

MALL OF AMERICA®  
always new





25 YEARS OF PROVEN SUCCESS

# LET US BE YOUR PARTNER...

...by extending and increasing brand awareness  
locally, regionally, nationally and globally to over  
40 million annual visitors



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**. Plus, **no tax** on  
clothing and shoes.

ANNUAL VISITS	Over 40 million
ANNUAL MALL SALES	Over \$1 billion
SALES PER SQUARE FOOT	<b>\$704</b>
PUBLIC RELATIONS	Over \$400 million in free publicity annually

# \$704

SALES PER SQUARE FOOT

OVER  
**\$1 BILLION**  
ANNUAL SALES





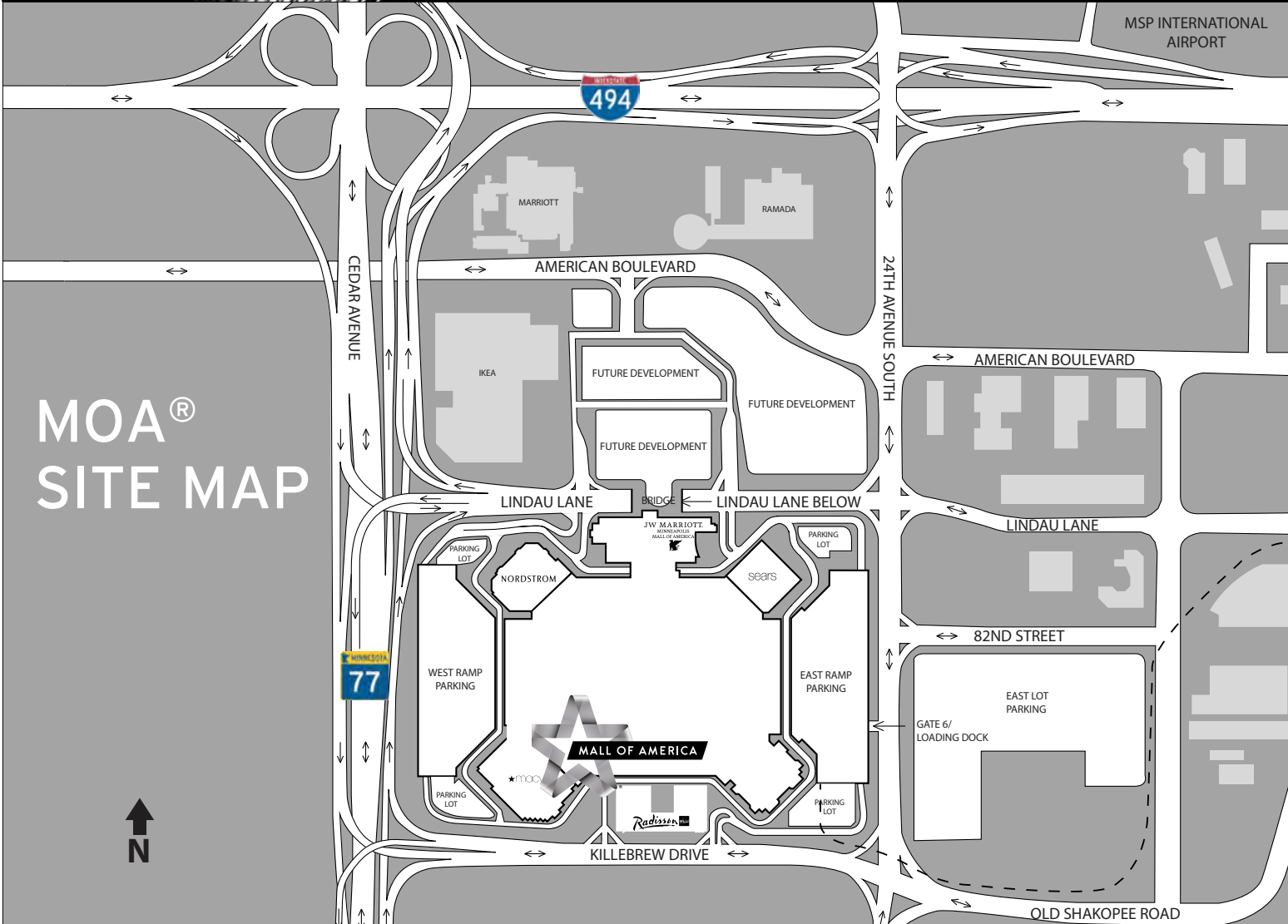
SQUARE FOOTAGE  
ALLOCATION

69.2%  
RETAIL

22.4%  
ENTERTAINMENT/ATTRACTIONS

8.4%  
FOOD & BEVERAGE

(Based on square footage of stores)





PROVEN DEMOGRAPHICS

# LOCAL DEMOGRAPHICS

MINNEAPOLIS/ST. PAUL MARKET DMA

Total Population	3,519,656
Total Households	1,723,210
Average HHI DMA	\$61,184
MSA	\$71,008
Adults 25-54	1,869,091

30 MILE RADIUS

Total Population	2,953,610
Total Households	1,165,929
Average Household Income	<b>\$89,678</b>

Source: EASI 2016, Strategic Edge

# PROFITABLE DEMOGRAPHICS

MOA® is the **#1 shopping destination** in the Minneapolis/St. Paul market for attracting shoppers with the highest household incomes

- **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
- **33%** of guests' **primary reason to visit MOA** is the availability of **higher end & luxury brands**

Source : Future Brand Research, Ogilvy Red

**\$89,678** AVERAGE HHI  
30 MILE RADIUS

# HOUSEHOLD INCOME

(MSP metro shopping centers)

MOA® has significantly more upscale shoppers than any other center in the state

**\$100,000 - \$250,000+ HHI shoppers, MOA has...**

- 174% more than The Galleria
- 99% more than Ridgedale
- 96% more than Rosedale
- 119% more than Southdale

Source: Star Tribune Scarborough Research 2017

HHI  
**\$100k+—250k+**

MOA® HAS THE LARGEST  
NUMBER OF THE MOST PROFITABLE  
DEMOGRAPHICS IN THE MSP MARKET

Source: Star Tribune Scarborough Research 2016

# AT THE CENTER OF IT ALL

\$200,000+ HHI  
Trade Area Concentration





LOCAL BUSINESS  
COMMUNITY

BLOOMINGTON, MINNESOTA

Hotels	Over 40
Hotel Rooms	Over 9,400, 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

LOCAL BUSINESS COMMUNITY

Minneapolis/St. Paul has a highly diversified business community that allows the region to continue to thrive; continuously having one of the lowest unemployment rates for a large metropolitan area in the country as well as being insulated against economic downturns. Eighteen Fortune 500 companies in the area include:

Patterson Cos. Inc.	Land O'Lakes, Inc.
UnitedHealth Group, Inc.	Ecolab, Inc.
Target Corporation	C.H. Robinson Worldwide, Inc.
Best Buy Company, Inc.	Ameriprise Financial, Inc.
CHS, Inc.	Xcel Energy, Inc.
Supervalu, Inc.	The Mosaic Company
3M Company	Hormel Foods Corporation
US Bancorp	Thrivent Financial for Lutherans
General Mills, Inc.	St. Jude Medical, Inc.

- Financial Services, Medical & Manufacturing and Agriculture are the Top 3 industries
- Forbes has ranked Minneapolis/St. Paul #1 for having the Largest Private Company (Cargill Worldwide) & Top 10 Market for Young Adult Professionals
- Wall Street Journal ranked MSP as the 5th largest Financial Hub in the country
- Medical Research accolades include: Mayo Clinic ranked as the 3rd largest medical research facility in the world, University of Minnesota ranked 9th largest medical research in the world and together spend over \$1 billion annually on research

TOP 10

MARKET FOR YOUNG  
ADULT PROFESSIONALS

Forbes





# U.S.A. VISITOR MAP

## ZIP CODE ANALYSIS

Represents shoppers who **made a purchase** from across the USA during 2016

## 18 STATE TRADE AREA

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

# MALL OF AMERICA® EIGHTEEN STATE TRADE AREA

## DAY TRIP MARKET (50-150 MILES)

Total Population	6,061,367
Total Households	2,374,514
Average Household Income	\$73,757
Adults 25-54	2,417,186
Children (ages 0-17)	1,422,051

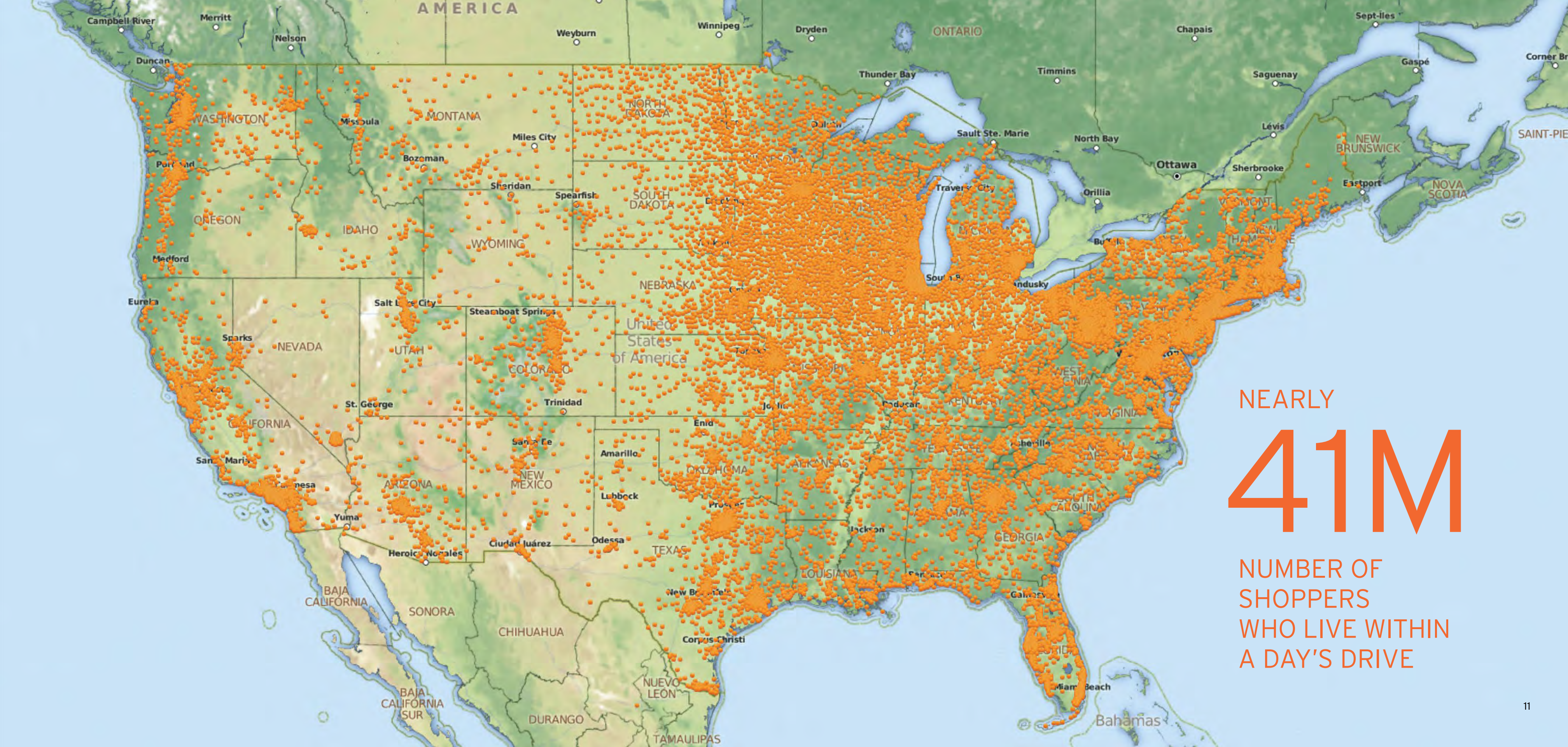
## FLY MARKET (500-1000 MILES)

Total Population	149,066,396
Total Households	56,784,139
Adults 25-54	59,251,830
Children (ages 0-17)	34,181,626

## DRIVE MARKET (150-500 MILES)

Total Population	40,976,956
Total Households	15,830,497
Adults 25-54	6,878,071
Children (ages 0-17)	4,164,754

Sources: EASI 2016

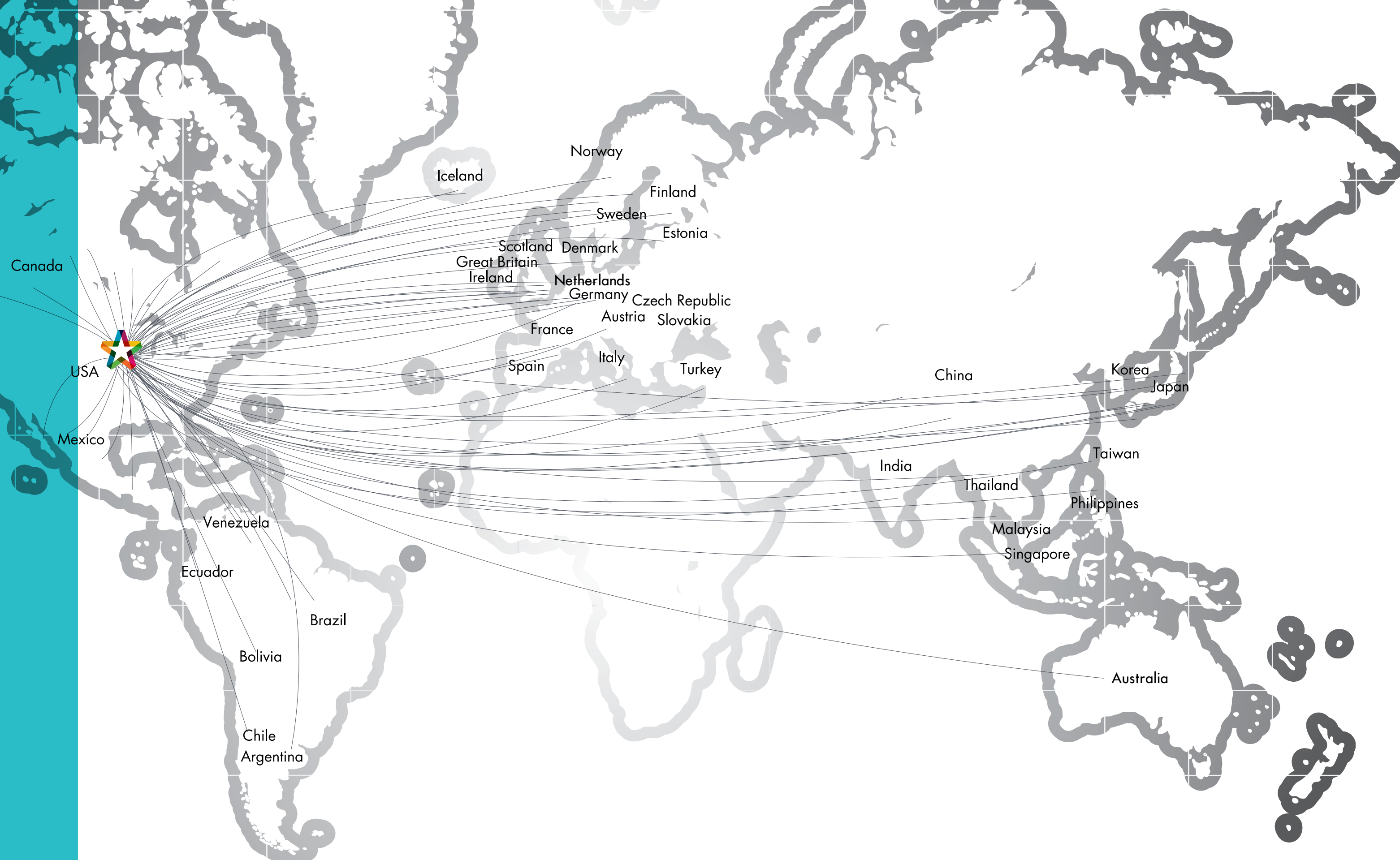


NEARLY  
**41M**

NUMBER OF  
SHOPPERS  
WHO LIVE WITHIN  
A DAY'S DRIVE



NEARLY  
**90**  
 TRAVEL PACKAGES FROM  
**38**  
 COUNTRIES ON  
**5**  
 CONTINENTS



## 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
- International tourists spend **two-and-a-half times** more than local residents
- Mall of America offers nearly **90 travel packages** from **38 countries** on **5 continents** represented on this map
- **Over 40** Bloomington hotels offer **free shuttle service** to and from Minneapolis/St. Paul International Airport and Mall of America

Source: Ogilvy Red

### KEY INTERNATIONAL MARKETS:

Canada	Germany	Japan	France
United Kingdom	Scandinavia	China	Italy
Mexico	Netherlands	Taiwan	

### EMERGING INTERNATIONAL MARKETS:

Latin America	Brazil	Korea	India
Russia	Argentina	Australia	

40% OF TOTAL VISITS TO MOA®  
 ARE FROM THE TOURIST CONSUMER;  
 OVER **16.8 MILLION**  
 ANNUAL VISITS

Source: Ogilvy Red



# INTERNATIONAL TOURISM

Mall of America® participates in **over 60 major travel + trade shows** annually with partners Bloomington CVB, Explore Minnesota Tourism, Radisson Blu MOA and JW Marriott Minneapolis MOA in Europe, Asia, Latin America, Canada and the United States to promote travel to MOA.

## COUNTRIES PARTICIPATING IN MALL OF AMERICA TOUR OPERATOR PROGRAM:

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

#1 SHOPPING  
DESTINATION  
IN THE U.S.

*Travel + Leisure, U.S.A. Today, Time Magazine*



Club Monaco

# TOURISM

Tourism to Mall of America® has always been a **driving force** and very important to the success of the overall property. Visits from the Tourist customer account for **40% of annual visits** but more importantly, **50% of total sales**. Mall of America has a Welcome Video available in 5 languages (Chinese, Japanese, German, Portuguese & Spanish) & a website available in those languages as well as in French.

## MINNEAPOLIS-ST. PAUL INTERNATIONAL AIRPORT

- **16th largest** in the U.S.
- **Over 37 million** passengers annually
- One of 5 **major airline hubs** in the country
- **158 non-stop markets** (129 domestic & 29 international non-stop)
- **Over 1100 flights daily**

*Source: mspairport.com*

MSP RANKED  
#7<sup>TH</sup>  
BEST DOMESTIC  
AIRPORT

*Travel + Leisure World's Best Airports, 2017*

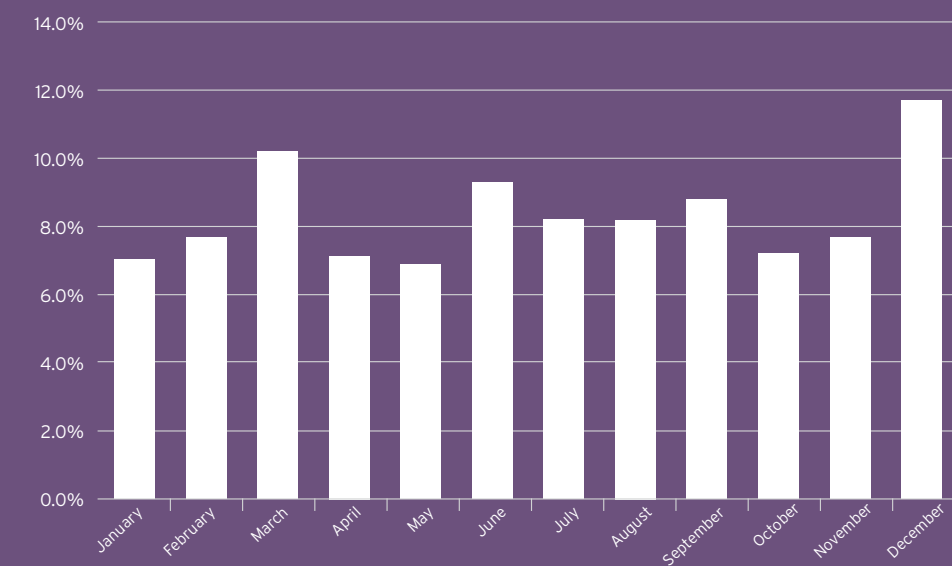




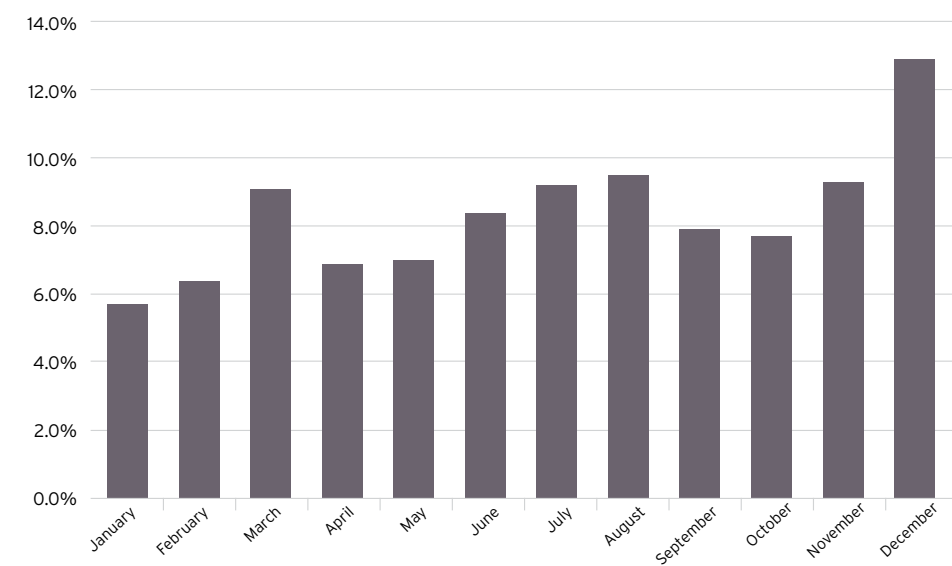


## RETAIL TRAFFIC & SALES

2016 TRAFFIC BY MONTH



2016 SALES BY MONTH







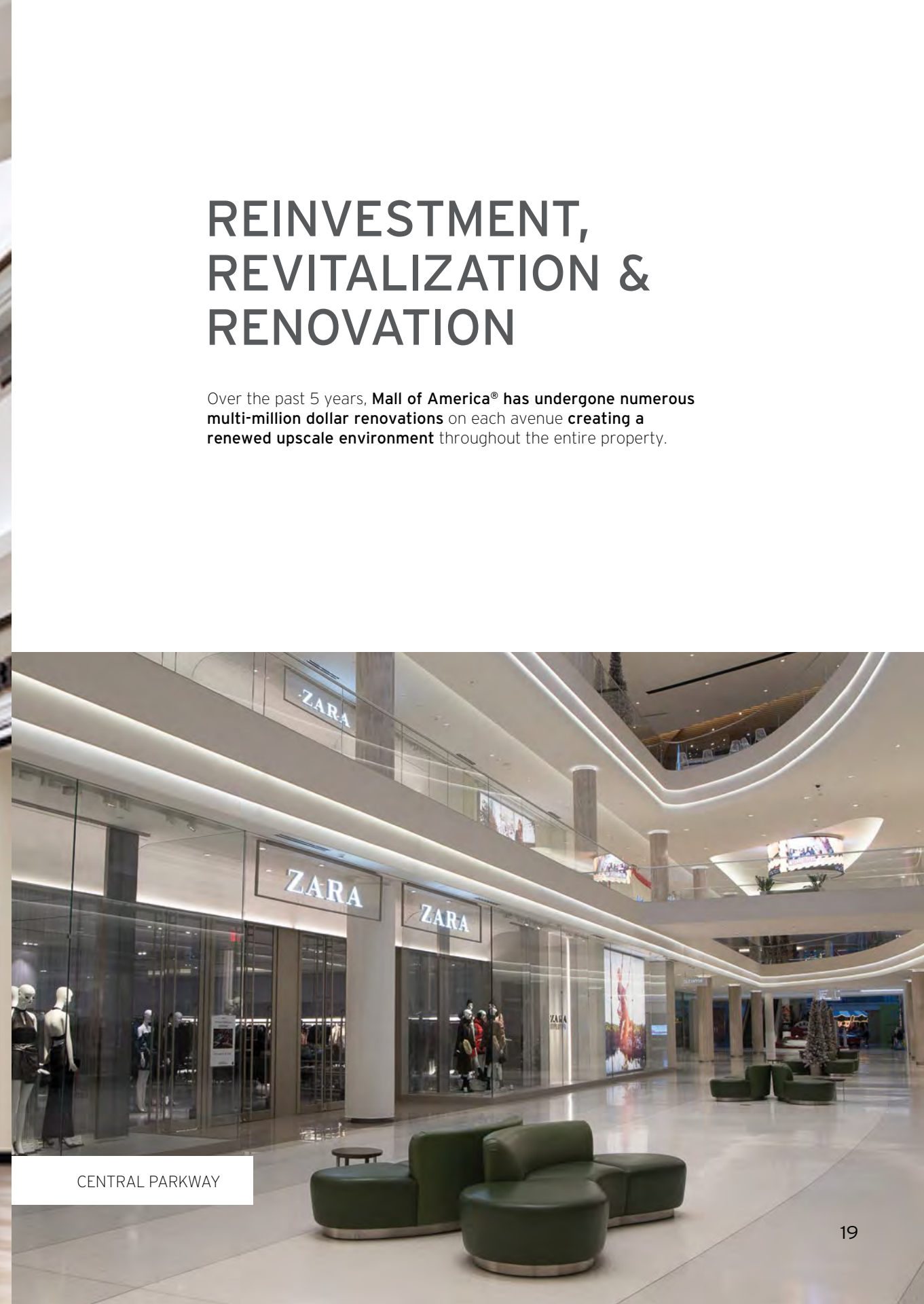
EAST BROADWAY



WEST MARKET



SOUTH AVENUE



CENTRAL PARKWAY

## REINVESTMENT, REVITALIZATION & RENOVATION

Over the past 5 years, Mall of America® has undergone numerous multi-million dollar renovations on each avenue creating a renewed upscale environment throughout the entire property.





ZARA



HUGO BOSS

## MOA® REMIX

# FIRST TO MARKET

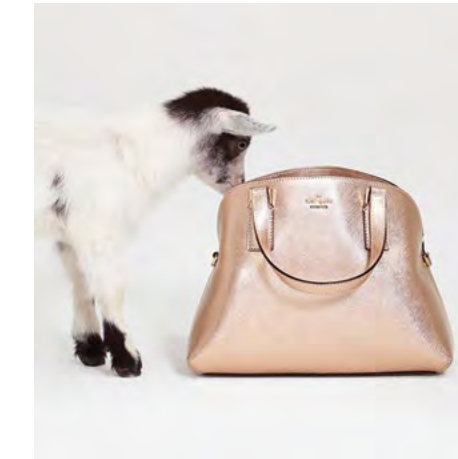
Mall of America® is the **premier retail entry point** for the Minneapolis/St. Paul market & region for retailers extending their brand.

**Over 100 MOA® retailers have been "first to market"** in debuting their brands including Nordstrom, Apple, Zara, Burberry, Hugo Boss, Nike, L.L.Bean, Fabletics & Under Armour just to name a few!

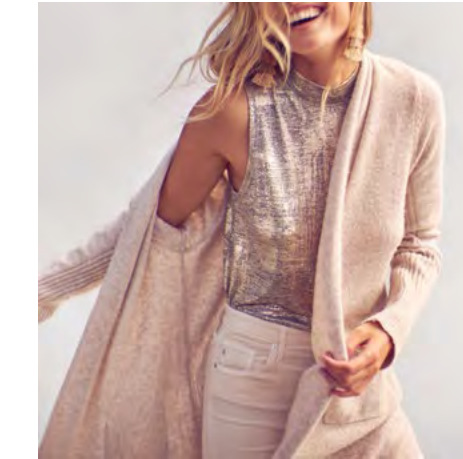
OVER **100**  
MOA® RETAILERS HAVE  
BEEN "FIRST TO MARKET"  
IN DEBUTING THEIR BRAND



CHANEL BOUTIQUE @ NORDSTROM



KATE SPADE



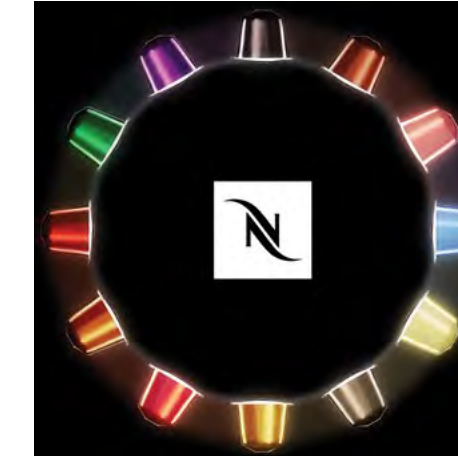
ANTHROPOLOGIE



PRADA BOUTIQUE @ NORDSTROM



UNTUCKIT



NESPRESSO



GUCCI BOUTIQUE @ NORDSTROM



FABLETICS



BURBERRY



STUART WEITZMAN



INDOCHINO



ULTA BEAUTY





CLUB MONACO

MOA® REMIX



PELOTON



EVEREVE



SUGARFINA



UNDER ARMOUR



ALEX AND ANI



KIEHL'S



CARLO'S BAKE SHOP



TOMS



FREE PEOPLE



MADEWELL



L.L.BEAN



ALTAR'D STATE



THE NORTH FACE



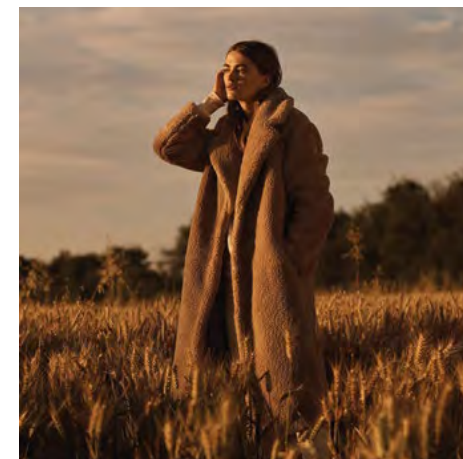
IVIVVA ATHLETICA



LULULEMON ATHLETICA



NYX PROFESSIONAL MAKEUP



H&M

99%

UNIVERSAL AWARENESS RATING OF  
THE BRAND MALL OF AMERICA®

Source: Ogilvy Red





DINING  
TOTAL FOOD & BEVERAGE  
SALES IN 2016 WAS OVER  
**\$135** MILLION



## FEATURED DINING

CANTINA LAREDO	CADILLAC RANCH BAR & GRILL
CARLO'S BAKE SHOP	BUFFALO WILD WINGS
CRAVE RESTAURANT	BUBBA GUMP SHRIMP CO.
MASU SUSHI & ROBATA	MARGARITAVILLE
BENIHANA	SHAKE SHACK
FIRELAKE GRILL	BURGER BURGER
TWIN CITY GRILL	PIADA ITALIAN STREET FOOD
TIGER SUSHI	CEDAR + STONE
RAINFOREST CAFE	COWBOY JACK'S
HARD ROCK CAFE	... AND MORE





# RADISSON BLU

A LUXURY 4-STAR HOTEL

## BLU IS THE NEW BLACK

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

- Radisson Room Styles: Urban, Naturally Cool and NY Mansion
- restaurant and lounge
- Solimar Luxury Spa
- fitness facilities
- indoor pool

# TOP HOTELS IN THE MIDWEST

## JW MARRIOTT #2 RADISSON BLU #7

Source: Conde Nast Traveler Reader's Choice Awards 2017

# JW MARRIOTT

LUXURY 4 1/2 STAR HOTEL

## HOTEL COMPONENTS

- 342 Luxurious Rooms
- Upscale Restaurant/Urban Bistro
- Lobby Bar
- Valet
- Concierge
- Direct Access to MOA®
- Underground Parking
- Meeting & Event Space Venue 18,000 sq. ft.





# ENTERTAINMENT

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 indoor theme park; **Nickelodeon Universe®**.

Located in the center of Mall of America, Nickelodeon Universe features **seven acres of unique entertainment**, with nearly **30 rides and attractions** for guests of all ages and courage levels!



# MARKETING, PUBLIC RELATIONS, EVENTS & COMMUNITY INITIATIVES 2016 HIGHLIGHTS

- Over **400 events** hosted annually from celebrity appearances & book signings, notable chefs and sports exhibitions to major Holiday initiatives and Toddler Tuesday
- Community Relations initiatives raised over **\$17 million**
- Garnered over **\$400 million in free publicity**
- Over **12 million impressions** for the Spring & Fall Look Books
- Responded to nearly **100,000 guests** through social media
- 1500 attended **"The Curated Style" fashion event** featuring Project Runway designers



# 100

PLACES TO TAKE YOUR KIDS  
BEFORE THEY GROW UP

*Frommer's*



# ENTERTAINMENT

- NICKELODEON UNIVERSE®

SEA LIFE® MINNESOTA AQUARIUM

CMX, THE VIP CINEMA EXPERIENCE

AMERICAN GIRL®

THE LEGO® STORE

CRAYOLA EXPERIENCE

FLYOVER AMERICA

BUILD-A-BEAR WORKSHOP®
- SMAAASH

THE ESCAPE GAME

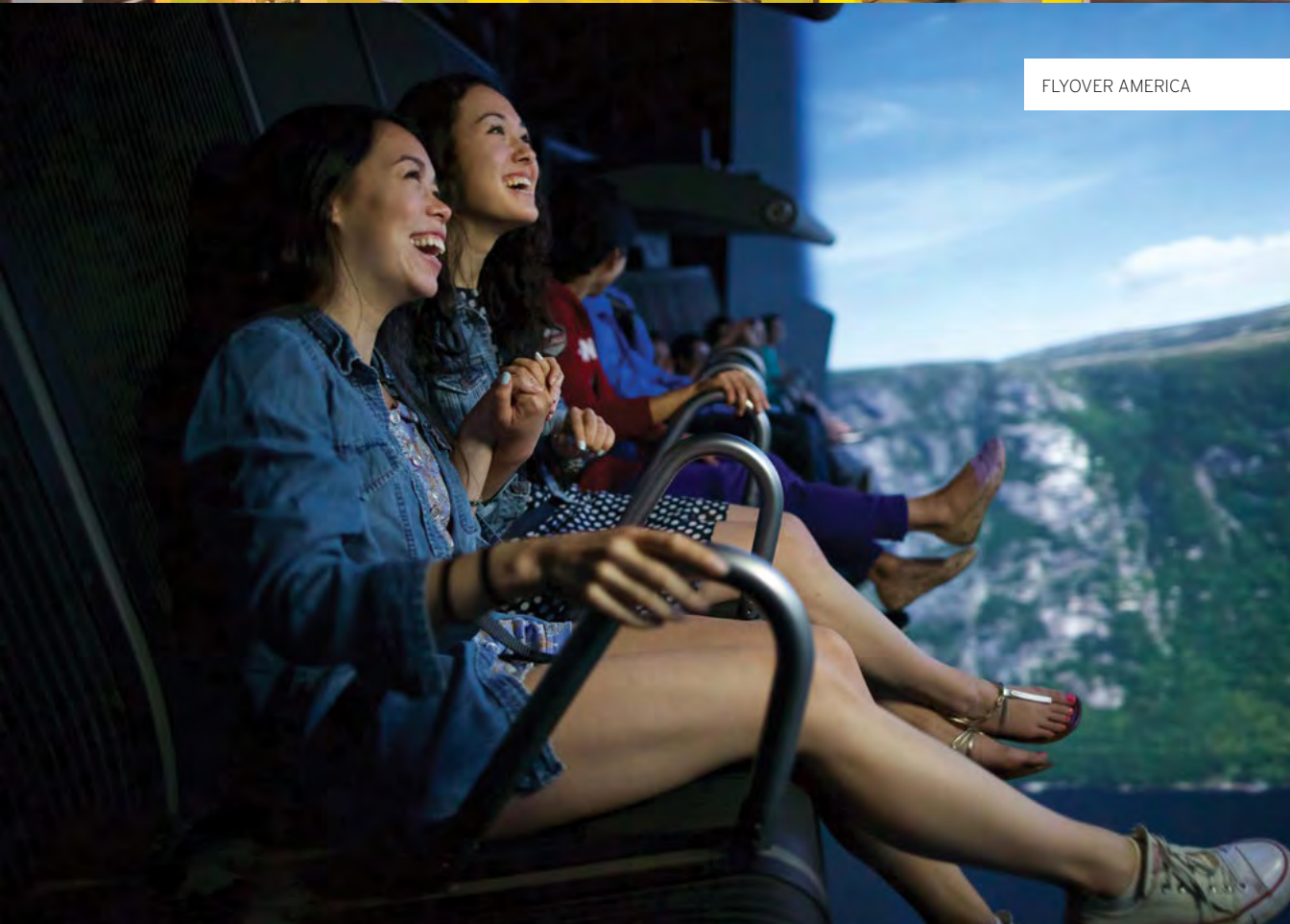
GAME WORKS

AMAZING MIRROR MAZE

XSCAPE

ROCK OF AGES BLACKLIGHT MINIGOLF

RICK BRONSON'S HOUSE OF COMEDY











PROVEN INDUSTRY LEADER

## SOCIAL MEDIA INITIATIVES

 /MALL OF AMERICA  
527,000+ FOLLOWERS

 @MALL OF AMERICA  
52,000+ FOLLOWERS

 @MALL OF AMERICA  
61,000+ FOLLOWERS

 MALL OF AMERICA  
15,000+ FOLLOWERS

As of Nov. 1, 2017

## DIGITAL CONCIERGE

- **Over 700,000 followers** across all MOA® Social Platforms
- Averages **17,000 posts/responses/comments per month**
- 1 post/interaction **per minute per day**
- Average response time is a **minute & a half**

100  
MILLION PER MONTH  
SOCIAL REACH OF MALL OF AMERICA®

## ENHANCED SERVICE PORTAL

The Enhanced Service Portal (ESP) is the communication hub at Mall of America. This portal brings together social media + digital media + security + telecom (phone operators) + guest services to enable custom engagements and conversations between MOA, guests and tenants (via social, SMS, web chat, phone, email & in-person). By tracking conversations and trends, MOA is able to provide relevant tips, deals, recommendations and personalized service to individual guests. Our goal is to keep guests at MOA longer, drive them into more stores and increase sales through an enhanced guest experience. In 2017, we will continue to incorporate new and emerging technologies into the Enhanced Service Portal to stay innovative and cutting-edge in our approach to service and communications.

## SERVICES

- Personal Shopping Program
- Valet
- Digital Parking Program
- Uber Delivery Service
- ESP Digital Concierge





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

Tourism projects

Office buildings

Urban entertainment destinations

Recreation and amusement parks

Hospitality projects

Residential developments

Commercial and industrial real estate
- Auto and industrial manufacturing

Natural resource development (oil, gas and minerals)

Technology

Research

Venture capital

Banking and finance

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](http://mallofamerica.com)    [triplefive.com](http://triplefive.com)



WEST EDMONTON MALL



AMERICAN DREAM™



AMERICAN DREAM MIAMI





# LEASING

## MALL OF AMERICA®

Annual Visits	Over 40 million
Annual Mall Sales	Over \$1 billion
Sales per Square Foot	\$704
Public Relations	Over \$400 million in free publicity

## CUSTOMER BASE

Local	60%
Tourist	40%
Average Spend per Visit	\$316
Average Length of Stay	4 hours
International Tourists Spend	2½ times more than local residents

## LEASING

Gross Building Area	5.689 million square feet
Gross Leasable Retail Space	2.869 million square feet
Total Dept Store GLA	693,000 square feet
Total Small Shop GLA	2.140 million square feet
Total Hotel GLA	690,000 square feet

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

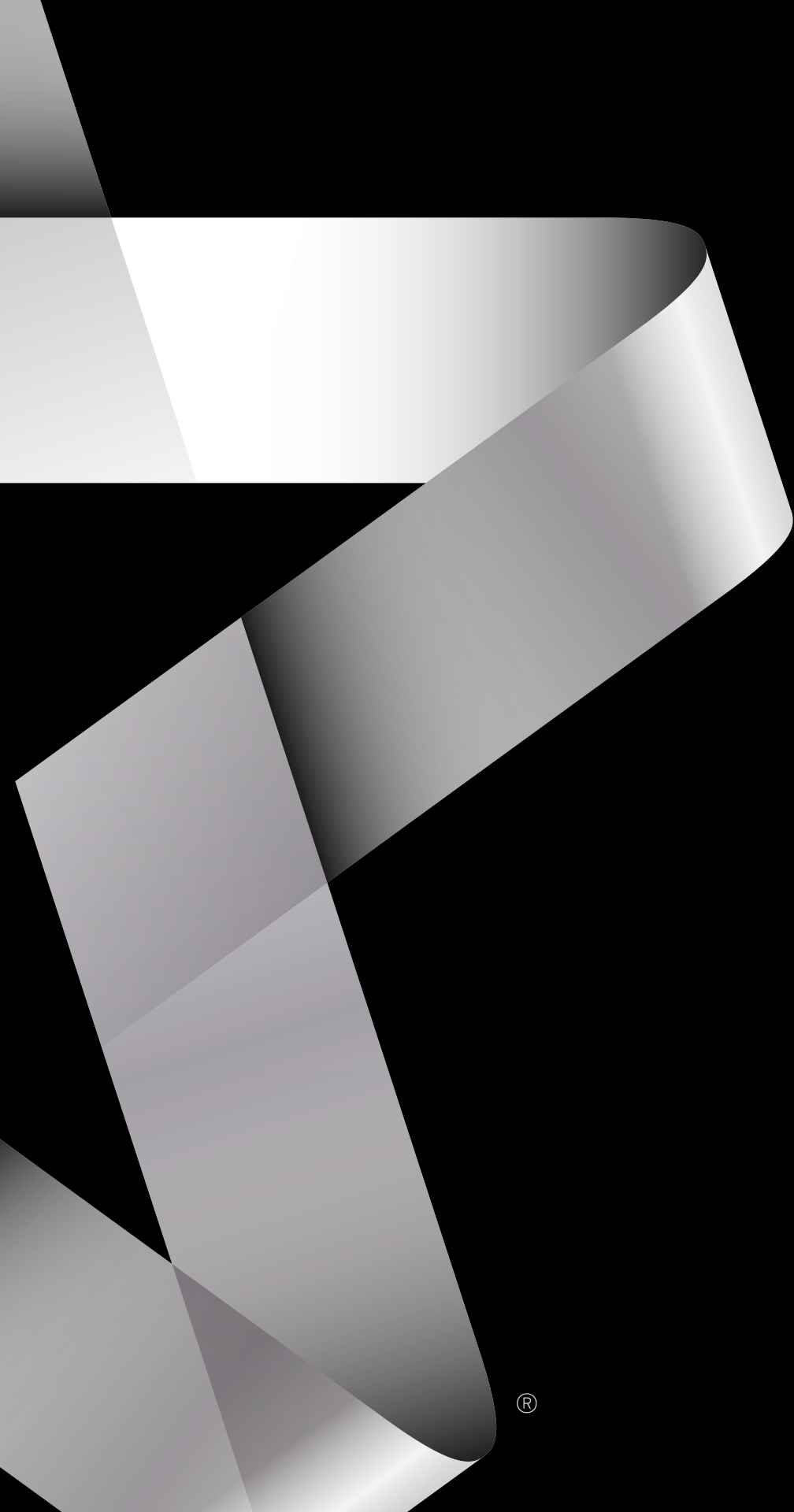
Retail	69.2%
Entertainment/Attractions	22.4%
Food & Beverage	8.4%

(Based on square footage of stores)

Sources: Future Brand Research, Ogilvy Red

# POCKET FOLDER





®