



FASHION OUTLETS
NIAGARA FALLS, USA

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MARKET PROFILE 2022

MAJOR RETAILERS Adidas, Calvin Klein, Coach, Columbia, Forever 21, H&M, J. Crew, kate spade new york, Levi's, Michael Kors, Nike Clearance Store, Old Navy, Polo Ralph Lauren, Saks OFF 5th, Timberland, Tommy Hilfiger, Under Armour, Vera Bradley, Victoria's Secret

MORE THAN 200 DESIGNER BRANDS | **FOOD COURT** 10 units

PROPERTY TYPE Outlet | **TOTAL SQUARE FEET** 689,000 | **BUILT / RENOVATED** 1982 / 2014



716-805-0101 | Macerich.com

DEMOGRAPHIC SUMMARY

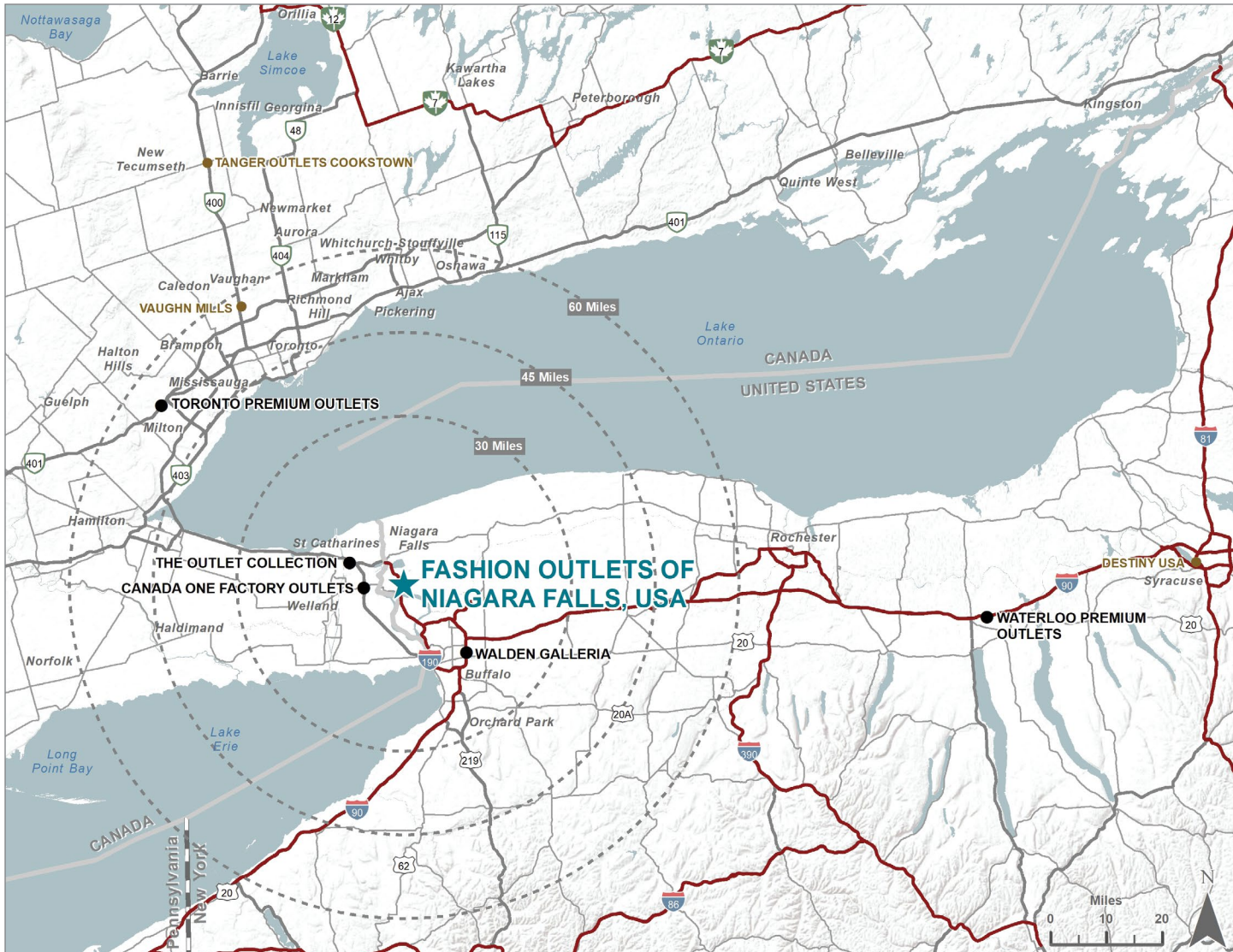
POPULATION & HOUSEHOLDS	30-MILE RADIUS U.S & CANADA		45-MILE RADIUS U.S & CANADA		60-MILE RADIUS U.S & CANADA	
2021 Population	1,569,426		4,083,308		9,095,032	
2026 Population	1,577,328		4,218,417		9,549,387	
2021 to 2026 Population Growth	0.5%		3.3%		5.0%	
2021 Households	662,620		1,722,916		3,400,937	
INCOME						
Average Household Income	\$84,067		\$110,822		\$117,120	
Per Capita Income	\$35,493		\$46,760		\$43,795	
Households with Incomes \$100,000 +	193,152	29%	645,555	37%	1,406,180	41%
AGE						
Median Age	43.3		40.7		40.0	
Age 14 & Under	237,060	15%	581,480	14%	1,384,191	15%
Age 15 to 24	193,233	12%	487,405	12%	1,159,690	13%
Age 25 to 34	204,875	13%	648,010	16%	1,377,483	15%
Age 35 to 44	179,783	11%	558,158	14%	1,235,141	14%
Age 45 to 54	192,035	12%	512,681	13%	1,168,250	13%
Age 55 to 64	228,586	15%	551,128	13%	1,212,918	13%
Age 65+	333,850	21%	744,444	18%	1,557,356	17%
OCCUPIED HOUSING UNITS						
Total Units	662,620		1,722,917		3,399,153	
Owned	449,598	68%	1,063,378	62%	2,256,989	66%
Rented	213,022	32%	659,539	38%	1,142,164	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 2021 and 2026.

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 2020 Streetmap Premium Computer File(s), Copyright 2020 ESRI.

TRADE AREA MAP



LEGEND

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



10% PCW



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

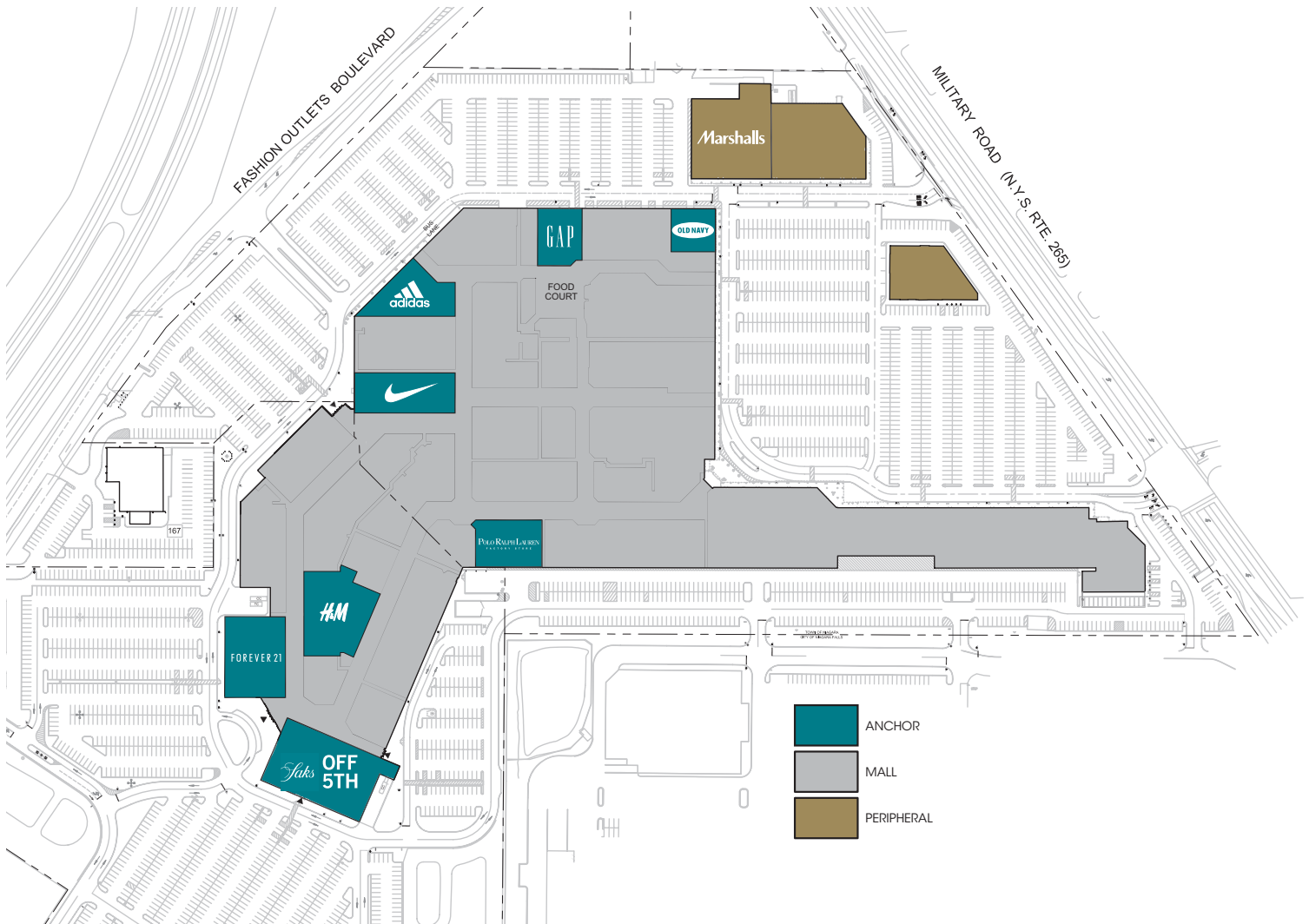
MAJOR LOCAL ATTRACTIONS

- 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 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.



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MAJOR RETAILERS INCLUDE:

SAKS OFF 5TH	ADIDAS	NIKE CLEARANCE STORE
FOREVER 21	APPLEBEE'S	OLD NAVY OUTLET
H&M	GAP FACTORY	POLO RALPH LAUREN FACTORY STORE
MARSHALLS	MICHAEL KORS	VICTORIA'S SECRET/PINK



NORTH

