



S·C·O·T·T·S·D·A·L·E
Fashion Square

SCOTTSDALE, AZ

MARKET PROFILE 2021

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, Morphe, Neiman Marcus, Nordstrom, Prada, Saint Laurent, Salvatore Ferragamo, Tesla, Tiffany & Co., Versace, 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, Dior, Louis Vuitton Men

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,843,000 | **BUILT / RENOVATED** 1961 / 2014 / 2018

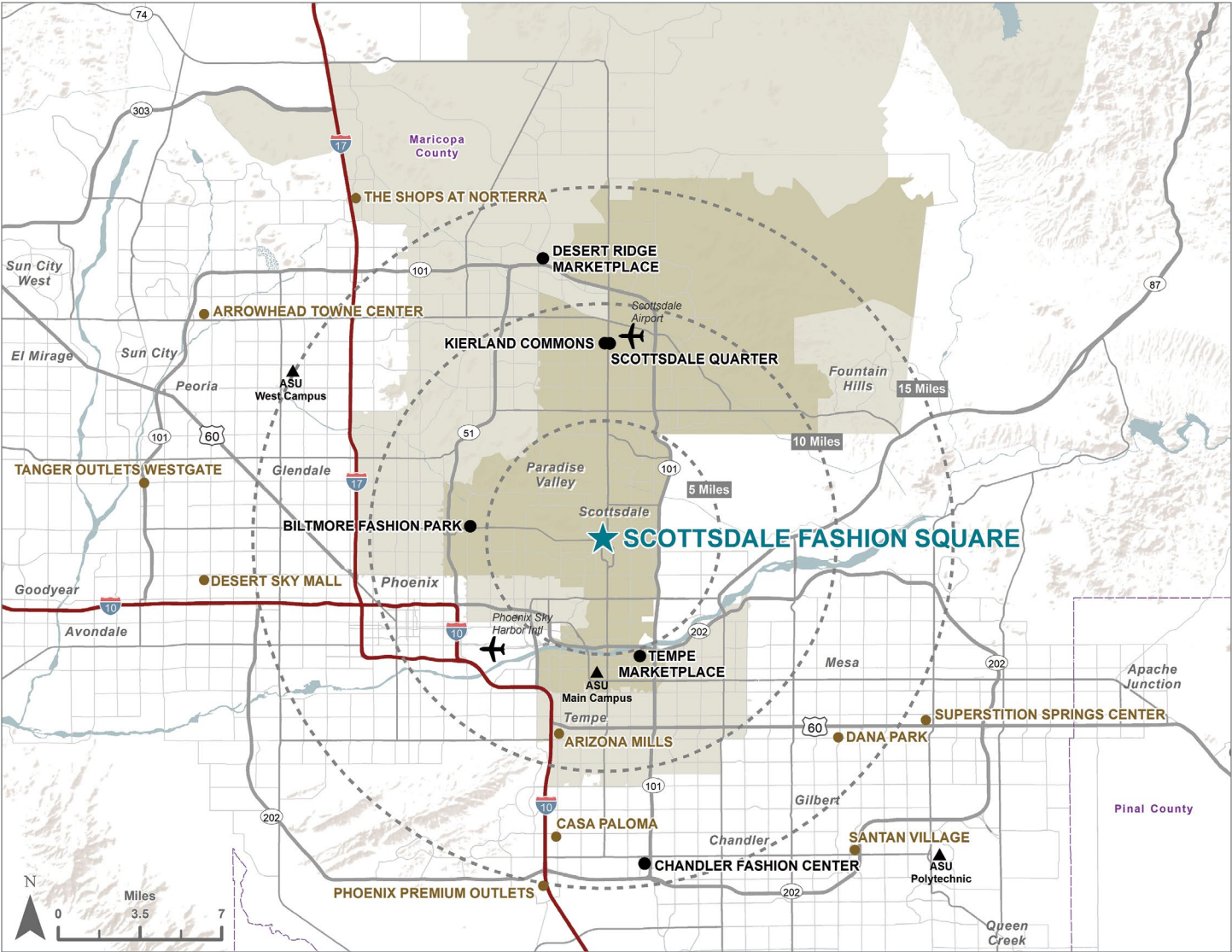
FOR MORE INFORMATION 602-953-6432 | Macerich.com



DEMOGRAPHIC SUMMARY

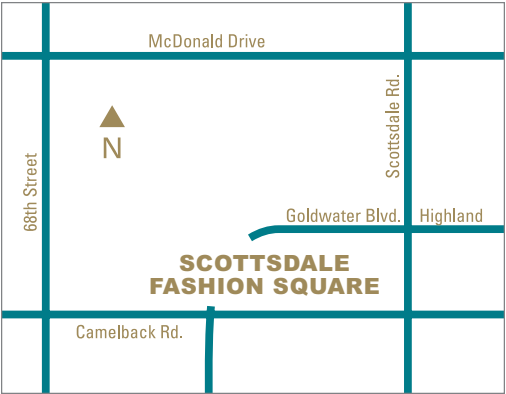
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-SCOTTSDALE, AZ [MSA]	
2020 Total Population	444,296		1,244,502		4,932,833	
2025 Total Population	478,297		1,336,182		5,327,947	
2020-2025 Population Growth	7.7%		7.4%		8.0%	
HOUSEHOLDS						
2020 Total Households	198,797		525,817		1,794,657	
2025 Total Households	214,570		565,142		1,936,035	
2020-2025 Household Growth	7.9%		7.5%		7.9%	
INCOME						
Average Household Income	\$121,456		\$100,827		\$90,996	
Median Household Income	\$78,899		\$66,472		\$65,872	
Per Capita Income	\$54,610		\$42,699		\$33,225	
HOUSEHOLD INCOME RANGES						
\$50,000 +	134,876	67.8%	329,806	62.7%	1,141,068	63.6%
\$75,000 +	104,156	52.4%	238,818	45.4%	801,337	44.7%
\$100,000 +	79,866	40.2%	173,118	32.9%	548,827	30.6%
\$150,000 +	47,458	23.9%	92,810	17.7%	255,390	14.2%
AGE						
Median Age	40.7		38.2		36.2	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	171,514	54.5%	378,796	44.0%	1,050,241	32.1%
White Collar	176,946	76.5%	437,490	69.3%	1,430,207	64.3%
RACE / ETHNICITY						
White	353,603	79.6%	912,206	73.3%	3,408,538	69.1%
Black	15,431	3.5%	62,810	5.0%	293,075	5.9%
American Indian	7,790	1.8%	35,081	2.8%	121,106	2.5%
Asian	23,583	5.3%	55,411	4.5%	212,998	4.3%
Pacific Islander	665	0.1%	3,085	0.2%	11,826	0.2%
Other Race	43,225	9.7%	175,909	14.1%	885,290	17.9%
Hispanic or Latino	74,303	16.7%	313,736	25.2%	1,567,875	31.8%
Not Hispanic or Latino	369,993	83.3%	930,766	74.8%	3,364,958	68.2%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	2,142		5,339		10,572	
Total Employees	25,743		63,326		160,755	
Daytime Population	28,049		113,793		265,992	

TRADE AREA MAP



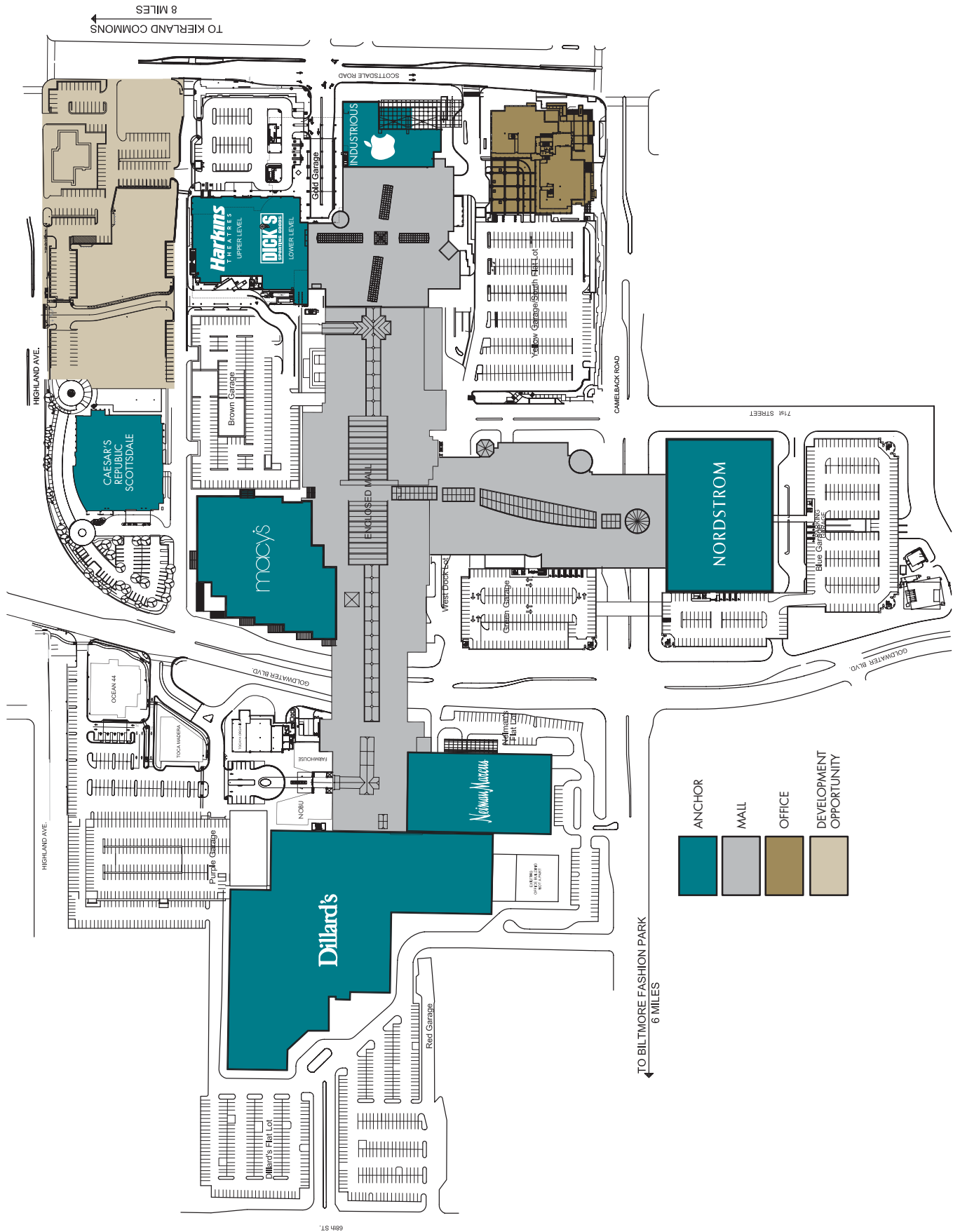
LEGEND

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



10% PCW

UPDATED 3/21



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

INCLUDING MOUNTAIN
SHADOWS RESORT,
SANCTUARY,
THE PHOENICIAN AND
ANDAZ SCOTTSDALE
RESORT & BUNGALOWS

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

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

INTERNATIONAL DIRECT FLIGHTS:
CANADA, MEXICO, U.K., COSTA RICA

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

200+ GOLF COURSES IN THE REGION – 7 GOLF CLUBS WITHIN 5-MILE RADIUS
INCLUDING PHOENICIAN GC, CONTINENTAL GC, PARADISE VALLEY CC,
CAMELBACK CC, SCOTTSDALE SILVERADO GC

HOME TO 5 OF DELOITTE’S
FASTEST GROWING
PUBLIC & PRIVATE
U.S. TECH COMPANIES

SITELOCK, NEXTIVA, ULTHERA INC.,
LIFELOCK AND GPS INSIGHT

METRO PHOENIX RANKS
#18 OUT OF 50 IN **TECH TALENT**
(CBRE)

SCOTTSDALE HAS MORE SPAS PER CAPITA THAN ANY OTHER
CITY IN THE U.S.
(TRIPADVISOR 2021)

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

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

LUXURY EXPANSION – INCLUDES 13,000-SQUARE-FOOT
FLAGSHIP DIOR STORE SLATED TO OPEN FALL 2021

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%



OLD TOWN SCOTTSDALE

BROADSTONE WATERFRONT APARTMENTS

OPTIMA SONORAN VILLAGE APARTMENTS

WATERFRONT CONDOMINIUMS

W SCOTTSDALE

SAFARI DRIVE
CONDOS

MERCEDES-BENZ
OF SCOTTSDALE

MODERNE APARTMENTS

OPTIMA CAMELVIEW CONDOMINIUMS

CAMELBACK ROAD - 48,700 VEHICLES DAILY

SCOTTSDALE ROAD - 54,700 VEHICLES DAILY

GOLDWATER BLVD

SCOTTSDALE

Fashion Square



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|---|---------------|----|----------------------------|----|---------------|----|-----------------------------|
| 1 | NEIMAN MARCUS | 6 | DICK'S SPORTING GOODS | 11 | LOUIS VUITTON | 16 | NOBU |
| 2 | NORDSTROM | 7 | INDUSTRIOUS | 12 | VERSACE | 17 | FRANCINE |
| 3 | DILLARD'S | 8 | HARKINS CAMELVIEW THEATRES | 13 | BULGARI | 18 | TOCA MADERA |
| 4 | MACY'S | 9 | LUCID MOTORS | 14 | SAINT LAURENT | 19 | OCEAN 44 |
| 5 | APPLE | 10 | GUCCI | 15 | DIOR | 20 | CAESARS REPUBLIC SCOTTSDALE |