

Treetop Adventure Golf to tee off at Bullring & Grand Central

Brand will take 17,000 sq ft and will be investing over £2.5million in its new site

Discovery Adventure Golf, which trades as Treetop Adventure Golf, has signed a 25-year lease for the former Forever21 unit at Bullring & Grand Central. Coming Spring 2021, Treetop will invite guests to escape into an immersive rainforest world where temples crumble, ancient spirits stir and mini golf reigns supreme.

Since opening its first UK location five years ago in St David's, Cardiff, Treetop Adventure Golf has hosted over a million rounds of mini golf. As part of its next phase of expansion, Treetop Adventure Golf is bringing 'Treetop Bullring' to Birmingham, in what will be the group's fourth UK site. Treetop Adventure Golf also operates at The Printworks in Manchester, and Hammerson's flagship destination Highcross in Leicester.

Located on the southern side of Bullring, Treetop Adventure Golf will offer two indoor 18-hole mini golf courses - the Tropical Trail and Ancient Explorer – as well as a Bonus 19th hole that gives guests the chance to win a free round. Working with local suppliers, there will also be an exciting F&B offering to enjoy. Guests can grab a seat in The Market and sample tasty jungle grub from Pizza Cabana, sip on tropical cocktails and mocktails from The Thirsty Toucan bar, as well as enjoy cracking coffee from the Rainforest Roast Café.

Iain Mitchell, UK Commercial Director at Hammerson, added: *"It's clear that now, more than ever, consumers are looking for a memorable experience, something they can share with their friends and family. Treetop Adventure Golf delivers that in spades, and I am certain it will be a great addition*

News Release

to Bullring & Grand Central, following its successful opening with us at Highcross, Leicester last year. It's a challenging time for the retail and hospitality sectors, but today's announcement and the investment Treetop is making in the new site highlights that strong brands with a distinctive offer are still seeking growth opportunities."

Elizabeth Stanway, CEO and Co-Founder of Treetop Adventure Golf commented: *"We're really excited to be bringing our rainforest to Birmingham and we'll be investing over £2.5 million into the experience for our guests.*

"Everyone's welcome at Treetop; it's a place for our guests to enjoy adventures and make memories together. We're there, seven days a week, for families, friends, first dates and work mates.

"The Bullring is a true landmark location, and we're looking forward to working with the Hammerson team to add a unique experience for the centre visitors. We can't wait to be a part of the fantastic offering at Bullring. At our other sites we find that over 80 per cent of our guests visit local restaurants, shops, and other hospitality venues before or after their visit to Treetop. We also like to keep things local with our suppliers. We hand-pick local producers for our coffee beans, beers, sweet treats and more."

Safety is a priority for all brands in Bullring and Grand Central, and the destination has introduced a range of new safety measures at their other sites including: a one-way route for guests, hand-sanitiser stations throughout their rainforest and footfall monitoring to ensure that social distancing guidelines can be followed at all times. Further information on the safety measures that will be introduced at Treetop Bullring will be announced closer to opening.

ENDS**Notes to Editors****Hammerson**

Hammerson create vibrant, continually evolving spaces, in and around thriving European cities, with a focus on flagship retail destinations and Premium Outlets. As of 30 June 2020, our portfolio of high-quality venues had a value of £7.7 billion and included 21 flagship destinations in thriving cities, and investments in premium outlet villages through our partnership with Value Retail and the VIA Outlets joint venture. Key retail venues include Bullring & Grand Central, Birmingham, Bicester Village, Oxfordshire, Dundrum Town Centre, Dublin, and Les Terrasses du Port, Marseille.