



**ODYSSEY**  
PLACE

Where great days are made

Leasing opportunity







# The Vision

A unique opportunity to secure a presence in the dynamic and multi-cultural capital city of Northern Ireland. Already the premier leisure and entertainment destination in Belfast, Odyssey will be transformed by a large-scale refresh that will cement its position as the place to go for families seeking a great day out!

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**£17m**  
refurbishment

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**3** family leisure  
**anchor tenants**

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**11,000** seat SSE Arena

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**No.1**  
regional leisure destination  
in Northern Ireland





# Location

Odyssey is situated in the heart of Belfast's famous 'Titanic Quarter'; an attractive waterfront development that plays home to residential, commercial, educational, hotel and tourism spaces. This contemporary urban location neatly unites Belfast's rich history and exciting future, attracting office-workers, tourists and locals alike.

Compelling destination

**9.5m**

people visit Belfast  
each year

**841,000**

people visit Titanic  
Belfast each year

**18,000**

people live, work  
and play within the  
Titanic Quarter

**£334m**

spent on overnight  
trips to Belfast  
each year





## High spending catchment

The local population is in a good position to visit and spend at Odyssey, as residents within the 30-minute catchment enjoy higher levels of affluence than the NI average. In particular there are 54% more Affluent Achievers and 53% more in the Rising Prosperity category than the NI average.

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54% more  
Affluent  
Achievers

within 30 mins  
compared to  
N.I. average

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53% more  
Rising  
Prosperity

within 30 mins  
compared to  
N.I. average

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Younger  
audience

within 30 mins  
compared to  
N.I. average

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More  
families

Families account for largest proportion of catchment within both a 30 and 60 minute drive time (30% and 31% respectively)

### Catchment populations

15 mins - 316,000  
30 mins - 748,000  
45 mins - 1,061,000  
60 mins - 1,338,000





The finished development will be a contemporary modern scheme spanning 3 levels, with redesigned feature entrance allowing all visitors to the SSE Arena to come via Odyssey and experience everything the scheme has to offer.

**1,500  
spaces**

Improved connectivity  
from car park

**600,000  
SSE Arena  
footfall**

will enter via the centre

**2023  
launch**

Works commence Q1 2020  
and the scheme will be  
ready for launch 2023



**EXPERIENCE**





**SSE Arena**  
11K capacity venue hosting regular international A list performances including Beyonce, One Direction, Adele, Elton John and many more!

56th in the Pollstar top 200 music venues worldwide.  
16 places above Wembley Arena.



**Belfast Giants**  
Home to the Belfast Giants Ice Hockey team who compete 47 of their games per season in the arena attracting around 215,000 visitors per year.





# In good company



Odyssey's bright future offers an exciting opportunity to restaurant and leisure brands to be part of Northern Ireland's No.1 regional leisure destination.



## W5

Ireland's award-winning science and discovery centre  
Over C 300,000 visitors a year



## Cineworld

Major 12 screen cinema  
Northern Ireland's only iMAX, Screen X and 4DX



## Hollywood Bowl

First Hollywood Bowl in Ireland  
20 lane facility with major investment





Nicky Finnieston  
M: +44 (0)7771 988 007  
nicky@finchCRE.com

Finch  
Arthur House  
41 Arthur Street  
Belfast  
BT1 4GB

[FinchCRE.com](http://FinchCRE.com)



Nick Green  
M: +44 (0)7764 348 682  
ngreen@mcmullenre.com

McMullen Real Estate  
6-8 James Street  
London  
W1U 1ED

[McMullanRE.com](http://McMullanRE.com)

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