





MALL OF AMERICA® IS AN
INTERNATIONAL BILLBOARD FOR
DISTINCT GLOBAL BRANDS

Thorsten Kirschke
*executive vice president & chief operating officer
carlson hotels*



NUMBER
ONE
shopping destination

- Travel + Leisure Magazine





BY EXTENDING AND INCREASING
 BRAND AWARENESS LOCALLY,
 REGIONALLY, NATIONALLY AND
 GLOBALLY TO OVER 42 MILLION
 ANNUAL VISITORS

LET US BE
 YOUR
 PARTNER...



MALL OF AMERICA® IS THE **#1 SHOPPING DESTINATION** IN THE
 MINNEAPOLIS/ST. PAUL MARKET FOR ATTRACTING SHOPPERS WITH
 THE **HIGHEST HOUSEHOLD INCOMES**, AS WELL AS THE **#1 RETAIL
 AND ENTERTAINMENT DESTINATION IN THE COUNTRY**

	2012	2011	2010	2009	2008
SALES	+5.3%	+9.4%	+7.5%	+1.5%	+2.0%
TRAFFIC	+1.8%	+3.3%	+3.5%	+3.4%	-3.7%

ANNUAL VISITS	Over 42 million
ANNUAL MALL SALES	Over \$1 billion
SALES PER SQUARE FOOT	\$680
PUBLIC RELATIONS	Over \$400 million in free publicity annually

minneapolis/st. paul market dma

Total Population	4,580,580
Total Households	1,762,413
Average HHI	
DMA	\$78,081
MSA	\$84,858
Adults 25-54	1,878,340

6 mile radius

Total Population	327,095
Total Households	139,359
Average Household Income	\$85,001

Source: 2012 Census Estimates, Neilsen Media Research, 2012 Scarborough, 2012 SQAD

dma index

	MSP	MOA™
HHI Under \$35,000	27%	11%
\$35,000-\$49,999	14	9
\$50,000-\$74,999	21	18
\$75,000-\$99,999	16	16
\$100,000+	22	46

Source: Gallup Syndicated Newspaper Study (Mpls. St. Paul)

LOCAL
DEMOGRAPHICS



DISTINGUISHED
DESTINATION



- Mall of America® has opened **109 new permanent tenants** over the past five years
- MOA is the **number one** tourist **destination** in the Midwest
- **62%** of Minneapolis and St. Paul metro shoppers consider Mall of America to be their **primary destination** for mall-oriented shopping
- Mall of America is perceived as **“better”** to **“much better”** by the majority of shoppers for having the **newest stores**, best special events, **best entertainment** and being the best mall to take children
- **41%** of visitors to Mall of America have **increased the number of quarterly trips** over the past 5 years and intend to **continue that trend**
- Over **800 million** have visited Mall of America since its doors opened in 1992
- **99%** of consumers are **aware** of the brand Mall of America
- **92%** of shoppers **make a purchase** at Mall of America
- **“Hollywood of the Midwest”**, MOA hosts over 400 events annually, including 100 celebrities
- Mall of America continues to open new retail concepts, often **exclusive to the marketplace**, targeting the most profitable demographics

Source : Future Brand Research, ESRI 2010, Star Tribune Scarborough Research 2012, Ogilvy Red 2012



PROFITABLE DEMOGRAPHICS

MOA™ IS THE #1 SHOPPING DESTINATION IN THE MINNEAPOLIS/
ST. PAUL MARKET FOR ATTRACTING SHOPPERS WITH THE
HIGHEST HOUSEHOLD INCOMES

- Minneapolis/St. Paul ranks **5th** among the 20 largest U.S. markets for **annual retail sales by household**
- **33%** of guests' **primary reason to visit MOA™** is the availability of **higher end & luxury brands**
- **78%** of **affluent shoppers** choose Mall of America® to make their luxury purchases
- **56%** of affluent consumers with **HHI \$250,000+** in Minneapolis/St. Paul shop MOA
- **55%** of Minneapolis/St. Paul residents with **HHI \$150,000+** shop MOA

Source: FutureBrand Research, Star Tribune Scarborough Research 2012



MOA™ has the **largest number of shoppers with HHI \$150,000+ & \$250,000+** in the Minneapolis/St. Paul market, more than any other shopping option.

Mall of America® created and implemented a strategy seven years ago geo-targeting the **most profitable demographics** in the Minneapolis/St. Paul metro. Over that period, sales have **increased significantly** as well as regular visits from the targeted demographics compared to other shopping malls in the market.

HOUSEHOLD INCOME

(msp metro shopping centers)

MOA™ HAS SIGNIFICANTLY MORE UPSCALE
SHOPPERS THAN ANY OTHER CENTER IN THE STATE

\$150,000+ HHI shoppers, MOA has...

- 130% more than Ridgedale
- 131% more than Rosedale
- 149% more than The Galleria
- 166% more than Southdale

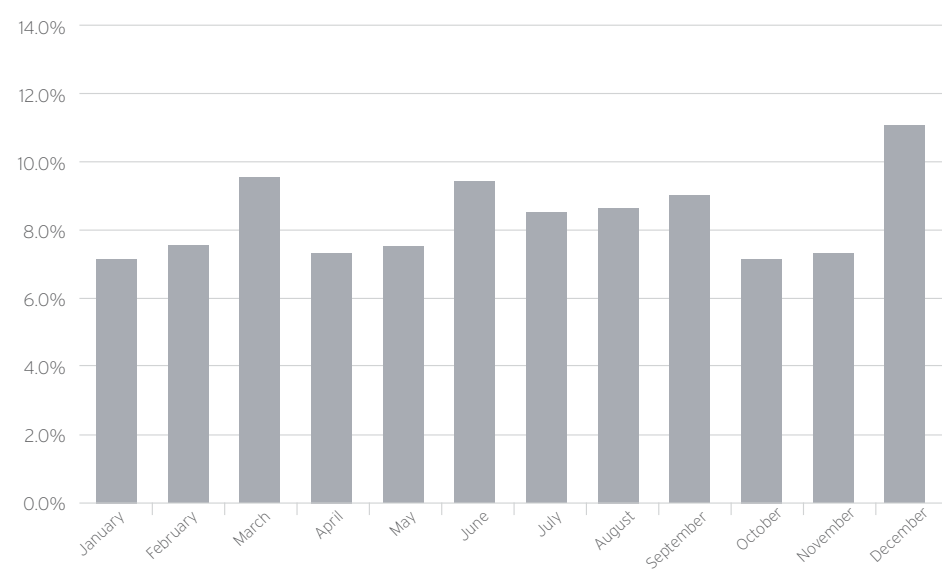
\$250,000+ HHI shoppers, MOA has...

- 48% more than The Galleria
- 115% more than Rosedale
- 174% more than Southdale
- 282% more than Ridgedale

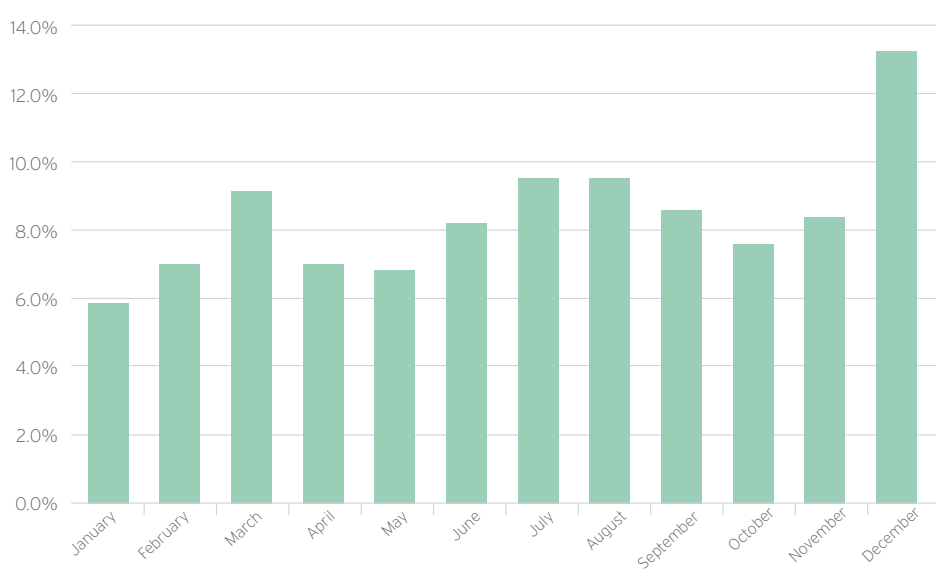
Source: StarTribune Scarborough Research 2012



2012 TRAFFIC BY MONTH



2012 SALES BY MONTH





bloomington, minnesota

Hotels	Nearly 40
Hotel Rooms	Over 8,000 , more than Minneapolis & St. Paul combined
Average Stay	2 nights (family traveler) 3 nights (business traveler)
Businesses	6,000 , including Best Buy, United Properties, Health Partners, Toro, etc.
Employees	90,000

msp international airport

Ranking	16th largest in North America 21st largest in the world
Annual Passengers	33 million
Three Hour Layover	5.2 million passengers

local business community

The Minneapolis/St. Paul metropolitan area is home to 20 Fortune 500 companies & has **one of the highest rates of Fortune 500 companies** per million residents in the country:

UnitedHealth Group	Alliant Techsystems
Target	SUPERVALU
General Mills	CHS
Medtronic	Land O'Lakes
Best Buy	Mosaic
US Bancorp	Thrivent Financial for Lutherans
Xcel Energy	Nash-Finch
3M	St. Jude Medical
Ecolab	

U.S.A. VISITOR MAP

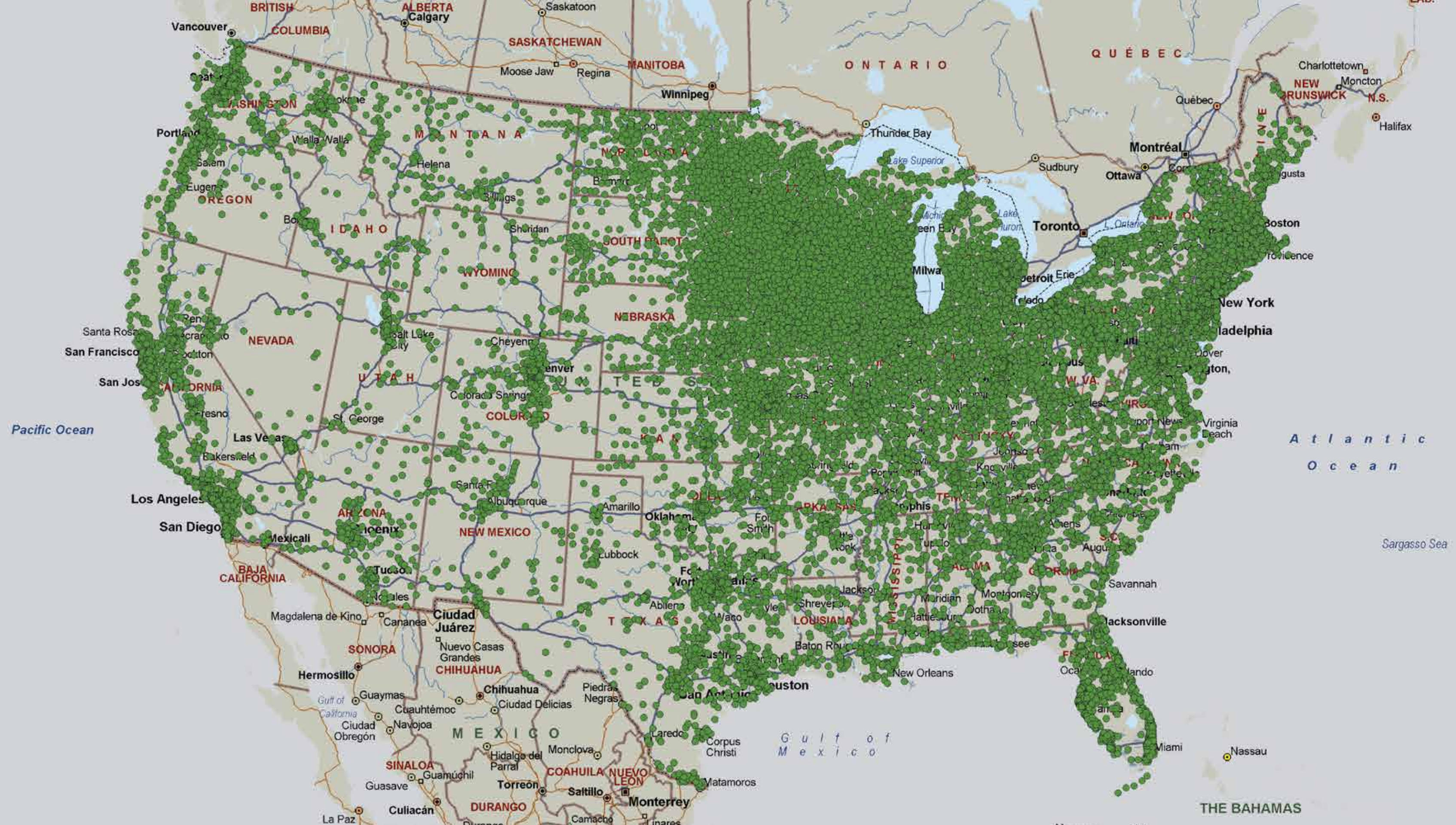
zip code analysis

Represents shoppers who **made a purchase**
from across the USA during 2012

18 state trade area

Minnesota	Illinois	Michigan
Wisconsin	Ohio	Indiana
Kentucky	Tennessee	Arkansas
Iowa	South Dakota	Kansas
Missouri	North Dakota	Nebraska
Colorado	Pennsylvania	Oklahoma

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INTERNATIONAL TOURISM

- About **35-40%** of visitors to Mall of America® are tourists – people who live outside the 150-mile radius of Minneapolis/St. Paul
- **42%** of non-residents choose Mall of America as their **primary reason** to visit the Twin Cities
- Nearly **10%** of visitors are from outside the United States
- Mall of America offers nearly **80 travel packages** from **36 countries** on **5 continents** represented on this map
- International tourists spend **two-and-a-half times** more than local residents
- **36** Bloomington hotels offer **free shuttle service** to and from Minneapolis/St. Paul International Airport and Mall of America

key international markets:

Canada	Germany	Japan
Great Britain	Scandinavia	China
France	Italy	Spain
Mexico	Netherlands	

emerging international markets:

Latin America	Brazil	Korea
Russia	Taiwan	

INTERNATIONAL TOURISM

Mall of America® participates in **over 60 major travel & trade shows** annually in Europe, Asia, Latin America, Canada and the United States to promote travel to MOA™. In addition, Tourism and Marketing departments have **partnerships with over 15 U.S. and international airline companies.**

COUNTRIES PARTICIPATING IN MALL OF AMERICA TOUR OPERATOR PROGRAM:

Argentina	Ecuador	Italy	Slovakia
Austria	Estonia	Japan	Spain
Bolivia	Finland	Korea	Sweden
Brazil	France	Malaysia	Taiwan
Canada	Germany	Mexico	Thailand
Chile	Great Britain	Norway	Turkey
China	Iceland	Philippines	United States
Czech Republic	India	Scotland	Venezuela
Denmark	Ireland	Singapore	



MALL OF AMERICA® EIGHTEEN STATE TRADE AREA

day trip market (50-150 miles)

Total Population	2,791,437
Total Households	1,123,270
Adults 25-54	1,511,017
Children (ages 0-17)	648,856

drive market (150-500 miles)

Total Population	25,575,934
Total Households	9,915,981
Adults 25-54	10,263,569
Children (ages 0-17)	6,185,801

fly market (500+ miles)

Total Population	55,058,534
Total Households	21,951,763
Adults 25-54	21,553,654
Children (ages 0-17)	12,972,797

Sources: 2012 Census Estimates



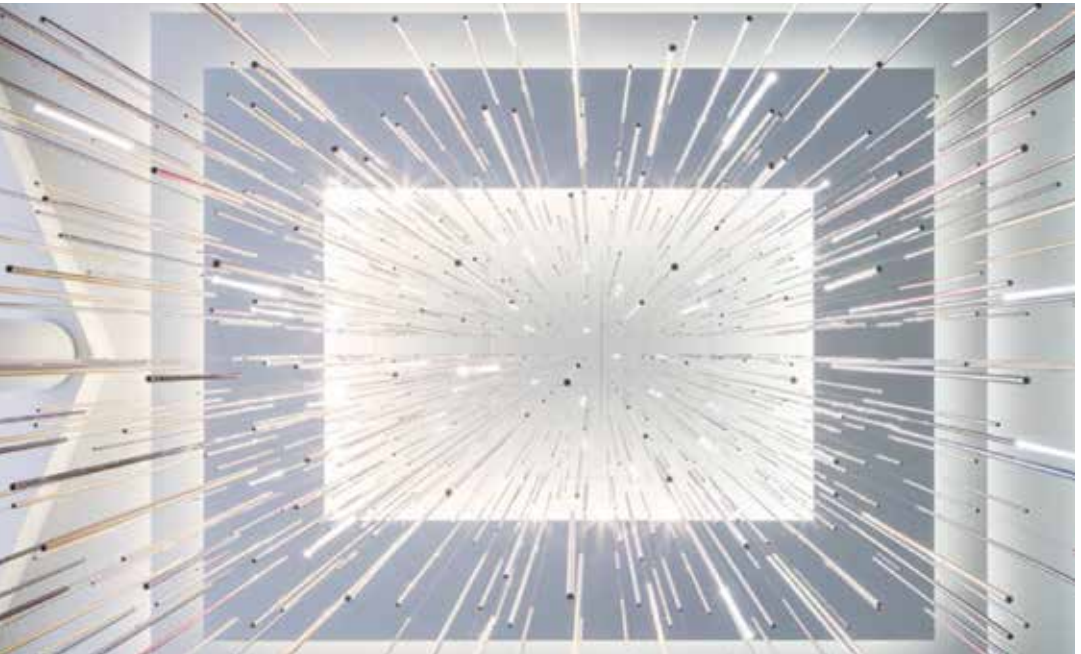
REVITALIZATION & RENOVATION



SOUTH AVENUE, EAST BROADWAY & SOUTHEAST COURT
HAVE BEEN TRANSFORMED WITH MULTI-MILLION DOLLAR
RENOVATIONS CREATING A **RENEWED UPSCALE ENVIRONMENT**

Projected Renovations:

- 2013 West Market
- 2014 North Garden





MOA™ REMIX

Mall of America® has **successfully geo-targeted the most profitable demographics** (HHI \$150,000+ & \$250,000+) in the Minneapolis/St. Paul metro **increasing sales significantly** and adding numerous **upscale tenants & brands** exclusive to the marketplace



INTELLIGENT NUTRIENTS



MADEWELL



HUGO BOSS



PRADA BOUTIQUE @ NORDSTROM

MICHAEL KORS



CHANEL BOUTIQUE @ NORDSTROM



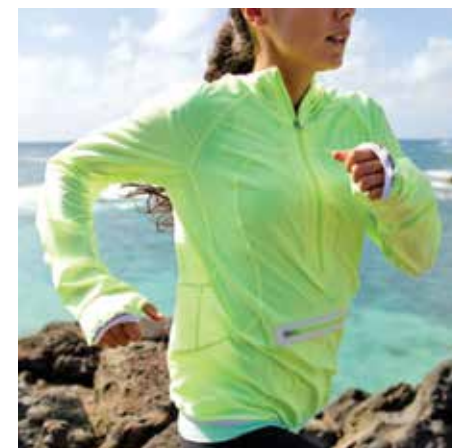
FOREVER 21 FLAGSHIP



BEN BRIDGE JEWELER



HENRI BENDEL



LULULEMON ATHLETICA



A|X ARMANI EXCHANGE



GUCCI BOUTIQUE @ NORDSTROM



MOODS OF NORWAY



TUMI



BURBERRY



RIMOWA BOUTIQUE @
LINCOLN ROAD TRAVELWEAR



STUART WEITZMAN

MOA™ REMIX



FOREIGN EXCHANGE



THE ART OF SHAVING



FREE PEOPLE



VICTORINOX



H&M



DR. MARTENS



IVIVVA ATHLETICA



LACOSTE



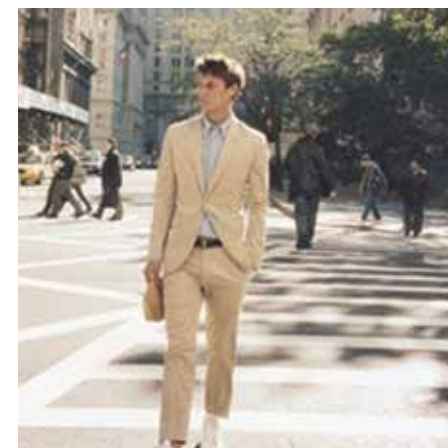
MICROSOFT STORE



KIEHL'S



BOND NO. 9 BOUTIQUE
© NORDSTROM



CLUB MONACO



JUICY COUTURE



VERA BRADLEY



G-STAR RAW



TRUE RELIGION BRAND JEANS



COACH FLAGSHIP



ATHLETA



PORSCHE DESIGN

RADISSON BLU HOTEL

blu is the new black

A 500 room Radisson Blu Hotel opened March 15th and is connected by sky bridge directly to the mall and features:

- new Radisson Room Styles: Urban, Naturally Cool and NY Mansion
- restaurant and lounge
- spa
- fitness facilities
- indoor pool
- more than 23,000 square feet of meeting space encompassing two ballrooms

The Radisson Blu Hotel, Bloomington is the second Radisson Blu to open in the United States.



THE EXPANSION

150,000 sq. ft. of mixed use

EXPANSION COMPONENTS:

- J. W. Marriott Hotel (325 rooms)
- International Center
- Performing Arts Theater
- Exhibition Space
- Retail
- Restaurants
- Entertainment Anchor
- Event Atrium
- Waterpark Resort
- Recreational Anchor





SOCIAL MEDIA

A leader in interactive marketing, MOA™ leverages social media to connect with consumers through two-way communication regarding retail offerings, special promotions, events and guest relations.



DINING & RESTAURANTS

Level 3, South at Mall of America® has been transformed into an outdoor themed streetscape that includes:

- patio seating
- new flooring
- natural rock
- iron gate work
- intimate lighting

creating a **one-of-a-kind outdoor dining ambiance**, indoors!

2012 RESTAURANT & FOOD HIGHLIGHTS

Restaurant
(sales per square foot):

Mall of America Contemporary Dining	\$682
Total Dining	\$585
ICSC Average	\$513

Food Court
(sales per square foot):

Mall of America	\$1,312
ICSC Average	\$879





DINING & RESTAURANTS

CRAVE RESTAURANT
MASU SUSHI & ROBATA
NAPA VALLEY GRILLE
TUCCI BENUCCH
TWIN CITY GRILL
TIGER SUSHI
RAINFOREST CAFE
CADILLAC RANCH BAR & GRILL
DICK'S LAST RESORT
BUFFALO WILD WINGS
BUBBA GUMP SHRIMP CO.
CANTINA #1
... AND MORE



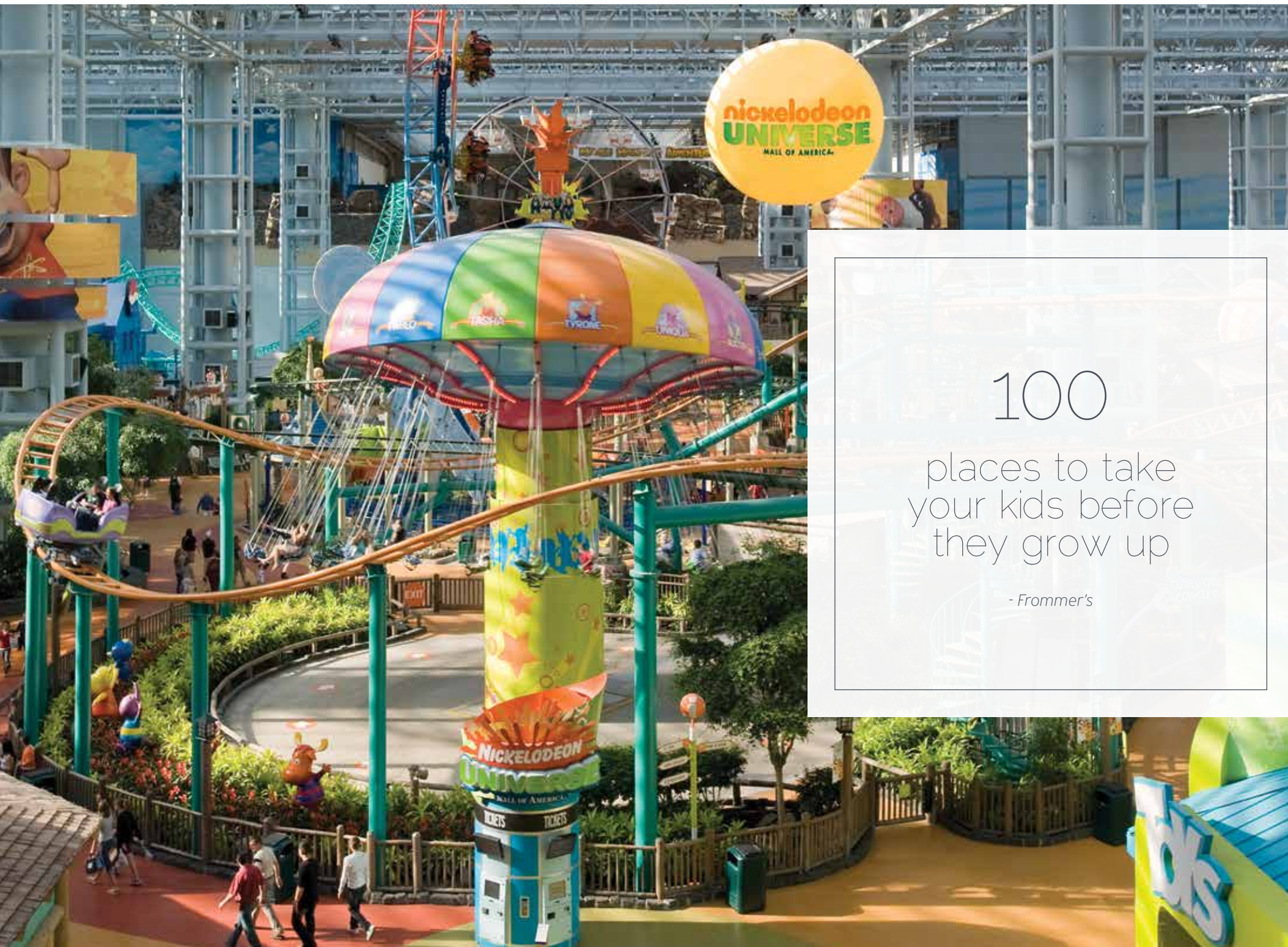
minneapolis/st. paul dining demographics

- Average amount spent in full service restaurants per household per year is **\$2,396**
- **86%** of metro area adults (2,006,213) ate at a sit down restaurant in the **past month**.
- **37%** of metro area adults ate at a sit down restaurant **3-5 times** in the **past month**.
- **36%** of metro area adults are willing to travel **10-19 miles** for fine dining and **30%** are willing to travel **20-40 miles**

Source: MORI Custom Study 2012 Mpls/St. Paul CBSA

traffic advantages of a mall (of america) location

- **72%** are adults
- **2.8 million** visitors primary reason to visit is to dine at a sit down restaurant
- **1.6 million** visitors only reason to visit is to dine at a sit down restaurant
- **16.8 million** visitors come from beyond 150 miles and need to refuel
- The average length of a visitor's stay is **over 2.5 hours**



100

places to take
your kids before
they grow up

- Frommer's

Nickelodeon®, the #1 entertainment brand for kids and Mall of America®, the nation's premier shopping destination, have joined forces to create a one-of-a-kind theme park; **Nickelodeon Universe®**.

Located in the center of Mall of America, Nickelodeon Universe features **seven acres of unique entertainment**, including 27 rides and attractions for guests of all ages and courage levels!

TEENAGE MUTANT NINJA TURTLES SHELL SHOCK

SPONGEBOB SQUAREPANTS ROCK BOTTOM PLUNGE

AVATAR AIRBENDER

PEPSI ORANGE STREAK

FAIRLY ODD COASTER

SPLAT-O-SPHERE

LOG CHUTE

EL CIRCULO DEL CIELO

FLYING DUTCHMAN GHOSTLY GANGPLANK

ANCHOR DROP

...AND MORE



ENTERTAINMENT



SEA LIFE™ MINNESOTA AQUARIUM

THE LEGO® STORE

AMERICAN GIRL®

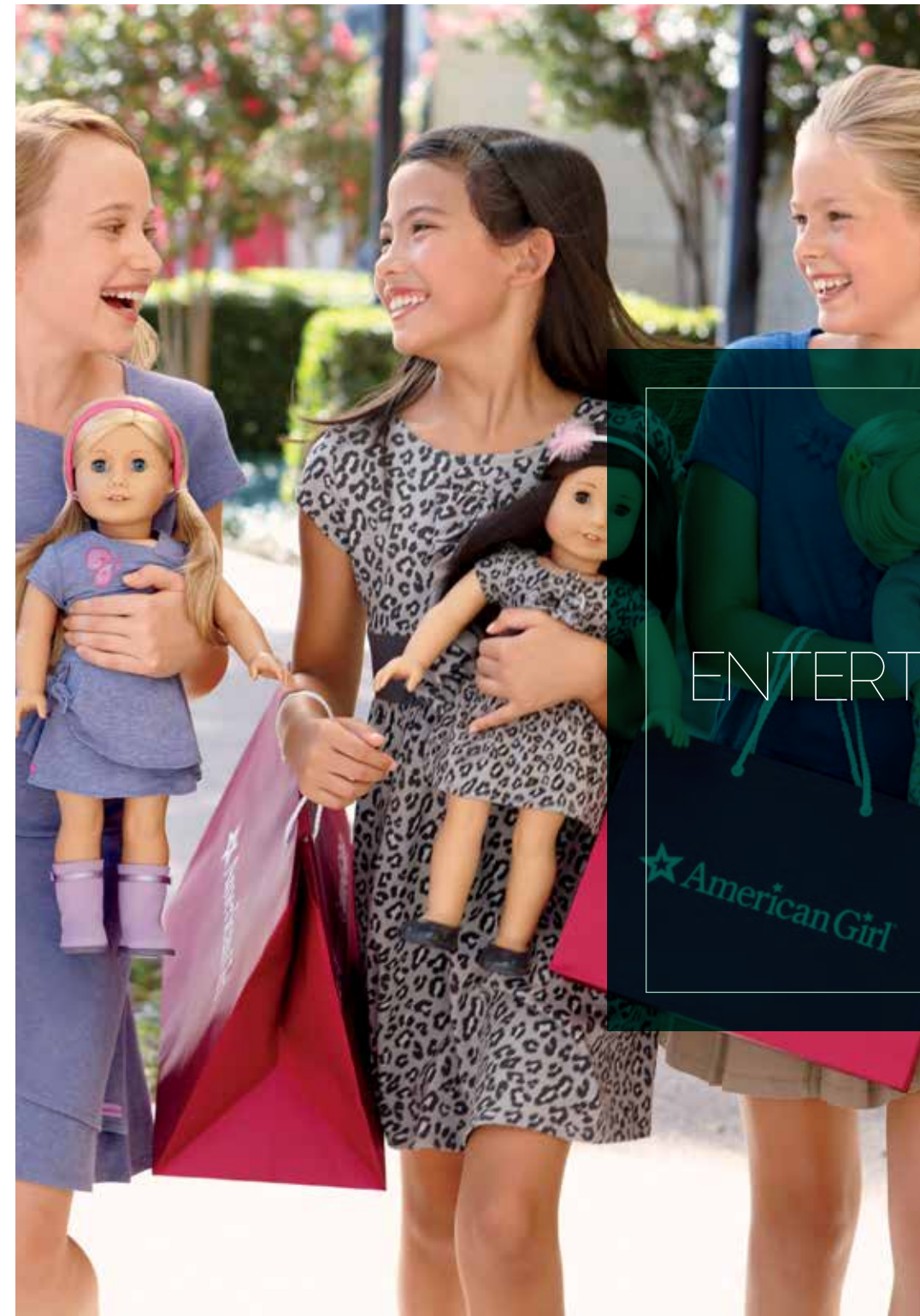
THEATRES AT MALL OF AMERICA®

BUILD-A-BEAR WORKSHOP®

RICK BRONSON'S HOUSE OF COMEDY

A.C.E.S. FLIGHT SIMULATION

... AND MORE



ENTERTAINMENT

TRIPLE FIVE® WORLDWIDE

THE POWER BEHIND THE PROPERTY

Triple Five® Worldwide is a multinational conglomerate, development and finance corporation with offices in major U.S. and Canadian cities. Triple Five's wide-ranging experience is suited to creating successful mixed-use developments and activities that encompass the development, management and ownership of world-scale ventures in many fields:

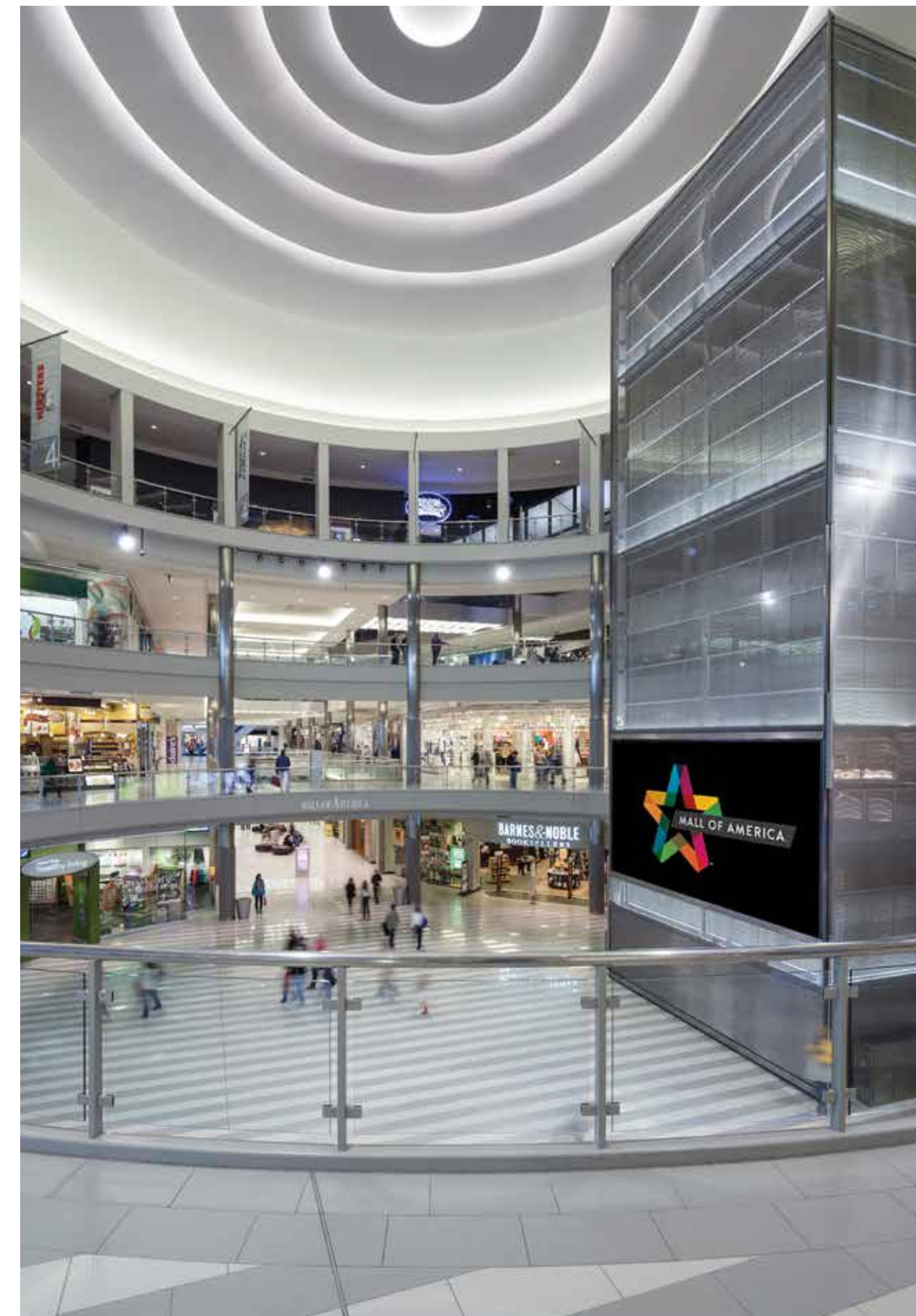
- | | |
|---------------------------------------|---|
| Shopping centers | Auto and industrial manufacturing |
| Tourism projects | Natural resource development
(oil, gas and minerals) |
| Office buildings | Technology |
| Urban entertainment destinations | Research |
| Recreation and amusement parks | Venture capital |
| Hospitality projects | Banking and finance |
| Residential developments | |
| Commercial and industrial real estate | |

Triple Five has developed, owns and manages the world's first and second largest tourism, retail and entertainment complexes, the world-renowned West Edmonton Mall in Canada and Mall of America® in the United States. These two projects attract over 70 million visitors annually.

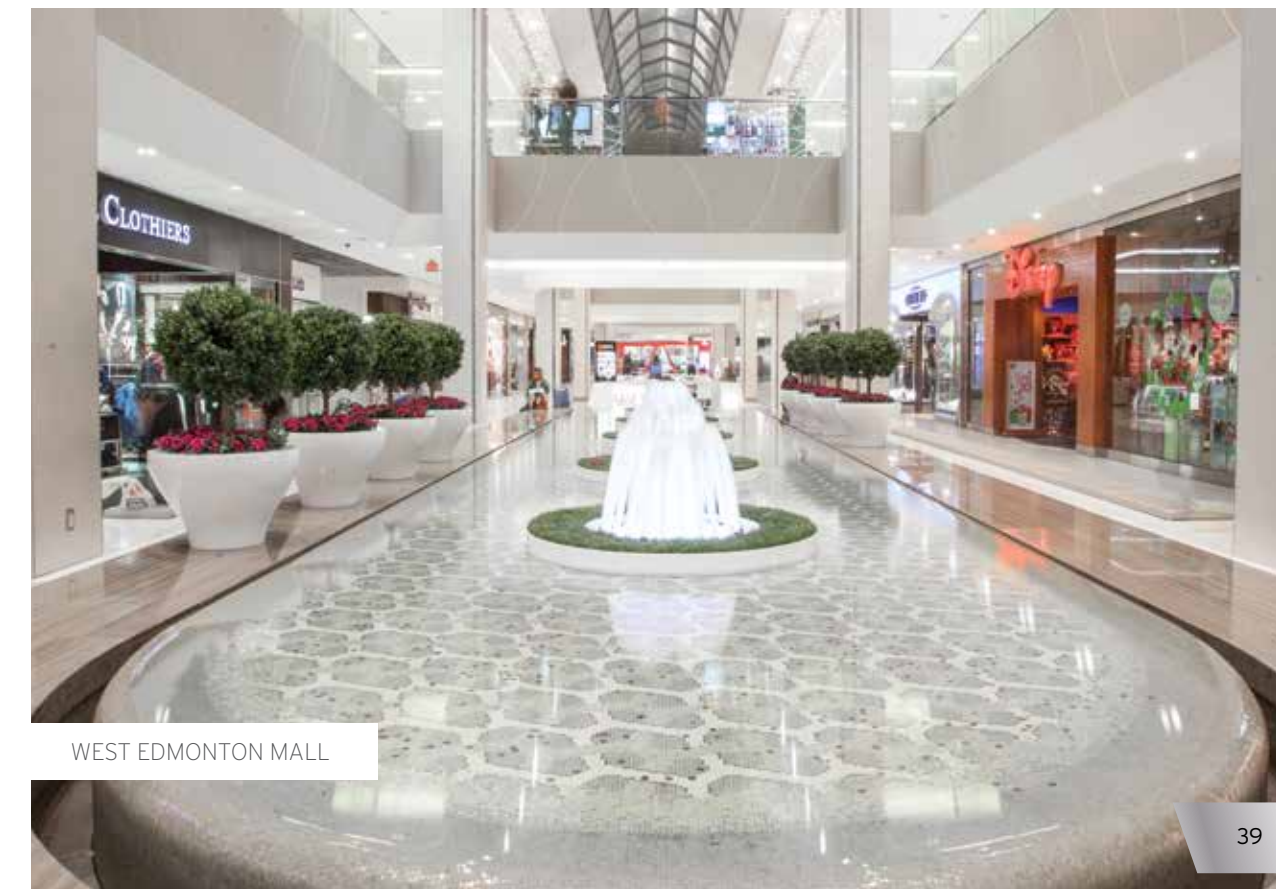
mallofamerica.com triplefive.com



MALL OF AMERICA®



AMERICAN DREAM™



WEST EDMONTON MALL



Mall of America®

Annual Visits	Over 42 million
Annual Mall Sales	Over \$1 billion
Sales Per Square Foot	\$680
Public Relations	Over \$400 million in free publicity

Customer Base

Local	60%
Tourist	40%
Locals average spend	\$147 per visit
Tourists average spend	\$211 per visit
International tourists spend	2 ½ times more than local residents

Leasing

Gross Building Area	4.6 million square feet
Gross Leasable Retail Space	2.570 million square feet
Total Dept Store GLA	693,000 square feet
Total Small Shop GLA	1.877 million square feet
Total Hotel GLA	372,000 square feet

Tenants	520
Employees	12,000 (15,000 seasonally)
Parking Spaces	12,550

Retail	79.2%
Food & Beverage	5.2%
Entertainment	15.6%

(Based on square footage of stores)

