



CASUAL MALL LEASING

paradise
centre

Paradise Centre is the largest shopping centre in the heart of Australia's leading tourist destination, Surfers Paradise. The centre is located on the famous Cavill Mall and overlooks the world-renowned Surfers Paradise Beach.

Paradise Centre has a unique mix of retail, fast food, a la carte dining, services and entertainment including the largest Timezone in the world.

Situated amongst the largest proportion of hotels and resorts on the Gold Coast, the centre is well positioned to cater to the needs of domestic and international tourists visiting 365 days a year. Accessing Paradise Centre is a breeze with an on-site undercover secure carpark and public transport options including buses and the Gold Coast Light Rail – Cavill Mall tram stop only steps away.

Gold Coast locals also enjoy the convenient shopping, dining with beach views and ultimate entertainment destination for all ages!



Welcome to Paradise!

MARKETING, PROMOTIONS AND EVENTS

An 'Always ON in Paradise' atmosphere is designed to cater to all visitors (international & domestic visitors, day trip visitors and locals) who visit Surfers Paradise for fun and leisure. Marketing campaigns, concepts and activations will continue to engage visitors, drive traffic into the centre and create sales opportunities at all times of the year.

Paradise Centre utilises an integrated advertising strategy that drives awareness and visitation by promoting Paradise Centre as the destination of fun, entertainment and dining as well as partnering with local tourism body, Surfers Paradise Alliance, supporting major precinct events that secure almost 2M visitors per year.



CASUAL LEASING SITES

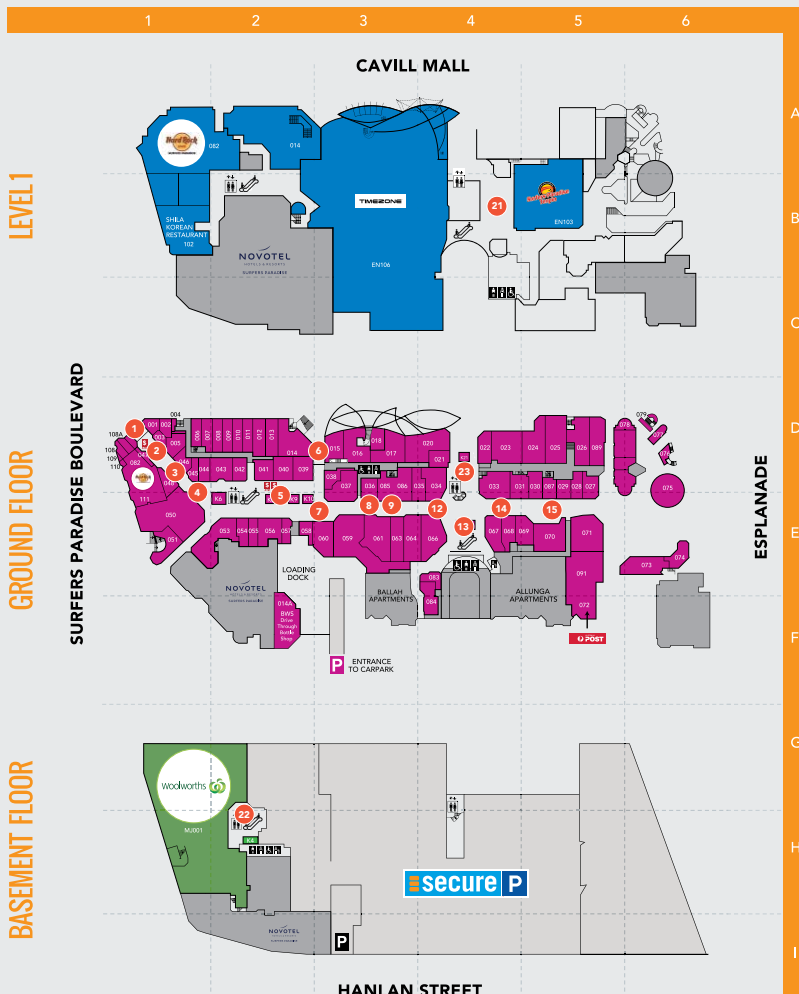
Casual Leasing provides high exposure to a broad range of customers every day. This gives you the opportunity to engage directly, promote and expand your business, showcase and launch products and attract new customers.



Within Paradise Centre, there are 16 sites available to lease on a weekly or monthly basis, as well as:

- Short term opportunities within a shop space
- Customised packages to suit your needs
- Powered sites
- Onsite storage (available for an additional charge)

Strong presentation standards are key to effective casual mall leasing. Display units are available upon request and are subject to availability, but feel free to ask us about more ideas on casual mall leasing fit-out options.



Site	Location	Floor	Size	Power
1	Hard Rock Café Entry	G	2x3m	Yes
2	Opp. Royal Copenhagen	G	1.5x3m	Yes
3	Opp. All Sorts of Sweets	G	1.5x3m	No
4	Opp. Priceline Pharmacy	G	2x3m	Yes
5	Opp. Circle News Extra	G	3x4m	Yes
6	Opp. Ben & Jerry's	G	1.5x3m	Yes
7	Opp. Tarocash	G	1.5x3m	Yes
8	Opp. Ally Fashion	G	1.5x3m	Yes
9	Opp. Typo	G	1.5x3m	Yes
12	Opp. Celebrity Ink	G	2x3m	Yes
13	Centre Court	G	5x5m	Yes
14	Opp. Build A Bear	G	2x3m	Yes
15	Opp. Pashin	G	2x3m	Yes
21	Entertainment Precinct	1	5x5m	Yes
22	Outside Woolworths	B	2x2m	Yes
23	Opp. Boost Juice & GYG	G	3.5x4m	Yes

*1.4m height

RATES



WEEKLY RATE

\$1,400*

DAILY RATE

Monday – Thursday \$280*
Friday – Sunday \$560*

LOADING %

25% 1 Dec – 31 Dec
50% 1 Jan – 31 Jan

*Excluding GST

CENTRE FACTS



23,609M²

Retail GLA



90+

Specialty stores

DEMOGRAPHICS



9.5 MILLION

Annual centre traffic*



13.5 MILLION

Surfers Paradise total
foot traffic



1.1 MILLION

International visitors



12.8 MILLION

Domestic visitors
(daytrip & overnight)



13.9 MILLION

Total Gold Coast
visitors



\$5.7 BILLION

Total spend

Source: Destination Gold Coast, September 2019. *Foot traffic at December 2019.



"I have been a casual leasing tenant for 20 years which is living proof of the viability of the location and our business is continually growing.

You quite simply would not want to be anywhere else to attract the tourist market on the Gold Coast."

Amanda Manton, Surfers Paradise Hairwraps & Braiding

"Being on a casual lease is a great, cost-effective way to operate your business. We would encourage prospective tenants looking to lease at Paradise Centre to consider casual leasing as it's a great way to get your business started."

Ben & Yasmin Hunter, Huntress Homewares



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For more information visit [specialtymallleasing.com](https://www.specialtymallleasing.com)

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