The Hague, City of Luxury
Contact

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Introduction

The Hague’s city centre is one of the oldest in The Netherlands yet the combination of history and new large-scale retail developments is what attracts both businesses and visitors alike to the city. On a yearly basis the city centre attracts over 32 million visitors. Amsterdam is the official capital of The Netherlands, but The Hague is the seat of the government, home to a large number of national administrative functions as well as foreign embassies, bringing an international feel to the city. It is also famous for housing the United Nations’ International Court of Justice which often generates a large amount of press and thus brings worldwide attention to the city.

International retailers / chains in The Hague compared to other major cities in the Netherlands

- The Hague: 108, 45,032m²
- Amsterdam: 172, 65,838m²
- Eindhoven: 67, 33,059m²
- Rotterdam: 109, 48,730m²
- Utrecht: 94, 30,652m²

Total number of retailers
- The Hague: 38%
- Amsterdam: 39%

m² of retail space
- International retailers
The Hague, second luxury shopping destination in the Netherlands
The Hague: An International Perspective on Luxury

BY RETEAM, 2016

Cosmetics / Care / Hair

Accessories

Home

Shoes
Fashion Men

Fashion Mixed

Fashion Women
Retail sectors in the city centre

The Hague has a relatively high share of independent retailers, with a level similar to that seen in Amsterdam, standing at 80%. This confirms a good mix of both local and international retailers in the city centre and furthermore contributes to the authentic and intimate feeling consumers have when shopping within the inner-city area.

The fashion & luxury sector is the most dominant retail sector in the centre of The Hague accounting for nearly 60 percent of all shops. The art & design and the food & convenience sector are ranked second and third both accounting for approximately 15 percent of all shops in the city centre.
Benchmark Retailer origin

BY RETEAM, 2016

- The Hague
- Rotterdam
- Amsterdam
- Antwerp
- Edinburgh
- Hamburg

- Local retailer
- National retailer
- International retailer
Catchment area / purchasing power

The table below shows the purchasing power in 10, 15, 20 and 30 minutes drive times around the centre of The Hague compared to the base (The Netherlands, Amsterdam, Rotterdam or Utrecht). The Hague outperforms all cities with the exception of Amsterdam in terms of a 10 and 30 minute drive time. In a 15 minute drive time radius from The Hague’s city centre the purchasing power difference compared to the national average, Amsterdam, Rotterdam and Utrecht is the most significant; 6.75 percent higher than the average of these comparable areas. The Hague scores best when the purchasing power is compared to Rotterdam. The purchasing power is at least 9 percent higher and on top 14 percent higher. The Hague scores the least good when the city is compared to Amsterdam, although the overall comparison with the capital city is still in advantage of The Hague. (source Cushman & Wakefield)

Purchasing power in The Hague compared to major cities and national average

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<th>10 min</th>
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<td>Utrecht</td>
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<td>Overall</td>
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<td>106,75</td>
<td>105,25</td>
<td>103,5</td>
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</tbody>
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Purchasing power based on travel time

- 10MIN: 103.0%
- 15MIN: 106.8%
- 20MIN: 105.3%
- 30MIN: 103.5%
Attractive public space

Continuous upgrades
City by the sea
The only beach resort city in NW Europe
Overnight stays of domestic and inbound tourists

- Domestic: 45%
- International: 55%
Visitors / Tourism in The Hague

› 1M inbound tourists
› 1.4M overnight stays
› 46.6M visitors a year

Over 50,000 expats in The Hague region

Expats
High disposable income: 6% above national average
Luxury strategy / approach

The Hague
City of Luxury
Core team Luxury

HRP / The Hague Luxury   Retail stakeholders   Real estate alliance   Bureau Binnenstad
Roadmap

- public space - ‘looks, appearance’
- acquisition
- b2b & b2c marketing
- transformation
- luxury ambassadors
- partnership owners - entrepreneurs
Luxury since 1665