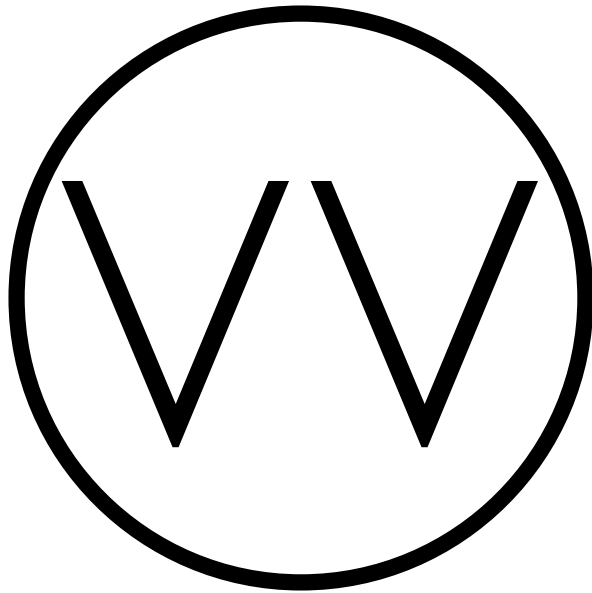




VIADUCVILLE

*THE NEW
OUTLET*



VIADUCVILLAGE

**THE NEW
OUTLET**

Viaduc Village is the symbol of a new generation of outlet shopping. It not only enjoys a key location, at the Millau Viaduct on the Motorway A75 Paris/ Barcelona, but it also forms part of a rich cultural and environmental place, the natural park of the Grands Causses, a UNESCO designated world heritage site since 2011. Thanks to this unique venue, the Viaduc Village is a modern, dynamic and most touristic place.

WWW.VIADUCVILLAGE.COM

THE PROJECT

THE NEW OUTLET

INTERNATIONAL BRANDS X MADE IN FRANCE

Premium Shopping

The New Outlet wants to provide to its customers a premium shopping experience offering a range of prestigious regional and world famous brands. Along with the international shops and Made in France pole, a range of pop-up stores will stimulate the Village by innovating and creating around new products and others services following the very last trends.



Pôle Made in France

Viaduc Village offers a range of prestigious regional brands Made in France. From gloves to cutlery and gastronomy, Viaduc Village will be a complete destination, reflecting the rich and cultural heritage of the region.

The gastronomic offer will honor the deep culinary tradition of the area with two restaurants to be developed in close cooperation with local renowned chefs.



PHASE 1

OPENING SPRING 2018

SURFACE : 7 500 M²

40 SHOPS

PHASE 2

OPENING SPRING 2019

SURFACE : 7 500 M²

40 SHOPS

ARCHITECTURE

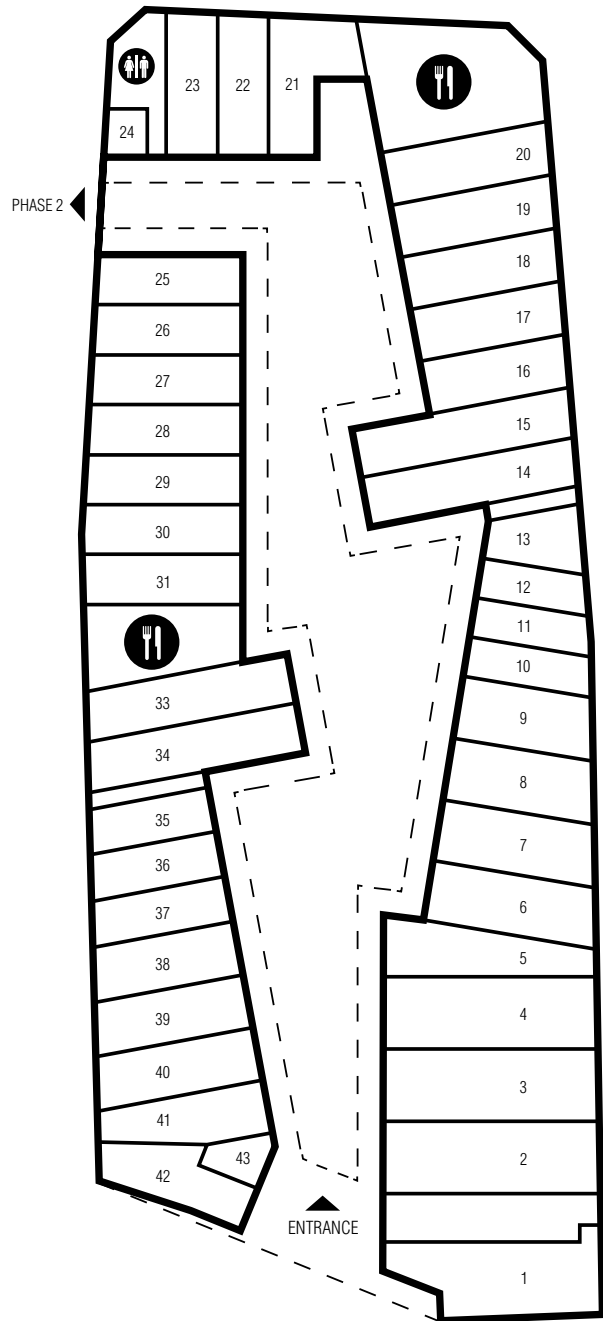
Environmentally friendly

Viaduc Village respects the site and the nature which it is part of. Special consideration will be given to the building materials. In the context of a modern and an ecologically sustainable project, our architects will ensure the respect of our environmental values.

Themed gardens will follow one another along the main street, separated by half-arches. These arches make reference to the local architecture reinterpreted in a contemporary way. Respect for the local environment is reflected by the use of locally quarried limestone.

The works combine traditional construction methods with new technology.





The Challenge

The challenge of the architectural project is above all to create a building which fits perfectly within the local area : the Grands Causses Regional Natural Park. Therefore the project is conceived as a « landscape building ».



HIGHEST CABLE STAYED BRIDGE IN THE WORLD

KEY JUNCTION OF THE HIGHWAY A75

THE SECOND MOST VISITED MONUMENT IN FRANCE
(OUTSIDE OF PARIS REGION)

LOCATION

A privileged position

Located at the Millau Viaduct, at the Exit 47 on the Motorway A75, Viaduc Village enjoys a key location, 1H off the Mediterranean Sea.



The Millau Viaduct, a strong symbol

The Millau Viaduct, work of Sir Norman Foster, symbol of modernism, perfectly cohabits with heritage and tradition. True ambassador of French know-how and high technology, it is the key junction of the Motorway A75, the major new axes linking Northern and Southern Europe.

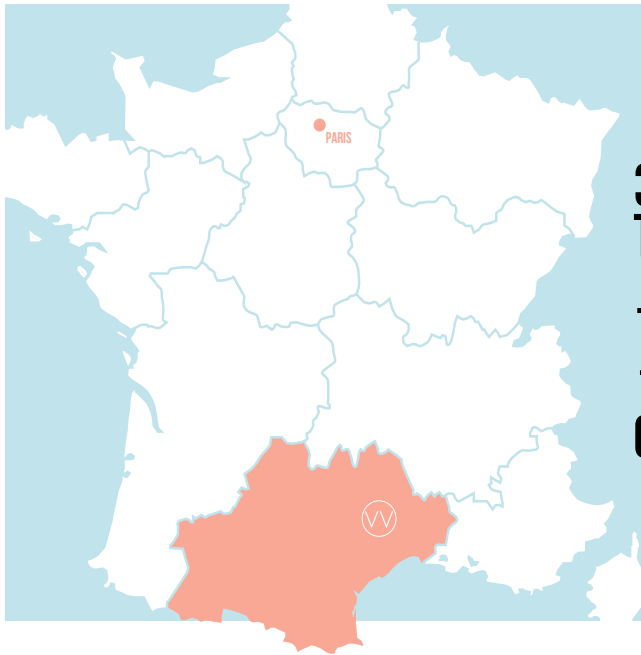
THE MARKET

TOURISM

LANGUEDOC ROUSSILLON MIDI PYRÉNÉES

Home of Tourism

Viaduc Village has a strategic position on the border of two of the most touristic regions, Languedoc Roussillon and Midi Pyrénées, today united into one.



**30 MILLION
TOURISTS**

**180 MILLION
OVERNIGHT STAYS**

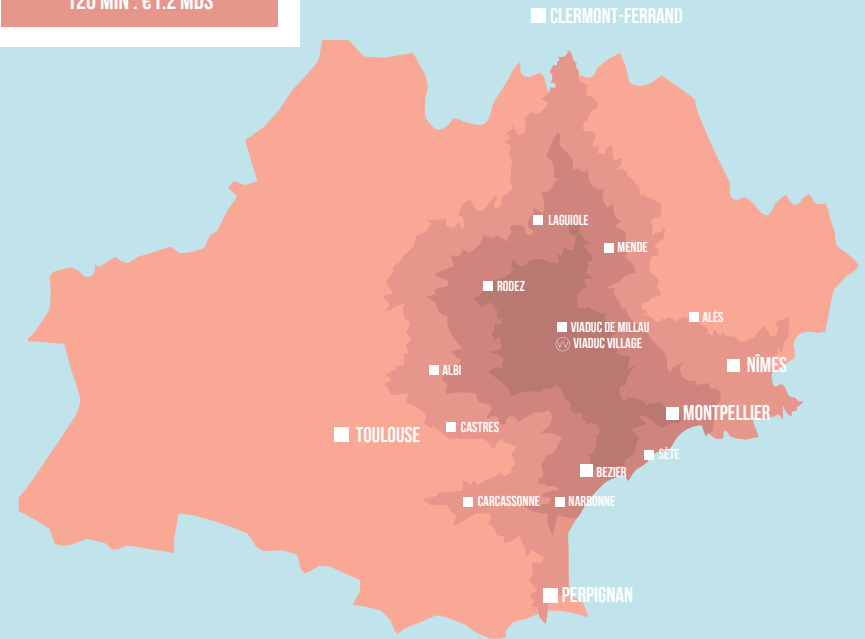
TOURIST EXPENDITURES

60 MIN : €221 M

90 MIN : €599 M

120 MIN : €1.2 MDS

**7 NIGHTS = THE AVERAGE LENGTH OF STAY:
THE LONGEST OF ALL THE FRENCH REGIONS**



According to the World Tourism Organization, if Languedoc-Roussillon was a country, it would be ranked 30th in the world, ahead of Tunisia (3.8m) or Morocco (2.7m) with its 5 million foreign tourists every year.

67% FRANCE + 33% FOREIGN CUSTOMERS



34 %



22 %



17 %



27 %

SOURCE : FSP RETAIL BUSINESS CONSULTANTS

THE REGION

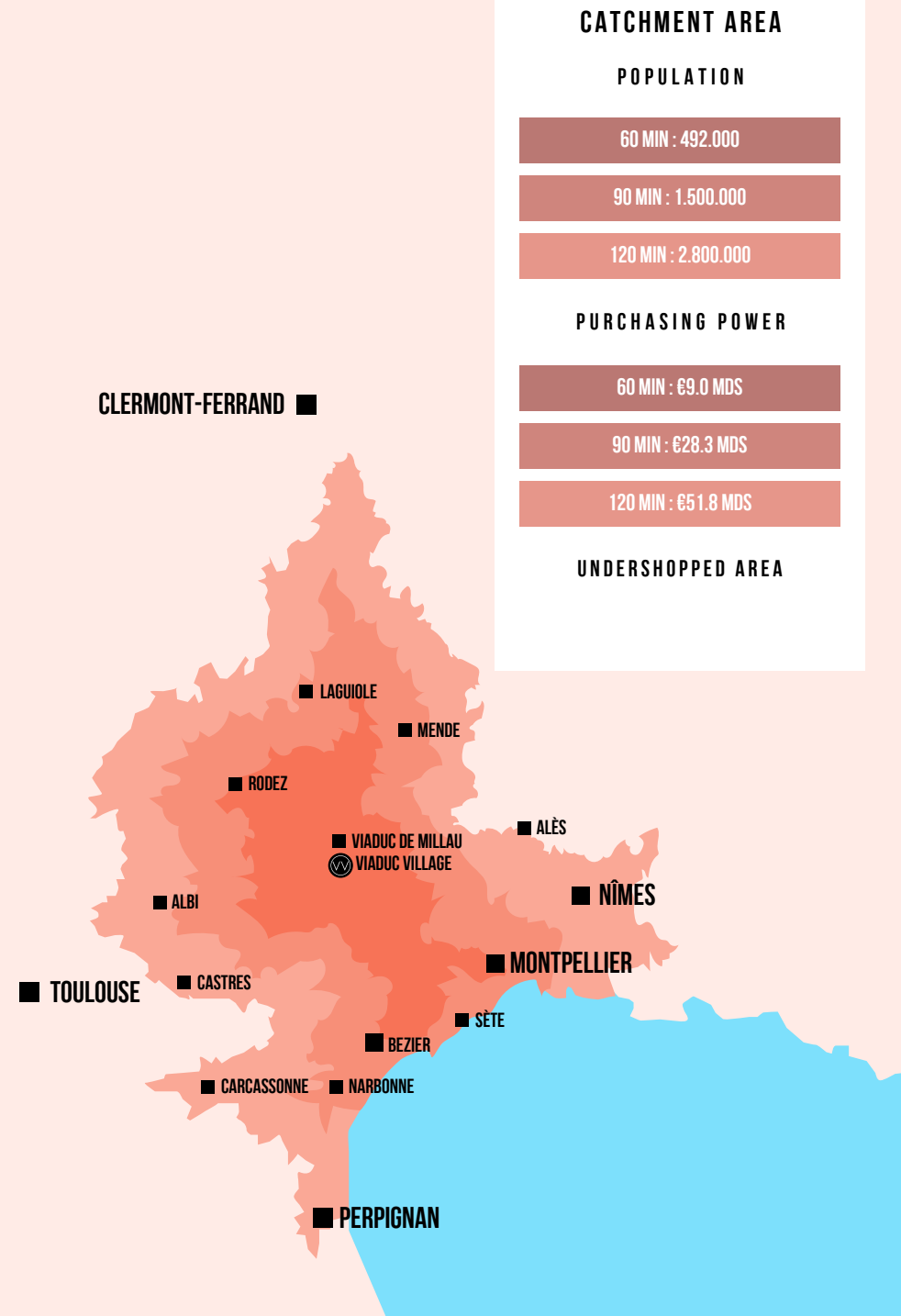
With a catchment of 2.8 Millions listed as world heritage by UNESCO since 2011, Viaduc Village enjoys a privileged location. Boosted by its attractiveness (residential migration, arrival of students and tourists), Languedoc-Roussillon is an economically vibrant region.

Strong regional economic dynamism

The region's economic vigour can be noted by the high rate of companies coming up in the French regions.

Languedoc-Roussillon ranks 2nd for the number of secondary residences in the housing stock and ranks 1st for the number of camping sites.

Consumption potential in a secondary residence = 25% in a primary residence with income more than the national average.



A rich cultural heritage



**1.5 MILLION VISITORS /
YEAR AT OFFICIAL SITES
LOCATED WITHIN LESS
THAN 30 MIN FROM
VIADUC VILLAGE**



**CAVES DE ROQUEFORT
TRADE SECRETS OF A SYMBOL OF FRENCH GASTRONOMY**

**MUSÉE SOULAGES
ARCHITECTURAL MASTERPIECE**

**CATHÉDRALE NOTRE-DAME DE RODEZ
HIGHEST BELL-TOWER WITHOUT A SPIRE IN FRANCE**

**VILLAGES TEMPLIERS
A UNIQUE PLACE IN EUROPE**

**PARC NATIONAL DES GRANDS CAUSSES
DESIGNATED WORLD HERITAGE SITE**

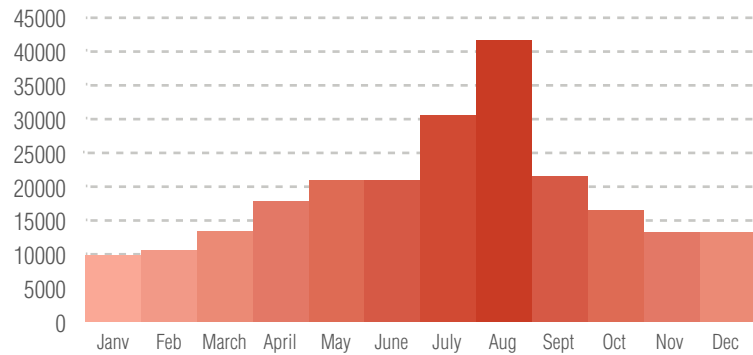
**LES GORGES DU TARN THE FRENCH GRAND CANYON, AN AMAZING
NATURAL PLACE**

**ABBAYE DE CONQUES
WORLD HERITAGE SITE ROAD TO SANTIAGO DE COMPOSTELA**

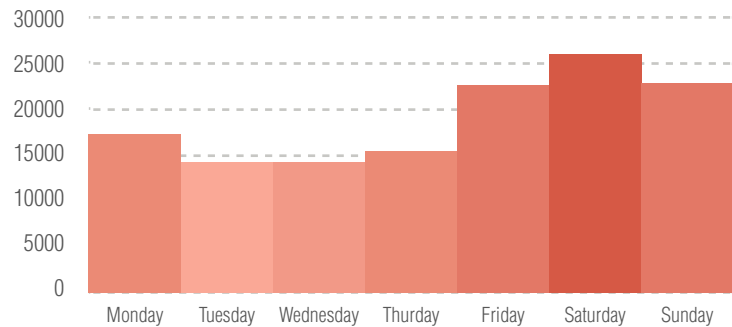
**MILLAU VIADUCT
THE SECOND MOST VISITED MONUMENT IN FRANCE**

AN OUTLET WITH A DIRECT MOTORWAY ACCES CAPTURES 15-25% OF PASS-BY TRAFFIC

Annual traffic



Daily traffic



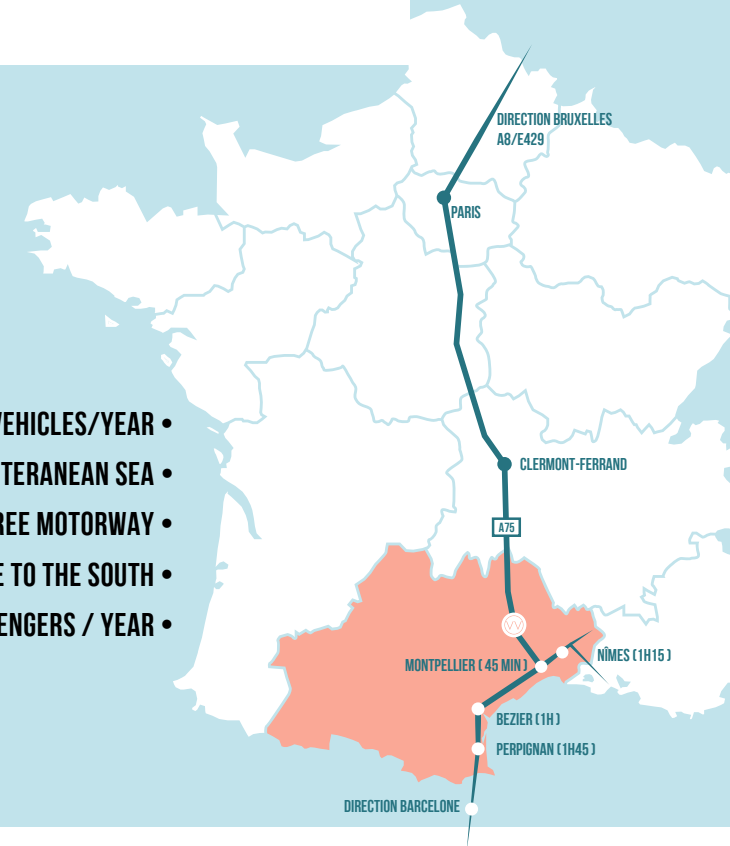
A75

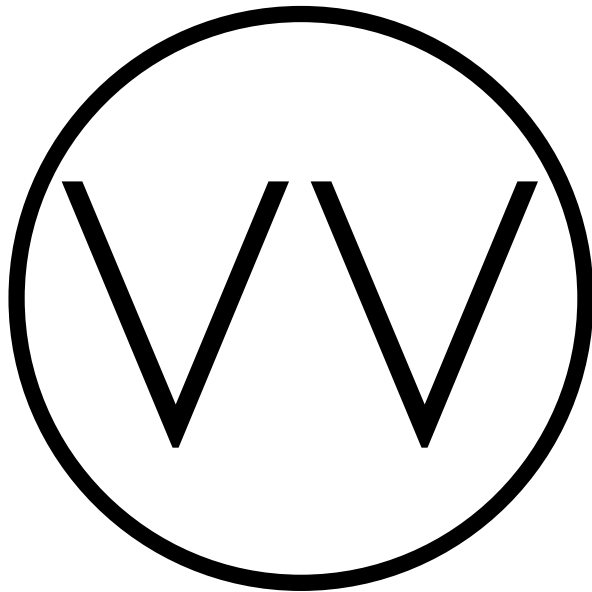
THE NORTH-SOUTH PARIS BARCELONA CONNECTION

The new motorway

The motorway A75 is the new major link, parallel to the Rhône Valley (A7), between the North and the South of Europe. With 26.000 vehicles per day on average, 9 millions per year, there are more than 18 Millions visitors per year at the Millau Viaduct (based on 2 passengers per vehicle on average). This free highway, is the shortest way from Paris to Barcelona. Now the Grands Causses and the Mediterranean sea are closer than ever.

- 9 M VEHICLES/YEAR
- 1 H OFF THE MEDITERANEAN SEA
- FREE MOTORWAY
- THE FASTEST ROUTE TO THE SOUTH
- 18 MILLION PASSENGERS / YEAR





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