

HOW DO SHOPPING CENTRES — IMPACT — THE EUROPEAN ECONOMY AND SOCIETY?



SHOPPING CENTRES ARE MAJOR EMPLOYERS



The industry employs 4.2 million Europeans with the retail sector as a whole accounting for 1 out of every 11 jobs.

SHOPPING CENTRES DRIVE EUROPEAN GDP

Household consumption accounts for 55% of European GDP. Much of this spending occurs in European shopping centres where sales totaled €524.7 billion in 2014, an all-time high.



SHOPPING CENTRES ARE A CRITICAL PUBLIC REVENUE SOURCE

European retail sales generated more than €575.7 billion in VAT in 2014, of which approximately €109.6 billion were derived from shopping centres.



SHOPPING CENTRE JOBS PROMOTE SOCIAL INCLUSION

The industry accommodates those looking for flexible working opportunities including women (62% of European retail employment), students, retirees and those with lower skills/education.



SHOPPING CENTRES DRIVE DIGITAL TRANSFORMATION



With 90% of total European retail sales occurring in-store, shopping centres have been quick to innovate and are acting as an enabler for omni-channel retailing.

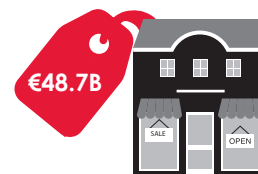
SHOPPING CENTRES ARE GOING 'GREEN'

European shopping centre developers are leading innovation in the design and execution of environmentally sustainable initiatives.

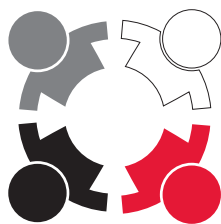


SHOPPING CENTRES ARE VALUABLE INVESTMENTS

Approximately €48.7 billion were invested in European retail assets in 2014, of which €20.6 billion were invested specifically in shopping centres.



SHOPPING CENTRES GIVE BACK TO THE COMMUNITY



European shopping centres recognise the need to engage with the community and support programmes that contribute to society through promoting educational activities, artistic and cultural initiatives, and entertainment events.

SHOPPING CENTRES DRIVES ECONOMIC DEVELOPMENT

Shopping centres are catalysts for the long-term regeneration of urban areas and improve the physical and social fabric of communities across Europe.



To learn more, visit www.icsc.org/europe/advocacy/