



# TALLINN

*Cushman & Wakefield*

*Global Cities Retail Guide*

***Tallinn is the capital of Estonia and its largest city, with a population of 450,000 as of 2018. Tallinn is located in the northwest part of Estonia. Tallinn's Old Town is one of the best preserved medieval cities in Europe and is listed as a UNESCO World Heritage site. Tallinn is the major political and financial centre of Estonia.***

First established in the early medieval era, today's Tallinn is an exciting mix of old and new. Tallinn Old Town is one of the best preserved Hansaetic town centres in the world. Close to the Old Town and sea shore there is a modern city centre with office blocks, hotels and shopping centres.

Tallinn is the first point of entry to Estonia for most visitors. Tallinn Passenger Port is close to the city centre and the airport is just a few minutes away, with good accessibility by tram.

Branded retail in Tallinn is mainly concentrated in a few shopping centres: Viru, Ülemiste, T1 Mall of Tallinn, Rocca al Mare and Kristiine. Some other, relatively small, retail formats exist and cover more specific demand. There is no high street as such in Tallinn, but Viru Centre, a modern shopping centre combined with a bus station in the very centre of Tallinn, has taken a similar position.

Tallinn has a remarkable development pipeline, which is anticipated to enhance the attractiveness of the city centre even more. The retail in the city centre mainly caters to tourist demand, with various retail schemes located in the outskirts catering more to locals. The market is driven by modern shopping centres and supermarkets.



## TALLINN OVERVIEW

# TALLINN

## KEY RETAIL STREETS & AREAS

### VIRU SQUARE

Viru Square (Viru väljak) was a square in the centre of Tallinn until 2002 when the construction of Viru Centre (SC) began. Viru Centre has a focal position in this area and there are other schemes such as the old Postimaja and Foorum which are located on the other side of Narva Road. Viru Centre has been combined with the pre-existing Kaubamaja department store. Viru Centre has a unique position because of its connectivity to the bus station which creates a very large number of visitors.

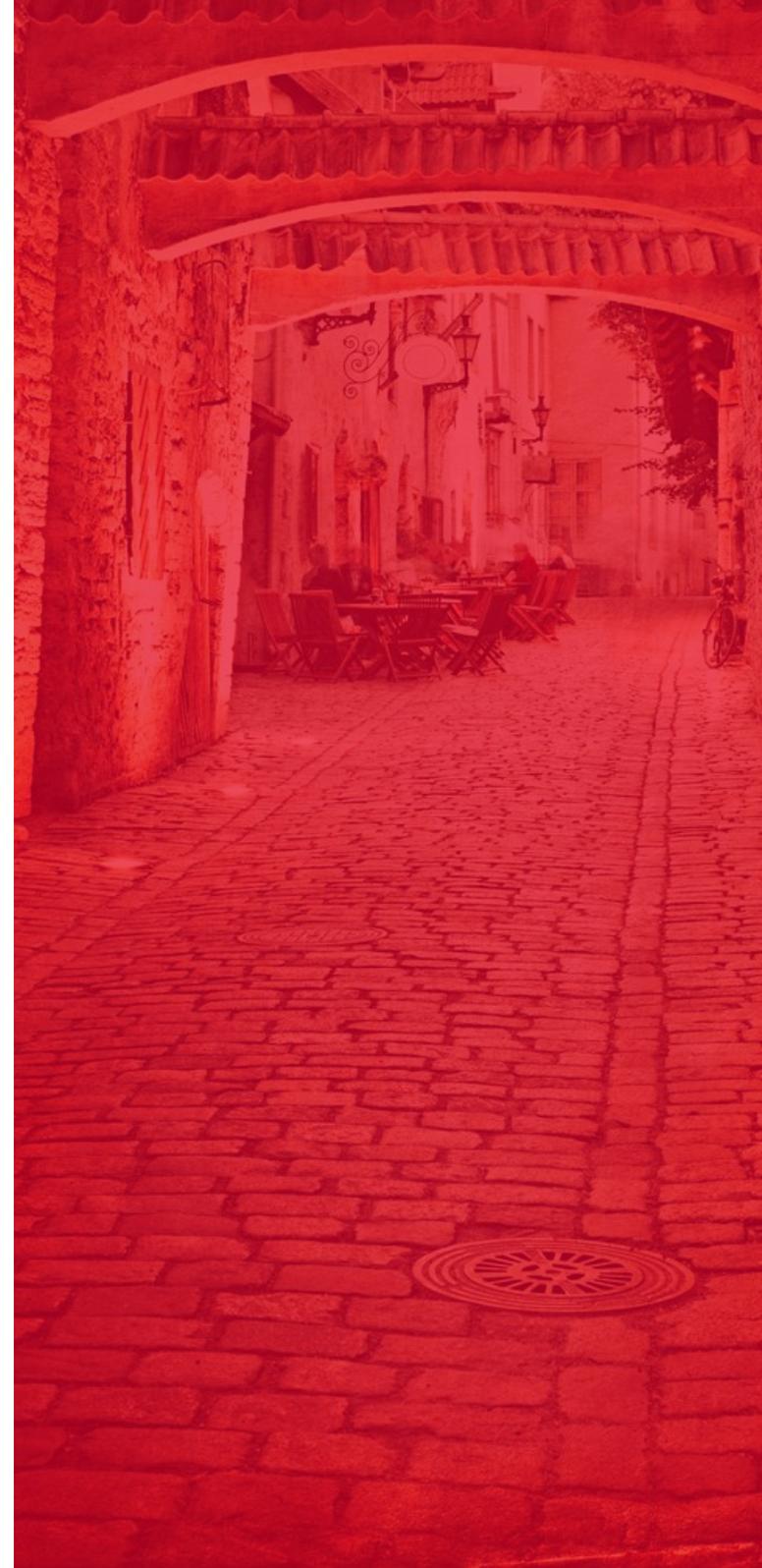
### OLD TOWN (VANALINN)

This area was quite active throughout the Soviet era and is now popular among tourists. The only exemption is related to the night life which attracts local youngsters as well. There is no typical retail in this area any more, but still a few boutiques are located here along with plenty of cafes, restaurants and pubs.

### SHOPPING CENTRES AND HYPERMARKETS

Excluding Viru Centre in the very central area there are three big shopping centres including Rocca al Mare, Ülemiste and Kristiine. All of these attract from large catchments and are well-known not only for shopping but also for leisure.

Shopping centres and/ or hypermarkets exist in all major suburbs and are often located in close proximity to major roads. The shopping centres have tried to reposition themselves through expanding their leisure offer and there are remarkable food corners and leisure areas in almost all shopping centres.



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## MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT
<b>VIRU SQUARE</b>	Premium, luxury. Tourists, limited local shoppers	Kaubamaja, Euronics, Mango, Reserved, Swarovski, Zara, H&M, Aphoteka, Fotoluks, Ivo Nikkolo, Klick, Monton, Sportland
<b>OLD TOWN/ VANALINN</b>	Premium, luxury. Tourists	Emporio Armani, MaxMara, Eagle Vision, Gant, Demini, Lindex
<b>STOCKMANN (department store)</b>	Premium, luxury. Local shoppers	Stockmann
<b>ROCCA AL MARE SC</b>	Mass market. Local shoppers	Prisma, Lindex, NewYorker, H&M, Sony Center, Timberland, Euronics, Debenhamns, Apotheke, A&T Sport, Monton, Mosaic, Sportland, Juustukuningad, Koduekstra, Klick, Matkasport
<b>ÜLEMISTE SC</b>	Mass market. Local shoppers	Rimi, Camel Active, Euronics, H&M, Jysk, Lindex, NewYorker, Apollo, Baltman, Klick, Koduekstra, Matkasport, Monton, Mosaic
<b>KRISTIINE SC</b>	Mass market. Local shoppers	Prisma, Reserved, H&M, Ülikooli Apteek, Euronics, Camel Active, NewYorker, Mosaic, Monton, Aphoteka, Rademar, Klick, Hawaii Express, Sportland, Fotolux
<b>SOLARIS SC</b>	Mass market and high end. Local shoppers	Solaris Toidupood, Juustukuningad, Biomarket, iDeal, Hemtex, Apollo, Fotolux, Pereoptika, NS King, Women Secret
<b>JÄRVE SC</b>	Mass market. Local shoppers	Selver, Koduekstra, Saunamaailm, Aatrium, Klick, Tööriistamarket, Apollo
<b>LASNAMÄE CENTRUM SC</b>	Mass market. Local shoppers	Rimi, Apollo, Euronics, Instrumentarium, Jysk, Klick, Kodeekstra, Monton, Mosaic, Sportland
<b>T1 MALL OF TALLINN</b>	Mass market. Local shoppers	Selver, Apotheke, NS King, Juustukuningad, Intissimi, ABC Optika, Benetton, Chicco, Bugatti, Denim Dream

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## SHOPPING CENTRES

### VIRU CENTRE

Viru Centre is not only a shopping centre, at the centre you can find world famous and local brands, plus several restaurants and cafes. Having the best location in the very centre of Tallinn, with the bus station downstairs, Viru Centre is a hub connecting the city centre with almost all residential neighbourhoods. Due to this, the number of visitors to the Viru Centre is much higher compared to any other shopping centre in Tallinn. Retailers vary from mass market to premium and luxury.

### ROCCA AL MARE

Situated at a road junction in western part of Tallinn, Rocca al Mare shopping centre benefits from its location, professional management driven by the owner Citycon and also its tenant mix. Within the area surrounding the centre there are several entertainment facilities.

### ÜLEMISTE

Ülemiste shopping centre is the biggest shopping centre in Tallinn. It is mainly focused on retail, although there is a relatively large choice of restaurants and cafes. Due to its location, the centre attracts a large proportion of customers from the Eastern part of Tallinn, however due to its size Ülemiste shopping centre is well-known among all inhabitants of Tallinn.

### KRISTIINE

Kristiine shopping centre is situated close to the city centre and has good access by foot and many public transports methods, including the train. Kristiine, also owned by Citycon, has a remarkable number of restaurants and cafes. The market positioning of the shopping centre is mass market; the centres has a good tenant mix of fashion retailers attracting local shoppers.

### SOLARIS

Solaris situated in the city centre is mainly known for its concert hall and cinema which together cover approximately half of the floor area of the centre. In addition the centre has a good F&B offer. Due to this Solaris can be categorised as an entertainment centre.

### T1 MALL OF TALLINN

T1 is situated close to the Ülemiste SC. T1 Mall of Tallinn is the newest shopping centre in the city, where classical commerce and entertainment meet in an innovative way. T1 has the largest restaurant area in Estonia, a discovery centre and a cinema. The centre has a 36 metre high atrium, windows that are ~6 metres high, gigantic glass domes, and a Ferris wheel on the roof of the building - providing a new horizon for Tallinn.

## DEVELOPMENT TO WATCH OUT FOR

### Porti Franco

Total Size (sqm)	150,000
- Retail GLA	36,000
- Leisure/Entertainment GLA	N/A
Planned Opening Date	2021
Consumer Profile	Mass market and leisure. Local shoppers

### ABOUT THE DEVELOPMENT

The name of Porto Franco is inspired by freedom, the sea, and the history of the Old City Harbour. The Porto Franco is best characterised by openness, an excellent location and world-class architecture, which combined will create a diverse urban environment, shifting the centre of Tallinn closer to the sea. Porto Franco — the new heart of the city — will make Tallinn a fully-fledged seaside city.



# TALLINN NEW DEVELOPMENT WATCH

# TALLINN

## FOOD & BEVERAGE

***Estonians love the food of their country but they are also willing to adopt new flavours. It is possible to find influences from Europe, Asia and America.***

There are several local and international chains located in Tallinn. These restaurants and cafes can be found in the city centre and old town, shopping centres and close to the transport hubs.

### ***NOA Chef's Hall***

The best restaurant in the Baltics 2017, NOA Chef's Hall, is a private and elegant restaurant, which seats 45 people. Chef's Hall presents a wonderful fine dining experience at the seaside of Tallinn. They offer five to seven course tasting menus, which have been composed by Tõnis Siigur and Orm Oja using only the best ingredients in their open kitchen.

Source: [www.noaresto.ee](http://www.noaresto.ee)

### **Ö**

Ö originates from Sweden and means an island. The island they speak of, is of course Saaremaa, Estonia's biggest island. On their expeditions for new flavours, they have found the most fascinating and delicious ingredients. They always add a bit of island humour to their dishes.

Source: [restoran-o.ee](http://restoran-o.ee)

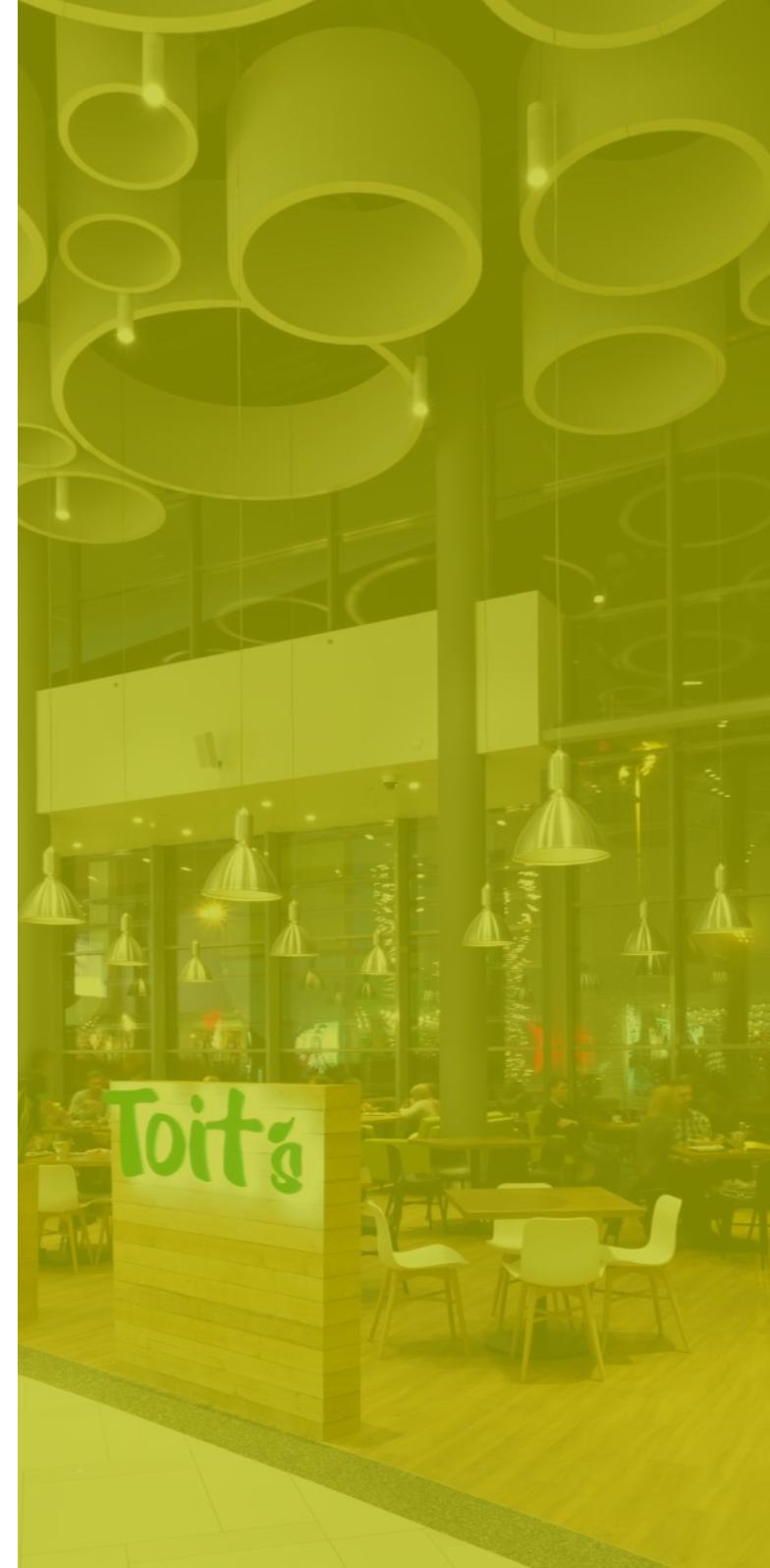
### **JUUR**

In restaurant Juur, clean organic Estonian ingredients, northern bracing flavors and the culinary brilliance get together. Their cuisine has been inspired by Nordic cuisine. Source: [www.restoranjuur.ee](http://www.restoranjuur.ee)

### **RESTAURANT & BAR HORISONT**

Elegant and stylish Restaurant & Bar Horisont is located at the top floor of Swissôtel Tallinn. This is an ideal place for relaxing and enjoying five star cuisine. Visitors can enjoy the enchanting panoramic view of the Old Town of Tallinn and the sea. Restaurant Horisont offers a modern take on food, using seasonal, local and international ingredients. The restaurant also offers private dining in a special purpose room.

Source: [horisontrestoran.ee](http://horisontrestoran.ee)



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## FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	TYPICAL RENT FOR UNIT OF 350 SQM
Viru Centre, Solaris and downtown	Tourists, local consumers	Local restaurants and McDonald's, Hesburger, Vapiano, Subway, etc. Plus other international chains.	Up to 40 € / sqm / month
Old Town	Tourists, local consumers	Local restaurants	Up to 40 € / sqm / month
Ülemiste SC	Local consumers	BabyBack, Chopsticks, Lido, Little India, McDonald's, Ribi, Subway	N/A
Rocca al Mare SC	Local consumers	Chopsticks, Da Vinci, Keb-up, Liiha & Tapas, Little India, Mack Bar-b-que, St. Patrick's	N/A
Kristiine SC	Local consumers	Chopsticks, Da Vinci, Brezza, Prima	N/A

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