



FASHION OUTLETS OF NIAGARA FALLS USA



OVERVIEW

Fashion Outlets of Niagara Falls is the region's premier outlet center. Visitors from all over the world shop its superior selection of designer brands with more than 35 that are unique to the market.

Perfectly situated along the Canadian border, Fashion Outlets of Niagara Falls has outstanding visibility from I-190, drawing shoppers from locally and abroad.

With 686,000 square-feet and 120+ brands, Fashion Outlets of Niagara Falls ranks in the top 20 largest outlet centers in the country, providing a one-of-a-kind, year-round shopping experience and ensuring its position as the region's dominant outlet center.

MARKET OVERVIEW *AT A GLANCE*

120+

Brands including Adidas, Michael Kors,
Kate Spade, Polo Ralph Lauren, H&M

9M

Population in the total trade area

22M

Visitors to Niagara Falls annually

686K

Square feet of shopping space and one
of the largest outlet shopping
destinations in the country

5%

Projected population growth in the
next five years within 60 miles

\$109K

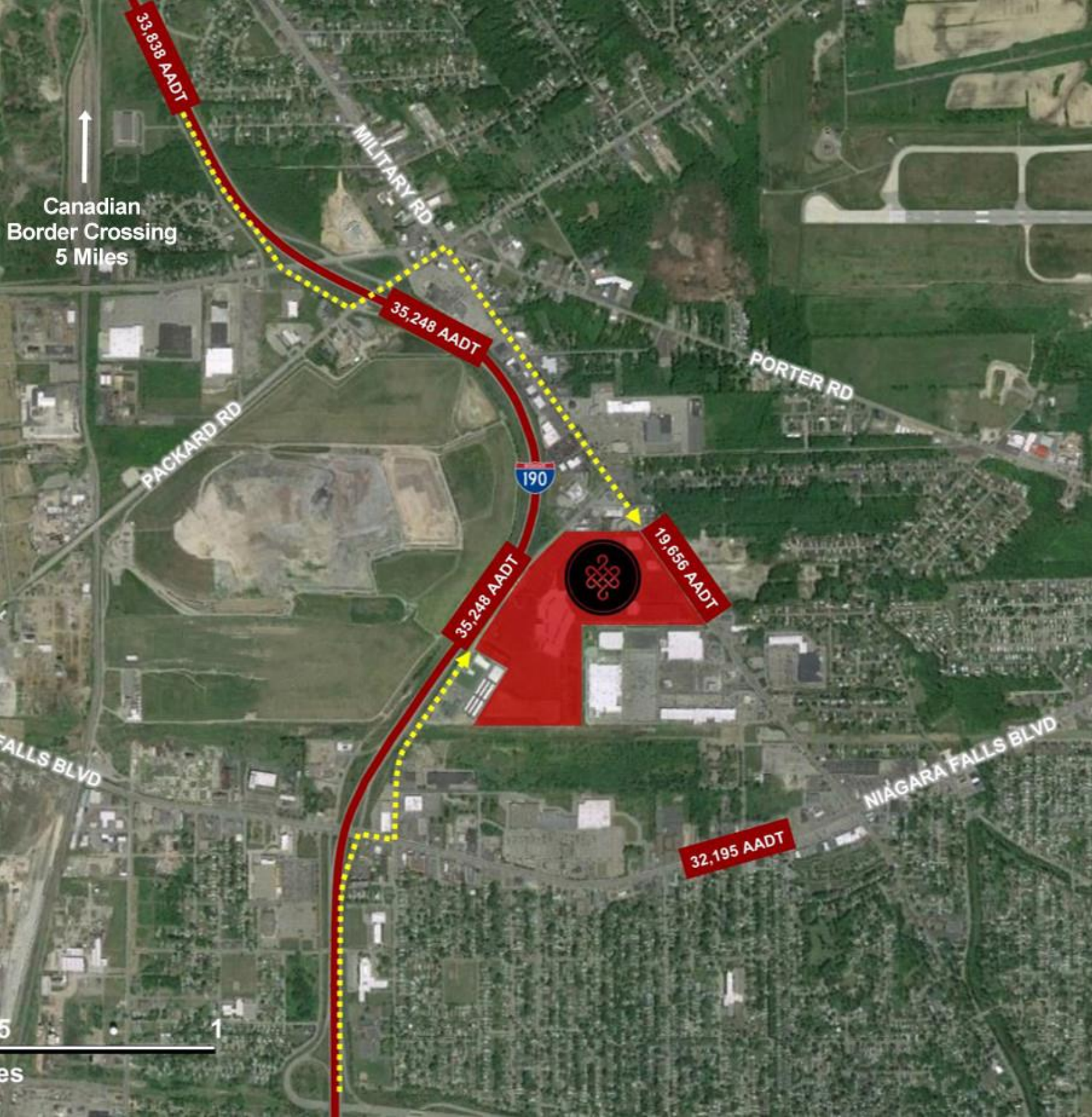
Average household income in the
total trade area

- ★ Fashion Outlets of Niagara Falls
- Radius in Miles
- Competitive Centers
- Other Centers



DEMOGRAPHIC SNAPSHOT

	30 MILES	45 MILES	60 MILES
2021 Population	1,569,426	4,083,308	9,095,032
2026 Population (projection)	1,577,328	4,218,417	9,549,387
Five-Year Population Growth	0.5%	3.3%	5.0%
Households	662,620	1,722,916	3,400,937
Average Household Income	84,067	\$110,822	\$117,120
Median Age	43.3	40.7	40.0



PROXIMITY TO CANADA

ACCESSIBLE FROM:

Interstate 190 with traffic counts exceeding 70,000 vehicles daily

Niagara Falls Blvd and Military Road have a combined average daily traffic of 51,000 vehicles

Located just 5 miles from Canadian Border crossing



TOURISM

Fashion Outlets of Niagara Falls is perfectly situated just minutes from Niagara Falls State Park, drawing shoppers from the 22 million people visiting Niagara Falls each year.

Visitors account for 34% of traffic and generate 51% of sales at Fashion Outlets of Niagara Falls

Average of 3 hours spent at the Center

4.6 nights average stay in Niagara Falls area for all visitors

37% of visitors said their visit to the Niagara Falls area was primarily motivated by shopping at Fashion Outlets of Niagara Falls

TOURISM PROGRAMS

- Fashion Outlets Savings Pass was distributed to more than 200,000 guests since 2017.
- “Shop and Stay” packages are offered in partnership with the region’s 17,500 hotel rooms through:
 - Co-marketing efforts with the Seneca Niagara Casino as well as 100 other area hotels and attractions
 - Bus Tour programs bringing 130,000 shoppers to the center over the past 5 years





INTERNATIONAL TOURISM

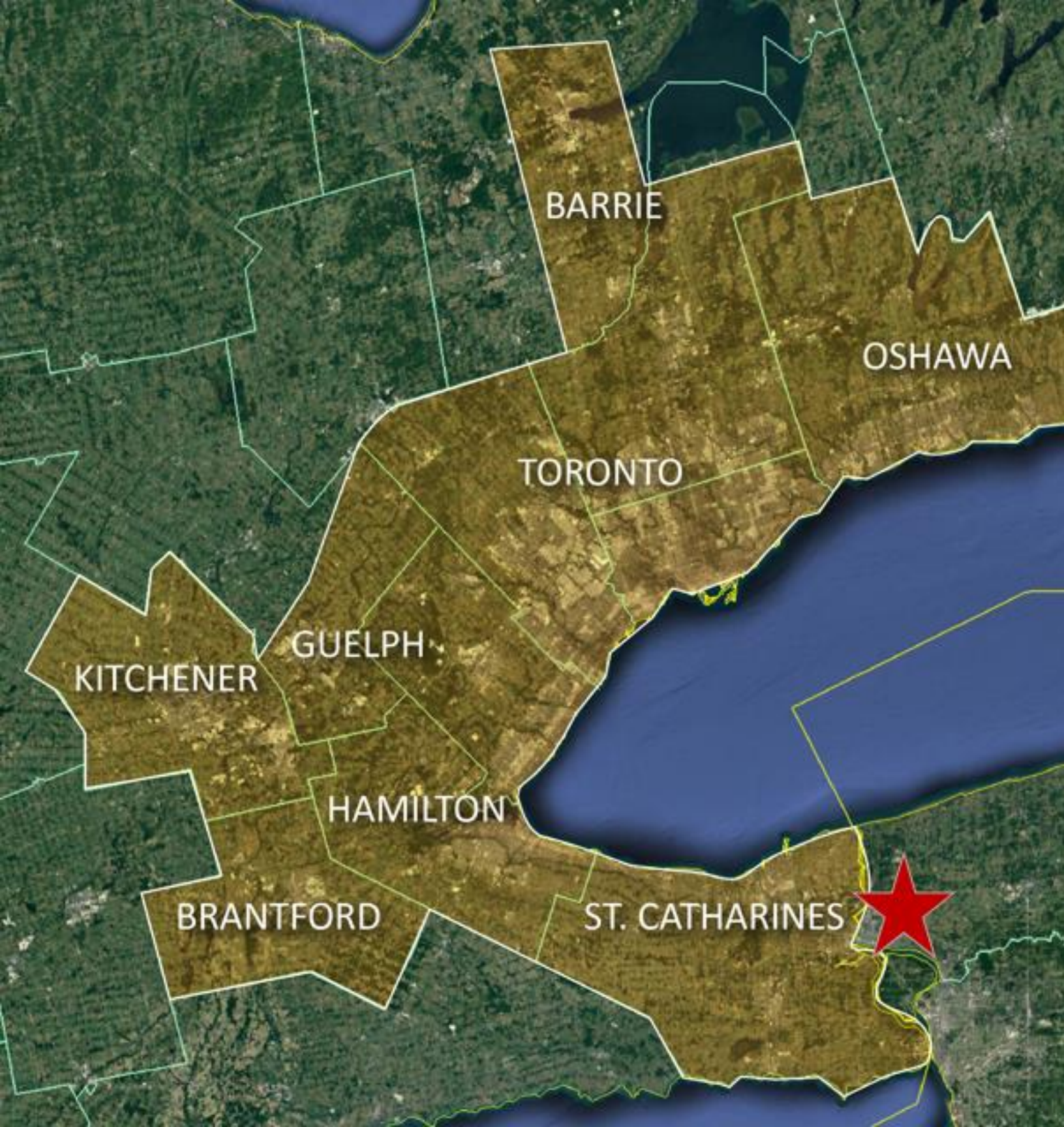
90% of all motor coach groups are international visitors and 10% are domestic

Tourists account for **51% of total sales** at Fashion Outlets of Niagara Falls, with 42% coming from international visitors

FONF's International tourist spends an average of **\$631 per shopping trip**

61% pre-arrival awareness among first-time visitor shoppers

Top International Feeder Markets include: Canada, Germany, India, UK, France and Eastern European Countries



PROXIMITY TO CANADA

Fashion Outlets of Niagara Falls is located just miles from Canada's Golden Horseshoe. The Golden Horseshoe is among the most densely populated and industrialized areas in Canada.

With a population of 9.2 million people in 2021, the Golden Horseshoe makes up over 21% of the population of Canada and contains more than 55% of Ontario's population, making it one of the largest population concentrations in North America.

The region is projected to grow to 11.5 million people by 2031.

★ Fashion Outlets of Niagara Falls, USA

THE BUFFALO-NIAGARA REGION

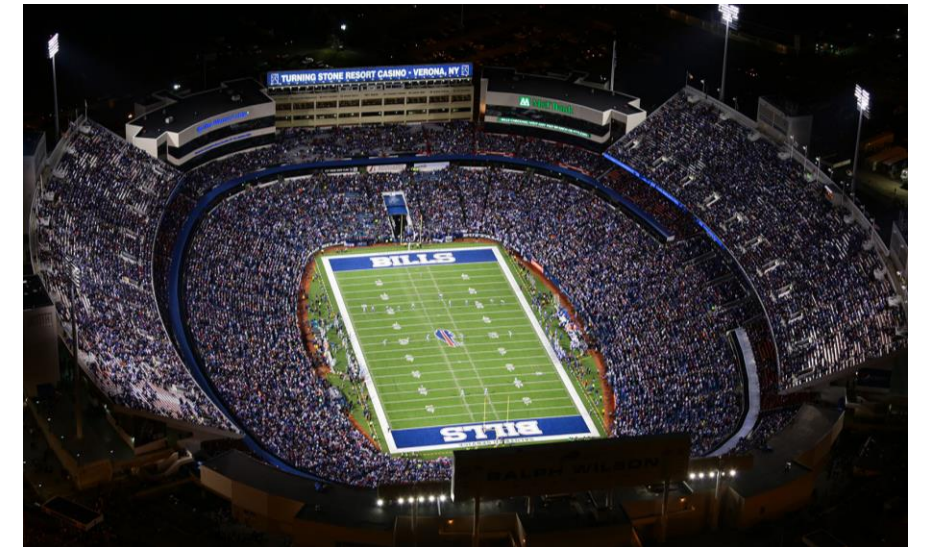


Niagara Falls State Park, located just 10 minutes from the Center, generates over **9 million** domestic and international visitors annually



Buffalo is the **2nd most populous city** in New York State

Buffalo topped **Travel+Leisure's 2019 annual rankings** of "American's Friendliest City"



Home to **two major sports teams**, Buffalo Bills (NFL) & Buffalo Sabres (NHL), with a combined annual attendance of **more than 880,000**

HIGHER EDUCATION

17 colleges and universities are in the WNY region with a total student enrollment of more than 70,000

University of Buffalo, the largest school in the SUNY system, and also the largest public university in the northeastern United States, has two campuses – both are located just 12 miles from Fashion Outlets of Niagara Falls

UB student enrollment is approximately 30,000.

Other area colleges and universities include: Buffalo State, Canisius College, Medaille College, D'Youville College, Daemen College, Hilbert College, Erie County Community College, Niagara County Community College, Niagara University



FASHION OUTLETS OF NIAGARA FALLS AERIAL



FASHION OUTLETS
NIAGARA FALLS, USA

MAJOR RETAILERS INCLUDE:

SAKS OFF 5TH
FOREVER 21
H&M
MARSHALLS

ADIDAS
APPLEBEE'S
COACH
GAP FACTORY

KATE SPADE NEW YORK
MICHAEL KORS
NIKE CLEARANCE STORE
OLD NAVY OUTLET

POLO RALPH LAUREN FACTORY STORE
UNDER ARMOUR
VICTORIA'S SECRET/PINK





MERCHANDISING MIX

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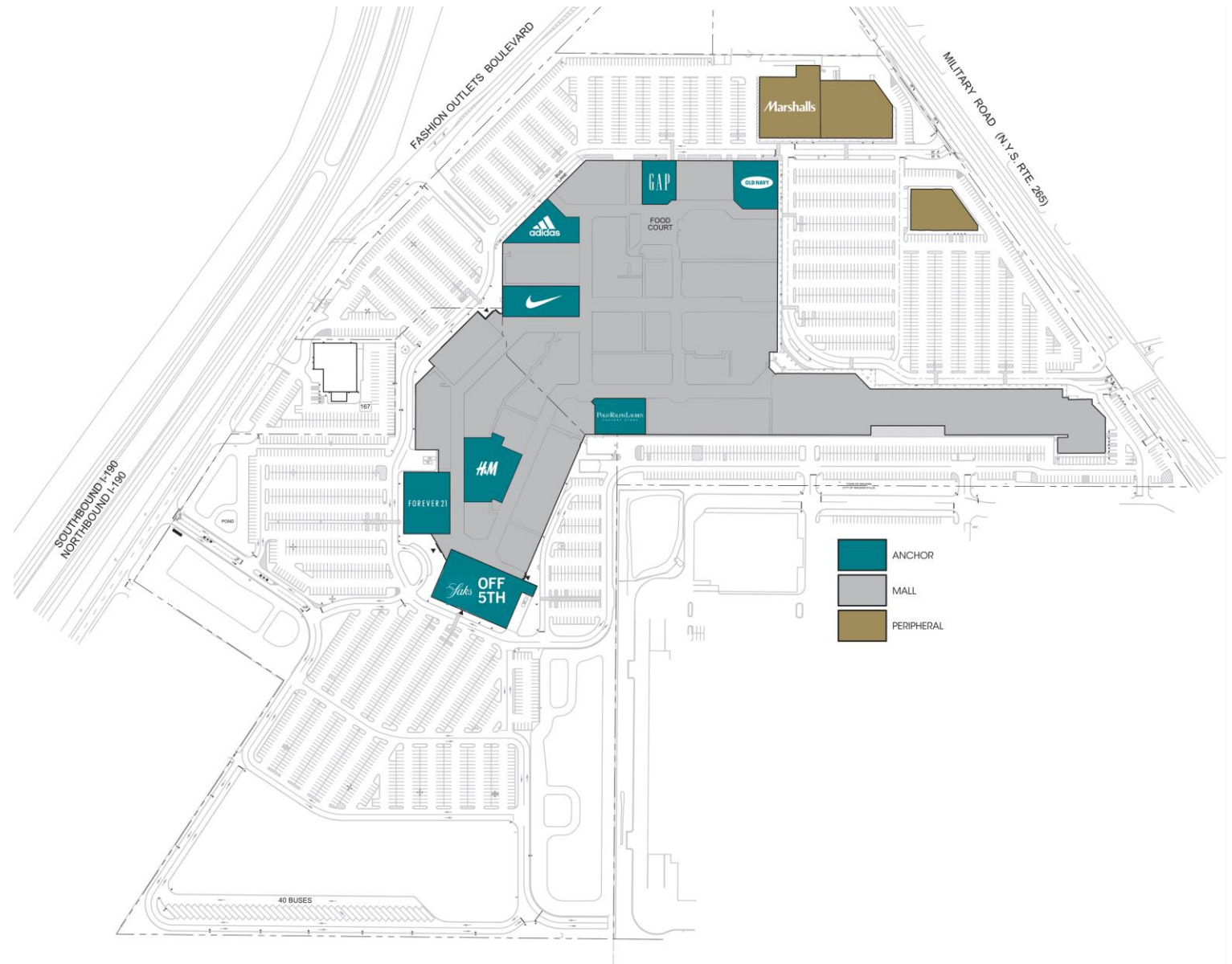
Calvin Klein



MICHAEL KORS



FASHION OUTLETS OF NIAGARA FALLS SITE PLAN





FASHION OUTLETS
NIAGARA FALLS, USA
SAVE FASHIONABLY



MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR