



Environment report

Leisure - Hobby, toy & game

Location: New locations Aalst

Address: Nieuwstraat 67 9300 Aalst

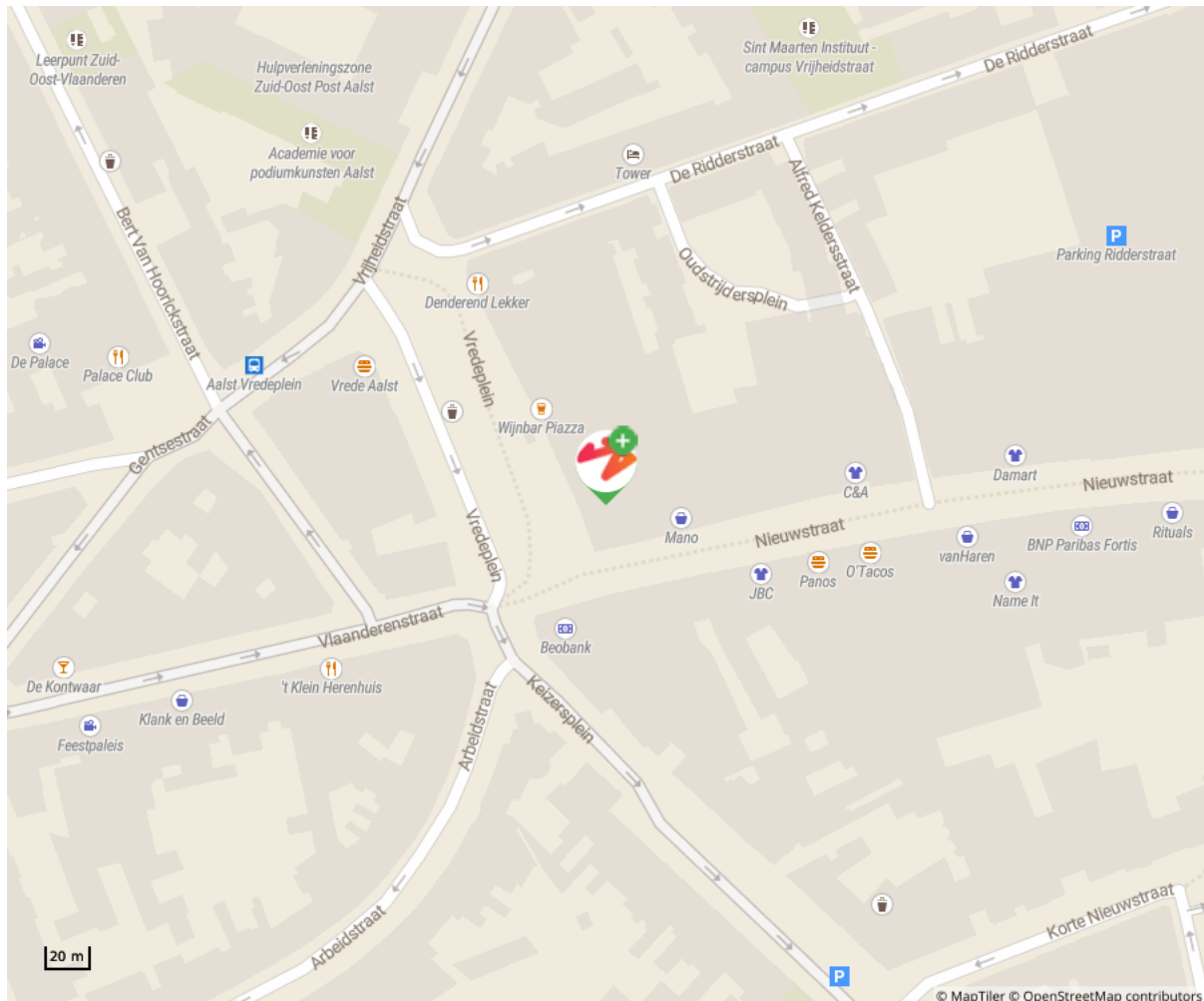
Segment: Leisure - Hobby, toy & game

Contents

1. Description of the simulation	3
2. Location quality.....	4
2.1 Footfall (outdoor)	4
2.2 Car passage.....	4
2.3 Synergies with local activity within 500m.....	5
3. Market space in the environment for Leisure - Hobby, toy & game	9
3.1. Market size in the environment for Leisure - Hobby, toy & game	9
3.2 Competition for Leisure - Hobby, toy & game in the environment.....	11
3.3. Market space for Leisure - Hobby, toy & game in the environment.....	12
4. Shopping area attraction	13
4.1 Visit profile	13
4.2 Visits and visit motive	Fout! Bladwijzer niet gedefinieerd.
4.3 Catchment area.....	16
4.4 Visit time	17
About RetailSonar.....	18

1. Description of the simulation

In this report, you will find an environment analysis for the location at Nieuwstraat 67, Aalst. This location is located in the shopping area Aalst City center and depicted below.



Locations of New locations Aalst

Based on the environment data we see that this location gets following scores:

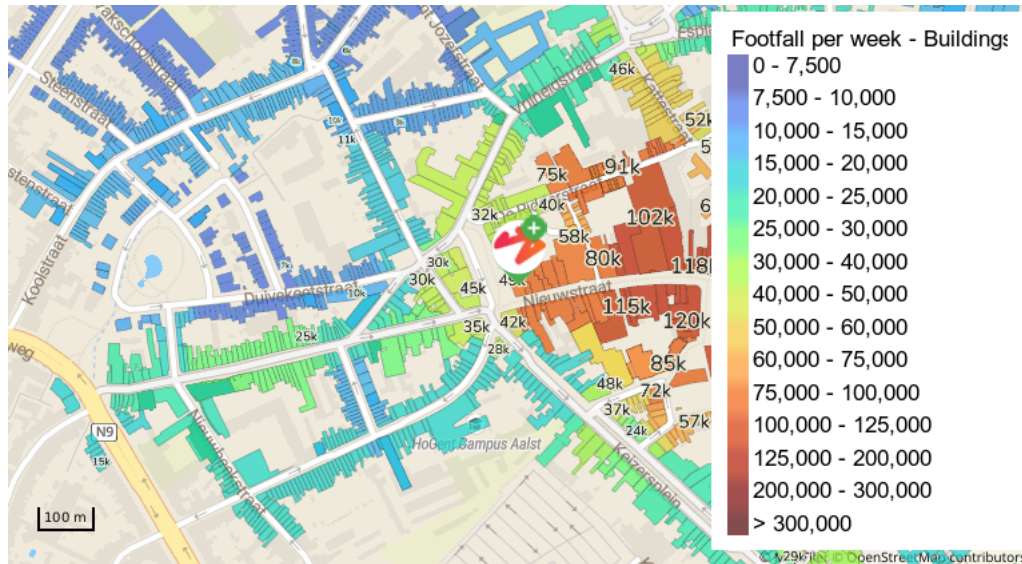
- **Footfall (outdoor):** ★★★★★☆ 98 %
- **Car passage:** ★★☆☆☆☆ 41 %
- **Local activity within 500m:** ★★★★★☆ 94 %
- **Shopping area attraction:** ★★★★★☆

In this report you can find more detailed statistics on the environment as well as an overview in the current retail mix and local needs of the environment.

2. Location quality

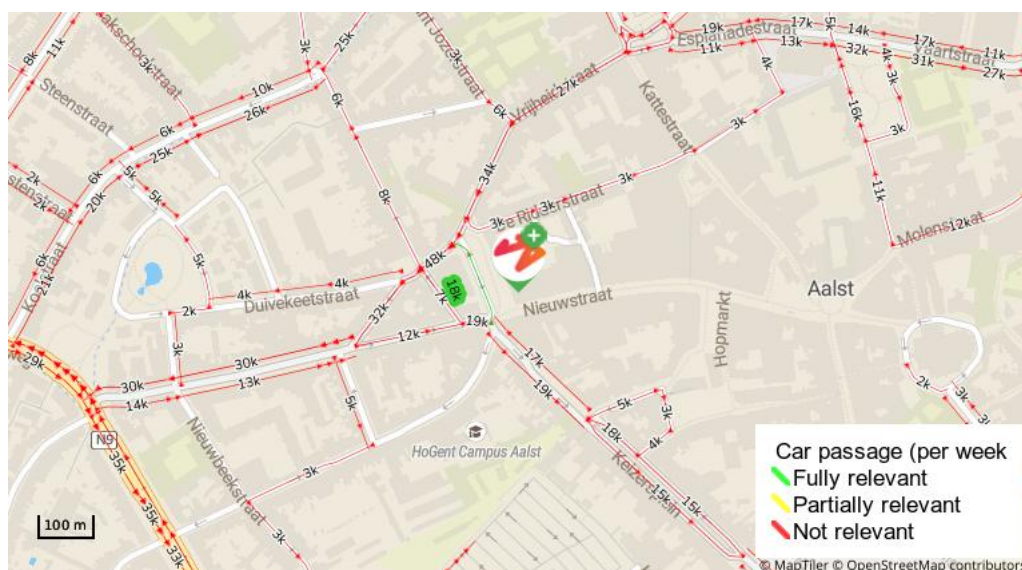
2.1 Footfall (outdoor)

The location can capture **74.297 (outdoor) pedestrians per week** as shown below. This makes this location **★★★★★**-star location to attract shoppers from footfall. The map below shows the local footfall situation.



2.2 Car passage

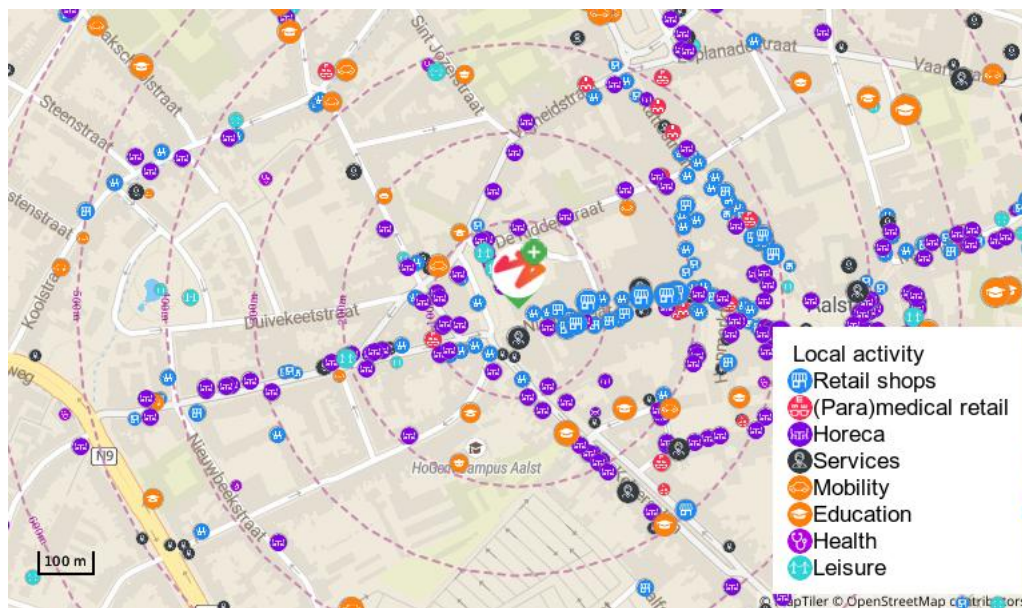
Car passage includes the average number of vehicles passing by the location per week. The location can capture **17.987 cars per week**. This makes this location a **★★★★★**-star location to attract shoppers from car passage. The map below shows the local car passage situation. In green you can find the most important road segments that have access to the location.



2.3 Synergies with local activity within 500m

Within a radius of 500m there are 8.659.566 destination visits per week. This makes this location a ★★★★★-star location in terms of local activity.

Below we give an overview of the most important local activity in the environment. The extent to which this local activity brings synergies and cross visits depends on the number of visitors, the visitor profile and the visitor motives



Type: Retail shops	Address	Destination visits per year	Distance
Veritas Aalst	Nieuwstraat 53-55	25.000	44 m
JBC Aalst	Nieuwstraat 42-52	50.000	58 m
Panos Aalst	Nieuwstraat 40	27.000	61 m
Standaard Boekhandel Aalst	Nieuwstraat 38	50.000	67 m
C&A Aalst	Nieuwstraat 45/49	75.000	79 m
Di Aalst	Nieuwstraat 22	25.000	119 m
AS Adventure Aalst	Nieuwstraat 29-33	75.000	140 m
Kruidvat Aalst	Nieuwstraat 29	25.000	165 m
H&M Aalst	Nieuwstraat 27-29	75.000	168 m
Zara Mode Aalst	Nieuwstraat 27	75.000	179 m

Type: Horeca	Address	Destination visits per year	Distance
Belchicken Aalst	Nieuwstraat 46	20.000	40 m
Pubs POIs Aalst	Vredeplein 9	20.000	46 m
Pubs POIs Aalst	Vredeplein 9	20.000	46 m
Fastfood Restaurants POIs Aalst	Vrijheidstraat 72	20.000	79 m
Restaurants POIs Aalst	Gentsestraat 4	20.000	85 m
Restaurants POIs Aalst	Vlaanderenstraat 8	20.000	90 m

Type: Horeca	Address	Destination visits per year	Distance
Fastfood Restaurants POIs Aalst	Gentsestraat 3;5	20.000	94 m
Fastfood Restaurants POIs Aalst	Keizersplein 15	20.000	117 m
Restaurants POIs Aalst	Keizersplein 18	20.000	118 m
McDonald's Aalst	Grote Markt 19	50.000	297 m

Type: Mobility	Address	Destination visits per year	Distance
Hubs Tram/Bus/Metro POIs Aalst	Vrijheidstraat 73;75;75A	54.680	104 m
Parking POIs Aalst	De Ridderstraat	10.000	169 m
Parking POIs Aalst	Hopmarkt 50	39.625	204 m
Independent Bike Dealers Aalst	Gentsestraat 38	2.000	216 m
Hubs Tram/Bus/Metro POIs Aalst	Bert Van Hoorickstraat 45;45A	36.550	315 m
Hubs Tram/Bus/Metro POIs Aalst	Dirk Martensstraat	55.897	333 m
Hubs Tram/Bus/Metro POIs Aalst	Esplanadeplein	78.024	347 m
Hubs Tram/Bus/Metro POIs Aalst	Esplanadeplein	22.822	351 m
Parking POIs Aalst	Esplanadeplein 7-8;8A	7.500	373 m
Parking POIs Aalst	Beekveldstraat 70	81.250	388 m

Type: Education	Address	Destination visits per year	Distance
Primary Education POIs Aalst	Vrijheidstraat 65	15.598	109 m
Secondary Education POIs Aalst	Arbeidstraat 14	34.374	128 m
Adult Education POIs Aalst	Keizersplein 19	75.411	150 m
Secondary Education POIs Aalst	Keizersplein 19	60.588	150 m
Adult Education POIs Aalst	Korte Nieuwstraat 15	63.783	164 m
Higher Education POIs Aalst	Arbeidstraat	24.758	186 m
Adult Education POIs Aalst	Hopmarkt 13-14	40.698	268 m
Preschool Education POIs Aalst	Sint Jozefstraat	28.155	271 m
Adult Education POIs Aalst	Keizersplein 41;39A	57.969	292 m
Secondary Education POIs Aalst	Esplanadeplein 6	102.948	360 m

Type: Health	Address	Destination visits per year	Distance
Familiehulp en Familiezorg Aalst	Hopmarkt 10	1.000	290 m
Wit-Gele Kruis Aalst	Hopmarkt 10	1.000	290 m
Physiotherapist POIs Aalst	Keizersplein 41;39A	1.865	292 m
Physiotherapist POIs Aalst	Sint Jozefstraat 20	6.438	294 m
Physiotherapist POIs Aalst	Sint Jozefstraat 20	6.438	294 m
Nursing Home POIs Aalst	Weggevoerdenstraat 29	6.438	321 m
Nursing Home POIs Aalst	Nieuwbeekstraat 30	889	376 m
Physiotherapist POIs Aalst	Nieuwbeekstraat 28;30	889	376 m

Type: Health	Address	Destination visits per year	Distance
Physiotherapist POIs Aalst	Nieuwbeekstraat 28;30	889	376 m
Physiotherapist POIs Aalst	Dirk Martensstraat 53	4.745	399 m

Type: (Para)medical retail	Address	Destination visits per year	Distance
Multipharma Aalst	Vlaanderenstraat 3 a	15.000	103 m
Independent Optician Aalst	Nieuwstraat 24	10.000	117 m
Pearle Aalst	Nieuwstraat 12	10.000	180 m
Eyes + More Aalst	Nieuwstraat 10	10.000	186 m
Independent Optician Aalst	De Ridderstraat 5	10.000	221 m
Independent Pharmacist Aalst	Boterstraat 6	15.000	237 m
Independent Pharmacist Aalst	Nieuwstraat 9	15.000	238 m
Independent Optician Aalst	Vrijheidstraat 13	10.000	265 m
Independent Pharmacist Aalst	Kattestraat 21 a	15.000	280 m
Independent Pharmacist Aalst	Esplanadeplein 20	15.000	308 m

Type: Leisure	Address	Destination visits per year	Distance
Discotheques POIs Aalst	Vredeplein 11	35.000	53 m
Discotheques POIs Aalst	Vredeplein 15	35.000	74 m
Cinema POIs Aalst	Bert Van Hoorickstraat 4	1.000	143 m
Cinema POIs Aalst	Vlaanderenstraat 24	1.000	150 m
Discotheques POIs Aalst	Gentsestraat 47	35.000	202 m
Independent Fitness Aalst	Sint Jozefstraat 20	25.000	284 m
Youth Association POIs Aalst	Esplanadestraat 4	8.000	356 m
Playground Aalst	Koningin Astrid Park	10.000	371 m
Socio-Cultural Association POIs Aalst	Koolstraat 84;86	8.000	384 m
Basic-Fit Aalst	Kapiteintjesstraat 9	25.000	398 m

Type: Services	Address	Destination visits per year	Distance
ATM POIs Aalst	Nieuwstraat 66	50.000	32 m
Hair & Beauty Aalst	Vrijheidstraat 73;75;75A	10.000	111 m
Hair & Beauty Aalst	Bert Van Hoorickstraat 9	10.000	122 m
ATM POIs Aalst	Nieuwstraat 20	50.000	140 m
Hairdis Aalst	Passage Pieter Van Aelst 1 & 2	10.000	195 m
Independent Hair & Beauty Aalst	Gentsestraat 57	10.000	229 m
Independent Hair & Beauty Aalst	Gentsestraat 113	10.000	229 m
ATM POIs Aalst	Keizersplein 39	50.000	240 m
ATM POIs Aalst	Hopmarkt 32	50.000	240 m

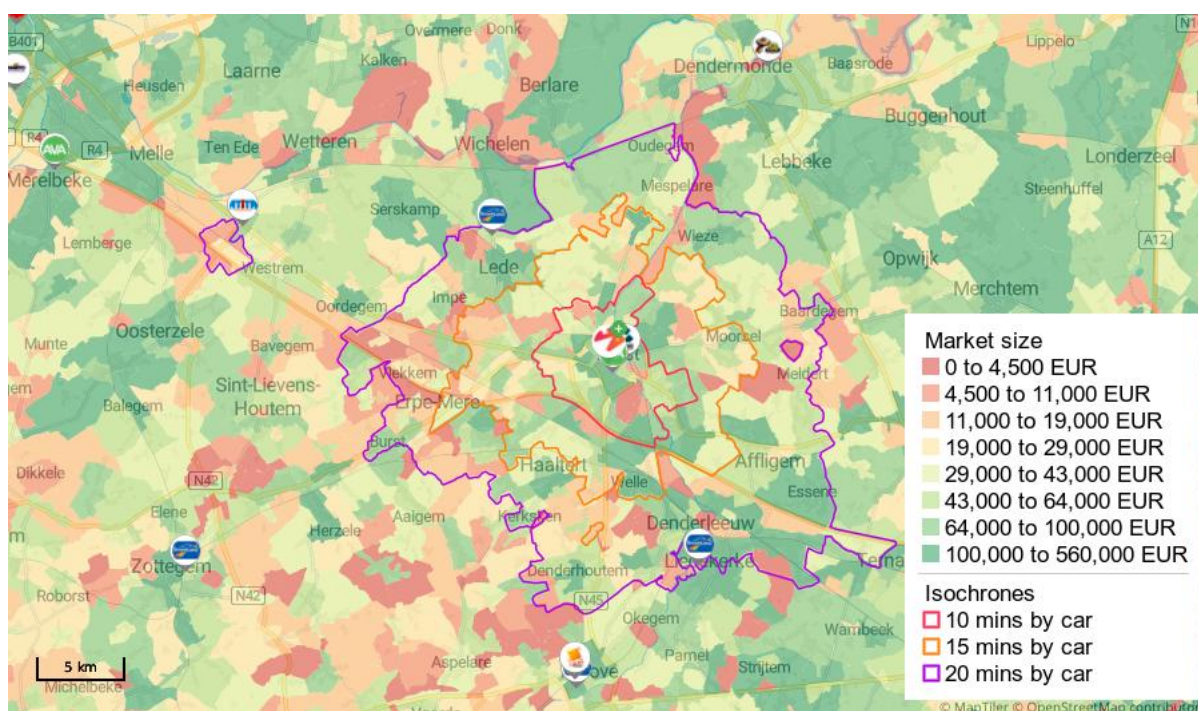
Type: Services	Address	Destination visits per year	Distance
Hair & Beauty Aalst	Bert Van Hoorickstraat 34	10.000	242 m

3. Market space in the environment for Leisure - Hobby, toy & game

The market space in the broader environment compares the market size in the environment with the current presence of locations for Leisure - Hobby, toy & game. In the following sections we give further insights in the data and the results per segment.

3.1. Market size in the environment for Leisure - Hobby, toy & game

In the table below we give an overview of the market size and the most important potential indicators that contributed to this calculation in an environment of 10, 15 and 20 minutes around the location.

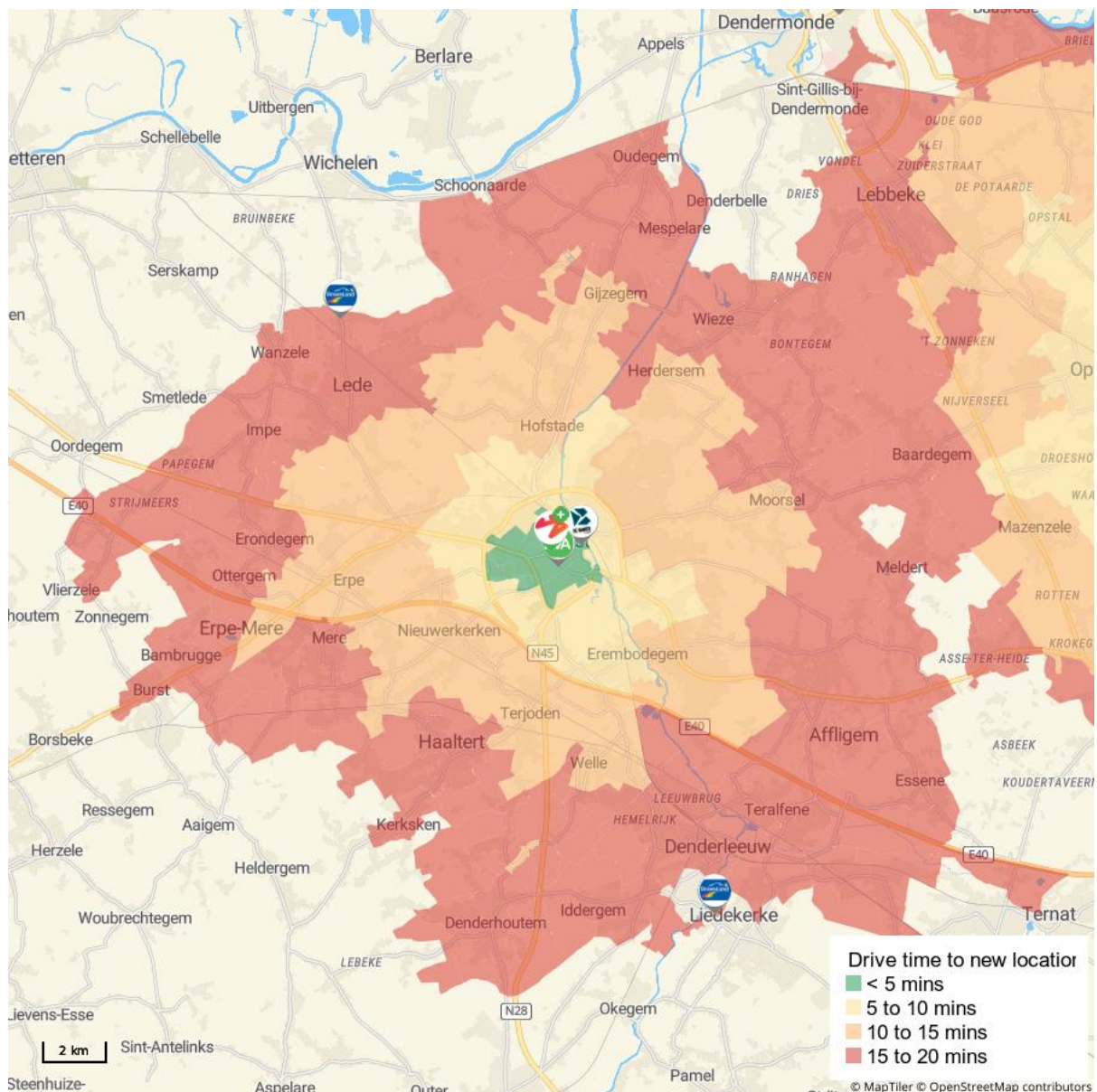


Environment analysis	0~10 min by car	0~15 min by car	0~20 min by car
Potential			
Market size Hobby, toy & games	3.080.393 EUR	7.813.964 EUR	15.936.260 EUR
Socio-demographics			
Inhabitants (inh.)	42.584	94.097	182.324
Average age (year)	43	43	43
Households (hh.)	17.489	40.913	78.879
Wealth index	92 %	102 %	107 %
Urbanization (inh./sqkm)	2.560	1.372	957
Second residences	7 %	7 %	6 %
Rental houses	40 %	29 %	24 %
Garden size (m ²)	344	570	584
Other potential indicators			
Employment (fte)	15.243	28.845	43.510

Environment analysis	0~10 min by car	0~15 min by car	0~20 min by car
Tourist visits per year	99.032	122.281	230.900

3.2 Competition for Leisure - Hobby, toy & game in the environment

In this section, we analyse the competition in an environment of 20 minutes around the location.



The table below provides a detailed overview of their presence and influence within the catchment area. There are today 3 competitors operating for Leisure - Hobby, toy & game within 20 minutes. In total this means a developed surface of 2.490 m² gross.

Name	Address	Surface (m ²)	Car passage	Football	Local activity	Drivetime (min)	Local visits within 500m
Ava Aalst	Kapiteintjesstraat 21	1.147	★		★★★★★	3	7.761.468
De Banier Aalst	Molenstraat 65	153	★	★★★	★★★★★	5	8.197.543
Dreamland Lede	Wichelsesteenweg 194	1.190	★★★			19	588.331

3.3. Market space for Leisure - Hobby, toy & game in the environment

If we compare the competition for Leisure - Hobby, toy & game with the **needed surface** (based on the market size in the environment for Leisure - Hobby, toy & game and a national benchmark for normal saturation for Leisure - Hobby, toy & game)), we identified that there is still a developable surface of 2.111 m² gross surface to come in line with the available market space in the environment. This makes the location a ★★ ★ location in terms of market space.

SECTOR	NEEDED SURFACE	DEVELOPED SURFACE	DEVELOPABLE SURFACE	CONCLUSION
Leisure - Hobby, toy & game	4.601 m ²	2.490 m ²	2.111 m ²	★★★

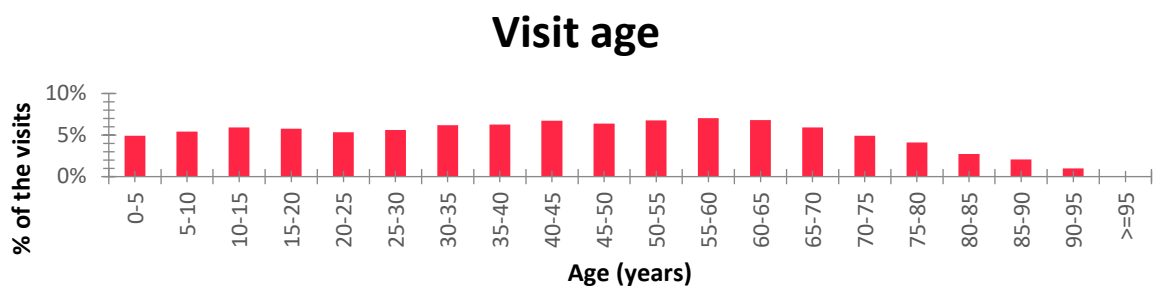
4. Shopping area attraction

The location is located in Aalst City center which is rated ★★★★★. This shopping area is outdoor and attracts on average 44634 weekly visits. In the following sections we give more insights in the dynamics.

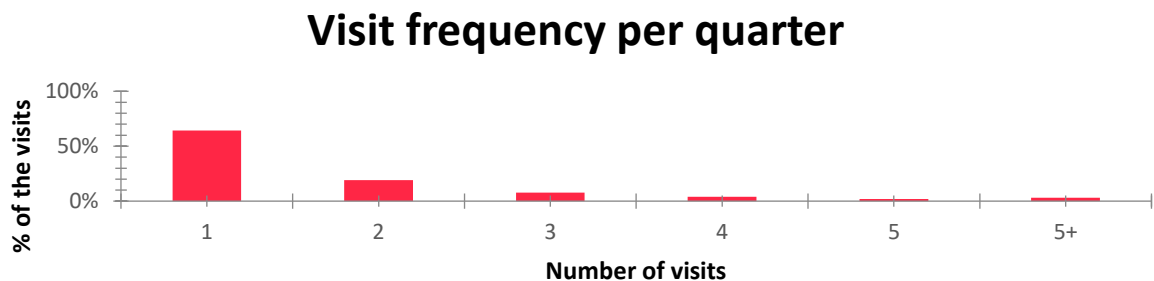
4.1 Visit profile

Below you can find insights in the registered visits in function of further information on the visit location and visitor profile.

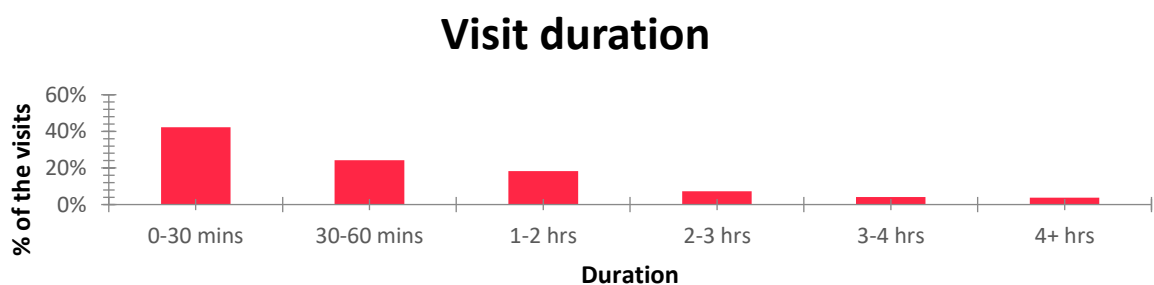
The average age of shopping area visitors is estimated at 43.020522687 years and distributed over age classes as shown below.



The visitor frequency or number of times a visitor makes a shopping visit to the shopping area is on average 1.8080415 times per quarter.

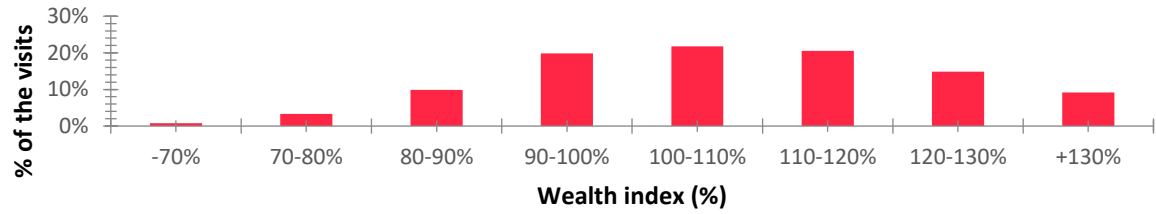


The visit duration to the shopping area is on average 71.247029820786 mins.



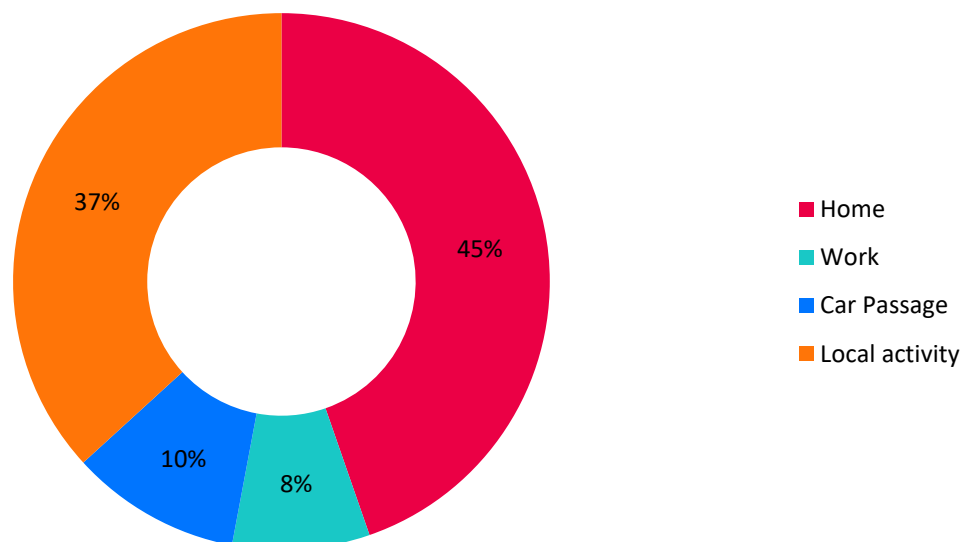
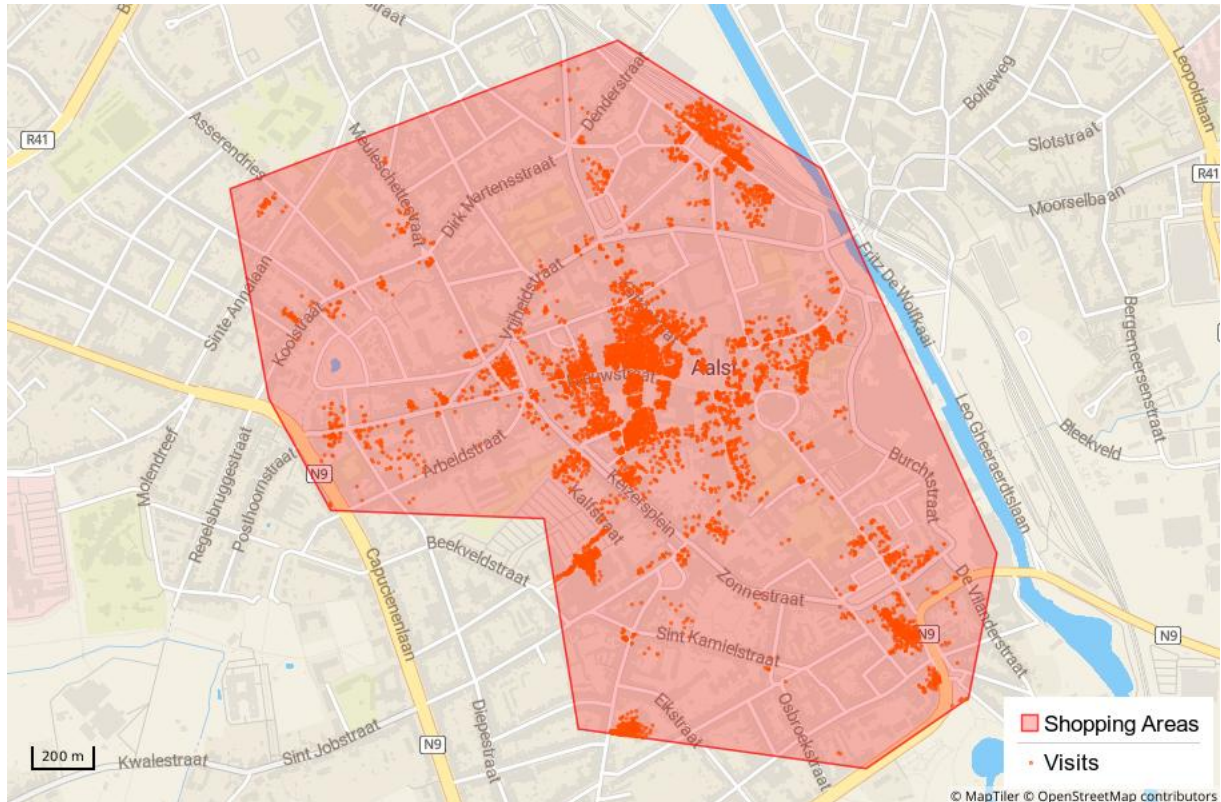
The welfare index of visitors to the shopping area is on average 1.081107035. The average for the country is 100%.

Wealth index



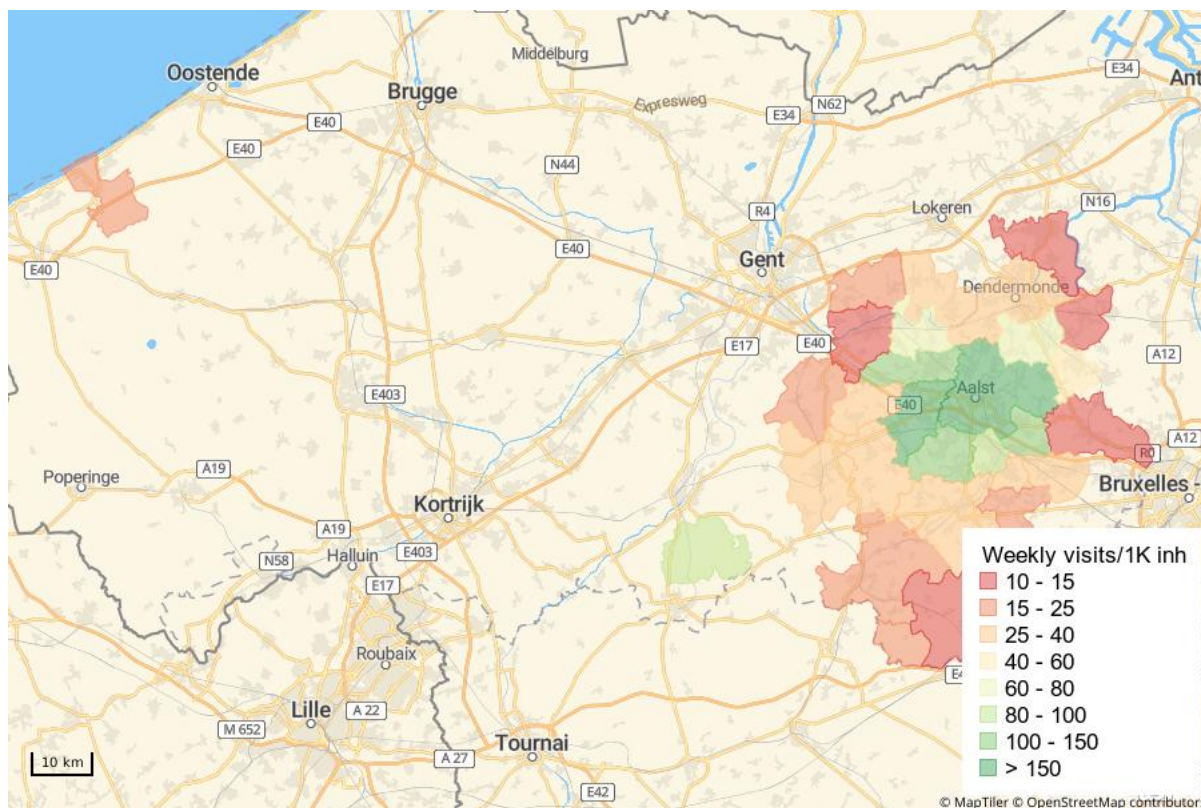
4.2 Visits and visit motive

In the underlying overview you can see a visitor heatmap as well as an overview of visitor motives. Hereby we distinguish between visitors coming from home, work, local activity nearby or car passage.



4.3 Catchment area

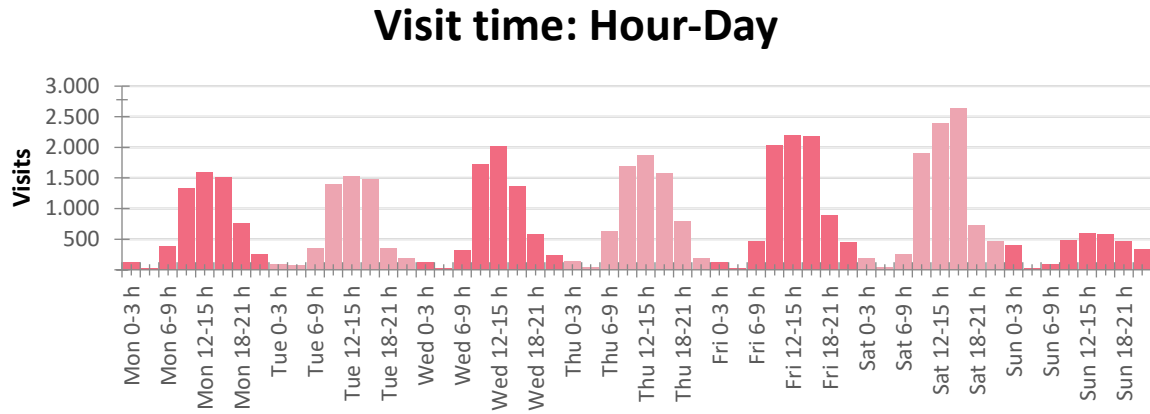
Below you can find an overview of the catchment area based on the living place of the visitors (per municipality).



NAME	WEEKLY VISITS	% VISITS	INHABITANTS	WEEKLY VISITS/1K INH.
Erpe-Mere	3.521	8 %	21.001	168
Aalst	14.313	32 %	90.950	157
Haaltert	2.824	6 %	19.387	146
Lede	2.270	5 %	19.310	118
Affligem	1.424	3 %	13.648	104
Denderleeuw	1.951	4 %	21.047	93
Maarkedal	562	1 %	6.322	89
Lebbeke	1.466	3 %	20.052	73
Wichelen	746	2 %	12.029	62
Opwijk	658	1 %	14.854	44
Sint-Lievens-Houtem	419	1 %	10.686	39
Berlare	566	1 %	15.482	37
Liedekerke	496	1 %	14.007	35
Ninove	1.347	3 %	40.357	33
Ternat	535	1 %	16.568	32

4.4 Visit time

In the overview below you can see the average number of visits for each period in the week. It is important that these visits mainly take place during the opening hours.



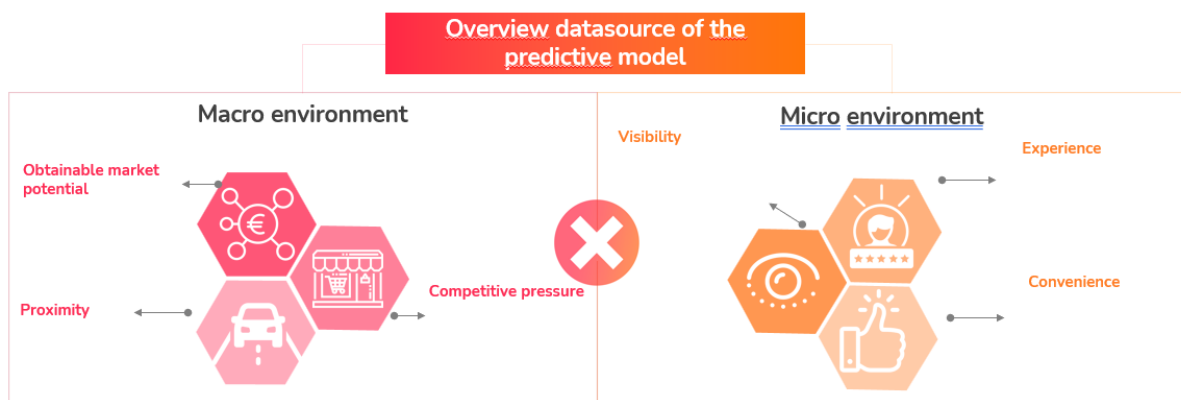
About RetailSonar

From location planning to location performance. RetailSonar is **Europe's leading geomarketing company**. We optimize the location strategy for over 200 retailers in more than 15 countries.

We make the difference thanks to:

- The most complete, innovative & up-to-date retail database in Europe
- Accurate sales forecasts thanks to state of the art Artificial Intelligence
- An international geomarketing platform for real estate, sales and marketing

To calculate the theoretical potential of a location, we analyze two geographic levels:



RetailSonar's predictive model combines these factors to produce a benchmark for expected Location turnover, helping businesses make informed decisions about Location locations, marketing strategies, and operational adjustments. By understanding the detailed dynamics of both the micro- and macro-environments, businesses can identify opportunities to improve Location performance and align resources effectively.

Our unique selling proposition lies in the precision of our data sources and analysis, offering insights that go beyond standard market assessments. Whether it's highlighting the impact of local competition or understanding customer travel patterns, our model provides a clear roadmap to unlocking each location's full potential.