

#### 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.)

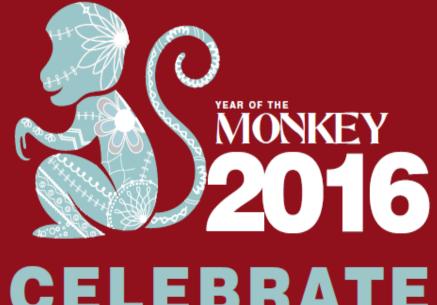


### CHINESE LUNAR NEW YEAR

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





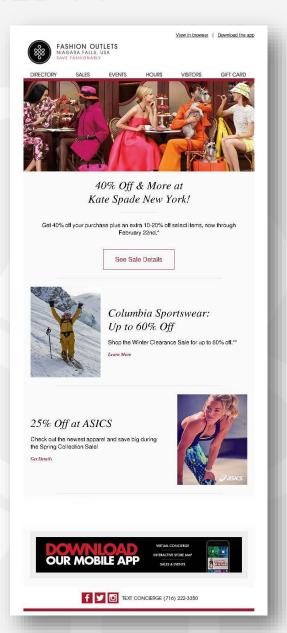
## CELEBRATE LUNAR NEW YEAR

- 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



#### **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
- 2<sup>nd</sup> 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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