



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

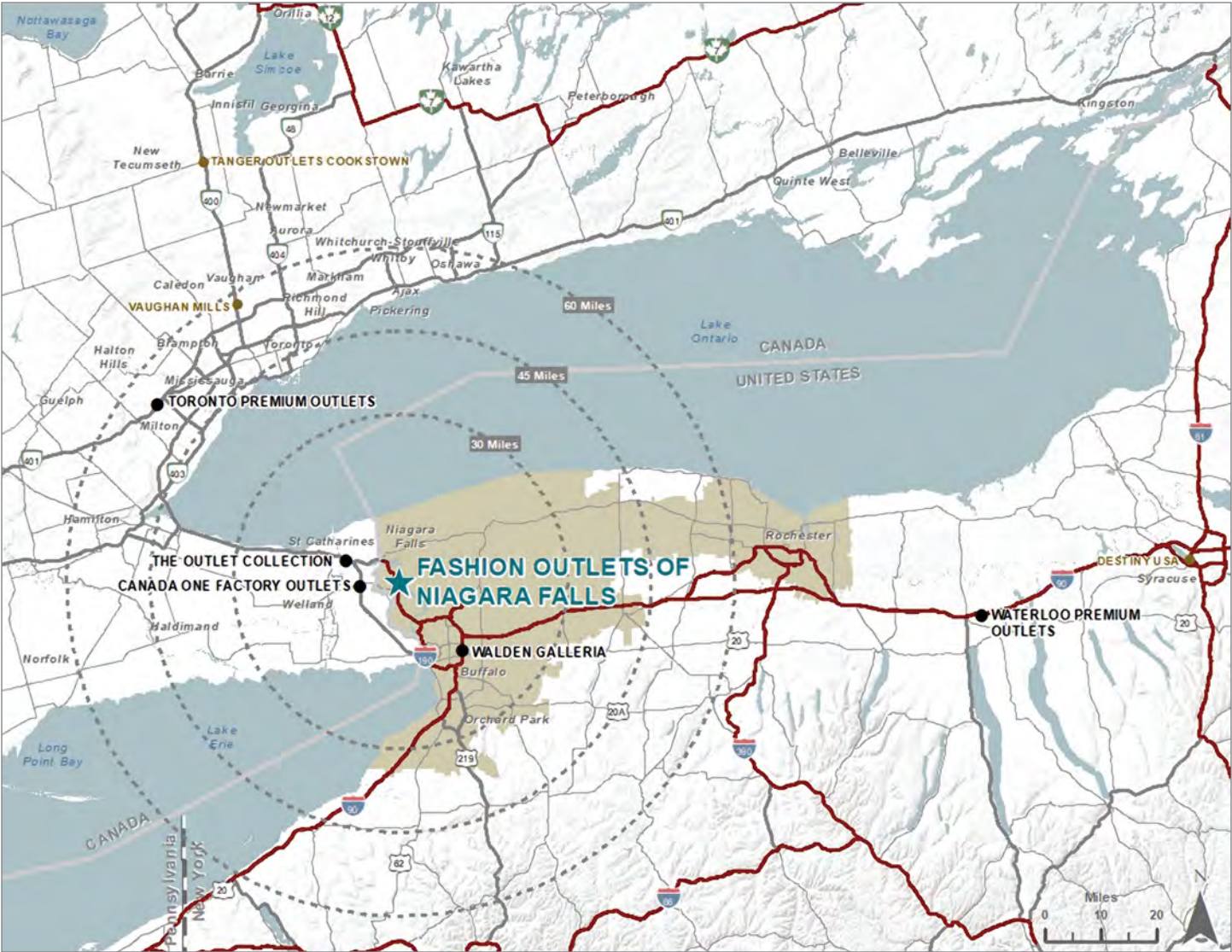
FOR MORE INFORMATION 716-805-0101 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		TOTAL TRADE AREA		45 MILE RADIUS		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

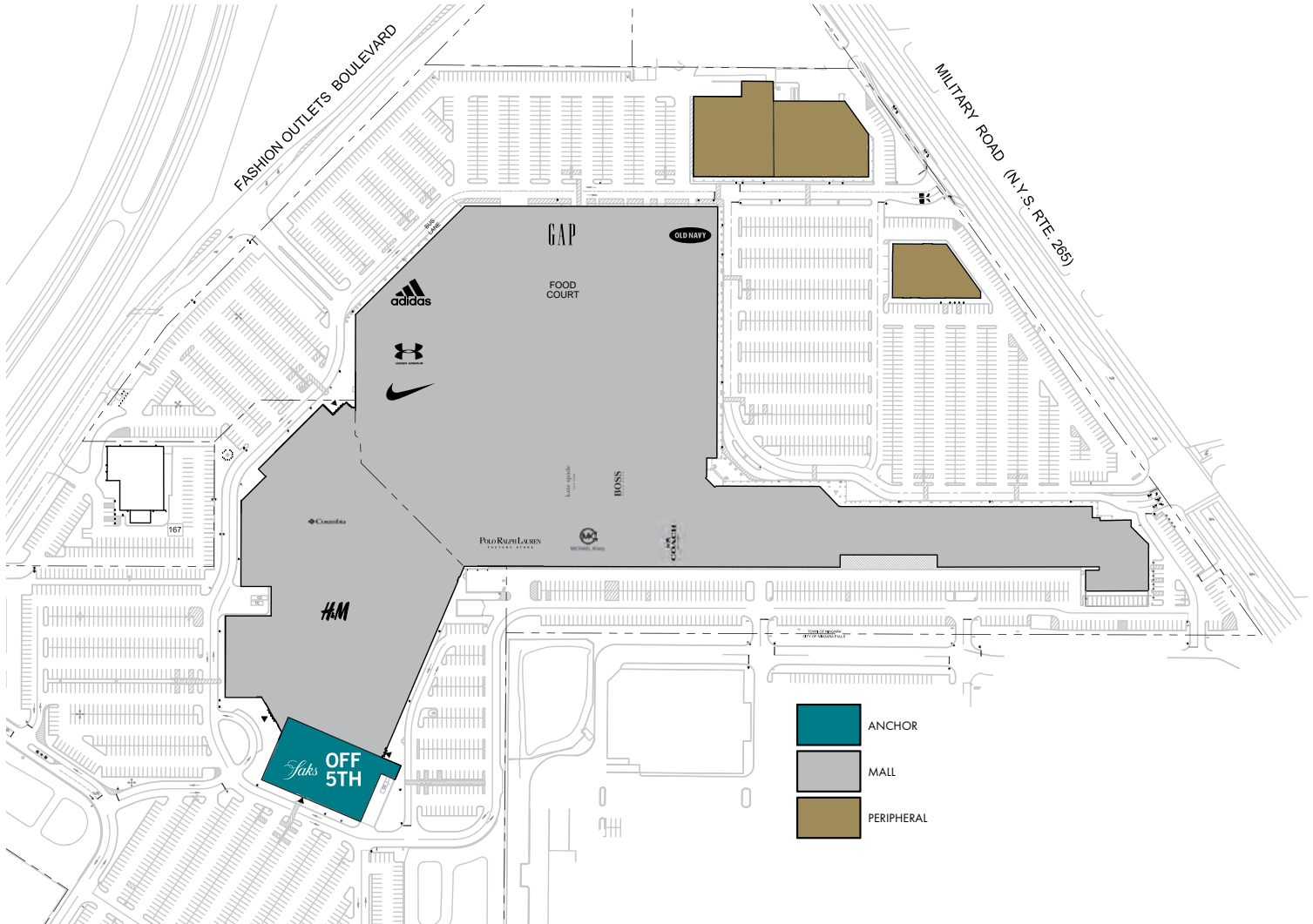
- ★ FASHION OUTLETS OF NIAGARA FALLS, USA
- TOTAL TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



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

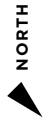
- Fashion Outlets has averaged more than 500 motorcoach groups annually since 2019. Approximately 90% of motorcoach groups are international visitors and 10% are domestic.
- Top Countries of Origin
 - Canada
 - United Kingdom
 - China
 - India
 - Germany



FASHION OUTLETS
NIAGARA FALLS, USA

MAJOR RETAILERS INCLUDE:

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



NORTH



NIAGARA RIVER

NIAGARA FALLS BOULEVARD

MILITARY ROAD

WEGMANS

SAM'S CLUB

MARSHALLS

WALMART

HOBBY LOBBY

OFF 5TH

H&M

Nike Factory Store

TRACTOR SUPPLY CO.

FASHION OUTLETS BLVD

I-190