



MAIN-TAUNUS-ZENTRUM

brauningger

WELCOME !

Main-Taunus-Zentrum - a success story !



Resolution on the construction of the MTZ in the municipal council of Sulzbach



Main-Taunus-Zentrum - a success story !



Main-Taunus-Zentrum - a success story !



02.05.1964

Main-Taunus-Zentrum - a success story !



Main-Taunus-Zentrum - a success story !



Opening Mai 02, 1964	Floors 1+	Shops 78
Sales area 39.000 m²	Anchor tenants Hertie (8000 sqm) Neckermann C&A Woolworth Möbel-Mann	
Parking spaces approx. 3.000	Investment 37 Mio. DM	Jobs k.a.

Main-Taunus-Zentrum - a success story !



Es gibt nichts, was es nicht gibt – im MTZ

74 Geschäfte und andere Einrichtungen erwarten Ihren Besuch. Ladenöffnungszeiten:
 montags – freitags von 9.00 – 18.30 Uhr
 samstags von 8.30 – 14.00 Uhr
 langer Samstag von 8.30 – 18.00 Uhr

Lebensmittel
 73 H.L.Verbrauchermarkt
 35, 70 Metzgerei Wille
 12 Nordsee-Fischwaren
 34 Schirmer-Kaffee-Süßwaren
 21 Teebo-Kaffee
 81 Trautes-Obst-Gemüse

Tabakwaren, Spirituosen
 5, 37 Boenicke-Tabakwaren
 20 Frankhof-Kellerei

Bekleidung
 28 Börsen-Krawatte
 14 Boutique Madeline
 39 C&A Brennikmeyer
 46 Gil Boutique
 13 Hefa-Kleidung
 71 Hettlage-München
 29 Kasper-Moden
 27 Leder-Viehoff
 50 Modehaus Walter
 33 Pelzsalon Müller
 64 Singer, Nähmasch., Stoffe, Nähbedarf

Schuhe
 Schuhhaus Fink & Co.
 67 Herrenschuhe
 Schuhhaus Fink & Co.
 15 Damenschuhe
 68 Kinderschuhe
 10 Marina-Schuhe
 Damen- und Herrenschuhe

Lederwaren
 11 Heiko-Lederwaren
 44 Leder-Wahl

Uhren, Schmuck, Juwelen
 4 Juwelier Buchwald
 17 Juwelier Christ

Friseur, Parfümerie
 56 Salon Wesiak
 Damenfriseur
 54 Salon Wesiak
 Herrenfriseur
 48 Parfümerie Ingeborg

Blumen
 24 Blumen-Valk

Foto und Optik
 68 Foto-Rahn
 18 Polyfoto hobby
 59 Optiker Wolf

Glückwunschkarten
 45 Die Kartenruhe

Zeitungen, Zeitschriften, Lotto/Toto
 26, 36 MerkurZeitschriften

Spielwaren
 7 Spielzeugschachtel
 Haus des Kindes

Zoohandlung
 3 Zoo Paradies

Möbel und Teppiche
 62 Hertie-Möbel
 31 Möbel-Franz
 16 Polster-Richter

Radio, Fernsehen, Schallplatten
 69 Fernseh-Hammer
 58 Main-Radio

Porzellan, Kunsthandwerk, Geschenkartikel
 6 Form der Zeit
 57 willi lump, die schaulade

Bettwaren, Tischwäsche
 40 Bettenmanufaktur
 Grimm

Farben, Garten- und Hobby-Artikel
 9 Bastler-Zentrale
 65 Farben-Jenisch
 8 L. C. Kahl, Gartenfachgeschäft

Auto und Zubehör
 75 Autowaschanlage
 1 Autozubehör-Schmitt
 76 BP-Tankstelle
 72 Hammesfahr-Reifendienst
 78 Wohnwagen-Wenk

Reisebüro, Reinigung
 19 Reisebüro
 Main Taunus
 55 Rover-Reinigung

Restaurants und Cafés
 60 Café Niklaus
 32 Eiscafé de Toffol
 41 Europa-Grill
 49 Main-Bowling
 23 Movenpick
 12 Nordsee
 63 Zenter-Imbiß

Waren- und Kaufhäuser
 51 Hertie
 38 Horten
 47 Neckermann
 30 Werkauf
 42 Woolworth

Apotheke, Ärzte
 61 Main Taunus Apotheke
 43 Praktischer Arzt, Augenarzt
 43 Frauenärztin, Zahnarzt
 43 Kieferorthop.

Bank, Post
 25 Bank für Gemeinwirtschaft
 53 Bundespost, Fernsprecher

Besonderer Service
 74 Bushaltestelle
 80 Informationskiosk
 2 Kindergarten
 52 Toiletten
 79 Verkehrs-kindergarten

Freizeit, Unterhaltung
 77 Main Taunus-Autokino
 49 Bowlingbahn-Billard

5 Anker Stores

400m Open Mall

Kindergarden

Post Office

Dentist

Doctors

Gas Station

Car Wash

Bank

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The Kindergarden



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Framework data and initial situation



Grand Opening	02. Mai 1964
Takeover ECE	1998
Refurbishment/Extension	16. October 2001
Refurbishment/Extension	30. September 2004
Northextension	17. November 2011
Number of Shops	ca. 170
Total Turnover	ca. 400 Mio. €
Sales Area	91.000 m ²
Anchor Tenants	AppelrathCüpper, Ansons, Breuninger, C&A, Galeria Kaufhof, H&M, Karstadt, Media Markt, P&C, Zara, Apple, Hollister
Parking Spaces	4.500

EH – relevante Kennzahlen



Main-Taunus-Kreis

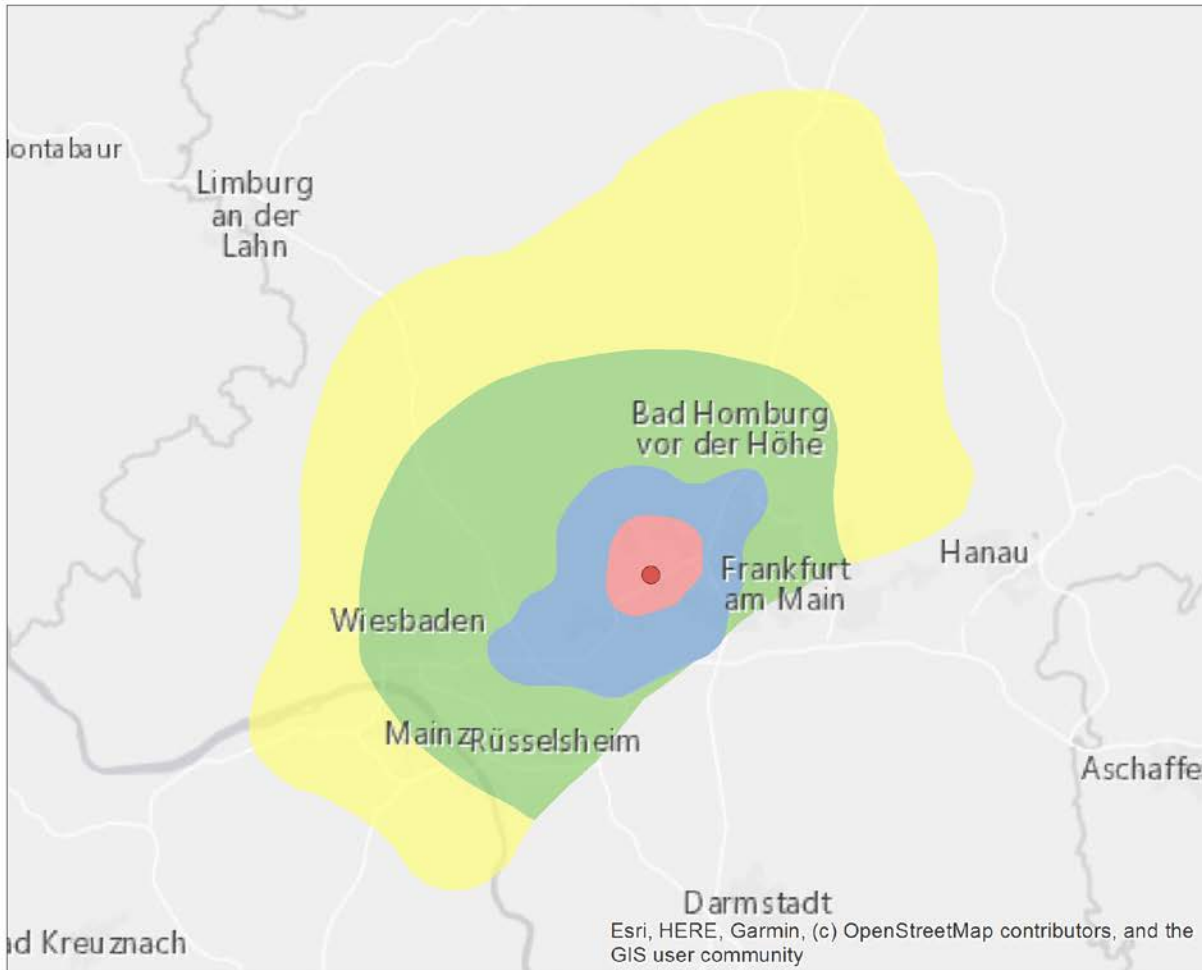
Inhabitants:	233.179
Retail related purchasing power*	117,8
Retail related turnover*	132,3
Centrality rating:	112,3

Hochtaunuskreis

Inhabitants:	233.380
Retail related purchasing power*	122,3
Retail related turnover*	90,3
Centrality rating:	73,8

Quelle: Michael Bauer Research GmbH, 2016
*Index je Einwohner : 100 = Landesdurchschnitt

Catchment Area MTZ



Einzugsgebiet

Zone

- I (0 - 5 min.)
- II (5 - 15 min.)
- III (15 - 30 min.)
- IV (30 - 45 min.)
- V (> 45 min.)

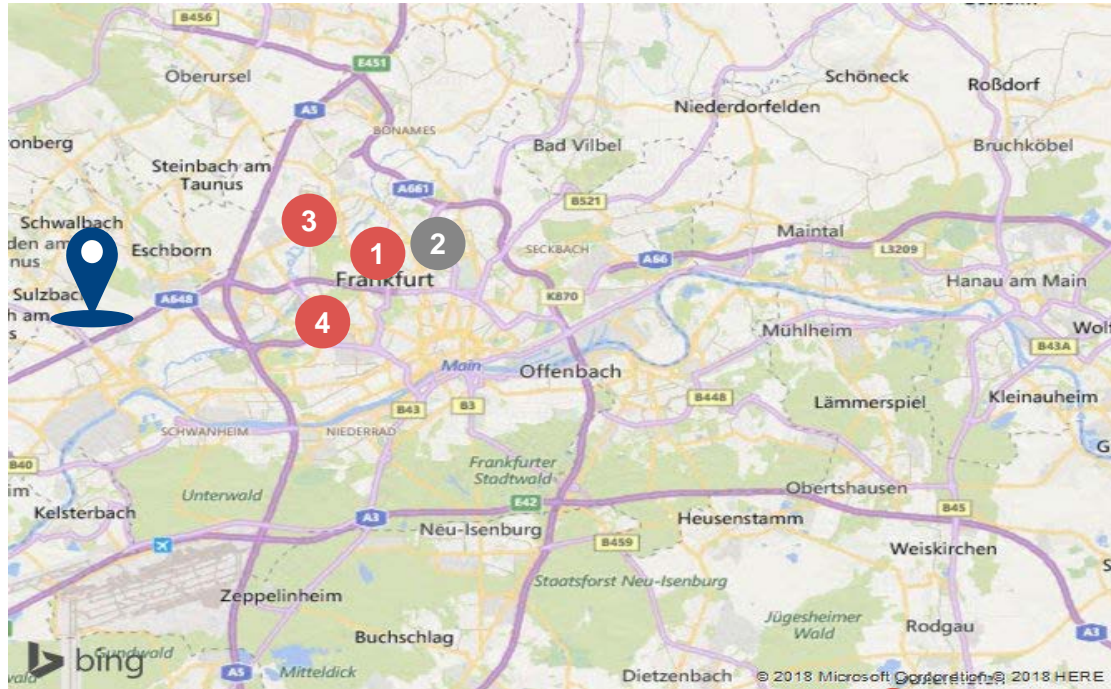
	Einwohner	EH.-KK. (in Mio. Euro)
Zone I	126.519	951.9
Zone II	373.529	3.005.2
Zone III	984.769	7.611.4
Zone IV	635.452	4.800.7
Gesamt	2.120.269	16.369

0 2,5 5 10 15 20 Kilometer

Quelle: MB-Research 2018
 Bearbeitung: ECE Market Research
 13.07.2019

Overview Competition

Main Competitors



= MTZ

Main-Taunus-Zentrum

- Sales Area: 91.000 m²
- Parking Spaces: 4.500
- Shops: 159

1

Zeil Frankfurt a.M.

- 20% Visitors of MTZ

20 Minutes

2

MyZeil

- Sales Area: 47.000 m²
- Parking Spaces : 1.400
- Shops: 100
- 15 % Visitors of MTZ
- Bershka, Saturn, Lego, FoodTopia

20 Minutes

3

Nord West - Zentrum

- VK-Fläche: 90.000 m²
- Parkplätze : 3.500
- Shops: 150 -Erweiterung
- 13% Visitors of MTZ
- Primark, C&A, H&M, Kaufhof, Media Markt

15 Minutes

4

Skyline Plaza

- Sales Area: 38.000 m²
- Parking Spaces: 2.400
- Shops: 166
- 8% Visitors of MTZ
- Zara, P%C, H&M, Saturn, Massimo Dutti

15 Minutes

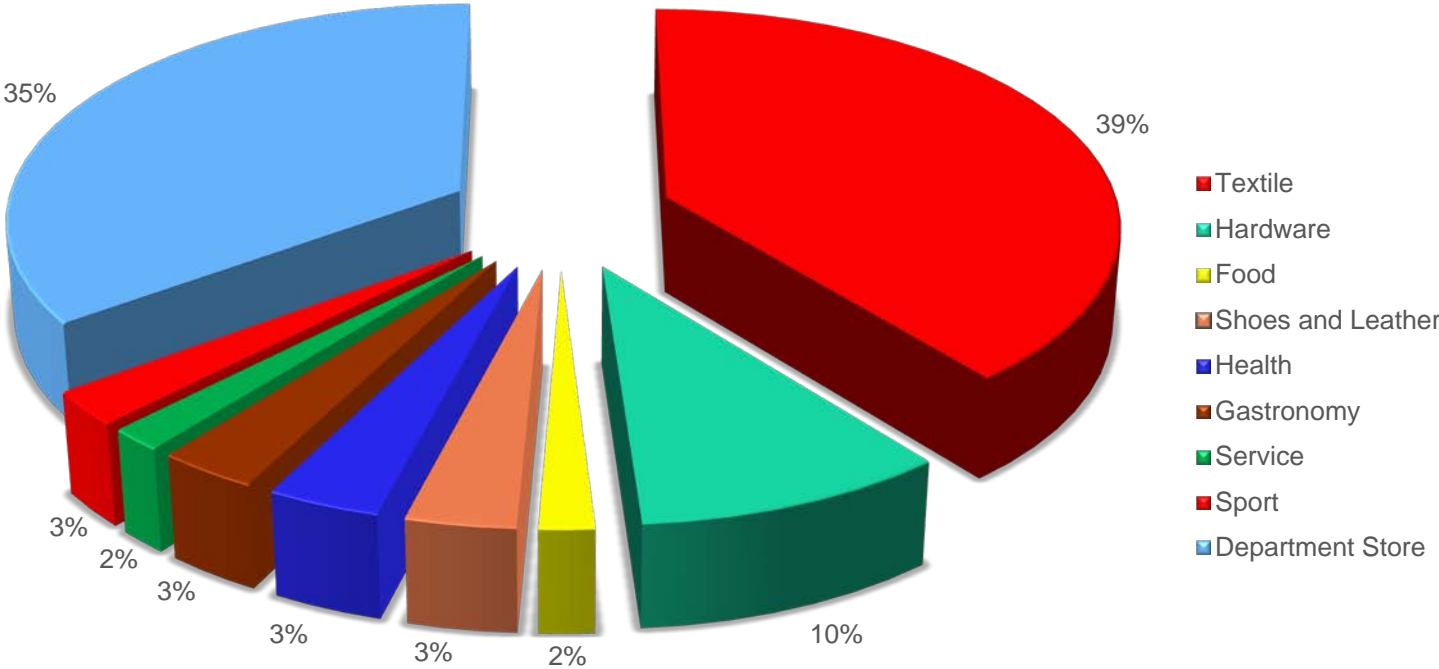
● Main Competitor

● Second-Tier Competitor

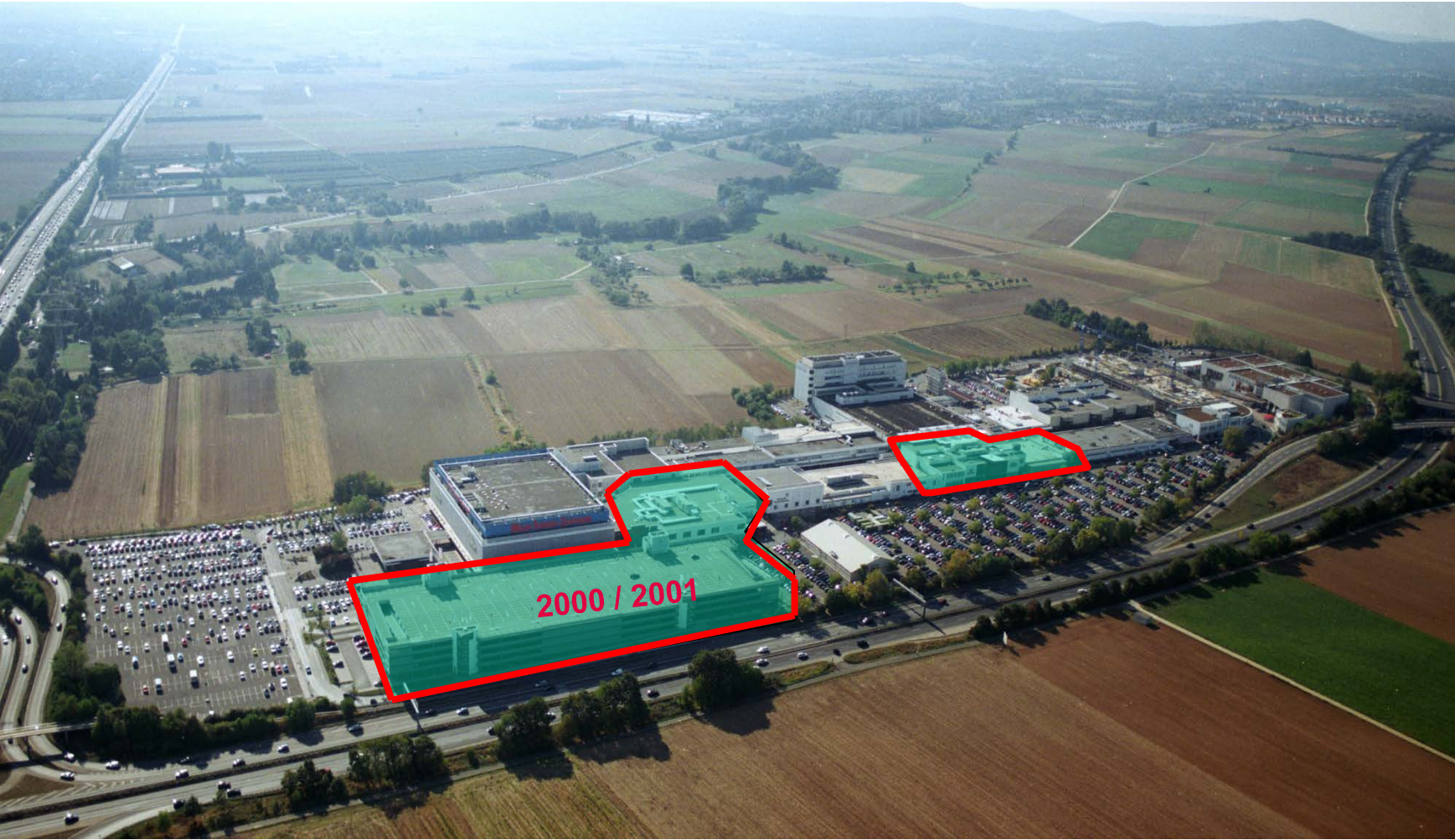
Structure of Tenant Mix



Tenant Mix



Refurbishment/Extension 2000/ 2001



Refurbishment/ Extension 2000/ 2001



Refurbishment/Extension 2000/ 2001



Refurbishment/ Extension 2000/ 2001



Refurbishment/ Extension 2000/ 2001





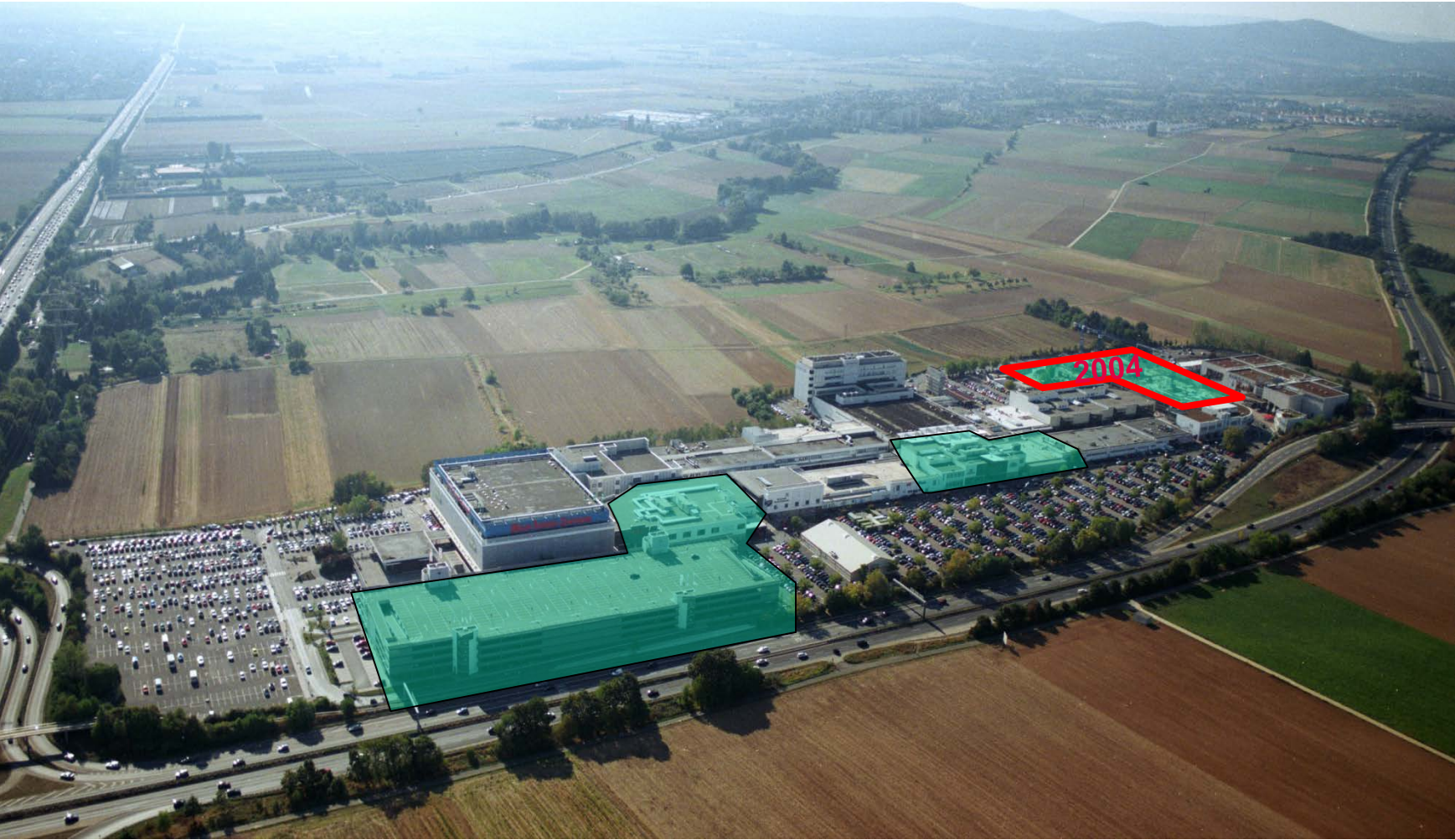
Refurbishment/ Extension 2000/ 2001



Refurbishment/ Extension 2000/ 2001



Refurbishment/ Extension 2003/ 2004



Refurbishment/ Extension 2003/ 2004



Refurbishment/ Extension 2003/ 2004



Refurbishment/ Extension 2003/ 2004

Hardware Store demolished



Refurbishment/ Extension 2003/ 2004



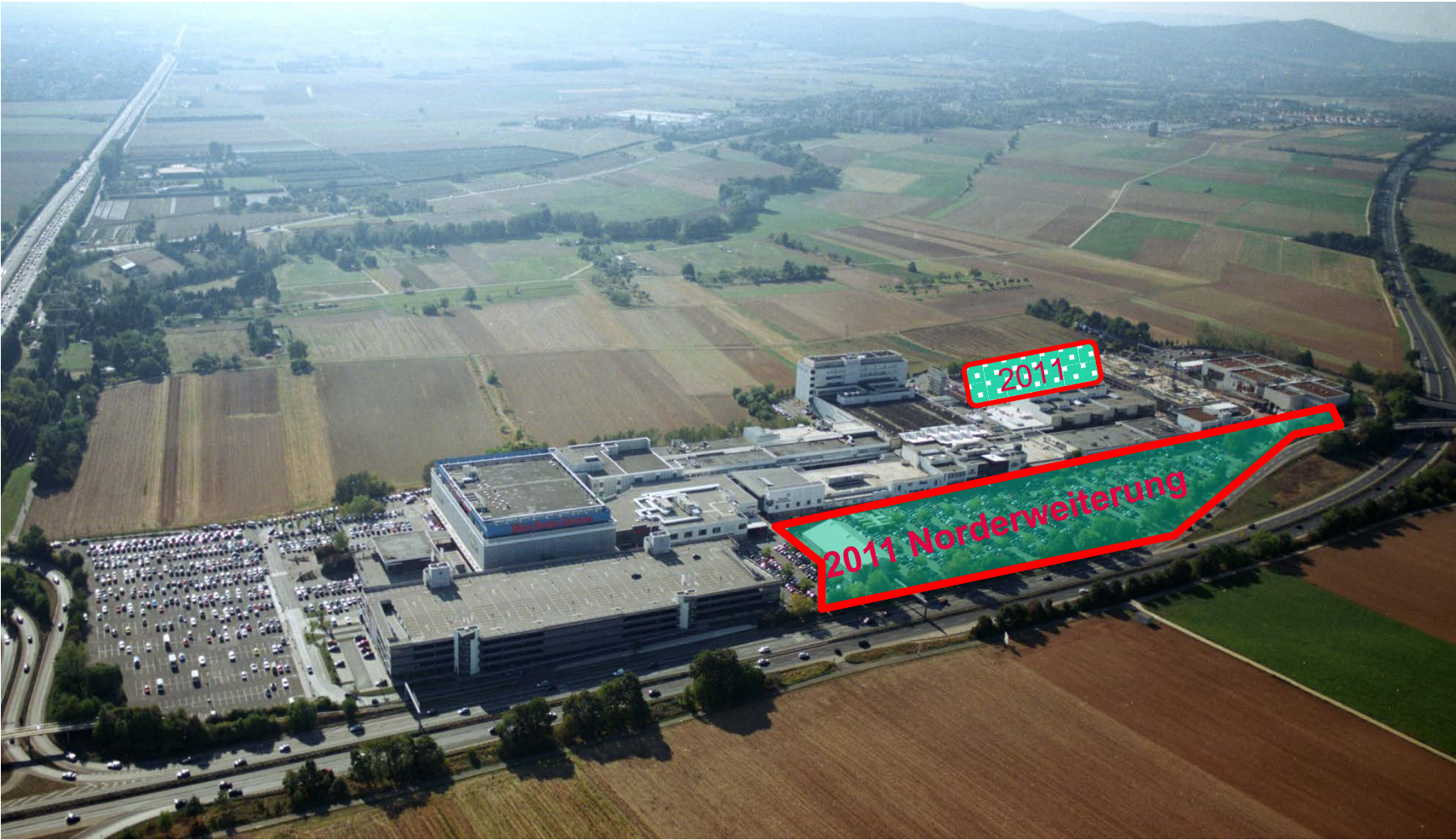
Refurbishment/ Extension 2003/ 2004



Refurbishment/ Extension 2003/ 2004



North extension 2010/ 2011



Northextension 2010/ 2011



Northextension 2010/ 2011



Grand Opening North Extension Do., 17.11.2011



Grand Opening North Extension Do., 17.11.2011



Grand Opening North Extension Do., 17.11.2011









Grand Opening North Extension Do., 17.11.2011



Grand Opening North Extension Do., 17.11.2011





Success / Results

Comparing 1964 – 2001 - 2011

Sales area
39.000 m²

Sales area
79.000 m²

Sales area
91.000 m²

Investment
37 Mio.
DM

Investment
38,6 Mio.
€

Investment
73,4Mio.
€

Shops
78
Parking
3000

Shops
104
Parking
4000

Shops
170
Parking
4500

Customer Analysis

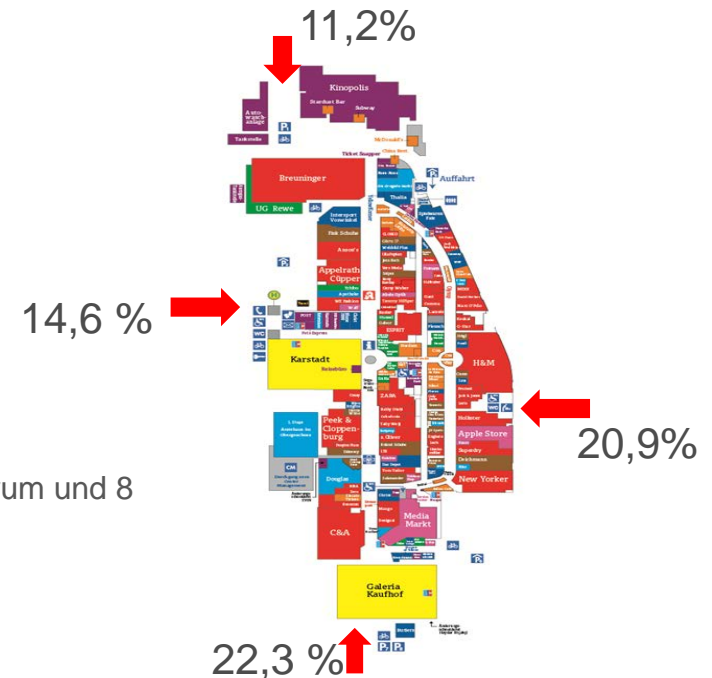


Structure of Customer (Base Customer Survey Nov. 2018)

- 26 % Feel Good Shopper, 20 % Experience Shopper, 21 % Fun Shopper
- 60 % of the visitors are female.
- 52 % of the visitors are under 40 years.
- 53 % of the visitors live in the core- und nearby catchment area. (Zone 1 + 2)
- 14 % live in a single-household, 38 % in 2-Person-, 48 % in 3- and more-person-households.
- 19 % of the visitors have a household income up to 1.500 €, 17 % between 1.500 und 2.500 €, 12 % between 2.500 und 3.500 €, 11 % more than 3.500 €

Customer Behavior

- 56% Desire with a 37 % Big Shopping Day.
- 25 % of the customers visit MTZ often/once a time per week.
- The share of regular customers is up to 44 %.
- 88 % of the visitors come by car.
- 49 % of the visitors use the gastronomy offer often
- 20 % use the innercity of Frankfurt 15 % MyZeil, 13 % in Nord West-Zentrum und 8 % in Skyline Plaza as alternative shopping destination.



The text is overlaid on a semi-transparent image of a modern architectural space. The background shows a curved building with a glass and metal facade, a large white pillar with a funnel-shaped top, and a sky with light clouds. The text is centered and reads:

MTZ
a place to be,
a place to meet,
a place to stay,
and a place to shop.





THANKS FOR YOUR ATTENTION