

# LAKE BUENA VISTA FACTORY STORES



## Major Metropolitan Area

Orlando - 5 miles, Disney - 1.5 mile

## Retail

GLA: 240,000 sf; 50-75 Stores

Expansion 110,000 sf

## Opening Dates

Opened 1996

Expansion 2000

110,000 sf Expansion 2015-2016

## Radius Population

1 mile population - 4,745

3 mile population - 32,893

5 mile population - 114,083

## Average H.H. Income

5 mile average: \$62,358

## Select Tenants

Calvin Klein, Carters, Converse, Express Factory Outlet, Eddie Bauer, Fossil, Gap, G by Guess, Justice, Loft Outlet, Lindt Chocolate, Levis®, Nike, Old Navy, OshKosh, Rack Room Shoes, Rawlings, Reebok, Samsonite, Timberland, Tommy Hilfiger, Travelpro, Under Armour, VF Outlet

## Location - 62 Million Visitors Annually

Lake Buena Vista Factory Stores is ideally located 1.5 miles from the Walt Disney World Resort. 62 million people visited Orlando in 2014 - the fifth year in a row that the area has set a record for visitors.

## Major Attractions/Airport

Walt Disney World Resort Parks - 1.5 miles

Sea World Orlando - 6 miles

Universal Orlando Resort - 10 miles

Orlando International Airport - 17 miles



## LAKE BUENA VISTA FACTORY STORES

15657 State Road 535  
Orlando, FL 32821 [www.lbvfs.com](http://www.lbvfs.com)

LEASING INFORMATION  
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# Lake Buena Vista Factory Stores - Orlando, FL

## Marketing, Transportation, Motorcoach

### Marketing

Lake Buena Vista Factory Stores and Lake Buena Vista Resort Village & Spa are situated on 78 acres, 1.5 miles from Walt Disney theme parks, close to SeaWorld and Universal Studios, and only minutes from Orlando International Airport. The strength and growth of Lake Buena Vista Factory Stores is a result of property growth, area and tourism growth, attraction expansion, expansion of the Village which includes the Lake Buena Vista Resort Village & Spa, and an in-depth outlet marketing and sales plan executed by five on-site sales and marketing specialists, all of which have 10-30 years of sales and marketing experience.

The marketing plan for Lake Buena Vista Factory Stores aggressively targets the domestic and international tourist - individually as well as groups, and the local market through area shuttle hotel partnerships, direct mail campaigns, local and tourism publication print and online advertising, newspaper print and online advertising, web site marketing, social media and networking, trade show attendance, corporate human resource marketing, sales blitzes, e-blasts and public relations. An outdoor LED digital sign, located at the entrance to the outlets, facing State Road 535, captures 65,000 vehicles daily with store awareness and promotions. Travelex, the global leader in foreign currency exchange, opened a new foreign currency exchange in May 2013 at our outlet center. This is Travelex's first non-airport store in the Central Florida area. Lake Buena Vista Resort Village & Spa currently hosts approximately 1,150,000 guests annually.

We work directly with Visit Florida - the State of Florida's official tourism marketing corporation, Visit Orlando Convention & Visitors Bureau, Experience Kissimmee Convention & Visitors Bureau and area Chambers of Commerce offices. In 2011 Orlando, Florida had become the first US travel destination to draw more than 50 million visitors in a single year. 2012, the number of visitors to Orlando reached 57 million people. This included 52.9 million U.S. visitors and an estimated 4.1 million international travelers. 2013 Orlando welcomed 59 million visitors and 2014 a staggering 62 million visitors, setting an all-time record for U.S. destinations as announced by an official tourism association, Visit Orlando. Orlando is experiencing one of the most significant periods of expansion in its history to the area.

### Hospitality Referral Program

Lake Buena Vista Factory Stores has an aggressive referral program in place targeting visitors coming into the Orlando and Kissimmee area. Hospitality industry employees refer customers to our outlet center and in turn are rewarded with gift certificates based on the number of referral vouchers redeemed at our outlet center. Approximately 49,000 families were referred to our outlet center in 2014. These gift certificates can only be utilized at stores within our outlet center.



### Transportation - Complimentary Shuttle Program

We operate two complimentary shuttles, seven days a week, between Lake Buena Vista Factory Stores and 63 area hotels and time-share resorts comprising 31,269 rooms. Approximately 45,000 visitors ride these shuttles annually. VIP Group Service is available for groups of 20 or more. This service is supported through all marketing and sales efforts.

### Motorcoach Program

Our team is actively pursuing the Motorcoach, Group/Tour market. We are members of the American Bus Association, Alabama Motorcoach Association, Florida Motorcoach Association, Georgia Motorcoach Association, South Carolina Motorcoach Association and South Central Motorcoach Association. Additionally, Lake Buena Vista Resort Village & Spa sales representative(s) attend national and international shows promoting our resort and outlet center.

Lake Buena Vista Factory Stores

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15657 State Road 535 ~ Orlando, FL 32821

1.02 ACRES



Located at the Lake Buena Vista Resort Village & Spa

- Reflections Spa-Salon
- Frankie Farrell's Irish Pub & Grille
- Convenience Store-Pizza Hut Cafe Express

### CONDOMINIUM HOTEL RESORT

