

Centre factsheet

intu Watford

Perfectly situated to help brands succeed

This vibrant 1.4m sq ft retail and leisure destination is ranked 26th in the UK's Top 50 Shopping Centres. Set within a prosperous London commuter town, **intu Watford is the 3rd most popular destination in the East of England.** Boasting excellent transport links, close proximity to popular tourist attraction, Warner Bros. Studio London, plus an affluent catchment population.



Number of stores

166

Sq. footage of retail space

1.4m

UK shopping centre rank

26th

Regional position

3rd

Performance uplift vs chain average

6%

Market size (millions)

£530

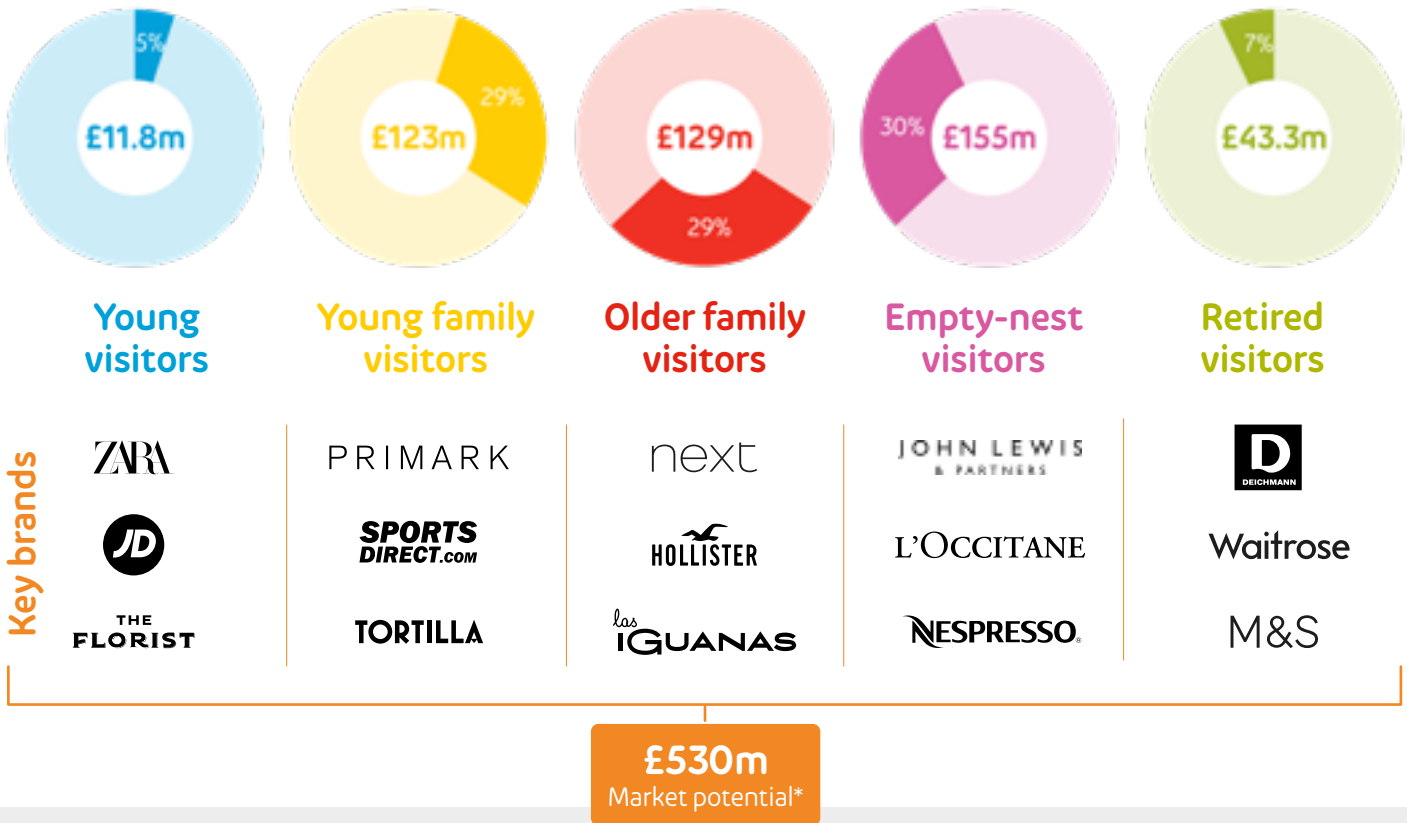
Market share

34%

Catchment size

1.7m

Catchment deep-dive



The future

intu Watford has undergone a huge transformation and has a dwell time (+23%) and retail spend (+7%) well above industry average thanks to the mix of high quality retail, restaurant and leisure brands.

Just 15 minutes train journey from London Euston, intu Watford's excellent transport links

are set to get even better with the possible extension of the Metropolitan tube line to Watford Junction.

Next have signed up to open their brand new Next Beauty concept at intu Watford and Primark have also renewed their lease proving retailer confidence.

COVID-19 recovery rate

Retail stores
now open

91%

Leisure and F&B
now open

65%

*Including spend from groups outside of the consumer segmentation
Sources: Global Data, 'Top 50 UK Shopping Centres', July 2019, CACI, CACI Off-Peak 2019 survey and iShopper Dimensions industry average

Contact us

Charlie Griffiths
intu

Ruvan Sangra
Lunson Mitchenall