



Keeping retail in town centres

# Pop-up Shops

The innovative concept of “Pop-up Shops” is helping revitalise rural town and city centres by offering flexible rental options for vacant retail spaces.



Many small rural towns have the problem of vacant sales spaces as local businesses are increasingly moving out of town centres. Supported by the EAFRD through LEADER, Enns Tourism and City Marketing Ltd. developed the “pop-up shop” concept in the small town of Enns. Businesses can rent vacant retail spaces on a temporary basis, either long or short term. This has given small businesses an opportunity to launch new ideas, to test out the location and attract new customers with minimum risk. The pop-up shops in Enns have helped breathe life and new services back into the town centre.

Landlords, tenants and the municipality have worked together on an ongoing basis to make this happen. Creating a recognisable brand for “pop-up shops” that is flexible and low cost and developing a comprehensive marketing strategy have also added greatly to the success of the concept. With fewer vacant premises in Enns, word is getting around about this concept and people are showing an interest from all over Austria.

## AUSTRIA

ZUKUNFT LINZ-LAND LAG



Stand 31

## RESULTS

- ▶ 11 pop up stores rented out short term (1 day to 1 month)
- ▶ 9 pop up stores rented out long term (1-6 months)
- ▶ 4 new businesses set up in permanent spaces
- ▶ Increased number of visitors to the shopping precinct

**Total project cost:** €126 122  
 LEADER (inc. EAFRD): €40 359  
 Other public: €10 090  
 Beneficiary: €75 673

### Project Promoter

Tourismus & Stadtmarketing Enns GmbH  
 Max Homolka  
[www.popupstores.at](http://www.popupstores.at)

“I believe this project leads the way in re-vitalizing city centres sustainably – we will share our know-how with others interested in the concept.”

Mayor Karlinger