

PRESS RELEASE

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Outlet Village Sofia partners with Vemco Group to build Bulgaria's first data-driven outlet village

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Outlet Village Sofia, the first outlet village of its kind in the Bulgarian capital and the wider region, has entered into a strategic partnership with Vemco Group to establish a data-driven foundation for visitor intelligence, tenant performance, and long-term operational decision-making.

The project is being developed and managed by Trinity Capital, one of Bulgaria's leading commercial real estate developers and operators. Outlet Village Sofia forms part of XOPark Sofia - the largest retail park in the Balkan region, with more than **55,000 m²** of retail space, attracting millions of visitors annually and serving as a proven powershopping destination.

A retail destination designed for flow, visibility, and performance

Designed with long-term performance in mind, the village features two main entrances to ensure optimal pedestrian



circulation, carefully planned unit sizes ranging from **80 to 700 m²**, and the flexibility for key tenants to create large flagship stores in prime locations. With high visibility from international road connections and year-round trading offering **30–70% discounts**, the destination is positioned to attract both local and cross-border visitors.



To support this vision, the partnership with Vemco Group establishes a **unified data layer across the entire outlet village** - connecting visitor flows, store-level performance, and tenant insights within a single platform. The solution enables a holistic understanding of how the destination performs as a whole, while also giving individual tenants meaningful insights into their own traffic and conversion dynamics.

VOICES OF THE COLLABORATION

What makes this collaboration meaningful is the ambition behind it. Together with Trinity Capital, Outlet Village Sofia is treating data as a foundation, not an add-on - using insight to support tenants, operations, and long-term performance from the very beginning. It's a partnership built on trust, clarity, and a shared understanding of what it takes to run a successful retail destination.

Joakim Scheibe
Business Developer

Outlet Village Sofia is built around clarity - for management, tenants, and visitors alike. For a project of this importance within our portfolio, data quality and reliability were never negotiable. Vemco Group was a natural choice, bringing both the accuracy and long-term trust needed to support the destination from day one.

Martin Dimov
Property Management Director,
Trinity Capital

A FUTURE-PROOF DATA FOUNDATION FOR SUSTAINABLE PERFORMANCE

The software platform provides continuous visibility into key performance indicators such as total visitor numbers, store-level traffic distribution, conversion rates, dwell time, and correlations between units. This shared insight framework supports informed dialogue between landlord and tenants, strengthens performance benchmarking, and enables proactive optimization of the retail environment over time.



With its close proximity to Sofia Airport, Business Park Sofia, and the city center, Outlet Village Sofia is strategically positioned within a wider regional catchment. The data-driven foundation established through this partnership ensures the destination can continuously adapt to visitor behavior, seasonal patterns, and tenant needs as the project evolves.

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