



SALES GUIDE

LIKE SHOPPING? **LOVE OUTLET CITY!**





OUTLET CITY METZINGEN

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SUCCESS FACTORS

ONE OF THE LEADING OUTLETS IN EUROPE

OUTLETCITY METZINGEN is more than just the hometown of the famous Hugo Boss brand. Customers value the broad portfolio of more than 70 premium and luxury brands with savings of up to 70 % all year round (compared to the manufacturers' former recommended retail price if there is any). Tourists from all over the world enjoy the urban feel of the place, between idyllic half-timbered houses and award-winning modern architecture, and the array of top tourist attractions the region offers.

Every year exciting and exclusive events attract thousands of enthusiastic visitors.

More than 3.5 million visitors a year from around 185 nations:

- ~ 40 % international customers
 - ~ 25 % from Germany
 - ~ 37 % from Baden-Württemberg
 - ~ 50 % of all Chinese visiting
- Baden-Württemberg also visit
OUTLETCITY METZINGEN

MORE THAN 70 PREMIUM AND LUXURY BRANDS

ARMANI
OUTLET

BALLY

BOSS

BURBERRY

DF
DIANE VON FURSTENBERG

ESCADA

GUCCI

MISSONI

PRADA

strellson

SWAROVSKI

TORY BURCH

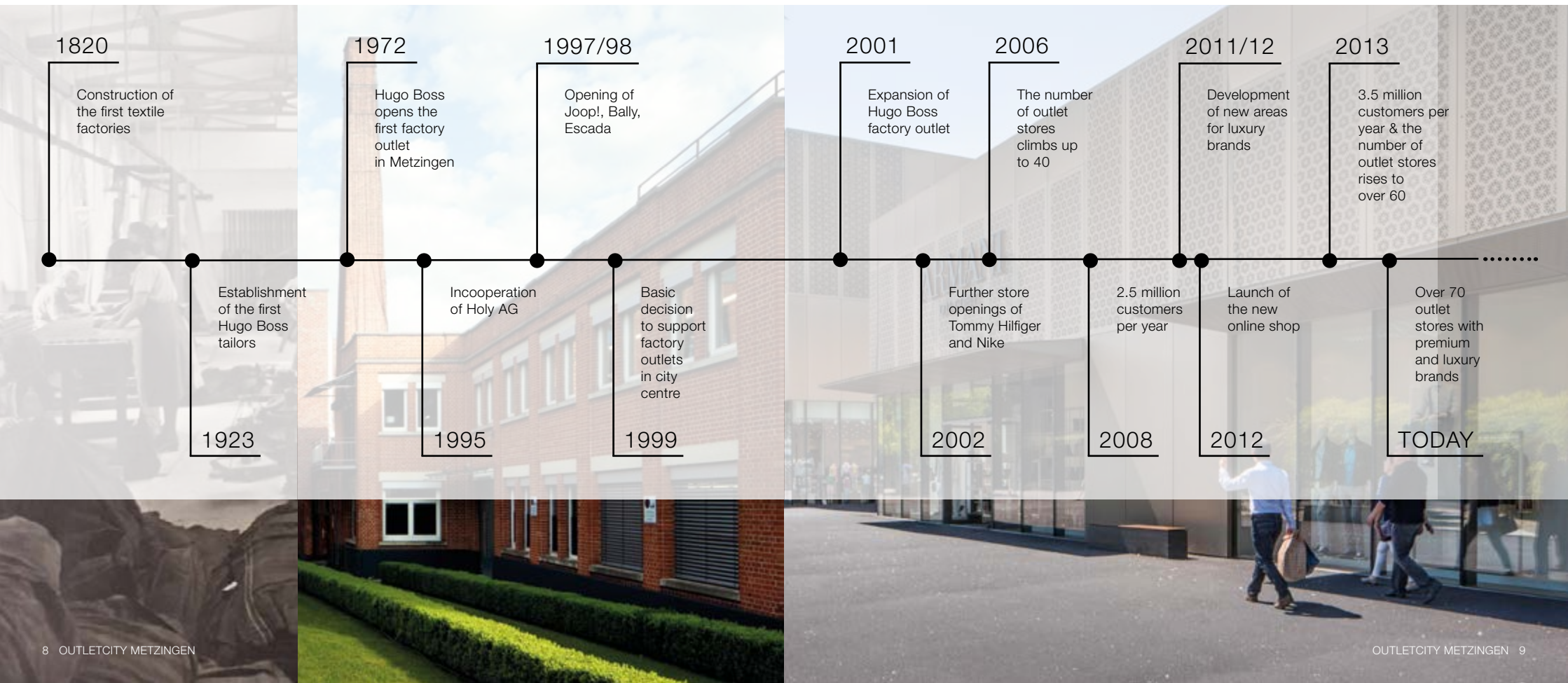


FLAGSHIP OUTLETS AND



AWARD-WINNING ARCHITECTURE

HISTORY

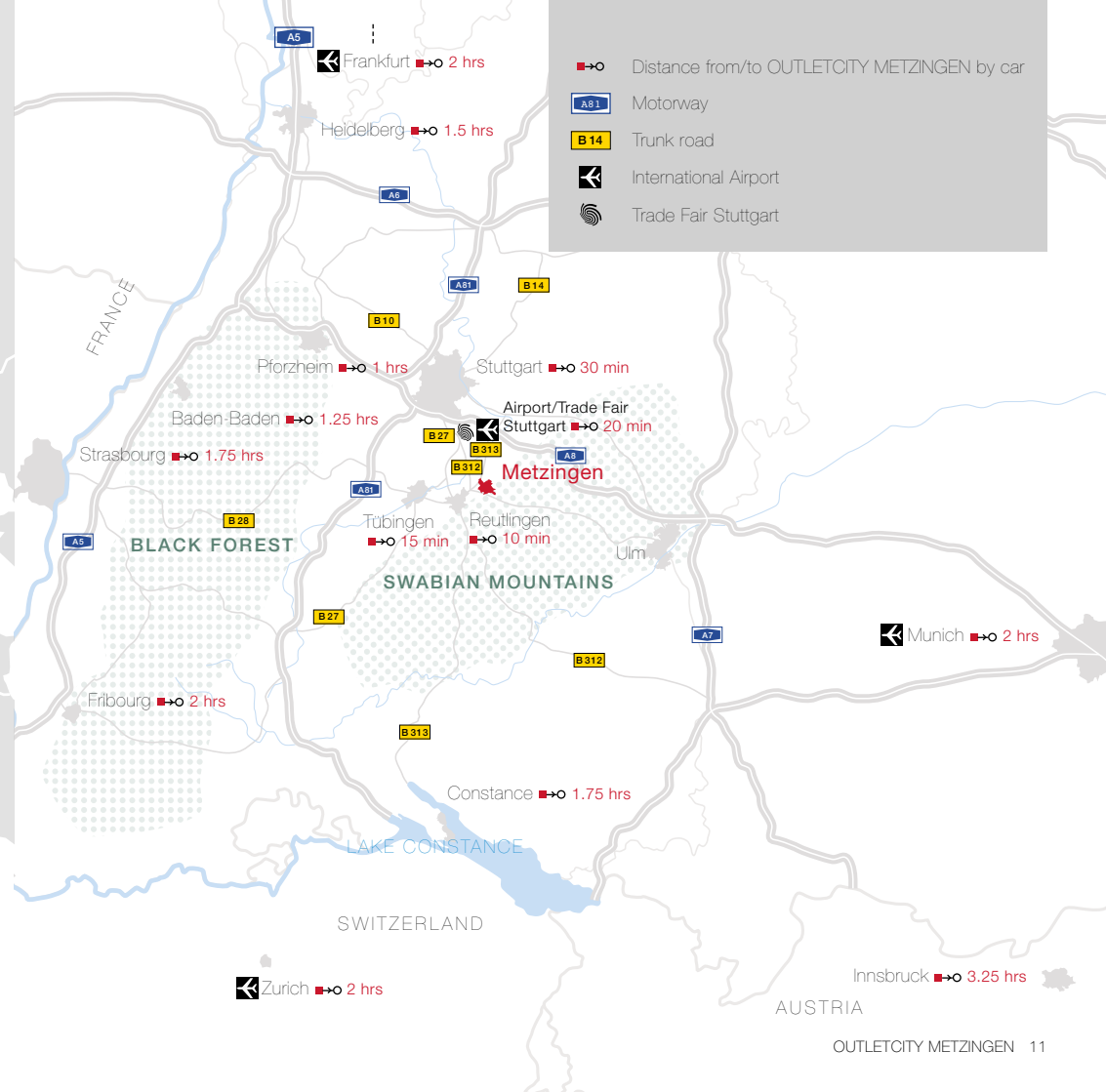


LOCATION

IN THE HEART OF EUROPE – ALL ROADS LEAD TO METZINGEN



Proximity to famous tourist destinations such as Switzerland, the Black Forest and major cities such as Munich and Frankfurt make OUTLET CITY METZINGEN the ideal place for a great shopping trip.




PLAN YOUR VISIT



Proximity to Stuttgart Airport and direct links to the motorway, trunk road and rail networks ensure a pleasant journey to OUTLET CITY METZINGEN for your customers.

International Airport / Trade Fair

 Stuttgart Airport and Trade Fair are just 25 km from Metzingen. By hiring a car, taking a taxi or the Shopping Shuttle, OUTLET CITY METZINGEN can be reached in just 20 minutes via the B 27 and B 312.

By coach

The centrally situated drop-off point for coach groups is the bus stop at Reutlinger Strasse 63 in the centre of OUTLET CITY METZINGEN. There are short-stay parking spaces for coaches and free coach parking next to car park P6.

By rail

There are direct connections from Stuttgart to Metzingen every hour, the journey takes around 40 minutes. You can reach OUTLET CITY METZINGEN after a short walk through Metzingen's well-signposted, beautiful historic town centre.

Shopping Shuttle

Relaxed shopping begins with the journey: every Thursday, Friday and Saturday, 4 times daily, the Shopping Shuttle brings you conveniently from Stuttgart to OUTLET CITY METZINGEN and back.

Private Shopping Shuttle available on request.

By car

Via trunk roads B 27, B 28, B 312, B 313 and its proximity to the A 8 and A 81 motorways, OUTLET CITY METZINGEN is easy to reach after a short drive. You will find numerous, well-signposted car parks in town.





URBAN SHOPPING AND WINE TRADITION

The picturesque Swabian town of Metzingen is situated in an impressive countryside of the Swabian Mountains biosphere reserve, nestled between vineyards and meadows scattered with fruit trees. The historic inner city with its half-timbered houses is a tempting place to take a stroll. Visitors of the cafés and restaurants are pampered by Swabian hospitality.

After shopping at OUTLET CITY METZINGEN, take a walk towards the nearby Kelternplatz and you will discover that wine growing has

played a very important role here for centuries. The Seven Wine Presses are a group of listed buildings housing both a wine-tasting bar and a viniculture museum, provide interesting insights into the world of the wine makers.

Accessible fruit-growing is practised in the idyllically situated Metzingen Museum of Fruit-Growing. Fascinating group tours with tastings of regional products turn a visit to the museum into an experience for the whole family.

EVENTS

Brands, styles and stars: a fascination with fashion comes in many guises. Whether 'Late Night Shopping', 'Sunday Shopping' or 'Winter Days', exclusive events throughout the year make fashion shopping in OUTLET CITY METZINGEN an experience for all senses.

For more shopping enjoyment special offers and discounts are also available at many events, as well as the extra-long opening hours! Enjoy this unique combination

of premium and luxury shopping and exciting events.

OUTLET CITY METZINGEN offers the members of its community a variety of added values.

Register on **www.outletcity.com/member** and receive your personal invitation with great benefits: a welcome drink, an exclusive goody bag and additional savings.



CUSTOMER SERVICE

We will make your shopping trip perfect in every aspect.

Whether before or after shopping – the centrally located Tourist Information Office on Lindenplatz is always worth a visit. Friendly, multilingual staff welcomes you with a wide range of informative material and a wide choice of souvenirs and regional products. Ask for an OUTLET CITY METZINGEN gift card and let your family, friends or business partners enjoy a unique shopping experience.

Opening times Tourist Information and stores:
Mon – Fri 10 am – 8 pm
Sat 9 am – 8 pm

- Multilingual staff in stores and at the Tourist Information Office
- Brochures and website in different languages
- Free Wi-Fi
- Lockers in various sizes
- More than 3,500 parking spaces
- Mobile charging station
- Electronic vehicle charging station
- Kids Camp
- Loan of pushchairs and wheelchairs on request

Tourist Information Metzinger
Lindenplatz 4
72555 Metzingen



KIDS CAMP

Third floor in the JOOP! building

Opening Times:

Fri Noon – 8 pm

Sat 9 am – 8 pm

For all those who prefer playing towards shopping, there is the OUTLET CITY METZINGEN Kids Camp. Children aged 3 to 12 are looked after attentively and lovingly by professionals while their parents can enjoy their shopping tour in perfect peace. This children's paradise is located in the heart of OUTLET CITY METZINGEN. There are also several outdoor play-grounds with imaginative, modern equipment, depending on the season.

SHOPPING SHUTTLE AND BUS SERVICE



- Our own Shopping Shuttle (5-star luxury coach) takes you from Stuttgart Airport/ Trade Fair and connected hotels to OUTLETCITY METZINGEN and back. Tour operators can take advantage of special net rates. The Shopping Shuttle runs from Thursday to Saturday, 4 times daily. Private Shopping Shuttle available on request.
- Various national and international bus connections to OUTLETCITY METZINGEN

Ticket Reservation Shopping Shuttle

- ONLINE
www.outletcity.com/shoppingshuttle
- STUTTGART AIRPORT
Tourist Information Terminal 3
- METZINGEN
Tourist Information at Lindenplatz

More information:
www.outletcity.com/arrival

TAX-FREE SHOPPING

Non-EU customers can save up to 19% with tax-free shopping. Well-trained and multilingual staff in our stores are delighted to assist international visitors.

HOW TO GET YOUR TAX REFUND

1. Get a tax-free form at the store.
2. Before leaving the European Union, show the completed tax-free form at the Customs Office along with your purchases, the receipts and your passport to get a stamp.
3. Show the stamped tax-free form at the refund desk at the airport and have the VAT refunded in cash on the spot or credited to your credit card account.



More information:
www.global-blue.com
www.premiertaxfree.com





ADVANTAGES FOR TRAVEL TRADE

OUTLETCITY METZINGEN carries out in-depth tourism marketing, we work closely with industry associations such as the German National Tourist Board or the German Convention Bureau, have partnering agreements with international tour operators, airlines, hotels within the region and top tourist attractions such as the Mercedes-Benz Museum and the Porsche Museum.

B2B SECTION:

www.outletcity.com/business

DIRECT SERVICE FOR TRAVEL TRADE:

traveltrade@outletcity.com

www.outletcity.com/traveltrade

- Multilingual information material about OUTLETCITY METZINGEN
- Free parking for coaches
- Restaurant vouchers for tour leaders and coach drivers
- Additional advantages for tour groups
- Net rates on the Shopping Shuttle
- Tailor-made individual packages for FIT/VIP
- Personalised consulting and tailor-made packages focused on the OUTLETCITY METZINGEN shopping experience
- Wide regional and international cooperation network (e.g. with hotels, museums, golf clubs, DB, tour operators, German Tourist Board, GCB)





ADVANTAGES FOR MICE AND CORPORATE CLIENTS

Located in a strong economic region with global players such as Bosch, Daimler, IBM and Porsche, close to the vibrant regional capital Stuttgart, its international airport and Stuttgart Trade Fair, make OUTLETCITY METZINGEN a favourite destination for international travellers.

FOR OUR CORPORATE GUESTS AND FOR INCENTIVES WE OFFER:

- Exclusive shopping benefits
- Personal reception at the Tourist Information

OPTIONAL:

- Guided tour through OUTLETCITY METZINGEN
- Private Shopping Shuttle available on request
- Additional supporting programme, e.g. winetasting, restaurant and hotel reservation, style guide, shopping consultation on request

FACTS AND FIGURES

SUCCESS FACTORS

- More than 70 premium and luxury brands reduced by up to 70 % (compared to the manufacturers' former recommended retail price if there is any) all year round
- A unique urban shopping experience
- Flagship outlets with award-winning architecture
- Exclusive shopping destination for over 3.5 million visitors every year from all over the world
- One of the top ten cities for international customers shopping in Germany

LOCATION & HOW TO GET HERE

- Direct link to the motorway network: A 8 (Munich – Stuttgart), A 81 (Swiss border – Stuttgart)
- 20 minutes by car from Stuttgart Airport and Trade Fair
- Around 2 hours from Munich, Frankfurt and Zurich by car
- Good connections to Deutsche Bahn rail network
- Shopping Shuttle from Stuttgart and various national and international bus connections
- Over 3,500 parking spaces with a dynamic parking guidance system and free coach parking

CUSTOMER SERVICES

- Tax-free shopping
- Tourist Information with multilingual staff and a broad selection of information material about OUTLET CITY METZINGEN and the region's top tourist attractions
- Professional childcare at Kids Camp
- Loan of pushchairs and wheelchairs on request
- Lockers in various sizes
- Style guide and shopping consultation, guided tours and programmes for groups on request
- Mobile charging station
- Electronic vehicle charging station

FOR BUSINESS PARTNERS

- Tourism expertise
- Regional and international partners in an extensive, cooperative network
- Global tourism and marketing activities
- Synergies for tourism partners
- Personalised consulting and tailor-made packages centred on the OUTLET CITY METZINGEN shopping experience
- B2B section on **www.outletcity.com/business**



TOURISTIC IMPRESSIONS



1 Mercedes-Benz Museum **2** Christmas market Stuttgart **3** Heidelberg Castle
4 Porsche Museum **5** Cannstatter Wasen fun fair **6** Europa-Park amusement park

7 Hohenzollern Castle **8** TV tower Stuttgart **9** Lake Constance, Mainau Island
10 Ludwigsburg Castle **11** Baden-Baden Caracalla thermal spring **12** 'Bollenhut' Black Forest hat

HOW TO BECOME A PARTNER

1. Please complete the registration form:

www.outletcity.com/registration

or scan the following QR Code

2. Group registration:

Please send us an e-mail, containing the exact arrival date and time, a name list of the group as well as the name of the tour guide to **traveltrade@outletcity.com** at least 3 working days in advance (Monday to Friday).



CONTACT US

INQUIRIES TO

traveltrade@outletcity.com

or for further information

www.outletcity.com/business

We plan and organise tour packages with attention to every detail. Personalised programme modules, such as winetasting in the old-world setting of historic Metzingen can be put end-to-end to create the perfect package. And not only your customers benefit from the broad array of offers. The tour leaders and coach drivers also have a wide range of services to look forward to when they get here.

More information:

www.outletcity.com/tourism-team

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