



WORLD SQUARE

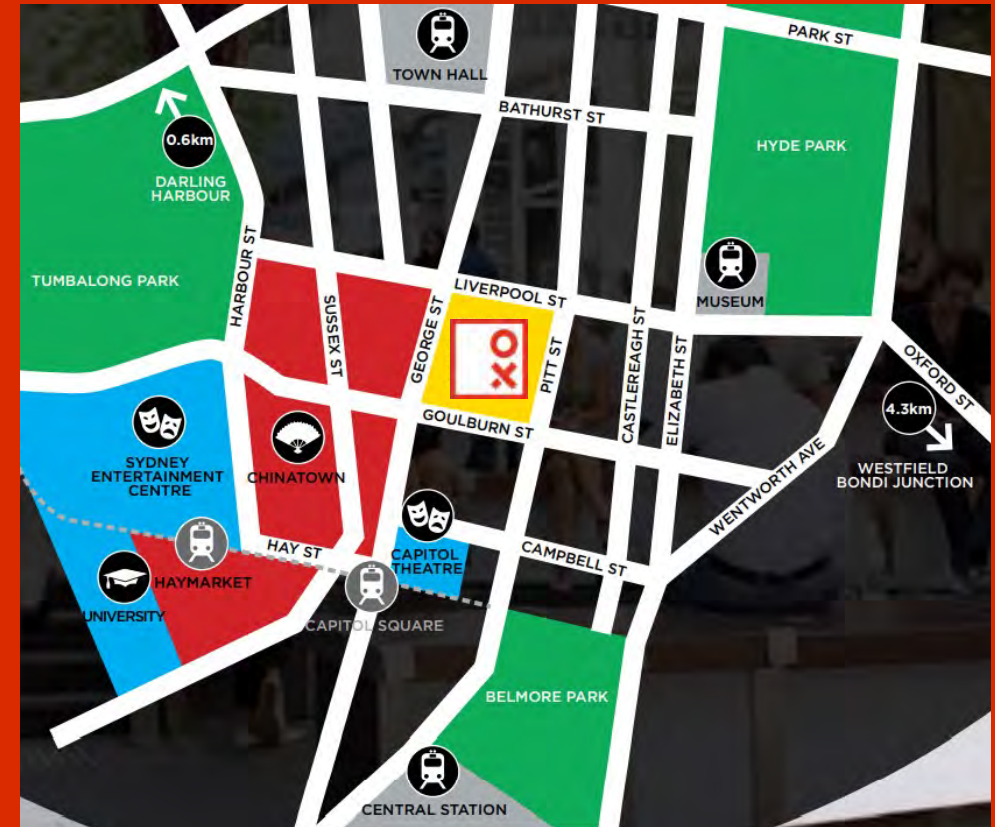
**Welcome to World Square:
Leasing & Pop Up Retail Opportunities**

World Square Centre Snapshot

Welcome to World Square – one of Sydney’s top destination venues at the crossroads of global cultures and the second largest centre in the Sydney CBD.

Centre snapshot:

- **Footprint:** 1.52 hectares and four street frontages including George, Pitt, Liverpool and Goulburn Streets
- **Location:** located at 644 George Street, at the southern end of the Sydney CBD, adjacent to Chinatown, Darlinghurst and Surry Hills areas
- **Retail mix:** anchored by CBD’s largest Coles supermarket and complemented by three mini majors and 86 specialty retailers
- **Car parking:** over 500 public spaces (this will be reduced to 450 spaces as of mid-2022)
- **Foot traffic and visitation:** 12M annual traffic counts & monthly visitation of circa 1M entries
- **Customer segments:** local residents, Sydneysiders, CBD workers, interstate visitors (+ students and international visitors once travel resumes)
- **Competitive advantage in the context of COVID-19:** commercial, residential and accommodation towers above the centre contribute to a significant immediate population of frequent users.



World Square Trade Area

The main trade area is one of the most densely populated areas in Australia, at 17,500 persons per sq.km, and will further increase in density with significant additional residential activity underway or planned in the trade area. In combination, all of the customer segments served by World Square generate a combined total retail expenditure of \$6.1 billion dollars, projected to increase to \$11.3 billion by 2026.

Customer segments:



Residents

- **76,250** residents in the trade area
- Projected to grow to **101,350** by 2026
- Per capita incomes that are around **45% above** the Sydney average
- Estimated retail expenditure of **\$1.3 billion pa**, which is projected to increase to **\$2.3 billion by 2026**



CBD Workers

- **70,300** workers in the trade area
- Projected to grow to **76,400** by 2026
- Per capita incomes that are around 30% above the Sydney average
- Estimated retail expenditure of **\$1.1 billion pa**, which is projected to increase to **\$1.7 billion by 2026**



Domestic & International Visitors

- **5.4 million** overnight visitors pa, including 1.4 million international visitors and 4 million domestic overnight visitors in the trade area (pre-COVID)
- Estimated retail expenditure of **\$3.2 billion pa**, which is projected to grow to \$6.4 billion by 2026 (pre-COVID)



Students

- World Square is located close to two major universities, namely UTS and Sydney University. In combination, these two universities accommodated a student population of approximately **95,000** (pre-COVID).



World Square Centre Map

Upper Ground Level



World Square Centre Map

Ground Level

Recent deals:

- The North Face
- Naked Duck
- Masala Kitchen
- Max Brenner
- Fishbowl



World Square Centre Map

Lower Ground Level

Recent deals:

- Papparich
- ONO Massage
- Chaixi Noodles



World Square Retailer Sample Snapshot

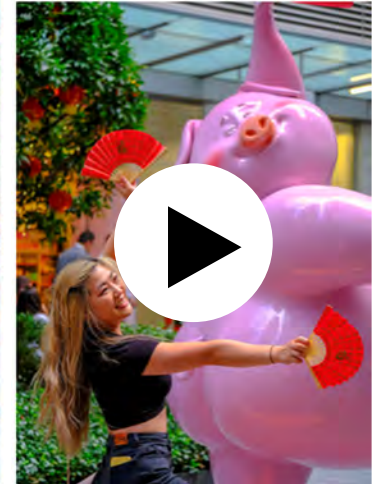
								
								
								
								

Always Engaging, Always On

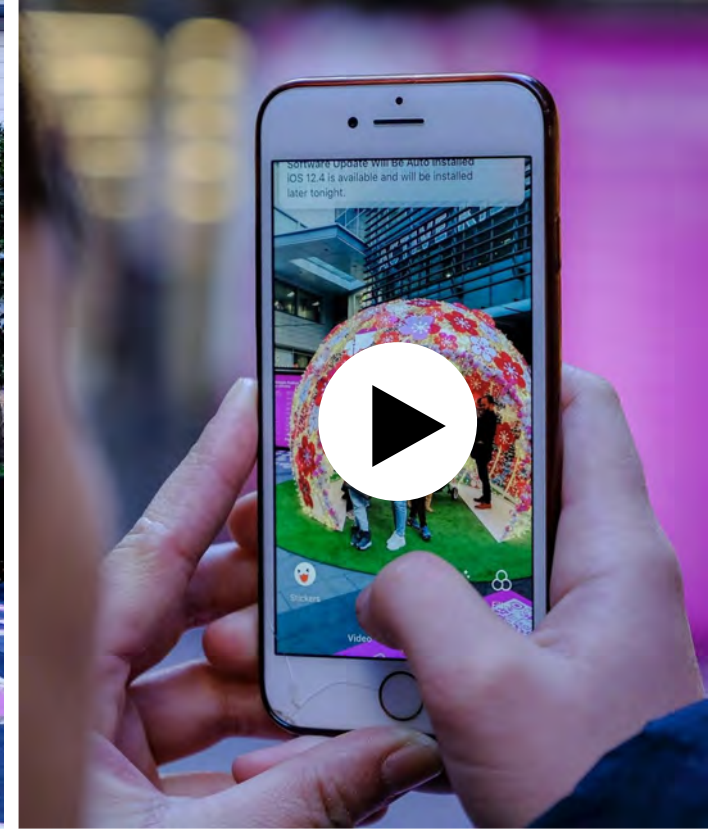
World Square is a destination venue which is at the crossroads of global cultures, in Sydney's southern CBD adjacent to Chinatown, Koreatown and Thai Town. It is well-known for its extensive program of events, inspired by both the traditional Western calendar and authentic Eastern-inspired cultural celebrations appealing to local residents, Sydneysiders, CBD workers and tourists alike.



World Square Lunar New Year 2019



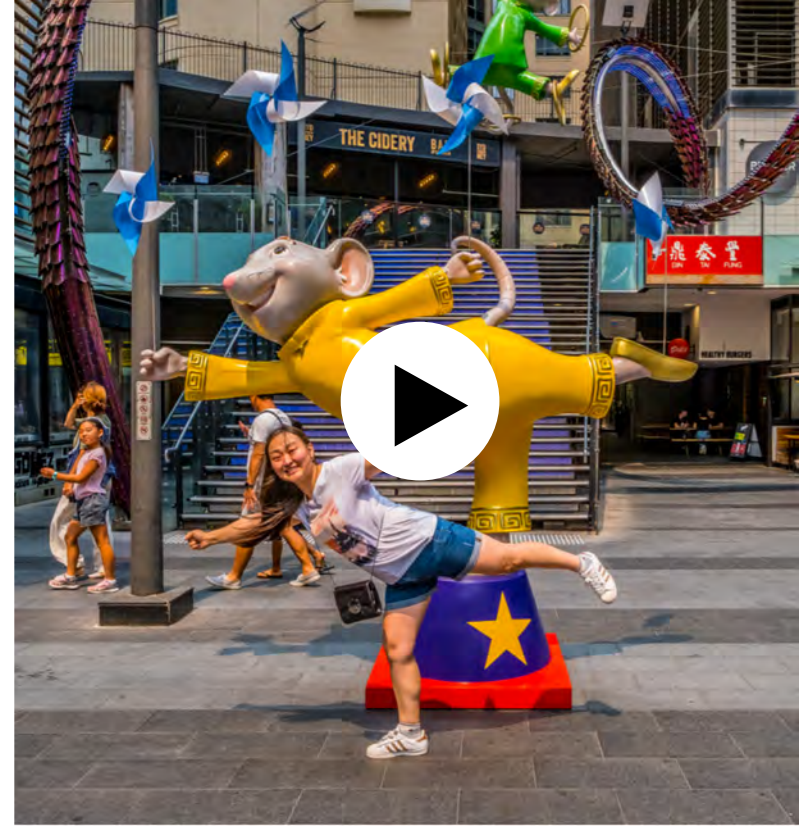
World Square Cherry Blossom Festival 2019



World Square Christmas 2019



World Square Lunar New Year 2020



World Square Lunar New Year 2021



Digital Presence

World Square's extensive digital presence brings a number of unique opportunities to amplify your brand and product offering.

Key benefits for World Square retailers:

- Leverage the World Square database of over 250,000 loyal and highly engaged subscribers
- Feature your business across our owned channels, including web, eDM, WeChat, Facebook, Instagram, Google My Business, as well as SkyFii in-venue SMS capability
- Amplify your reach and acquire new followers by participating in the World Square digital campaigns
- Secure organic media coverage for your brand via World Square's regular media pitching
- Stay up-to-date on how the centre is performing by receiving the centre's monthly digital engagement and foot traffic reports

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WORLD SQUARE XO

Treat Yourself

World Square covers all your shopping needs with iconic stores for every taste and style - from luxury to essentials.

What's On

VIEW ALL

EVENTS	EVENTS	EVENTS
Soulful Nights	Mindful Art - Acrylic Pouring	World Square Social Club
6 May - 27 August	20 February - 27 May	March - August
Liverpool Lane World Square	Ground, Opposite Kingswood Coffee	WorldSquare
Free!	Free!	Free!

Get In Touch

There is a number of long-term leasing and pop-up opportunities at World Square.

To secure your space in this vibrant precinct, please contact:

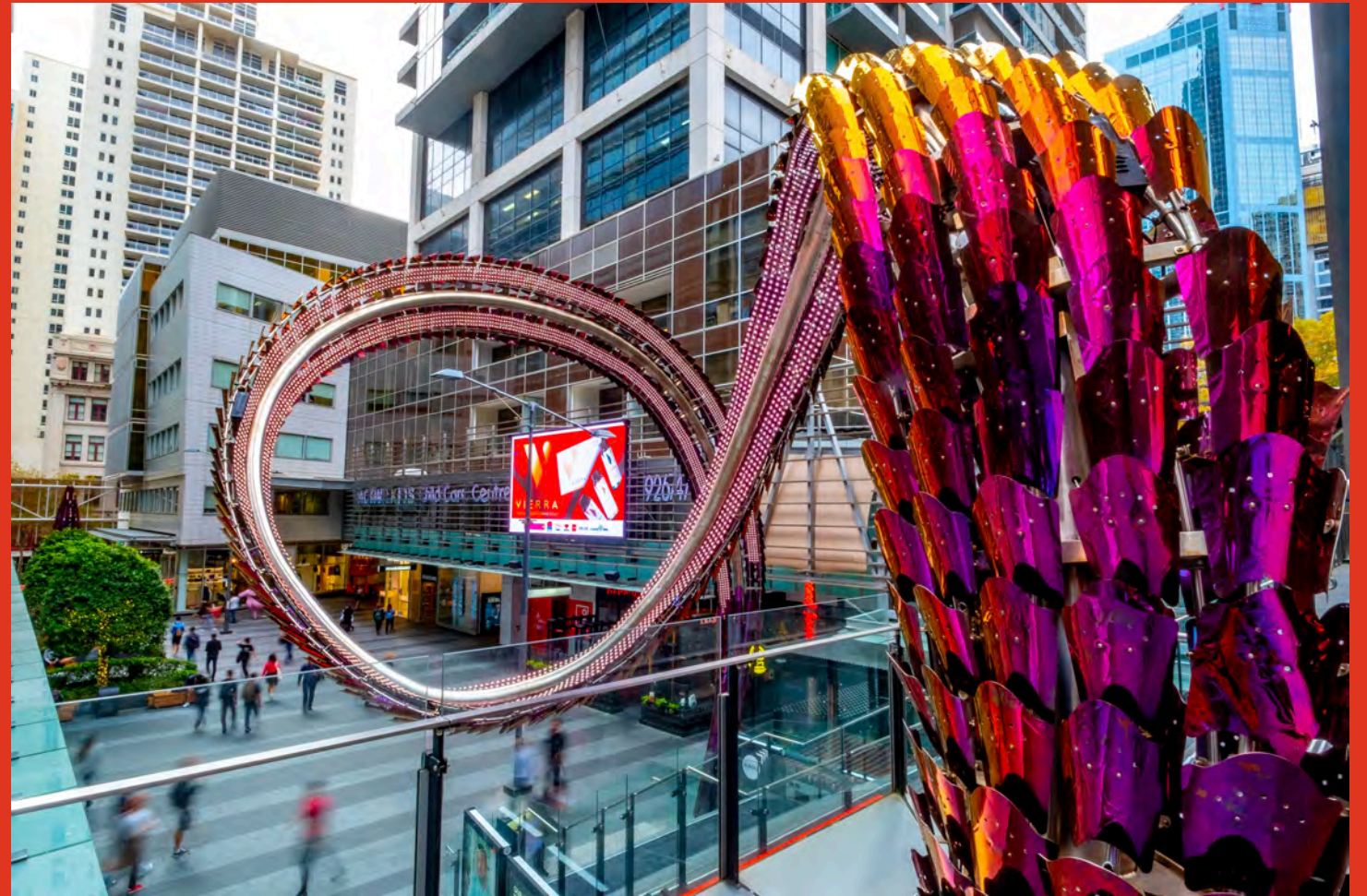
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Thank you!

