



S·C·O·T·T·S·D·A·L·E

Fashion Square

SCOTTSDALE, AZ

MARKET PROFILE 2024

MAJOR RETAILERS Alo Yoga, Apple, Balenciaga, Bottega Veneta, Brunello Cucinelli, 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, Vuori, ZARA, Zimmermann

HOTEL, RESTAURANTS & ENTERTAINMENT Caesars Republic Scottsdale, Francine, Harkins Camelview Theatres, MOXIES, Nobu, Ocean 44, Shake Shack, Toca Madera, Wonderspaces, Zinque

FOOD COURT 9 units

COMING SOON Catch, Elephante

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,871,000 | **BUILT / RENOVATED** 1961 / 2014 / 2018 / 2023

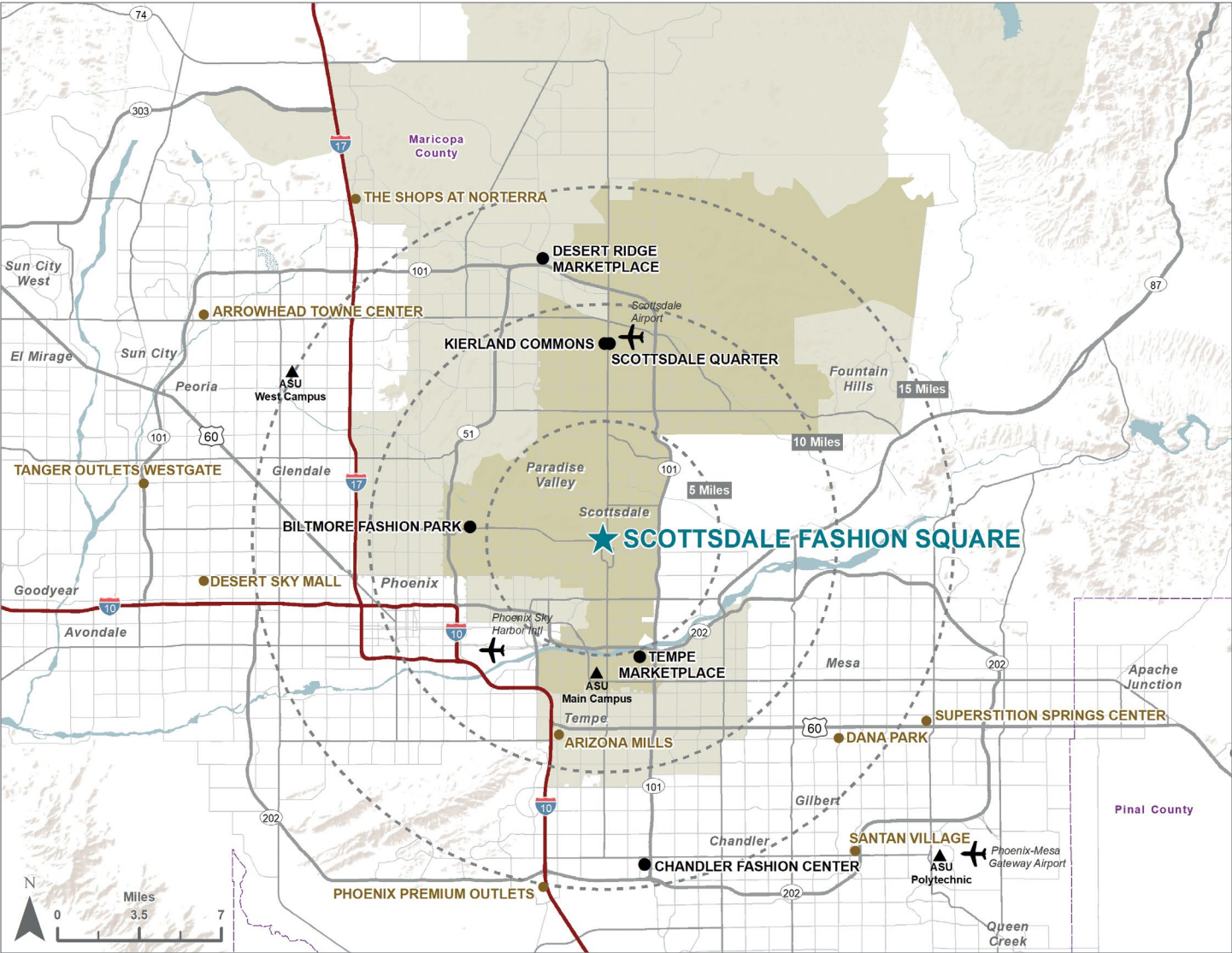
FOR MORE INFORMATION 602-953-6432 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-CHANDLER, AZ [MSA]	
2023 Total Population	438,425		1,229,638		5,069,353	
2028 Total Population	455,391		1,260,805		5,235,181	
2023-2028 Population Growth	3.9%		2.5%		3.3%	
HOUSEHOLDS						
2023 Total Households	202,329		537,452		1,886,577	
2028 Total Households	213,346		558,575		1,968,662	
2023-2028 Household Growth	5.4%		3.9%		4.4%	
INCOME						
Average Household Income	\$144,874		\$122,373		\$111,655	
Median Household Income	\$92,593		\$79,633		\$79,851	
Per Capita Income	\$66,988		\$53,541		\$41,631	
HOUSEHOLD INCOME RANGES						
\$50,000 +	147,342	72.8%	371,089	69.0%	1,326,964	70.3%
\$75,000 +	119,829	59.2%	285,229	53.1%	1,007,954	53.4%
\$100,000 +	95,098	47.0%	214,249	39.9%	743,323	39.4%
\$150,000 +	59,005	29.2%	122,190	22.7%	370,926	19.7%
AGE						
Median Age	41.8		39.0		36.8	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	187,647	59.4%	416,044	48.2%	1,204,919	35.5%
White Collar	189,988	78.2%	475,188	71.7%	1,584,156	65.4%
RACE/ETHNICITY						
White	319,498	72.9%	794,366	64.6%	2,992,871	59.0%
Black/African American	15,119	3.4%	66,174	5.4%	311,492	6.1%
American Indian	6,069	1.4%	30,912	2.5%	124,651	2.5%
Asian	30,275	6.9%	67,297	5.5%	228,443	4.5%
Pacific Islander	715	0.2%	2,859	0.2%	12,899	0.3%
Other Race	66,749	15.2%	268,030	21.8%	1,398,997	27.6%
Hispanic or Latino	64,987	14.8%	282,815	23.0%	1,572,729	31.0%
Not Hispanic or Latino	373,438	85.2%	946,823	77.0%	3,496,624	69.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	2,227		5,448		10,676	
Total Employees	28,949		68,429		169,109	
Daytime Population	38,535		118,628		289,171	

TRADE AREA MAP



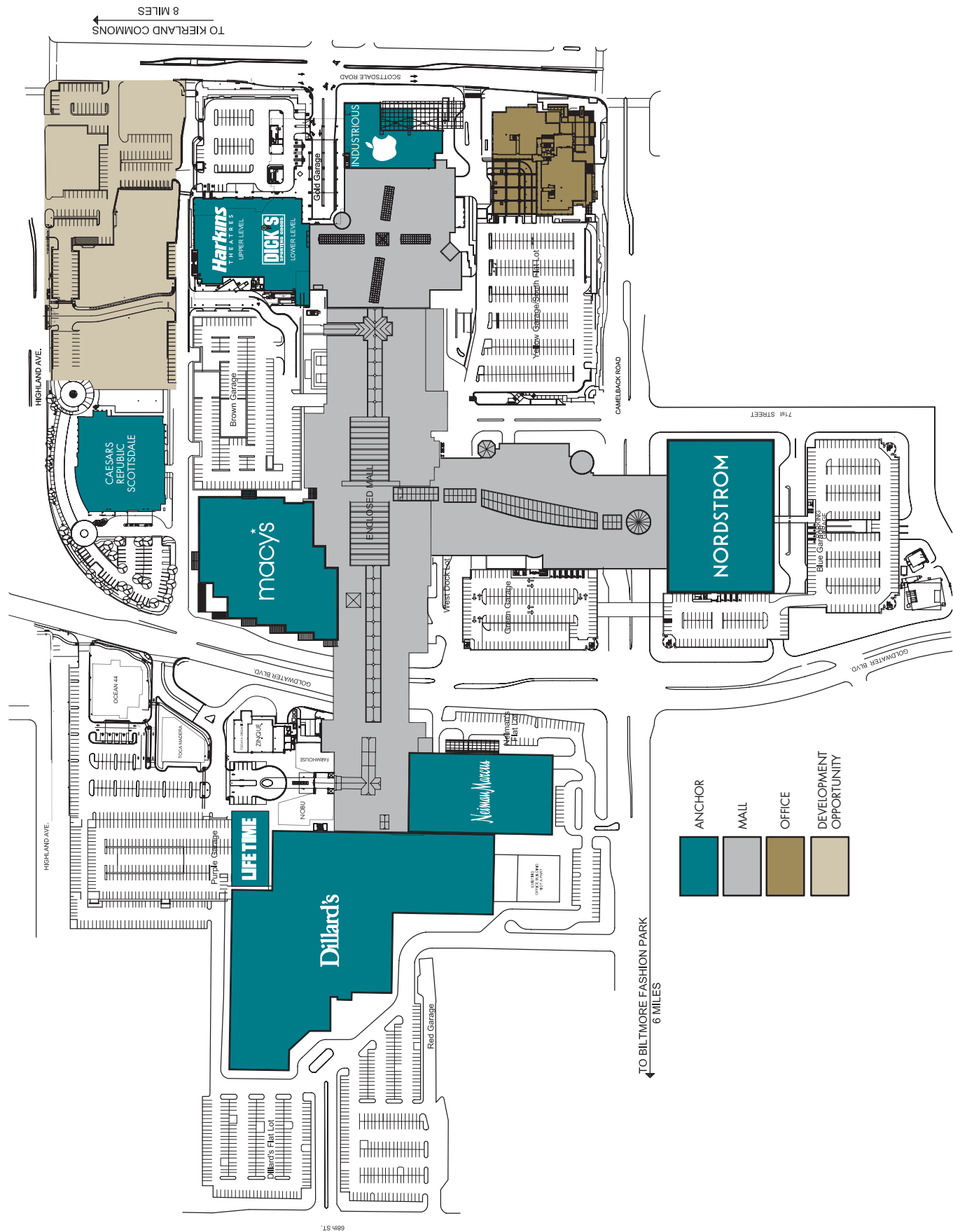
LEGEND

- ★ 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

IN 2022, 9.6 MILLION DOMESTIC
AND 1.2 MILLION INTERNATIONAL
TOURISTS VISITED SCOTTSDALE AND
SPENT \$1.8 BILLION

IN 2023, 48.8 MILLION TOTAL
PASSENGERS TRAVELED THROUGH
SKY HARBOR (10.1% HIGHER THAN
2022 AND 5.6% HIGHER THAN 2019)
(PHX AVIATION DEPT.)

SCOTTSDALE #1 CITY TO RETIRE (NICHE)

RANKED #5 HEALTHIEST CITY (NICHE)

#1 BEST CITY FOR PICKLEBALL

METRO PHOENIX RANKS #15
OUT OF 50 IN TECH TALENT (CBRE)

TOP 10 CITY TO LAUNCH STARTUP
(DATA FOX RANKING)

TOP 5 TECH COMPANIES
IN PHOENIX: HONEYWELL
AEROSPACE, WEBPT, CLOUDIT,
AVNET, GAINSIGHT

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
A.K.A. THE BEVERLY HILLS OF SOUTHWEST

SCOTTSDALE IS #3 OF THE
WORLD’S TOP 10 MILLIONAIRE
MECCAS (YAHOO FINANCE, 2023)

TOP 10 U.S. MARKET FOR
LUXURY HOMES

SCOTTSDALE IS #1 BEST CITY
IN THE U.S. FOR JOBS (AZBIGMEDIA)

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

ARIZONA HAS 6 OF THE 50 BEST CITIES FOR GOLFERS IN THE U.S.
(AZ BIG MEDIA 2023)

SCOTTSDALE RANKED #6 OF 15 BEST CITIES FOR WOMEN
ENTREPRENEURS (FUNDERA)

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 IS THE #1 CITY FOR RENTERS BASED ON QUALITY OF LIFE
(CNBC, 2023)

YEARLY SALES

JAN	6.9%	MAY	8.1%	SEP	7.9%
FEB	8.2%	JUN	7.1%	OCT	7.5%
MAR	9.2%	JUL	7.3%	NOV	9.0%
APR	8.0%	AUG	6.8%	DEC	14.0%



MAJOR RETAILERS INCLUDE:

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

