



TYSONS CORNER, VA

MARKET PROFILE 2021

300+ RETAILERS Apple, Nordstrom, Bloomingdale's, Louis Vuitton, Gucci, Psycho Bunny, Tesla, Lucid, Restoration Hardware, lululemon athletica, Under Armour, Adidas, Peloton, Tonal, Sephora, Coach, Diesel, Dyson, Morphe, Blue Nile, Nespresso, Shinola, Warby Parker, UNTUCKit, Zara, H&M, Macy's, American Girl, Lego, Victoria's Secret, Aveda, Therabody, Pottery Barn, Casper, Charles Tyrwhitt, Uniqlo and more

RESTAURANTS & ENTERTAINMENT Barrel & Bushel, California Pizza Kitchen, Coastal Flats, Earls Kitchen + Bar, Eddie V's Prime Seafood, La Sandia, Nordstrom Marketplace Café, Seasons 52, Silver Diner, The Capital Grille, T.G.I. Friday's, AMC IMAX Theatre, Hyatt Regency | **FAST CASUAL DINING** 25+ contemporary options

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

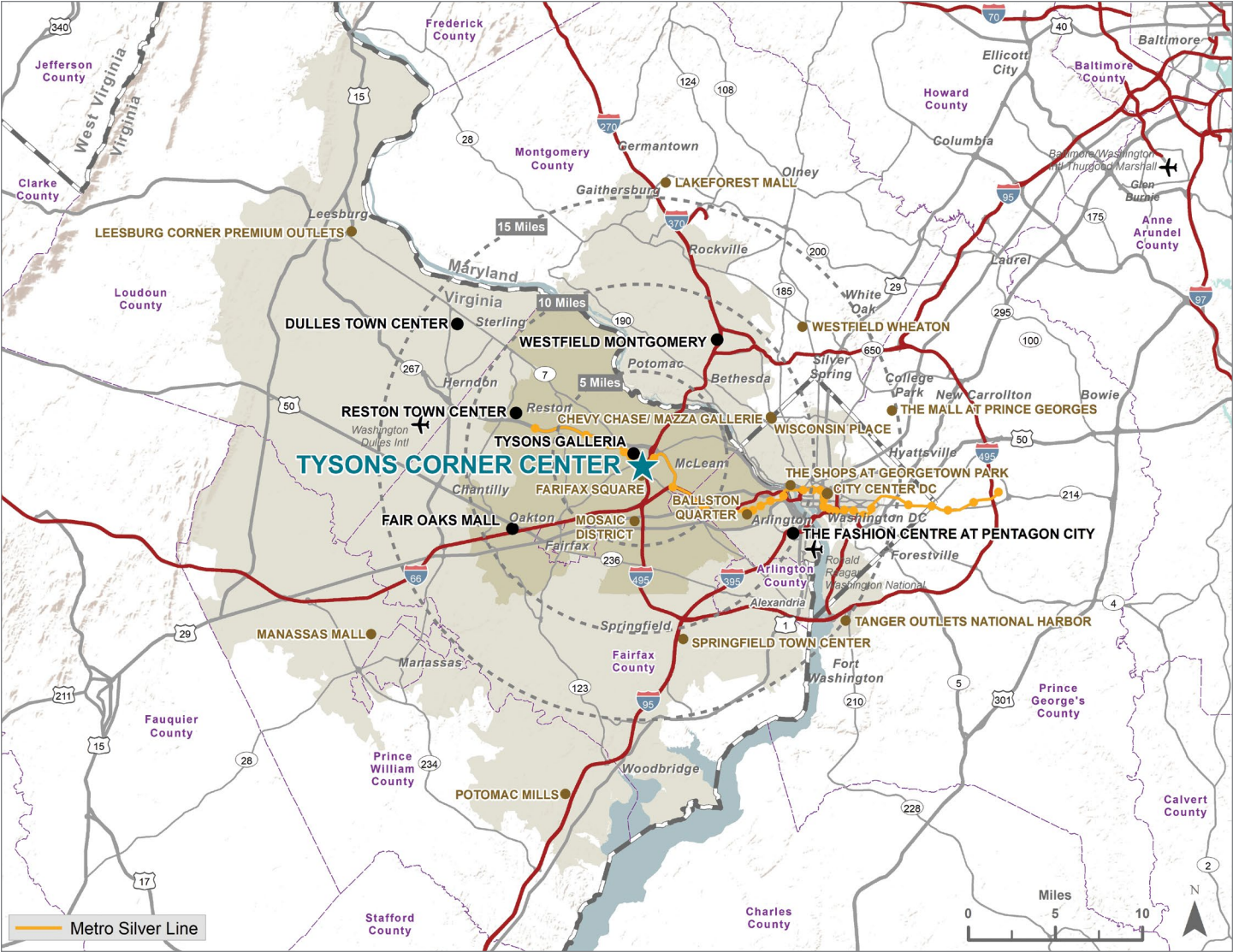
FOR MORE INFORMATION 703-893-9401 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		WASHINGTON-ARLINGTON-ALEXANDRIA, DC-VA-MD-WV [MSA]	
2020 Total Population	665,140		3,175,671		6,284,416	
2025 Total Population	688,820		3,368,141		6,613,726	
2020-2025 Population Growth	3.6%		6.1%		5.2%	
HOUSEHOLDS						
2020 Total Households	259,595		1,229,678		2,329,879	
2025 Total Households	268,972		1,303,969		2,450,410	
2020-2025 Household Growth	3.6%		6.0%		5.2%	
INCOME						
Average Household Income	\$180,389		\$160,226		\$141,316	
Median Household Income	\$127,657		\$115,573		\$104,012	
Per Capita Income	\$70,544		\$62,112		\$52,472	
HOUSEHOLD INCOME RANGES						
\$50,000 +	216,205	83.3%	994,927	80.9%	1,817,308	78.0%
\$75,000 +	189,211	72.9%	853,478	69.4%	1,508,999	64.8%
\$100,000 +	162,084	62.4%	714,068	58.1%	1,220,936	52.4%
\$150,000 +	112,083	43.2%	469,550	38.2%	752,428	32.3%
AGE						
Median Age	38.6		37.3		37.7	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	330,907	70.4%	1,413,677	64.0%	2,289,374	52.8%
White Collar	292,753	79.7%	1,333,585	77.5%	2,359,641	72.1%
RACE / ETHNICITY						
White	420,729	63.3%	1,792,059	56.4%	3,229,188	51.4%
Black	43,336	6.5%	496,342	15.6%	1,595,003	25.4%
American Indian	2,234	0.3%	11,360	0.4%	26,177	0.4%
Asian	129,293	19.4%	499,351	15.7%	685,346	10.9%
Pacific Islander	366	0.1%	2,599	0.1%	5,064	0.1%
Other Race	69,180	10.4%	373,961	11.8%	743,638	11.8%
Hispanic or Latino	102,045	15.3%	551,115	17.4%	1,064,617	16.9%
Not Hispanic or Latino	563,094	84.7%	2,624,557	82.6%	5,219,799	83.1%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	3,079		7,742		12,606	
Total Employees	59,265		114,859		182,628	
Daytime Population	48,700		155,212		318,353	

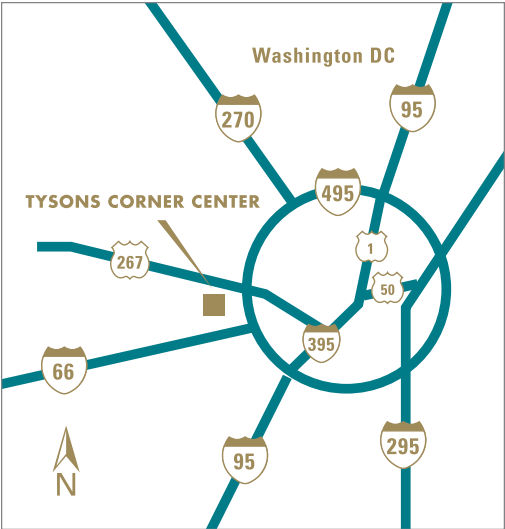
TRADE AREA MAP



- ★ 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 \$180,389
AND AN AVERAGE NET WORTH OF
OVER \$1.7 MILLION

AVERAGE HOME VALUE
WITHIN 5 MILES IS \$844,137
COMPARE TO THE MSA OF \$523,678

TRADE AREA
POPULATION
OVER 3.1 MILLION PEOPLE

STRONG 5-YEAR
GROWTH RATE OF 6.1%

155,000+
DAYTIME
POPULATION
WITHIN
3 MILES

130 PRIVATE
AND PAROCHIAL
(K-12) SCHOOLS
IN FAIRFAX COUNTY

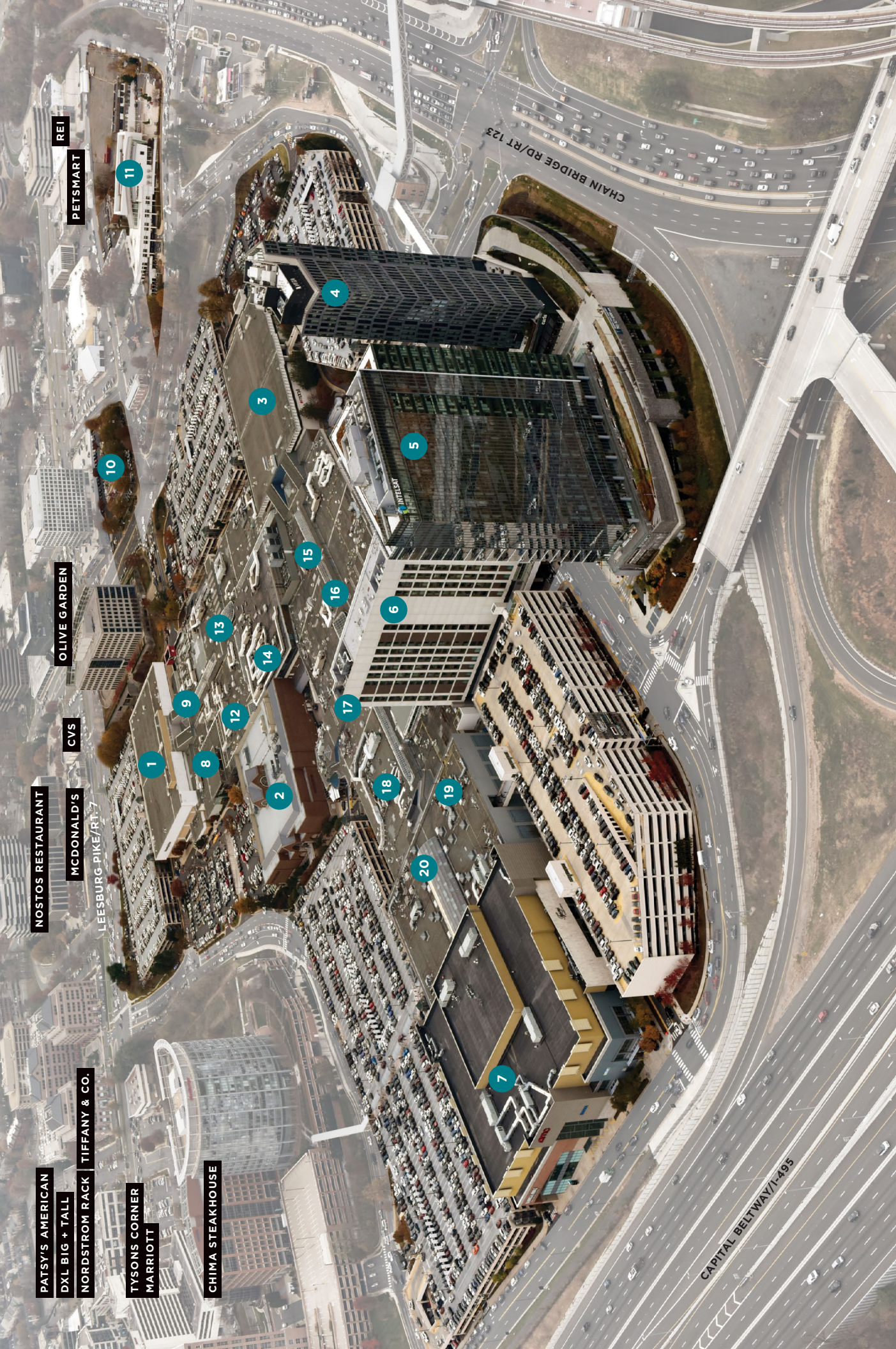


LIVE
WORK
SHOP
STAY

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%



PATSY'S AMERICAN

DXL BIG + TALL

NORDSTROM RACK

MCDONALD'S

CVS

OLIVE GARDEN

REI

PETSMART

TYSONS CORNER
MARRIOTT

CHIMA STEAKHOUSE

Tyson's
CORNER CENTER

- 1 BLOOMINGDALE'S
- 2 NORDSTROM
- 3 MACY'S
- 4 VITA LUXURY APARTMENTS
- 5 TYSONS TOWER

- 6 HYATT REGENCY
- 7 AMC THEATRES
- 8 LOUIS VUITTON
- 9 GUCCI
- 10 THE SILVER DINER

- 11 CRATE & BARREL
- 12 APPLE
- 13 LULULEMON ATHLETICA
- 14 WARBY PARKER
- 15 UNDER ARMOUR

- 16 PELOTON
- 17 RESTORATION HARDWARE
- 18 TESLA
- 19 H&M
- 20 UNIQLO

