



KIERLAND
C O M M O N S

SCOTTSDALE, AZ

MARKET PROFILE 2025

MAJOR RETAILERS alo yoga, Anthropologie, Arhaus, Chanel Fragrance & Beauty Boutique, Crate & Barrel, EVEREVE, Industrious, Johnnie-O, Johnny Was, Madewell, Malbon Golf, Mizzen+Main, PB Teen & Pottery Barn Kids, Rivian, Sur La Table, Tecovas, Tesla, TravisMathew, Vuori, Wilson Sporting Goods

RESTAURANTS & ENTERTAINMENT Bar NoRTH, The Cheesecake Factory, Mastro's Ocean Club, The Mission, NoRTH Italia, P.F. Chang's, Postino WineCafé, Snooze an A.M. Eatery, Tommy Bahama Restaurant Bar & Store, Zinc Bistro

COMING SOON Aritzia, Mejuri

PROPERTY TYPE Outdoor Luxury Lifestyle Center | **TOTAL SQUARE FEET** 438,000 | **BUILT** 2000

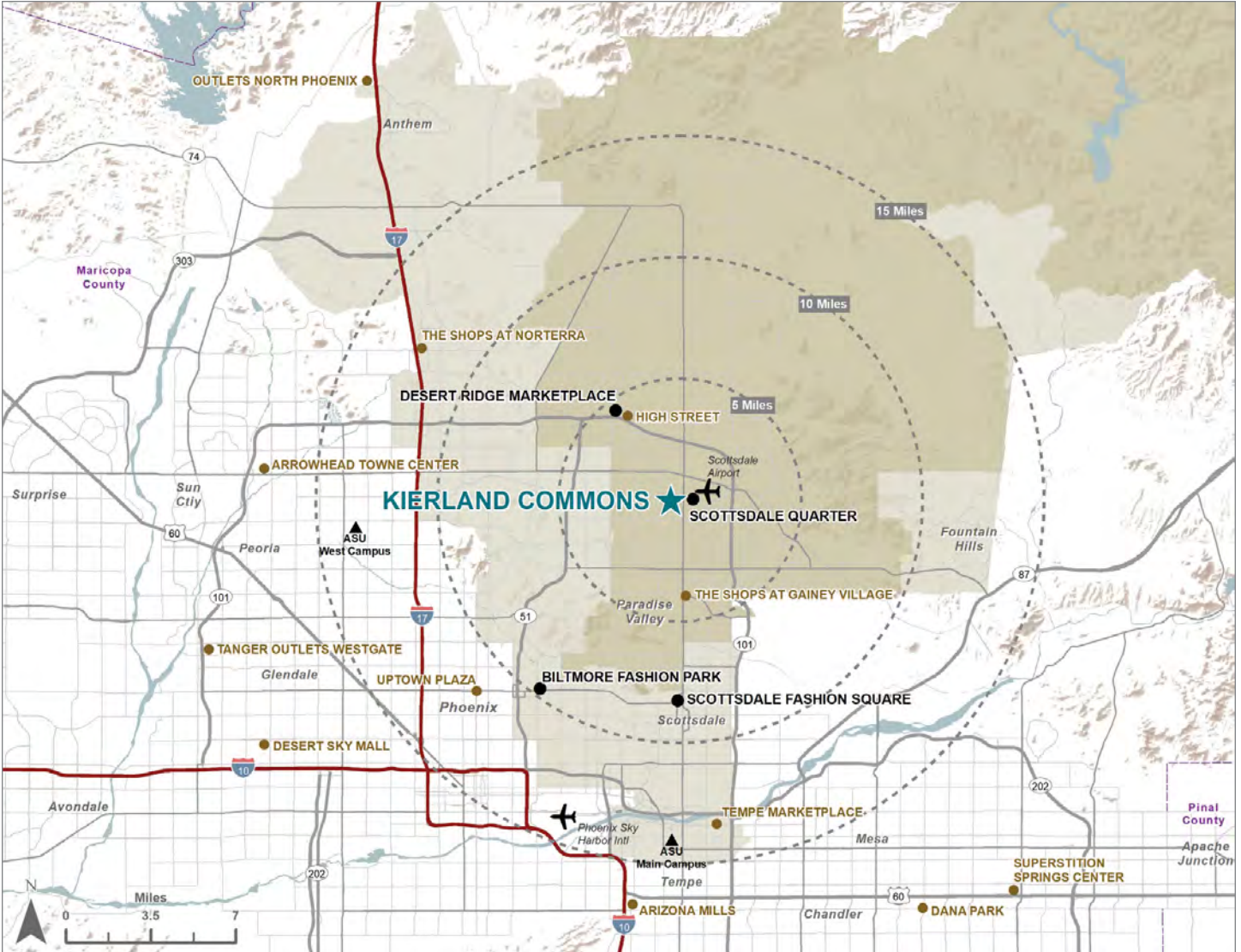
FOR MORE INFORMATION 602-953-6200 | Macerich.com



DEMOGRAPHIC SUMMARY

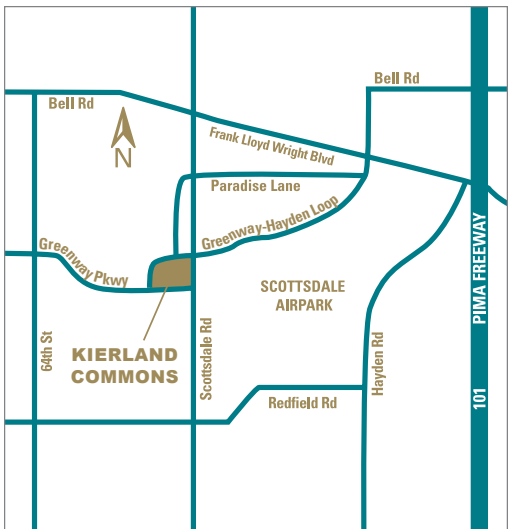
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-CHANDLER, AZ [MSA]	
2024 Total Population	308,366		988,796		5,149,752	
2029 Total Population	318,860		1,025,718		5,399,639	
% Population Change 2024 to 2029	3.4%		3.7%		4.9%	
HOUSEHOLDS						
2024 Total Households	135,458		434,329		1,922,675	
2029 Total Households	142,833		458,921		2,048,005	
% Household Change 2024 to 2029	5.4%		5.7%		6.5%	
INCOME						
Average Household Income	\$191,020		\$141,217		\$118,826	
Median Household Income	\$133,547		\$97,375		\$87,166	
Per Capita Income	\$83,845		\$62,100		\$44,441	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	114,947	84.9%	331,800	76.4%	1,432,352	74.5%
Household Income \$75,000 +	101,410	74.9%	269,672	62.1%	1,115,597	58.0%
Household Income \$100,000 +	86,803	64.1%	212,421	48.9%	839,032	43.6%
Household Income \$150,000 +	61,301	45.3%	131,139	30.2%	451,619	23.5%
AGE						
Median Age	50.6		41.2		38.2	
EDUCATION / OCCUPATION						
Bachelor's Degree +	153,622	64.7%	372,329	51.5%	1,275,970	36.3%
White Collar	133,262	82.3%	406,312	73.5%	1,658,370	64.9%
RACE/ETHNICITY						
White	248,624	80.6%	688,670	69.7%	3,007,177	58.4%
Black	4,880	1.6%	38,624	3.9%	312,158	6.1%
American Indian	1,181	0.4%	15,434	1.6%	131,069	2.6%
Asian	22,470	7.3%	60,730	6.1%	239,188	4.6%
Pacific Islander	272	0.1%	1,864	0.2%	13,603	0.3%
Other Race	6,416	2.1%	76,196	7.7%	718,614	14.0%
2 + Races	24,524	8.0%	107,277	10.9%	727,943	14.1%
Hispanic Population	24,051	7.8%	184,333	18.6%	1,627,279	31.6%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	2,381		7,372		13,922	
Total Employees	28,048		89,754		166,577	
Total Daytime Population	37,007		155,381		313,203	

TRADE AREA MAP



LEGEND

- ★ KIERLAND COMMONS
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



AT A GLANCE

CENTER INFORMATION

Located in Scottsdale, AZ, Kierland Commons is a premier open-air lifestyle center embodying the essence of live, work and shop. This Main Street-inspired destination features 80+ specialty retailers and dining options, four Class A office buildings spanning 120K+ RSF and 84 luxury condominiums at The Plaza Lofts at Kierland.

\$166K

AVERAGE HOUSEHOLD INCOME WITHIN A 5-MILE RADIUS IS **47% HIGHER THAN THE U.S. AVERAGE**

WEALTH

SCOTTSDALE RANKS AS THE **2ND FASTEST-GROWING U.S. CITY FOR MILLIONAIRE RESIDENTS**, WITH 1 IN 17 RESIDENTS WORTH \$1M+

\$3.3M

PRIMARY TRADE AREA AVERAGE NET WORTH IS **3X THE NATIONAL AVERAGE** OF \$1.3M

MARKET INFORMATION

- Scottsdale welcomes an estimated **11.2M OUT-OF-TOWN VISITORS** annually, **GENERATING \$3.5B IN LOCAL SPENDING**
- Shopping is ranked as **#1 ACTIVITY & EXPERIENCE** among visitors
- Phoenix Sky Harbor International Airport **SERVED 52.3M PASSENGERS IN 2024** (7.5% increase from 2023)

OTHER FACTS

- Kierland Commons is anchored by **AAA FOUR-DIAMOND WESTIN KIERLAND RESORT & SPA**, offering 780 rooms, a full-service spa and a 27-hole champion golf course
- Located just 2 miles away, **AAA FIVE-DIAMOND FAIRMONT SCOTTSDALE PRINCESS** offers 750 rooms and two championship golf courses, including host course of PGA Tour's WM Phoenix Open
- Home to **200+ GOLF COURSES**, Scottsdale is nationally recognized as one of the **PREMIER GOLF DESTINATIONS IN THE U.S.**
- Scottsdale ranks: **#1 IN THE U.S.** for **BEST CITY to FIND A JOB, RETIRE**, and **PET-FRIENDLINESS; #10 BEST PLACE TO RAISE A FAMILY**, and **#12 BEST CITY FOR WORK-LIFE BALANCE**

ECONOMIC DRIVERS

- Located nearby Scottsdale, Airpark is Arizona's **2ND LARGEST BUSINESS HUB**, spanning 8.6 square miles, **HOME TO 3,300+ COMPANIES** and **66K+ EMPLOYEES**, including Axon, Blue Yonder, MAYO Clinic and Vanguard
- Scottsdale Airport is Arizona's busiest corporate jet hub and the **11TH BUSIEST PRIVATE JET AIRPORT IN THE U.S.**
- Daytime population within 5-mile radius **EXCEEDS 313K**
- Residential growth continues with **8,400+ NEW UNITS PLANNED OR UNDER DEVELOPMENT** across 25 projects within 10 miles, adding to 2,900+ units completed in 2024/2025
- Nearby major events, including Barrett-Jackson, PGA WM Phoenix Open, and Scottsdale Arabian Horse Show, attract a combined **1.4M+ ATTENDEES** and generated **\$948M+ IN ECONOMIC IMPACT** during Q1
- Cactus League MLB Spring Training features 15 teams, 200+ games and an estimated **1.6M ATTENDEES**, contributing to a **\$710M+ ECONOMIC IMPACT** (Q1)

MAJOR RETAILERS INCLUDE:

ANTHROPOLOGIE
ARHAUS
CRATE & BARREL
MASTRO'S OCEAN CLUB
P.F. CHANG'S
THE CHEESECAKE FACTORY
TOMMY BAHAMA RESTAURANT BAR & STORE
ALO YOGA

CHANEL FRAGRANCE & BEAUTY BOUTIQUE
INDUSTRIOUS
JOHNNIE-O
JOHNNY WAS

MADEWELL
MIZZEN+MAIN
NORTH ITALIA
POSTINO WINECAFE

SAATVA
TESLA
TRAVISMATHEW
VUORI

