



**FASHION OUTLETS**  
NIAGARA FALLS, USA

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## MARKET PROFILE 2025

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

**MORE THAN 100+ DESIGNER BRANDS** | **FOOD COURT** 10 units

**PROPERTY TYPE** Outlet | **TOTAL SQUARE FEET** 672,000 | **BUILT / RENOVATED** 1982 / 2014

**FOR MORE INFORMATION** 716-805-0101 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		BUFFALO-CHEEKTOWAGA, NY MSA	
2024 Total Population	1,886,179		1,259,933		1,166,952	
2029 Total Population	1,876,518		1,252,030		1,160,624	
% Population Change 2024 to 2029	-0.5%		-0.6%		-0.5%	
HOUSEHOLDS						
2024 Total Households	809,916		537,668		499,440	
2029 Total Households	822,391		523,550		503,666	
% Household Change 2024 to 2029	1.5%		0.9%		0.8%	
INCOME						
Average Household Income	\$98,441		\$97,607		\$98,435	
Median Household Income	\$69,666		\$84,591		\$70,523	
Per Capita Income	\$42,418		\$41,779		\$42,254	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	511,563	63.2%	341,598	63.5%	316,828	63.4%
Household Income \$75,000 +	384,430	47.5%	256,654	47.7%	239,298	47.9%
Household Income \$100,000 +	282,378	34.9%	189,068	35.2%	177,152	35.5%
Household Income \$150,000 +	144,633	17.9%	92,313	17.2%	87,248	17.5%
AGE						
Median Age	40.6		41.2		41.0	
EDUCATION / OCCUPATION						
Bachelor's Degree +	508,421	38.1%	316,773	35.3%	302,431	36.4%
White Collar	601,529	65.4%	386,116	63.4%	364,119	64.3%
RACE/ETHNICITY						
White	1,336,800	70.9%	933,022	74.1%	853,217	73.1%
Black	269,048	14.3%	156,474	12.4%	152,511	13.1%
American Indian	8,899	0.5%	9,255	0.7%	8,192	0.7%
Asian	88,707	4.7%	58,925	4.7%	58,322	5.0%
Pacific Islander	690	0.0%	388	0.0%	355	0.0%
Other Race	58,567	3.1%	28,422	2.3%	26,202	2.3%
2 + Races	123,468	6.6%	73,447	5.8%	68,153	5.8%
Hispanic Population	147,683	7.8%	76,618	6.1%	71,657	6.1%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	538		1,471		2,779	
Total Employees	6,563		15,564		35,696	
Total Daytime Population	8,135		37,356		75,651	

# TRADE AREA MAP



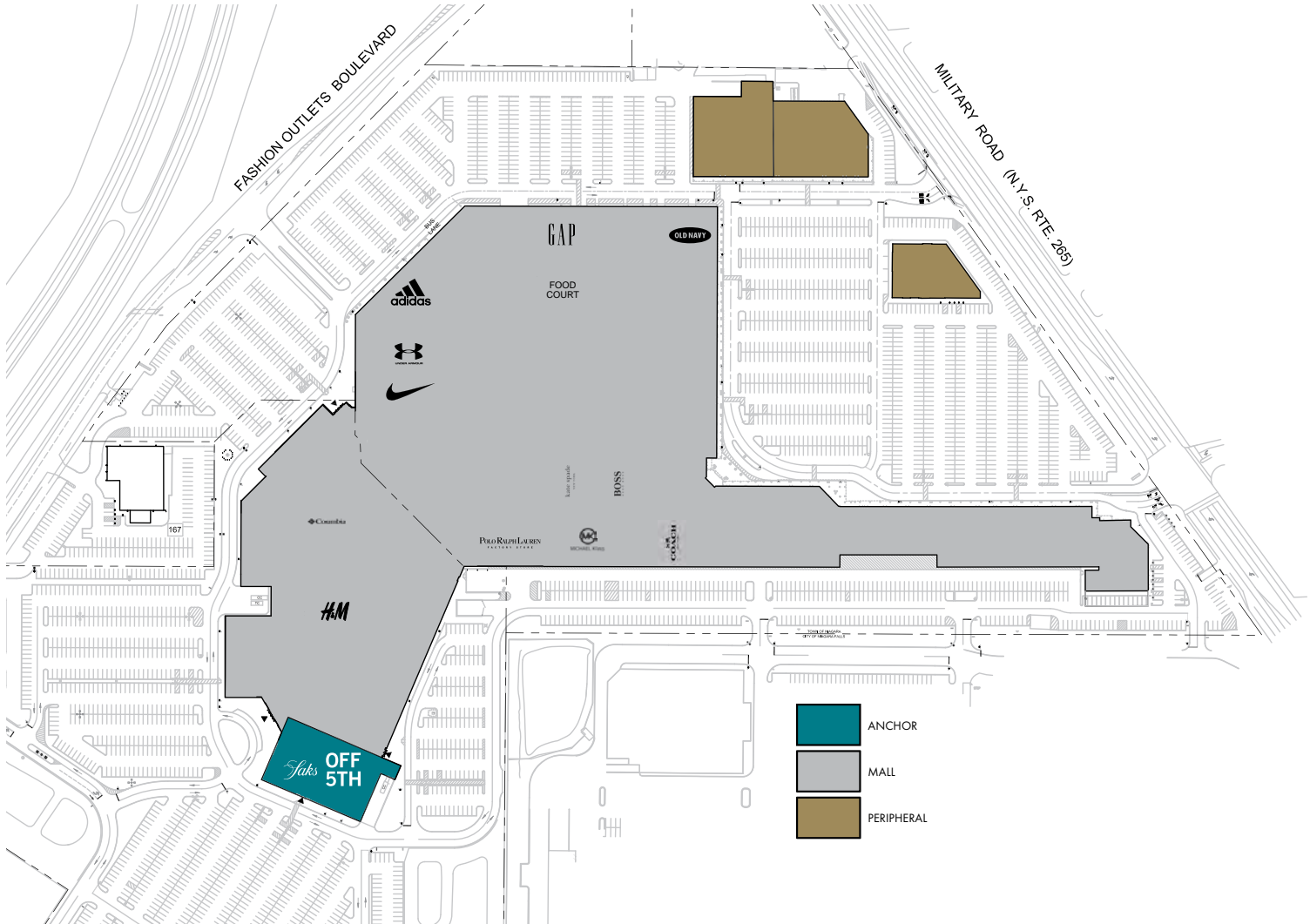
## LEGEND

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



10% PCW

# SITE PLAN



FASHION OUTLETS OF NIAGARA FALLS IS THE REGION'S PREMIER OUTLET CENTER WHERE VISITORS FROM ALL OVER THE WORLD FIND **100+ OUTLET 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 \$98K FOR THE 1.3 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.

# 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



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MAJOR RETAILERS INCLUDE:

SAKS OFF 5TH  
H&M  
NIKE CLEARANCE STORE  
ADIDAS

APPLEBEE'S  
BOSS  
COACH  
COLUMBIA SPORTSWEAR

GAP FACTORY  
KATE SPADE NEW YORK  
MICHAEL KORS  
OLD NAVY OUTLET

PANDORA  
POLO RALPH LAUREN FACTORY STORE  
UNDER ARMOUR  
VICTORIA'S SECRET/PINK



NORTH

NIAGARA RIVER



WEGMANS

SAM'S CLUB

MARSHALLS

HOBBY LOBBY

WALMART

OFF 5TH

H&M

Nike Factory Store

TRACTOR SUPPLY CO.

NIAGARA FALLS BOULEVARD

MILITARY ROAD

FASHION OUTLETS BLVD

I-190

TARGET