

Lake Buena Vista Factory Stores - Orlando, FL

Major Metropolitan Area

Orlando - 5 miles
Kissimmee - 1 mile

Retail

GLA: 348,800 sf; 50-75 Stores

Opening Dates

Opened 1996
Expansion 2000

Radius Population

15 mile population - 1,004,400
30 mile population - 2,351,419
60 mile population - 4,916,385
100 mile population - 8,431,146

Average H.H. Income

30 mile average: \$72,340

Directions:

From Orlando & Tampa: I-4, Exit 68, 2 miles south on State Road 535.

or **From Florida Turnpike:** Exit 249 Osceola Parkway, West to SR 535, right 1/2 mile.

or **From Kissimmee:** Hwy 192 to State Road 535, North 1 mile.

or **From Orlando International Airport** - South Central Florida GreeneWay, Exit 6 to World Center Drive, left State Road 535, 1/2 mile.

Select Tenants

Aeropostale, American Eagle Outfitters, Calvin Klein, Carters, Converse, Crocs, Eddie Bauer, Fossil, Gap, G by Guess, Justice, Levis®, Nike, Old Navy, OshKosh, Rack Room Shoes, Rawlings, Reebok, Samsonite, Timberland, Tommy Hilfiger, Travelpro, Under Armour, VF Outlet, Wilsons Leather.

Location/Tourism Traffic

Lake Buena Vista Factory Stores is ideally located 1.5 miles from the Walt Disney World Resort. 75 million people visited Orlando in 2018.

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

Lake Buena Vista Factory Stores - Orlando, FL

Marketing & Sales, 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. This is accomplished through the Lake Buena Vista Factory Stores website, e-blasts and social media channels. Further marketing includes direct mail campaigns, advertising in local and tourism publications through print, online and social media and public relations efforts. Sales representatives attend trade shows and make on-going sales calls and have developed lasting partnerships with our area shuttle hotels and human resource departments. An outdoor LED digital sign, located at the main entrance to the outlets, facing State Road 535, captures 71,000 vehicles daily with brand awareness and promotions. Travelex, the global leader in foreign currency exchange, opened a foreign currency exchange 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 800,000 guests annually.

Lake Buena Vista Factory Stores works 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 chamber offices. Visit Orlando announced a new all-time record for visitors to this destination. In 2018, 75 million people visited Orlando, growing from 72 million in 2017, solidifying Orlando's position as the most visited destination in the nation.

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 which can only be redeemed at our Center.

Transportation - Complimentary Shuttle Program

We operate two complimentary shuttles, seven days a week, between Lake Buena Vista Factory Stores and 62 area hotels, resorts and timeshare resorts comprising 29,787 rooms. Approximately 56,000 visitors ride these shuttles annually. VIP Group Service is available for groups of 20 or more. The shuttle and VIP service is supported through all marketing and sales efforts.



Motorcoach Program

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



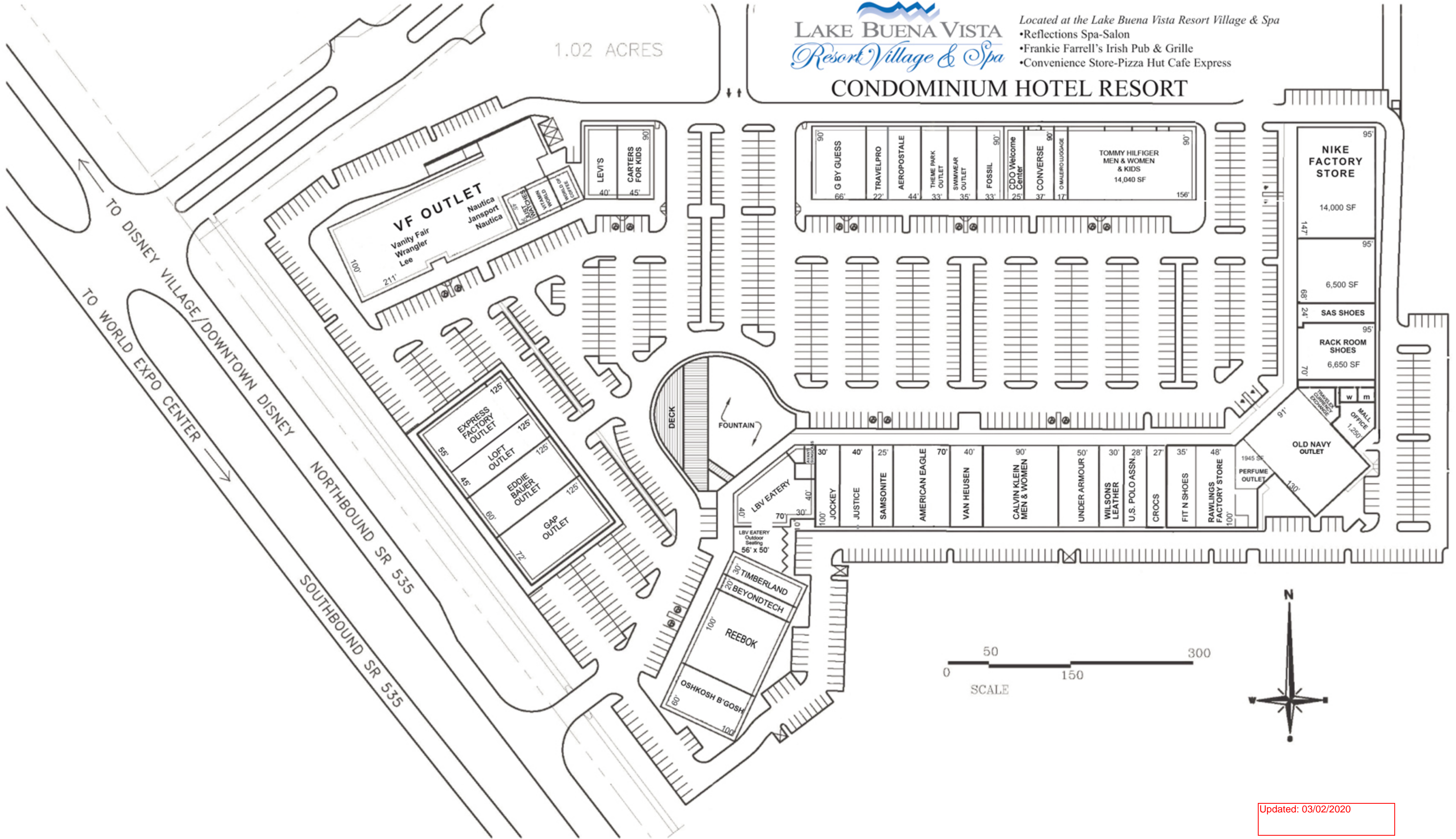
1.02 ACRES



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



Updated: 03/02/2020