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Norwood Mall reports positive trade and rise in foot traffic

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Norwood Mall has seen a steady increase in shoppers since January 2013, thanks to this shopping centre's many recent enhancements, exciting new retail mix and its latest wide-ranging retail attractions.



Owners of the mall, The Cavaliers Group, report the centre traded substantially higher than expected by its retailers in 2013, averaging 6% growth. This growth was seen across all retail categories.

And, since introducing the new B&B Norwood Rooftop Market to its events in September 2013, the mall's reach has grown exponentially. The market takes place at Norwood Mall every Sunday, offering over 300 traders.

"We have attracted a huge new market, not only from Johannesburg but from further afield including Pretoria," says Lella Daya, Portfolio Manager at Cavaliers, owners of Norwood Mall.

"Tourists have also been key in boosting shopper growth at Norwood Mall," notes Daya. "However the centre was already growing steadily before the market opened."

Now featuring 80-plus retailers at the centre, Norwood Mall has evolved to bring its customers the shopping and leisure that they want, both within the mall and with the added attraction of one of South Africa's leading markets.

"Customer needs are changing all the time and we constantly seek to grow and improve Norwood Mall to better meet these needs. Our trading figures reveal that our strategy is delivering positive results, resonating with shoppers and driving positive sales trends," says Daya.