

FACT SHEET

HOLY AG / OUTLET/CITY METZINGEN



Image: OUTLET/CITY METZINGEN

Company name

HOLY AG & OUTLET/CITY METZINGEN GmbH

Location

Metzingen, Baden-Württemberg

History

1995: Holy GmbH & Co. KG is established
1997: Outletcity Metzinger is born
2003: The company becomes HOLY AG
2012: outletcity.com/shop is created as the world's first online shop for an outlet destination
2021: Outletcity Metzinger's online shop becomes an outlet online marketplace

Executive board HOLY AG

Wolfgang Bauer (Chairman of the Executive Board)
Michael Henseling (Chief Financial Officer)

Management Board Outletcity Metzinger

René Kamm (Managing Director Outletcity)
Stefan Hoffmann (Managing Director Digital & Customer)
Michael Henseling (Managing Director Finance)

Number of employees

approx. 350

Visitors (per year)

4.2 million people visited Outletcity Metzinger in 2019

International visitors

Around 40% of turnover in 2019 was generated by international visitors from 185 countries

FACT SHEET

HOLY AG / OUTLET/CITY METZINGEN



Shop floor space

Approximately 40,000 square metres upon completion of new expansion. The new BOSS flagship outlet claims 5,000 square metres of the total

Total number of brands

Round about 500 brands in Metzingen and in the Online Shop

Food and beverage

Almresi, Starbucks, Marché Mövenpick, L'Osteria, Amorino, Mc Donald's, Keim Bakery

Services

3,500 parking spaces across 8 car parks

OUTLET/CITY CLUB, tax-free shopping and refunds, free WiFi, Kids Camp, gift cards, Outlets city shuttle, personal shopping, prayer room

Opening hours

Monday to Friday: 10 am – 8 pm
Saturday: 9 am – 8 pm

Communication channels

Website: outletcity.com/en/metzingen/
Online Shop: outletcity.com/shop
Facebook, Instagram, YouTube, TikTok, Tripadvisor, WeChat and Weibo