



BLUE ROUTE MALL TOKAI, WESTERN CAPE

Blue Route Mall was established in the early 70s and has evolved and transformed into a modern 55 501m² centre. Situated in Tokai, Cape Town, at the foothills of the Constantiaberg, the contemporary glass architecture floods the centre with an abundance of natural light while inviting in the stunning lush-green scenery of the surrounding area.

An exciting mix of over 120 tenants adds to this unique, world-class retail experience and includes retail giants such as Woolworths and Checkers Hyper as well as an 8-cinema movie complex plus many fashion houses and unique speciality stores. Modern facilities like unisex parent-child bathrooms and electronic directory boards complete the experience as the Southern Suburb's most preferred shopping destination.

AUDIENCE

The focus of the shopper base is on the upper socio-economic groups, with the majority of shoppers falling into the top LSM groups: LSM 9-10 (50%) and LSM 7-8 (46%). This living standards measure is based on access to services and durables and geographic indicators as determinants of standard of living. The gender profile is 58% female and 42% male with the highest percentage of shoppers in the 46+ (34%), 36-45 (28%) and 26-35 (26%) age brackets.

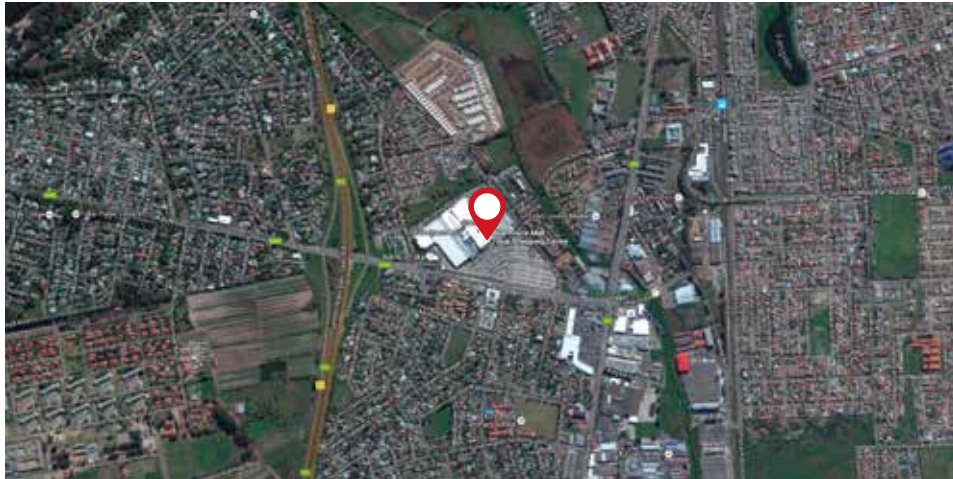


STANLEY BUCKLE: TELEPHONE 021 713 2360
MOBILE 083 650 3834 | EMAIL STANLEYB@REDEFINE.CO.ZA

TENANTS

Blue Route Mall has four major anchor tenants, including retail giants Checkers Hyper and Woolworths, entertainment leader Ster-Kinekor with an 8-cinema complex, and the large national fashion house Edgars. Other popular fashion houses include Truworths, Mr Price and Foschini as well as unique fashion brands like Forever New and Old Khaki. The mall also offers one-of-a-kind speciality stores such as King Cake, Outdoor & Velocity and Queen of Steel. There is a wide selection of eateries for every occasion and taste, including top restaurant chains, a modern food court with an assortment of popular fast food outlets and boutique coffee shops. Blue Route Mall has a complete banking offering including Absa, African Bank, Bidvest Bank, Capitec Bank, FNB, Nedbank and Standard Bank, plus several ATMs and self-service terminals throughout the mall.

TOTAL TENANTS: OVER 120 | ANCHOR TENANTS: CHECKERS HYPER, WOOLWORTHS, EDGARS, STER-KINEKOR



LOCATION

16 TOKAI ROAD, TOKAI, 7945

Blue Route Mall is located in the Tokai residential suburb, situated at the Constantiaberg foothills. Conveniently located just off the M3, Blue Route Mall is just 10 minutes from Claremont and 20 minutes from the city centre.

TRADING HOURS

Monday – Saturday	09h00–19h00
Sundays/public holidays	09h00–17h00

Extended hours: Food court trades till late, extended festive season trading hours



MALL TRADING DENSITY

Around R2 330/m² based on mall reporting tenants of 51 725m²

ANNUAL FOOT COUNT

8 188 371 (2015)

CAR COUNT

120 000 vehicles in undercover paid parking

COMMUTER PERCENTAGES

Drivers	62%
Passengers	21%
Taxi commuters	14%
Pedestrians	2%
Other	1%

GROSS LETTABLE AREA (GLA)

55 504m²

LEASING ENQUIRIES

Wendy Radford
021 713 2360 | wendyr@redefine.co.za
Georgi Judd
021 713 2360 | georgij@redefine.co.za

OWNERSHIP/MANAGEMENT

Redefine Retail (Pty) Ltd

MARKETING OPPORTUNITIES

There are various exhibition areas available throughout the mall to suit a variety of marketing activities such as displays, sampling, pop-up stores, demonstrations and more. Indoor advertising is also available including dropdown banners, escalators and lift boxes. Blue Route Mall is active on Facebook and Instagram and has its own YouTube channel. The mall has an email database of 11 071 and an SMS database of 9 935. Ongoing events include Teen Blue Route Mall, Welcome to the Neighbourhood and Welcome to the World.

MARKETING AND PROMOTIONS

Bronwyn Rabie, Word4Word Marketing
021 713 2360 | bronwyn@word4word.co.za

EXHIBITIONS AND ADVERTISING

Stanley Buckle
021 713 2360 | 083 650 3834
stanleyb@redefine.co.za

CONTACT DETAILS

Centre management 021 713 2360
Centre manager Wendy Radford
021 713 2360 | wendyr@redefine.co.za

 www.blueroutemall.co.za
 Blue Route Mall
 Blue Route Mall
 Blue Route Mall