

**BIGGER BARGAINS. BETTER BRANDS.
ALWAYS ROCKVALE OUTLETS.**

**ROCKVALE
OUTLETS
LANCASTER**



ROCKVALE OUTLETS LANCASTER

Soaring above other markets as a powerful economic engine, **Rockvale Outlets** is listed among the nation's top-performing outlet centers. Ranked as a top 20 center in sales performance and the 10th largest outlet center in the country by the Outlet Retail Merchants' Association (ORMA), Rockvale Outlets boasts 560,000 sq. ft. of retail space programmed for high visibility and traffic.

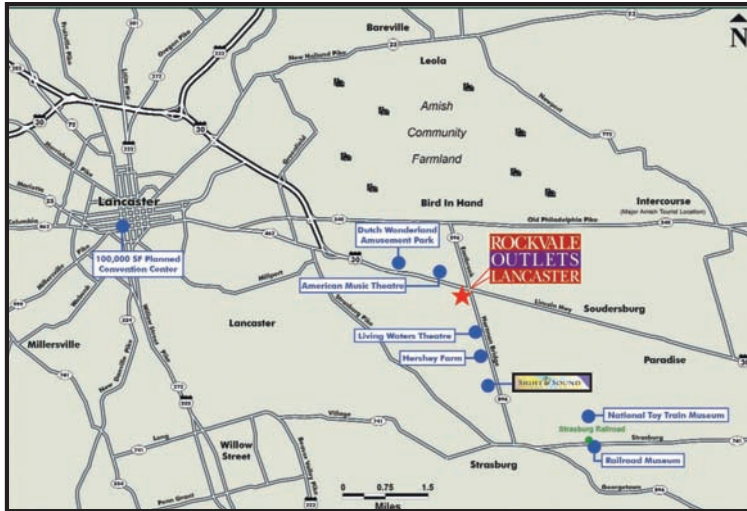
Located along the busy Rte. 30 corridor, at the intersection of Rte. 896, **the center falls in a highly traveled zone with more than 60,000 cars passing the easily-accessible center each day.**

With a Strong marketing strategy and aggressive leasing initiatives **Rockvale Outlets is a tremendous destination for patrons and merchants alike.**



- **More than 8 million visitors spend \$2.2 billion in Lancaster each year, staying an average of 2.3 nights.**
- **4.7 million households, with an average HHI of \$71,400 (13 percent HIGHER than the US average), are within less than an hour drive to Rockvale Outlets.**
- **Among visitors, shopping is noted as the leading activity, the majority of visitors spend an average of \$712 per excursion (23 percent higher than the average for Pennsylvania)**
- **More than 50% have an annual household income between \$50,000 and \$99,000**
- **Each year, more than 4,000 group bus tours visit Rockvale Outlets with an average stay exceeding four hours**
- **More than 18,600 people work within immediate proximity to the center**

TOURISM and LOCAL TRAFFIC



The majority of these tourists travel to Lancaster with high disposable incomes – between \$50-100,000 – and visit from major bordering markets including Philadelphia, Baltimore, New York and Wilmington, DE.

While perhaps best known as a **major tourist destination**, Lancaster's regional population is important to Rockvale Outlets. In fact, research provided by the local newspapers indicates that **local adults shop Rockvale Outlets over other local shopping centers by a 2-to-1 margin**.

The local population surrounding Lancaster provides a base of sales that is absent at remote outlet centers. Rockvale Outlets also benefits from the absence of strong competition from traditional retail centers.

The close-in market (within a 10-mile radius) has a **population of 243,200** and 91,000 households. **The average household income is \$60,000** with one-quarter of all households earning incomes in excess of \$75,000 annually.

The regional market (within a 50-mile radius) has a population of 4.7 million in 1.8 million households. This area is growing by almost 40,000 people per year.



When it comes to bus traffic, Rockvale Outlets rises above other attractions pulling more than 4,000 tour groups to the area. These buses and tour groups have become a constant factor at Rockvale Outlets and afford merchants an added marketing opportunity to target shoppers hungry for brand name merchandise at bargain prices. In fact, bus traffic remains up in double digit increases over recent years, with percentage increases in both bus and guest counts.

The regional market has exceptional consumer appeal including a high percentage of well educated, young families with an average household income exceeding \$71,400.



LOCATION

Rockvale Outlets enjoys a prominent location with extensive frontage on Route 30—the busiest commercial corridor in the Lancaster area. More important, an extensive highway network provides excellent regional access.

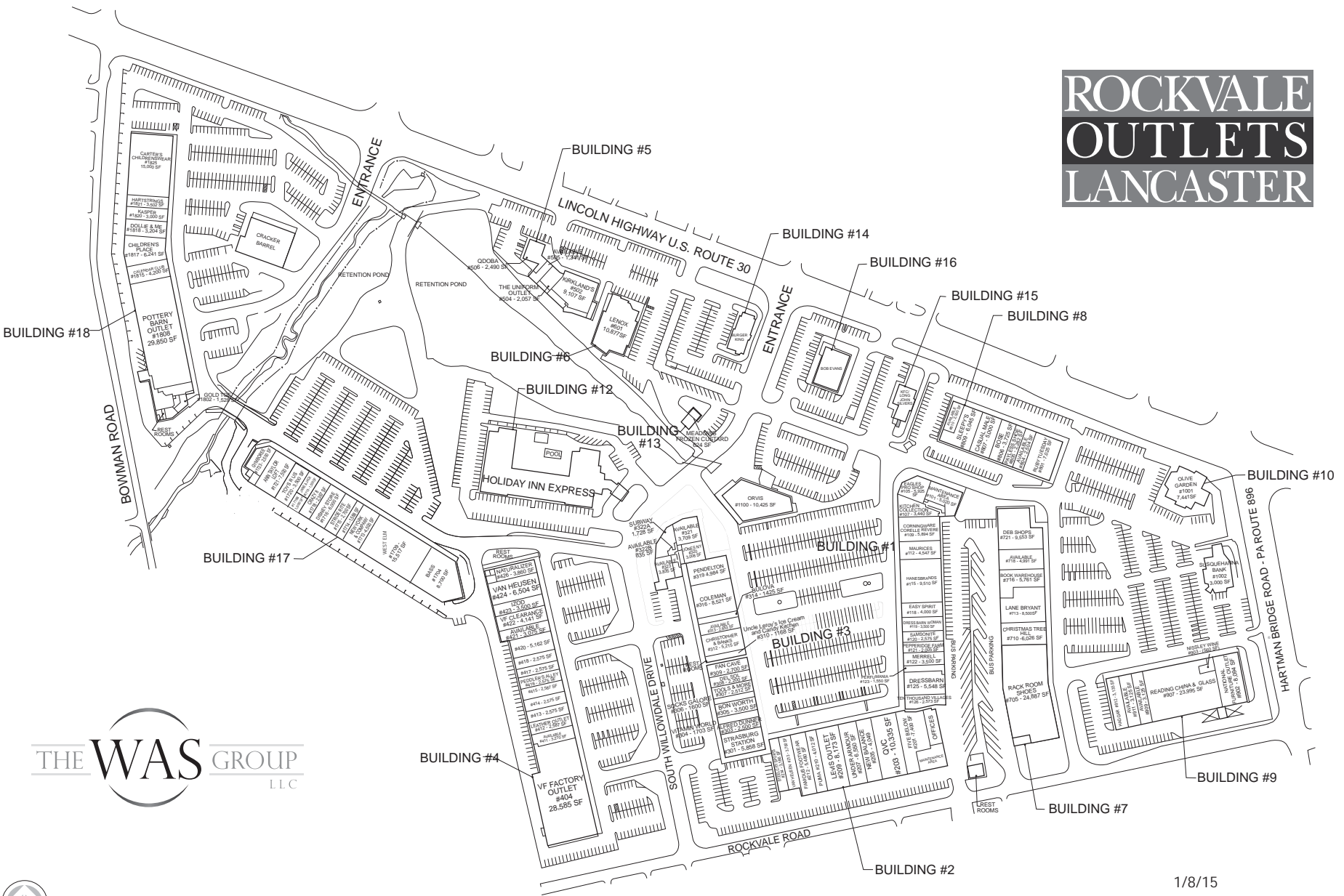
Lancaster County is not just a wonderful place to get away from it all, it's also easy to get to. Centrally located and just a short, scenic drive due west from Philadelphia or north from Baltimore, Rockvale Outlets is easily reached from most of the northeast's largest municipal areas.

Drive Times:

- Baltimore: 1.75 hours
- New York: 4 hours
- Reading: 45 minutes
- Washington, D.C.: 3 hours
- Harrisburg: 45 minutes
- Philadelphia/New Jersey: 1.5 hours

Literally, all roads lead to the Heart of Pennsylvania Dutch Country.

ROCKVALE OUTLETS LANCASTER



THE **WAS** GROUP
LLC



LOCATION MAP
NO SCALE

Recently, Lancaster has been hailed by many as a small town with tremendous opportunity:

- Rated #1 as a Group Destination for Shopping – *Destinations Magazine*
- Ranked as one of the Top Ten Great Places to Slow Down in a Small Town – *USA Today*
- Voted #2 top Tourist Town in the Northeast – *Disney's Family Fun Magazine*



FOR LEASING OPPORTUNITIES PLEASE CONTACT:



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Hours of operation are: Monday through Saturday, 9:30 a.m. – 9:00 p.m. Sunday from 11:00 a.m. through 5:00 p.m.