



S·C·O·T·T·S·D·A·L·E
Fashion Square

SCOTTSDALE, AZ

MARKET PROFILE 2020

MAJOR RETAILERS Apple, Bottega Veneta, Burberry, Cartier, CH Carolina Herrera, DICK'S Sporting Goods, Dillard's, Gucci, H&M, Industrious, Louis Vuitton, lululemon, Macy's, Microsoft, Morphe, Neiman Marcus, Nordstrom, Prada, Saint Laurent, Salvatore Ferragamo, Tesla, Tiffany & Co., ZARA

RESTAURANTS & ENTERTAINMENT Nobu, Ocean 44, Francine, Shake Shack, Toca Madera, Wonderspaces, Yard House, Harkins Camelview Theatres | **FOOD COURT** 9 units

COMING SOON Caesars Republic Scottsdale, Equinox, Versace

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,835,000 | **BUILT / RENOVATED** 1961 / 2014 / 2018

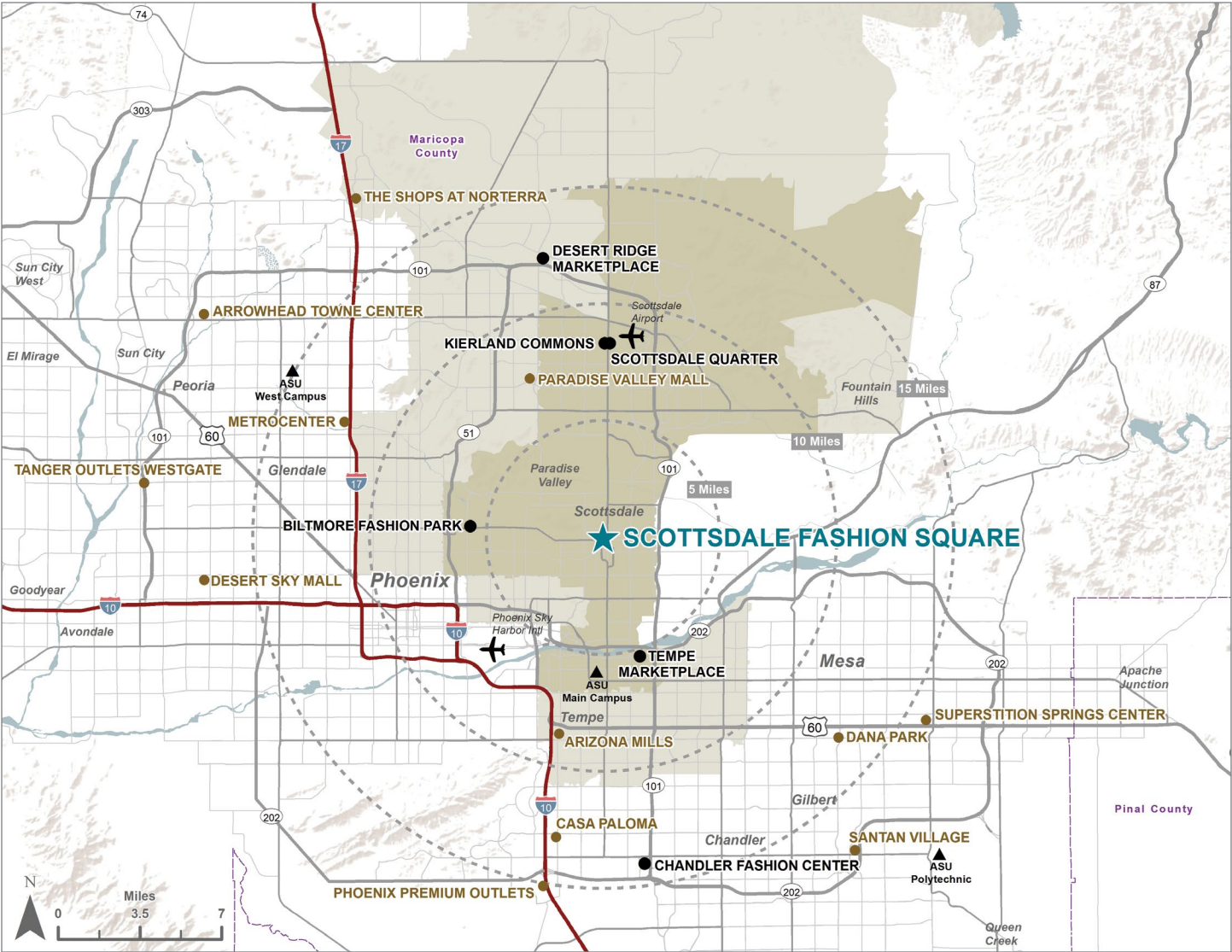
FOR MORE INFORMATION 602-953-6432 | Macerich.com



DEMOGRAPHIC SUMMARY

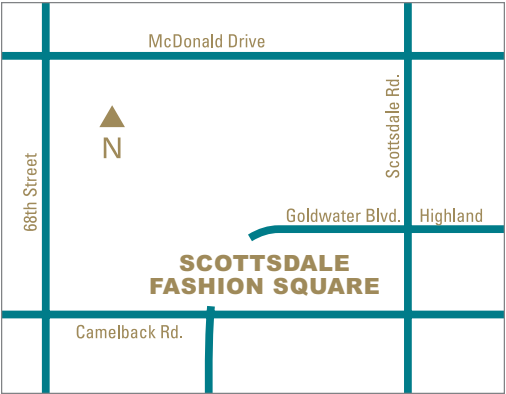
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-SCOTTSDALE, AZ [MSA]	
2019 Total Population	439,989		1,240,918		4,885,176	
2024 Total Population	476,095		1,338,445		5,298,576	
2019-2024 Population Growth	8.2%		7.9%		8.5%	
HOUSEHOLDS						
2019 Total Households	196,128		522,809		1,776,484	
2024 Total Households	212,867		564,230		1,923,505	
2019-2024 Household Growth	8.5%		7.9%		8.3%	
INCOME						
Average Household Income	\$117,502		\$96,920		\$87,428	
Median Household Income	\$75,550		\$62,997		\$62,609	
Per Capita Income	\$52,647		\$40,938		\$31,906	
HOUSEHOLD INCOME RANGES						
\$50,000 +	129,562	66.1%	316,781	60.6%	1,088,051	61.2%
\$75,000 +	98,729	50.3%	226,114	43.3%	754,683	42.5%
\$100,000 +	75,582	38.5%	164,184	31.4%	515,254	29.0%
\$150,000 +	44,123	22.5%	85,792	16.4%	231,960	13.1%
AGE						
Median Age	40.7		38.1		36.1	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	167,866	53.9%	372,079	43.4%	1,026,656	31.7%
White Collar	180,781	75.8%	450,657	68.7%	1,466,180	63.9%
RACE / ETHNICITY						
White	353,217	80.3%	915,781	73.8%	3,399,194	69.6%
Black	14,680	3.3%	61,336	4.9%	284,352	5.8%
American Indian	7,611	1.7%	35,212	2.8%	121,347	2.5%
Asian	22,121	5.0%	52,369	4.2%	200,101	4.1%
Pacific Islander	632	0.1%	2,947	0.2%	11,366	0.2%
Other Race	41,729	9.5%	173,272	14.0%	868,816	17.8%
Hispanic or Latino	71,974	16.4%	309,953	25.0%	1,542,371	31.6%
Not Hispanic or Latino	368,015	83.6%	930,964	75.0%	3,342,805	68.4%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	2,260		5,549		10,968	
Total Employees	25,842		63,927		162,873	
Daytime Population	37,909		122,317		300,309	

TRADE AREA MAP



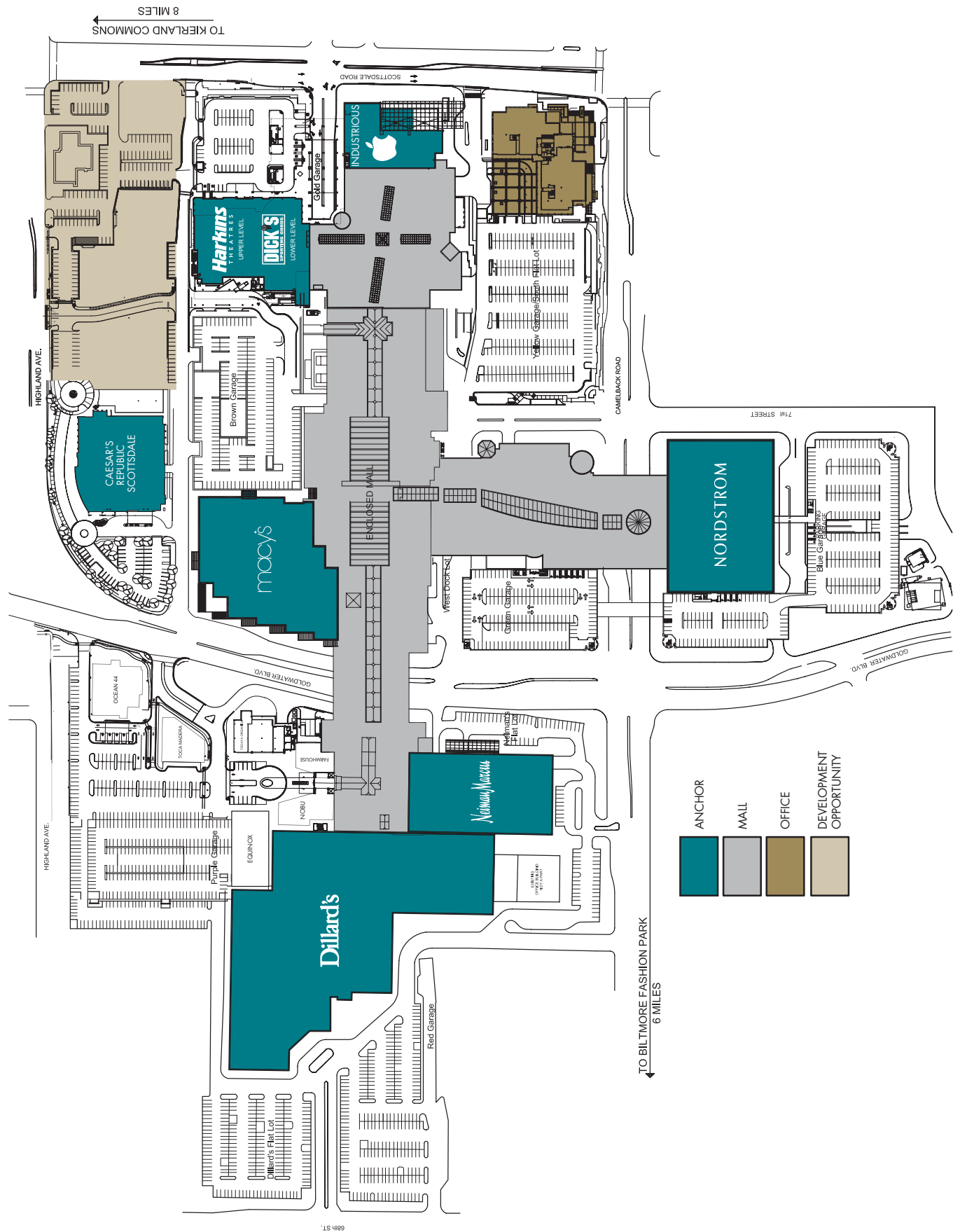
LEGEND

- ★ SCOTTSDALE FASHION SQUARE
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

19.5 MILLION SHOPPERS
ANNUALLY

1.1 MILLION PEOPLE
IN THE TRADE AREA

SCOTTSDALE VISITORS HAVE
AVERAGE HOUSEHOLD
INCOMES OF \$247,000

LARGEST FASHION
SHOPPING DESTINATION
WITHIN 250 MILES

DRAWING UPON A POPULATION
OF MORE THAN 7 MILLION

40+ MARKET EXCLUSIVE
RETAILERS

TOP PERFORMING NEIMAN
MARCUS & NORDSTROM

20 MULTI-FAMILY LUXURY
RESIDENTIAL PROJECTS WITH
4,237 UNITS WITHIN 1 MILE
OF THE CENTER

25% OF SCOTTSDALE RESIDENTS
ARE **MILLIONAIRES**

TOP 10 U.S. MARKET
FOR LUXURY HOMES

14,000+ RESORT
& HOTEL ROOMS
IN SCOTTSDALE

TOP U.S. FEEDER MARKETS:
N.Y., CHICAGO, L.A., SAN FRANCISCO, DENVER

TOP INTERNATIONAL FEEDER MARKETS:
MEXICO, CANADA, GERMANY, U.K., CHINA

PARTNERSHIP WITH CHINA UNION PAY
THE NO. 1 CHINESE CREDIT CARD WITH MORE THAN 4 BILLION CARDS

200+ GOLF COURSES IN THE REGION

HOME TO 5 OF DELOITTE'S
FASTEST GROWING
PUBLIC & PRIVATE
US TECH COMPANIES
SITELOCK, NEXTIVA, ULTHERA INC.,
LIFELOCK AND GPS INSIGHT

METRO PHOENIX RANKS #15 IN
TECH TALENT
(CBRE)

SCOTTSDALE IS ONE OF THE TOP 10 U.S. **FAVORITE CITIES FOR FOOD**
(TRAVEL & LEISURE)

OVER **28,000 EMPLOYEES** OFFICE WITHIN 1 MILE

ASU – 98,000 STUDENTS – ATTRACTS THE HIGHEST ENROLLMENT
OF **CHINESE UNIVERSITY STUDENTS** AFTER USC

LUXURY RENOVATION – COMPLETION SPRING 2020 –
INCLUDES UPSCALE RESTAURANTS NOBU, TOCA MADERA,
OCEAN 44, FRANCINE AND ZINQUÉ

YEARLY SALES

JAN	5.8%	MAY	8.2%	SEP	8.2%
FEB	6.7%	JUN	8.9%	OCT	6.5%
MAR	9.4%	JUL	6.7%	NOV	8.3%
APR	7.8%	AUG	6.5%	DEC	16.9%

OWNED
OTHER



68TH STREET

OPTIMA SONORAN
VILLAGE APARTMENTS

DILLARD'S

EQUINOX

NEIMAN MARCUS

GRAND NORTH ENTRANCE

FRANCINE

NOBU

TOCA MADERA

OCEAN 44

CAMELBACK ROAD

BROADSTONE WATERFRONT APARTMENTS

NORDSTROM

MACY'S

GOLDWATER BLVD

MODERNE APARTMENTS

OLD TOWN SCOTTSDALE

WATERFRONT
CONDOMINIUMS/
RETAIL OFFICE

48,700 AVERAGE DAILY TRAFFIC

CAESARS REPUBLIC
SCOTTSDALE

FUTURE DEVELOPMENT

OPTIMA CAMELVIEW CONDOMINIUMS

54,700 AVERAGE DAILY TRAFFIC

APPLE

INDUSTRIOUS

HARKINS CAMELVIEW THEATRES

DICK'S SPORTING GOODS

W SCOTTSDALE

FUTURE
DEVELOPMENT

FUTURE
DEVELOPMENT

SCOTTSDALE ROAD