



GOLDFIELDS MALL WELKOM, FREE STATE

Goldfields Mall is the heart of Welkom, but its appeal stretches well beyond the city, attracting people from as far afield as Hoopstad, Bultfontein, Kroonstad, Virginia and Hennenman. People gather here to meet, eat and shop, and the central piazza of the mall functions as a traditional 'town square' with all the associated ambience and interaction.

The design of the 37 650m² mall is characterised by the early mining town settlements historic to the area, with a modern twist. It has ample natural light, providing a wonderful ambience to the mall as well as optimum exposure for the shop fronts. The mall houses major retailers like Checkers, Edgars and Woolworths and is a fashion hotspot with over 30 stores catering to clothing, jewellery, shoes, luggage and accessories.

AUDIENCE

The majority of Goldfields Mall shoppers are female (77%) with an average age of 38 years and most speak Afrikaans and Sotho. The centre mainly caters for LSM 5-10. LSM 8-10 represents 58% of the total market and LSM 1-7 42%. The average household income is R15 000 per month (a median income of R17 000 per month), 39% of shoppers earn more than R20 000 per month and 10% more than R50 000 per month.



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TENANTS

The mall is anchored by major retailers Checkers, Woolworths and Edgars. It also houses leading stores from the Edcon, Foschini, Truworths and Pepkor Groups. A fashion hotspot, Goldfields Mall features many popular, boutique-style and affordable fashion stores including Choice Clothing, Refinery, Studio 88, John Craig and many others. Popular fast food outlets and eateries include KFC, McDonalds, Debonairs, Mugg & Bean and Mochachos, among others.

TOTAL TENANTS: 95 | ANCHOR TENANTS: CHECKERS, EDGARS, WOOLWORTHS



LOCATION

CNR STATEWAY AND BUITEN STREET

Goldfields Mall is centrally located in the city of Welkom and sits alongside the R73 provincial route.

TRADING HOURS

Monday – Thursday	09h00–18h00
Friday	09h00–19h00
Saturday	09h00–17h00
Sundays/public holidays	09h00–15h00



MALL TRADING DENSITY

2 500/m² per annum

ANNUAL FOOT COUNT

7 197 216

GROSS LETTABLE AREA (GLA)

37 650m²

LEASING ENQUIRIES

Cheryl Seymour

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OWNERSHIP/MANAGEMENT

Redefine Properties (Pty) Ltd

ADDITIONAL SERVICES

STANDBY POWER

Goldfields Mall has generators that can supply the centre with standby power in the event of normal electricity interruptions such as power outages and load shedding.

MARKETING OPPORTUNITIES

Goldfields Mall has a dedicated website and an active Facebook page. There are a number of exhibition courts in prime, eye-catching locations. These serve as an ideal platform to promote and create awareness for products or services.

MARKETING AND PROMOTIONS

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CONTACT DETAILS

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