

Metrowalk shopping center

# Metrowalk Shopping Center

## Brief Report



# Overview

## Introduction

- Background
- Design
- Location
- Position

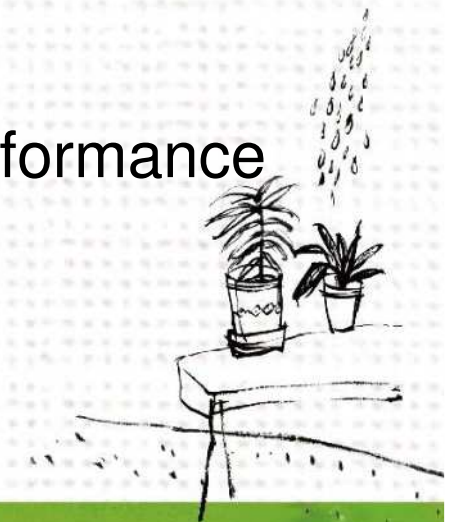
## Layout

## Marketing

- Events / Catalogs
- Arts and Culture

## Operations

- Operational Performance  
2001-2014



Metrowalk shopping center

# Introduction

# Background

- Main Design

The Jerde Partnership of USA

- Opening Date

March 2001

- Building

2 floors underground 5 floors above ground

- Area

Total:150,000 sqm ; Leasing:83,000 sqm



# Design

- Exterior Red and Yellow / American limestone.
- Interior Natural light / Atrium area



# Location

- Highway  
4 km away from Jhongli interchange
- Jhongli Train Station  
Free Shuttle bus
- Taiwan HSR / Taoyuan Airport MRT  
1km away / operational on March 31, 2016.
- Qingpu Special District



# Position

- One stop shopping
- Comfortable environment / modern design
- Shopping / Dinning / Entertainment.
- Life style center
- Routine marketing promotion



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# Layout



16 Screens Megaplex

Total: 2000 parking RF

 Parking Level 4A	<b>International Theme Restaurants / Personalized Merchandise &amp; Accessories Customer Service Center / VIP Lounge</b>	
 Parking Level 4B		4F
 Parking Level 3	<b>Men's/Sportswear/Denim/American Leisure/Outdoor</b>	3F
 Parking Level 2A	<b>Women's Fashion/Shoes and Accessories/Lingerie &amp; Sleepwear/Infants' &amp; Children's</b>	2F
 Parking Level 2B	<b>WHY AND 1/2</b> <i>Côte à l'ôte 私·處</i>	
 CHALLENGER Parking Level 1	<b>Jewelry / Cosmetics / Perfumes / Women's Import / Women's Designer's Clothing Shoes and Accessories / Starbucks</b>	1F
 Parking Level GA	<b>Food Court/Home Appliances</b>	
 Parking Level GB		
Parking Level B		

Free parking all year

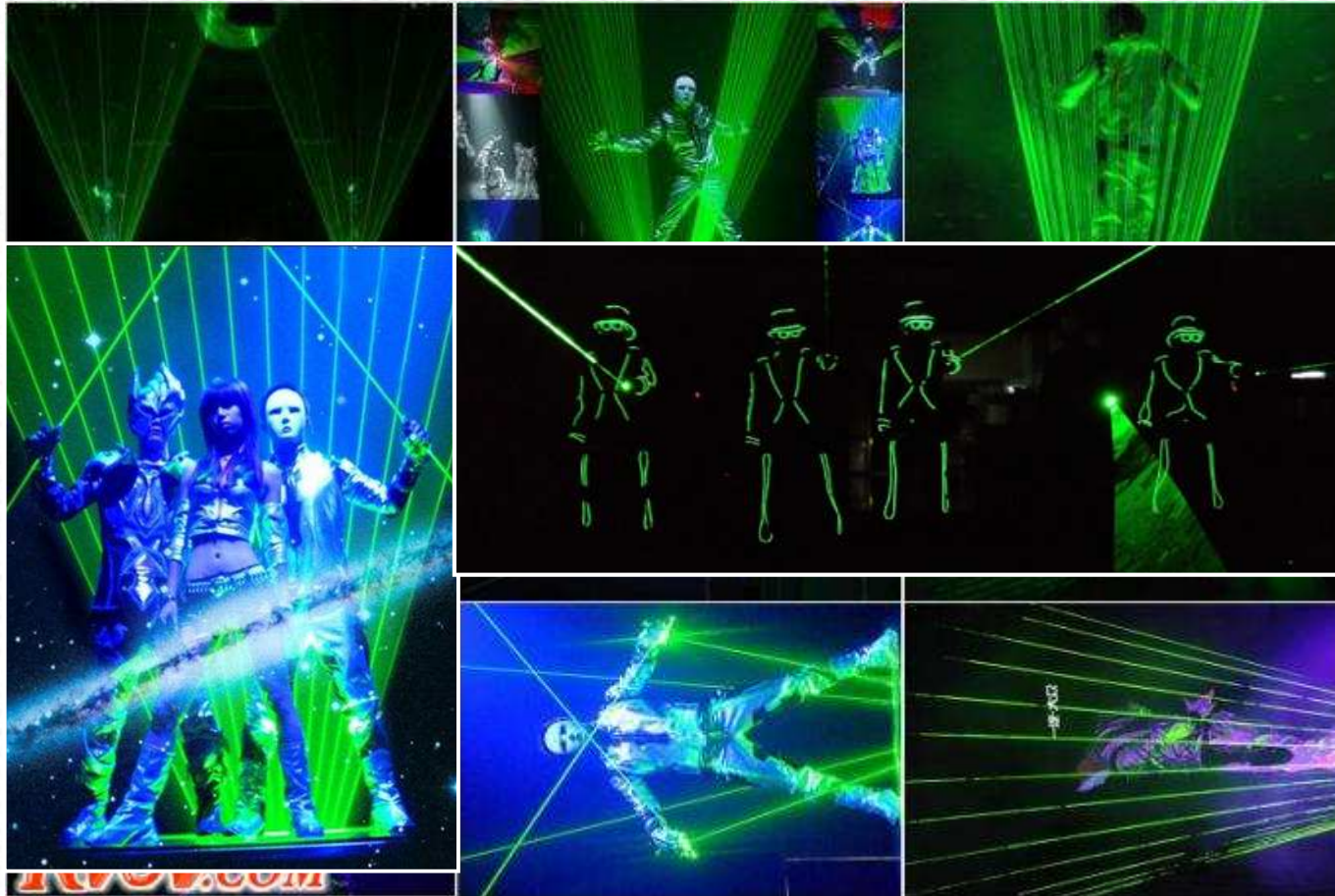


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# Marketing

# Events

## Laser shows



# Events

## Nightlight Windows



# Events

## Street performers



# Events

Fireworks

Christmas Costume Party



# Catalogs

“Look? What!”



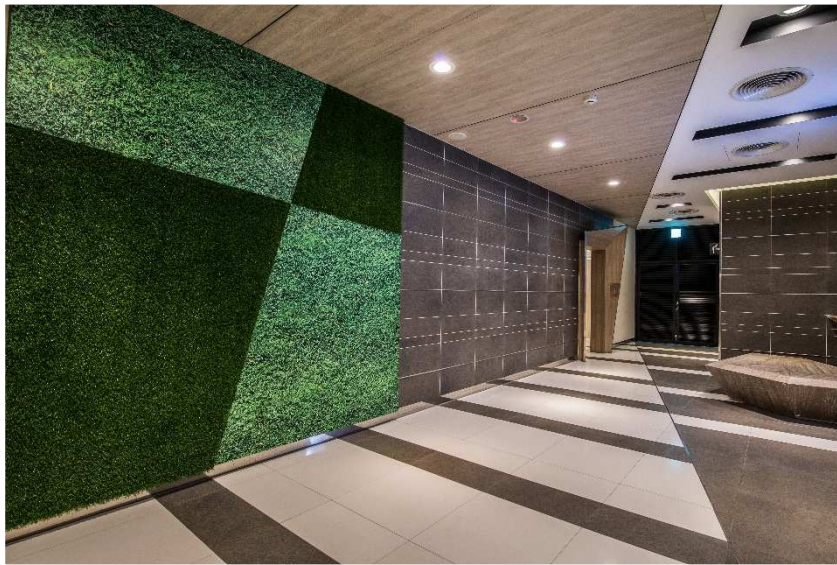
# Arts and Culture

## 3D installation art



# Arts and Culture

## Bathroom



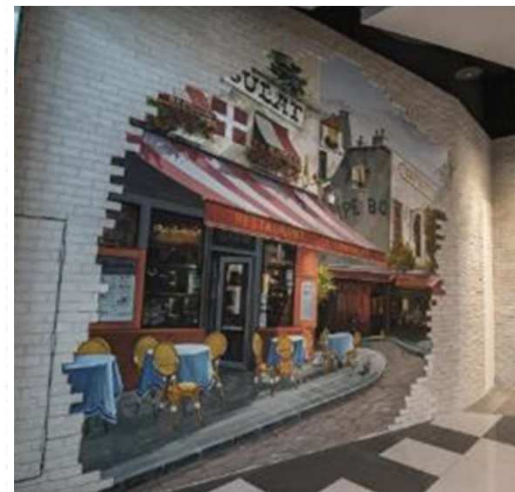
# Arts and Culture

## Public Column



# Arts and Culture

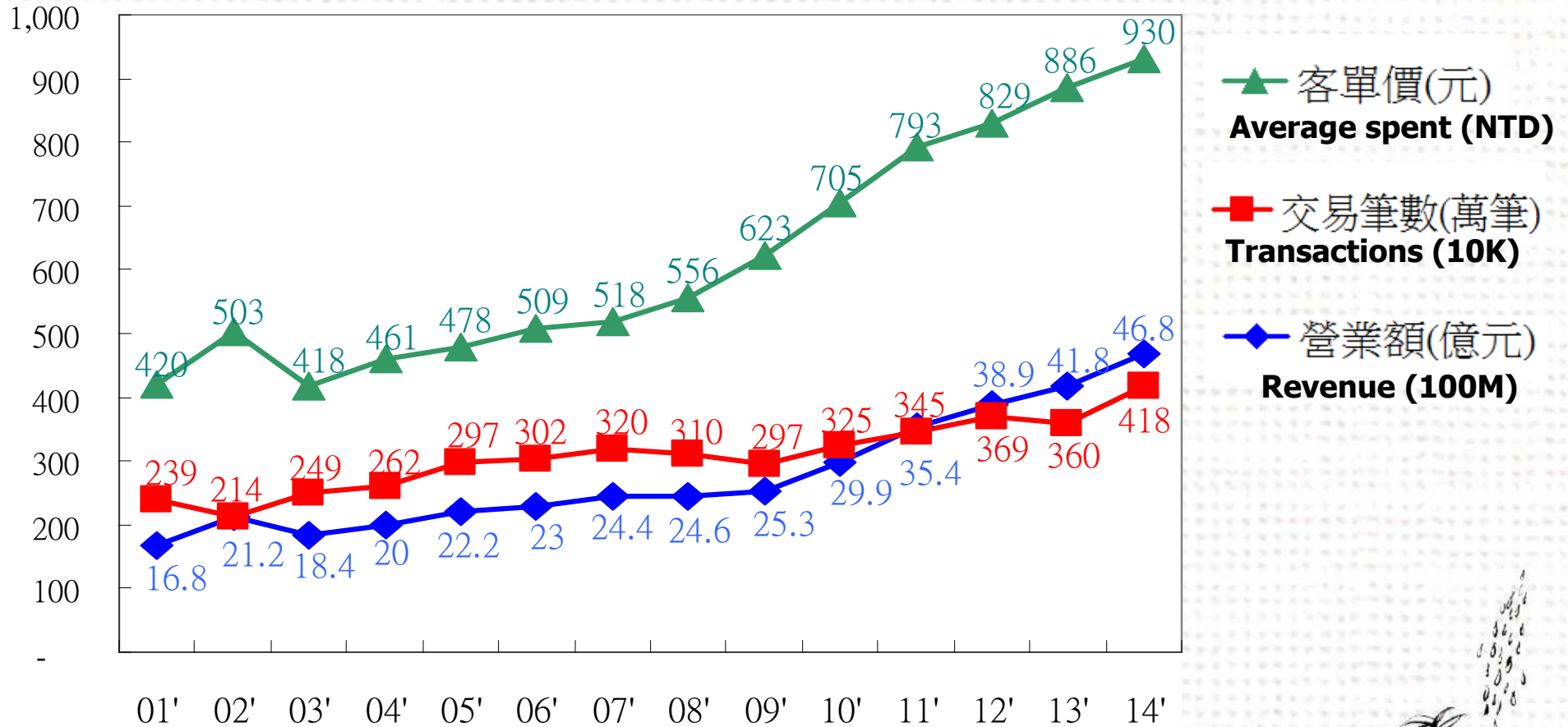
## Mural



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# Operations

# Operational Performance



## Growth Rate

Average spent → 178.57%

Transactions → 74.66%

Revenue → 121.43%



Metrowalk shopping center

**Thank you**