

BILLUND

Designer Outlet | Denmark

NOWHERE QUITE LIKE IT





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THE VISI

OPENING IN
SPRING 2020,
BILLUND
DESIGNER
OUTLET IS
SOMETHING
DIFFERENT.



A PREMIUM, FAMILY-FRIENDLY
OUTLET IN DENMARK WITH
AN EXCITING BLEND OF
INTERNATIONAL AND
SCANDINAVIAN BRANDS.

It is in the heart of one of Europe's top tourist destinations – the family resort of Billund – that features both LEGOLAND, Lalandia and the new LEGO House. Now, visitors will be able to enjoy everything those attractions have to offer and an exceptional outlet shopping experience too.



Billund Designer Outlet is brought to market and professionally managed by a core team of outlet experts whose experience spans success stories such as; Designer Outlet Soltau, Honfleur Normandy Outlet and McArthurGlen Designer Outlets in Troyes and Roubaix.

All year round, the largest designer outlet in Scandinavia represents a surprising way to shop in style at seriously discounted prices.



BILLUND DESIGNER OUTLET IS SET TO BECOME
THE LARGEST OUTLET IN SCANDINAVIA.

THE PORT

LEGOLAND and Lalandia are well-established destinations that attract millions of guests from all over the world. The new outlet will be located right next to them and is set to become an important and integral part of the evolving Billund experience. As reported by both Reuters and the European Commission, Denmark is set to see continued positive GDP growth, offering a huge opportunity for brands to take advantage of this strong economical performance.

The outlet will feature a highly attractive and premium mix of international and Scandinavian brands, showcased in a contemporary and stylish environment – offering guests the opportunity to shop, dine and relax.

We believe domestic shoppers and tourists will quickly begin to recognise Billund Designer Outlet as the perfect way to shop while in Billund. Shoppers will be excited by the prospect of discovering world-famous brands within the context of a family-friendly resort – with fun, education, adventure and world-class outlet shopping all in one location.

UNITY



KEY STATS

20,400
SQM GLA

IN PHASE 1&2

Phase 2 planned

2.3
MILLION

INHABITANTS
CATCHMENT AREA

3
MILLION

TOURISTS
EACH YEAR

120+
SHOPS

5+ RESTAURANTS
& LEISURE OFFER

1,500
SPACES

LARGE ON-SITE
PARKING

1.3
MILLION

OVERNIGHT
STAYS

Increasing to **1.5 million** in 2019 with an
estimated 63% visiting the outlet centre

2ND
LARGEST

AIRPORT OF DENMARK
WITHIN THE RESORT

Experienced a **9.8% growth** in 2017



CATCHMENT

THE BILLUND DESIGNER OUTLET HAS VERY LITTLE COMPARABLE COMPETITION IN THE AREA. THE NEAREST SHOPPING DESTINATION IS MORE THAN TWO AND A HALF HOURS DRIVE AWAY.

Billund has a catchment of over two million within a 90 minute drive time and boasts the second largest airport in Denmark, welcoming three million visitors every year.

Billund has long been a popular destination for tourists from all over Europe and beyond. LEGOLAND opened in 1968, further boosting the area's popularity.

Lalandia opened in 2009 and has also established itself as a highly popular holiday destination for families from all over the world.

The renowned Givskud Zoo also covers over 300 acres including a safari park and is a mere 25 minute drive away. The surrounding area also includes additional hotels and camp sites.



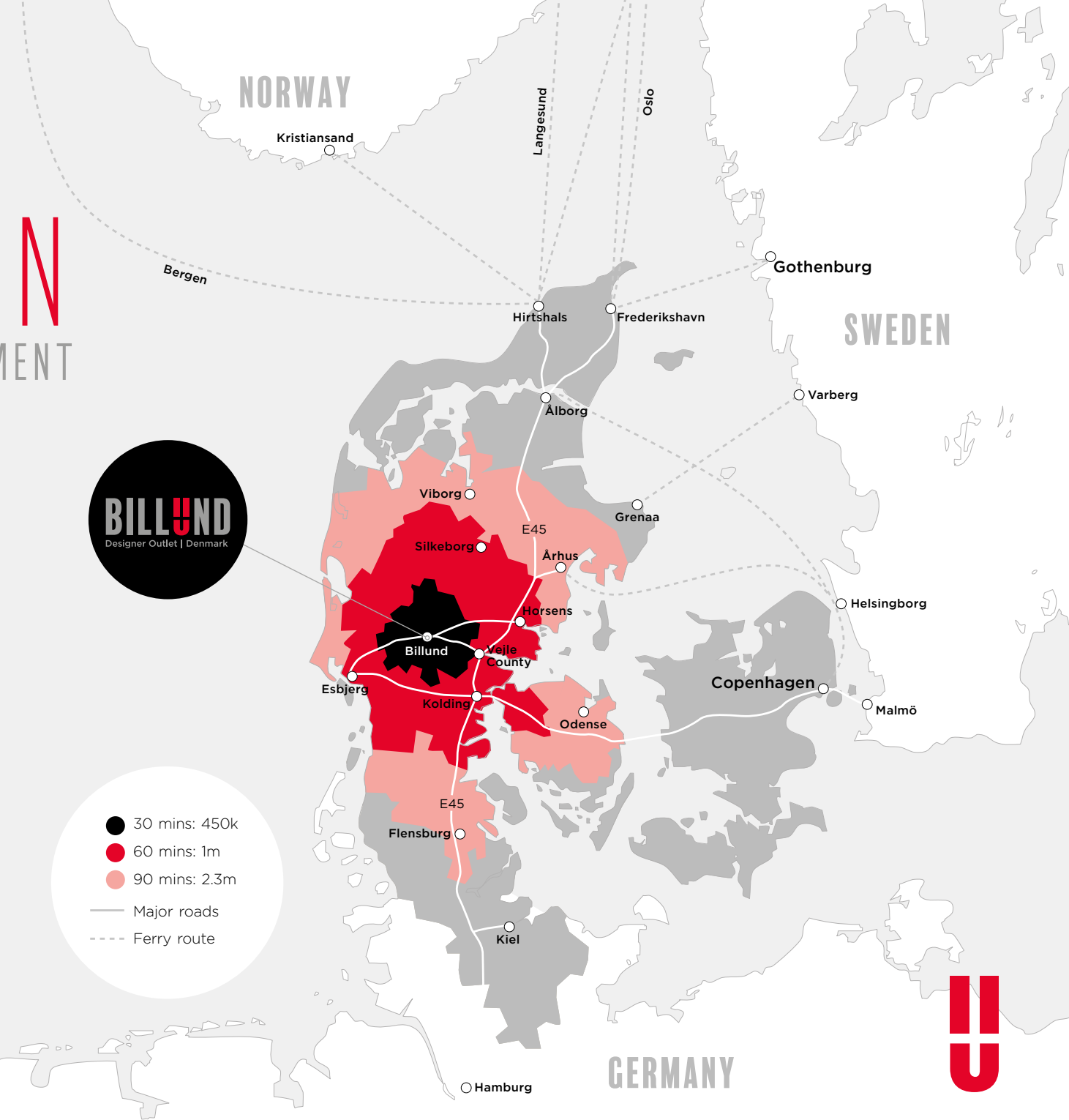
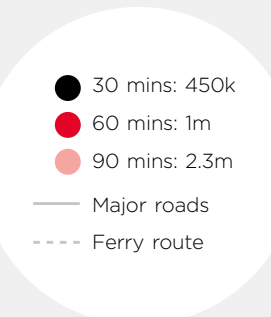
2.3
MILLION
90 MINUTE CATCHMENT

5% ABOVE
AVERAGE SPEND
for outlet centres in Europe.

ASPIRING
FAMILIES
Typical residents.

CENTRAL
DENMARK

Close to E45 motorway.
2.5 hrs to Copenhagen,
3 hrs to Oresund and
the bridge to Sweden.





LEGOLAND BILLUND RESORT

VISION: CREATE THE BEST
HOLIDAY DESTINATION IN
THE WORLD FOR FAMILIES
WITH CHILDREN.

3 NIGHT
AVERAGE STAY

REPEATED CHANCES
TO SPEND

BILLUND HAS LONG BEEN A
POPULAR DESTINATION FOR
TOURISTS FROM ALL OVER
EUROPE AND BEYOND.

LEGOLAND Billund Resort includes a large
hotel, a 300 acre zoo and a LEGOLAND Holiday
Village. In 2017 the new visitor experience
LEGO House opened and is expected to attract
another 250,000 visitors to Billund annually.



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LOCATION

Billund is also home to Lalandia, the
largest indoor waterpark and family
entertainment centre in Scandinavia,
with 880 chalets for overnight stays –
and due to increase year-on-year.



CUSTOMER EXPERIENCE



EASY ACCESS TO
LALANDIA AND LEGOLAND

EXCELLENT TRANSPORT LINKS –
PLANE, TRAIN, TRAM, ROAD.



20,400 SQM GLA

1,500+ PARKING CAPACITY

5+ FOOD AND LEISURE AREAS

OVER 120 SHOPS

WORLD-CLASS BRANDS

7/7 SHOPPING



DANISH DNA

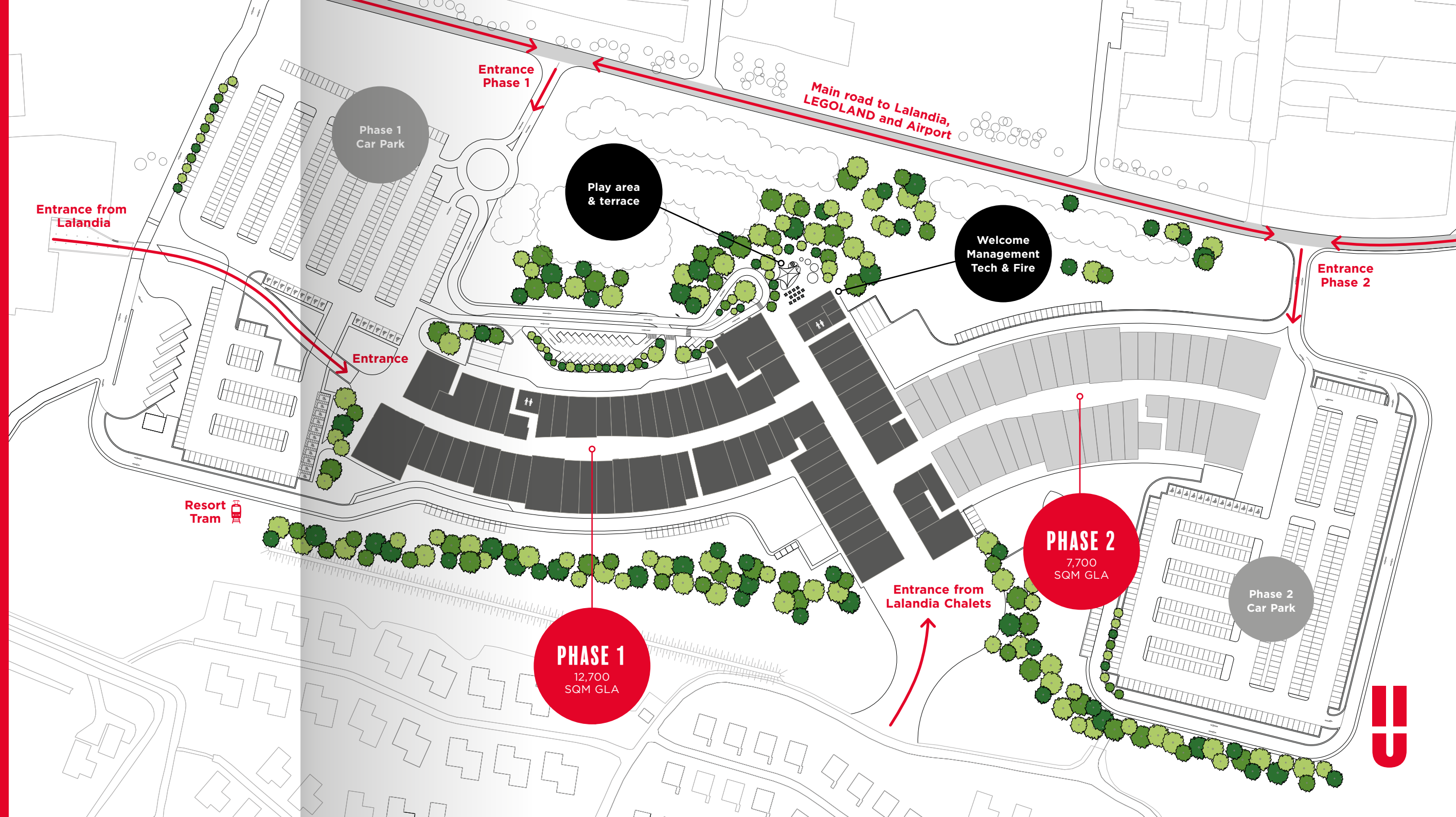


STYLISH MODERN ARCHITECTURE
WITH THE PURITY AND ELEGANCE
OF DANISH DESIGN THROUGHOUT.

U

U

FUTURE PROOF



BRAND



A stylish brand identity has been developed for the Billund Designer Outlet. It expresses the proposition and brand values and sets the tone for communications.

WARM | STYLISH | ADVENTUROUS | DANISH SPIRIT

UNIQUE

These values are reflected in everything we do. They also exert an influence on our communications and tone of voice as well as guiding our decision making, recruitment, training and appraisal. This fresh, new brand gives a clear creative direction for our outlet and for our marketing and launch activity.



THE
TEAM

RESOLUTION
PROPERTY

Resolution Property

We are ‘place makers.’ At Resolution Property we understand it takes experience, expertise, and innovation to create properties that provide a vibrant atmosphere for the people living working and shopping in them. Resolution Property is about transformation, spaces reborn. We have been successfully investing on a pan-European basis in the Outlet Sector for the past 15 years, across five jurisdictions and worked with six of the best-in-class specialised outlet operators, with their portfolio including Designer Outlet Soltau, McArthurGlen Designer Outlets in Roubaix and Troyes, Honfleur Normandy Outlet and Rosada Outlet.

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ADVANTAIL /
OUTLET
MANAGEMENT

Advantail Outlet Management

Advantail is an expert in factory outlet centres, designs, upgrades, leases and manages one of the key networks of outlets in France. We help brands to integrate within this demanding retail channel. We create new sites on behalf of investors with high tourism potential and increase performance on existing centres.

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SCALA
BUILD

Scala Build

Scala is a real estate specialist based in The Netherlands. We fill the gap between real estate investors and the end user. Together with property owners our objective is to make cities more attractive and sustainable through regeneration and development of existing assets and environments. Our mission is to add value to what already exists. We offer a single point of contact providing project management, financial modelling, architectural and leasing expertise across many asset sizes and classes.

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WE HAVE ASSEMBLED AN
EXPERT TEAM WITH IN-DEPTH
KNOWLEDGE AND PROVEN
COLLABORATIVE EXPERTISE.

GET IN TOUCH TODAY
AND BE PART OF SOMETHING
EXCITING AT BILLUND
DESIGNER OUTLET.



OPENS
SPRING
2020

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