



# Welcome to the Allee-Center Magdeburg

Shopping | Office | Traffic | Industries



# The City of Magdeburg

- State capital of Saxony-Anhalt
- In the heart of Germany at the river Elbe
- City of Otto the Great and Otto von Guericke
- 229,000 inhabitants
- Important regional centre and „shopping metropolis“ for the region
- Purchase power index: 89.0
- Centrality: 124.0%
- Unemployment rate: 10.0% (Saxony-Anhalt: 11.4%)



## Location



Source: Google Maps

- At the heart of the city at the junction of the main streets Ernst-Reuter-Allee and Breiter Weg (pedestrian zone and prime location)
- easy access via the A2 motorway and the major B2 and B71 roads
- Magdeburg's main train station within walking distance
- tram and bus stops are located next to the center



# Facts & Figures

- Grand opening with **110 Shops**: 30.09.1998
- Opening after completion of extension (one additional floor) with **40 new shops**: 30.03.2006
- Sales area approx. **35,000 sqm**
- 3 levels
- **150 Shops**
- **1,300** inexpensive parkings
- **35,000 visitors** per day on average
- 10.5 million visitors per year

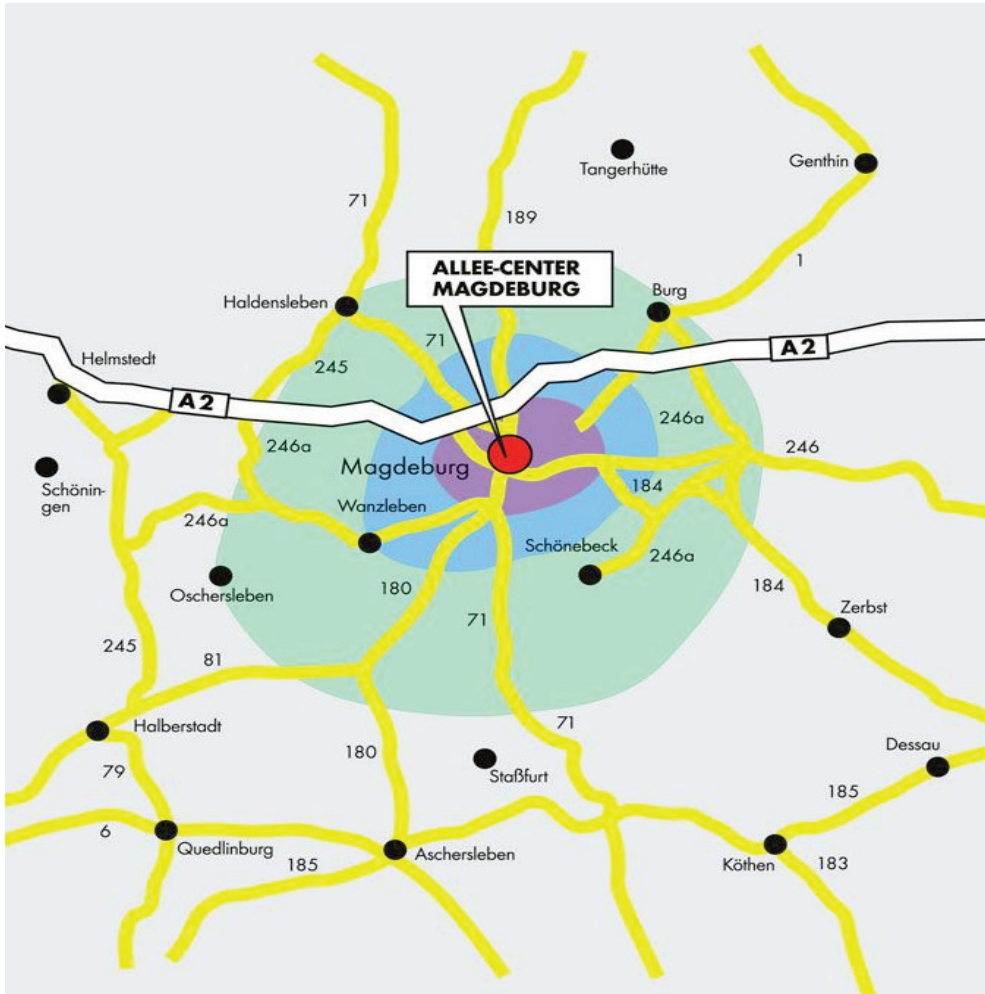
**ALLEE-CENTER**  
MAGDEBURG



# Facts & Figures

<b>Gross floor area</b>	97,000 sqm
<b>Total sales area</b>	35,000 sqm
<b>Office space</b>	6,730 sqm
<b>Appartments</b>	1,770 sqm
<b>Shops</b>	150
<b>Parkings</b>	1,300

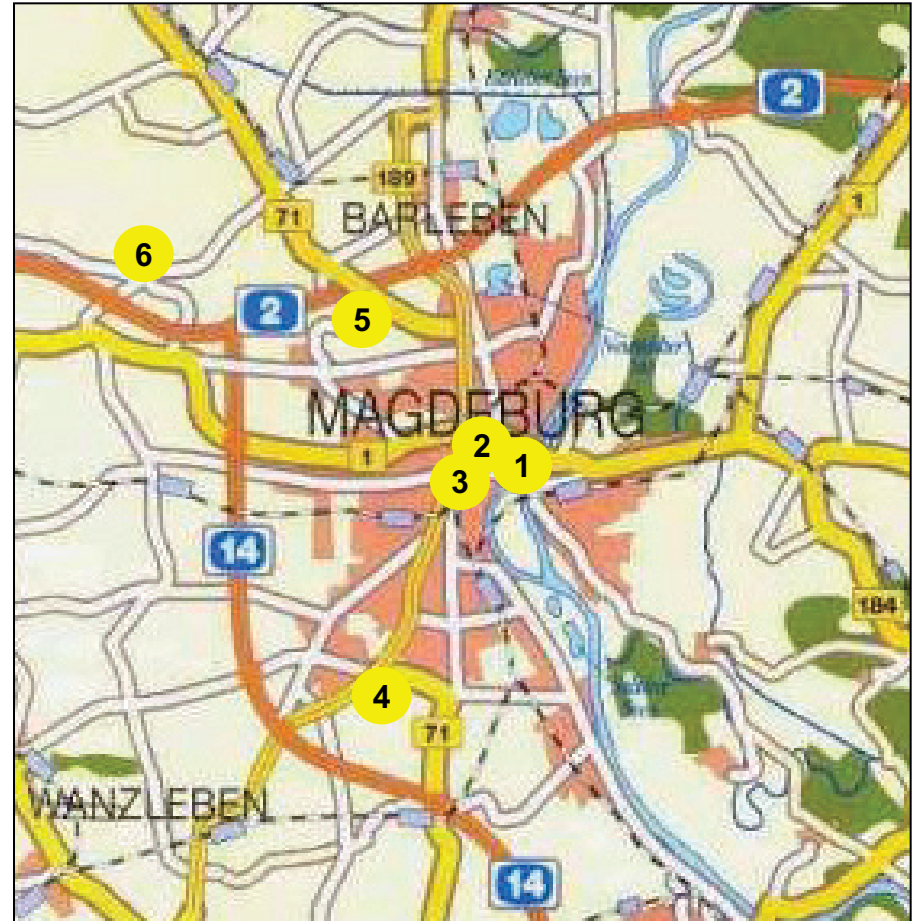
# Catchment Area



Driving distance	inhabitants
Up to 5 min.	approx. 67,400
5 to 15 min.	approx. 162,600
15 to 30 min.	approx. 200,000
30 to 45 min.	approx. 290,000
<b>total</b>	<b>approx. 720,000</b>

# Competition

- (1) City Carré (48,000 sqm)
- (2) Ulrichshaus (10,000 sqm)
- (3) Karstadt (20,000 sqm)
- (4) Bördepark (69,000 sqm)
- (5) Flora Park (70,000 sqm)
- (6) Elbepark (49,000 sqm)



# Sector Mix

