



FASHION OUTLETS
NIAGARA FALLS, USA

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MARKET PROFILE 2024

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, Pandora (Coming 2024), 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** 674,000 | **BUILT / RENOVATED** 1982 / 2014

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



DEMOGRAPHIC SUMMARY

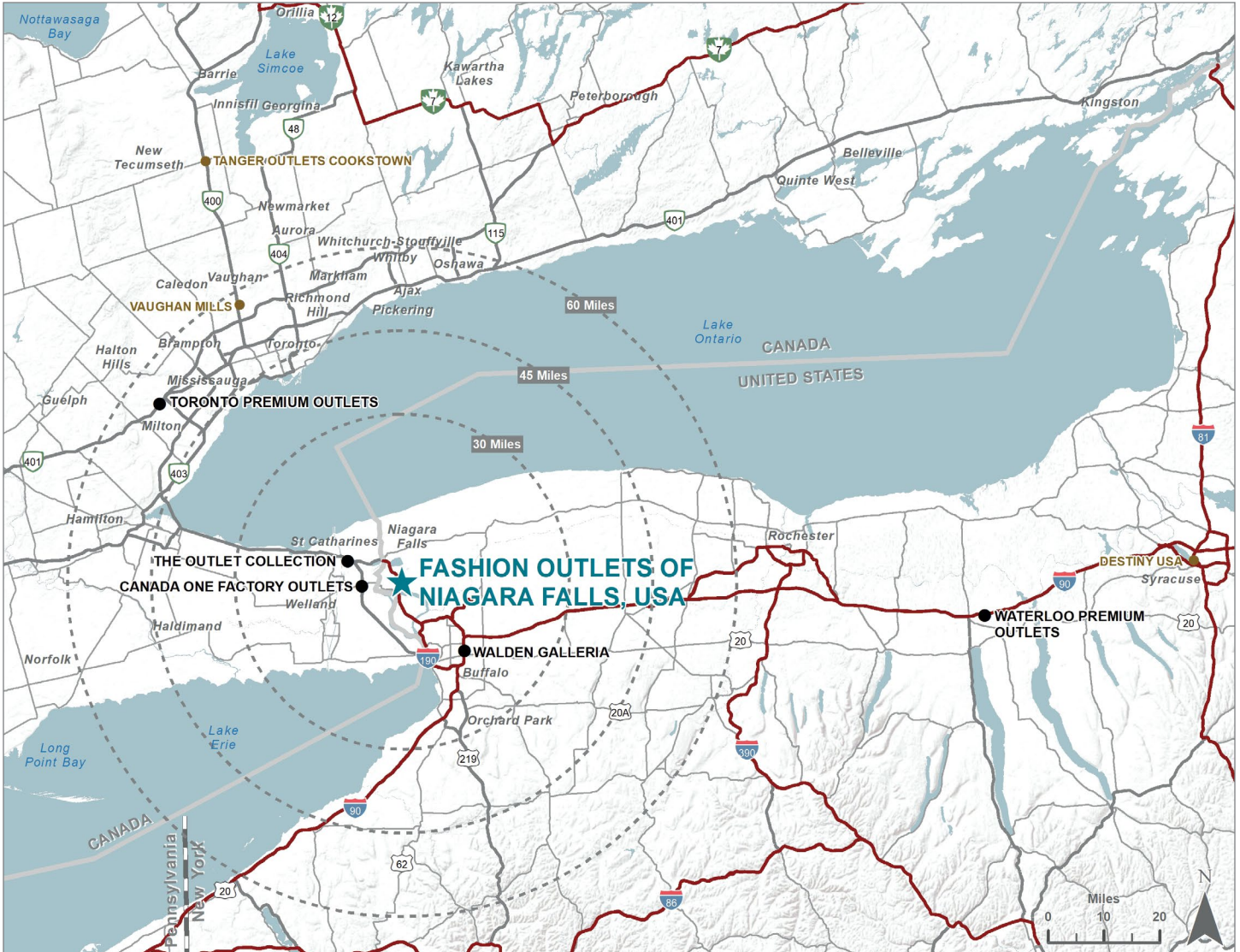
POPULATION & HOUSEHOLDS	30-MILE RADIUS U.S. & CANADA		45-MILE RADIUS U.S. & CANADA		60-MILE RADIUS U.S. & CANADA	
2023 Population	1,612,002		4,363,470		9,385,511	
2028 Population	1,630,708		4,570,692		10,095,747	
2023 to 2028 Population Growth	1.2%		4.7%		7.6%	
2023 Households	683,501		1,850,170		3,539,840	
INCOME						
Average Household Income	\$95,889		\$119,872		\$127,770	
Per Capita Income	\$40,658		\$50,827		\$ 48,190	
Households with Incomes \$100,000 +	231,682	34%	781,900	42%	1,687,830	48%
AGE						
Median Age	43.3		40.8		40.1	
Age 14 & Under	243,380	15%	615,629	14%	1,382,814	15%
Age 15 to 24	196,721	12%	505,050	12%	1,152,774	12%
Age 25 to 34	207,975	13%	692,227	16%	1,462,139	16%
Age 35 to 44	188,529	12%	619,146	14%	1,318,371	14%
Age 45 to 54	193,290	12%	536,856	12%	1,175,116	13%
Age 55 to 64	228,934	14%	572,030	13%	1,222,975	13%
Age 65+	353,173	22%	822,536	19%	1,671,319	18%
OCCUPIED HOUSING UNITS						
Total Units	683,502		1,850,170		3,539,310	
Owned	459,333	67%	1,120,336	61%	2,297,942	65%
Rented	224,169	33%	729,834	39%	1,241,368	35%

¹ 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 2020. Esri forecasts for 2023 and 2028.

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), 2023 ESRI.

TRADE AREA MAP



LEGEND

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



10% PCW

TOURISM INFORMATION

VISITOR DEMOGRAPHICS

Average Age	43.5
Average Household Income	\$81,100
Households with Income \$75K- \$150K+	48%

VISITOR TRIP STATISTICS:

Average Duration	4.3 Nights
Day-Trippers	46%
Visiting for Pleasure	91%
First-Time Visitor	30%
Repeat Visitor	70%
Visited in the Past 12 Months	36%
Percent of Visitors Who Shop (Tied with Those Who Sightsee)	37%
Average Daily Spend Per Visitor	\$234

TRANSPORTATION

Automobile	67%
Bus	9%
Other	24%

FIRST VS. REPEAT VISIT

First-Time Visitor	37%
Repeat Visitor	63%

TOP FEEDER MARKETS TO NIAGARA FALLS

Ontario, Canada
New York
Pennsylvania
Florida
California
Ohio

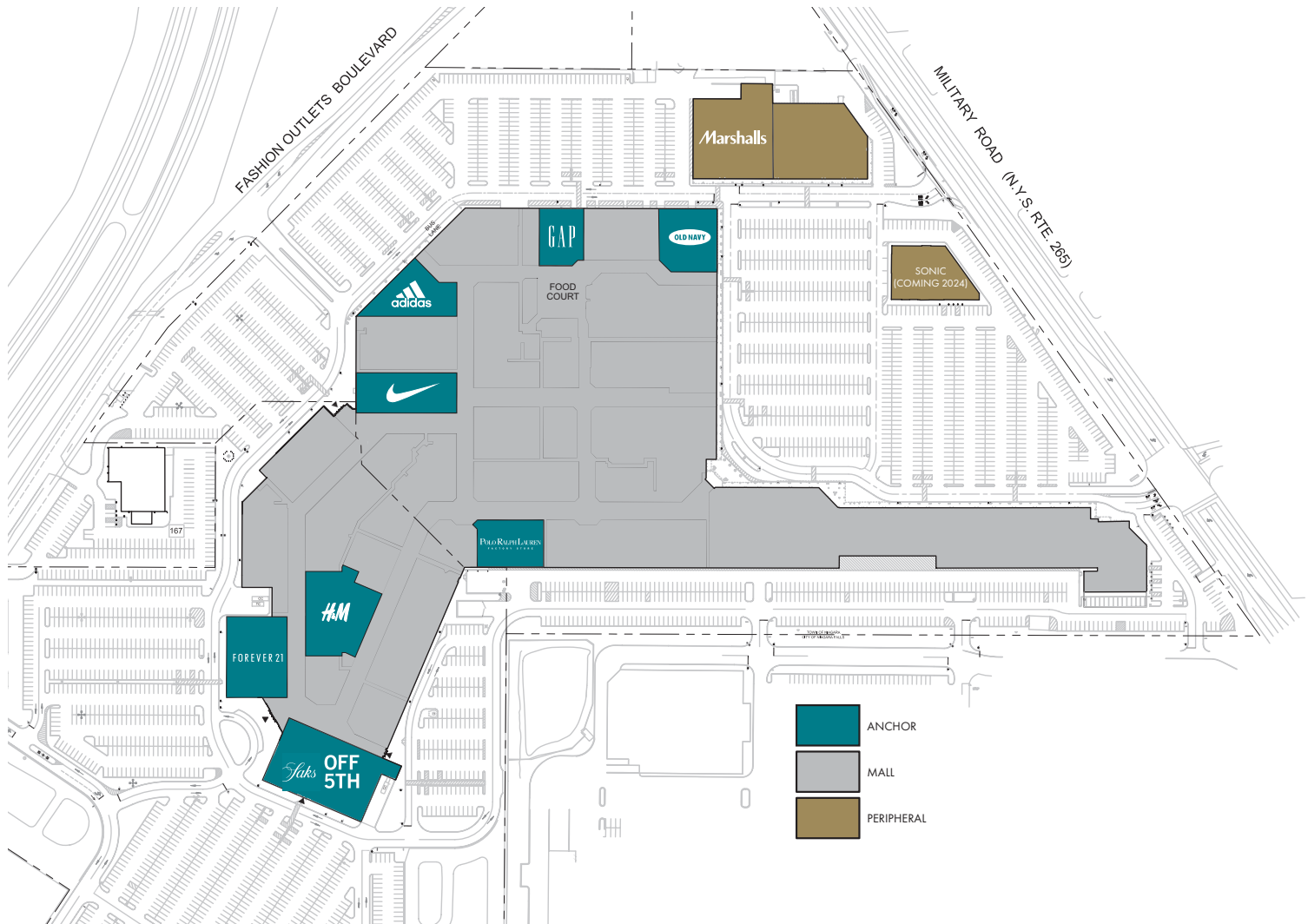
MAJOR LOCAL ATTRACTIONS

- Niagara Falls – bordering the U.S. and Canada, this natural wonder attracts 22 million visitors annually from all over the world.
- The three international border crossings from Ontario to the Niagara Falls, N.Y. region (Lewiston/Queenston Bridge, Whirlpool Bridge and Rainbow Bridge) rank second only to Kennedy International Airport as the busiest port of entry between the U.S. and Canada. More than 7.2 million passages are averaged each year on these three bridges.
- Seneca Niagara Resort & Casino – the 113,000-square-foot casino, spa and more than 600 guest rooms draw 8 million visitors annually. Also offers a 2,200-seat event center with live concerts, etc.
- 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. Also offers the 5,000-seat OLG Stage Concert Venue featuring international performing artists.
- Casino Niagara – a 95,000-square-foot complex with a casino and restaurants.
- Highmark Stadium – Hosting the NFL Buffalo Bills games and larger international performing artists.
- Key Bank Center – Hosting the NHL Buffalo Sabres, the Buffalo Bandits lacrosse and touring performing artists year-round.

INTERNATIONAL TRAVELERS

- Fashion Outlets has averaged more than 500 motorcoach groups annually since 2019. 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 \$128K FOR THE 9.3+ 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 RESORT & 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 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 DOMINANT OUTLET CENTER.



FASHION OUTLETS
NIAGARA FALLS, USA

MAJOR RETAILERS INCLUDE:

SAKS OFF 5TH
FOREVER 21
H&M
MARSHALLS

ADIDAS
APPLEBEE'S
COACH
GAP FACTORY

KATE SPADE NEW YORK
MICHAEL KORS
NIKE CLEARANCE STORE
OLD NAVY OUTLET

PANDORA (COMING 2024)
POLO RALPH LAUREN FACTORY STORE
UNDER ARMOUR
VICTORIA'S SECRET/PINK

