

The Hague,  
City of Luxury



# Contact

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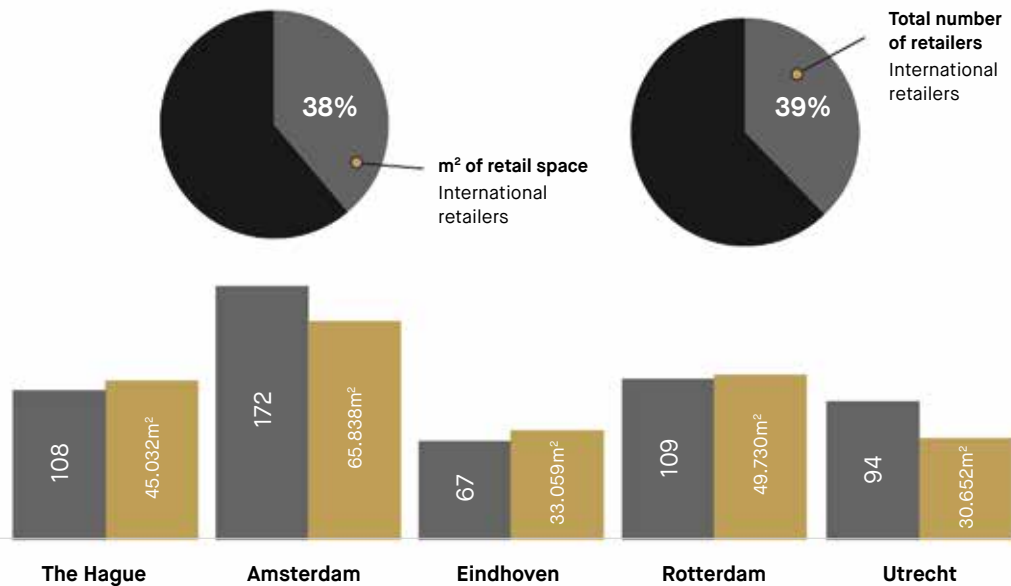
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# Introduction

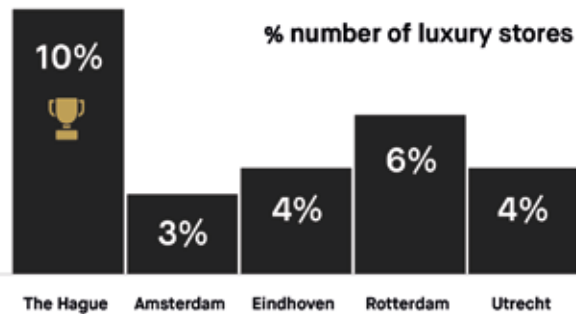
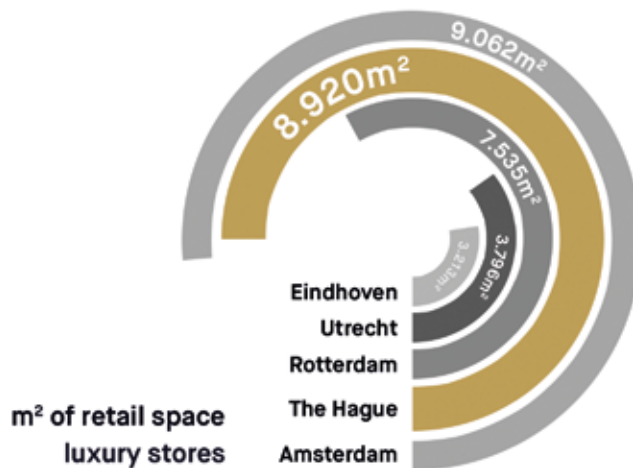
The Hague's city centre is one of the oldest in The Netherlands yet the combination of history and new large-scale retail developments is what attracts both businesses and visitors alike to the city. On a yearly basis the city centre attracts over 32 million visitors. Amsterdam is the official capital of The Netherlands, but The Hague is the

seat of the government, home to a large number of national administrative functions as well as foreign embassies, bringing an international feel to the city. It is also famous for housing the United Nations' International Court of Justice which often generates a large amount of press and thus brings worldwide attention to the city.

## International retailers / chains in The Hague compared to other major cities in the Netherlands



# The Hague, second luxury shopping destination in the Netherlands



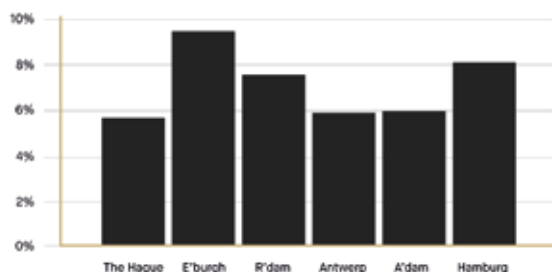




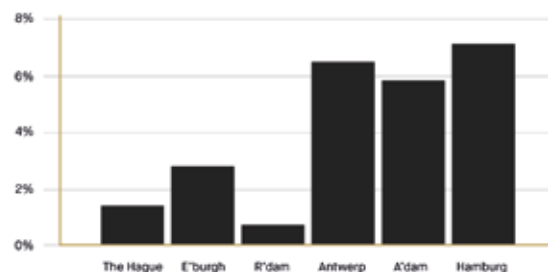
# The Hague: An International Perspective on Luxury

BY RETEAM, 2016

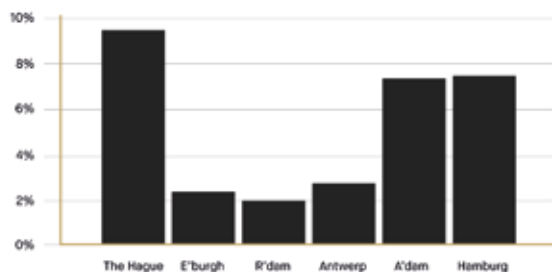
Cosmetics / Care / Hair



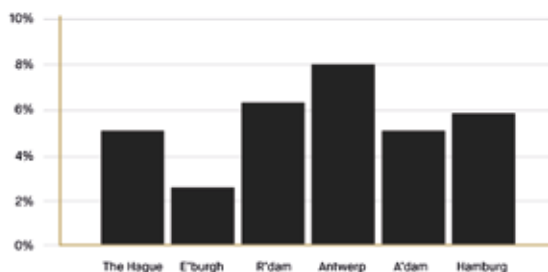
Accessories



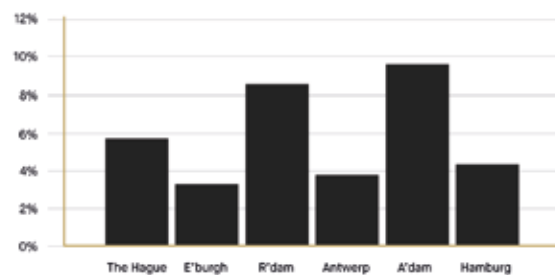
Home



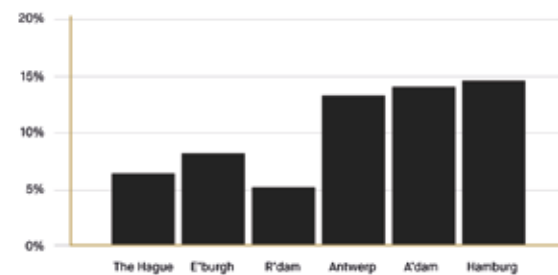
Shoes



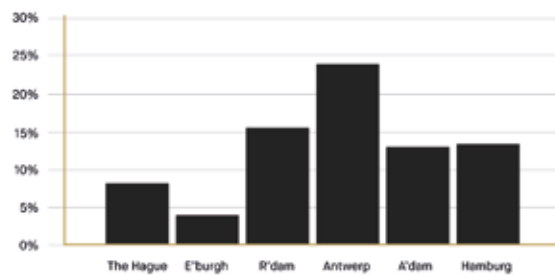
Fashion Men



Fashion Mixed

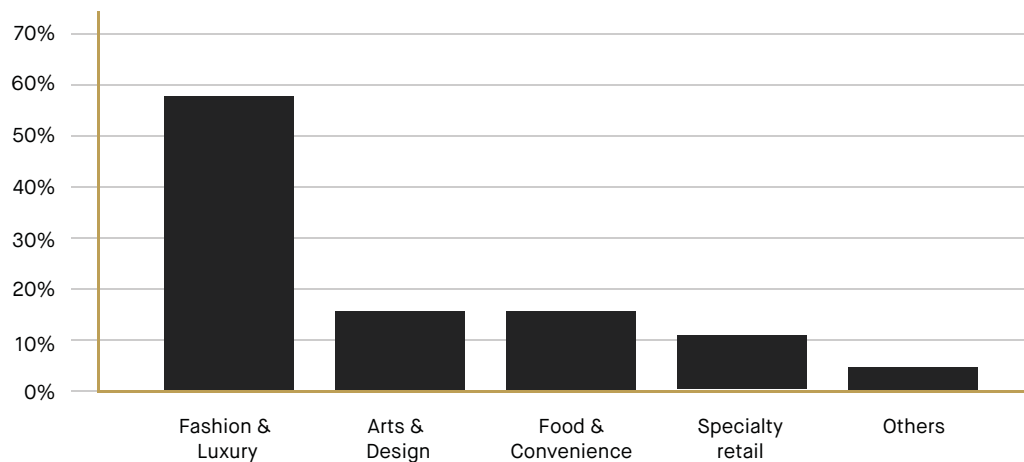


Fashion Women



# Retail sectors in the city centre

The Hague has a relatively high share of independent retailers, with a level similar to that seen in Amsterdam, standing at 80%. This confirms a good mix of both local and international retailers in the city- centre and furthermore contributes to the authentic and intimate feeling consumers have when shopping within the inner-city area.



The fashion & luxury sector is the most dominant retail sector in the centre of The Hague accounting for nearly 60 percent of all shops. The art & design and the food & convenience sector are ranked second and third both accounting for approximately 15 percent of all shops in the city centre.





# Benchmark Retailer origin

BY RETEAM, 2016



The Hague



Rotterdam



Amsterdam



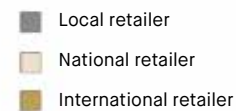
Antwerp



Edinburgh



Hamburg



# Catchment area / purchasing power

The table below shows the purchasing power in 10, 15, 20 and 30 minutes drive times around the centre of The Hague compared to the base (The Netherlands, Amsterdam, Rotterdam or Utrecht). The Hague outperforms all cities with the exception of Amsterdam in terms of a 10 and 30 minute drive time. In a 15 minute drive time radius from The Hague’s city centre the purchasing power difference compared to the national average, Amsterdam, Rotterdam

and Utrecht is the most significant; 6.75 percent higher than the average of these comparable areas. The Hague scores best when the purchasing power is compared to Rotterdam. The purchasing power is at least 9 percent higher and on top 14 percent higher. The Hague scores the least good when the city is compared to Amsterdam, although the overall comparison with the capital city is still in advantage of The Hague. (source Cushman & Wakefield)

## Purchasing power in The Hague compared to major cities and national average

	10 min	15 min	20 min	30 min
Netherlands	103	107	106	104
Amsterdam	99	102	101	99
Rotterdam	109	114	111	110
Utrecht	101	104	103	101
Overall	103	106,75	105,25	103,5

### Purchasing power based on travel time

10MIN



103,0%



15MIN



106,8%



20MIN



105,3%



30MIN



103,5%







# The Hague Luxury District

The route from Hilton to Bijenkorf

Hilton



Art Galleries



Royal Palace



Noordeinde



Mauritshuis



House of Parliament / Binnenhof



Hoogstraat



Passage



Bijenkorf





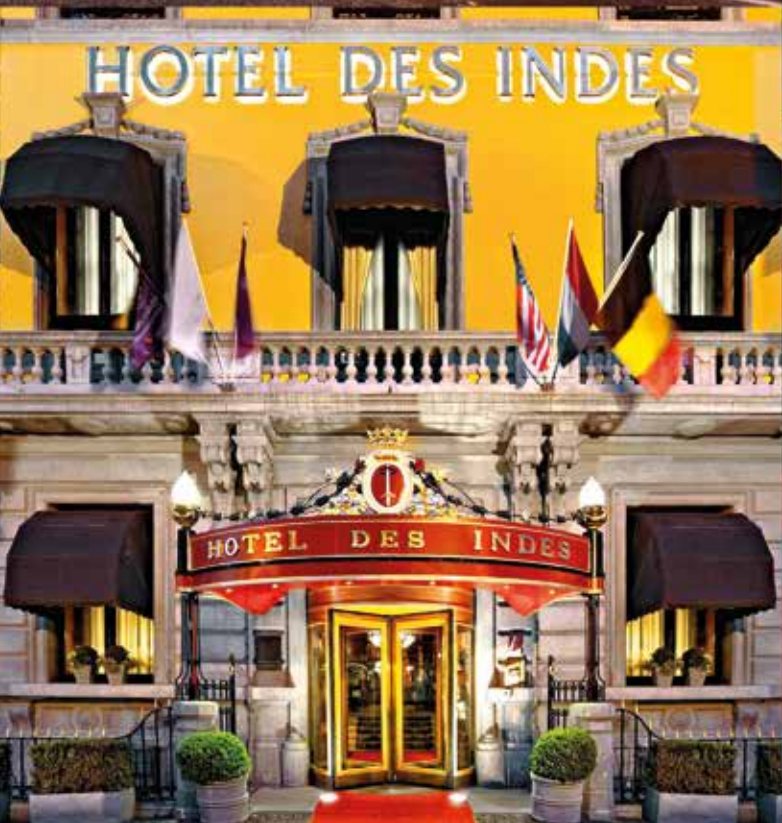
Museum Quarter



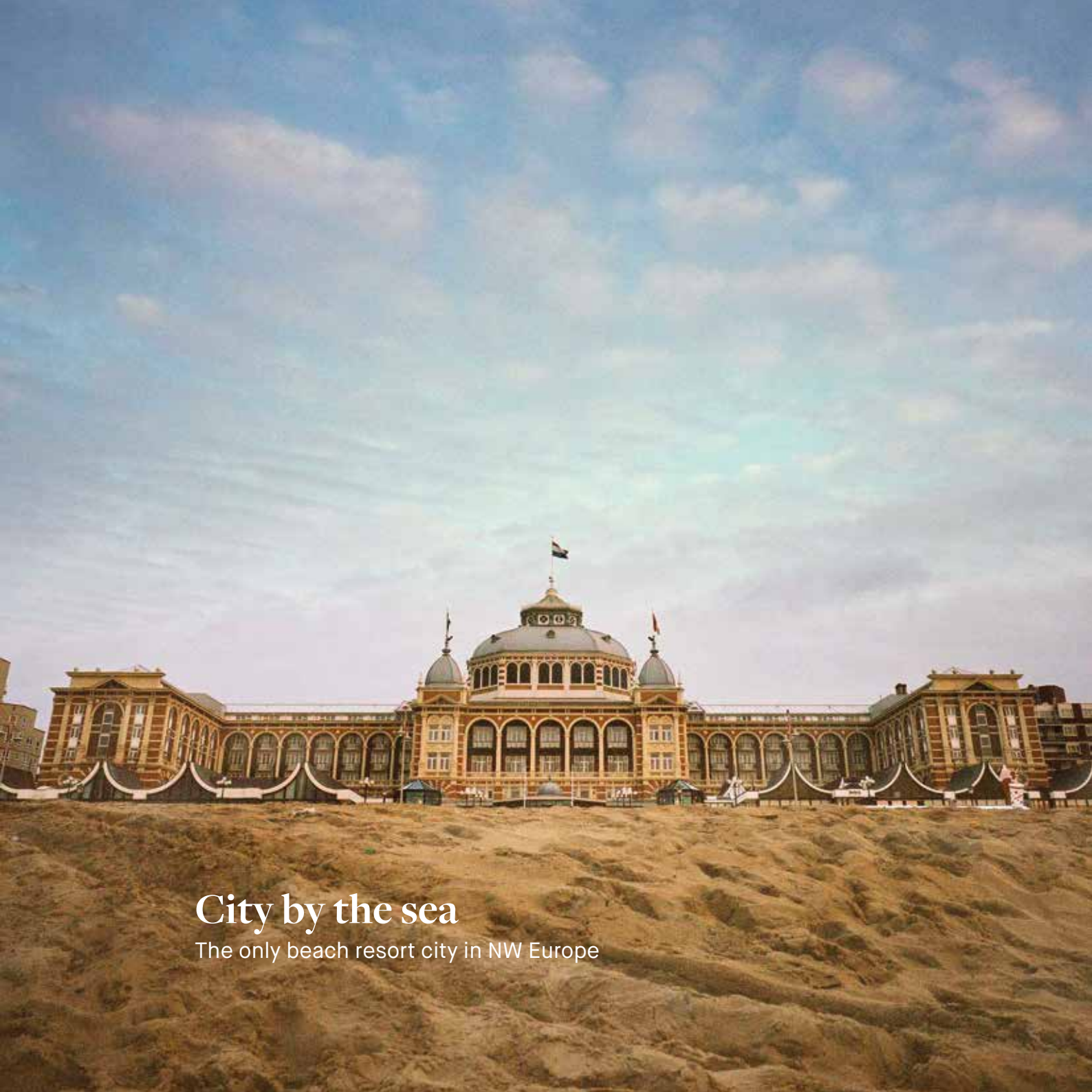


Attractive public space  
Continuous upgrades





Hotels

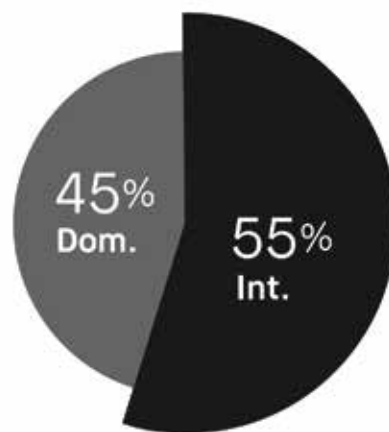


# City by the sea

The only beach resort city in NW Europe

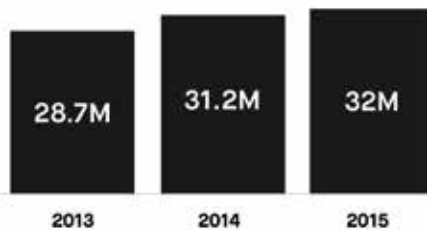


## Overnight stays of domestic and inbound tourists



# Visitors / Tourism in The Hague

- › 1M inbound tourists
- › 1.4M overnight stays
- › 46.6M visitors a year



visitors downtown The Hague

## Expats

Over 50.000 expats in The Hague region

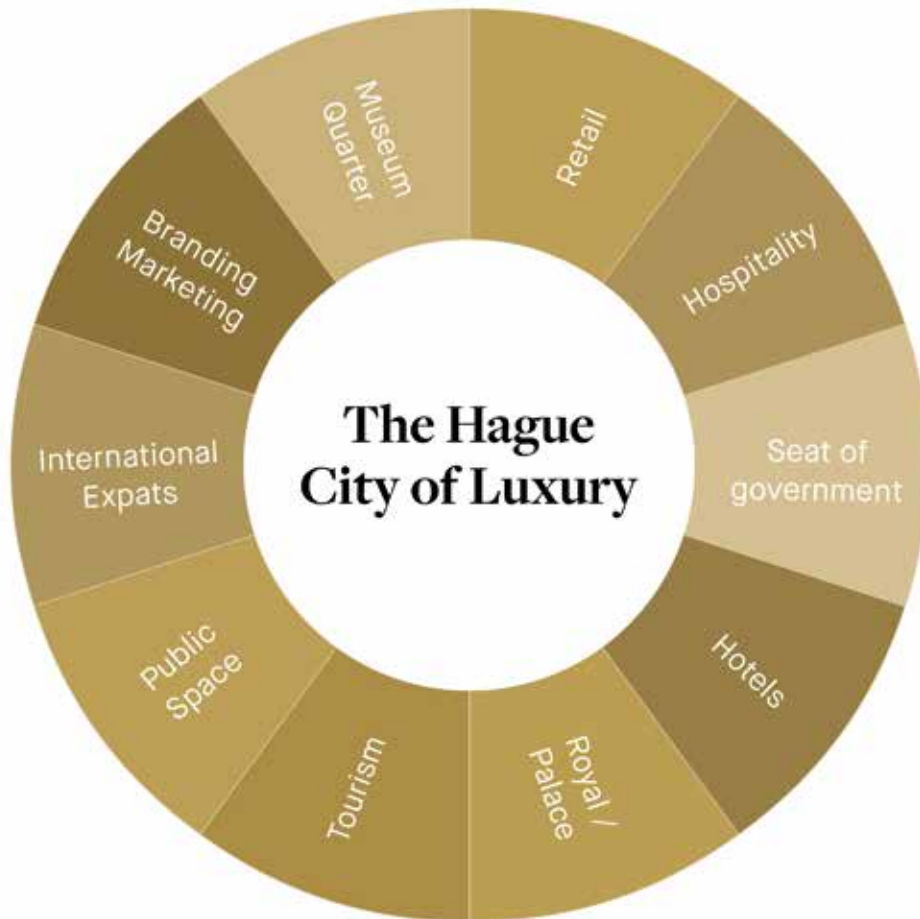
## Income

High disposable income: 6% above national average





## Luxury strategy / approach



## Retailers

- › branding
- › marketing
- › service

**International  
real estate agents**  
network ‹  
research ‹



## Municipality

- › public space
- › facilitate - approach HRP / The Hague Luxury
- › tourism - Museum Quarter

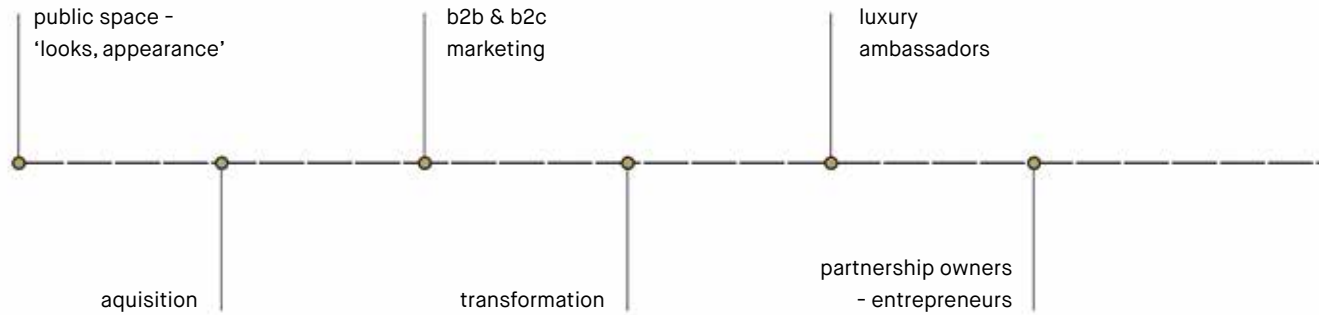
**Real estate alliance**  
redevelopment ‹  
acquisition ‹  
branding ‹  
B2B marketing ‹

# Core team Luxury

HRP / The Hague Luxury   Retail stakeholders   Real estate alliance   Bureau Binnenstad



# Roadmap



Luxury since 1665