

OUTLET/CITY

METZINGEN



Fact Sheet

Company	OUTLET/CITY AG
Location	Metzingen, Baden-Württemberg
History	1995: HOLY GmbH & Co. KG is established 1997: Outletcity Metzingen is born 2003: The company becomes HOLY AG 2012: Founding of the world's first online shop of an outlet destination outletcity.com/shop 2022: OUTLET/CITY METZINGEN GmbH was merged with its parent company HOLY AG and the latter was renamed OUTLET/CITY AG 2023: Opening The Gallery, Location for art and culture 2023: Opening Moxy Outletcity Metzingen Hotel 2024: Opening Outletcity Welcome Center
Executive board	Wolfgang Bauer (CEO) Michael Henseling (CFO) Regine Schöllkopf-Pinakidis (COO)
Number of employees	ca. 400
Visitors (per year)	ca. 4.5 Mio. people visit Outletcity Metzingen 46 Mio. visits on outletcity.com/shop
International visitors	around 30% of turnover in 2019 was generated by international visitors from 185 countries

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Shop floor space	ca. 40,000 square metres on completion of the new areas; 5,000 square metres of this total are dedicated to the BOSS outlet
Total number of brands	about 500 premium und luxury brands in Metzinger and on the Online Shop
Food and drink	Almresi, Starbucks, Marché, Mövenpick, L'Osteria, Amorino, Mc Donald's, Keim Bakery, Champa, Bollicine&Co Champagne Bar, Boss Café, Tommy's Coffee, Moxy Bar by Moxy Hotel
Services	3,500 parking spaces across 8 car parks, 61 e-charging stations, Outletcity Club, Outletcity App, Tax Free Shopping, Free Wi-Fi, Kids Camp, Gift card, Shopping Shuttle, Prayer room, The Lounge, The Atelier, The Studio, Eventrooms
Opening hours	Monday to Friday: 10 am – 8 pm Saturday: 9 am – 8 pm
Communication channels	Website: outletcity.com Online Shop: outletcity.com/shop Facebook, Instagram, YouTube, WeChat and TikTok