



TYSONS CORNER, VA

MARKET PROFILE 2020

300+ RETAILERS American Girl, Adidas, Apple, Aveda, b8ta, Bloomingdale's, Blue Nile, Bose, Brooks Brothers, Casper, Charles Tyrwhitt, Coach, Crate & Barrel, Dyson, Frye, Gucci, Louis Vuitton, H&M, Intimissimi, Lacoste, Lego, lululemon athletica, Macy's, Microsoft, Morphe, Nespresso, Nordstrom, Peloton, Restoration Hardware, Roots, Sephora, Shinola, Tesla, Under Armour, Uniqlo, UNTUCKit, Warby Parker, Zara

RESTAURANTS & ENTERTAINMENT Barrel & Bushel, California Pizza Kitchen, Earls Kitchen + Bar, Eddie V's Prime Seafood, Le Pain Quotidien, Nordstrom Marketplace Café, Seasons 52, Silver Diner, The Capital Grille, AMC IMAX Theatre, The VOID, Hyatt Regency | **FAST CASUAL DINING** 25+ contemporary options

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,971,000 | **BUILT / RENOVATED** 1968 / 2015

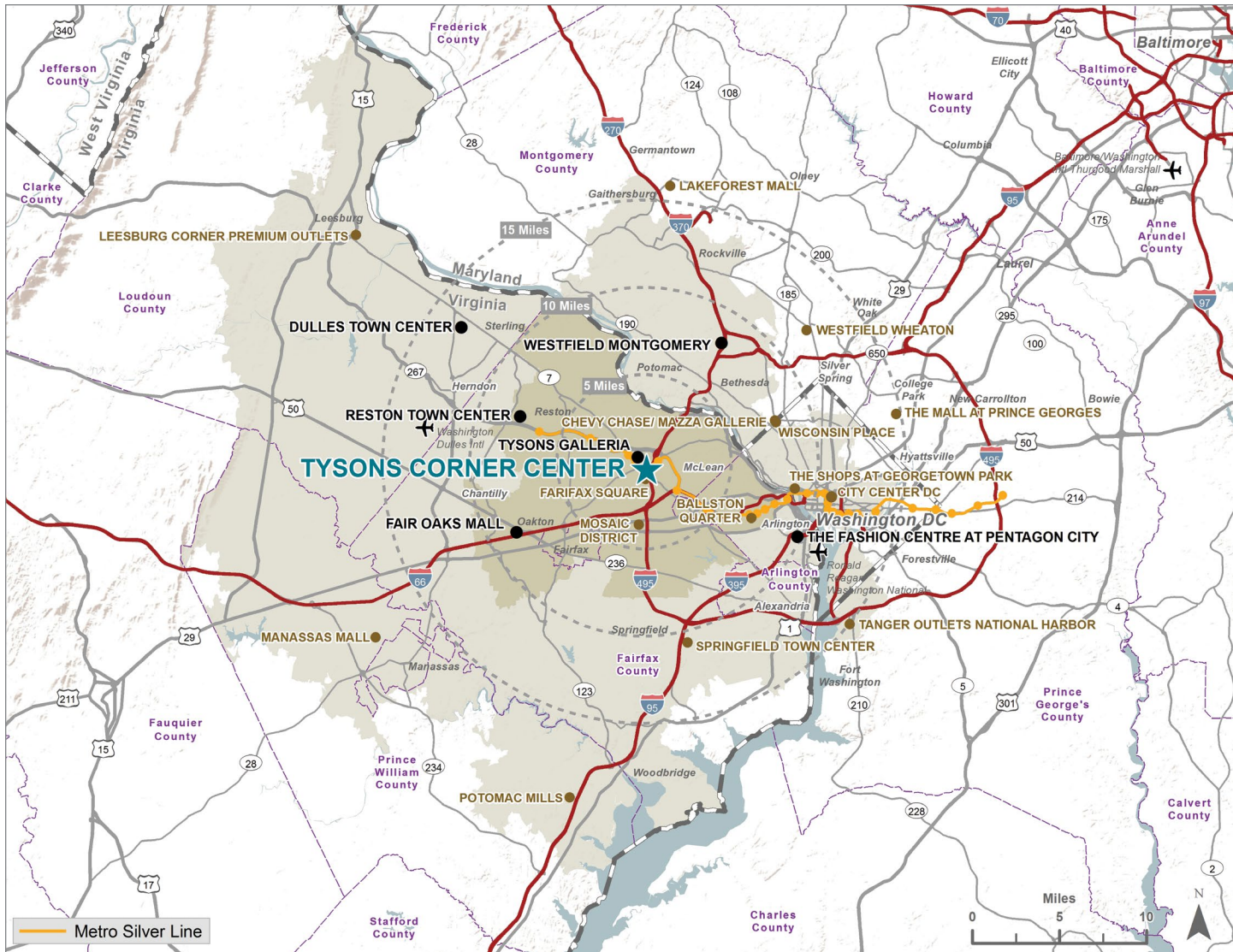
FOR MORE INFORMATION 703-893-9401 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		WASHINGTON-ARLINGTON-ALEXANDRIA, DC-VA-MD-WV [MSA]	
2019 Total Population	657,675		3,150,034		6,249,043	
2024 Total Population	682,124		3,350,534		6,597,430	
2019-2024 Population Growth	3.7%		6.4%		5.6%	
HOUSEHOLDS						
2019 Total Households	256,046		1,215,581		2,307,945	
2024 Total Households	265,681		1,290,531		2,431,142	
2019-2024 Household Growth	3.8%		6.2%		5.3%	
INCOME						
Average Household Income	\$175,721		\$155,342		\$137,124	
Median Household Income	\$123,668		\$112,812		\$102,025	
Per Capita Income	\$68,562		\$60,015		\$50,722	
HOUSEHOLD INCOME RANGES						
\$50,000 +	213,794	83.5%	983,257	80.9%	1,791,936	77.6%
\$75,000 +	185,808	72.6%	836,592	68.8%	1,471,422	63.8%
\$100,000 +	158,045	61.7%	693,065	57.0%	1,182,886	51.3%
\$150,000 +	105,717	41.3%	445,616	36.7%	716,959	31.1%
AGE						
Median Age	38.4		37.1		37.6	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	324,762	69.7%	1,378,096	62.8%	2,215,789	51.5%
White Collar	297,022	78.8%	1,367,038	76.3%	2,420,967	71.0%
RACE / ETHNICITY						
White	419,130	63.7%	1,787,324	56.7%	3,221,494	51.6%
Black	42,283	6.4%	495,638	15.7%	1,594,898	25.5%
American Indian	2,265	0.3%	11,346	0.4%	25,757	0.4%
Asian	126,145	19.2%	487,755	15.5%	675,241	10.8%
Pacific Islander	373	0.1%	2,552	0.1%	4,952	0.1%
Other Race	67,478	10.3%	365,419	11.6%	726,701	11.6%
Hispanic or Latino	99,874	15.2%	539,571	17.1%	1,039,181	16.6%
Not Hispanic or Latino	557,801	84.8%	2,610,463	82.9%	5,209,862	83.4%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	3,231		8,064		13,017	
Total Employees	60,728		119,466		185,877	
Daytime Population	79,259		191,908		343,043	

TRADE AREA MAP

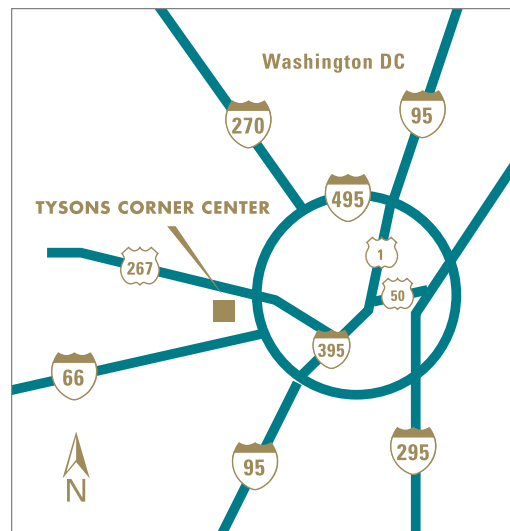


LEGEND

-  TYSONS CORNER CENTER
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

LARGEST MALL
IN D.C. AND
BALTIMORE
WITH NUMEROUS
FIRST-TO-MARKET
RETAILERS

20 MILLION
ANNUAL VISITORS MAKING
TYSONS CORNER CENTER THE
#1 ATTRACTION
IN NORTHERN VIRGINIA

PRIMARY TRADE AREA AVERAGE
HOUSEHOLD INCOME OF \$175,721
AND AN AVERAGE NET WORTH OF
OVER \$1.8 MILLION
AVERAGE HOME VALUE
WITHIN 5 MILES IS \$726,217
COMPARED TO THE MSA OF \$484,634

TRADE AREA
POPULATION
OVER 3.1 MILLION PEOPLE
STRONG 5-YEAR
GROWTH RATE OF 6.4%,
ABOVE THE U.S. OF 4.2%

191,000+
DAYTIME
EMPLOYEES
WITHIN
3 MILES
130 PRIVATE
AND PAROCHIAL
(K-12) SCHOOLS
IN FAIRFAX COUNTY



LIVE
WORK
PLAY

VITA APARTMENTS WITH 800+ RESIDENTS
CLASS A OFFICES WITH 2,500+ OFFICE WORKERS
FLAGSHIP HYATT REGENCY WITH 310 LUXURY GUEST ROOMS
ELEVATED OUTDOOR PLAZA OFFERING YEAR-ROUND EVENTS

YEARLY
SALES

JAN	6.1%	MAY	8.1%	SEP	7.7%
FEB	6.3%	JUN	8.5%	OCT	8.1%
MAR	8.0%	JUL	8.0%	NOV	10.0%
APR	7.5%	AUG	7.6%	DEC	14.3%



LEESBURG PIKE/RT. 7

1861 INTERNATIONAL DRIVE

PARKING DECK

BLOOMINGDALE'S

PARKING DECK

NORDSTROM

MACY'S

PARKING DECK

VITA APARTMENTS

PARKING DECK

HYATT REGENCY

TYSONS TOWER

AMC 16 THEATRES

PARKING DECK

THE PLAZA

METRO STATION

CHAIN BRIDGE RD/RT 123

CAPITAL BELTWAY/I-495