

OUTLET/CITY

METZINGEN



Fact Sheet

Firmierung	OUTLET/CITY AG
Standort	Metzingen, Baden-Württemberg
Gründung	1995: Gründung der HOLY GmbH & Co. KG 1997: Start der Outletcity Metzingen 2003: Umwandlung der HOLY GmbH & Co. KG zur HOLY AG 2012: Gründung des weltweit ersten Online Shops einer Outlet-Destination outletcity.com/shop 2022: Umbenennung und Verschmelzung der HOLY AG mit der OUTLET/CITY METZINGEN GmbH zur OUTLET/CITY AG 2023: Eröffnung The Gallery für Kunst und Kultur 2023: Eröffnung des Hotels Moxy Outletcity Metzingen 2024: Eröffnung des Outletcity Welcome Centers
Vorstand OUTLET/CITY AG	Regine Schöllkopf-Pinakidis (CEO) Michael Henseling (CFO)
Mitarbeiter	ca. 400
Besucher (pro Jahr)	ca. 4,5 Mio. Besucher in der Outletcity Metzingen 46 Mio. Visits auf outletcity.com/shop
Internationalität	ca. 30% der Umsätze werden von internationalen Besuchern aus 185 Nationen generiert

OUTLET/CITY

METZINGEN



Fact Sheet

Verkaufsfläche	über 40 000 Quadratmeter, davon entfallen mehr als 5 000 Quadratmeter auf das BOSS Outlet
Marken gesamt	rund 500 Premium- und Luxusmarken in Metzgingen und im Outletcity Online Shop
Gastronomie	Almresi, Starbucks, Marché Mövenpick, L'Osteria, Ochaya , Frittenwerk , Mc Donald's, Bäckerei Keim, Champa, Bollicine & Co. Champagne Bar, BOSS Café, Keladams Kebab , Tommy's Coffee, Moxy Bar by Moxy Hotel
Services	3 500 Parkplätze auf 8 Parkflächen, 70 E-Ladestationen, Outletcity Club, Outletcity App, Tax Free Shopping, Free Wi-Fi, Kids Camp, Geschenkkarte, Shopping Shuttle, Gebetsraum, The Lounge, The Atelier, The Studio, Event-räumlichkeiten
Öffnungszeiten	Montag bis Freitag: 10 – 20 Uhr Samstag: 9 – 20 Uhr
Kommunikationskanäle	Website: outletcity.com Online Shop: outletcity.com/shop Facebook, Instagram, YouTube, LinkedIn , TikTok, WeChat , Weibo , Little Red Book

OUTLETCITY

METZINGEN



Fact Sheet

Company	OUTLETCITY 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: OUTLETCITY METZINGEN GmbH was merged with its parent company HOLY AG and the latter was renamed OUTLETCITY AG 2023: Opening The Gallery, Location for art and culture 2023: Opening Moxy Outletcity Metzingen Hotel 2024: Opening Outletcity Welcome Center
Executive board	Regine Schöllkopf-Pinakidis (CEO) Michael Henseling (CFO)
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

OUTLET/CITY

METZINGEN



Fact Sheet

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 Metzingen and on the Online Shop
Food and drinks	Almresi, Starbucks, Marché Mövenpick, L'Osteria, Ochaya, Frittenwerk, Mc Donald's, Bäckerei Keim, Champa, Bollicine & Co. Champagne Bar, BOSS Café, Keladams Kebab, Tommy's Coffee, Moxy Bar by Moxy Hotel
Services	3,500 parking spaces across 8 car parks, 70 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, TikTok, LinkedIn, WeChat, Weibo, Little Red Book