



FASHION OUTLETS
NIAGARA FALLS, USA

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MARKET PROFILE 2023

MAJOR RETAILERS Adidas, Calvin Klein, Coach, Columbia, Forever 21, H&M, J. Crew, kate spade new york, Levi's, Marshalls, 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 120 DESIGNER BRANDS | **FOOD COURT** 10 units

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

FOR MORE INFORMATION 716-805-0101 | Macerich.com



DEMOGRAPHIC SUMMARY

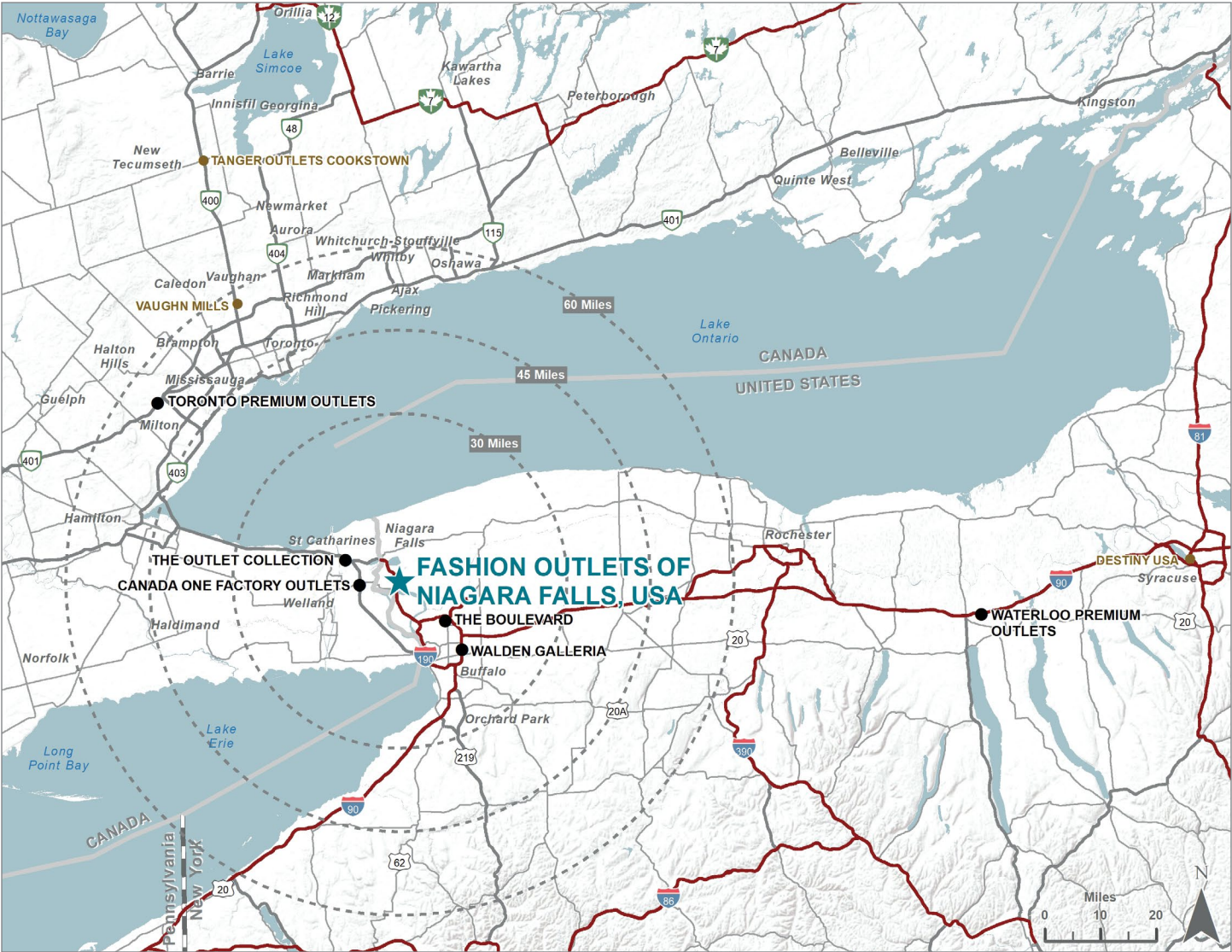
POPULATION & HOUSEHOLDS	30-MILE RADIUS U.S. & CANADA		45-MILE RADIUS U.S. & CANADA		60-MILE RADIUS U.S. & CANADA	
2022 Population	1,597,437		4,134,305		9,198,551	
2027 Population	1,611,842		4,314,738		9,788,941	
2022 to 2027 Population Growth	0.9%		4.4%		6.4%	
2022 Households	672,650		1,741,269		3,426,154	
INCOME						
Average Household Income	\$92,360		\$116,249		\$121,678	
Per Capita Income	\$38,891		\$48,961		\$45,321	
Households with Incomes \$100,000 +	214,427	32%	684,214	39%	1,471,396	43%
AGE						
Median Age	43.2		40.8		40.1	
Age 14 & Under	241,256	15%	582,477	14%	1,379,381	15%
Age 15 to 24	196,265	12%	483,695	12%	1,139,810	12%
Age 25 to 34	209,163	13%	659,357	16%	1,414,097	15%
Age 35 to 44	183,672	11%	573,239	14%	1,268,588	14%
Age 45 to 54	194,071	12%	514,532	12%	1,168,568	13%
Age 55 to 64	229,936	14%	553,898	13%	1,219,180	13%
Age 65+	343,079	21%	767,109	19%	1,608,926	17%
OCCUPIED HOUSING UNITS						
Total Units	672,649		1,741,269		3,424,364	
Owned	453,195	67%	1,072,212	62%	2,273,877	66%
Rented	219,454	33%	669,057	38%	1,150,487	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 2022 and 2027.

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



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

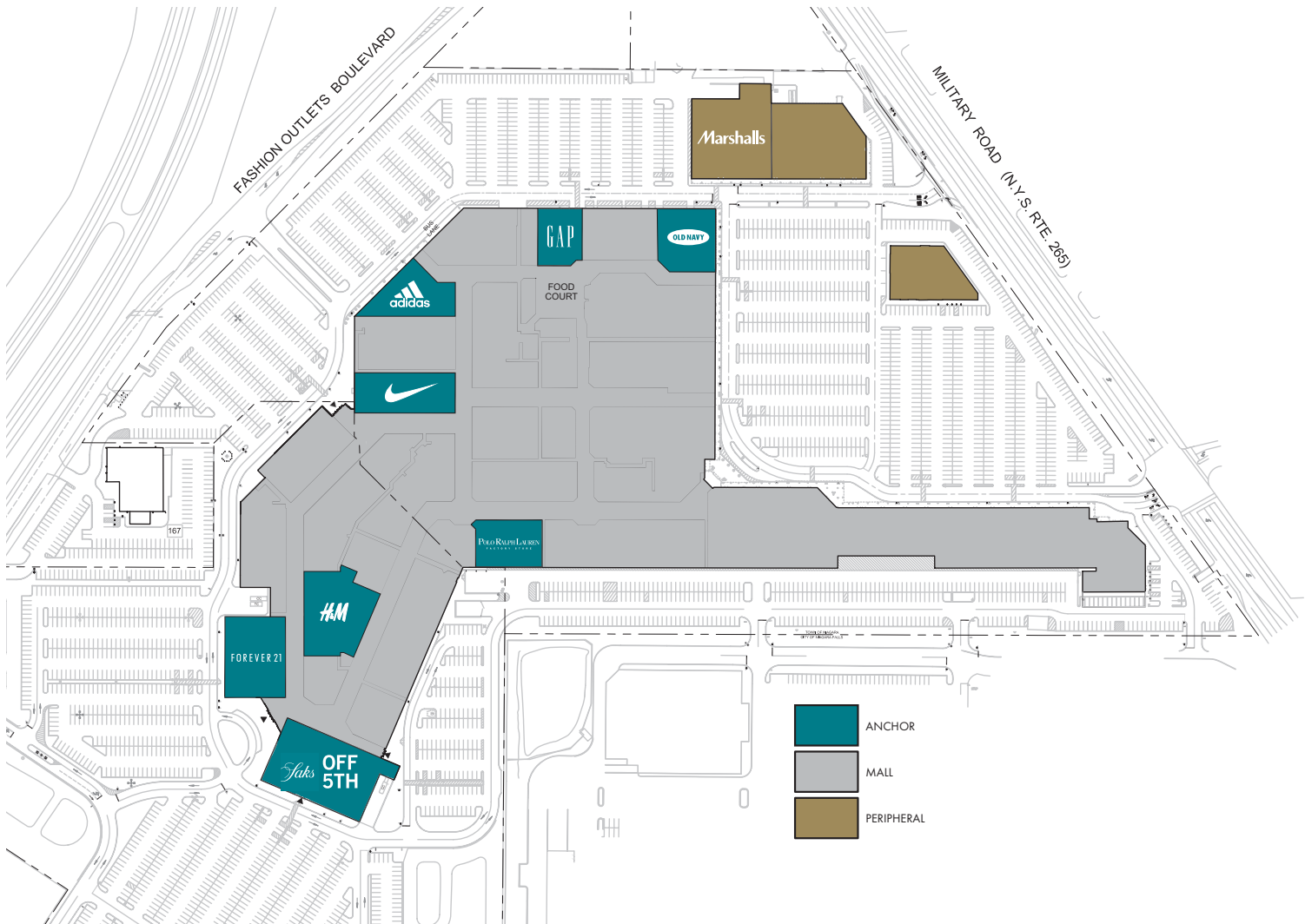
MAJOR LOCAL ATTRACTIONS

- 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.
- National sporting events (Buffalo Bills and Buffalo Sabres) attracting regional, national and Canadian guests.

INTERNATIONAL TRAVELERS

- 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
 - Canada
 - United Kingdom
 - China
 - India
 - Germany

SITE PLAN



FASHION OUTLETS OF NIAGARA FALLS IS THE REGION'S PREMIER OUTLET CENTER WHERE VISITORS FROM ALL OVER THE WORLD FIND 120+ TOP DESIGNER BRANDS, SET TO A BACKDROP OF THE INSPIRING NATURAL WONDER, NIAGARA FALLS.

PERFECTLY SITUATED MINUTES FROM THE CANADIAN BORDER WITH OUTSTANDING VISIBILITY FROM I-190, THE CENTER IS A 20-MINUTE DRIVE FROM BUFFALO, N.Y.

BOASTING AN AVERAGE HOUSEHOLD INCOME OF \$121,678 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 50+ BRANDS NOT AVAILABLE IN NEARBY CENTERS, FASHION OUTLETS OF NIAGARA FALLS IS THE ONLY OUTLET CENTER ON THE U.S. SIDE OF THE NIAGARA FALLS BORDER FOR MORE THAN 100 MILES, ENSURING ITS POSITION AS THE REGION'S DOMINATE OUTLET CENTER.



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MAJOR RETAILERS INCLUDE:

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



NORTH

