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GOLD COAST'S LEADING INDEPENDENT SHOPPING CENTRE PUNCHES ABOVE ITS WEIGHT AFTER \$30M EXPANSION

GOLD COAST LIFESTYLE ON TREND FOR NATIONAL RETAIL BRANDS

Gold Coast shoppers have staged a holiday blitz on one of the region's top performing independently owned shopping centres with a huge spike in foot traffic at the 'The Pines Elanora' over the four-day Easter break and three new retailers recently opening.

The newly expanded centre, which celebrates the opening of another national retailer tomorrow, says its customers have voted with their feet on the \$30 million upgrade completed in December.

"Based on customers through the door, we're on track for our best Easter holiday period in the past decade. Combine this with a pretty consistent 25% increase in foot traffic in past months and our recent expansion is going great guns," said Hilary Jacobs, Centre Manager for The Pines Elanora.

"The centre has had a massive facelift, brought in close to 20 new retailers and introduced a new fresh food hub. From the holiday results, it's exactly what the locals needed.

"It also proves independent centres like The Pines Elanora can hold their own against other major shopping complexes owned by multi-nationals," she said.

Tomorrow leading national homewares retailer 'Bed Bath N' Table' will open at the centre, representing a major coup for sub-regional shopping centres that can often struggle to attract the big brands.

"Directly following the \$30 million centre upgrade, we tracked one million visitors through the doors in just 10 weeks," said Hilary.

"Obviously major brands like Bed Bath N' Table take notice of results like this, which is a win for our local customers who'll now get to sample the latest in home furnishings – right on their doorstep.

"It's critical for us to continue being part of our local community and bringing in the retailers that our shoppers want to see," she said.

Bed Bath N' Table brings the total offering at The Pines Elanora to 80 retailers, with more coming on line soon. The recent expansion has boosted the centre's fresh food offering and provided undercover parking, with plans afoot to develop the centre even further.

"Our focus now is to establish a fashion and food hub for our customers. As more and more young families do their weekly shop at the centre, we're planning to diversify our offering even further so customers don't need to travel elsewhere to get what they need," said Hilary.

According to Bed Bath 'N Table, Gold Coast residents are right on trend with the latest season's home decorations.

"Forever synonymous with the Gold Coast lifestyle, bold and colourful patterns tend to remain season after season as the favourable choice. Our new season geometric designs are providing popular for those seeking on-trend look," said a spokesperson for Bed Bath 'N Table.

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About the Pines Elanora

The Pines Elanora is one of Queensland's top three performing shopping centres according to size. It is the only southern Gold Coast shopping centre with all three major supermarkets, Coles, Woolworths and Aldi under one roof, plus Kmart, over 80 retailers, a fresh food precinct and 1,600 carparks.

Since recently completing a \$30 million expansion, the independently owned centre is on track to achieving five million visitors this year. It is also one of the largest generators of solar power in Australia, with Australia's largest solar carpark structure.

For more information: Paul Stone | Evoke Communications | **M.** 0414 326 848