLA SQM	CONSUMER PROFILE	RETAILERS PRESENT	F&B AND LEISURE TENANTS	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Vösendorf/Brunn am Gebirge	160,000 sqm	Mainstream Shopper	Adler, Bush Planet, Hornbach, flowery Field, Shoe4ou	Hofer, Giga Sport, Merkur,	GBP 33,600 p.a. (14.00/ month/ sqm)	400 – 5,000 sqm
Vösendorf Nord	69,000 sqm	Mainstream Shopper	1000 x Tische+ Stühle, Astro, Damenmoden Outlet, DAN Küchen, kika,	Barbecue Points, Beta Wellness, Billa, Hofer, Eybl, Lidl, Louis Motorradzubehör	GBP 33,600 p.a. (14.00/ month/ sqm)	200 – 5,000 sqm
Hagenbrunn Gerasdorf	45,200 sqm	Discount Shopper	Art&Eco Fliesen, Bannert Spielwaren, Bella Flora, Fliesendorf, Hornbach,	Billa, Falle Campingdorf, Penny Markt, Pool & Wellness	GBP 31,200 p.a. (13.00/ month/ sqm)	200 – 3,000 sqm
Langenzersdorf	29,300 sqm	Discount Shopper	Astro, Bauhaus, DM, Fressnapf, Pagro, Quester, Trachtendiskont,	Metro C&C, Hofer, Lidl, Spar Supermarkt, Bike Store	GBP 31,200 p.a. (13.00/ month/ sqm)	200 – 15,000 sqm
Groß Enzersdorf	11,700 sqm	Mainstream Shopper	Bipa, KIK, C&A, Deichmann, DM, Fressnapf, Fussl	Billa, Penny, Hofer, Merkur,	GBP 33,600 p.a. (14.00/ month/ sqm)	200 - 4,000 sqm

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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
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