



MALL OF AMERICA.  
always new







# LET US BE YOUR PARTNER...

...by extending and increasing brand awareness locally, regionally, nationally and globally to over 40 million annual visitors.

Mall of America® is the **#1 shopping destination** in the Minneapolis/St. Paul market for attracting shoppers with the **highest household incomes**, as well as the **#1 retail and entertainment destination in the country**. Plus, **no tax** on clothing and shoes.

|                       |   |
|-----------------------|---|
| ANNUAL VISITS         | Over 40 million                               |
| ANNUAL MALL SALES     | Over \$1 billion                              |
| SALES PER SQUARE FOOT | \$718   |
| PUBLIC RELATIONS      | Over \$400 million in free publicity annually |

OVER  
**\$1 BILLION**  
ANNUAL SALES



**\$718**  
SALES PER SQUARE FOOT





## LOCAL DEMOGRAPHICS

### MINNEAPOLIS/ST. PAUL MARKET DMA

|                          |           |
|--------------------------|-----------|
| Total Population (18+):  | 3,551,036 |
| Total Households:        | 1,910,700 |
| Median Household Income: | \$74,200  |
| Adults 25-54:            | 1,871,200 |

Source: Simmons Local

### 35 MILE RADIUS

|                           |                  |
|---------------------------|------------------|
| Total Population:         | 2,953,610        |
| Total Households:         | 1,165,929        |
| Average Household Income: | <b>\$104,319</b> |

Source: August Partners Geo-Fencing Study 2018

## PROFITABLE DEMOGRAPHICS

- **78%** of affluent shoppers choose Mall of America® to make their luxury purchases
- **42%** of guests' primary reason to visit MOA is the unique retail mix and/or higher end & luxury brands

Source: Future Brand Research, Ogilvy Red

# \$104,319

AVERAGE HHI  
35 MILE RADIUS

Source: August Partners Geo-Fencing Study 2018



# HHI \$100k–250k+

MOA® HAS THE LARGEST  
NUMBER OF THE MOST PROFITABLE  
DEMOGRAPHICS IN THE MSP MARKET

Source: Star Tribune Scarborough Research 2019

## AT THE CENTER OF IT ALL

\$200,000+ HHI  
Trade Area Concentration

## HOUSEHOLD INCOME

(MSP metro shopping centers)

\$100,000 - \$250,000+ HHI shoppers, MOA has...

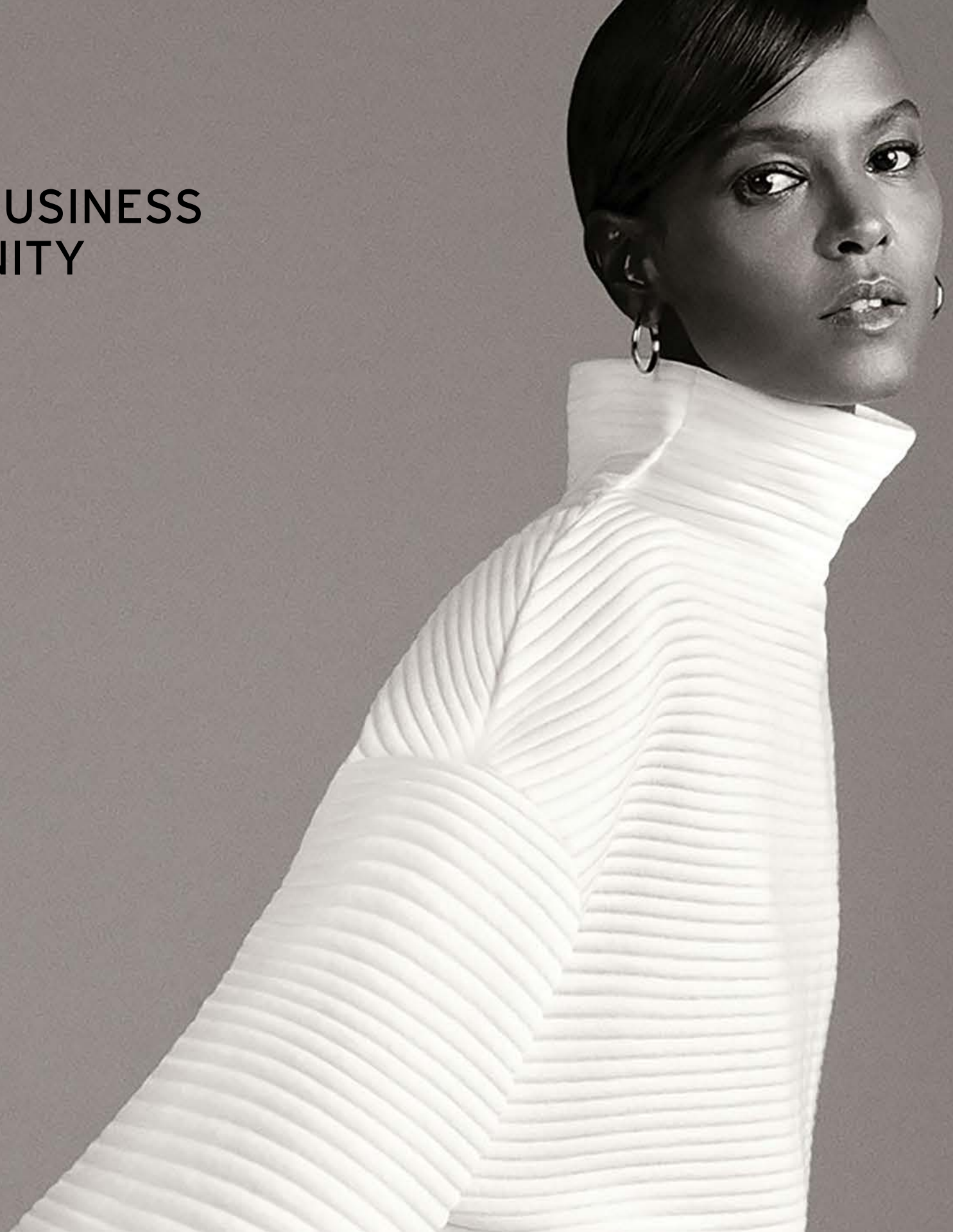
- 2 1/2 times more than The Galleria
- 2 times more than Ridgedale
- 1 1/2 times more than Rosedale
- 2 times more than Southdale

Source: Scarborough Research 2019





## LOCAL BUSINESS COMMUNITY



### BLOOMINGTON, MINNESOTA

|              |  |
|--------------|--|
| Hotels       | Over <b>40</b>   |
| Hotel Rooms  | <b>Over 9,400</b> , more than Minneapolis & St. Paul combined                    |
| Average Stay | <b>2</b> nights (family traveler)<br><b>3</b> nights (business traveler)         |
| Businesses   | <b>6,000</b> , including Best Buy, United Properties, HealthPartners, Toro, etc. |
| Employees    | <b>90,000</b>  |

### LOCAL BUSINESS COMMUNITY

**Eighteen Fortune 500 companies** in the area include:

|                               |                                  |
|-------------------------------|----------------------------------|
| UnitedHealth Group, Inc.      | Ecolab, Inc.                     |
| Target Corporation            | Land O'Lakes, Inc.               |
| Best Buy Company, Inc.        | Ameriprise Financial, Inc.       |
| CHS, Inc.                     | Xcel Energy, Inc.                |
| 3M Company                    | Hormel Foods Corporation         |
| U.S. Bancorp                  | Thrivent Financial for Lutherans |
| Supervalu, Inc.               | Securian Financial Group         |
| General Mills, Inc.           | Patterson Cos. Inc.              |
| C.H. Robinson Worldwide, Inc. | Polaris Industries               |

# TOP 10

MARKET FOR YOUNG  
ADULT PROFESSIONALS

*Forbes*





# U.S.A. VISITOR MAP

## ZIP CODE ANALYSIS

Represents shoppers who **visited** from across the USA during 2019, based on WiFi analytics.

### 18 STATE TRADE AREA

|           |              |              |          |
|-----------|--------------|--------------|----------|
| Minnesota | Colorado     | North Dakota | Kansas   |
| Wisconsin | Illinois     | Pennsylvania | Nebraska |
| Kentucky  | Ohio         | Michigan     | Oklahoma |
| Iowa      | Tennessee    | Indiana      |          |
| Missouri  | South Dakota | Arkansas     |          |

# MALL OF AMERICA® EIGHTEEN STATE TRADE AREA

### DAY TRIP MARKET (50-100 MILES)

|                      |           |
|----------------------|-----------|
| Total Population     | 450,978   |
| Total Households     | 1,283,517 |
| Average HHI          | \$69,330  |
| Adults 25-54         | 169,157   |
| Children (ages 0-17) | 102,626   |

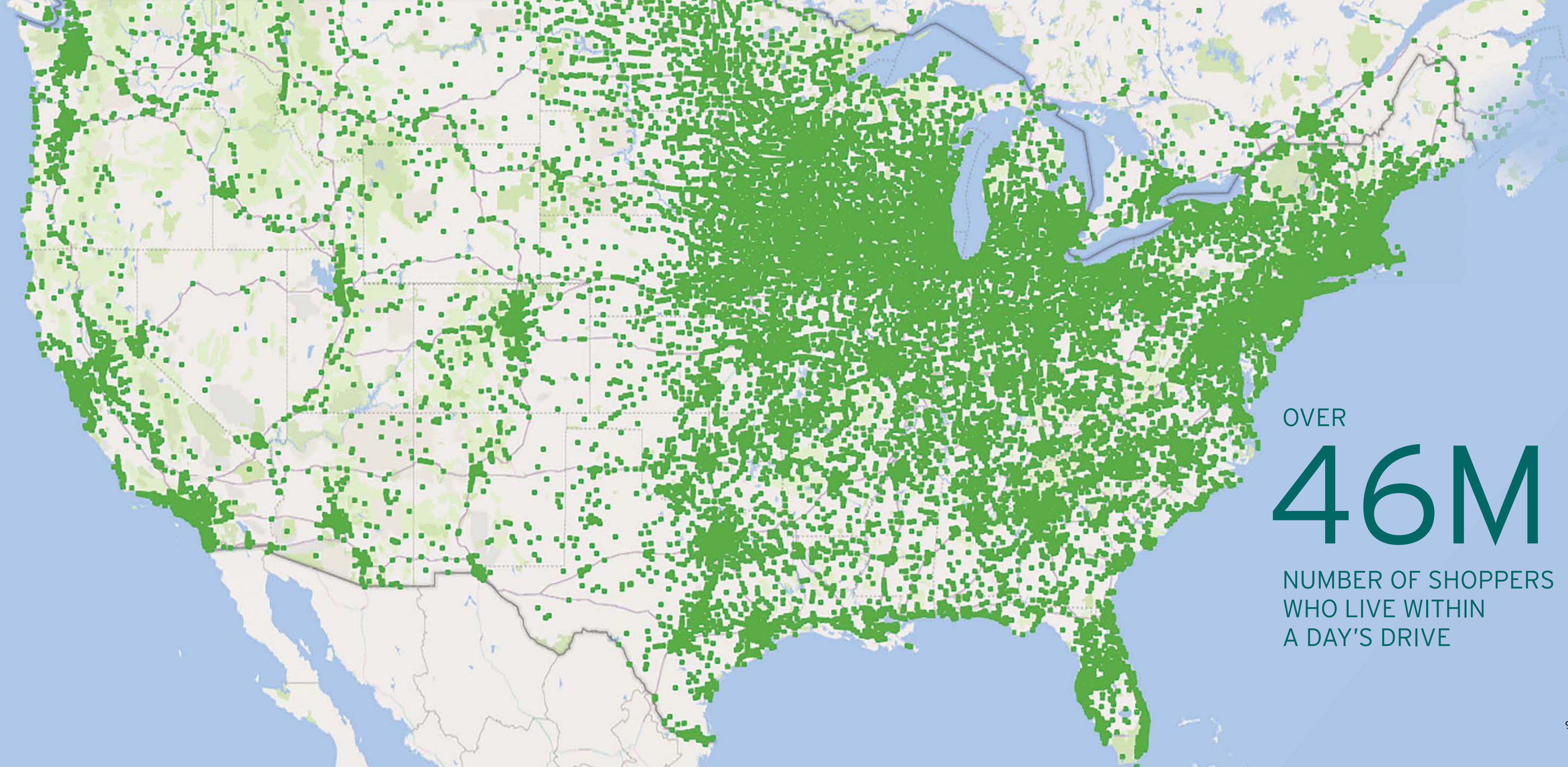
### FLY MARKET (500-1000 MILES)

|                      |            |
|----------------------|------------|
| Total Population     | 99,105,870 |
| Total Households     | 56,784,139 |
| Adults 25-54         | 39,912,453 |
| Children (ages 0-17) | 23,170,678 |

### DRIVE MARKET (150-500 MILES)

|                      |            |
|----------------------|------------|
| Total Population     | 46,341,356 |
| Total Households     | 14,537,192 |
| Adults 25-54         | 10,606,513 |
| Children (ages 0-17) | 6,207,104  |

Sources: Claritas, March 2018

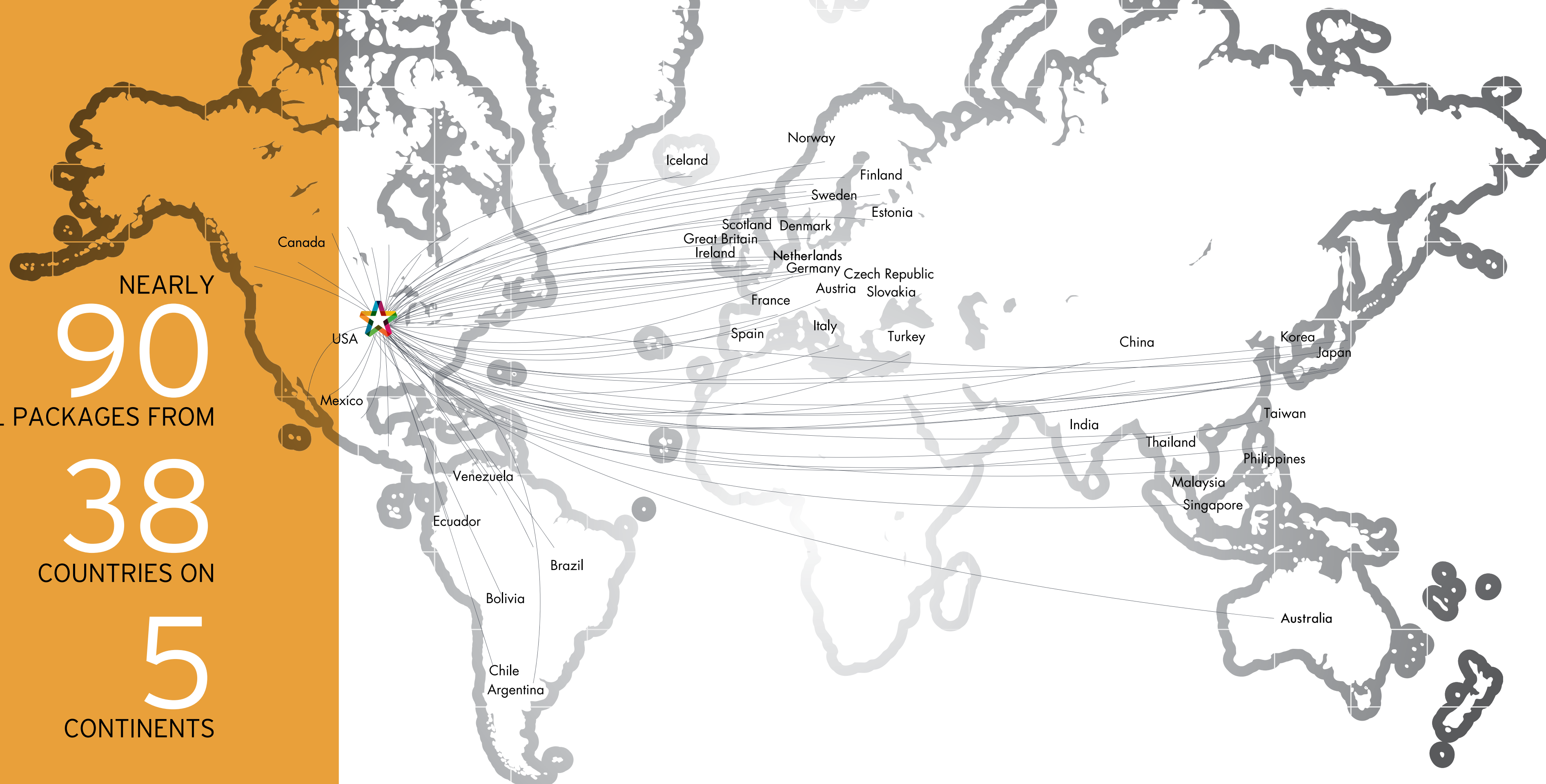


OVER  
**46M**

NUMBER OF SHOPPERS  
WHO LIVE WITHIN  
A DAY'S DRIVE



NEARLY  
**90**  
 TRAVEL PACKAGES FROM  
**38**  
 COUNTRIES ON  
**5**  
 CONTINENTS



## INTERNATIONAL TOURISM

- About **40%** of visitors to Mall of America® are tourists – people who live outside the 150-mile radius of Minneapolis/St. Paul
- Nearly **10%** of visitors are from outside the United States
- International tourists spend **two-and-a-half times** more than local residents
- Mall of America offers nearly **90 travel packages** from **38 countries** on **5 continents** represented on this map
- **Over 40** Bloomington hotels offer **free shuttle service** to and from Minneapolis/St. Paul International Airport and Mall of America

Source: Ogilvy Red

### KEY INTERNATIONAL MARKETS:

|                |               |             |               |
|----------------|---------------|-------------|---------------|
| Australia      | Finland       | Italy       | Singapore     |
| Argentina      | France        | Japan       | Spain         |
| Austria        | Germany       | Korea       | Sweden        |
| Brazil         | Great Britain | Malaysia    | Switzerland   |
| Canada         | Hong Kong     | Mexico      | Taiwan        |
| China          | Iceland       | Netherlands | United States |
| Czech Republic | India         | Norway      |               |
| Denmark        | Ireland       | Philippines |               |

40% OF TOTAL VISITS TO MOA®  
 ARE FROM THE TOURIST CONSUMER;  
 OVER **16.8 MILLION**  
 ANNUAL VISITS

Source: Ogilvy Red



## INTERNATIONAL TOURISM

Mall of America® participates in **over 70 major travel + trade shows** annually.

### COUNTRIES PARTICIPATING IN MALL OF AMERICA TOUR OPERATOR PROGRAM:

|                |               |               |
|----------------|---------------|---------------|
| Argentina      | Great Britain | Scotland      |
| Austria        | Iceland       | Singapore     |
| Brazil         | India         | Slovakia      |
| Canada         | Ireland       | Spain         |
| China          | Italy         | Sweden        |
| Czech Republic | Japan         | Taiwan        |
| Denmark        | Korea         | Thailand      |
| Finland        | Mexico        | United States |
| France         | Norway        |               |
| Germany        | Philippines   |               |

**#1** SHOPPING  
DESTINATION  
IN THE U.S.  
Travel + Leisure, U.S.A. Today, Time Magazine



## TOURISM

The Tourist customer accounts for **50% of total sales**.  
Mall of America® has a Welcome Video available in 5 languages (Chinese, Japanese, German, Portuguese & Spanish) & a website available in those languages as well as in French.

### MINNEAPOLIS-ST. PAUL INTERNATIONAL AIRPORT

- **17th busiest** in the U.S.
- **Over 38 million** passengers annually
- One of 5 **major airline hubs** in the country
- **163 non-stop markets** (136 domestic & 27 international non-stop)
- **Over 1,100 flights daily**

Source: mspairport.com

### MSP RANKED

**#1** NORTH AMERICAN  
AIRPORT

FOR EFFICIENCY EXCELLENCE IN ITS SIZE CATEGORY




Airports Council International, 2019





# SOCIAL MEDIA CONNECTIVITY

MALL OF AMERICA® IS THE LEADER IN MALL PROPERTY SOCIAL MEDIA

|   |   |   |
|---|---|---|
| MOA® SOCIAL MEDIA STATS   | <br>/MALLOFAMERICA<br>548,000+ FOLLOWERS | 1 POST/<br>INTERACTION PER MINUTE PER DAY   |
| ENGAGE IN<br><b>60,000+</b><br>TEXT/WEB CHAT CONVERSATIONS WITH GUESTS PER YEAR | OVER<br><b>855,000 FANS</b><br>ACROSS ALL MOA® SOCIAL ACCOUNTS  | <br>@MALLOFAMERICA<br>86,000+ FOLLOWERS   |
| 100 MILLION PER MONTH SOCIAL REACH OF MOA®                                      | AVERAGE RESPONSE TIME IS <b>75 SECONDS</b>  | <br>@MALLOFAMERICA<br>67,000+ FOLLOWERS |



## SQUARE FOOTAGE ALLOCATION

**67%**  
RETAIL

**23.6%**  
ENTERTAINMENT/ATTRACTIONS

**9.4%**  
FOOD & BEVERAGE

(Based on square footage of stores)

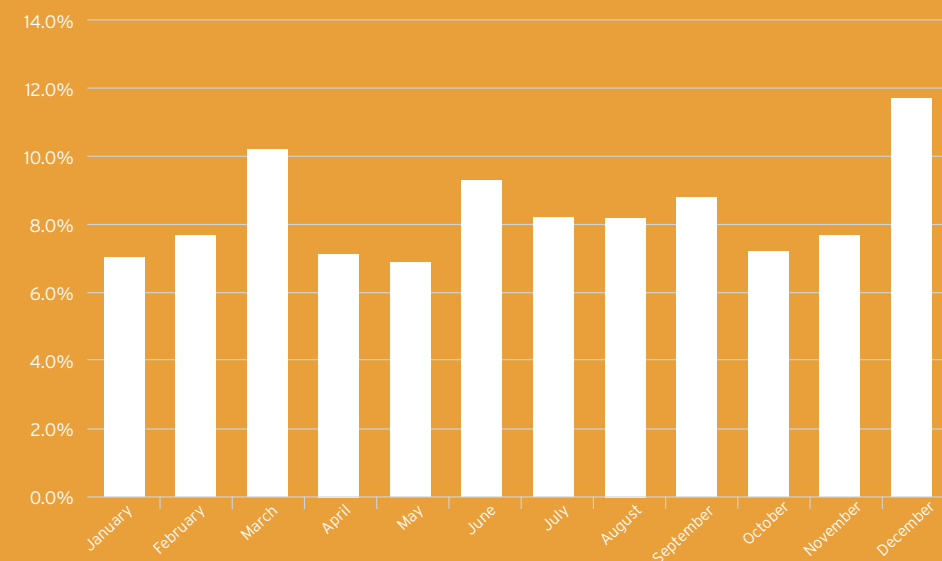




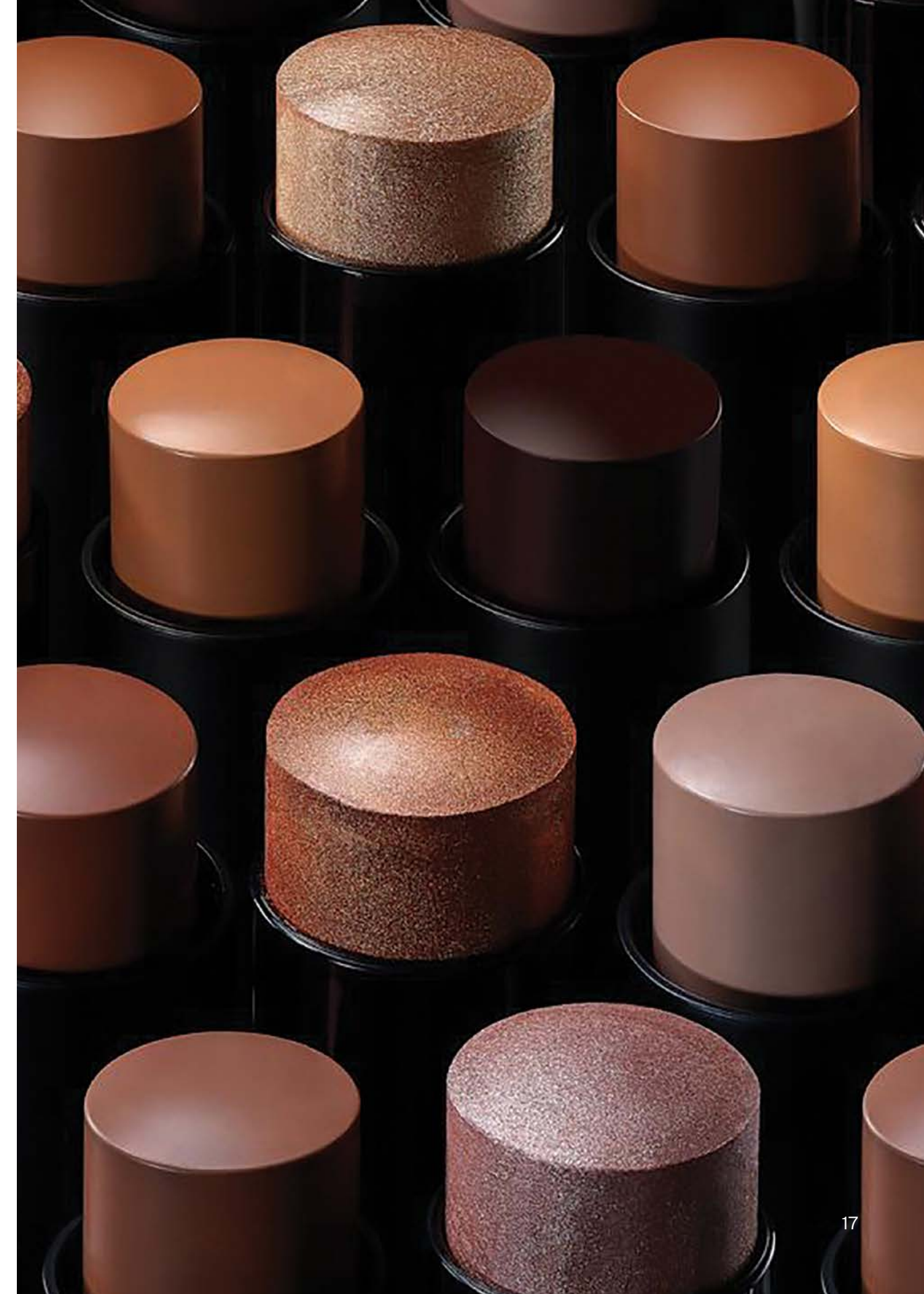
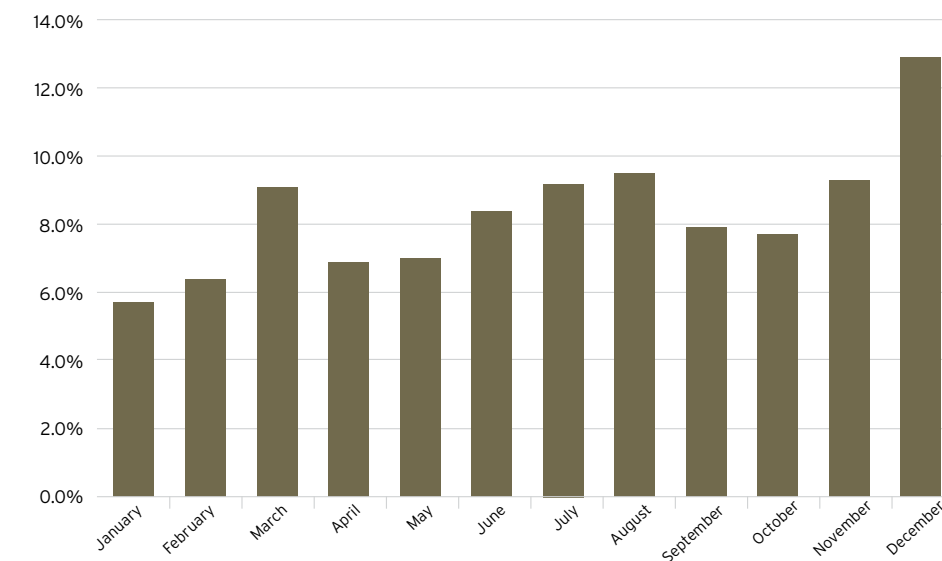


## RETAIL TRAFFIC & SALES

2019 TRAFFIC BY MONTH



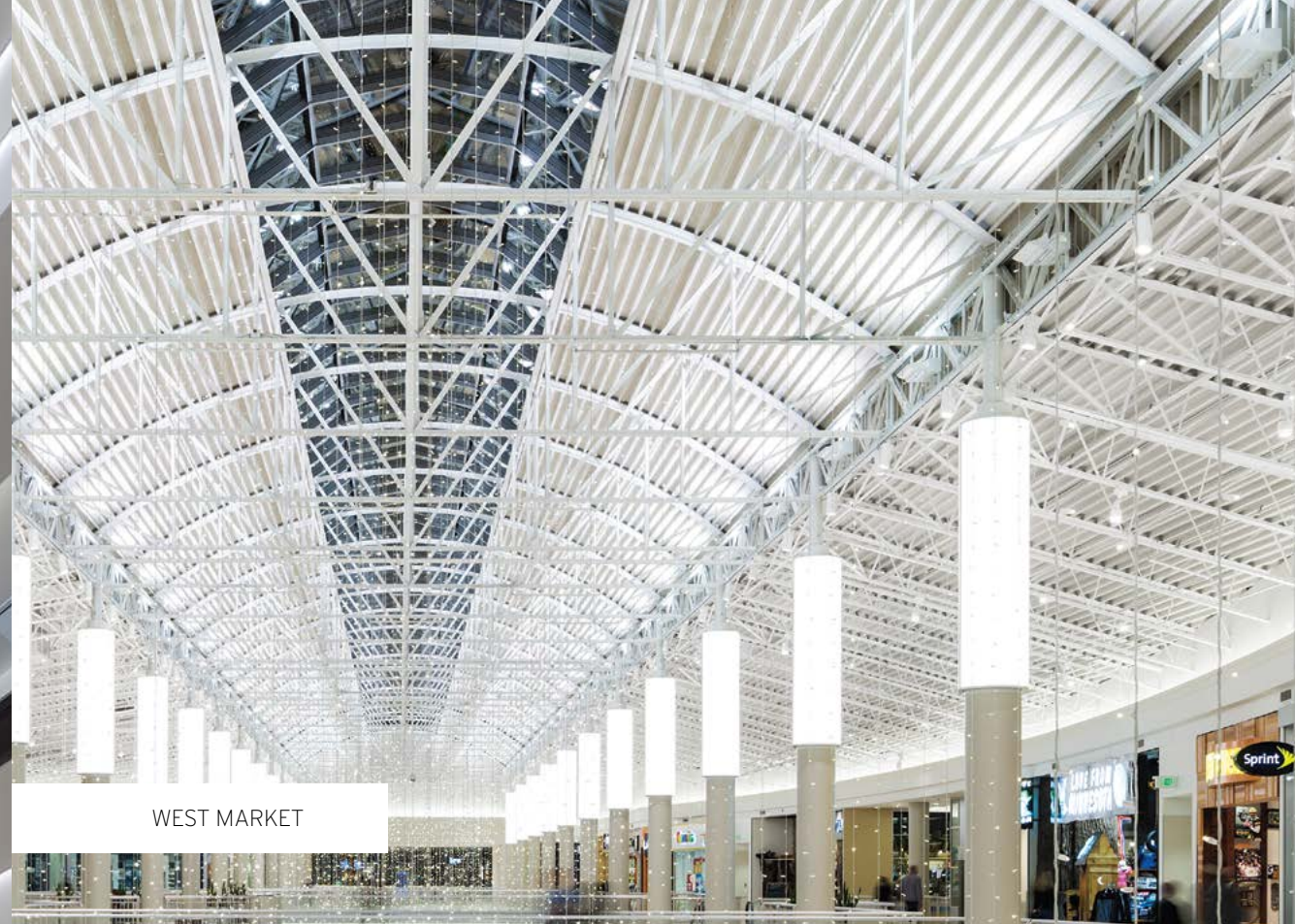
2019 SALES BY MONTH







EAST BROADWAY



WEST MARKET

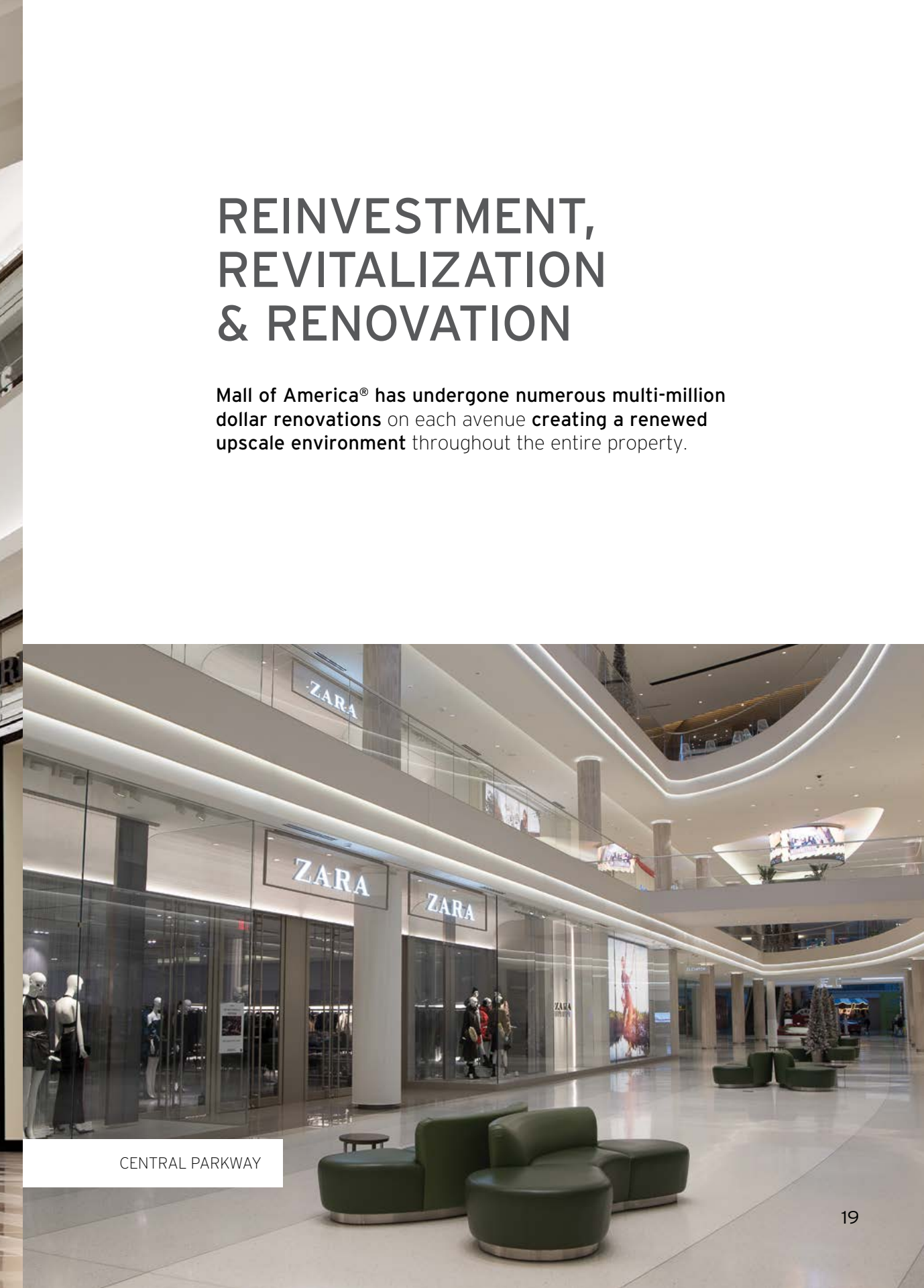
MALL OF AMERICA®  
HAS SPENT OVER

# \$500M

IN RENOVATIONS & ADDITIONS TO THE  
PROPERTY OVER THE LAST 8 YEARS



SOUTH AVENUE



CENTRAL PARKWAY

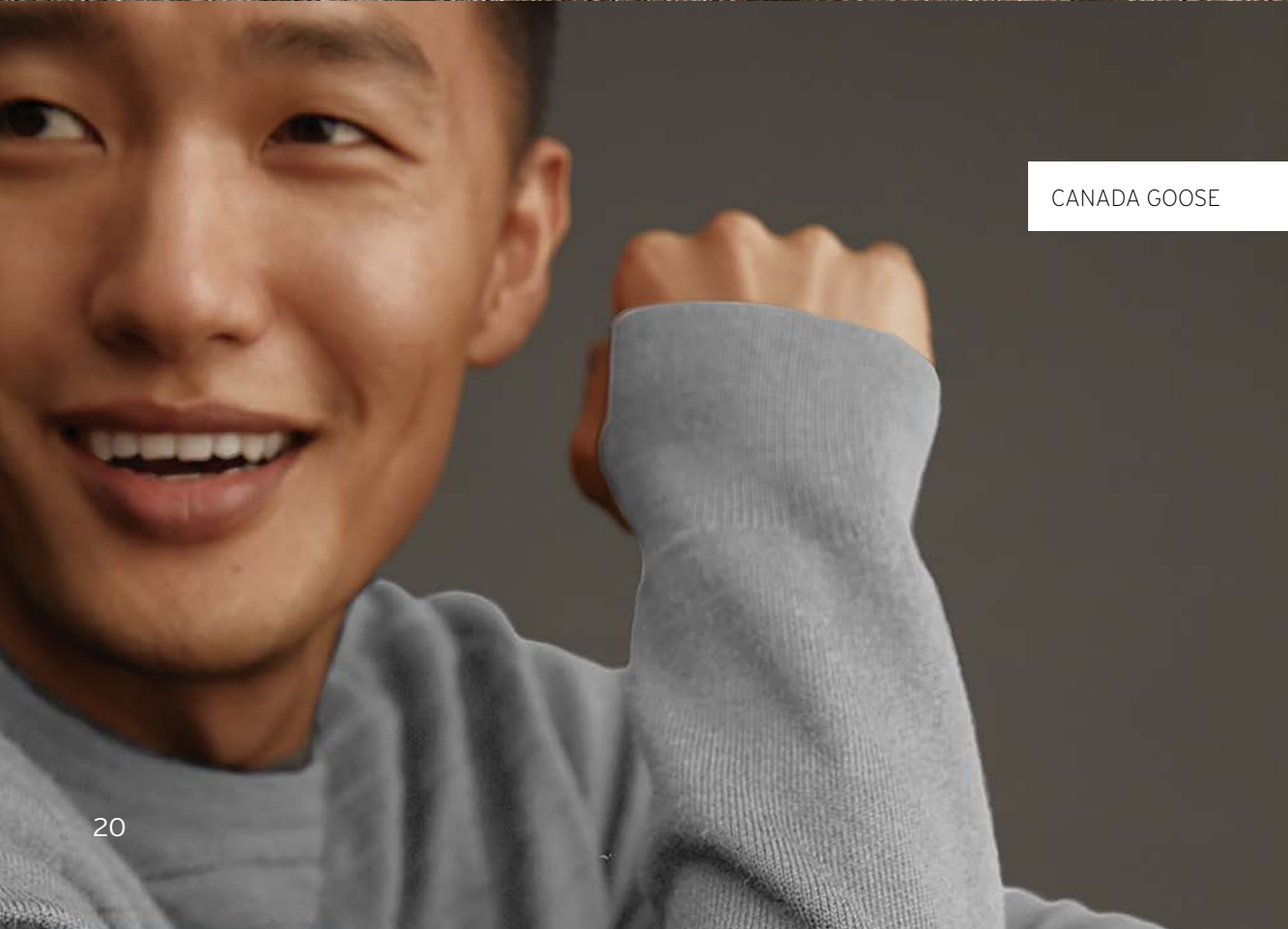
## REINVESTMENT, REVITALIZATION & RENOVATION

Mall of America® has undergone numerous multi-million dollar renovations on each avenue creating a renewed upscale environment throughout the entire property.





ARITZIA



CANADA GOOSE

## MOA® REMIX

# FIRST TO MARKET

Mall of America® is the **premier retail entry point** for the Minneapolis/St. Paul market & region for retailers **extending their brand.**

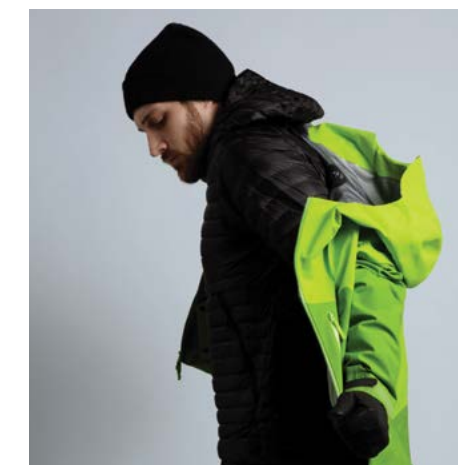
**Over 100 MOA® retailers have been "first to market"** in debuting their brands including Nordstrom, Apple, Canada Goose, Aritzia, Zara, Burberry, Hugo Boss, Nike, Indochino, Fabletics & Kendra Scott just to name a few!

# OVER 100

## MOA® RETAILERS HAVE BEEN "FIRST TO MARKET" IN DEBUTING THEIR BRAND



CHANEL BOUTIQUE @ NORDSTROM



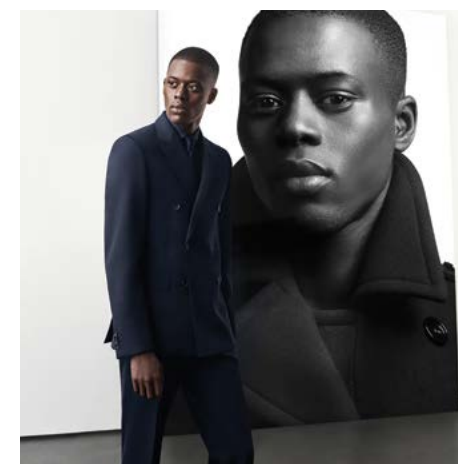
ARC'TERYX



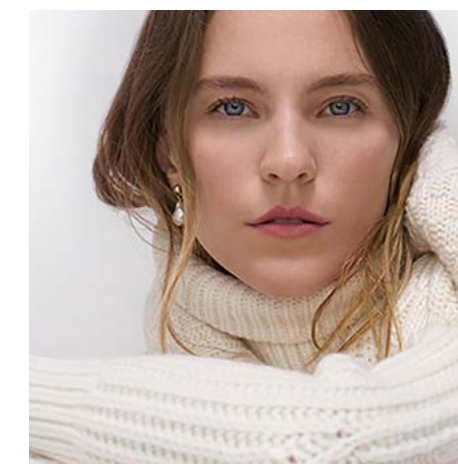
KENDRA SCOTT



FREE PEOPLE



HUGO BOSS



CLUB MONACO



PRADA BOUTIQUE @ NORDSTROM



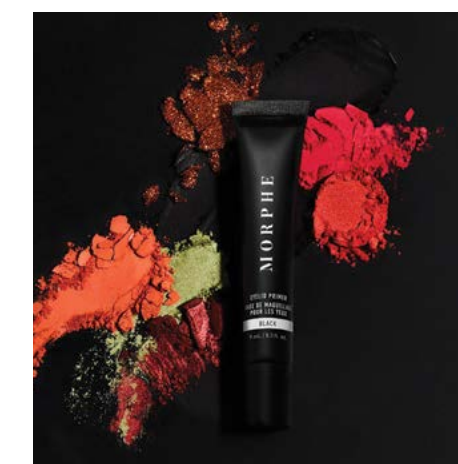
ZARA



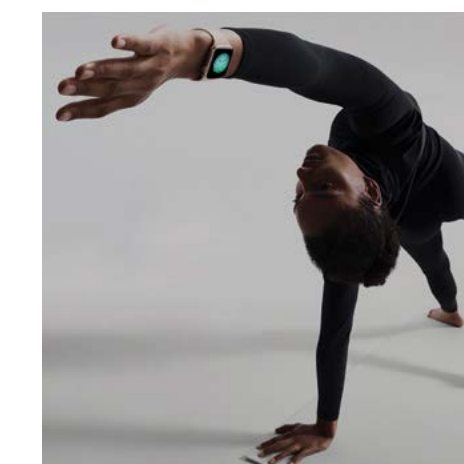
DIOR BOUTIQUE @ NORDSTROM



TUMI



MORPHE



APPLE FLAGSHIP





ANTHROPOLOGIE

# MOA® REMIX



EYEBOBS



BRUNELLO CUCINELLI BOUTIQUE @ NORDSTROM



CARHARTT



ALTAR'D STATE



LULULEMON EXPERIENTIAL FLAGSHIP



MADEWELL



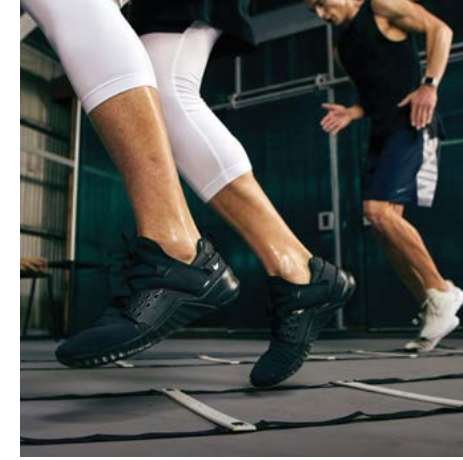
GUCCI BOUTIQUE @ NORDSTROM



NESPRESSO



UGG



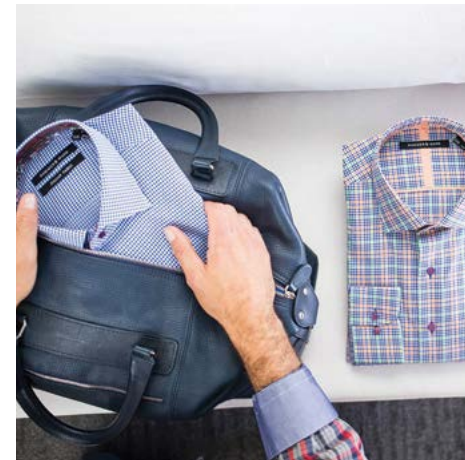
NIKE



TIMBERLAND



THE NORTH FACE



HAMMER MADE



BURBERRY



MICROSOFT



UNDER ARMOUR



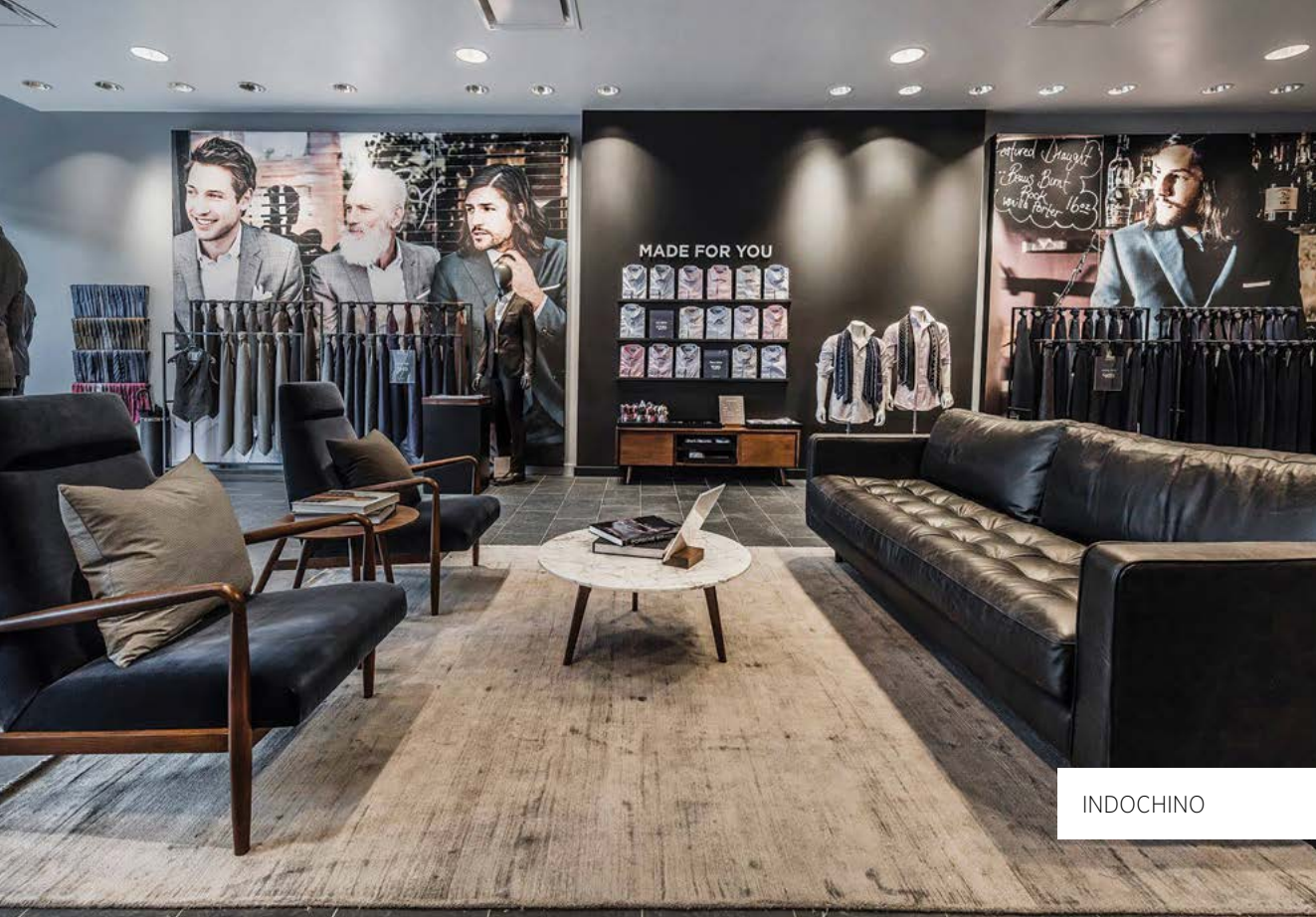
DR. MARTENS

# 99%

UNIVERSAL AWARENESS RATING OF THE BRAND MALL OF AMERICA®

Source: Ogilvy Red





INDOCHINO

## MOA® REMIX

# THE OMNI-CHANNEL EXPERIENCE

"It doesn't matter where customers are actually making purchases, be it in store, online or on their phones. He plans to **keep opening stores, thanks to the consistent flow of customer interaction and insight that comes with them;** they've changed how the company designs its monthly collections, improves upon existing designs and drives education about the brand's model."

-Gregg Throghmartin  
President, Fabletics



b8ta

MALL OF AMERICA® IS THE  
**ULTIMATE GLOBAL PLATFORM**  
FOR ACTIVATING AN  
OMNI-CHANNEL EXPERIENCE

# OMNI-CHANNEL TENANTS & EXPERIENCES THAT HAVE OPENED AT MOA®



CASPER



AMAZON 4-STAR  
OPENING 2020



FABLETICS



UNTUCKIT



PELOTON



CAPITAL ONE CAFÉ  
OPENING 2021



RING



MUGSY JEANS POP UP  
OPENING 2020



HYDROW  
OPENING 2020



MERCEDES BENZ POP UP





## DINING

TOTAL FOOD & BEVERAGE  
SALES IN 2018 WAS OVER

**\$145** MILLION



## FEATURED DINING

CRAVE AMERICAN  
 KITCHEN & SUSHI BAR

FIRELAKE GRILLHOUSE  
 & COCKTAIL BAR

TWIN CITY GRILL

CANTINA LAREDO

CARLO'S BAKE SHOP

BENIHANA

RAINFOREST CAFE

HARD ROCK CAFE

CADILLAC RANCH  
 BAR & GRILL

BUFFALO WILD WINGS

CEDAR + STONE URBAN TABLE

MASU SUSHI & ROBATA

WAHLBURGERS

BUBBA GUMP SHRIMP CO.

MARGARITAVILLE

SHAKE SHACK

BURGER BURGER

PIADA ITALIAN  
 STREET FOOD

COWBOY JACK'S

SUGAR FACTORY

MASON'S FAMOUS  
 LOBSTER ROLLS

CHICKEN GUY BY GUY FIERI

... AND MORE





# TOP HOTELS IN THE MIDWEST

JW MARRIOTT #2  
RADISSON BLU #7

*Source: Conde Nast Traveler Reader's Choice Awards 2017*



## JW MARRIOTT LUXURY 4 1/2 STAR HOTEL

### HOTEL COMPONENTS

- 342 Luxurious Rooms
- Upscale Restaurant/Urban Bistro
- Lobby Bar
- Valet
- Concierge
- Direct Access to MOA®
- Underground Parking
- Meeting and Event Space Venue  
18,000 sq. ft.

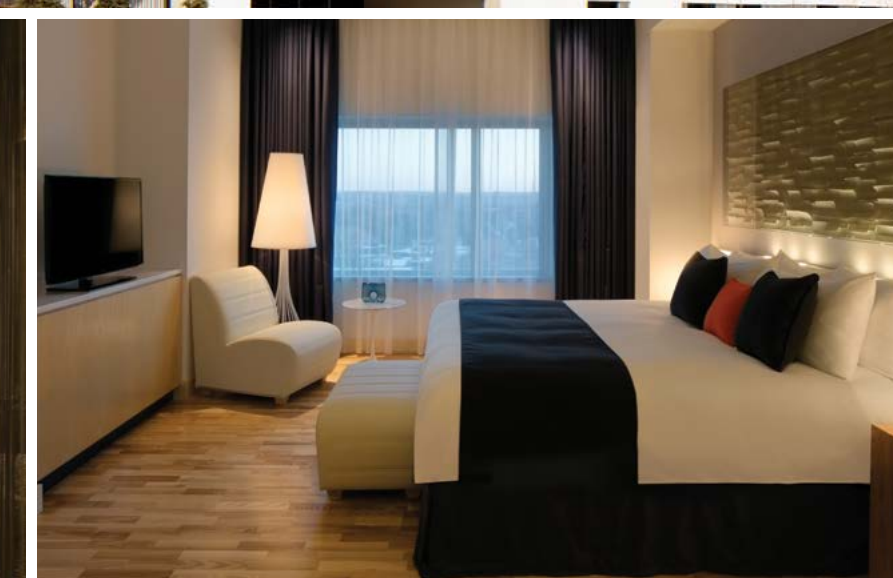


## RADISSON BLU A LUXURY 4-STAR HOTEL

### BLU IS THE NEW BLACK

A 500 room Radisson Blu Hotel is connected by sky bridge directly to the mall and features:

- Radisson Room Styles: Urban, Naturally Cool and NY Mansion
- Restaurant and Lounge
- Fitness Facilities
- Indoor Pool







## ENTERTAINMENT

Located in the center of Mall of America®, **Nickelodeon Universe®** features **seven acres of unique entertainment**, with nearly **30 rides and attractions** for guests of all ages and courage levels!



## MARKETING, PUBLIC RELATIONS, EVENTS & COMMUNITY INITIATIVES 2019 HIGHLIGHTS

- Over **400 events** hosted annually from celebrity appearances & book signings, notable chefs and sports exhibitions to major Holiday initiatives and Toddler Tuesday
- Community Relations initiatives raised over **\$16 million**
- Garnered over **\$400 million in free publicity**



# 100

PLACES TO TAKE YOUR KIDS  
BEFORE THEY GROW UP

*Frommer's*



# ENTERTAINMENT

NICKELODEON UNIVERSE®

SEA LIFE® MINNESOTA AQUARIUM

CMX, THE VIP CINEMA EXPERIENCE

THE LEGO® STORE

CRAYOLA EXPERIENCE

FLYOVER AMERICA

BUILD-A-BEAR WORKSHOP®

MOOSE MOUNTAIN ADVENTURE GOLF

XD RIDE

M&M'S WORLD (OPENING 2020)

THE VOID

MATRIX TECHNOLOGY

THE ESCAPE GAME

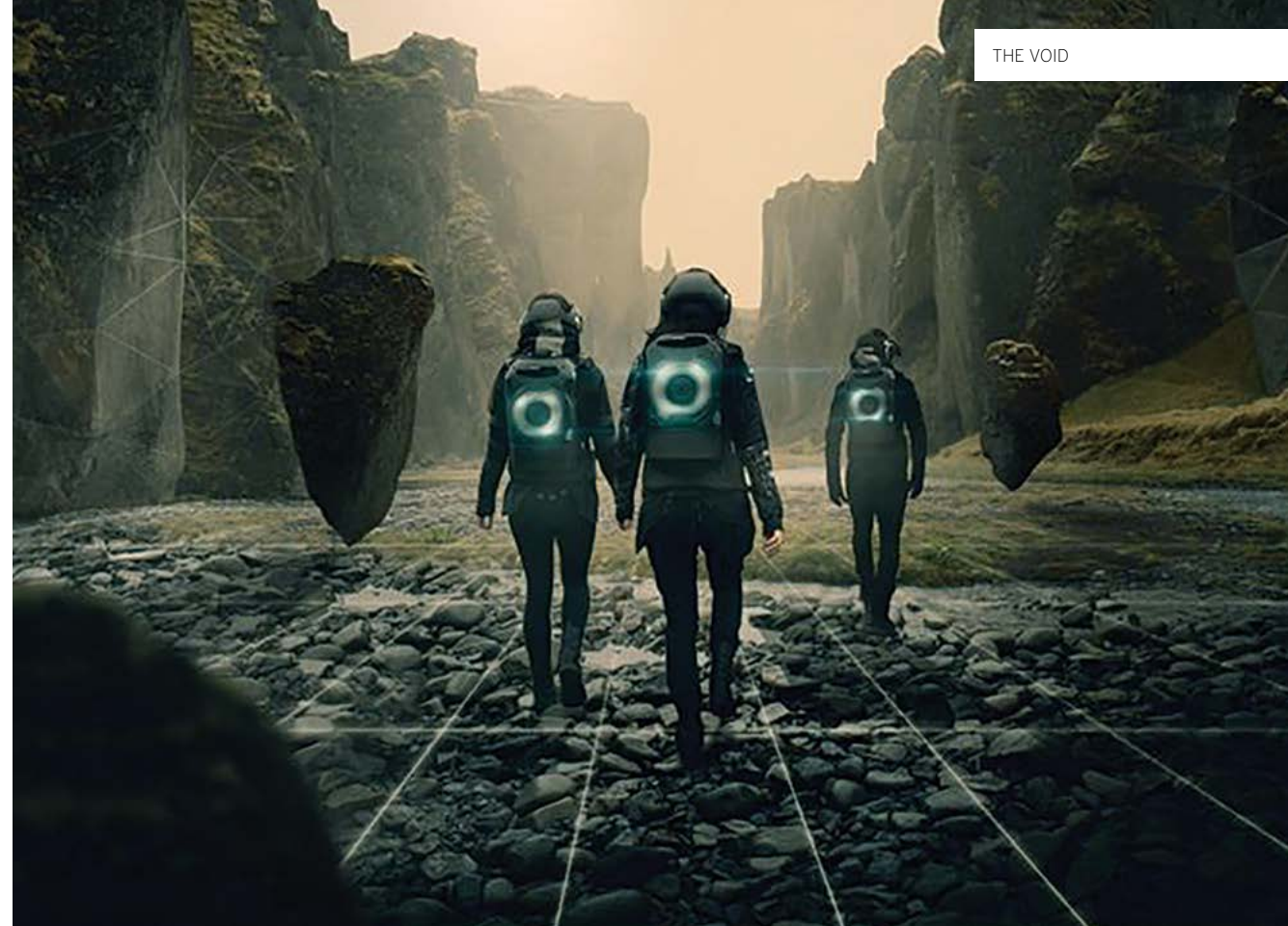
GAMEWORKS

AMAZING MIRROR MAZE

XSCAPE

ROCK OF AGES BLACKLIGHT MINIGOLF

RICK BRONSON'S HOUSE OF COMEDY



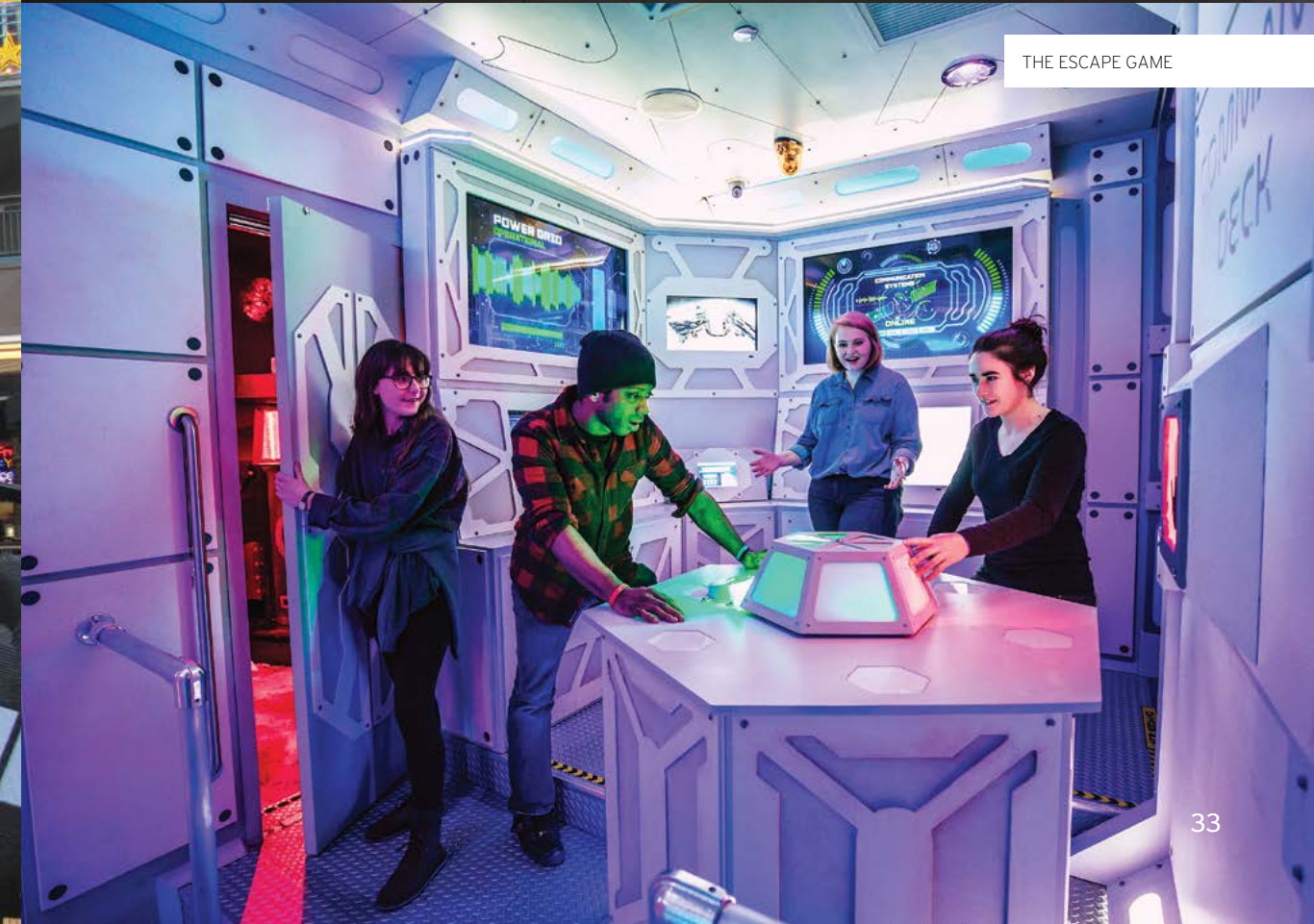
THE VOID



SEA LIFE® MINNESOTA AQUARIUM



FLYOVER AMERICA



THE ESCAPE GAME



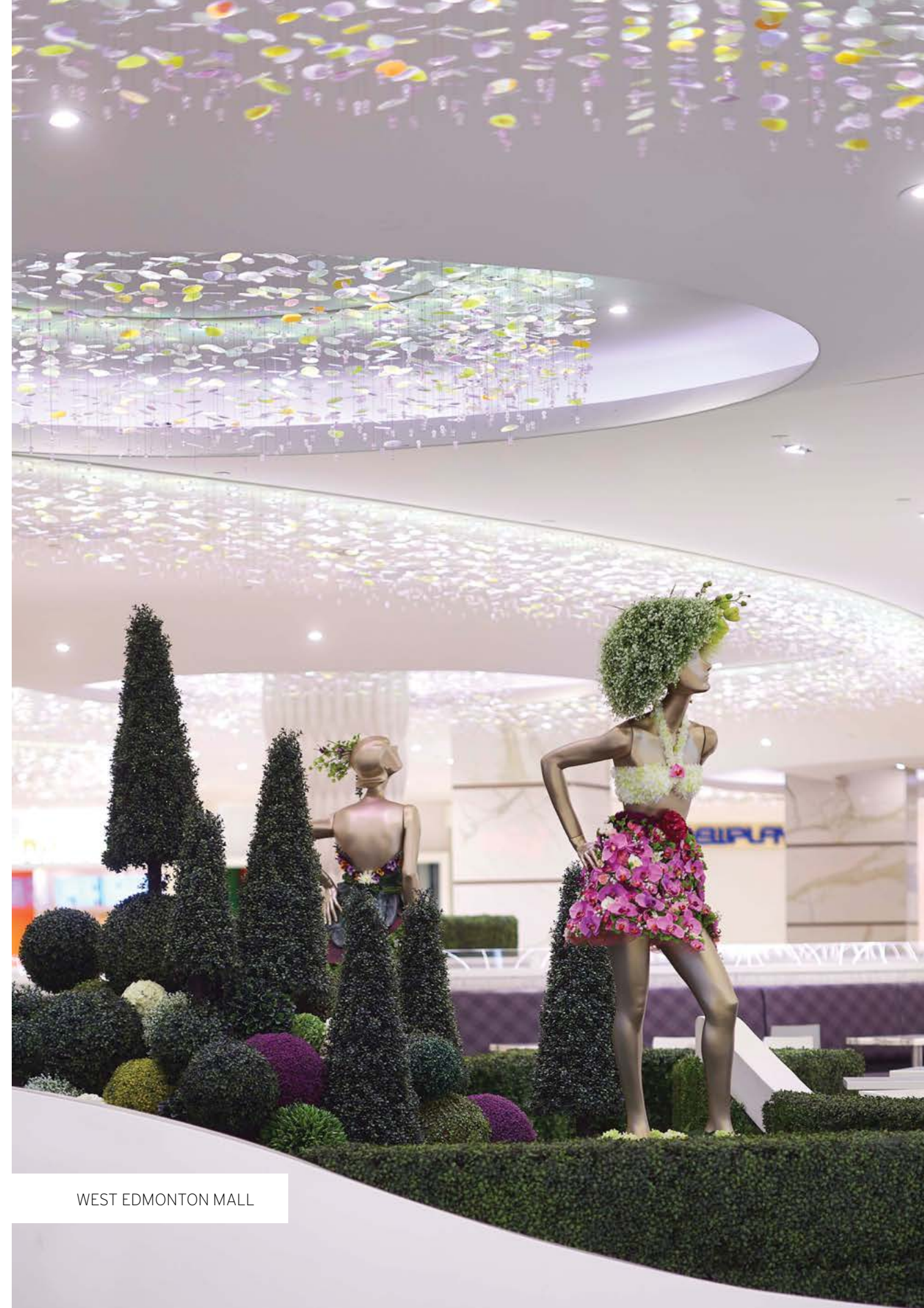
**TRIPLE FIVE® WORLDWIDE**

**THE POWER BEHIND THE PROPERTY**

Triple Five® Worldwide is a multinational conglomerate, development and finance corporation with offices in major U.S. and Canadian cities. Triple Five's wide-ranging experience is suited to creating successful mixed-use developments and activities that encompass the development, management and ownership of world-scale ventures in many fields:

- Shopping centers
- Tourism projects
- Office buildings
- Urban entertainment destinations
- Recreation and amusement parks
- Hospitality projects
- Residential developments
- Commercial and industrial real estate
- Auto and industrial manufacturing
- Natural resource development (oil, gas and minerals)
- Technology
- Research
- Venture capital
- Banking and finance

Triple Five has developed, owns and manages the world's first and second largest tourism, retail and entertainment complexes, the world-renowned West Edmonton Mall in Canada and Mall of America® in the United States. These two projects attract over 70 million visitors annually.



WEST EDMONTON MALL



AMERICAN DREAM™



AMERICAN DREAM MIAMI





# LEASING

## MALL OF AMERICA®

|                       |   |
|-----------------------|---|
| Annual Visits         | <b>Over 40 million</b>                      |
| Annual Mall Sales     | <b>Over \$1 billion</b>                     |
| Sales per Square Foot | <b>\$718</b>                                |
| Public Relations      | <b>Over \$400 million in free publicity</b> |

## CUSTOMER BASE

|                              |   |
|------------------------------|---|
| Local                        | <b>60%</b>                                |
| Tourist                      | <b>40%</b>                                |
| Average Spend per Visit      | <b>\$316</b>                              |
| Average Length of Stay       | <b>4 hours</b>                            |
| International Tourists Spend | <b>2½ times more</b> than local residents |

## LEASING

|                             |                                  |
|-----------------------------|----------------------------------|
| Gross Building Area         | <b>5.689 million</b> square feet |
| Gross Leasable Retail Space | <b>2.869 million</b> square feet |
| Total Dept Store GLA        | <b>693,000</b> square feet       |
| Total Small Shop GLA        | <b>2.140 million</b> square feet |
| Total Hotel GLA             | <b>690,000</b> square feet       |

|                |                                   |
|----------------|-----------------------------------|
| Tenants        | <b>520</b>                        |
| Employees      | <b>12,000</b> (15,000 seasonally) |
| Parking Spaces | <b>12,550</b>                     |

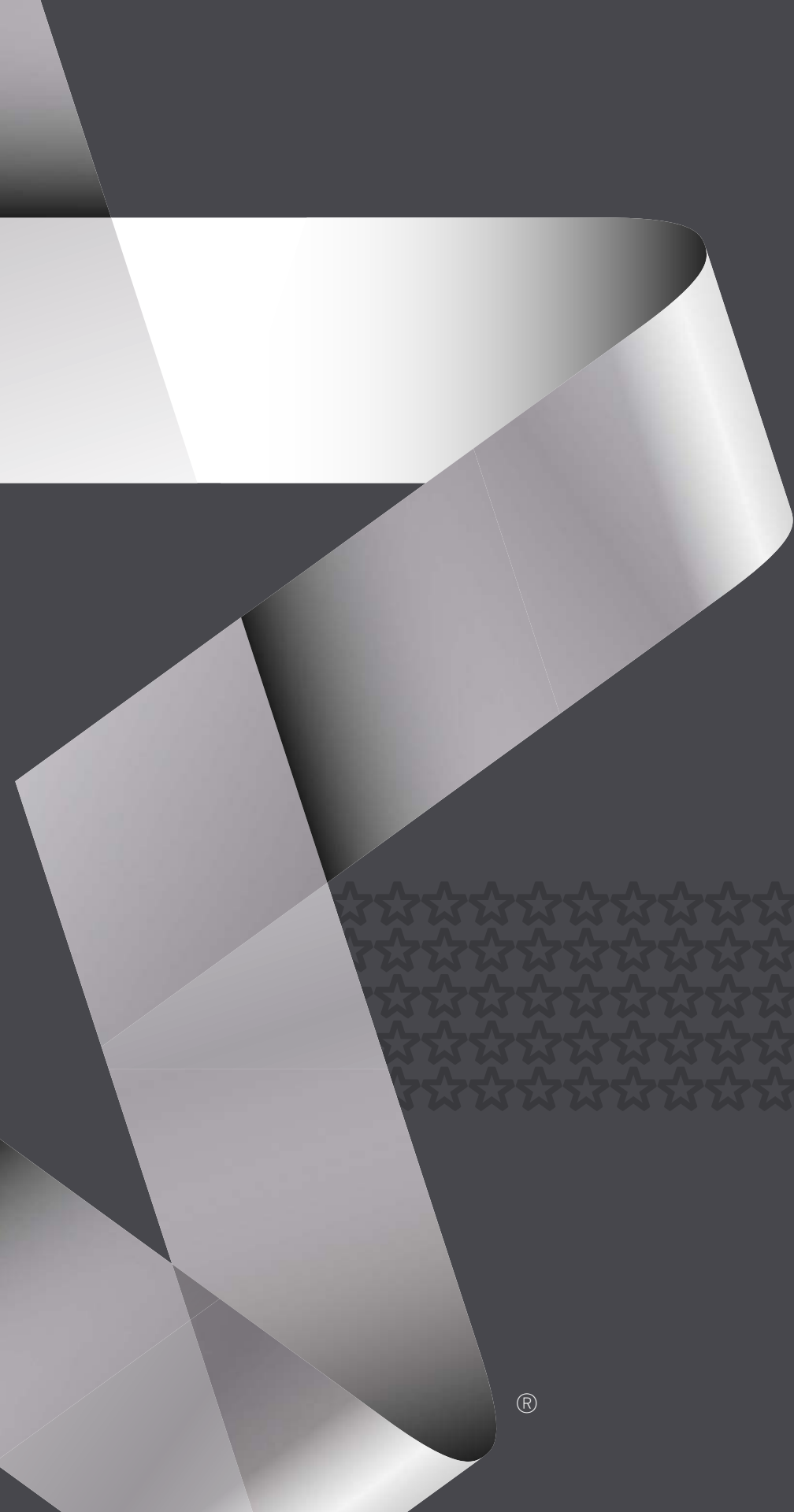
|   |              |
|---|--------------|
| Retail  | <b>67%</b>   |
| Entertainment/Attractions                                     | <b>23.6%</b> |
| Food & Beverage<br><i>(Based on square footage of stores)</i> | <b>9.4%</b>  |

Sources: Future Brand Research, Ogilvy Red

Photo Credit:  
Brunello Cucinelli, p 14, 15, 36  
Club Monaco, p 12, 13  
Hugo Boss, p 4

Indochino, p 2  
Kendra Scott, p 3  
Zara, p 6





®