

BOGOTÁ

Cushman & Wakefield

Global Cities Retail Guide



Bogotá is the capital of Colombia and the fourth largest city in South America. Home to nearly 9 million inhabitants, many of whom hail from all over the world, Bogotá is the main engine of Columbia's economy, culture, and politics.

Signs of Bogotá's urban rebirth are everywhere: vibrant restaurants, world-class museum exhibitions, high fashion shopping neighborhoods, edgy fashion designers, and more. The restaurant and nightclub scene is lively and full of elegantly dressed crowds. The cultural opportunities are plentiful as well. Bogotá ranks among the top 50 cities in the world for the number of cultural events its hosts annually, boasting an impressive calendar of art, film, jazz, opera, and fashion happenings.

The dynamism and transformation of the city in recent years has made it the most expensive non-Brazilian city in Latin America. This rise can be largely attributed to the constant arrival of visitors, investors, businesses, and residents from all over the world, combined with the lack of space for construction in all real estate sectors. The city is undergoing its most dynamic economic change in history, a trend that is expected to continue so long as the economy continues to show good signals during the global downturn.





BOGOTÁ

KEY RETAIL STREETS & AREAS

USAQUEN

One of the most exclusive neighborhoods in the city, this area is unique for its colonial architecture. Visitors can find a wide and diverse offering of national and international haute cuisine in addition to some of the most exclusive stores in the city. Usaquen is also known for its wide variety of antique shops and flea markets.

PARQUE DE LA 93

Surrounded by some of the most luxurious couture and gastronomy retailers in the city, the Parque de la 93 zone is a public park that serves as one of the main meeting areas in city. It is also the epicenter of Bogotá's cultural scene.

ZONA T

Zona T is a paved walkway in the shape of a T at the heart of the most traditional nightlife district of the city, Zona Rosa. The area houses some of the best bars, restaurants, and boutiques in Bogotá. Both local and international retailers compete fiercely for commercial spaces in this area due to its appeal, traffic, and recognition.

ZONA G

The area derives its name from the word Gourmet; it is one of the most specialized zones in the city for haute cuisine. The most recognized chefs in Bogotá can be found here. Zona G draws tourists from all over the world, its blend of both modern and traditional décor adding to the appeal of its food.

CALLE 109

One of the most exclusives areas in the city. The 109 street is the most luxury street in Bogotá. Visitors can find diverse furniture and exclusive barber shops. This is a zone with potential growth and with an interesting development in the last years.



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KEY RETAIL STREETS & AREAS

CALLE 116

116th Street has become a corridor of exclusive restaurants and nightclubs. Here visitors can enjoy a variety of food dishes and also find different places to have fun. It has international chains such as Starbucks, Mc Donalds, Krispy Kreme and many more. It also offers a varied national restaurants.

AVENIDA 19

Avenue 19 has become an important conglomerate of corporate buildings, restaurants and commerce. It crosses important districts of the city and belongs to one of the most exclusive areas of Bogotá. It is composed of diverse decoration shops, clothing stores and an interesting offer of restaurants and nightclubs.

CALLE 122

122nd street has developed an important commercial growth in the last years. Here visitors can find important decoration shops, stationery stores, boutiques, restaurants, supermarkets, and art stores among others. Its proximity to Unicentro shopping center has allowed this area to be preferred by many people to make their purchases and has become one of the main commercial areas of the city.



BOGOTÁ

MARKET OVERVIEW

KEY AREAS / STREETS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL GROSS RENT FOR UNIT OF 200 SQM/MONTH	RANGE OF UNIT SIZES
Usaquen	Mid- Upper class with substantial purchasing power	Café Quindio, Farmatodo, Mc Donald's, Burguer King, 80 sillas, Osaki, Olivetto, Creeps and Waffles, Amor Perfecto, Mister Ribs, Wingz, JULIA, SUBWAY.	25 USD	30-300 sq.m
Parque de la 93	Upper class with substantial purchasing power	Buffalo Wings, T.G.I.Friday's, McDonald's, Juan Valdez, Subway, Starbucks, BBC, Osaki, Juan Valdez, El Corral, Starbucks	41 USD	40-150 sq.m
Zona T	Mid- Upper class with substantial purchasing power	Zara, Stradivarius, Lacoste, Swatch, Massimo, Dutti, Forever 21, Johnny Rockets, Bershka, Adidas, Julio, LE COLLEZIONI, Pull & Bear	40 USD	32-507 sqm
Calle 109	Upper class with substantial purchasing power	Hunter Douglas, Jacques, Cachivaches, Iran Art, Ambiente Gorumet, Novo Arte	35 USD	80-410 sqm
Calle 116	Mid- Upper class with substantial purchasing power	Pepe Ganga, Cachivaches, Garibaldi, Dominos, PPC, QBANO, Krispy Kreme, Taqueria, Jennos Pizza, PPC, Bonga del Sinu, Dominos,	25 USD	80-380 sqm
Avenida 19	Mid-Upper class with substantial purchasing power	Home Sentry, Subway, Tostao, BBC, WOK, Teriyaki, Pan pa ya, Oma, Shamua	20 USD	600 sqm
Calle 122	Mid-Upper class with substantial purchasing power	Sony, Off Corss, Lacoste, Arturo Calle, Ragged, Adidas, Bettina Spitz, Inkanta. Studio F.	34 USD	500 sqm

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Unicentro Shopping Mall	Mid- Upper class with substantial purchasing power	Tommy Hilfiger, Falabella, Crocs, Montblanc, Swarovski, Crocs, Exito, Levis, Fuera de Serie, Victorias Secret, Julio, The North Face, Tommy Hilfiger, Zara, Americanino, Chevignon.	30 USD	36-320 sq.m (satellite stores)
Andino	Upper class with substantial purchasing power	La Riviera, Swatch, Swarosky, Adidas, Fuera de Serie, Steve Maden, Lego, Tania, Cromantic, Dolce & Gabbana, Louis Vutton, The North Face, Inkanta, Velez, Loccitane, Chevignon, Fossil, Sony, Calvin Klein. Esprit, Lievano.	103 USD	44-102 sq.m
Titán	Mid- Upper class with substantial purchasing power	Stradivarius, ESPRIT, Forever 21, Bershka, Pull & Bear, Arturo Calle, Nike, Chevignon, Jumbo, Farmatodo, Cromantic, I shop, Kipling, El Corral.	79 USD	81-250 sqm
Gran Estación	Mid- Upper class with substantial purchasing power	Arturo Calle, Ambiente Gourmet, Aquiles, Bosi, Burguer king, Taco Bell, WOK, Calvin Klein, Chevignon, Spring, Crocs, Desigual, Diesel, Frmatodo, Colsubsidio, Esprit, Loccitane, Fuera de Serie.	55 USD	64-369 sqm
Santafé	Mid- Upper class with substantial purchasing power	Adidas, American Eagle, Aquiles, Americana de Colchones, Archies, Pepe ganga, Bershka, Carlos Nieto, Colsubsidio, Fuera de Serie, Julio, Levis, ILbel, Stradivarius, Velez, Studio F, Zara, Exito	61 USD	25-175 sqm
Centro Mayor	Mid- class with substantial purchasing power	Adidas, Aquiles, El Corral, Crepes and Waffles, Popsy, Burguer King, Buffalo Wings, Spring, Colsubsidio, Cromantic, Dunkin Donuts, Esika, Farmatodo, Gef, Levis	43 USD	40- 200 sqm
Hacienda Santa Bárbara	Mid- Upper class with substantial purchasing power	Arturo Calle, Carlos Nieto, Fuera de Serie, Speedo, Santorini, Tommy Hilfiger, Juan Valdez, El Corral, Bosi, Locatel, Aero Republica, Bella piel, Cascabel, Clonhadas.	40 USD	38-150 sqm

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SHOPPING CENTRES

UNICENTRO

It is one of the main shopping malls in Colombia, and it was the first shopping centers developed in the city (1976). Its construction contributed to the commercial development of the areas near Carrera 15 and Calle 127, in the north of Bogotá. Some of the stores within it are Éxito, Cine Colombia, La Bolera, Zara, Panamericana, Pepe Ganga, Nespresso and Falabella, Studio F, Inkanta.



SANTA FÉ

It is the third largest shopping mall in the country in terms of commercial space and is the fourth largest in Latin America. It is divided into seven squares: Plaza Colombia (main square), Plaza Venezuela, Plaza Ecuador, Plaza Peru, Plaza Francia, Plaza Italia and Plaza Brasil. It is located in the north of Bogotá, on the North Highway with 183 street.



ANDINO

It is located in the most exclusive area of the city. The neighborhood has mixed uses as housing, commerce, recreation, corporate buildings and services. It has the most exclusive stores in Bogotá. In addition, it has become a representative icon of commerce in the city.

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SHOPPING CENTRES

SANTA BARBARA

Located in the north of the city in the location of Usaquén. It has a built area of 87,541 M2. Formerly it was a colonial hacienda. The complex consists of three parts: commerce (350 stores), office (70 units) and an hotel with 79 suites. It is located in one of the most traditional and elegant sectors of Bogotá.

CENTRO MAYOR

It is located in the south of Bogotá. It is the largest shopping mall in Colombia and the third largest in Latin America. It has a circus theme adopted in its structure and decoration. It is divided into 7 squares: Accordionist's Square, Mago's Square, Contortionist's Square, Juggler's Square, Equilibrist's Square, Clown's Square and Trapeze's Square.



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SHOPPING CENTRES

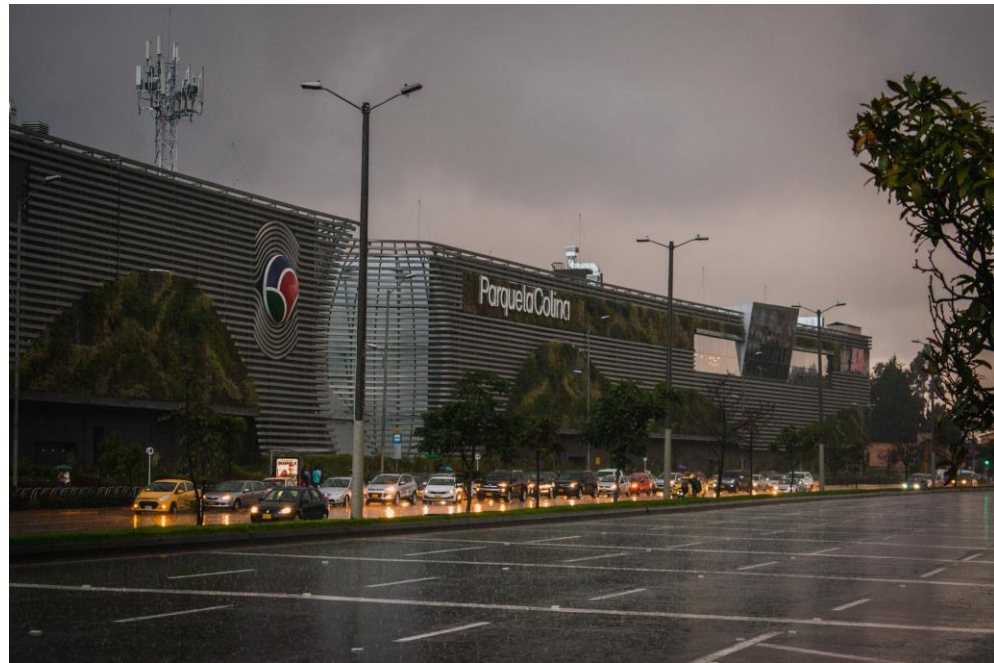
TITÁN PLAZA

It is a shopping mall located in the northwest of Bogotá. It is the fourth largest shopping mall in Colombia. It has four floors, an events square, a supermarket and several department stores. In addition, it has a business center where offices are located on seven floors. It has 170,000 sqm of construction, 54,000 sqm of commercial area and 13,000 sqm of business center.



PARQUE LA COLINA

This shopping center has 63,428 sqm. It is located in the northwest of Bogotá and it was launched in December 2016. In a short time it has become one of the best positioned shopping centers in the city. Fashion and exclusive decoration brands as Create & Barrel can be found in the mall. It is the only mall in the country that has all the warehouses of the spanish Inditex group; as well as the first H&M Store in the country.



EL EDEN CENTRO COMERCIAL

DEVELOPMENT TO WATCH OUT FOR

CENTRE NAME

El Eden Centro Comercial

Total Scheme Size

320.000 sqm

Retail

67.500 sqm

Planned Opening Date

June 2019

Consumer Profile

More than 3,501,000 people within the radius of the Shopping Center. 73% in Mid Class of Bogotá, the ones with the highest consumption profile.

Owner

- Organización Luis Carlos Sarmiento Angulo Ltda.
- Construcciones Planificadas S.A



BOGOTÁ

FOOD & BEVERAGE

Bogotá is a cosmopolitan city in terms of gastronomy. In addition to traditional Bogotá fare, the city boasts menus from other regions of Colombia as well as dishes from around the world.

Recent years have seen a boom in the variety of international cuisine, from Peruvian to Arabic, Argentinean to Chinese. The strength of the economy has lured chefs from across the globe to open restaurants in Bogotá with great success. The variety of the city's dining scene now rivals some of the most prominent capital cities in the world.

Entrepreneurs such as Harry Sasson, Leo Katz, and Andrés Jaramillo are local icons, their names important trademarks ensuring the success of their every venture.

The competition between restaurants and food chains both local and international has heated up in recent years with the arrival of new players as well as the opening of diverse chef/boutique local restaurants. This added to the fact of a consistent growth of other local chains such as Tostao, OMA, WOK, La Plaza de Andrés, El Corral, Crepes & Waffles, and Juan Valdez.





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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	TYPICAL GROSS RENT USD/SQM/ MONTH
Zona C	Middle-upper class	Frida, San Isidro, Moros y Cristianos, La Bruja, El Mirador	19 USD
Zona T	Upper class with substantial purchasing power	14 Inkas, Bellini, Asia, DiLucca, La Toscana, Hooters, Buffalo Wings, Jhony Rockets, Archies, Starbucks, Burguer King, Crepes and Waffles, La Taqueria, WOK.	40 USD
Zona G	Upper class with substantial purchasing power	Astrid y Gaston, Kong, Rafael, Mezcal, El Árabe, Suna, Al agua patos, Pan pa ya, Romeo y Paleta, JULIA, Chef Burguer, El Corral, la Bagatelle, Sierra Nevada, Juan valdez, Starbucks, Mr Ribs, BBC, El Carnal.	23 USD
Zona M	Middle-upper class	Donostia, Anticuario San Lorenzo, Tapas Macarena, Te Encantaré, La Juguetería, Attico, La hamburgueseria, Pasión Peruana, Anna y Otto, Cerveceria Irlandesa, La mesa de sabores, La mona pizza.	9 USD
Usaquen	Upper class with substantial purchasing power	Il Pomodoro, Kathmandu, 80 Sillas, La Mar, Abasto, 14 Inkas Café Quindio, Mc Donald's, Burguer King, 80 sillas, Osaki, Olivetto, Creeps and Waffles, Amor Perfecto, Mister Ribs, Wingz, JULIA, SUBWAY.	24 USD
Parque de la 93	Upper class with substantial purchasing power	El Sitio, Salto del Ángel, Pesquera Jaramillo, La Bonga del Sinú, Wok, Buffalo Wings, T.G.I.Friday's, McDonald's, Juan Valdez, Subway, Starbucks, BBC, Osaki, Juan Valdez, El Corral,	41 USD

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