

# KESKUSKATU 3 A

1151.3 sq. m retail premises in Helsinki



# Helsinki, Finland

Vivid capital city Helsinki locates in a country that is the stablest in the world

## Finland

Population: 5 522 278

Capital: Helsinki

GDP: \$240B

GDP per capita: \$43 482

## Helsinki

Population in  
metropolitan area:

1 141 241

Nights spent by tourists in a year:

3 726 025



# Luxury and premium brands

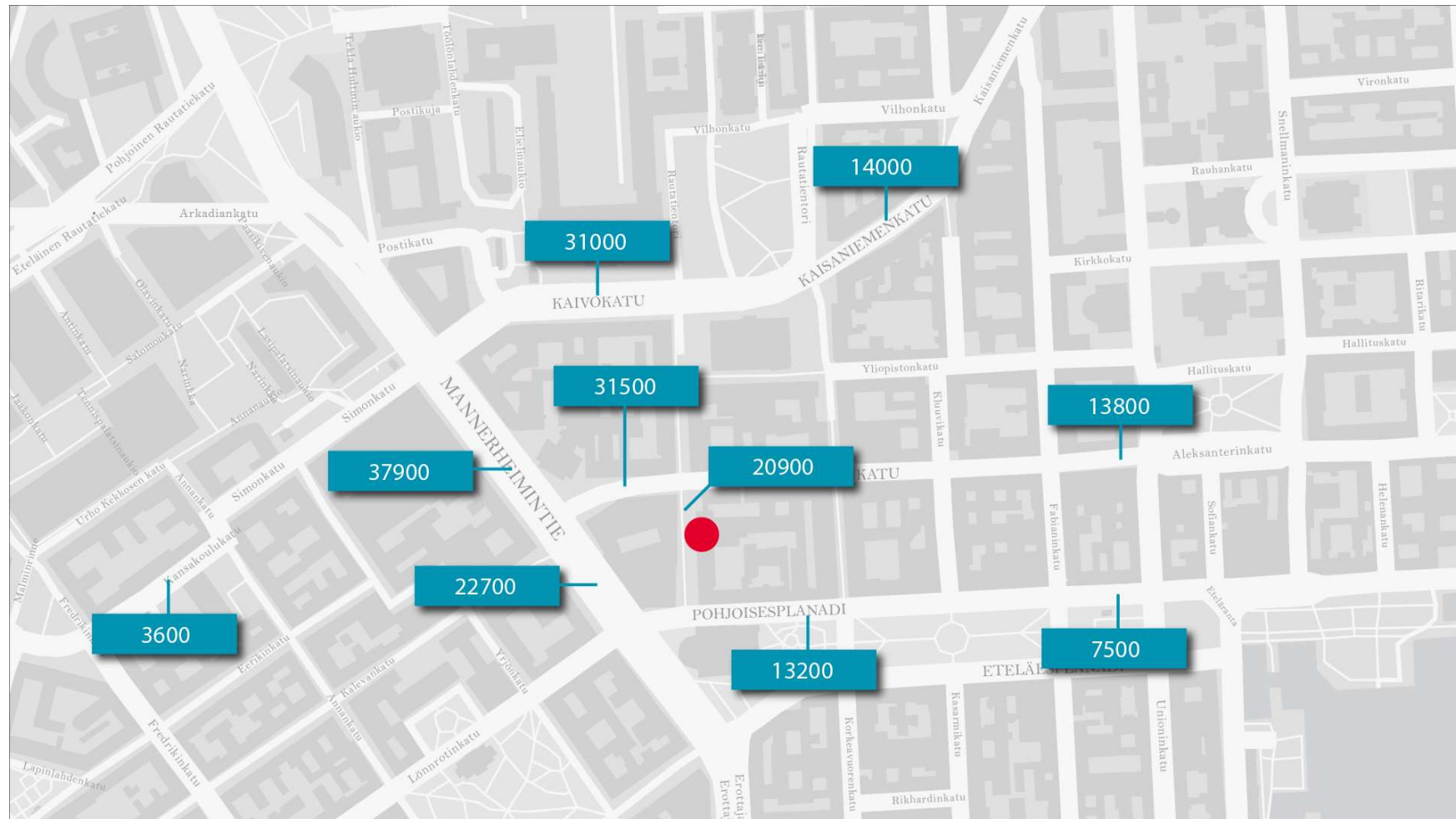
Keskuskatu 3 is right in the middle of the best shopping district in Helsinki





# The busiest area in Helsinki

## Daily pedestrian traffic counts



The source for pedestrian traffic is the data from City of Helsinki. City of Helsinki maintains constant pedestrian traffic measure points in the city centre. The latest detailed data that is also on the map is from the year 2015 and is aligned with the year 2016 general data. Another interesting fact is that the corner of Aleksanterinkatu and Mikonkatu was passed by 3,77 million pedestrians in the year 2016.

# General information about Keskuskatu street

## A street of style and heritage



- Keskuskatu is one of the busiest pedestrian streets in the center of Helsinki
- Retail premises are located next to the Stockmann, which is the best known department store in Finland
  - Stockmann's retail square is 50.000sq. m
  - Stockmann was established in 1862, which makes it the first department store in Finland
- The premises are next to the Esplanadi park that attracts a lot of pedestrians especially tourists which makes it a valuable location
- A premium area with a long heritage





# Tourism in Helsinki Metropolitan area

## Tourism is growing in Finland

Nights spent and arrivals by country of residence 2017 (cumulative)

MR HELSINKI METROPOLITAN AREA								
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	Nights spent	Change of nights spend, abs.	Change of nights spend, %	Arrivals	Change of arrivals, abs.	Change of arrivals, %	Duration of stay, days	Country's share of foreign nights, %
<b>Total</b>	5 346 674	505 437	10,4	3 342 232	268 960	8,8	1,6	-
<b>Domestic</b>	2 612 478	185 723	7,7	1 815 923	116 373	6,8	1,4	-
<b>Foreign</b>	2 734 196	319 714	13,2	1 526 309	152 587	11,1	1,8	100,0
<b>Foreign excluding Russia</b>	2 505 774	265 008	11,8	1 392 270	118 720	9,3	1,8	91,6
<b>Europe</b>	1 607 771	190 161	13,4	897 489	103 601	13,0	1,8	58,8
<b>EU-28</b>	1 219 101	116 796	10,6	677 882	59 453	9,6	1,8	44,6
<b>Scandinavia</b>	349 862	42 587	13,9	219 572	24 504	12,6	1,6	12,8
<b>Asia</b>	615 301	109 818	21,7	366 222	55 079	17,7	1,7	22,5
<b>Oceania</b>	48 101	12 017	33,3	23 350	5 436	30,3	2,1	1,8
<b>Africa</b>	15 586	2 182	16,3	7 678	1 607	26,5	2,0	0,6
<b>America</b>	263 668	29 995	12,8	127 157	18 528	17,1	2,1	9,6
<b>Russian Federation</b>	228 422	54 706	31,5	134 039	33 867	33,8	1,7	8,4
<b>Sweden</b>	201 294	23 925	13,5	135 191	15 453	12,9	1,5	7,4
<b>Germany</b>	206 253	12 397	6,4	109 056	7 610	7,5	1,9	7,5
<b>United Kingdom</b>	199 574	30 789	18,2	107 987	13 448	14,2	1,8	7,3
<b>France</b>	71 438	5 101	7,7	39 011	3 833	10,9	1,8	2,6
<b>China and Hong Kong</b>	218 338	43 030	24,5	157 581	29 496	23,0	1,4	8,0
<b>Japan</b>	169 402	23 680	16,3	91 656	9 588	11,7	1,8	6,2
<b>United States</b>	190 445	25 128	15,2	92 074	12 741	16,1	2,1	7,0
<b>Estonia</b>	59 135	-1 933	-3,2	34 957	1 031	3,0	1,7	2,2
<b>Norway</b>	73 989	8 232	12,5	42 152	4 644	12,4	1,8	2,7
<b>Netherlands</b>	63 230	4 601	7,8	35 888	1 939	5,7	1,8	2,3
<b>Switzerland</b>	57 762	4 196	7,8	30 429	2 964	10,8	1,9	2,1
<b>Italy</b>	65 288	3 708	6,0	35 982	3 319	10,2	1,8	2,4
<b>Spain</b>	68 556	10 507	18,1	37 189	5 441	17,1	1,8	2,5

Units:  
Source: Statistics Finland / Accommodation statistics

- City of Helsinki offers very nice statistics about tourism. Check the table on attached picture for more detailed numbers. It shows the cumulative data for the current year.
- The Russians are the largest foreign tourists group. In the future tourists groups from Asia, especially Japan and China, are expected to grow.

# Facade

## Rautatalo office building





# Inside the premises

## Retail premises with endless possibilities

- Modern two storey retail premises
- Locates in the middle of the street, great visibility with large shop windows towards Keskuskatu street and Stockmann department store
- Exclusive interior to match the status of the location



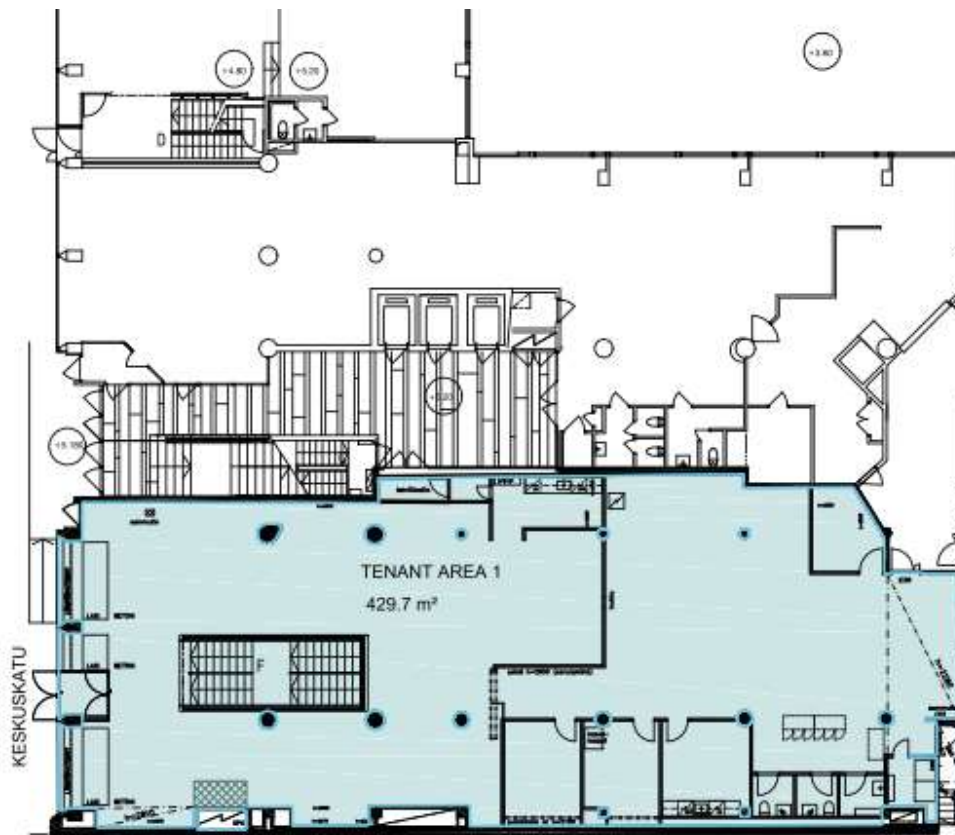


# Floorplans

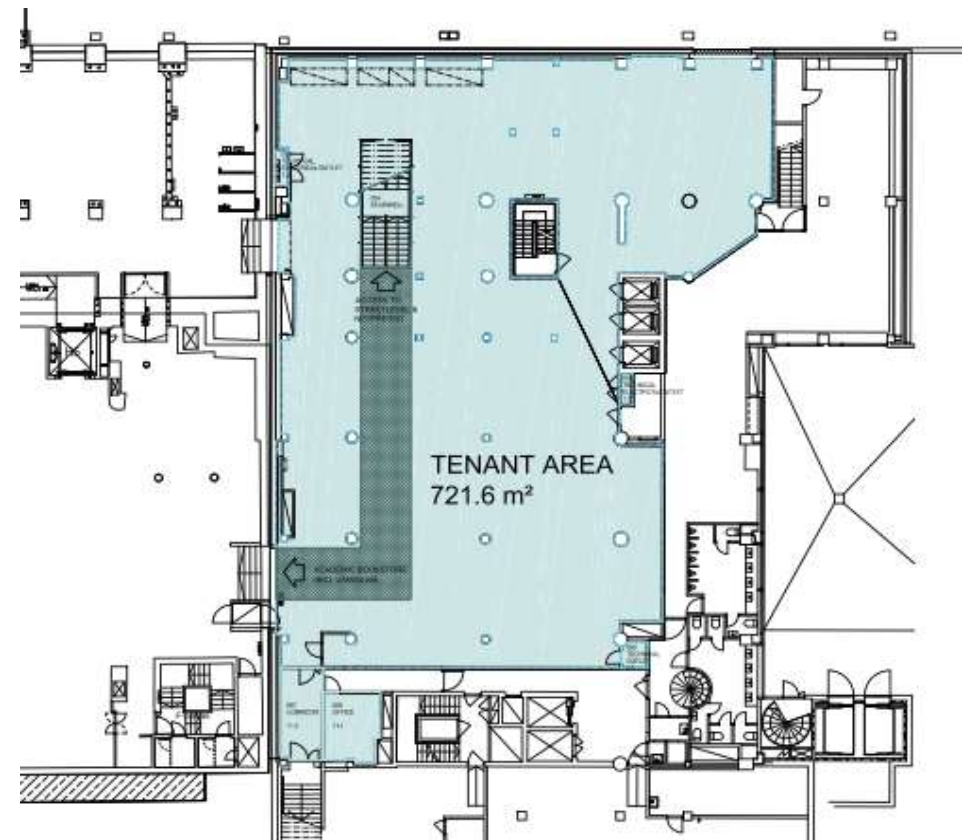
Over thousand square meters in two levels

- Total area 1151.3 sq. m in two levels

## FIRST FLOOR



## OUTLET





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