



S·C·O·T·T·S·D·A·L·E  
*Fashion Square*

SCOTTSDALE, AZ

## MARKET PROFILE 2023

**MAJOR RETAILERS** Alo Yoga, Apple, Balenciaga, Bottega Veneta, Brunello Cucinelli, Burberry, Cartier, DICK'S Sporting Goods, Dillard's, Dior, Dolce & Gabbana, Gucci, H&M, Industrious, Life Time, Louis Vuitton, Lucid Motors, lululemon, Macy's, Neiman Marcus, Nordstrom, Prada, Saint Laurent, Tesla, Tiffany & Co., Versace, ZARA

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

**COMING SOON** Caesars Republic Scottsdale, Elephante, Moxie's Grill and Bar, Zimmerman

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 1,884,000 | **BUILT / RENOVATED** 1961 / 2014 / 2018

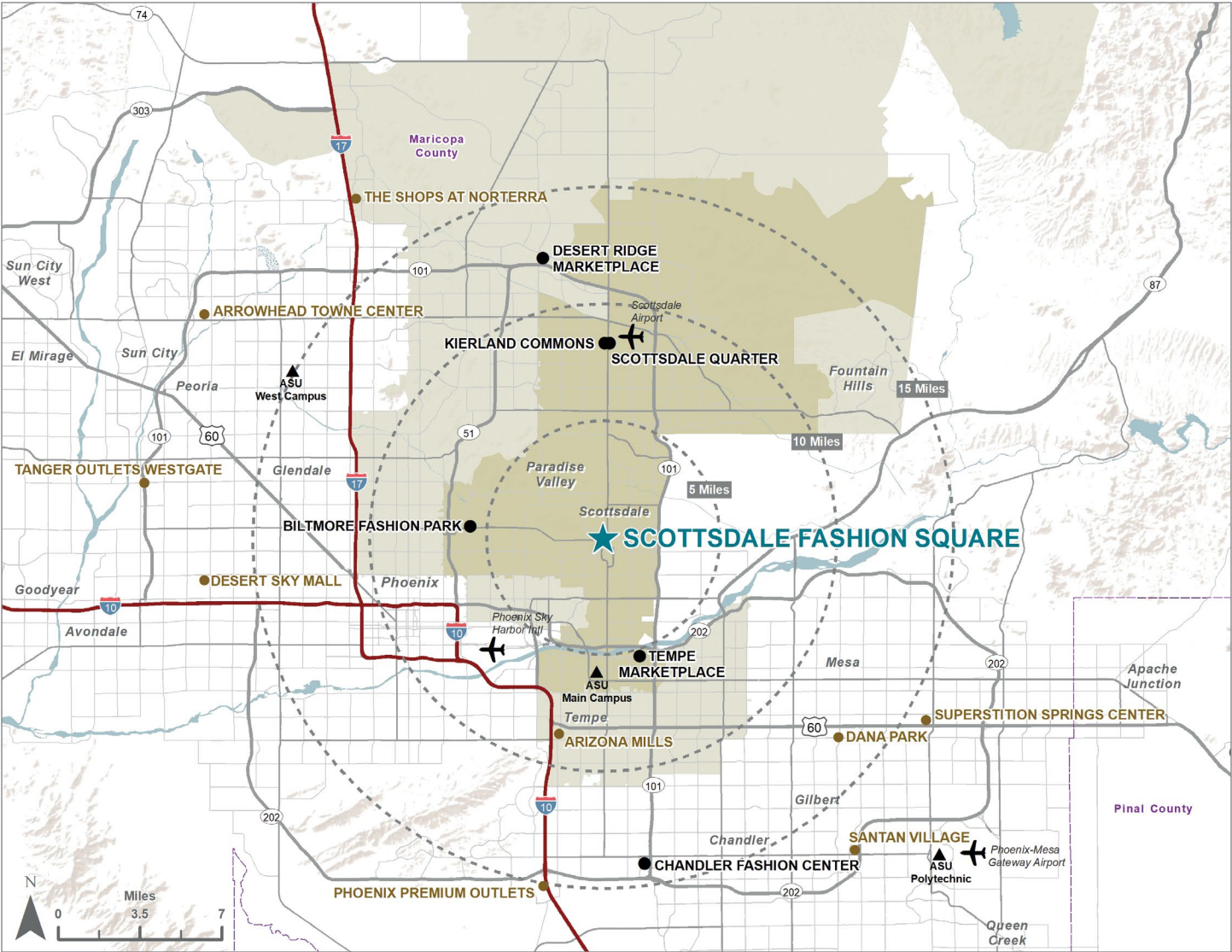
**FOR MORE INFORMATION** 602-953-6432 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

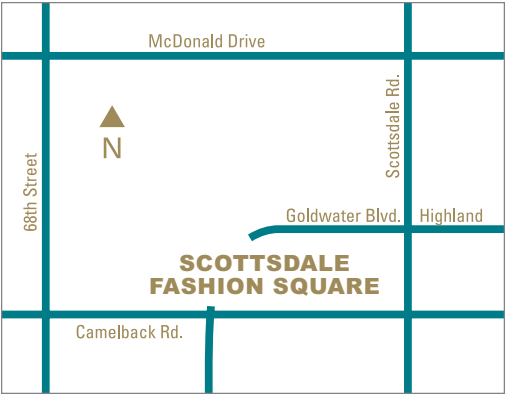
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-CHANDLER, AZ [MSA]	
2022 Total Population	437,177		1,230,904		5,009,506	
2027 Total Population	459,027		1,279,716		5,215,028	
2022-2027 Population Growth	5.0%		4.0%		4.1%	
HOUSEHOLDS						
2022 Total Households	199,997		533,348		1,852,549	
2027 Total Households	210,581		555,675		1,930,969	
2022-2027 Household Growth	5.3%		4.2%		4.2%	
INCOME						
Average Household Income	\$137,432		\$115,548		\$105,345	
Median Household Income	\$88,805		\$76,296		\$75,940	
Per Capita Income	\$63,017		\$50,108		\$39,038	
HOUSEHOLD INCOME RANGES						
\$50,000 +	144,514	72.3%	362,319	67.9%	1,280,947	69.1%
\$75,000 +	115,421	57.7%	271,450	50.9%	939,648	50.7%
\$100,000 +	90,413	45.2%	201,414	37.8%	674,029	36.4%
\$150,000 +	54,709	27.4%	110,913	20.8%	327,489	17.7%
AGE						
Median Age	41.6		38.7		36.6	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	178,875	59.2%	399,171	47.8%	1,140,229	35.0%
White Collar	180,231	71.5%	459,293	66.1%	1,449,523	57.3%
RACE/ETHNICITY						
White	321,171	73.5%	801,806	65.1%	2,982,289	59.5%
Black/African American	14,128	3.2%	62,725	5.1%	293,792	5.9%
American Indian	6,225	1.4%	32,050	2.6%	127,110	2.5%
Asian	29,098	6.7%	65,550	5.3%	221,192	4.4%
Pacific Islander	713	0.2%	2,908	0.2%	12,828	0.3%
Other Race	65,841	15.1%	265,865	21.6%	1,372,295	27.4%
Hispanic or Latino	63,331	14.5%	278,052	22.6%	1,530,092	30.5%
Not Hispanic or Latino	373,846	85.5%	952,852	77.4%	3,479,414	69.5%
EMPLOYMENT / DAYTIME POPULATION						
1 MILE			3 MILE		5 MILE	
Total Businesses	2,163		5,432		10,639	
Total Employees	27,144		65,658		162,297	
Daytime Population	35,800		115,158		283,828	

# TRADE AREA MAP



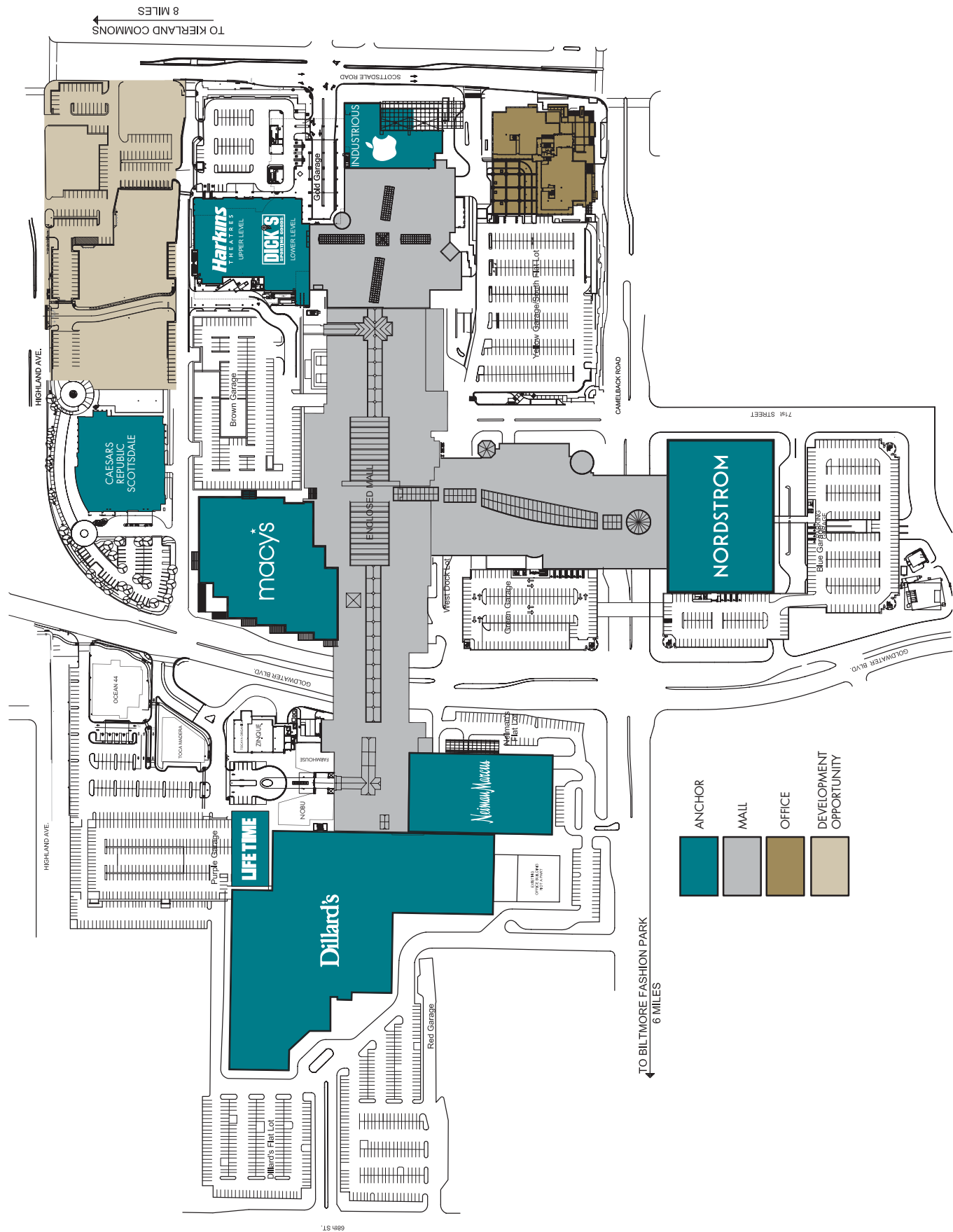
## LEGEND

- ★ 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

1.2 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

25% OF SCOTTSDALE  
RESIDENTS ARE  
MILLIONAIRES

TOP 10 U.S. MARKET FOR  
LUXURY HOMES

SCOTTSDALE IS #1 CITY IN  
THE U.S. TO LIVE AN ACTIVE  
LIFESTYLE (WALLETHUB)

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

IN 2019, 9.3 MILLION  
DOMESTIC AND 1.7 MILLION  
INTERNATIONAL TOURISTS  
VISITED SCOTTSDALE

TOP FEEDER MARKETS: N.Y., CHICAGO, L.A., SAN FRANCISCO,  
DENVER, MINNEAPOLIS, CANADA, MEXICO, U.K., FRANCE, GERMANY

69,000+ GUEST ROOMS AT 500+ HOTELS & 40 FULL-SERVICE  
RESORTS IN METRO PHOENIX PLUS 9,000 ROOMS IN SCOTTSDALE  
INCLUDING MOUNTAIN SHADOWS RESORT, SANCTUARY, THE  
PHOENICIAN AND THE FEBRUARY 2024 OPENING OF CAESARS REPUBLIC  
SCOTTSDALE HOTEL

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 #16  
OUT OF 50 IN TECH TALENT (CBRE)  
TOP 10 CITY TO LAUNCH STARTUP  
(DATA FOX RANKING)

RANKED #1 PLACE TO RAISE CHILDREN

OVER 7,000 BIKE TRAILS AND 350 MILES OF BIKE LANES IN SCOTTSDALE  
OVER 29,000 EMPLOYEES OFFICE WITHIN 1 MILE

ASU – 143,000 STUDENTS – ATTRACTS THE HIGHEST ENROLLMENT OF  
CHINESE UNIVERSITY STUDENTS AFTER USC

SCOTTSDALE RANKED #12 AMONG THE BEST CITIES FOR WORK-LIFE  
BALANCE (AZ BIG MEDIA 2023)

## YEARLY SALES

JAN	6.10%	MAY	8.57%	SEP	8.23%
FEB	7.34%	JUN	7.85%	OCT	7.27%
MAR	9.39%	JUL	7.23%	NOV	8.62%
APR	8.60%	AUG	7.19%	DEC	13.60%



MAJOR RETAILERS INCLUDE:

NEIMAN MARCUS	APPLE	LIFE TIME	GUCCI	OCEAN 44
NORDSTROM	DICK'S SPORTING GOODS	CAESARS REPUBLIC SCOTTSDALE	LOUIS VUITTON	SAINT LAURENT
DILLARD'S	INDUSTRIOUS	DIOR	LUCID MOTORS	TOCA MADERA
MACY'S	HARKINS CAMELVIEW THEATRES	DOLCE & GABBANA	NOBU	VERSACE