



TYSONS CORNER, VA

MARKET PROFILE 2022

300+ RETAILERS Apple, Nordstrom, Bloomingdale's, Louis Vuitton, Gucci, Psycho Bunny, Lucid, lululemon, 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, ARITZIA, Fabletics 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** 1,947,000 | **BUILT / RENOVATED** 1968 / 2015

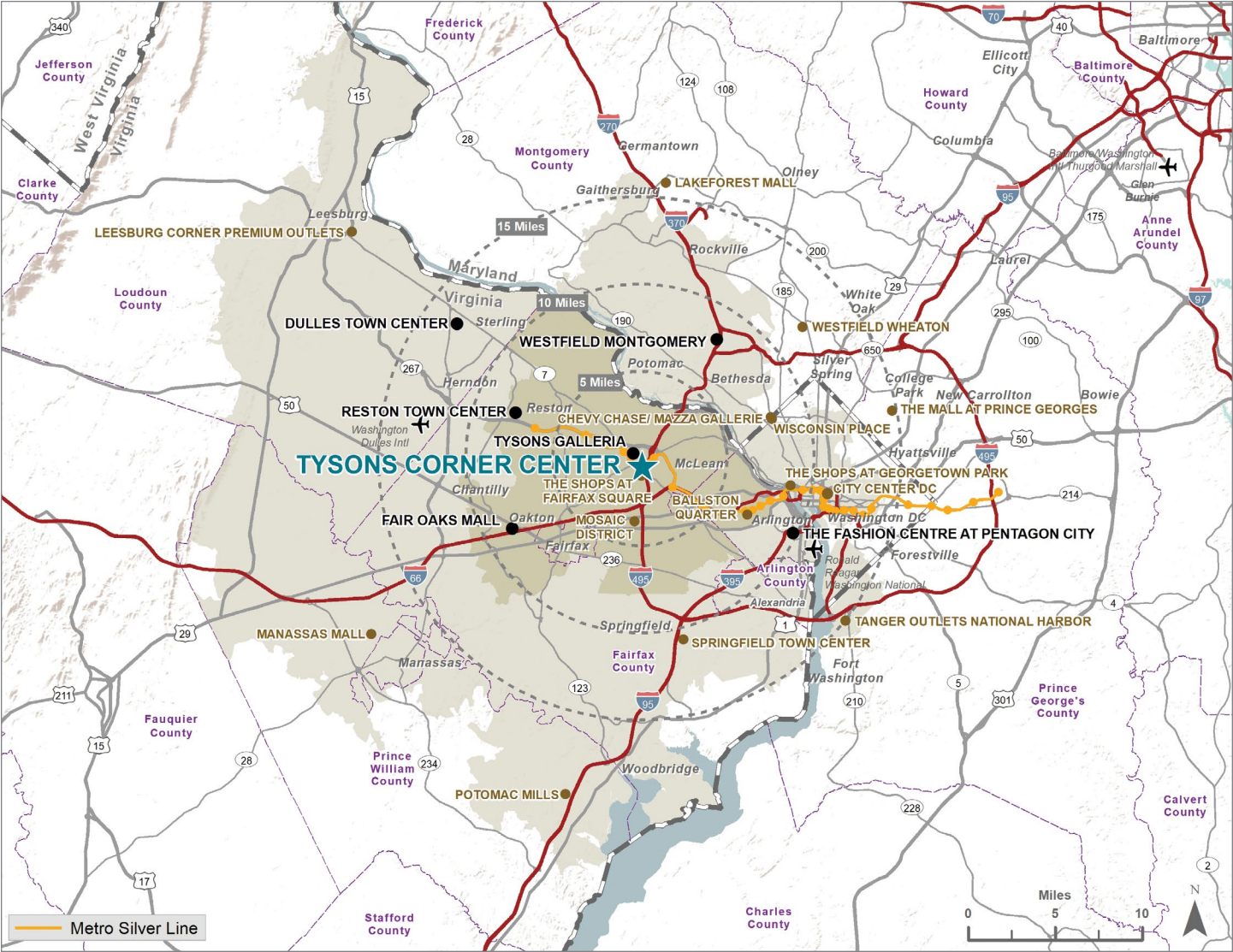
FOR MORE INFORMATION 703-893-9401 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		WASHINGTON-ARLINGTON-ALEXANDRIA, DC-VA-MD-WV [MSA]	
2021 Total Population	663,520		3,168,656		6,280,496	
2026 Total Population	685,074		3,357,291		6,606,755	
2021-2026 Population Growth	3.2%		6.0%		5.2%	
HOUSEHOLDS						
2021 Total Households	258,688		1,226,368		2,329,355	
2026 Total Households	267,233		1,299,073		2,449,810	
2021-2026 Household Growth	3.3%		5.9%		5.2%	
INCOME						
Average Household Income	\$184,183		\$165,392		\$144,888	
Median Household Income	\$131,252		\$118,777		\$106,279	
Per Capita Income	\$71,907		\$64,060		\$53,799	
HOUSEHOLD INCOME RANGES						
\$50,000 +	215,287	83.2%	1,001,843	81.7%	1,833,402	78.7%
\$75,000 +	188,987	73.1%	863,008	70.4%	1,536,586	66.0%
\$100,000 +	162,384	62.8%	723,049	59.0%	1,248,709	53.6%
\$150,000 +	115,674	44.7%	490,331	40.0%	785,157	33.7%
AGE						
Median Age	38.8		37.5		37.9	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	332,346	70.5%	1,408,229	63.6%	2,276,295	52.3%
White Collar	300,061	82.6%	1,392,346	80.1%	2,460,450	74.4%
RACE / ETHNICITY						
White	418,947	63.1%	1,784,280	56.3%	3,217,751	51.2%
Black	43,736	6.6%	494,965	15.6%	1,593,863	25.4%
American Indian	2,215	0.3%	11,121	0.4%	26,146	0.4%
Asian	128,391	19.3%	499,403	15.8%	684,807	10.9%
Pacific Islander	357	0.1%	2,514	0.1%	4,997	0.1%
Other Race	69,873	10.5%	376,374	11.9%	752,932	12.0%
Hispanic or Latino	102,243	15.4%	552,013	17.4%	1,076,040	17.1%
Not Hispanic or Latino	561,277	84.6%	2,616,643	82.6%	5,204,456	82.9%
EMPLOYMENT / DAYTIME POPULATION						
1 MILE	3 MILE		5 MILE			
Total Businesses	3,121		7,725		12,609	
Total Employees	64,903		121,443		193,194	
Daytime Population	47,873		152,336		315,274	

TRADE AREA MAP

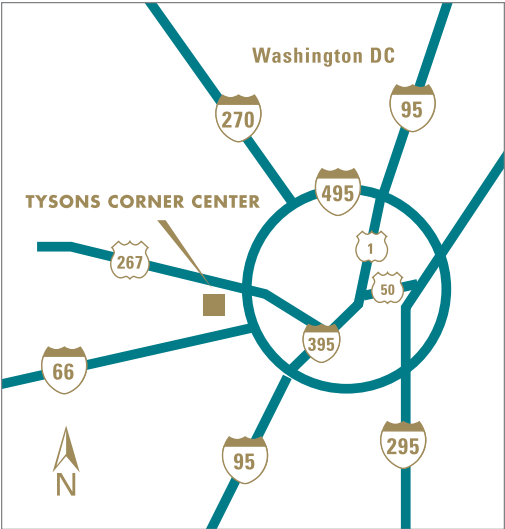


LEGEND

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

AVERAGE HOME VALUE
WITHIN 5 MILES IS \$844,137
COMPARED 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

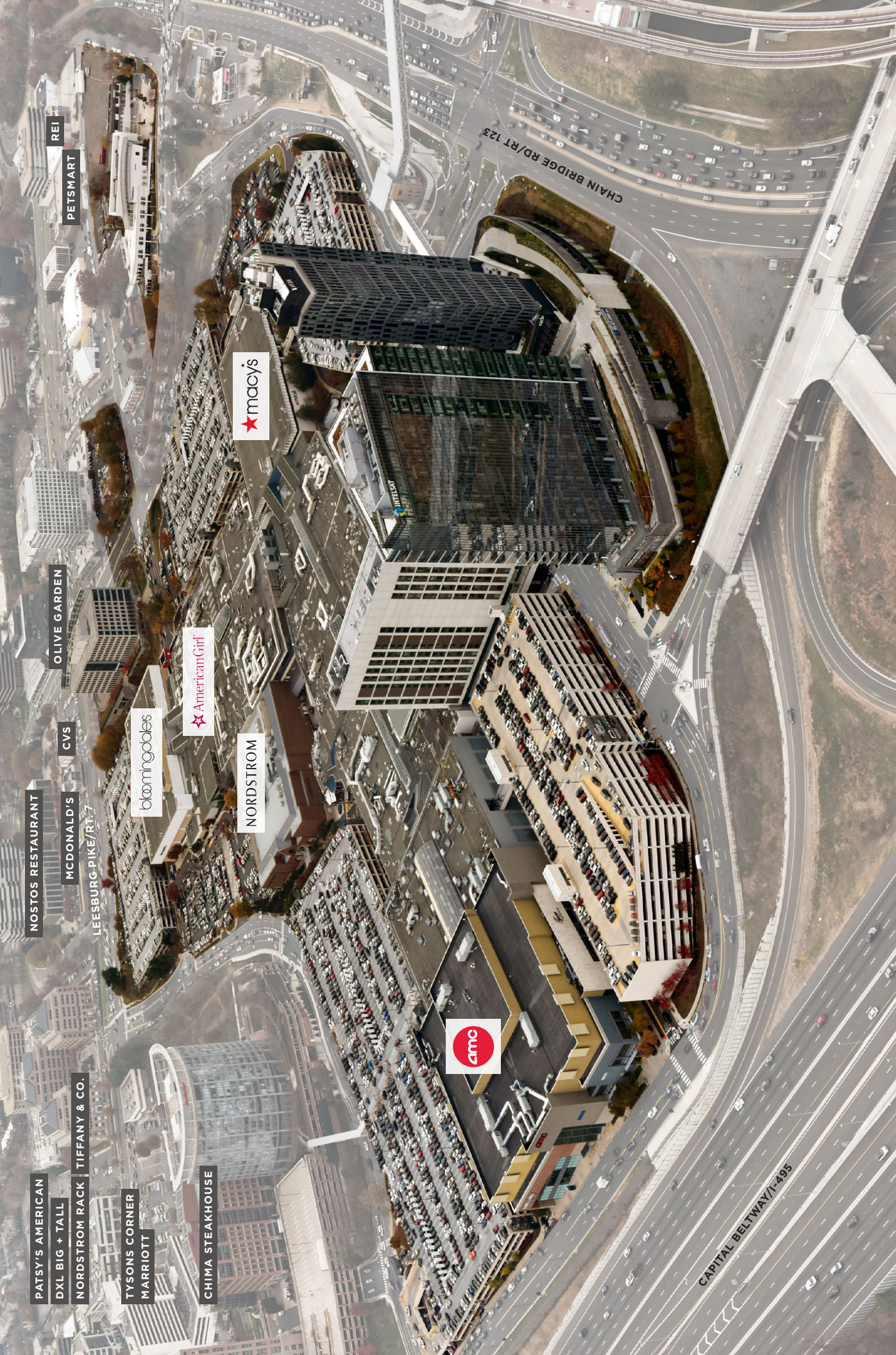


LIVE
WORK
SHOP
STAY

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	5.3%	MAY	8.4%	SEP	8.1%
FEB	5.1%	JUN	9.2%	OCT	7.9%
MAR	7.5%	JUL	8.6%	NOV	10.3%
APR	6.9%	AUG	8.3%	DEC	14.3%



PATSY'S AMERICAN

DXL BIG + TALL

NORDSTROM RACK TIFFANY & CO.

TYSONS CORNER
MARRIOTT

CHIMA STEAKHOUSE

NOSTOS RESTAURANT

MCDONALD'S

LEESBURG PIKE/RT-7

bloomingdales

American Girl

NORDSTROM

macy's



OLIVE GARDEN

CVS

REI

PETSMART

Tysons
CORNER CENTER

MAJOR RETAILERS INCLUDE:

NORDSTROM
MACY'S
BLOOMINGDALE'S
AMERICAN GIRL

AMC THEATERS
APPLE
ARITZIA
DYSON

GUCCI
H & M
HYATT REGENCY
LOUIS VUITTON

LULULEMON
LUCID
PELOTON
TYSONS TOWER

UNDER ARMOUR
VITA APARTMENTS
WARBY PARKER
ZARA



NORTH