



CITY-OUTLET
BAD LIPPSPRINGE

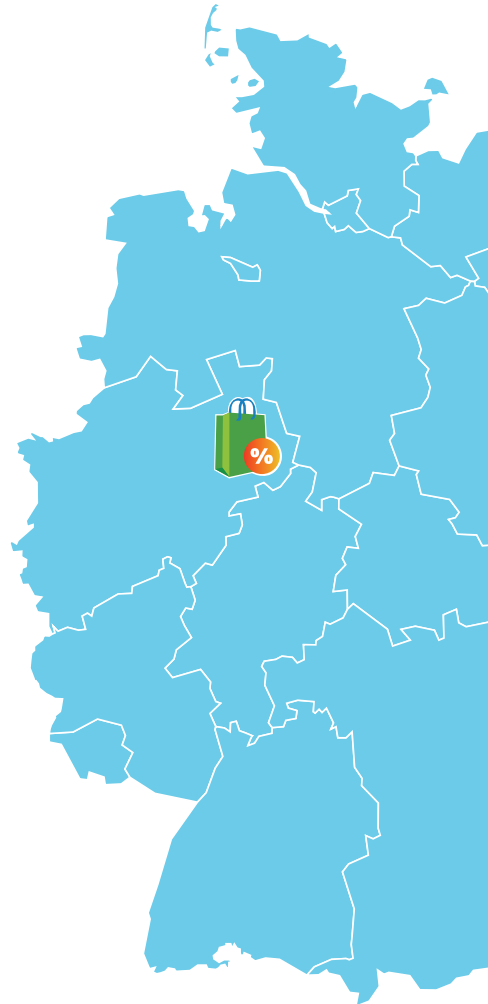
WELCOME TO CITY-OUTLET BAD LIPPSPRINGE

THE SHOPPING EXPERIENCE FROM PARK TO PARK



LOCATION |

QUICK TO REACH. INSTANTLY CAPTIVATING.



The town of Bad Lippspringe boasts a strategically advantageous location near and between the highly frequented motorways A33, A44, and A2. A particular benefit is its proximity to several metropolitan areas, ensuring a high volume of visitors. Paderborn, with its nearly 160,000 inhabitants, is just 15 minutes away. Other significant cities such as Bielefeld (35 minutes), Gütersloh (40 minutes), Dortmund, and Kassel (each 75 minutes), as well as Münster (90 minutes), are easily accessible.

Key metrics such as population, employment, and overnight stays have been on the rise in Bad Lippspringe for years, underscoring the attractiveness of this location. Another major advantage for the City-Outlet Bad Lippspringe is the straightforward approval process, as the project primarily involves the repurposing of existing retail spaces in the city center.

CATCHMENT AREA

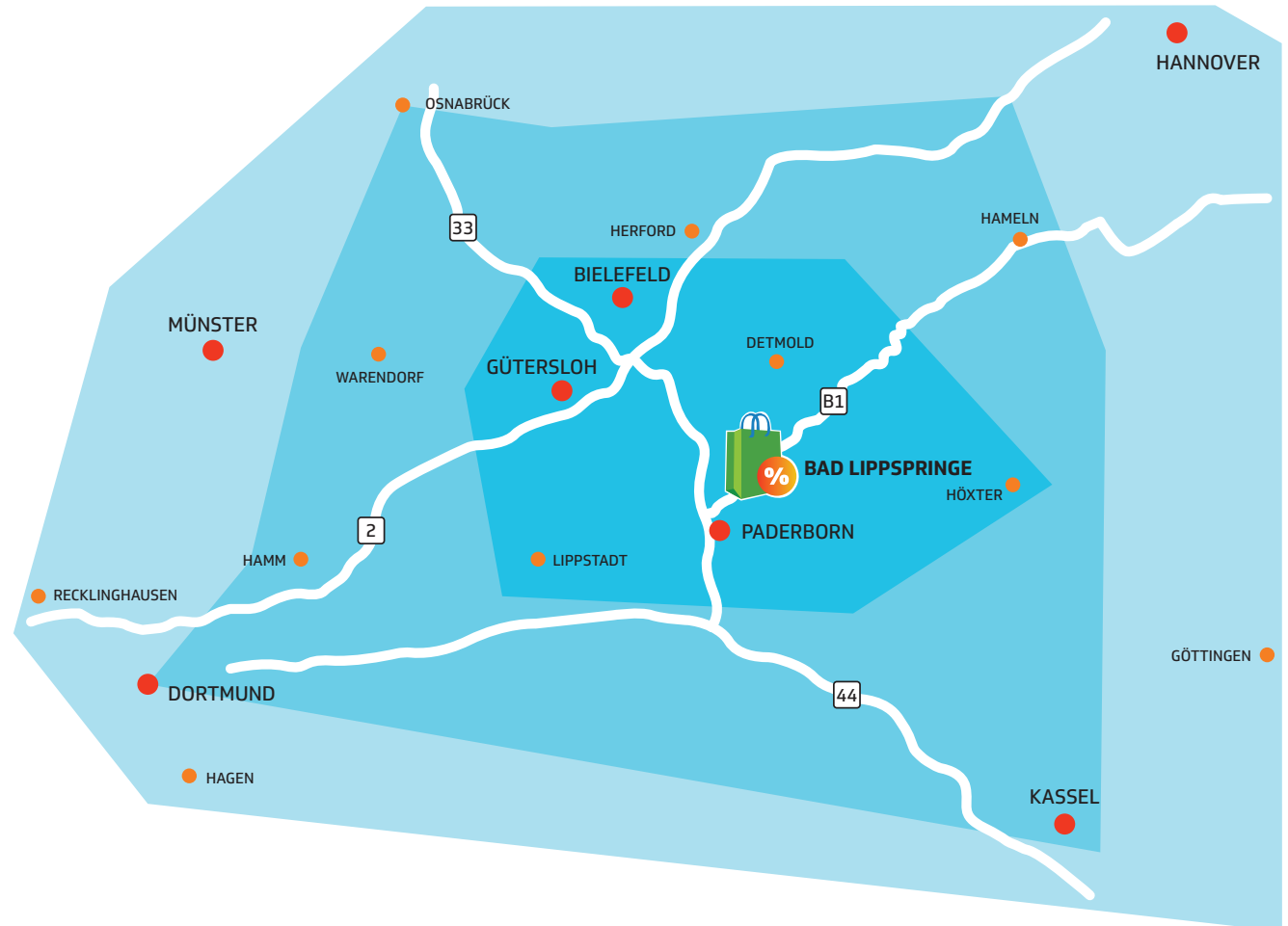
CENTRALLY LOCATED. OPTIMALLY ACCESSIBLE.

03 | CITY-OUTLET
CATCHMENT AREA

Bad Lippspringe is situated in the eastern part of North Rhine-Westphalia, with short distances to the neighboring federal states of Lower Saxony and Hesse. The city benefits from substantial population and purchasing power potential in its surrounding areas. 9.4 millions residents live within a 90-minute catchment area. They can reach the City-Outlet quickly and conveniently via nearby motorways and the well-developed B1 road, which is just five minutes away from the motorway network.

The buses of the Paderborn-Höxter regional transport network connects the health resort to the nearby regional center of Paderborn with frequent service intervals. From Paderborn's main train station, there are direct rail connections to the Ruhr area, Münster, Hannover, and Kassel.

The competitive landscape also favors Bad Lippspringe as a location for a City-Outlet. There is little competition from existing or planned outlet centers within the catchment area and adjacent regions.



90 minutes
6.5 million

60 minutes
2.4 million

30 minutes
0.5 million



CUSTOMER PROFILE

IN THE HEART OF THE CITY. CLOSE TO THE CUSTOMER.



Bad Lippspringe is an attractive location for the City-Outlet, not only due to its population growth but also to its purchasing power. Since the State Garden Show (Landesgartenschau) in 2017, the town's population has increased by approximately 1,000 to over 17,000 residents, with a continuing upward trend. Current projections indicate further population growth.

The total retail-relevant purchasing power potential within the City-Outlet Bad Lippspringe's catchment area amounts to over €17.1 billion. Of this, around €1.3 billion comes from the immediate vicinity, approximately €7 billion from the mid-range area, and nearly €9 billion from the outer catchment area.

The location of Bad Lippspringe benefits from its status as a health resort and therapeutical bath, attracting customers through tourism and health-focused activities. Around 1.5 million day tourists highlight the appeal of its offerings and events.



PROJECT & TIMELINE

PRECISE PLANNING. CLEAR STEPS.

Following a positive feasibility study, 14 private shareholders established the City-Outlet Bad Lippspringe Projekt GmbH in September 2023 to advance the initiative. Significant investments in both real estate and the implementation of outlet standards in public spaces have set the key framework condi-

tions for the further development of the City-Outlet Bad Lippspringe.

After successfully securing a sufficient number of properties, the leasing process of rental spaces will start at the beginning of 2025. The outlet opening is planned for fall 2026.

Starting from Q1 2025

Start of the leasing & marketing process for the outlet stores

Q3-Q4 2025

Introduction of outlet marketing concept

Starting from Q1 2026

Introduction signage & POS concept
Refurbishment and renovation of outlet stores

Starting from Q2 2026

Set-up and occupancy of the outlet stores

Starting from late summer 2026

Kick-off for the opening campaign

Fall 2026

Opening of the City-Outlet
Bad Lippspringe



OUTLET PLAN

GREAT VARIETY. UNIQUE SHOPPING.



Strolling from park to park: this unique setting makes the pedestrian zone of Bad Lippspringe the perfect location for the City-Outlet. The 1.2-kilometer-long city center is framed by attractive green spaces: the Garden Show area to the northwest and the Arminius Park to the southeast.

The City-Outlet Bad Lippspringe will offer a one-of-a-kind shopping experience in Germany. The stores will be integrated into the city's overall retail structure. Additional advantages include an already successful city marketing strategy and a well-established tourism infrastructure.

The central shopping area along the pedestrian zone is characterized by small-scale, owner-operated retail spaces that allow for flexible use. In the first phase, the plan is to establish 30 to 40 brands offering their collections all year-round at typical outlet discounts of 30 to 70% off the recommended retail price.

CITY PROFILE

GREEN OASES. PERFECT SURROUNDINGS.



A green oasis with excellent air quality: Bad Lippspringe is the only city in North Rhine-Westphalia to hold the titles of „State-recognized therapeutical bath“ and „Climatic health resort“ with the additional designation of „Premium Class.“ The 200-hectare therapeutic forest and the highly popular Garden Show, which evolved from the 2017 State Garden Show, make a visit to Bad Lippspringe a unique experience.

Three publicly accessible therapeutic springs and expansive parks shape the character of this town, home to around 17,000 residents. The Westfalen Therme and the Arminius Therme & Spa, both directly connected to high-quality four-star hotels, provide relaxing retreats for body and mind. The existing gastronomy also contributes to an extended dwell time in the City-Outlet.

For more information,
please visit:
www.bad-lippspringe.de



TOURISM

PURE RELAXATION. GREAT EXPERIENCES.

With over 175 years of tradition as a health resort, Bad Lippspringe has capitalized on the success of hosting the 2017 State Garden Show to establish itself as a modern health destination with a high quality of stay. In 2023, accommodations and clinics recorded 368,484 overnight stays, representing an increase of 23.1% compared to 2022. This positive trend continued into 2024, with figures significantly exceeding pre-COVID levels.

Bad Lippspringe is a popular, high-quality destination for visitors from near and far. Well-established, often multi-week events and attractions are key contributors to the city's strong appeal. In addition to overnight guests, day tourism also plays a crucial role. The city attracts up to 2 million visitors annually through its garden show, thermal baths, hotels and seasonal events.





KEY FACTS

CONCISE. TO THE POINT.



Location

The City-Outlet Bad Lippspringe is located in the eastern part of North Rhine-Westphalia, in the Ostwestfalen-Lippe region. The stores are situated directly in Bad Lippspringe's pedestrian zone.



Accessibility

Paderborn, Bielefeld/Gütersloh, Dortmund and Kassel are all less than 75 minutes away.



Architecture

A city-center outlet situated between two expansive parks, featuring elements of classic spa architecture.



Total Rental Area

8,000 sqm with 30–40 stores, with potential for expansion to over 10,000 sqm.



Parking

Up to 1,500 parking spaces



Catchment Area

0.5 million inhabitants – 30 minutes
2.9 million inhabitants – 60 minutes
9.4 million inhabitants – 90 minutes



Purchasing Power

€17.1 billion in the catchment area, approximately €4 billion in project-relevant product categories.



Tourism

368,484 overnight stays in 2023, approx. 2 million visitors annually.

CITY-OUTLET

BAD LIPPSPRINGE

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