

ANKARA

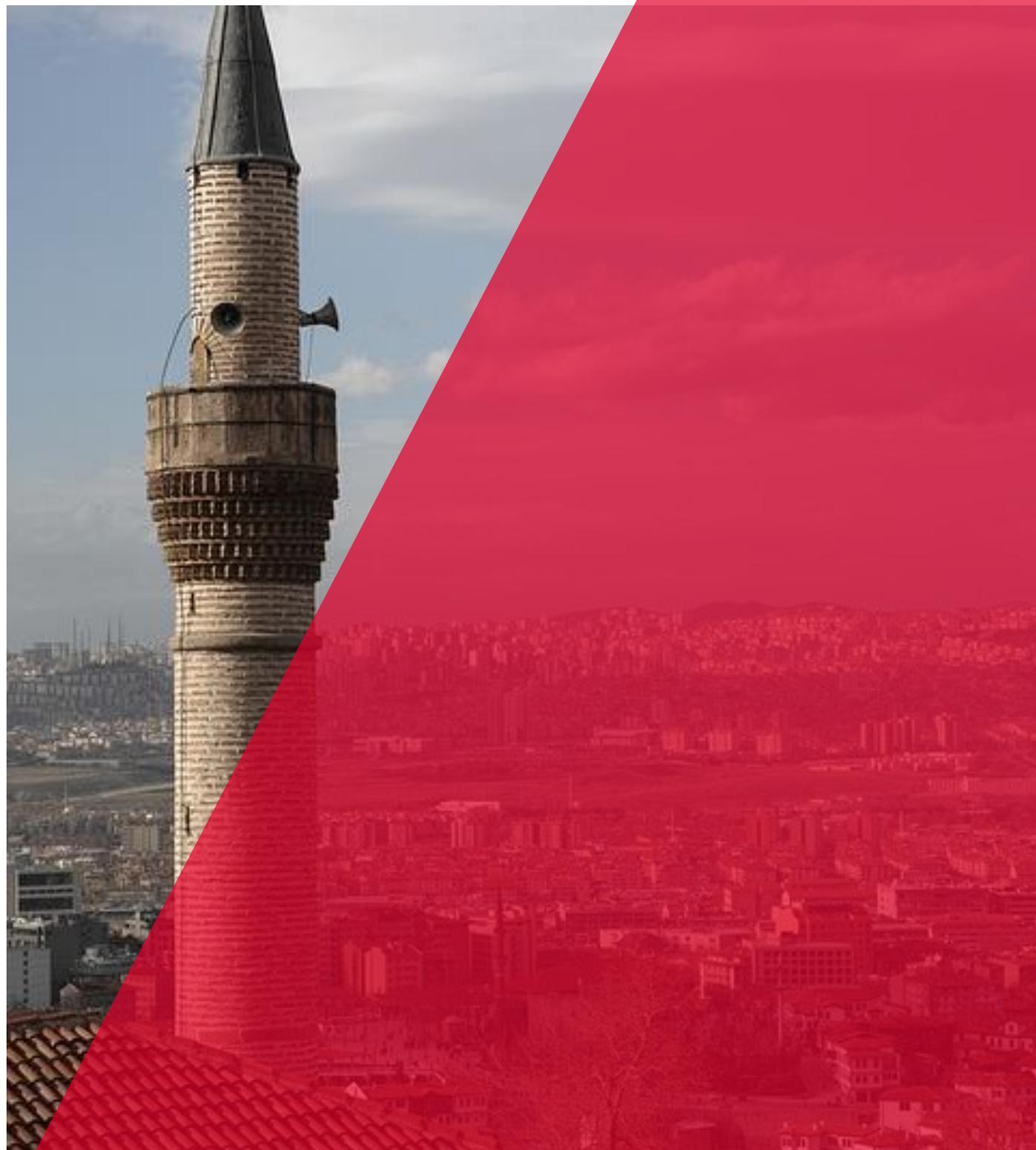
Cushman & Wakefield
Global Cities Retail Guide

Ankara is the capital of Turkey and the second largest city in terms of both population and economy. It is located in the centre of Turkey in the region known as Anatolia.

As the capital city, it is home to the Turkish Government, Military Headquarters and foreign embassies. In addition to its importance in government, it is also a commercial, industrial and educational hub and hence has highly developed infrastructure. Due to its geographical location it is at the centre of Turkey's highway and railway networks and serves as the marketing centre for the surrounding agricultural area. Moreover, the foreign embassies also add an international dimension to the city.

Ankara has 43 shopping centres, with 8 more scheduled to open by the end of 2021. It also has the high streets of Kizilay Boulevard, Tunali Hilmi, Arjantin and Filistin which host a number of international and domestic retailers as well as a wide range of restaurants, cafes and bars.

The city has become more urbanized in recent years as the working population increasingly choose to live on the edge of the city in new developments that include green space, leisure and retail in their master plans. The city has expanded westward, along the Eskisehir Highway.



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KEY RETAIL STREETS & AREAS

KIZILAY BOULEVARD

Kizilay Boulevard hosts many local retailers, as well as cafés and fast food restaurants. Kizilay Shopping Centre is located on Kizilay Square at the heart of the city.

TUNALI HILMI STREET

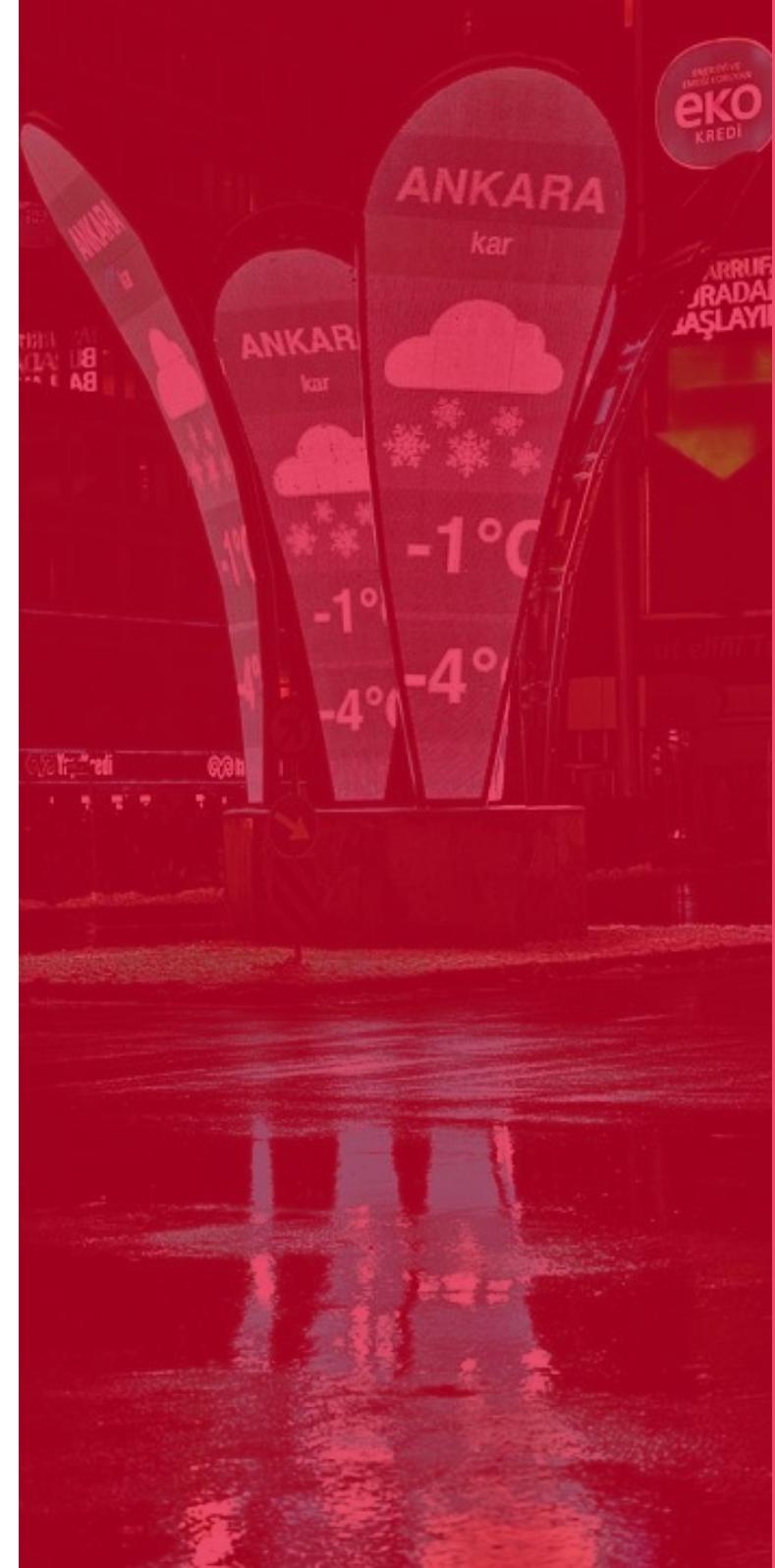
The oldest established shopping area in Ankara is in Tunali Hilmi. It is a vibrant and busy street, hosting both international and local retailers as well as many restaurants, cafés and the famous Swan Park. Much of the area is open 24 hours a day, 7 days a week.

ARJANTIN & FILISTIN STREETS

Arjantin and Filistin Streets, both being extensions of Tunali Hilmi Street, are home to many cafés and restaurants.

SHOPPING CENTRES

Shopping centres are a very important part of the Ankara retail market as the city continues to grow outwards to handle its increasing population. The rapid expansion of shopping centres has caused some uncertainty in high street rental prices as more and more people move to suburban Ankara. There are some franchise international and luxury brands in Ankara, although not as much as in Istanbul.



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MARKET OVERVIEW

KEY AREAS / STREETS/SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 200 SQM (\$/SQM/MONTH)	RANGE OF UNIT SIZES SQM
Tunali Hilmi Street	Local shoppers, business workers, tourists	Marks & Spencer, Mango, Benetton, LC Waikiki, Sephora, Gratis, The Body Shop, Ipekyol, Twist, Koton, MAC, Nine West, Starbucks, Calzedonia, Yves Rocher	N/A	\$70-80	50-1,000
Kizilay Boulevard	Local shoppers, business workers	LC Waikiki, Colins, DeFacto, Mavi Jeans, Starbucks, Burger King, Derimod, Collezione, Kigili, Koton, Polo Garage	N/A	\$80-100	50-2,000
Arjantin Street	Local shoppers, business workers, tourists	Montblanc, Vakko Wedding, Beymen Club	N/A	\$25-35	50-2,000
Kent Park	Local shoppers, tourists	CK Jeans, GAP, Armani, Lacoste, Tommy Hilfiger, Decathlon, Under Armour, EA7	Miniso, Zuhall Music	\$50-60	50-15,500
Cepa	Local shoppers, tourists	H&M, CK Jeans, Levi's, Mango, Lacoste, Vakko, Boyner, Beymen, Guess, Nautica, Gant, Sephora, Skechers	Happy Moon's, Kitikate	\$60-65	50-14,675
Panora	Local shoppers, tourists	Marks & Spencer, Burberry, Zara, DKNY Jeans, Emporio Armani, Guess, Hugo Boss, Pull & Bear, MAC	Pandora, Armoni, Miele, LG	\$45-60	50-10,000
AnkaMall	Local shoppers, tourists	Cacharel, Bershka, Benetton, Mango, Massimo Dutti, Zara, Levi's, Lacoste, Tommy Hilfiger, MAC, Pandora, Kiehl's	Lego Store	\$60-70	50-14,400
Next Level	Local shoppers	Harvey Nichols, US Polo, GAP, Network, Under Armour	N/A	\$60-70	50-8,000

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SHOPPING CENTRES

KENT PARK

Located next to Cepa Mall, both of these shopping centres complement each other well . With 80,000 sqm GLA and around 200 stores, KentPark is a main attraction for shoppers.

CEPA SHOPPING CENTRE

Cepa is one of the most successful shopping centres in Ankara. It was opened in 2007 with around 200 stores and is a great attraction for the population of Ankara with its varied tenant mix and entertainment.

PANORA

Panora is one of Ankara's premium shopping centres, housing luxury retailers, as well as other international and local brands. The quality of the retailers at Panora attracts customers from high socio-economic groups.

ANKAPARK

Ankapark is a large-scale of theme park concept retail area and opened its leisure & entertainment in the first quarter of 2019.

ANKA MALL

With 120,000 sqm GLA, Anka Mall is the largest and most visited shopping centre in Ankara. It has both international and local retailers with some key anchors which attract many customers.

NEXT LEVEL

Next Level is located between Eskisehir and Konya Roads and opened at the end of 2013. Anchored by the only Harvey Nichols in Ankara, and it has brands ranging from luxury to international and local.

ATAKULE

Atakule returned the shopping centre market in 2018 in a way that reflects the international dynamism of Ankara by adding modern architecture, design and technology that blends tradition with the future. The architecture of Atakule was honored with the Sign of the City: Best Local Based Shopping Mall award, which considered the needs of the people of Ankara and its visitors, by offering activities varying from social life to art, shopping to culinary delights, and is a tribute to nature.

Atakule offers the finest culinary arts along with the magnificent Botanik Park scenery. Our guests can enjoy a day in nature at Atakule from the observation deck and roof terrace overlooking Botanik Park, with a 360° view of Ankara in the tower restaurant.

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FOOD & BEVERAGE

Ankara, due to its diverse population mix, both in terms of age, socio-economic class and ethnicity, has restaurants that cater for all tastes.

Student populations prefer local and international coffee and fast food outlets, as well as the traditional Turkish “buffets”. Starbucks, McDonalds, Pizza Hut and Burger King are just a few of the choices available.

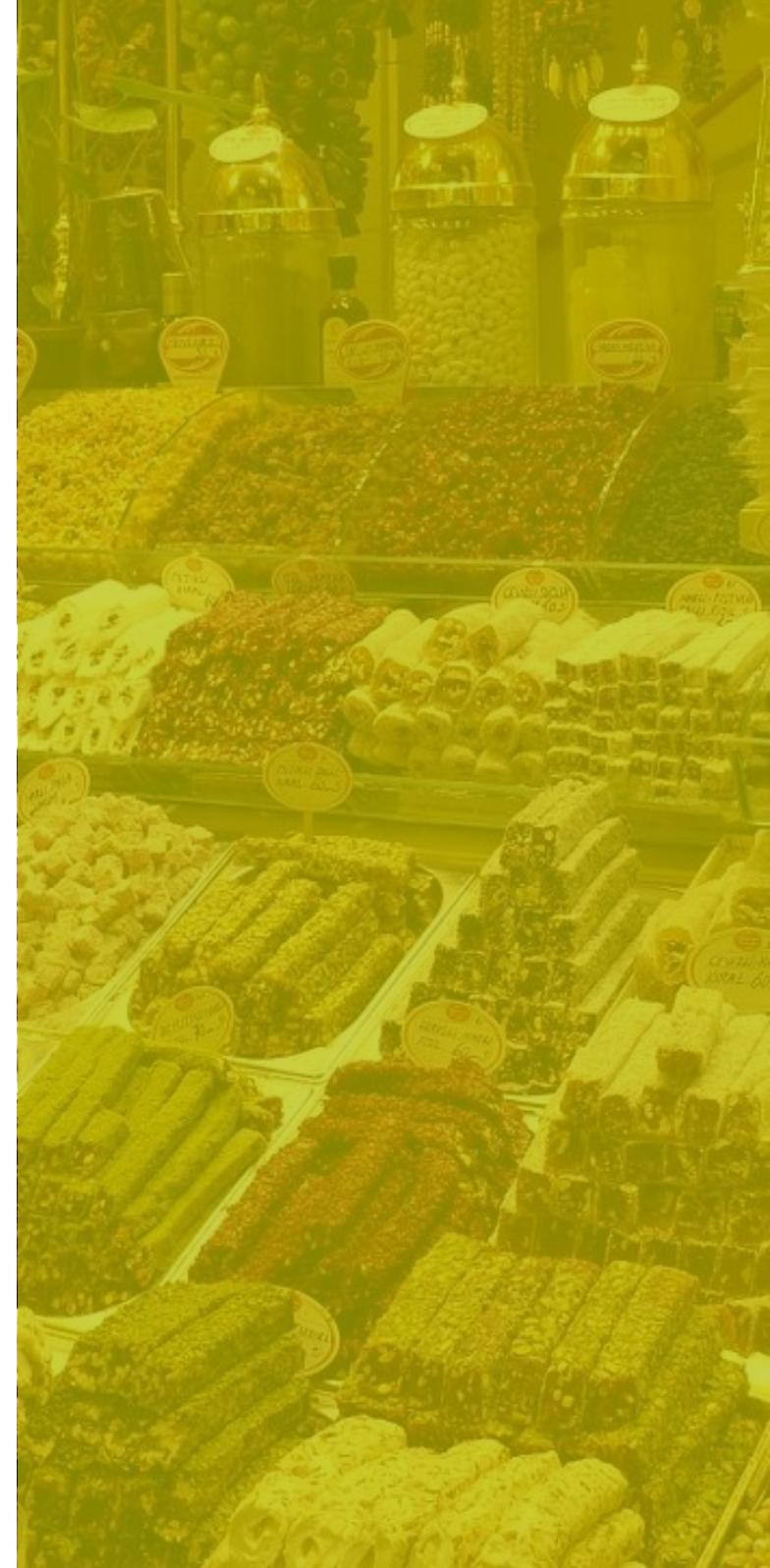
Foreign embassy personnel, as well as the increasingly-mobile government workers, enjoy more trendy restaurants such as Cafemiz, Kuki House and Mickey’s. Big Chefs, a local partnership, is also very popular, offering healthy salad alternatives as well as international favourites mixed with local delights. Chinese food is also rising in popularity – Quick China, another locally owned company, is rapidly expanding in Ankara with four restaurants.

Many ‘power-lunch’ spots are appearing in Ankara; in particular Kosebasi (southern Anatolian cuisine) and Uludag (now with garden seating for 350) are firm favourites for meat eaters. Trilye, Lagos, Zeytuni and Fish House are popular fish restaurants.

Tepe Prime, located on Eskisehir Road, has become one of the most popular F&B streets, with restaurants including Quick China, NumNum, Mickey’s, Irish Town and Hayal Kahvesi.

Cayyolu Park Street has emerged in the past few years as a favourite F&B location for many customers. It is home to meat and fish restaurants, as well as cafés and bars.

Many restaurants have musical performances on the weekends to entertain the large and youthful population. The November Pub (Tunali Hilmi) and the Texas Style Amarillo Grill (Gaziosmanpasa) are two very popular spots at night.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT (\$/SQM/ MONTH)
Tunali Hilmi	Local shoppers, business density, tourists	Starbucks, The November Pub, C'viz, Burger King, Ozsut, Café Rosso	\$40-50
Arjantin	Local shoppers, business density, tourists	Cafemiz, Mickey's, Kuki House, Gunaydin, Starbucks, Flat	\$25-30
Filistin	Local shoppers, business density, tourists	Trilye, Uludag, Palet, Gaga Manjero	\$25-30
Cukurambar	Local shoppers, business density, tourists	Washington, Big Chefs, Mado, S'lo	\$20-30

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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
RETAIL & LEISURE



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