

THE HAGUE TRENDSETTER IN RETAIL

FACTS & FIGURES FROM THE ROYAL CITY



The City of The Hague is trendsetting in retail with an integrated policy that comprises partnerships with local heroes, national and international stakeholders. The Hague is the go to retail destination for entrepreneurs, policymakers and residents.

#1 THE HAGUE IS LEADING IN RETAIL

The Hague strives for better and more compact shopping areas. With **68 shopping districts** the city offers varied shopping opportunities, both in the city center and beyond. The Hague makes for **3.250 shops** with a total retail floor space of 630.000 m².



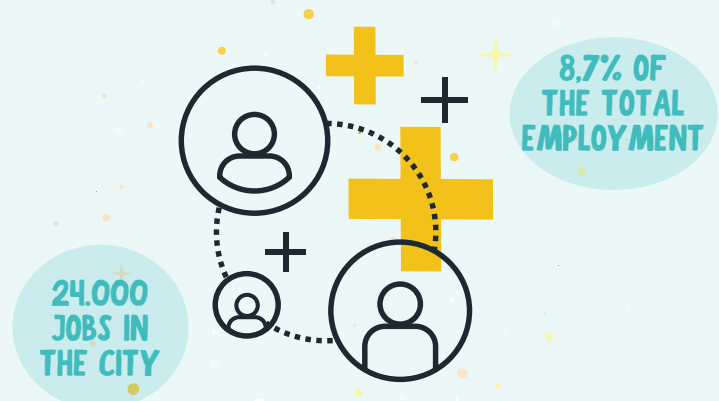
#2 THE HAGUE INVESTS IN RETAIL

The City of The Hague annually invests **€1,5 million** in Actieprogramma Winkelstad; a program designed to reinforce The Hague as a leading shopping destination and to enable a strong and healthy business environment. With a corrected retail vacancy of **4,6%** the current policy has proven its success.

* Est. Half of retail vacancy in The Hague is concentrated in 2 specific shopping areas

#3 RETAIL IN THE HAGUE BOOSTS ECONOMY

Employment in retail is on the rise and provides **24.000 jobs in the city**, good for **8,7% of the total employment**. After Federal Government, retail is the leading employer in The Hague.



#4 THE HAGUE IS PROUD PARTNER OF ENTREPRENEURS

The City of The Hague works closely with entrepreneurs and is the **founder of Haags Retailpunt**, a unique organization that supports entrepreneurs, shopping areas and **local heroes** in the city to grow and expand their business.

#5 BIZ BUZZ IN THE HAGUE

The City of The Hague actively supports **20 Bedrijven-investeringszones** (BIZ clubs) that are decision makers when it comes to strategy and execution of sustainable retail development in their shopping area or business district.

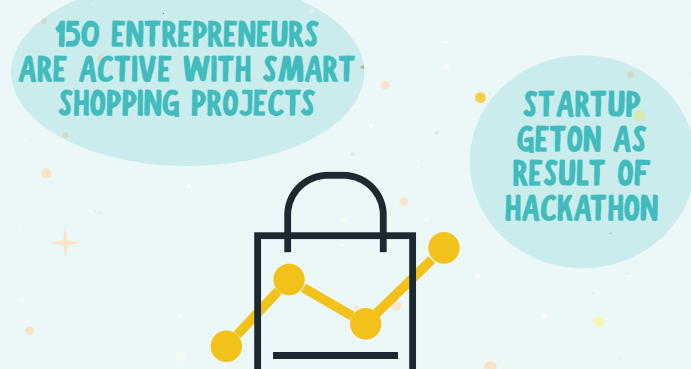


#6 THE HAGUE IS RETAIL CITY OF THE FUTURE

The Hague is founding partner of the national Retail Innovatie Agenda. Together with 16 partners, both private and public, **The Hague initiates the development of knowledge and solutions for the future of retail**: learning by doing. Knowledge is shared in and between cities.

#7 THE HAGUE BRINGS THE FUN BACK TO SHOPPING

With the Smart Shopping program, The Hague develops projects for entrepreneurs and shopping districts **together with partners** like Haagse Hogeschool, InRetail, Chamber of Commerce and Google. Examples: Online strategy for local retailers, Smart parking, Store of the Future.



#8 THE HAGUE IS A LEADING INTERNATIONAL SHOPPING DESTINATION

The Hague is runner up to Amsterdam as city with the **most international retail presence**. Due to the city's international retail policy the percentage of international retail chains is expected to grow over the coming years.