

Retail Prospectus

Auckland City Centre



**Auckland
Council**
Te Kaurihera o Tāmaki Makaurau





Auckland *today*

Welcome to Auckland, New Zealand

Auckland's city centre is the economic and cultural hub of the region and New Zealand's premier shopping destination.

More than just a shopping area and a central business district, it is already the exclusive Auckland home for major international and luxury brands, most major Australasian 'high street' retailers and local designers.



41% of
total foreign
direct investment
into New Zealand

1.5 million
people live in the Auckland
Region that's 33.7% of
New Zealanders

\$23.3 billion
in Annual Retail
Trade sales

Year end March 2012



41% of all New Zealand tertiary students
study in Auckland

70% of all international arrivals
to New Zealand arrive at Auckland International Airport

33.7% of Aucklanders born overseas





Auckland city centre



\$3 billion
in new transportation
and infrastructure
improvements
by 2021

23,000
residents,
growing to
45,000
by 2032

90,000
workers daily,
growing to
140,000
by 2032



International visitors spent **\$4.7 billion**
year end Sept 2011

60,000 students

12,000 tourists visit daily





Auckland *city centre* *retail*

Auckland city centre's distinct retail precincts provide fantastic opportunities for your retail business to flourish. Significant investment is being made in the city centre to transform it well beyond its current status as New Zealand's premier shopping destination, to be the centre of the world's most liveable city – we invite you to be part of it.

**Over 247,000m²
of city centre retail**

**3.2% vacancy rate
for city centre retail**





Prime retail rents
low \$1,600 psm high \$2,000 psm

*200m² store lower Queen Street

45 Queen St has daily exposure to
23,000 pedestrians

Monday - Friday, May 2012



Contact information

As the region's economic growth agency, Auckland, Tourism, Events and Economic Development (ATEED) provides a coordinated approach to growing Auckland's business, export and visitor economy. ATEED's investment team's primary role is to assist businesses locating to Auckland or investors looking for opportunities here.

For more information please contact:

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www.investauckland.com

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Heart of the City is Auckland's city centre business association. They represent and promote businesses located in the city centre and are committed to help develop new retail opportunities.

www.hotcity.co.nz