



## FASHION OUTLETS NIAGARA FALLS, USA

SAVE FASHIONABLY

### MARKET PROFILE



**PROPERTY TYPE:** Outlet | **TOTAL SQUARE FEET:** 689,000 | **MORE THAN 200 DESIGNER OUTLETS**

**MAJOR RETAILERS:** Adidas, Calvin Klein, Coach, Cole Haan, Disney, H&M, J.Crew, Kate Spade New York, Michael Kors, Nike Factory Store, Old Navy, Polo Ralph Lauren, Saks Fifth Avenue Off Fifth, Timberland, Tommy Hilfiger, Under Armour, Vera Bradley, Victoria's Secret

**FOOD COURT:** 10 units | **BUILT / EXPANDED:** 1982 / 2014

LEASING INFORMATION: 716-805-0101 | MACERICH.COM

# DEMOGRAPHIC SUMMARY

| POPULATION & HOUSEHOLDS             | 30-MILE RADIUS<br>U.S & CANADA |     | 45-MILE RADIUS<br>U.S & CANADA |     | 60-MILE RADIUS<br>U.S & CANADA |     |
|-------------------------------------|--------------------------------|-----|--------------------------------|-----|--------------------------------|-----|
| 2019 Population                     | 1,558,350                      |     | 4,261,452                      |     | 9,074,192                      |     |
| 2024 Population                     | 1,567,800                      |     | 4,414,533                      |     | 9,588,893                      |     |
| 2019 to 2024 Population Growth      | 0.6%                           |     | 3.6%                           |     | 5.7%                           |     |
| 2019 Households                     | 651,846                        |     | 1,782,531                      |     | 3,396,034                      |     |
| INCOME                              |                                |     |                                |     |                                |     |
| Average Household Income            | \$80,379                       |     | \$103,866                      |     | \$109,142                      |     |
| Per Capita Income                   | \$33,622                       |     | \$43,446                       |     | \$40,847                       |     |
| Households with Incomes \$100,000 + | 175,075                        | 27% | 601,502                        | 34% | 1,270,685                      | 37% |
| AGE                                 |                                |     |                                |     |                                |     |
| Median Age                          | 43.2                           |     | 40.6                           |     | 40.1                           |     |
| Age less than 14                    | 237,980                        | 15% | 618,091                        | 15% | 1,404,012                      | 15% |
| Age 15 to 24                        | 195,196                        | 13% | 509,204                        | 12% | 1,144,573                      | 13% |
| Age 25 to 34                        | 202,566                        | 13% | 669,883                        | 16% | 1,352,802                      | 15% |
| Age 35 to 44                        | 174,246                        | 11% | 580,020                        | 14% | 1,236,160                      | 14% |
| Age 45 to 54                        | 200,438                        | 13% | 559,124                        | 13% | 1,221,523                      | 13% |
| Age 55 to 64                        | 229,951                        | 15% | 579,890                        | 14% | 1,217,852                      | 13% |
| Age 65+                             | 317,976                        | 20% | 745,238                        | 17% | 1,497,267                      | 17% |
| OCCUPIED HOUSING UNITS              |                                |     |                                |     |                                |     |
| Total Units                         | 651,847                        |     | 1,782,531                      |     | 3,394,658                      |     |
| Owned                               | 436,790                        | 67% | 1,090,582                      | 61% | 2,251,609                      | 66% |
| Rented                              | 215,057                        | 33% | 691,949                        | 39% | 1,143,049                      | 34% |

The combined total for Average Household Income and Per Capita Income are estimated and weighted on population and households. It does not consider the difference or fluctuations in currency and assumes the CAD\$ and US\$ are equivalent. These totals should only be used for directional purposes as an estimate.

U.S. Source: U.S. Census Bureau, Census 2010. Esri forecasts for 2019 and 2024.

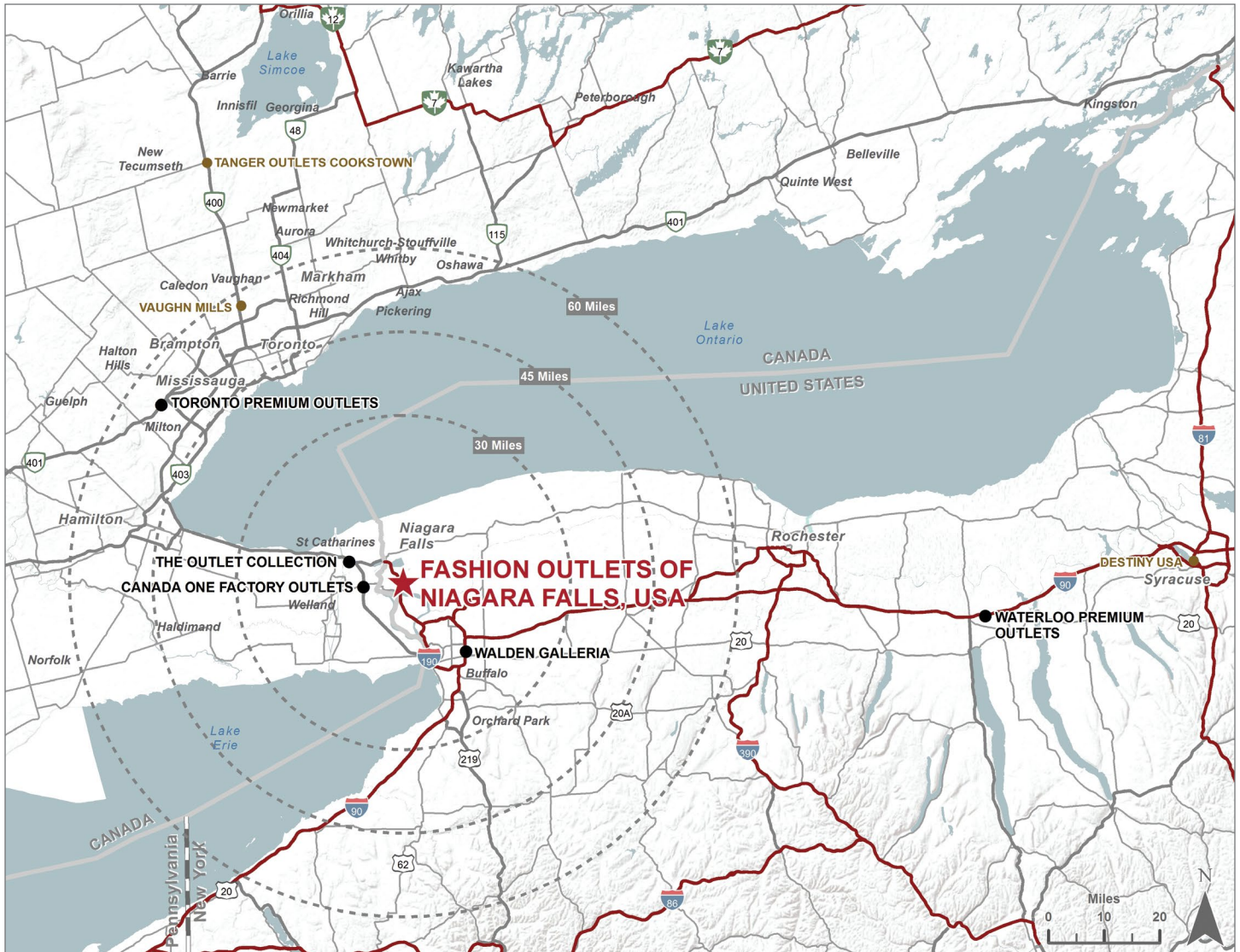
Canadian Data Source: Business Analyst Canadian products are based, in whole or in part, on: Selected Statistics Canada files. Environics Analytics acquires and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics by Statistics Canada. Selected Navteq 2019 Streetmap Premium Computer File(s), Copyright 2019 ESRI.



10% PCW

UPDATED 3/20

# TRADE AREA MAP



## LEGEND

- ★ FASHION OUTLETS OF NIAGARA FALLS, USA
- COMPETITIVE CENTERS
- OTHER CENTERS



# TOURISM INFORMATION

## VISITOR DEMOGRAPHICS

|                                       |          |
|---------------------------------------|----------|
| Average Age                           | 45       |
| Average Household Income              | \$88,677 |
| Households with Income \$75K - \$150K | 42%      |

### VISITOR TRIP STATISTICS:

|                           |                              |
|---------------------------|------------------------------|
| Average Duration:         | 173 minutes (over 2.5 hours) |
| Average 90-day Frequency: | 1.9x                         |
| Day Trippers              | 46%                          |
| Visiting for Pleasure     | 69%                          |

## INTERNATIONAL VISITOR ORIGINS

|                     |     |
|---------------------|-----|
| Canada              | 70% |
| China               | 19% |
| Other International | 11% |

## FIRST VS. REPEAT VISIT

|                    |     |
|--------------------|-----|
| First Time Visitor | 37% |
| Repeat Visitor     | 63% |

## TRANSPORTATION

|            |     |
|------------|-----|
| Automobile | 77% |
| Bus        | 20% |
| Other      | 3%  |

## AVERAGE VISITOR EXPENDITURES

|                              |       |
|------------------------------|-------|
| All Visitors                 | \$232 |
| All International Visitors   | \$255 |
| Canadian Visitors            | \$160 |
| Chinese Visitors             | \$630 |
| Other International Visitors | \$468 |
| All Domestic Visitors        | \$167 |
| Visitors Who Make a Purchase | 94%   |

## TOP FEEDER MARKETS TO NIAGARA FALLS

Ontario, Canada  
New York  
Pennsylvania  
Ohio

## MAJOR LOCAL ATTRACTIONS

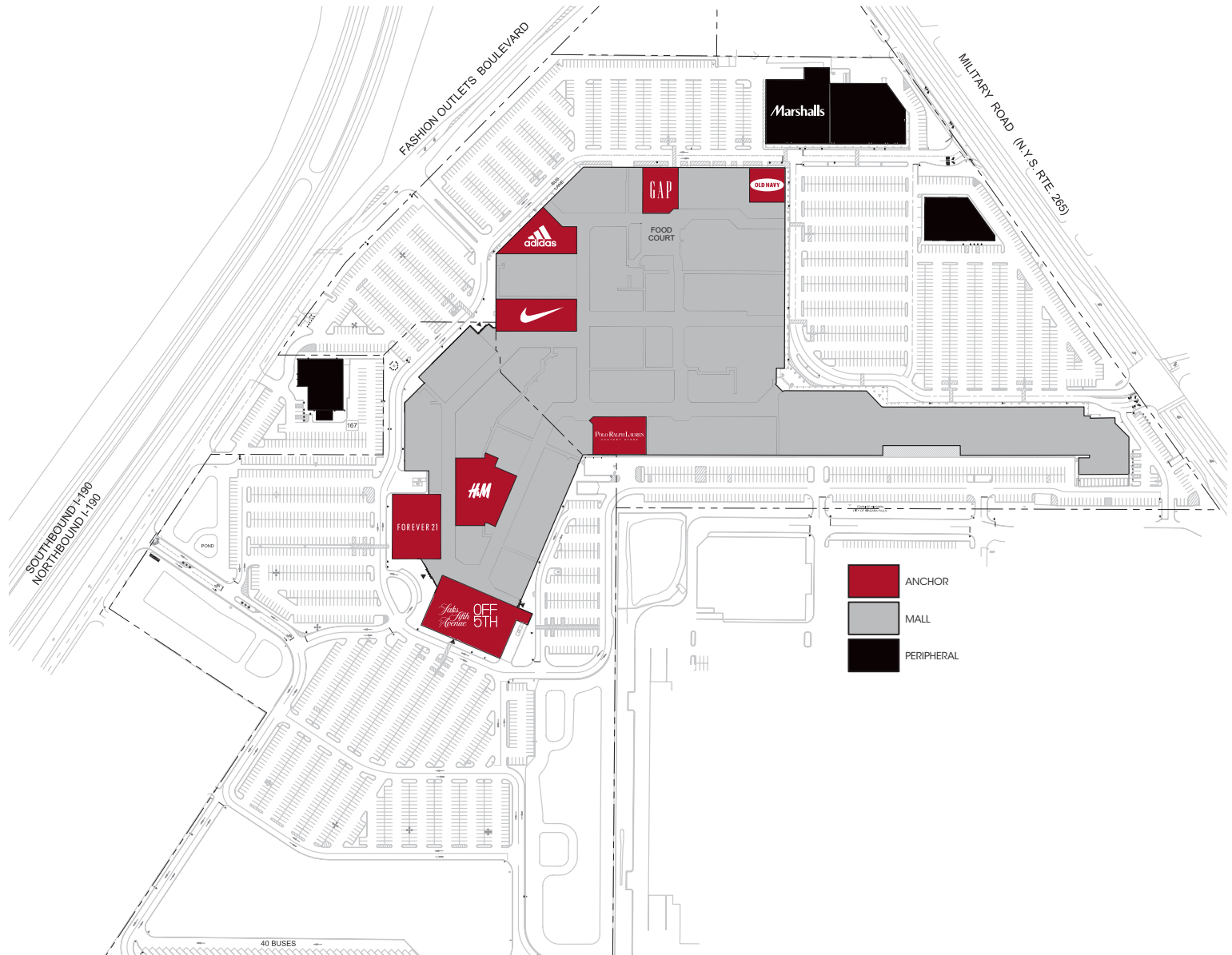
- Niagara Falls – bordering the U.S. and Canada, this natural wonder attracts 22 million visitors annually from all over the world.
- Seneca Niagara Casino and Hotel – the 113,000-square-foot casino, 18-hole golf course, spa and more than 600 guest rooms draw 8 million visitors annually.
- Niagara Fallsview Casino Resort – this 30-story resort overlooks the Horseshoe and American Falls and offers a 200,000-square-foot casino, 18 restaurants, a nightclub, 374 guest rooms, shopping and spa.
- Casino Niagara – a 95,000-square-foot complex with a casino and restaurants.
- Seven new hotels opened in Niagara Falls in the last two years. One additional hotel plans to open in 2020.

## MOTORCOACH GROUPS

- Over 1,300 motorcoach buses visit Fashion Outlets of Niagara Falls annually. Approximately 90% of motorcoach groups are international visitors and 10% are domestic.
- Top Countries of Origin
  - China – 65%
  - Canada – 15%
  - India, Taiwan and Thailand – 10%



# SITE PLAN



- Fashion Outlets of Niagara Falls is the region's premier outlet center where visitors from all over the world will find 200 top designer brands, set to a backdrop of the inspiring natural wonder, Niagara Falls.
- Perfectly situated along the Canadian border with outstanding visibility from I-190.
- Boasting an average household income of \$109,142 for the 9 million people in the total trade area, the center draws shoppers from Buffalo and Upstate New York to Southern Ontario, including Greater Toronto.
- The superior location, in close proximity to the Falls and the Canadian border, makes Fashion Outlets of Niagara Falls the third largest tourist destination in the Buffalo-Niagara region after the Falls themselves and the Seneca Niagara Hotel and Casino. Niagara Falls alone draws more than 22 million visitors annually with the casino drawing over 8 million visitors.
- Already one of the top outlet centers in the U.S. with 70+ brands not available in nearby centers, the completion of a \$71 million renovation and expansion brought an additional 170,000 square feet of retail space to better serve the discriminating tastes of tourists and locals from both sides of the border.





FASHION OUTLETS  
NIAGARA FALLS, USA

OWNED  
OTHER

N



WEGMANS

MILITARY ROAD

SAMS CLUB

WALMART

SAKS FIFTH AVENUE  
OFF 5TH

POLO RALPH LAUREN

OLD NAVY

GAP

ADIDAS

NIKE

H&M

FASHION OUTLETS  
OF NIAGARA FALLS  
PARKING 3,500 SPACES

FASHION OUTLETS BLVD

I-190