



# LA ENCANTADA

TUCSON, AZ

## MARKET PROFILE 2020

**MAJOR RETAILERS** Anthropologie, Apple, Athleta, Ben Bridge Jeweler, Coach, Crate & Barrel, Johnny Was, Lululemon, M·A·C, Pottery Barn, Soft Surroundings, Sundance, Tiffany & Co., West Elm, Williams-Sonoma

**RESTAURANTS & ENTERTAINMENT** AJ's Purveyors of Fine Foods, Blanco Tacos & Tequila, Firebirds Wood Fired Grill, Humble Pie Pizza, The Living Room Wine Café and Lounge, North Italia, RA Sushi Bar, Savaya Coffee

**COMING SOON** Free People, Madewell

**PROPERTY TYPE** Open-air Specialty Center | **TOTAL SQUARE FEET** 246,000 | **BUILT** 2003

**FOR MORE INFORMATION** 602-953-6200 | [Macerich.com](http://Macerich.com)

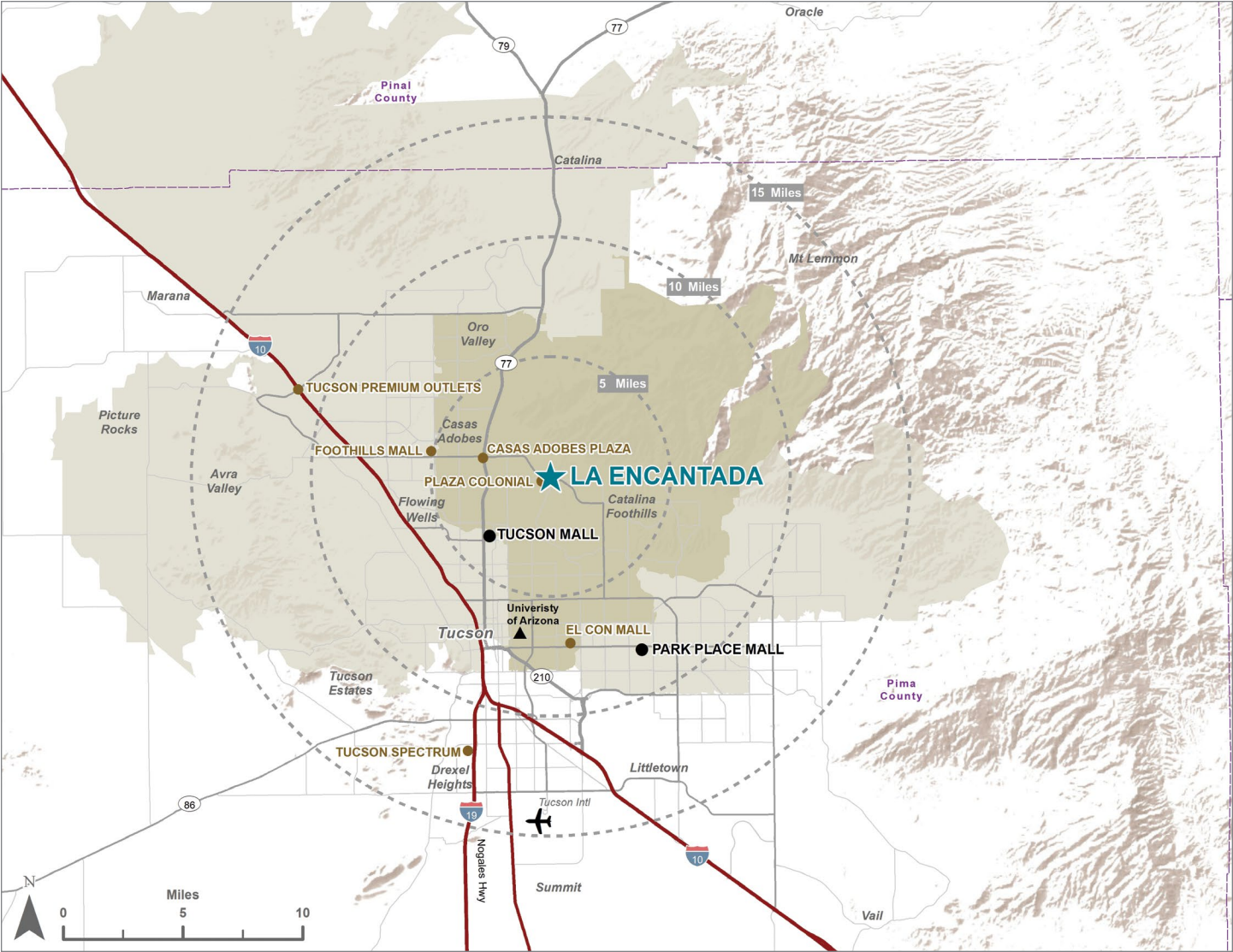


# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		TUCSON, AZ [MSA]	
2019 Total Population	221,508		603,611		1,051,292	
2024 Total Population	228,193		627,195		1,095,684	
2019-2024 Population Growth	3.0%		3.9%		4.2%	
HOUSEHOLDS						
2019 Total Households	101,180		262,156		416,703	
2024 Total Households	104,446		272,520		434,591	
2019-2024 Household Growth	3.2%		4.0%		4.3%	
INCOME						
Average Household Income	\$86,127		\$79,327		\$74,752	
Median Household Income	\$53,609		\$53,961		\$53,114	
Per Capita Income	\$39,492		\$34,515		\$29,725	
HOUSEHOLD INCOME RANGES						
\$50,000 +	53,763	53.1%	141,016	53.8%	221,953	53.3%
\$75,000 +	37,723	37.3%	95,592	36.5%	145,175	34.8%
\$100,000 +	27,284	27.0%	64,728	24.7%	94,119	22.6%
\$150,000 +	13,887	13.7%	28,697	10.9%	37,965	9.1%
AGE						
Median Age	42.3		42.3		39.2	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	80,593	50.9%	176,283	40.7%	239,810	33.1%
White Collar	73,649	71.6%	182,550	66.7%	279,425	61.7%
RACE / ETHNICITY						
White	174,329	78.7%	464,204	76.9%	752,899	71.6%
Black	7,746	3.5%	22,420	3.7%	39,891	3.8%
American Indian	3,418	1.5%	10,799	1.8%	35,593	3.4%
Asian	12,077	5.5%	24,929	4.1%	33,784	3.2%
Pacific Islander	422	0.2%	1,190	0.2%	1,922	0.2%
Other Race	23,517	10.6%	80,069	13.3%	187,203	17.8%
Hispanic or Latino	48,690	22.0%	168,975	28.0%	401,005	38.1%
Not Hispanic or Latino	172,817	78.0%	434,636	72.0%	650,287	61.9%
EMPLOYMENT / DAYTIME POPULATION						
1 MILE	3 MILE		5 MILE			
Total Businesses	260		1,711		5,756	
Total Employees	3,394		19,050		64,368	
Daytime Population	6,276		37,862		143,345	



# TRADE AREA MAP



## LEGEND

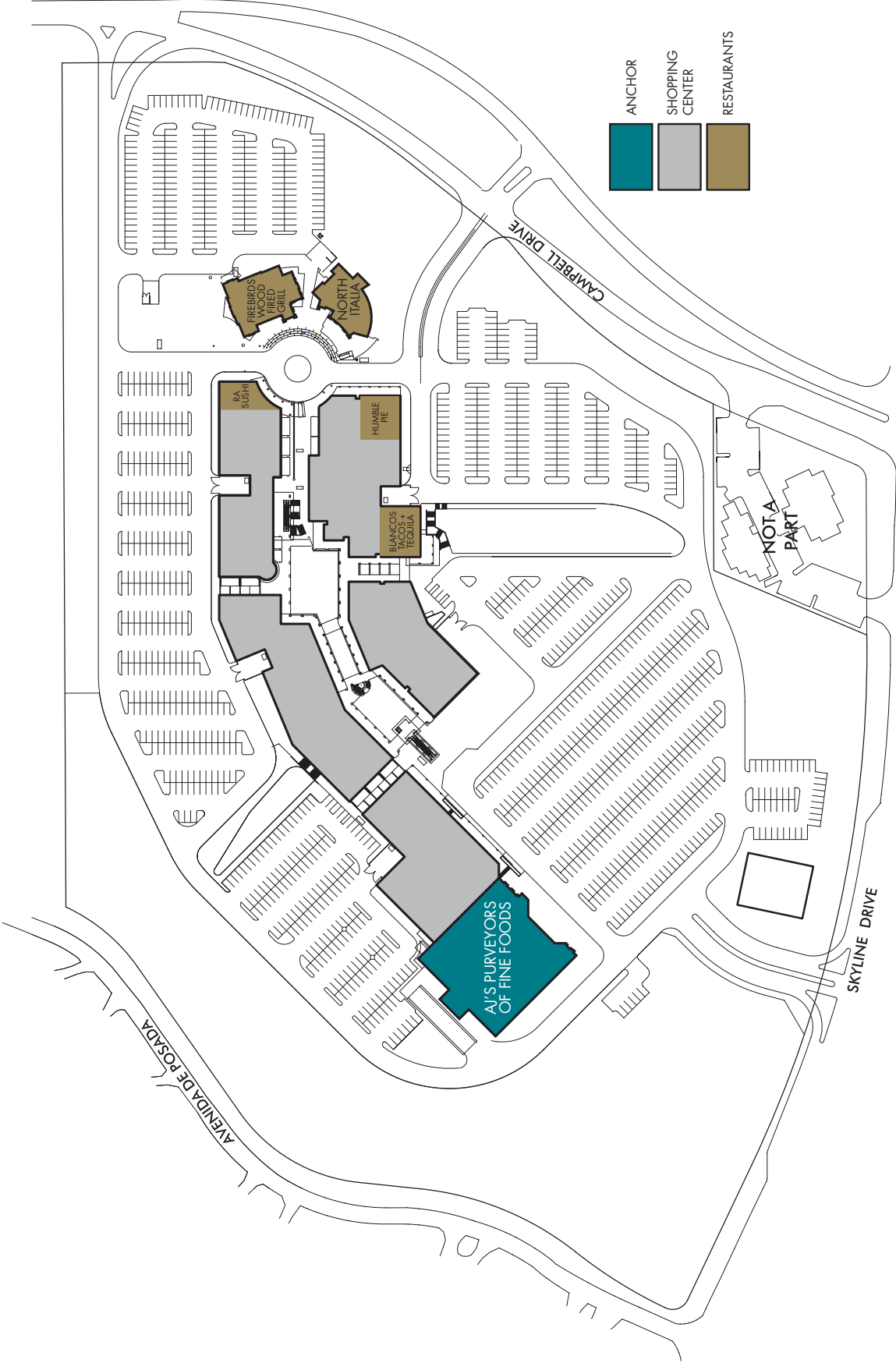
- ★ LA ENCANTADA
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



# SITE PLAN



# MARKET FACT SHEET

NESTLED AGAINST THE  
SANTA CATALINA MOUNTAINS,  
LA ENCANTADA HAS  
**78% MARKET EXCLUSIVE**  
RETAILERS & RESTAURANTS

**UNIVERSITY OF ARIZONA**  
– RANKED 69TH  
IN THE WORLD  
– 45,000 STUDENTS  
– \$11.1 BILLION STATEWIDE  
ECONOMIC IMPACT  
– TOP MAJORS: BIOMED,  
BUSINESS, ENGINEERING

TUCSON RANKS #2 IN  
**BEST PLACES TO LIVE**  
(OUTSIDE MAGAZINE 2019)

TUCSON IS A  
**MINI-MECCA FOR ARTS**  
PROFESSIONAL OPERA,  
SYMPHONY, ORCHESTRA,  
BALLET AND THEATER

**EXPANDING EMPLOYMENT**  
AMAZON FULFILLMENT 1,500  
NORTHWEST HEALTHCARE 600  
GEICO 860  
RAYTHEON 1,000

**6.5 MILLION**  
DOMESTIC OVERNIGHT  
VISITORS TO SOUTHERN  
ARIZONA IN 2017 WITH  
**\$3.5 BILLION**  
IN DIRECT TRAVEL SPENDING  
  
MEXICAN NATIONALS  
**SPEND \$1 BILLION**  
IN PIMA COUNTY ANNUALLY

**665 LUXURY HOTEL ROOMS**  
WITHIN 2.5 MILES OF THE  
CENTER AND 119 ROOMS  
WITHIN WALKING DISTANCE  
OF LA ENCANTADA

TOP INTERNATIONAL AND  
DOMESTIC VISITORS FROM:  
PHOENIX, LOS ANGELES, CHICAGO,  
NEW YORK, SINALOA, BRITISH  
COLUMBIA, ALBERTA AND BAJA

DAVIS MONTHAN AIR FORCE BASE  
– **\$3 BILLION**  
**ECONOMIC IMPACT**  
TO LOCAL COMMUNITY  
– EMPLOYS 19,000 PEOPLE

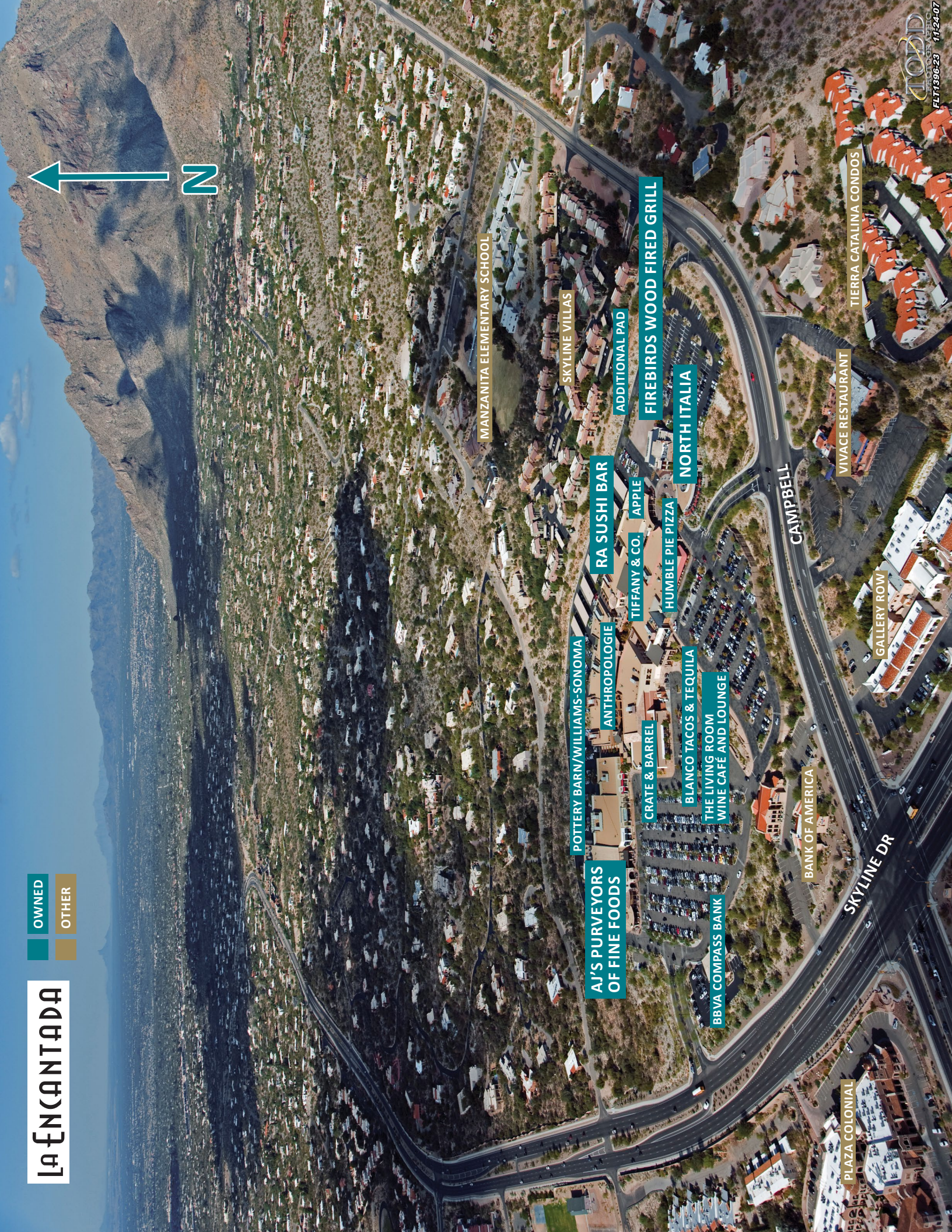
RAYTHEON MISSILE SYSTEM  
EMPLOYS MORE THAN **13,000**  
**PEOPLE** AND HAS A **\$2.6 BILLION**  
ANNUAL ECONOMIC IMPACT

**GLOBALLY ATTENDED EVENTS AND WORLD RENOWNED RESORTS & SPAS**  
– TUCSON GEM, MINERAL & FOSSIL SHOWCASE **ATTENDANCE NEARLY 50,000 PEOPLE**  
– COLOGUARD CLASSIC, A PGA TOUR CHAMPIONS EVENT ATTRACTING INTERNATIONAL GOLFERS, HAS RAISED **\$33 MILLION FOR ARIZONA YOUTH ATHLETIC PROGRAMS**  
– EL TOUR DE TUCSON, AMERICA’S LARGEST PERIMETER CYCLING EVENT, ATTRACTS **OVER 9,000 CYCLISTS**  
– GLOBALLY RECOGNIZED LUXURY SPAS: CANYON RANCH, RITZ-CARLTON DOVE MOUNTAIN, MIRAVAL ARIZONA, LOWES VENTANA CANYON AND WESTIN LA PALOMA

## YEARLY SALES

JAN	8.2%	MAY	8.0%	SEP	7.7%
FEB	7.8%	JUN	6.8%	OCT	8.9%
MAR	8.3%	JUL	7.1%	NOV	9.0%
APR	8.3%	AUG	6.7%	DEC	13.3%





OWNED  
OTHER

LA ENCANTADA



MANZANITA ELEMENTARY SCHOOL

SKYLINE VILLAS

AJ'S PURVEYORS  
OF FINE FOODS

POTTERY BARN/WILLIAMS-SONOMA

ANTHROPOLOGIE

CRATE & BARREL

RA SUSHI BAR

TIFFANY & CO. APPLE

HUMBLE PIE PIZZA

FIREBIRDS WOOD FIRED GRILL

NORTH ITALIA

BLANCO TACOS & TEQUILA

THE LIVING ROOM  
WINE CAFE AND LOUNGE

BBVA COMPASS BANK

BANK OF AMERICA

PLAZA COLONIAL

VIVACE RESTAURANT

TIERRA CATALINA CONDOS

GALLERY ROW