



TYSONS CORNER, VA

## MARKET PROFILE 2025

**300+ RETAILERS** Bloomingdale's, Nordstrom, Macy's, Apple, Arc'teryx, Aritzia, Buck Mason, Hobbs London, Kate Spade, Kendra Scott, Khaadi, Kizik, Lego, Lucid, lululemon, Madewell, Mango, Mejuri, Nespresso, Primark, Reformation, Rivian, Rolex, Rothy's, Sephora, Skims, TravisMathew, Vuori, Warby Parker, YETI, Zara

**RESTAURANTS & ENTERTAINMENT** Barrel & Bushel, California Pizza Kitchen, Coastal Flats, Earls Kitchen + Bar, Eddie V's, Level 99, Maggiano's, Nordstrom Marketplace Café, Seasons 52, Shake Shack, The Capital Grille, The Cheesecake Factory, AMC IMAX Theatre | **FAST CASUAL DINING** 25+ contemporary options

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 1,846,000 | **BUILT / RENOVATED** 1968 / 2015

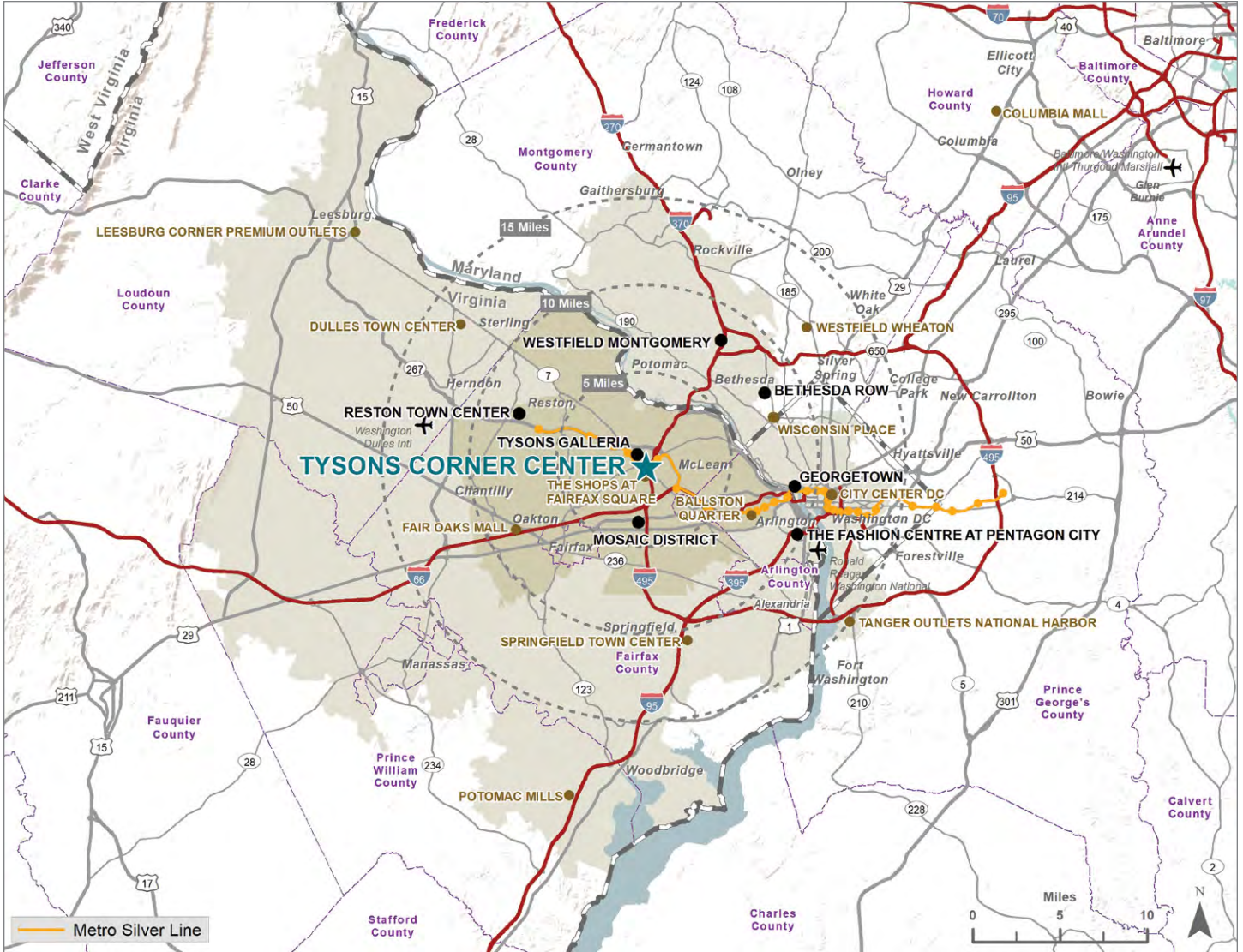
**FOR MORE INFORMATION** 703-893-9401 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

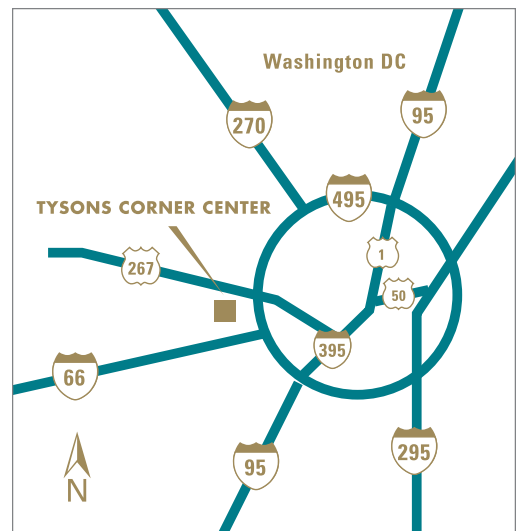
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		WASHINGTON-ARLINGTON-ALEXANDRIA, DC-VA-MD-WV [MSA]	
2024 Total Population	721,836		3,274,314		6,429,395	
2029 Total Population	739,885		3,376,163		6,609,906	
% Population Change 2024 to 2029	2.5%		3.1%		2.8%	
<b>HOUSEHOLDS</b>						
2024 Total Households	274,051		1,261,787		2,388,663	
2029 Total Households	280,887		1,309,492		2,474,063	
% Household Change 2024 to 2029	2.5%		3.8%		3.6%	
<b>INCOME</b>						
Average Household Income	\$216,859		\$192,594		\$171,041	
Median Household Income	\$158,089		\$139,579		\$122,325	
Per Capita Income	\$82,380		\$74,336		\$63,635	
<b>HOUSEHOLD INCOME RANGES</b>						
Household Income \$50,000 +	237,927	86.8%	1,074,738	85.2%	1,968,741	82.4%
Household Income \$75,000 +	217,125	79.2%	955,288	75.7%	1,710,323	71.6%
Household Income \$100,000 +	190,669	69.6%	824,488	65.4%	1,441,790	60.4%
Household Income \$150,000 +	145,024	52.9%	595,439	47.2%	987,008	41.3%
<b>AGE</b>						
Median Age	37.6		37.1		37.9	
<b>EDUCATION / OCCUPATION</b>						
Bachelor's Degree +	371,722	72.7%	1,534,390	66.8%	2,499,538	56.1%
White Collar	356,723	83.2%	1,546,501	80.1%	2,678,859	74.3%
<b>RACE/ETHNICITY</b>						
White	381,850	52.9%	1,554,761	47.5%	2,735,298	42.5%
Black	47,756	6.6%	474,907	14.5%	1,575,819	24.5%
American Indian	4,236	0.6%	18,861	0.6%	43,867	0.7%
Asian	154,143	21.4%	551,422	16.8%	755,168	11.8%
Pacific Islander	405	0.1%	2,325	0.1%	4,734	0.1%
Other Race	52,645	7.3%	298,372	9.1%	632,117	9.8%
2 + Races	80,801	11.2%	373,667	11.4%	682,392	10.6%
Hispanic Population	110,465	15.3%	588,767	18.0%	1,173,338	18.3%
<b>EMPLOYMENT / DAYTIME POPULATION</b>						
	1 MILE		3 MILE		5 MILE	
Total Businesses	3,850		8,998		14,588	
Total Employees	62,847		121,237		190,119	
Total Daytime Population	79,352		197,103		355,937	

# TRADE AREA MAP



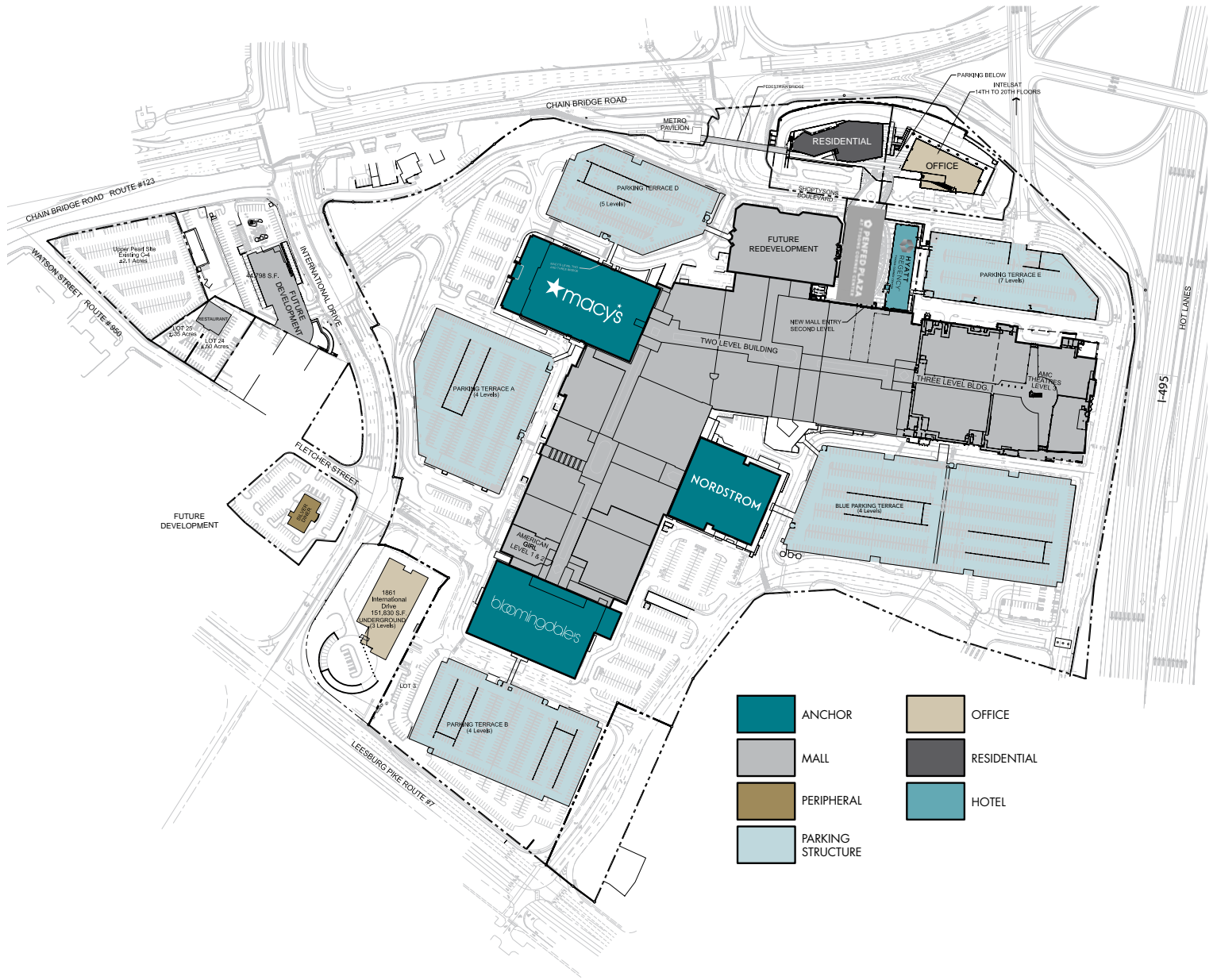
## LEGEND








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



10% PCW

# SITE PLAN



- |  |                   |   |             |
|--|-------------------|---|-------------|
|  | ANCHOR            |  | OFFICE      |
|  | MALL              |  | RESIDENTIAL |
|  | PERIPHERAL        |  | HOTEL       |
|  | PARKING STRUCTURE |   |             |

# AT A GLANCE

## CENTER INFORMATION

Tysons Corner Center is an East Coast powerhouse, with shopper reach extending across nine states. Located within a day's drive of 50% of the U.S. population, it is the dominant shopping destination in the DMV market.

# 17.5M

**ANNUAL VISITORS**, PLUS A BUILT-IN DAILY AUDIENCE OF **3,500** THROUGH ONSITE TROPHY **OFFICE, HYATT** REGENCY, AND LUXURY **RESIDENTIAL**

# 3.2M

**TRADE AREA POPULATION**, INCLUDING A 5 MILE **DAYTIME POPULATION OF 365K**

# 5TH WEALTHIEST

COUNTY IN THE US, WITH AN **AVERAGE HOUSEHOLD INCOME OF OVER \$216K** IN THE PRIMARY TRADE AREA

## MARKET INFORMATION

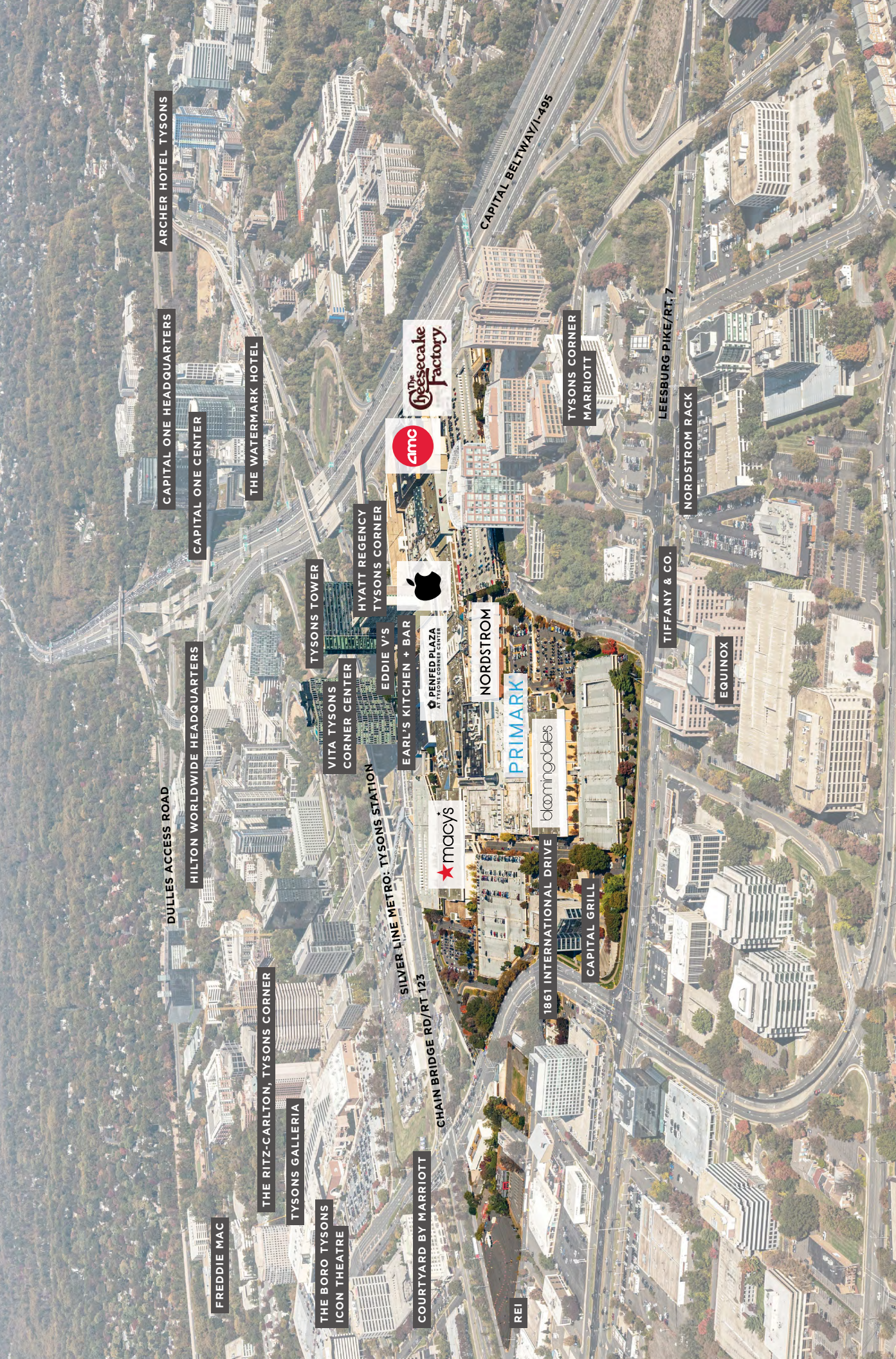
- Located in Fairfax County, 13 miles outside of Washington, D.C.
- Surrounded by **11 FORTUNE 500 COMPANIES**, including Capital One Financial, Hilton Worldwide and Freddie Mac
- Located between two major airports, which welcomed **44.5M PASSENGERS** in 2024, Tysons Corner is easily accessible to both business travelers and tourists

## OTHER FACTS

- Tysons Corner Center ranks **#1 FOR MALL TRAFFIC** in the Macerich portfolio
- Tysons Corner Center is home to over 300+ tenants, with **46% RANKING #1** in the Macerich portfolio
- With **5 HOTELS** and over **1,300 ROOMS WITHIN .5 MILES**, Tysons Corner Center – known for its premier shopping – attracts tourists from across the U.S. and around the world

## ECONOMIC DRIVERS

- In 2023, the area saw **\$2.4B IN RETAIL SPENDING**, with 65% from visitors
- Tysons is the **2ND LARGEST EMPLOYMENT MARKET** outside downtown D.C., with over 667K workers, contributing 42% of Virginia's GDP
- Tysons is set to add 50M square feet of new construction by 2050, with a **17% POPULATION GROWTH** since 2015 and a focus on walkable urban spaces
- The region is a **LEADER IN EDUCATION**, boasting top institutions like George Mason University, with **33% OF RESIDENTS HOLDING GRADUATE DEGREES**
- Tysons benefits from proximity to metro, major airports and expanded transit, with the Silver Line **ENHANCING ITS ACCESSIBILITY** for retail, residential and commercial growth



**MAJOR RETAILERS INCLUDE:**

- AMC THEATERS
- BLOOMINGDALE'S
- MACY'S
- NORDSTROM
- THE CHEESECAKE FACTORY
- APPLE
- PRIMARK
- ARITZIA
- ATHLETA
- CAMP
- DYSON
- LENKERSDORFER
- LUCID
- LULULEMON
- NESPRESSO
- PENFED PLAZA
- ROLEX
- SEPHORA
- UNIGLO
- VUORI
- WARBY PARKER
- YETI
- ZARA



ARCHER HOTEL TYSONS

CAPITAL ONE HEADQUARTERS

HILTON WORLDWIDE HEADQUARTERS

CAPITAL ONE CENTER

THE WATERMARK HOTEL

THE RITZ-CARLTON, TYSONS CORNER

TYSONS GALLERIA

THE BORO TYSONS  
ICON THEATRE

TYSONS TOWER

VITA TYSONS  
CORNER CENTER

HYATT REGENCY  
TYSONS CORNER

SILVER LINE METRO: TYSONS STATION

COURTYARD BY MARRIOTT

CHAIN BRIDGE RD/RT 123



EDDIE V'S  
EARL'S KITCHEN + BAR



1861 INTERNATIONAL DRIVE

REI



NORDSTROM

PRIMARK

blømingbøles

CAPITAL GRILL

TYSONS CORNER  
MARRIOTT

CAPITAL BELTWAY/I-495

1861 INTERNATIONAL DRIVE

CAPITAL GRILL

TYSONS CORNER  
MARRIOTT

NORDSTROM

PRIMARK

blømingbøles

CAPITAL GRILL

TYSONS CORNER  
MARRIOTT

LEESBURG PIKE/RT 7

TIFFANY & CO.

EQUINOX

NORDSTROM RACK

CAPITAL GRILL

REI

TYSONS CORNER  
MARRIOTT

WARBY PARKER  
YETI  
ZARA

ROLEX  
SEPHORA  
UNIGLO  
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