



# Grand Traverse Mall

TRAVERSE CITY, MICHIGAN



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## NORTHERN MICHIGAN'S DESTINATION FOR SERIOUS SHOPPING

- One of the state's fastest growth areas with rates exceeding state and national levels.
- Largest shopping center in northern Michigan, serving 22 counties.
- The population of primary trade area has grown 6% since 2000.
- Enjoys a summer tourism season during high tourist months of July and August.
- Conveniently located on two major thoroughfares, US31 and M37.

## SUMMER, THE SECOND SELLING SEASON

- Area serves as a recreational playground for entire Midwest; also a popular national and international vacation destination. Area includes 20 of the state's most beautiful golf courses, 150 inland lakes, 180 miles of shoreline, vineyards, and sand dunes. Cultural attractions such as Interlochen Center for the Arts, City Opera House and Old Town Playhouse are also part of the Grand Traverse community.
- Grand Traverse Region draws more than five million tourists annually, as many as 100,000 a day during summer months. Shopping is the #1 tourist activity.
- 117,000 seasonal residents boost the population from late May to mid-September.

## CENTER ATTRACTIONS

- Anchored by Macy's, JCPenney, Target and mid-sized T.J.Maxx.
- Strong retail partners include Abercrombie & Fitch, Aeropostale, American Eagle Outfitters, Bath & Body Works, Hollister, Victoria's Secret, Charlotte Russe and Limited Too.
- Children's soft-play area, carousel, 9-screen cinema, and family restroom.



## MALL INFORMATION

### LOCATION

Cross Streets: U.S. 31 and South Airport Road

### MARKET

Traverse City

### DESCRIPTION

Single-level, enclosed, regional

### ANCHORS

Macy's, JCPenney, Target and T.J.Maxx

TOTAL RETAIL SQUARE FOOTAGE 580,000

PARKING SPACES 2,848

OPENED 1992

### OTHER FEATURES

650-seat food court with 13 eateries

### PERIPHERAL LAND USE

Residential, services, zoned commercial

## TRADE AREA PROFILE

2007 POPULATION 271,333

2012 PROJECTED POPULATION 282,439

2007 HOUSEHOLDS 108,965

2012 PROJECTED HOUSEHOLDS 114,452

2007 MEDIAN AGE 40.2

2007 AVERAGE HH INCOME \$58,487

2012 PROJECTED AVERAGE HH INCOME \$64,208

## 20-MILE RADIUS PROFILE

2007 POPULATION 120,846

2012 PROJECTED POPULATION 127,467

2007 HOUSEHOLDS 48,346

2012 PROJECTED HOUSEHOLDS 51,515

2007 MEDIAN AGE 39.7

2007 AVERAGE HH INCOME \$64,636

2012 PROJECTED AVERAGE HH INCOME \$70,906

## DAYTIME EMPLOYMENT

3-MILE RADIUS 45,442

5-MILE RADIUS 61,973

SOURCE: CLARITAS, INC.