



FASHION OUTLETS
NIAGARA FALLS, USA

SAVE FASHIONABLY

MARKET PROFILE



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

MAJOR RETAILERS: Adidas, Calvin Klein, Coach, Cole Haan, Disney, H&M, J.Crew, Kate Spade New York, Michael Kors, Nike Clearance 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 U.S & CANADA		45-MILE RADIUS U.S & CANADA		60-MILE RADIUS U.S & CANADA	
2020 Population	1,563,915		4,084,555		9,076,438	
2025 Population	1,579,424		4,251,478		9,618,233	
2020 to 2025 Population Growth	1.0%		4.1%		6.0%	
2020 Households	657,409		1,710,523		3,374,264	
INCOME						
Average Household Income	\$82,212		\$106,111		\$111,649	
Per Capita Income	\$34,559		\$44,437		\$41,507	
Households with Incomes \$100,000 +	185,604	28%	625,381	37%	1,365,895	40%
AGE						
Median Age	43.2		40.8		40.1	
Age less than 14	239,100	15%	587,803	14%	1,391,512	15%
Age 15 to 24	193,409	12%	488,253	12%	1,165,508	13%
Age 25 to 34	202,685	13%	639,031	16%	1,344,019	15%
Age 35 to 44	177,413	11%	554,862	14%	1,226,040	14%
Age 45 to 54	197,870	13%	528,131	13%	1,200,895	13%
Age 55 to 64	229,501	15%	556,141	14%	1,220,881	13%
Age 65+	323,940	21%	730,174	18%	1,525,578	17%
OCCUPIED HOUSING UNITS						
Total Units	657,409		1,710,458		3,371,874	
Owned	438,171	67%	1,047,392	61%	2,230,620	66%
Rented	219,238	33%	663,066	39%	1,141,254	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 2020 and 2025.

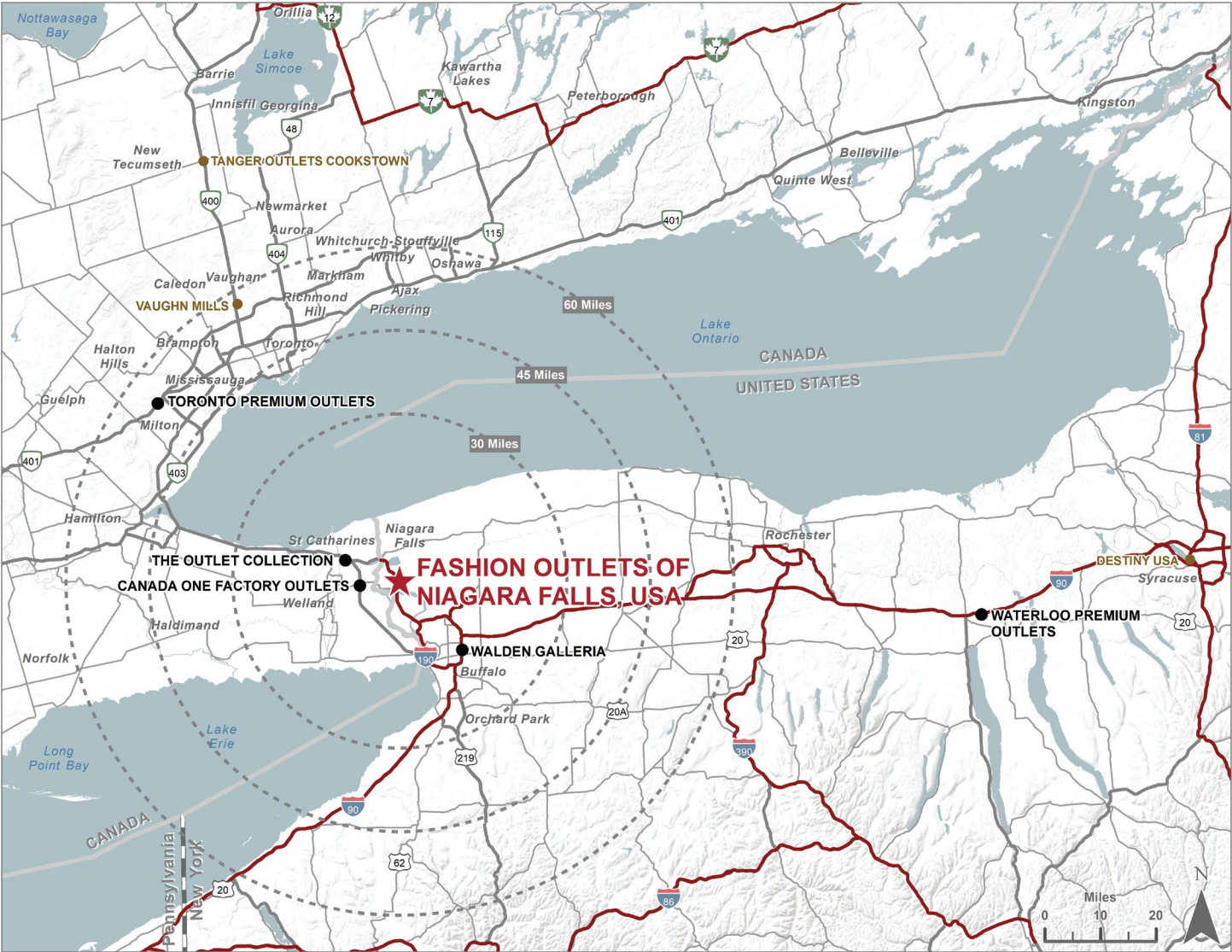
Canadian Data Source: Business Analyst Canadian products are based, in whole or in part, on: Selected Statistics Canada files. Environics Analytics acquires and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household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



10% PCW

UPDATED 3/21

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

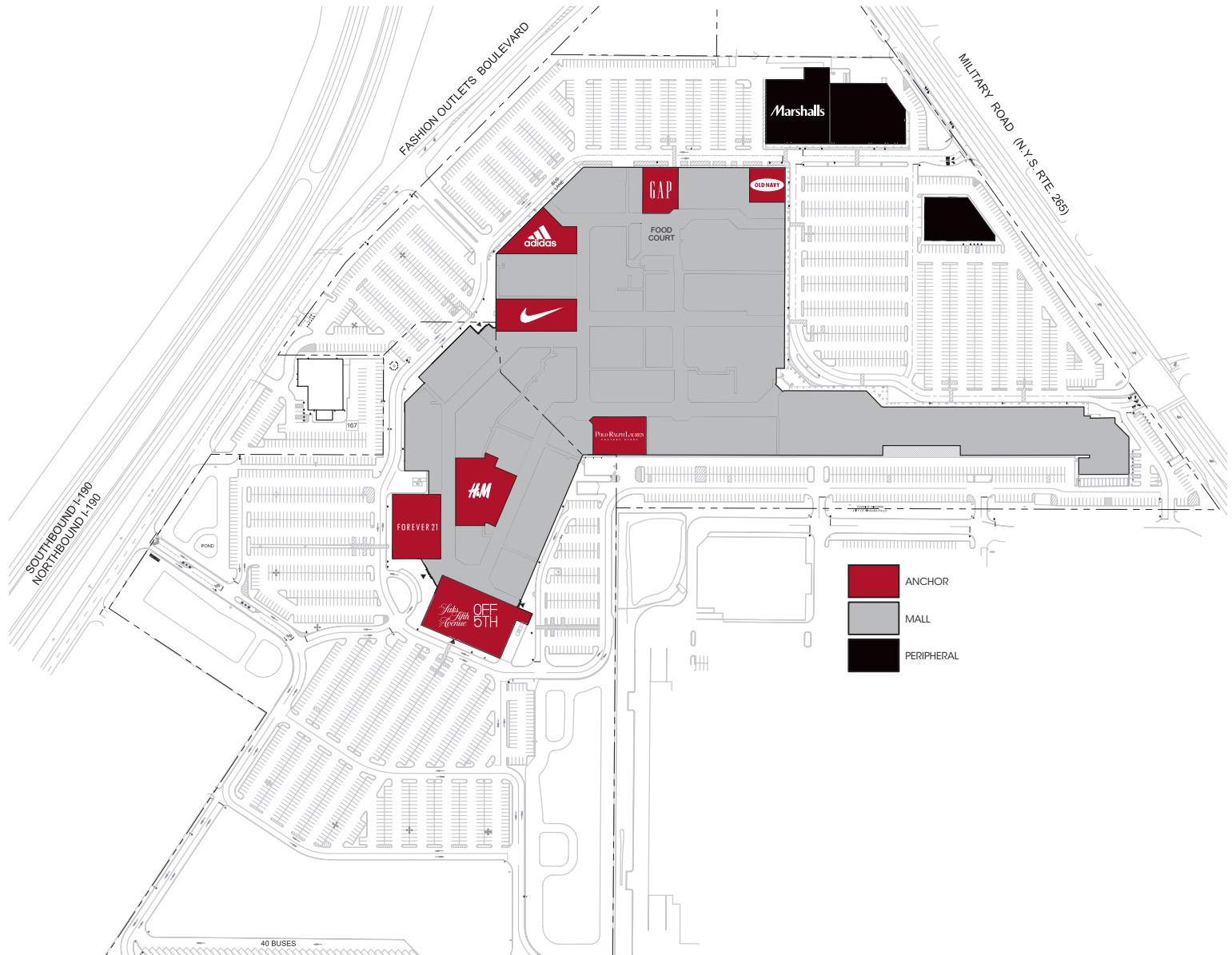
MAJOR LOCAL ATTRACTIONS

- 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, 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.

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

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|---|---------------------------------|---|-------------------|----|------------------------|
| 1 | NIKE CLEARANCE STORE | 5 | H&M | 9 | OLD NAVY OUTLET |
| 2 | SAKS FIFTH AVENUE OFF 5TH | 6 | MARSHALLS | 10 | MICHAEL KORS |
| 3 | POLO RALPH LAUREN FACTORY STORE | 7 | ADIDAS | 11 | VICTORIA'S SECRET/PINK |
| 4 | FOREVER 21 | 8 | GAP FACTORY STORE | 12 | APPLEBEE'S |

