



FASHION OUTLETS
NIAGARA FALLS, USA

SAVE FASHIONABLY



2016 MARKETING

2015 HIGHLIGHTS

- Opened 15 new stores
 - Calvin Klein Underwear
 - Columbia Sportswear
 - CorningWare
 - DAVIDsTEA
 - Express Outlet
 - Francesca's
 - #getfried fry café
 - Kipling
 - Kitchen Collection
 - Mountain Warehouse
 - Perfumes 4U
 - Rainbow
 - Talk-N-Fix
 - Victoria's Secret & PINK
 - Zwilling J.A. Henckels
- WNY outreach and engagement
 - Community focused programming at local Universities and heavily trafficked local events
 - Center Events
 - BTS Fashion Show
 - Halloween Trick-or-Treat
 - Fashionably Late Event
 - Santa Photo Promotions
- Retailer participation in tourism packages increased more than 400%.
- Retailer participation in mall events tripled.



TOURISM HIGHLIGHTS

- Over 86,000 Green Savings Cards distributed in 2015
- Motorcoach
 - 2% increase in motorcoach business
 - Successful Motorcoach Drop-off relocation to Expansion Wing
 - New incentives developed for tour operators & drivers to increase reservations and overall tourism traffic to the Center
- 25 “Shop and Stay” hotel packages offered in partnership with the region’s 17,300 hotel rooms.



MARKET UPDATES



- 2 new hotels opened in Niagara Falls in 2015 and an additional 5 are planned to open in 2016; total of 750 additional rooms.
- Lewiston-Queenston Bridge U.S. plaza expansion will open the door for an easier traffic flow, and will assist the regional hospitality and commercial market.
- Retail changes in WNY; Macy's closing their Eastern Hills Mall and McKinley Mall locations in 2016.
- The Buffalo Niagara region's unemployment rate held steady in December at 4.9 percent, finishing last year at the lowest level in nine years.
- Falls going 'dry' - estimated 2019 start date; opportunity to capitalize on this 'once in a lifetime' opportunity.

ADVERTISING

Focus on WNY market (Buffalo-Niagara & Rochester) promoting:
New stores, 75+ exclusive brands, largest merchandise selection, sales
and discounts, expansion enhancements & events.

- DIGITAL & MOBILE BANNER ADS - targeting fashion-oriented women 18-54, higher HHIs in key WNY and Toronto-Hamilton zip codes
- OUTDOOR - Targeting desired zip codes on heavily trafficked routes leading to center
- RADIO - Targeting women 25 – 54 in Buffalo, Rochester and Canadian markets
- TELEVISION - Primetime sponsorships and cable taggables



COMMUNITY PROGRAMMING/ LOCAL PARTNERSHIPS



Recapture and engage the WNY market through advertising, community events, and strategic partnerships.



- Town of Niagara Charitable Contributions Event
- Art Affaire – Local Artists Craft Fair
- Boo Bash
- Donuts & Milk with Santa
- Santa Set & Pet Nights with Santa
- University of Buffalo Partnership
- Niagara University Partnership
- NCCC Partnership
- Corey McGowen Event Production

Retailers interested in participating with a special offer or donation may email outletoffers@macerich.com.

TOURISM



- Drive domestic and international tourism traffic by concentrating promotion and outreach on domestic and international feeder markets.
 - The top 5 domestic markets: NYC, Boston, Pittsburgh, Detroit and Philadelphia
 - International markets: Canada, China, UK and Australia
- Target pre-awareness digital advertising using on-line travel sites.
- Develop retailer driven incentive programs
- Increase tourism event and trade show presence to highlight the center as a destination.
 - Wine, Water and Wonder, I LOVE NY's primary tourism campaign targeting China, Germany, France and UK
 - NYSTIA, New York State's marketing co-op program
- Digitize the Green Savings Card program, increasing digital interaction with consumers and mobile app downloads. (Sponsorship opportunities available.)

FASHION OUTLETS OF NIAGARA FALLS
200+ DESIGNER OUTLETS

SAVE FASHIONABLY
UP TO 75% OFF

FREE GIFT
Bring this ad to Guest Services to get a FREE Green Savings Card, worth over \$800 in special offers!


FASHION OUTLETS
NIAGARA FALLS, USA
SAVE FASHIONABLY
ADDITIONAL PARKING NOW AVAILABLE.

CHINESE LUNAR NEW YEAR



Fashion Outlets of Niagara Falls is ringing in the new Year of the Monkey with a festive Lunar New Year celebration.



CELEBRATE LUNAR NEW YEAR



- Commemorative Green Savings Card
- Dragon & Lion Dance Performances
- Golden Summit Martial Arts Demonstrations
- Culinary Institute of Niagara Falls - Chinese themed cooking demonstration
- Godiva strawberry dipping demonstration
- Le Creuset stir-fry cooking demonstration
- Zwilling J.A. Henckels cooking demonstration
- Special offers from participating stores

DIGITAL & SOCIAL MEDIA



Maximize exposure to our most loyal followers by leveraging our digital platforms to emphasize the savings message and strong selection of brands.

- Increase Facebook, Twitter and Instagram engagement by focusing content on discount offers, merchandise selection and promotions
- Send weekly email blasts highlighting specific discount/sale offerings from leading outlet brands
- Focus website content on the savings message and rotate outlet sales and events
- Boost key posts to expand reach and increase engagement
- Increase mobile app downloads

The screenshot displays the Fashion Outlets Niagara Falls, USA website. At the top, there's a navigation bar with links for DIRECTORY, SALES, EVENTS, HOURS, VISITORS, and GIFT CARD. Below this is a large banner for Kate Spade New York! featuring a group of women in vibrant clothing. The text on the banner reads "40% Off & More at Kate Spade New York!" and "Get 40% off your purchase plus an extra 10-20% off select items, now through February 22nd.*" with a "See Sale Details" button. Below this is a section for Columbia Sportswear with a skier image and text: "Columbia Sportswear: Up to 60% Off" and "Shop the Winter Clearance Sale for up to 60% off.**" with a "Learn More" link. Further down is a section for ASICS with a woman in athletic wear and text: "25% Off at ASICS" and "Check out the newest apparel and save big during the Spring Collection Sale!" with a "Get Details" link. At the bottom, there's a "DOWNLOAD OUR MOBILE APP" banner with icons for a virtual concierge, interactive store map, and sales & events. The footer includes social media icons for Facebook, Twitter, and Instagram, and a text concierge number: (716) 222-3350.

EVENT SCHEDULE



- Winter Sidewalk Sale
- Martin Luther King Jr. Day
- CLNY Commemorative GSC and Red Envelope
- Chinese Lunar New Year Cultural Events
- President's Day
- Town of Niagara Charitable Contribution Event
- Michael Kors Men's Grand Opening
- Art Affaire – Local Artisan Craft Show
- MS Awareness - Paint the Mall Orange
- Memorial Day
- Canada Day
- Independence Day
- Civic Day
- Back-to-School Fashion Show
- Labor Day
- Fall Harvest – Local Artisan Craft Fair
- Columbus Day/Canadian Thanksgiving
- 2nd Annual Boo Bash
- Veteran's Day/Remembrance Day (CA)
- Fashionably Late Event
- Santa Arrival
- Pet Nights with Santa
- Boxing Day (CA)

January 16 - 18
January 18
February 1 - 14
February 13 – 14
February 15
February 22
February 16
March 12 – 13
March - April
May 30
July 1
July 4
August 1
August 20
September 5
October 7 - 8
October 10
October 27
November 11
November 25
November 25
Nov 28 & Dec 5, 12, 19
December 26

RETAILER OPPORTUNITIES



- Green Savings Card participation
- Flyer distribution at Guest Services
- Mall website sales/promotions posting
- Social Media posts
- E-newsletter to 16,000+ consumer
- In-center signage
- Event participation – specials offers or donations



For more information:
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