



**PRESS RELEASE**

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## **SHOPPERS FLOCK TO THE SWAN CENTRE**

January has proved to be a very popular month for shoppers visiting the Swan Shopping Centre in Eastleigh as footfall increased throughout the month by an amazing 7.5%.

In total over 33,000 more shoppers visited ever popular shopping centre in January 2008 compared January 2007, dispelling fears that the credit crunch was hitting the pockets of local shoppers.

“We are delighted to welcome more visitors than last year to the Swan Centre. Nationally footfall figures are consistently falling, so an increase of 7.5% in our visitor numbers is fantastic news for both the Swan Centre and our retailers.” Centre Manager, Dee Buffone, explains: “2008 will be a landmark year for the Swan Centre – and Eastleigh - with the new development well under way. A number of big names have already signed up for the development, including Vue Cinema, Nando’s, Frankie and Benny’s and AMF Bowling Alley, which will bring an even wider retail and leisure offer to local people.”

The 160,000 sq ft (14,900 sq m) development will bring a host of new national brands to Eastleigh for the very first time, transforming the shopping and leisure offer available to local people.

**- Ends -**

**- more -**

## **FOOTFALL INCREASES AT SWAN CENTRE**

For more information please contact Laura Halstead at Toolbox Marketing on 01359 250208 or email [laura@toolboxmarketing.co.uk](mailto:laura@toolboxmarketing.co.uk).

### **About The Swan Shopping Centre**

The Swan Shopping Centre was opened to the public in July 1989. Located in the heart of Eastleigh, the centre is a high quality development that has attracted many leading retailers since opening, including – Tesco, WH Smith, Next, Monsoon, TK Maxx, Accessorize and Waterstones. With a population of 120,000 living within a 5-minute drive time of the centre, the Swan Shopping Centre plays an important part in the Eastleigh community. For more information, visit [www.swanshopping.com](http://www.swanshopping.com).