

CITY REPORT

Eurelia provides supports for retailers on their development and on their store locations. More than 150 city-reports on more than 15 countries, regularly up-dated and based on important local investigations: catchment area, key indicators (economic outlook, socio-demographic profiles, and urban plans), analysis of the existing retail structure (outskirts and down-town) and of the "pipe-line" ...; 2 new countries and 15 new studies are published annually.

Structure of a city report

Each study contains the key figures, the description of urban facilities and commercial equipment and the maps (downtown, outskirts, regions, catchment area, ...)

- Introduction**

- Population profile
- Income, Economic outlook

- Transports, accessibility and main infrastructure projects**

- Individual transportation and common transportation
- Urban projects

- Catchment Area**

- The first area
- The second area
- Transborder commuting (if any)

- The suburban retail offer**

- Existing shopping centres' expertise
- Analysis of the viability of the projects (positioning, pros and cons)
- Conclusion

- The inner-city retail offer**

- Qualitative and quantitative street ranking : n° 1, n° 1 bis, n°2, ... (mass-market, high-end, luxury)
- Pipe-line and potential for new shopping circuits
- Conclusion

