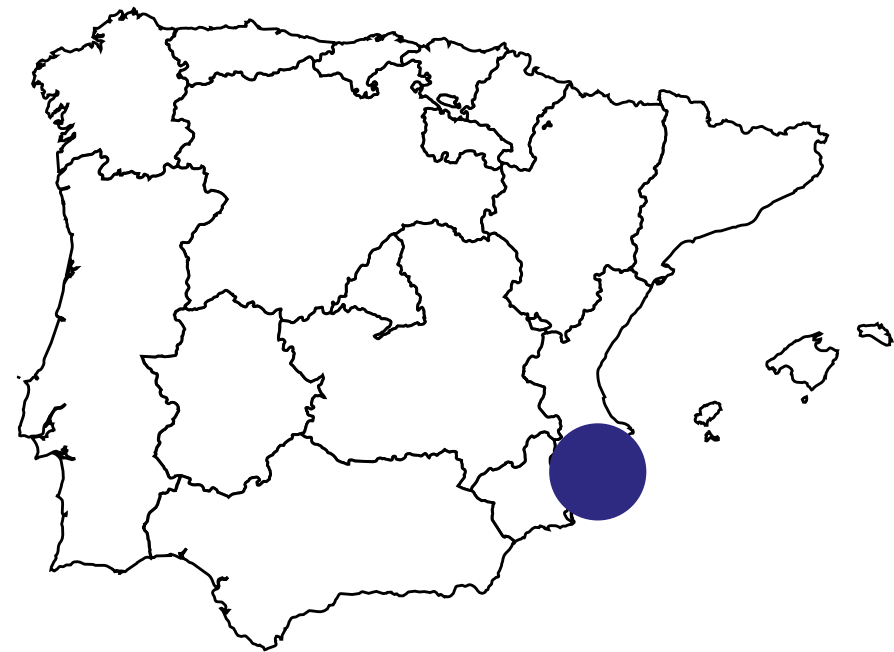


NHOOD – ZENIA BOULEVARD



Location: Spain

Initiative: During the refurbishment, more than 200 events ensured the centre remained a vibrant family leisure hub

Key Success Factors: over 16 months, sales grew (+6%) to €329M, and footfall increased (+3%) to 19.5M

