

# RESORTS WORLD BIRMINGHAM

A UNIQUE RETAIL OPPORTUNITY





next  
OUTLET



KURT  
GEIGER

SKECHERS



LUKE claire's

# WELCOME TO OUR WORLD

Resorts World offers an unparalleled experience. Located at the heart of the NEC (National Exhibition Centre) complex, surrounded by a large, affluent catchment, it features a curated selection of top international sportswear and lifestyle brands. Alongside a diverse food and beverage scene, you'll find a cinema, a cutting-edge bowling complex, a four-star hotel, a luxurious spa, and a vibrant casino. We're not your typical retail center, and that's a key factor in our success. Our strategy, informed by consumer research and industry trends, is to create the perfect mix of retailers, leisure activities, and dining options for our target audience. We aim to build a dynamic destination that keeps people coming back. With our prime campus location, a sizable on-site workforce, and a steady stream of visitors, Resorts World offers a truly unique opportunity to flourish.



24

STORES



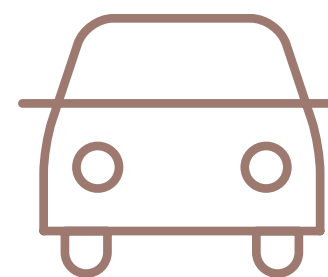
14

BARS,  
RESTAURANTS  
AND CAFÉS



6

LARGE  
LEISURE  
ATTRACTIONS



1,246

CAR PARKING  
SPACES



55,000\*

SQ FT  
CONFERENCE MEETING  
& EVENT SPACE

MILLER & CARTER  
- STEAKHOUSE -

Zizzi  
INDIVIDUALLY ITALIAN

Nando's



GENTING HOTEL





# A UNIQUE CAMPUS LOCATION

**9 HOTELS**  
within 5 minutes of  
**Resorts World**

**5 MILLION**  
people within a  
45-minute drive

**16.8K LOCAL  
WORKFORCE**  
provides daily  
trading opportunities  
in and around campus





# THE OPPORTUNITY

**3.2M**  
FOOTFALL

**£320** PSF  
TOTAL AVERAGE SALES DENSITY

**£505** PSF  
TOP 5 RETAIL AVERAGE DENSITY

**£515** PSF  
F+B AVERAGE DENSITY

**£79**  
AVERAGE CUSTOMER SPEND PER VISIT

Opening a store at Resorts World Birmingham offers a unique opportunity to tap into a thriving, diverse market.

**Prime Location:**

Situated at the heart of the NEC (National Exhibition Centre) complex, Resorts World Birmingham benefits from its proximity to a major transport hub, with over 7 million visitors annually to the NEC Campus, bringing a steady flow of potential customers.

**Large, Affluent Catchment Area:**

The centre is located within reach of a substantial catchment area, with a population of over 5 million people within a 45-minute drive. This diverse and affluent demographic is ideal for retailers seeking high-spending customers.

**Strong Visitor Traffic:**

Resorts World Birmingham sees millions of visitors each year, not only from local shoppers but also from tourists attending events at the NEC, bp Pulse LIVE Arena, and other nearby venues. The integrated leisure offer—spanning shopping, dining, cinema, and entertainment—ensures a high footfall.

**Vibrant Mix of Attractions:**

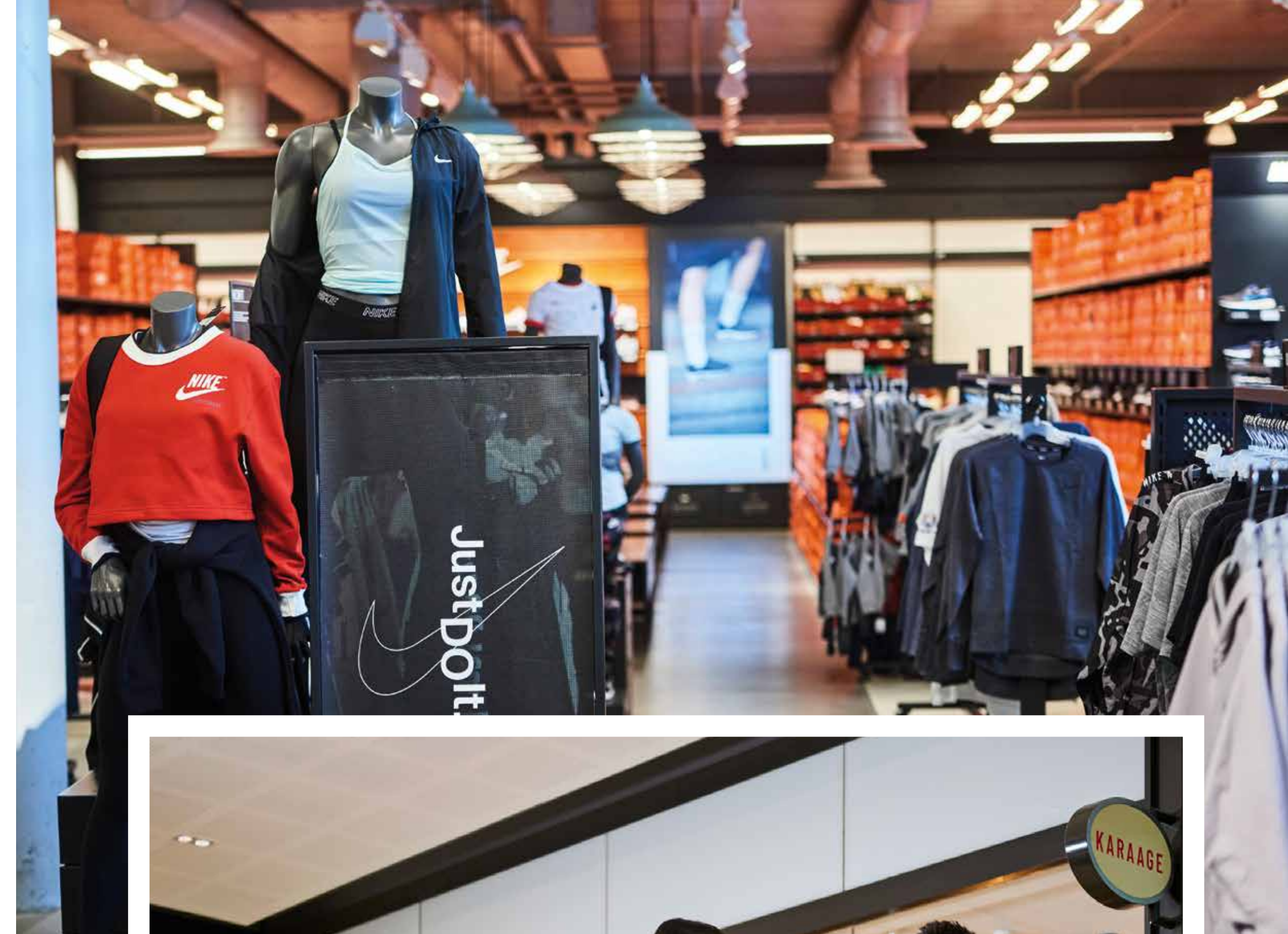
In addition to retail, the complex features an array of leisure options including a cinema, casino, spa, and bowling complex. This multi-use environment ensures your store benefits from extended visitor dwell time and increased customer interaction.

**Diverse Customer Base:**

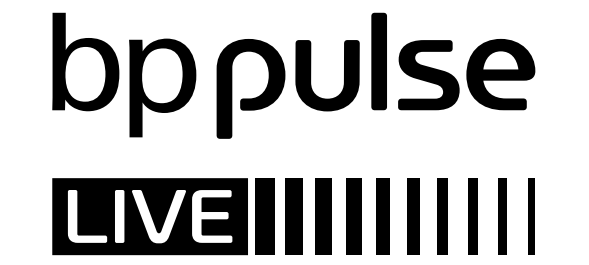
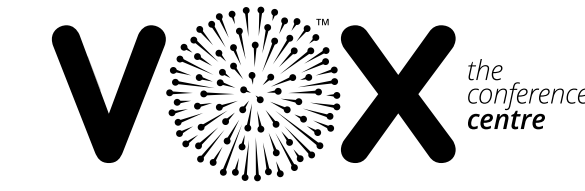
With its wide range of offerings—from high-end dining to family-friendly entertainment—Resorts World attracts a diverse range of customers, from business professionals to families and international tourists, creating a unique opportunity for retail businesses targeting various market segments.

**Premium Retail Environment:**

Resorts World Birmingham is a premium destination with a modern, attractive environment, setting your business up for success. The combination of international brands, sophisticated design, and high-end amenities helps create a desirable setting for both retailers and customers.







# MEET THE NEIGHBOURS

## bppulse LIVE

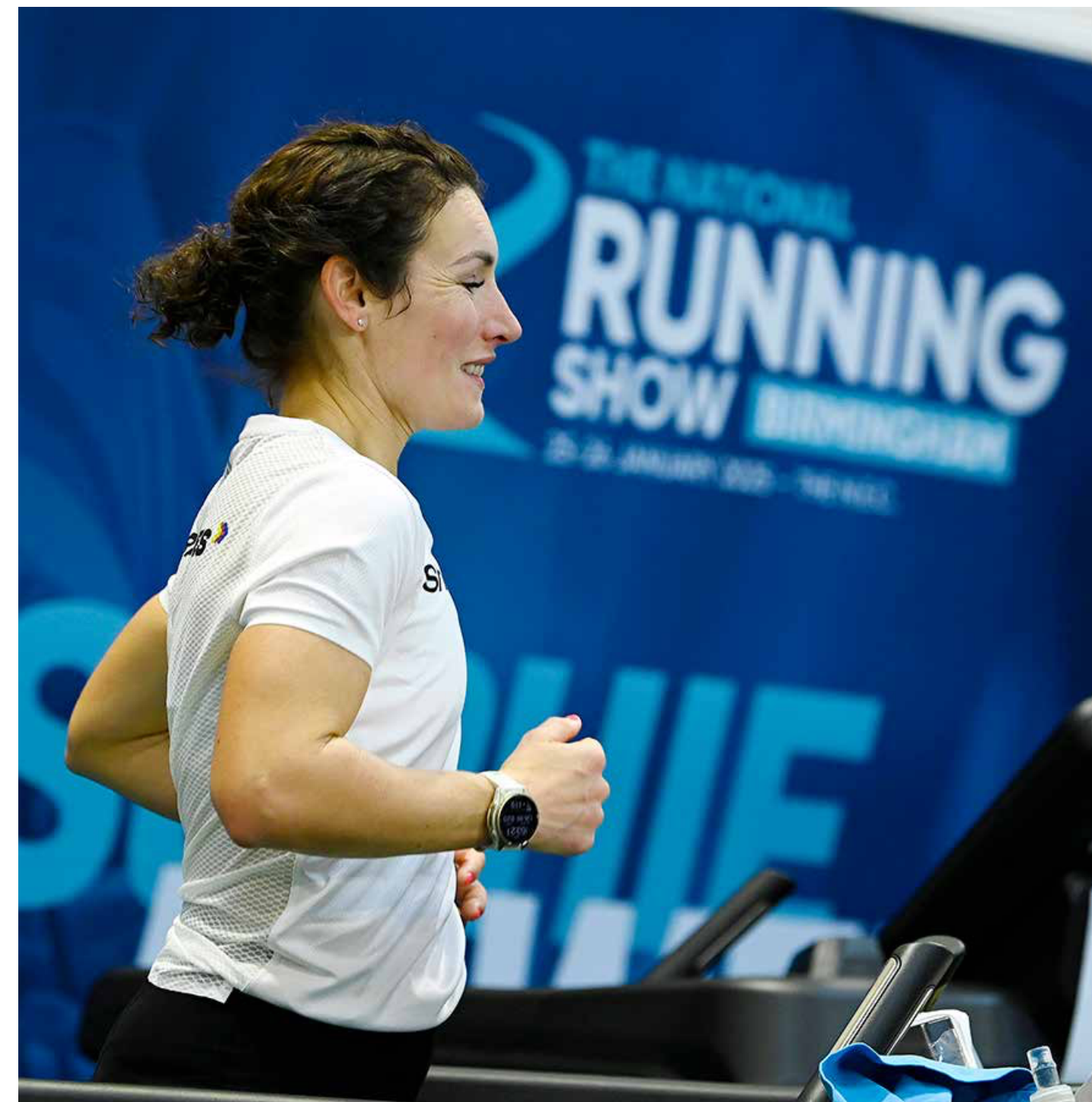
A world class events venue, the Arena regularly plays host to global tours from stars and events like Adele to Arenacross, Beyoncé to Bryan Adams, Crufts to Craig David, and so much more. It holds 100+ shows per year and brings over **700k people** to campus annually.



The biggest conference venue outside London in revenue terms, The Vox brings **42.9k visitors** to Resorts World annually.

## nec

The NEC is the UK's number one venue of choice for organisers, exhibitors and visitors, with 19 exhibition halls and 34 conference suites. It holds 500+ events each year and brings over **7 million** people to campus annually.





**1 in 4**  
ARE CLASSED AS ACORN  
'AFFLUENT ACHIEVERS'

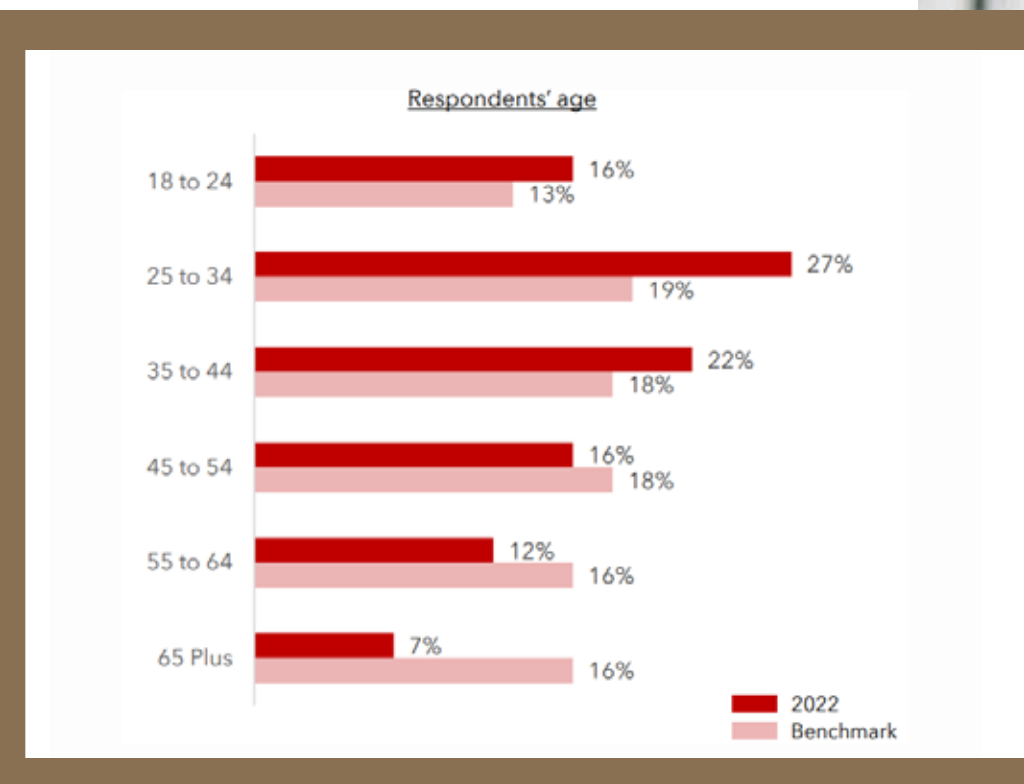
**43%**  
ARE UNDER 35

**37%**  
HAVE CHILDREN  
UNDER 18

**3 in 4**  
GUESTS LIVE WITHIN A  
45-MINUTE DRIVE TIME

# ABOUT OUR GUESTS

A large share of our guests boast considerable disposable income, with approximately 25% categorized as ACORN 'Affluent Achievers,' particularly within the Executive Wealth and Mature Money segments. Another prominent group includes Steady Neighbourhoods, comprising families who enjoy comfortable lifestyles in urban and suburban areas. Our appeal spans diverse age groups, resonating strongly with millennials and Gen Z, ensuring a forward-looking audience base. Additionally, we attract a high-spending demographic aged 55 and over—an essential segment with substantial purchasing power and a preference for premium experiences.





# GUEST BEHAVIOUR

**x9<sub>PA</sub>**  
AVERAGE  
FREQUENCY

**50%**  
VISIT US MAINLY  
FOR THE SHOPS

**£79**  
AVERAGE SPEND  
PER VISIT

**87**  
MINUTES AVERAGE  
DWELL TIME

**65%**  
ARE ON A SOCIAL  
VISIT WITH OTHER  
ADULTS

**76%**  
COME BY CAR



We leverage industry insights and guest research to guide our strategy, highlighting the significance of mixed-use experiences. According to CACI (2022), 65% of our guests visit for social outings with other adults, while 20% enjoy a “big day out.” These “big day out” visitors are pleasure-driven shoppers with high retail spending, often arriving in larger groups and engaging in multiple activities, including visiting numerous stores.

While 50% of our guests primarily come to shop, stores also benefit from the increased footfall generated by visitors drawn to other attractions. Notably, over half of those who visit primarily for dining or events at the NEC also spend money in the shops, reinforcing the value of an integrated guest experience.





# MARKETING

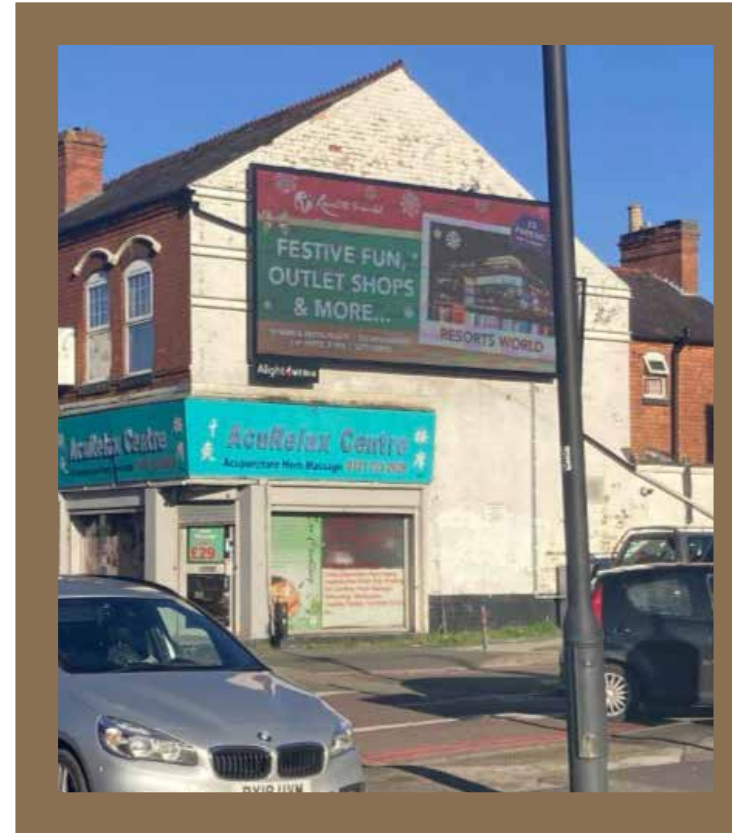


We have built up a huge digital audience and if you keep us updated with your products, stories and campaigns we can help you get the word out. We also own our screens throughout the building, where we will feature your content free of charge.

**f c.51K**

**@ c.15K**

**🎵 c.81.3K**



Our in-house marketing team are here to support all our tenants.

Our year-round calendar of marketing activity includes:

## TV CAMPAIGNS

INCLUDING SKY ADSMART,  
ITV HUB AND 4 ON DEMAND

## AUDIO

ADVERTS ACROSS MULTIPLE CHANNELS  
FROM RADIO TO SPOTIFY AND PODCASTS

## RADIO

FEATURES WITH ENGAGING  
PRESENTER LED CONTENT

## LOCAL PRESS

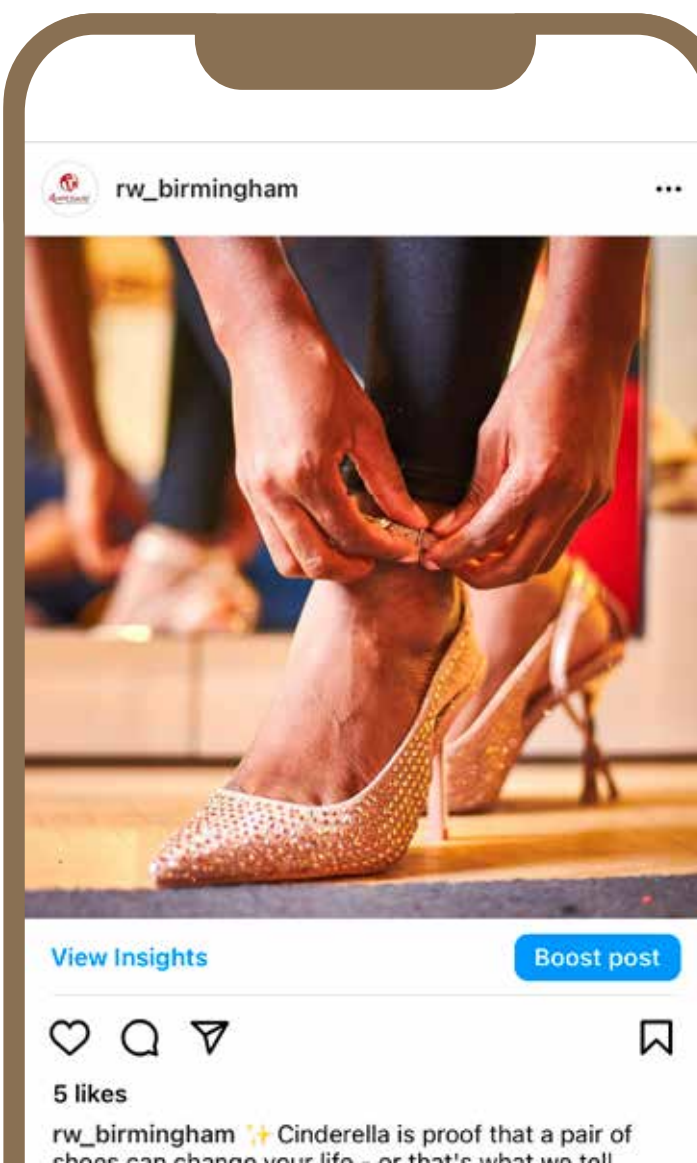
AND INFLUENCER  
MARKETING

## OUTDOOR MEDIA

ACROSS OUR PRIMARY CATCHMENT, INCLUDING  
BILLBOARDS SCREENS AND TAXIS

## FAMILY EVENTS

EVERY HALF TERM  
AND SCHOOL HOLIDAY



**370K**  
MONTHLY SOCIAL  
REACH

**35%**  
EMAIL OPEN RATE

**50K**  
EMAIL DATABASE  
ACTIVE, CONTACTABLE  
USERS

**134K**  
PEAKING MONTHLY  
WEBSITE VISITORS  
AVERAGE 105K

**1.3M**  
WEB VISITORS IN 2024  
+5.97% YOY