




FASHION
OUTLETS
— Las Vegas —





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VIVA LAS VEGAS. Visitors and tour buses have already made Fashion Outlets of Las Vegas an unmissable stop as part of the overall Las Vegas experience. The excitement of the lights and casinos after miles and miles of stark desert adds to the allure of the location, already perfectly situated between the key demographics of Southern California and Las Vegas. However, it is the magnetic tourism of Las Vegas that draws the most significant traffic, attracting visitors from all over the world. ■



INTERNATIONAL PLAYGROUND

Every month, more than 4 million people make the drive on I-15 from Southern California to Las Vegas, the famed oasis of entertainment rising brilliantly out of the western desert. As visitors cross the Nevada state line, they are greeted by their very first taste of Vegas by hotels, casinos, and the amazing shopping experience awaiting them at the Fashion Outlets of Las Vegas.

Ideally located at the very gateway to the Vegas experience, Fashion Outlets of Las Vegas is a vast indoor outlet mall with over 100 stores, including marquee brands like Polo Ralph Lauren, Nike, Levi's, H&M, Williams-Sonoma, Michael Kors, Kate Spade, and more. It's directly connected to Primm Valley Resorts, which includes three Vegas-style casino hotels, a convention center, two award-winning Tom Fazio golf courses, The Star of the Desert Arena with 6,500 seats, and the Desperado rollercoaster, which was at one time the tallest coaster in the world.



- **LOCATION** I-15 Exit 1, Primm, NV (NV-CA state line)
- **GROSS LEASABLE AREA** 359,093 SF
- **PARKING** 1,600 spaces
- **RESORT ACCOMMODATIONS** 2,642 hotel rooms
- **ANNUAL TOURISM AND VISITORS** 41 million
- **DISTANCE FROM LAS VEGAS** 35 minutes



MARKET STATISTICS AND DEMOGRAPHICS

PRIMARY MARKET	SOUTHERN CALIFORNIA	0-100 MILES
POPULATION	16,266,661	2,131,690
HOUSEHOLDS	5,200,898	806,603
AVERAGE HOUSEHOLD INCOME	\$74,766	\$53,718
MEDIAN AGE	33.8	34.5
FAMILIES	3,434,224	556,504
AVERAGE HOUSEHOLD SIZE	3.05	2.61

FASHION OUTLETS is a "must-stop" destination, marked by bright lights and billboards glimmering underneath the magnificent desert sky. Little may grow in the desert, but opportunity flourishes here.



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SHOPPER CHARACTERISTICS

PRIMARY RESIDENCE	CALIFORNIA	46.4%
	NEVADA	18.4%
	OTHER USA	20.5%
	INTERNATIONAL	14.7%
ETHNIC HERITAGE	ASIA	4.4%
	EUROPE	3.9%
	MEXICO	1.6%
	CANADA	3.0%
	OTHER	1.8%
PERCENTAGE OF TOURISTS	82%	
AVERAGE HOUSEHOLD INCOME	\$59,063	
MEDIAN AGE	39.1	
AVERAGE LENGTH OF STAY	120 minutes	
AVERAGE TOURIST EXPENDITURE	USA	\$270
	ASIA	\$322
	OTHER	\$360
PERCENTAGE OF MALES	45%	
PERCENTAGE OF FEMALES	55%	



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