

**27<sup>th</sup> December 2010**

## **RECORD BOXING DAY AT UNION SQUARE AS SALES BEGIN**

Aberdeen's Union Square recorded its best Boxing Day footfall figures so far after almost 45,000 bargain hunters flocked to the shopping centre as the post-Christmas sales began.

The footfall well up on last year and concludes what has been a bumper Christmas period for the centre. Since December 1st each week's footfall has been higher than the last with around 1.1m people through the doors.

Ryan Manson, general manager for Union Square, said: "The centre was extremely busy all day and there are many reasons to explain why our Boxing Day trading has been so successful this year. The sales are drawing people here and the weather has held off, but Union Square has also attracted some great new brands to Scotland this year."

Shoppers formed queues at jewellery store Rox and clothing retailers Next and Hollister but big ticket items such as HD TVs also sold well as customers rushed to beat the VAT rise.

Ryan Manson added: "Many stores have reported that lots of customers were given money for Christmas and are now looking to spend this...and get as much as they can for their cash! The shops have been mobbed with most stores offering big sale discounts. Restaurants and cafes have been busy too with people refuelling/taking a break from their shopping sprees.

"People now come from all over Scotland to shop here - over 60 per cent of our outlets are new to Aberdeen and many stores, such as Hollister, are new to Scotland or even the UK. The high footfall shows we have made an impact on the Scottish retail scene."

### **Ends**

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### **Notes to editors:**

#### **Union Square**

Union Square is Aberdeen's newest retail and leisure quarter. Developed by Hammerson, the centre includes over 40 retailers across the main mall and shopping park (including Apple, Zara, Cult and world first, Gio-Goi), 19 restaurants and eateries (including new to the city Wagamama and new to Scotland Spur Steakhouse and Giraffe), a 203 bed Jurys Inn hotel and 10 screen multiplex Cineworld cinema, Aberdeen's largest cinema.

The centre is integrated with the city's bus and rail station, so is easily reached from all major routes. There are also 1,700 car parking spaces available.

[www.unionsquareaberdeen.com](http://www.unionsquareaberdeen.com).