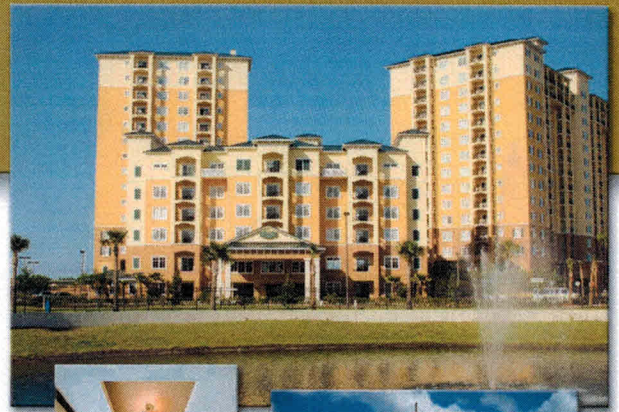


*Lake Buena Vista Factory Stores*

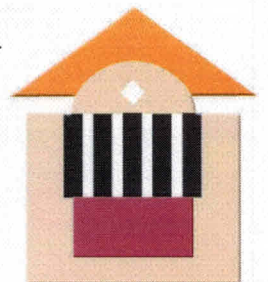


*Lake Buena Vista Resort Village & Spa*

# 2012 Marketing

*for the*

Lake Buena Vista  
Factory Stores



15657 S Apopka Vineland Road, Orlando, FL 32821  
407.238.9301 ~ Fax 407.238.9716 ~ [www.lbvfs.com](http://www.lbvfs.com)

# Lake Buena Vista Factory Stores

## Leasing Information

Locals and tourists alike enjoy visiting the Lake Buena Vista Factory Stores - one of Florida's favorite outlet shopping centers. Major tenants include Aeropostale, Carter's For Kids, Converse, Disney Character Outlet, Eddie Bauer Outlet, Gap Outlet, Izod, Liz Claiborne, Nike Factory Store, Nine West, Old Navy Outlet, Osh Kosh B'Gosh Superstore, Rack Room Shoes, Rawlings Factory Store, Sony/JVC, S&K Men's Store, Van Heusen and VF Factory Store.

**Location:** The project totals nearly 60 acres near the entrance to Disney. The Lake Buena Vista Factory Stores consists of 238,000 square feet of shops. Construction is underway on a 1,875 unit condo hotel project with adjoining dining and lifestyle retail. The resort is located on State Road 535 just south of International Drive and has a daily traffic count of over 55,000. The emerging road system is expected to dramatically increase the traffic volume at the Lake Buena Vista Factory Stores. Osceola Parkway is located 1/2 mile south of the Outlet Center and connects the Florida Turnpike with State Road 535 and continues into Disney. The airport expressway is located adjacent to the Resort and runs from the Orlando International Airport directly into Disney and its City of Celebration. International Drive is being extended under the airport expressway, through the Resort and Lake Buena Vista Factory Stores.

**Area Description:** The Lake Buena Vista market and the Outlet Center area are ideally situated to capture not only the 60-mile trade area's 3,500,000 residents, but a major portion of the 51,000,000 visitors. Lake Buena Vista also has some of the area's finest resort and time share facilities, with a total of nearly 125,000 hotel rooms and 17,000 time share units. An additional 11,000 hotel rooms are planned in 2007. It is expected that eventually there will be 20,000 rooms within one mile of the Lake Buena Vista Factory Stores.

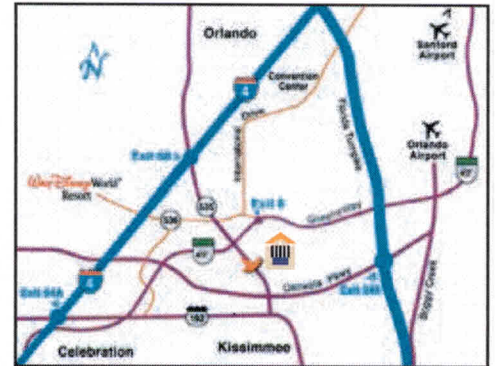
**Tourist:** The Orlando area is the World's #1 Vacation Destination with it's 51,000,000 visitors annually. Lake Buena Vista has a year round international and domestic tourism market with a hotel occupancy rate that exceeds 75%, and room rates that double the Orlando average.

**Permanent Population:** The greater Orlando/Lake Buena Vista market, not only offers year round tourism, but has a permanent population base of 1.3 million residents.

Demographics:	2005 Population	Population 2010 Projection	2005 Income (Average HH)
5 miles	80,830	101,275	\$63,249
10 miles	287,795	344,079	\$63,754
25 miles	1,516,339	1,727,801	\$61,178

## Shopping Malls Within 20 Mile Radius

Mall	Distance to LBVFS	Department Stores in Mall
Altamonte Mall	25 miles	Burdines, JCPenney, Sears, Gayfers
Fashion Square Mall	18 miles	Burdines, JCPenney, Sears, Gayfers
Florida Mall	13 miles	Burdines, Dillard's, JCPenney, Sears, Saks Fifth Avenue
The Mall of Millenia	13 miles	Bloomingdale's, Macy's, Neiman Marcus



**Orlando & Tampa:** I-4, Exit 68, 2 miles South on State Road 535

**Orlando Airport:** South Central Florida GreeneWay, Exit 6 to World Center Drive, left SR 535 1/2 mile

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

**Kissimmee:** Osceola Parkway, East to SR 535, left 1/2 mile

**Kissimmee:** Hwy 192 to SR 535, North 1 mile

**Retail Expenditures:** In terms of retail sales per household, Orlando is Florida's top market. The Lake Buena Vista Factory Stores offers the opportunity to capture not only tourist dollars, but one of the nations fastest growing retail markets.

Lake Buena Vista  
Factory Stores



15591 Apopka Vineland Road (State Road 535)  
Orlando, FL 32821 • 407-238-9301 • Fax 407-238-9716

[www.LBVFS.com](http://www.LBVFS.com)

# Marketing and Advertising



The marketing plan for the Lake Buena Vista Factory Stores targets the tourist - individually as well as groups, and the local market. We work directly with the Orlando/Orange County Convention and Visitors Bureau, Kissimmee Convention and Visitors Bureau and Chambers of

Commerce, to receive leads and develop cooperative affiliations. Our marketing team participates in trade shows, FAM's and sponsors Convention Spouse Programs. We provide mall space to Tour Operators for orientation meetings for tens of thousands of tourists that they bring to our market annually.

## Local Marketing

Strategies consist of programs designed to maintain and increase local awareness and traffic. We attend local trade shows, conduct fashion shows and hold mall special events. We produce eight mall direct mail pieces annually to promote holidays and special events. Each mailer offers special merchant discounts and is distributed to our growing data base of 9,000. Regularly scheduled sidewalk and tent sales are a major part of our local marketing.

## Hospitality Referral Program

Our marketing team has created and implemented an aggressive Referral Program targeted to hotels, tourist information centers, attractions and timeshare resorts. Hospitality industry employees are rewarded with gift certificates based on the number of referral vouchers redeemed at our shopping center. In 2006 40,000 families were referred to the Lake Buena Vista Factory Stores.

## Hotel Shuttle

We operate two complimentary shuttles, seven days a week, between the Lake Buena Vista Factory Stores and 50 area hotels and timeshare resorts comprising 24,687 rooms. This daily service is supported through in-room advertising, hotel signage, our web site, shuttle hotel web sites and advertising in tourist publications which increases exposure to guests and augments our Referral Program.

## Bus Program

Our team is actively pursuing the Group/Tour market. We are members of the American Bus Association, Florida Motorcoach, Georgia Motorcoach, National Tour Association, South Carolina Motorcoach, Tennessee Motorcoach, and Trailways Association. Our generous co-op promotions with tenants has allowed us to substantially increase our bus traffic. We offer a complimentary shuttle to pre-booked groups of 20 or more.

## Web Site - [www.lbvfs.com](http://www.lbvfs.com)

Our web site is updated and maintained daily. It receives 220,500 hits per week — an increase of 90,000 hits per week over the previous year. Ongoing efforts are made to enhance our web site visually and with copy/promotional content, providing a competitive edge over area malls and outlet centers. All marketing encourages the reader to visit the Lake Buena Vista Factory Stores web site.

## Local Consumer and Tourism Industry Trade Shows

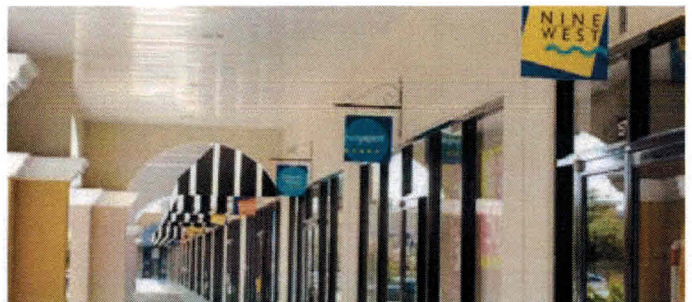
American Bus Association  
ESM Employee Show  
Florida Motorcoach Show  
Georgia Motorcoach Show  
Kissimmee CVB Military Show  
Lake Limo Tours Show  
Orlando/Orange County Convention & Visitors Bureau  
Local Hotel & Attractions Show  
Peabody Health & Wellness Fair Show  
South Carolina Motorcoach Show  
Southern Women's Show  
Snowbird Extravaganza  
Tennessee Motorcoach Show  
Trailways Show  
Travel South Show

## Message Center

The reader board pylon sign, located at the traffic light and main entrance to the Shopping Center on State Road 535, is a 200 square foot high definition, color sign capable of graphics and video that advertises tenant specials and events to 55,000 vehicles daily. It can be seen for over 1/2 mile in each direction.

## Current Marketing Mix

Consists of: Orlando/Lake Buena Vista & Kissimmee Brochure Rack Distribution, Shuttle Hotels Guest Service and Front Desks, Human Resource Departments of Shuttle Hotels, Orlando & Kissimmee Visitor Centers, Orlando & Kissimmee Convention & Visitors Bureaus, Kissimmee Chamber of Commerce, LBVFS Data Base, LBVFS Web Site, 80,000 Disney, Universal and SeaWorld employees, Orlando Employee Services Management Association Members, local newspapers, tourism publications, Group/Tour Market.



Lake Buena Vista  
Factory Stores



15591 Apopka Vineland Road (State Road 535)  
Orlando, FL 32821 • 407-238-9301 • Fax 407-238-9716

[www.LBVFS.com](http://www.LBVFS.com)

## Recent Developments

**Walt Disney World:** 500-acre Wild Animal Kingdom Adventure Park, Animal Kingdom Lodge with 1,293 rooms, Villas at Disney's Wilderness Lodge, Richard Petty Driving Experience at Walt Disney World Speedway, Wide World of Sports which is home to more than 30 AAU National Championships, Atlanta Braves spring training and Harlem Globetrotters Holiday Tour. Downtown Disney has doubled in size and includes new restaurants, clubs, Cirque Du Soleil show and DisneyQuest® – Disney's indoor interactive virtual entertainment theme park. Disney has over 31,000 hotel rooms on property.

**Walt Disney's Celebration Community:** This multi-use development by Walt Disney World is on 8,600 acres and is located just three miles from Lake Buena Vista Factory Stores. It includes the Celebration Hotel with 115 rooms, 2,000 residences with a projected build out of 20,000, and a health campus and hospital.

**Universal Studios:** Universal Studios has tripled the size of the theme park and productions studios by adding Islands of Adventure and City Walk – an entertainment complex with themed restaurants and clubs.

**SeaWorld:** Construction is underway on a 58-acre waterpark. Proposed opening is March 2008.

**Orange County Convention Center:** The Center ranks 2nd in the United States in terms of exhibition space with more than 2.1 million square feet. The Center also offers 600,000 square feet of meeting rooms.

**Orlando International Airport:** The airport is the 16th busiest in the nation and 24th busiest in the world with approximately 1,000 commercial operations per day. More than 46 scheduled airlines and 14 charters provide nonstop service to 67 U.S. destinations and 25 International cities as well as direct service to more than 100 cities worldwide. It recently opened its fourth airside terminal.

**Time Share:** Orlando is the Time Share Capital of the World with Marriott, Hilton, Starwood, Wilson and Disney developing major successful projects. Currently the area contains over 20,000 time share units and a strong demand is fueling increased development.

**World Gateway:** Located across State Road 535 from the Lake Buena Vista Factory Stores, the World Gateway spans 865 acres. It currently contains two apartment complexes with over 700 units. The development has been approved for 6,000 hotel rooms, 1,800 residential units, and 500,000 square feet of office space. A new addition to World Gateway is the first Nick-themed hotel – Nickelodeon Family Suites which includes a total of 800 suites.

**Gaylord Palms:** Gaylord Palms is located only minutes from Lake Buena Vista Factory Stores. They have 1,400 rooms and over 400,000 square feet of convention space.

**Marriott World Center:** This major convention hotel has been expanded to 2,000 rooms, with a number of large conventions held annually.

**AmeriSuites, Country Inn & Suites, and LaQuinta Hotel:** These properties are located across the street from Lake Buena Vista Factory Stores and have a combined total of 461 rooms.



**Lake Buena Vista Resort Village & Spa:** This 1875 unit condo/hotel resort, planned for 35 acres adjacent to Lake Buena Vista Factory Stores, opened Phase I in 2006. Phase I consists of Buildings 1 and 2 which includes 174 two, three & four-bedroom, fully-furnished units. Construction is underway on Phase II – Phase II consists of 15-story condominium buildings (seven total buildings). Opening April 2007 is Building 3 (152 units) and opening December 2007, Building 5 (152 units). Phase III will consist of four 15-story condominium buildings. Many travelers staying at the Resort will be International – a huge market for the Lake Buena Vista Factory Stores.

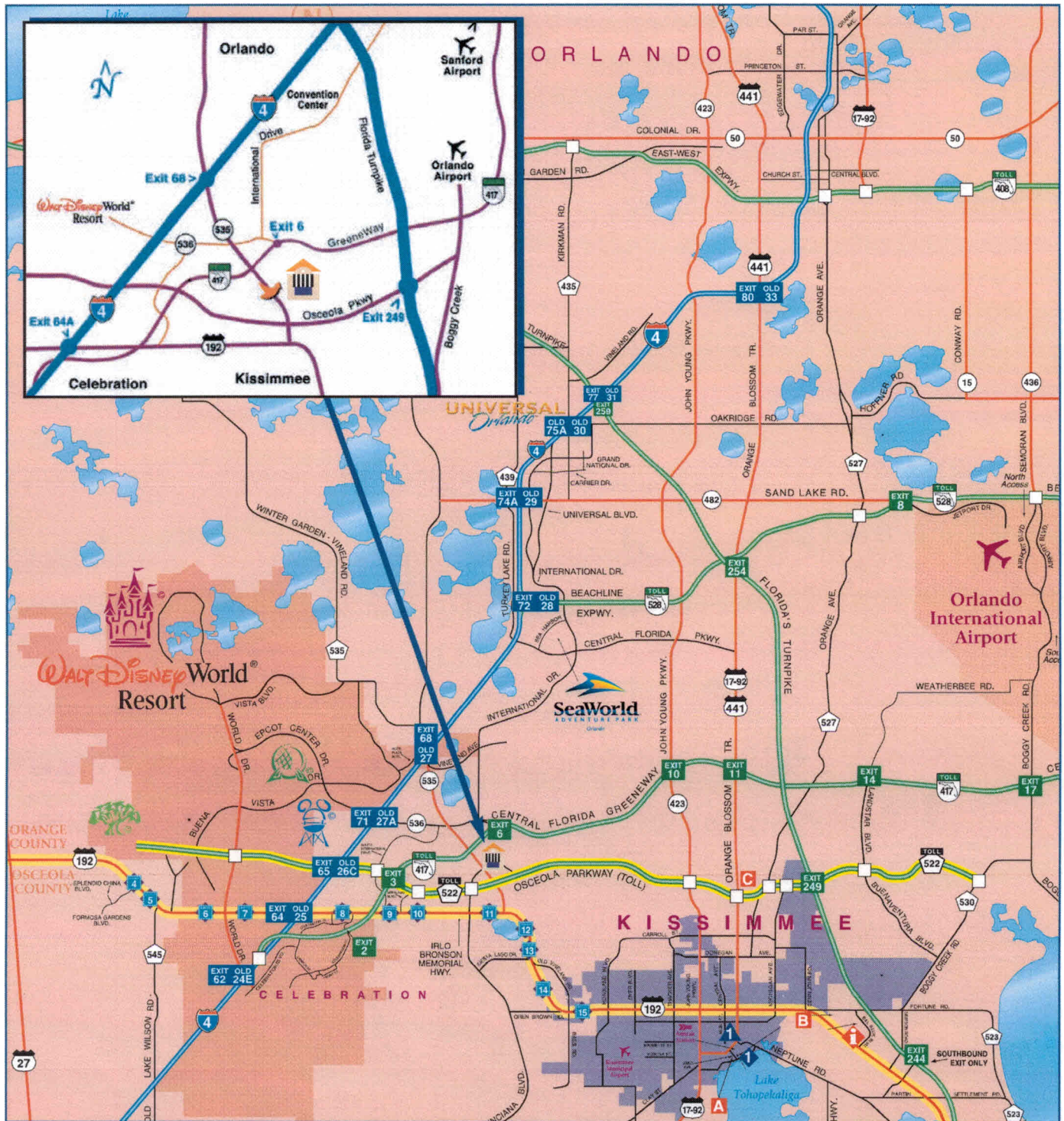


LakeBuenaVista  
FactoryStores



15591 Apopka Vineland Road (State Road 535)  
Orlando, FL 32821 • 407-238-9301 • Fax 407-238-9716

[www.LBVFS.com](http://www.LBVFS.com)



Printed with permission of the Kissimmee-St. Cloud Convention & Visitors Bureau. To reproduce this map in any format, request authorization from the Kissimmee-St. Cloud Convention & Visitors Bureau, P.O. Box 422007, Kissimmee, FL 34742. [www.floridakiss.com](http://www.floridakiss.com)

## Lake Buena Vista Factory Stores



15591 Apopka Vineland Road (State Road 535)  
Orlando, FL 32821 • 407-238-9301 • Fax 407-238-9716  
[www.LBVFS.com](http://www.LBVFS.com)

# General Information

## Hours of Operation:

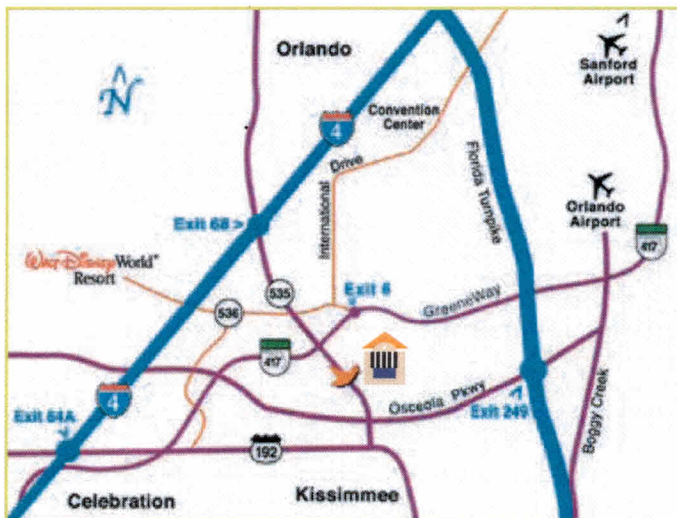
Monday-Saturday 10:00 AM-9:00 PM  
Sunday 10:00 AM-6:00 PM  
Special Holiday Hours .

## Location:

The Lake Buena Vista Factory Stores are located in the heart of Central Florida, minutes from WALT DISNEY WORLD® Resort and area attractions. Take advantage of our free shopping shuttle service to and from participating area hotels. Visit us online – [www.lbvfs.com](http://www.lbvfs.com) for a list of participating hotels.

## Public Facilities

- Handicapped accessible
- Public restrooms
- ATM
- Telephones
- Bus parking
- Playground
- Food Court
- Free shopping shuttle to and from participating area hotels



## Directions:

**Orlando & Tampa:** I-4, Exit 68, 2 miles South on State Road (SR) 535

**Orlando & Sanford Airports:** South on 417 Central Florida GreeneWay, Exit 6 to World Center Drive, left SR 535, 1/2 mile

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

**Kissimmee:** Highway 192 to SR 535, North 1 mile

Enjoy shopping at the Lake Buena Vista Factory Stores – one of Florida's favorite outlet shopping centers. Visitors will delight in our store front parking. Stores offer factory direct, quality merchandise at savings up to 75% everyday! Select from over 400 designer and name brands – activewear, children's–teen's–men's–women's fashions, collectibles, Disney merchandise, electronics, Florida gifts, health and vitamin products, housewares, jewelry, leather attire and accessories, lingerie, luggage, perfume, shoes, souvenirs, sporting apparel and equipment, sunglasses, toys and much more. Visit our Food Court or our Internet Cafe – World of Coffee for specialty coffees, desserts and a wide selection of favorite food items. Relax in the Florida sunshine as children play in our playground or take a tranquil break on our entertainment deck overlooking a peaceful fountain setting. Lake Buena Vista Factory Stores – a shopping experience too good to pass up!



Lake Buena Vista  
Factory Stores



15591 Apopka Vineland Road (State Road 535)  
Orlando, FL 32821 • 407-238-9301 • Fax 407-238-9716

[www.LBVFS.com](http://www.LBVFS.com)

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

