



TYSONS CORNER, VA

MARKET PROFILE 2023

300+ RETAILERS Bloomingdale's, Nordstrom, Macy's, Adidas, Aesop, American Girl, Apple, Arc'teryx, Aritzia, Blue Nile, Casper, Charles Tyrwhitt, Dyson, Everlane, Kendra Scott, Kiehl's, Lego, Lenkersdorfer, Lucid, Lululemon, Lush, Madewell, Nespresso, Oak + Fort, Purple, Rothy's, Sephora, Uniqlo, Warby Parker, Zara

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

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,854,000 | **BUILT / RENOVATED** 1968 / 2015

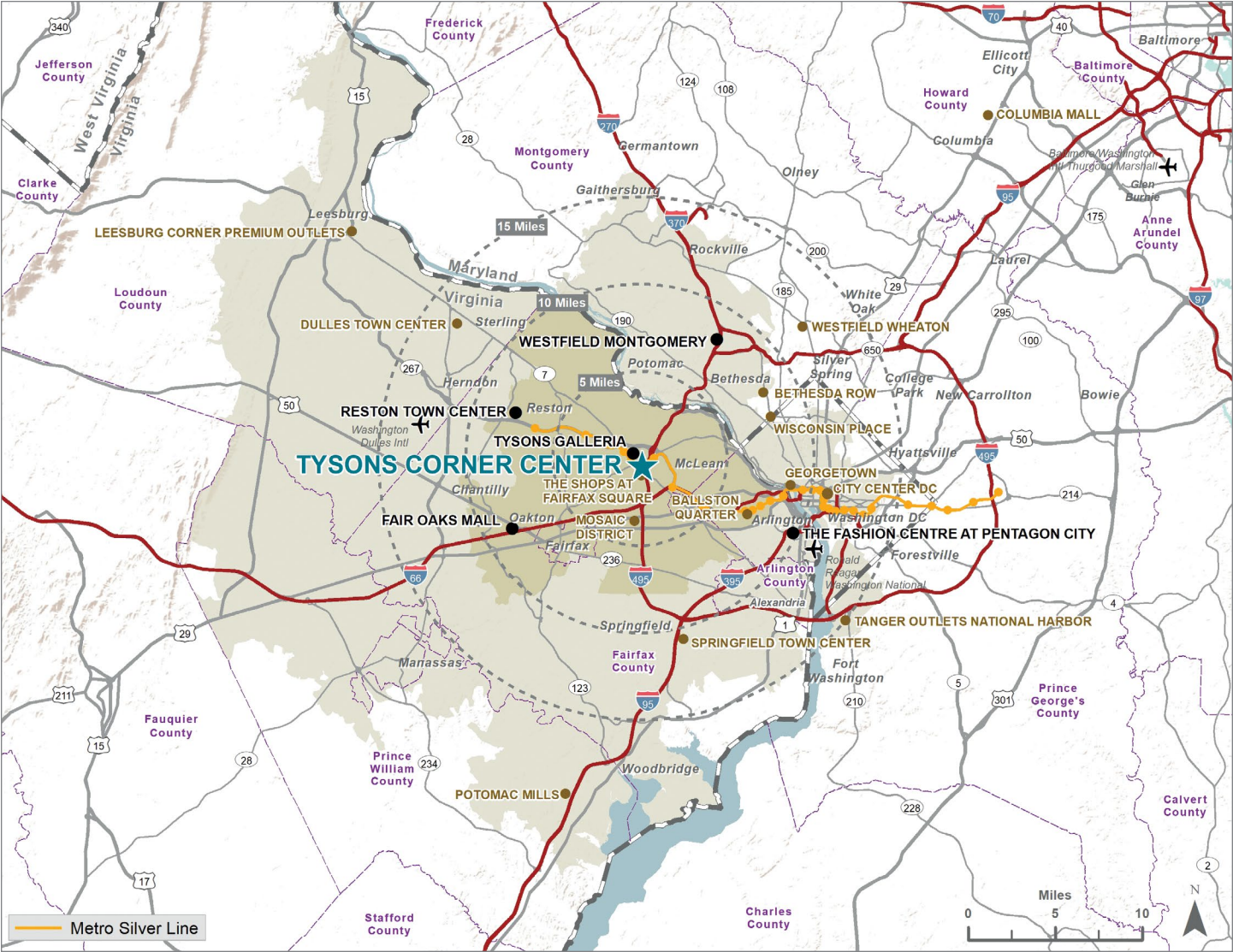
FOR MORE INFORMATION 703-893-9401 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		WASHINGTON-ARLINGTON-ALEXANDRIA, DC-VA-MD-WV [MSA]	
2022 Total Population	677,536		3,272,063		6,522,851	
2027 Total Population	677,158		3,313,032		6,626,626	
2022-2027 Population Growth	-0.1%		1.3%		1.6%	
HOUSEHOLDS						
2022 Total Households	258,463		1,255,581		2,410,829	
2027 Total Households	258,640		1,275,886		2,454,820	
2022-2027 Household Growth	0.1%		1.6%		1.8%	
INCOME						
Average Household Income	\$205,647		\$185,167		\$162,456	
Median Household Income	\$146,345		\$130,020		\$113,904	
Per Capita Income	\$78,512		\$71,181		\$60,140	
HOUSEHOLD INCOME RANGES						
\$50,000 +	221,623	85.7%	1,056,359	84.1%	1,956,248	81.1%
\$75,000 +	197,919	76.6%	926,864	73.8%	1,670,630	69.3%
\$100,000 +	172,942	66.9%	791,297	63.0%	1,383,139	57.4%
\$150,000 +	126,814	49.1%	553,413	44.1%	901,111	37.4%
AGE						
Median Age	39.0		37.6		38.0	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	345,513	73.4%	1,477,510	65.9%	2,413,483	54.6%
White Collar	290,998	74.7%	1,345,088	71.7%	2,380,340	66.5%
RACE/ETHNICITY						
White	375,106	55.4%	1,596,693	48.8%	2,875,728	44.1%
Black/African American	42,199	6.2%	473,565	14.5%	1,589,878	24.4%
American Indian	4,016	0.6%	18,332	0.6%	41,830	0.6%
Asian	131,421	19.4%	524,163	16.0%	720,018	11.0%
Pacific Islander	323	0.0%	2,263	0.1%	4,688	0.1%
Other Race	124,471	18.4%	657,048	20.1%	1,290,709	19.8%
Hispanic or Latino	102,781	15.2%	570,435	17.4%	1,128,419	17.3%
Not Hispanic or Latino	574,755	84.8%	2,701,629	82.6%	5,394,432	82.7%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	3,341		8,086		13,146	
Total Employees	61,768		120,282		192,002	
Daytime Population	63,516		176,375		337,120	

TRADE AREA MAP

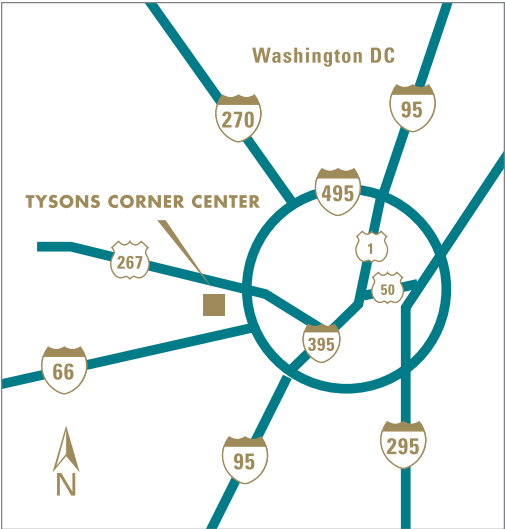


LEGEND

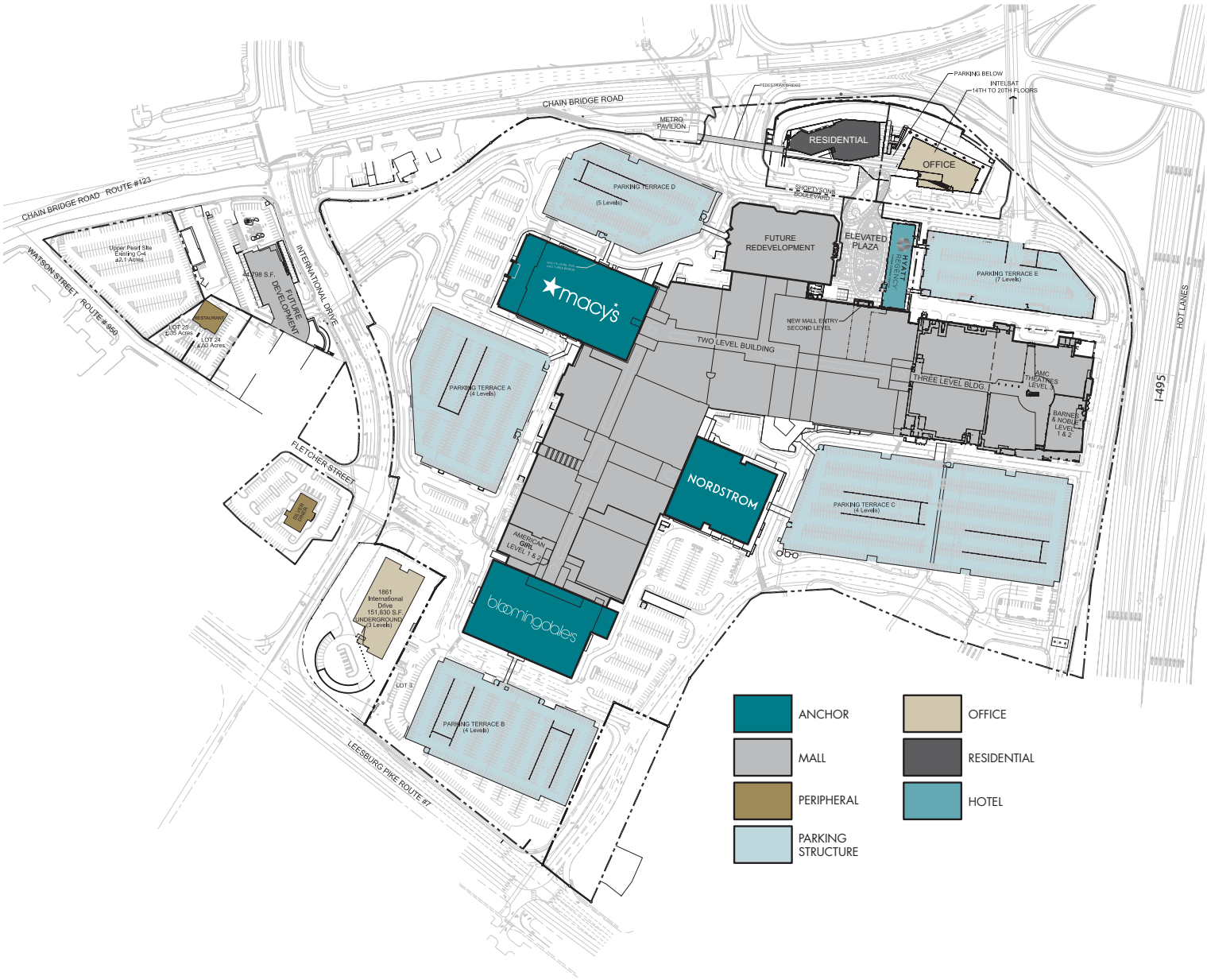
- ★ TYSONS CORNER CENTER
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

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

EAST COAST POWERHOUSE
PULLING FROM 9 STATES,
DRAWS THE MOST TRAFFIC
OF ANY SHOPPING CENTER/
DISTRICT IN THE DMV AREA

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

DIRECTLY CONNECTED TO DULLES
AIRPORT VIA METRO SILVERLINE

PRIMARY TRADE AREA AVERAGE
HOUSEHOLD INCOME OF \$205,647
AND AN AVERAGE NET WORTH OF
\$2.4 MILLION

AVERAGE HOME VALUE
WITHIN 5 MILES IS \$898,527
COMPARED TO THE MSA OF \$574,977

TRADE AREA
POPULATION
OVER 3.2 MILLION PEOPLE

198 PUBLIC AND 130
PRIVATE SCHOOLS
IN FAIRFAX COUNTY

176,000+
DAYTIME
POPULATION
WITHIN
3 MILES

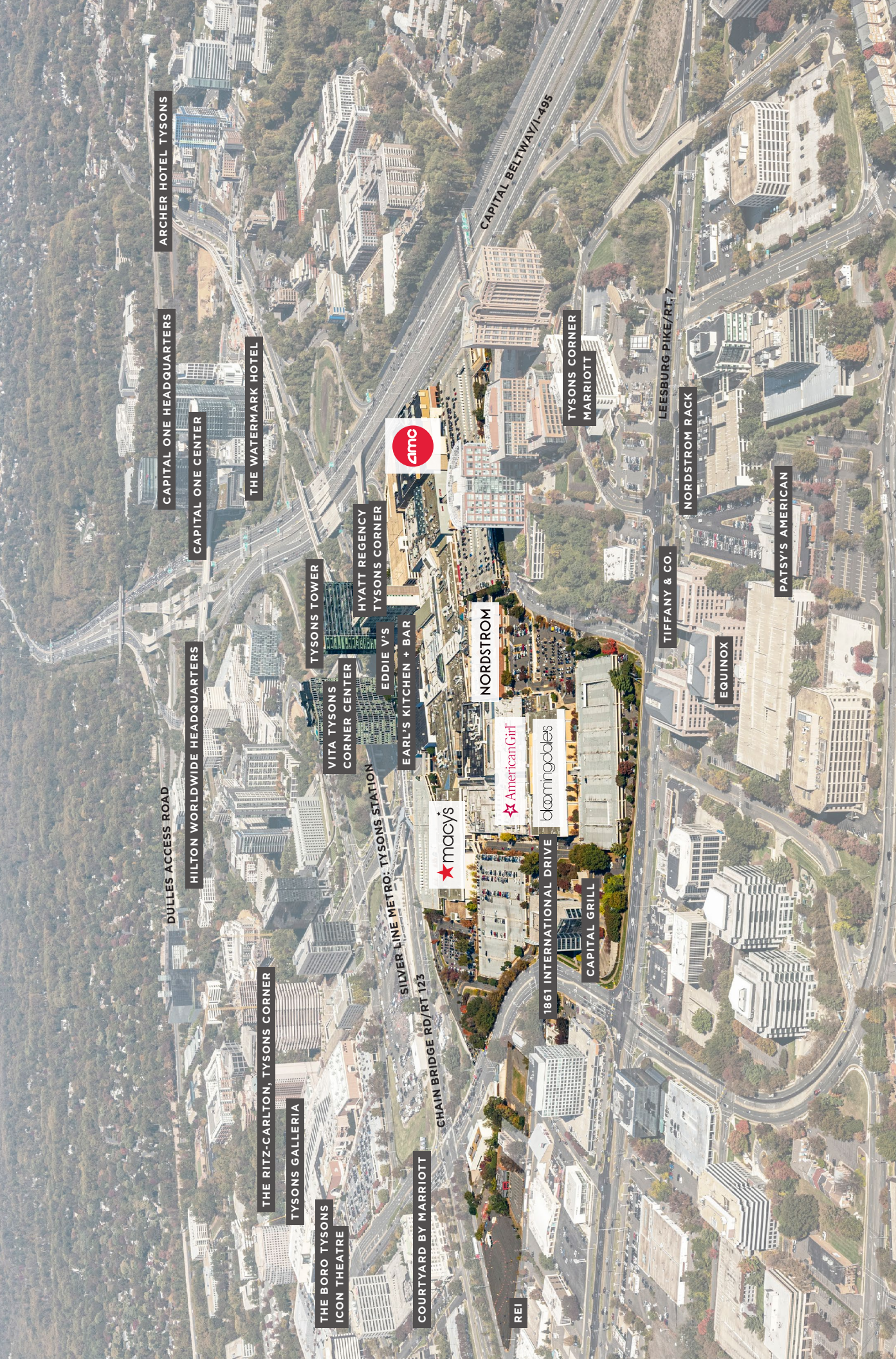


LIVE
WORK
SHOP
STAY

VITA APARTMENTS WITH 800+ RESIDENTS
CLASS A OFFICES WITH 2,000+ OFFICE WORKERS
FLAGSHIP HYATT REGENCY WITH 310 LUXURY GUEST ROOMS
ELEVATED OUTDOOR PLAZA OFFERING YEAR-ROUND EVENTS

YEARLY SALES

JAN	5.53%	MAY	8.42%	SEP	8.28%
FEB	6.48%	JUN	8.38%	OCT	8.02%
MAR	8.53%	JUL	8.03%	NOV	9.03%
APR	7.39%	AUG	7.62%	DEC	14.30%



MAJOR RETAILERS INCLUDE:

AMERICAN GIRL	AMC THEATRES	CAMP	HYATT REGENCY TYSONS CORNER	LULULEMON ATHLETICA
BLOOMINGDALE'S	APPLE	DYSON	KENDRA SCOTT	TYSONS TOWER
NORDSTROM	ARITZIA	EVERLANE	LOUIS VUITTON	VITA LUXURY APARTMENTS
MACY'S	BLUE NILE	GUCCI	LUCID	ZARA

