



## Gold Coast Bulletin

Monday 11/04/2016

Page: 40  
Section: General News  
Region: Gold Coast QLD, AU  
Circulation: 28029  
Type: Regional  
Size: 185.00 sq.cms.

press clip

### Loyal shoppers gift a happy Easter to Pines Elanora retailers

LOYAL shoppers have helped newly expanded retail centre The Pines Elanora to shrug off the doom and gloom of Australia's latest retail sales numbers.

Management at the centre, where national homewares retailer Bed Bath N' Table opened last week, has recorded a 15.4 per cent rise in retail sales, based on a square metre calculation.

This compares with a slip in Australia's retail sales growth to a near three-year low of 3.3 per cent.

"Posting a result like this reinforces our community-centric business model," said centre manager Hilary Jacobs.

"Our fashion, fashion accessories and beauty segments are doing exceptionally well, which is a great endorsement of our strategy to continue developing the categories.

"More and more young families are choosing to do their weekly shop at the centre and we plan to further diversify our offering."

The centre's \$30 million expansion has been undertaken by the Kornhauser family, which acquired its 8.5ha Guineas Creek Rd property in 1995, holding it via The Pines Shopping Centre (Queensland).

Queensland retail data from the Australian Bureau of Statistics shows a 0.4 per cent decline in sales for February.

In contrast, The Pines Elanora enjoyed bumper custom.

"Based on customers through the door, we are on track for our best Easter holiday period in the past decade," Ms Jacobs said.

"Combine this with a 25 per cent increase in foot traffic and our expansion is a winner."

The makeover has brought

in almost 20 new retailers and introduced a new food hub.

"After the \$30 million upgrade, we tracked one million visitors through the doors in 10 weeks and we are on track to achieve five million this year," Ms Jacobs said.

"Major brands such as Bed Bath N' Table take notice of results like this, which is a win for our customers who can sample the latest in home furnishings on their doorstep."

Bed Bath N' Table brings the offering at The Pines Elanora to more than 80 retailers.

The centre has Coles, Woolworths and Aldi supermarkets, Kmart and 1600 parking bays.



The Pines Elanora shopping centre after its \$30 million expansion.