

VERO BEACH OUTLETS™



PROJECT

BIGGER BRANDS. **BETTER THAN EVER.**

With exciting new brands in place and improvements throughout the center, Vero Beach Outlets holds an even stronger position in the south Florida marketplace. EB has repositioned the center as a premier destination for fashion-forward outlet shoppers and continues to ensure the success for merchant partners with a long-term commitment to grow the center through strategic marketing.

LOOKING BETTER, **LIKE NEVER BEFORE**

▪ HOME TO MORE THAN 50 ICONIC BRANDS INCLUDING RESTORATION HARDWARE OUTLET, BROOKS BROTHERS FACTORY STORE, LOFT OUTLET AND WHITE HOUSE | BLACK MARKET

NOW **OPEN:**

- KAY JEWELERS OUTLET
- WILLIAMS-SONOMA OUTLET
- LIDS LOCKER ROOM
- COLUMBIA SPORTSWEAR

MARKET

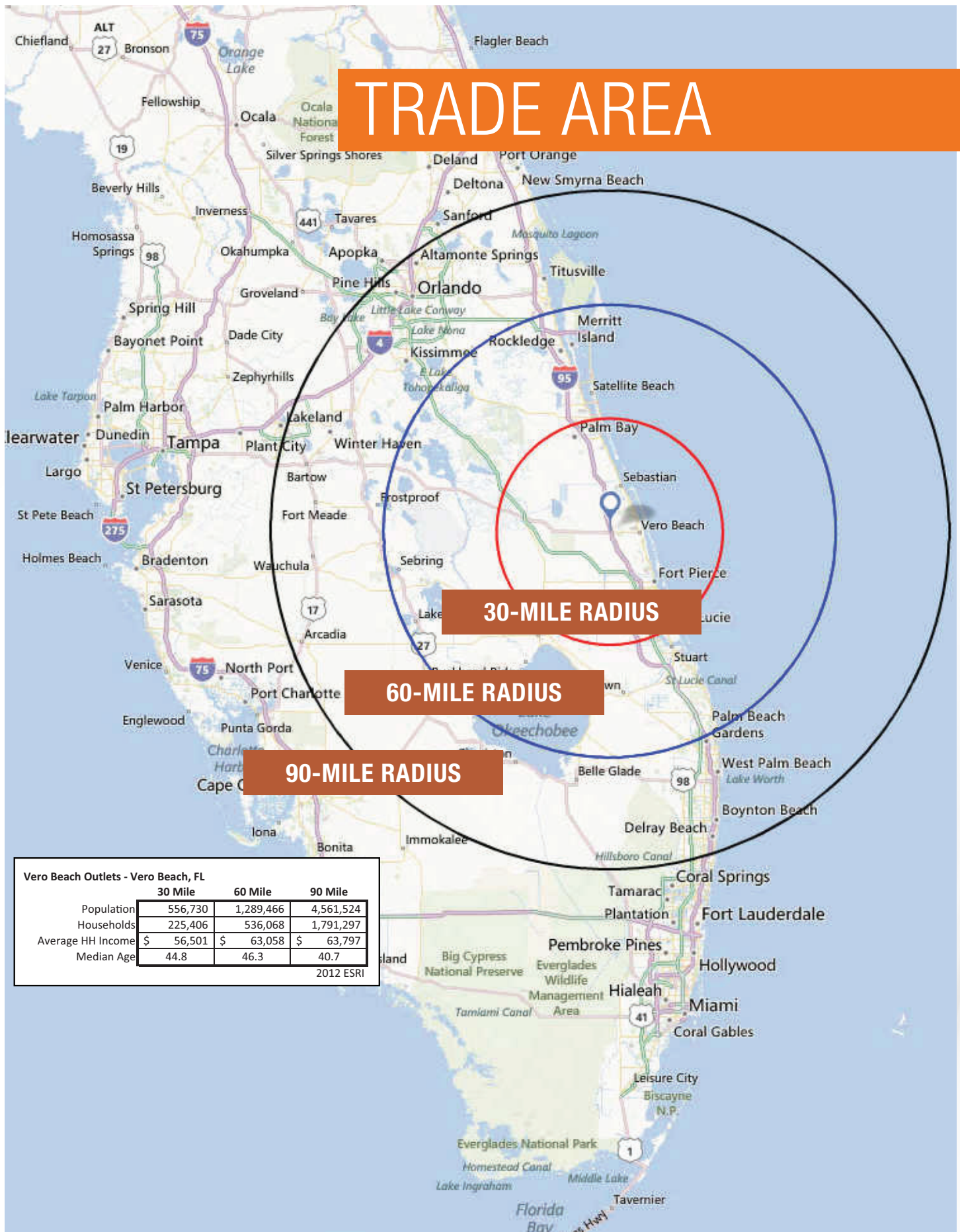
WELCOME SHOPPERS **BY THE MILLIONS**

With 3.3 million visitors annually, Florida's Treasure Coast reaps tourism dollars in addition to spending by its affluent year-round residents. Known as "The Hamptons of South Florida," Vero Beach has the fourth highest concentration of wealthy households in the country, with 14 percent of residents being millionaires. The average household income within 60 miles is \$63,058.

- **VERO BEACH'S ORCHID ISLAND BOASTS AN AVERAGE HOUSEHOLD INCOME OF \$139,298**
- **2.4 MILLION PEOPLE IN THE PRIMARY MARKET AREA**
- **3.3 MILLION VISITORS ANNUALLY**
- **14% OF VERO BEACH HOUSEHOLDS ARE MILLIONAIRES**
- **4TH HIGHEST CONCENTRATION OF WEALTHY HOUSEHOLDS, RETIREES AND VACATIONERS (2ND HOME OWNERS)**
- **MORE RETIRED CEOS THAN ANYWHERE ELSE IN THE COUNTRY**
- **AVERAGE DAILY TRAFFIC OF 113,500 VEHICLES**



TRADE AREA



30-MILE RADIUS

60-MILE RADIUS

90-MILE RADIUS

Vero Beach Outlets - Vero Beach, FL

	30 Mile	60 Mile	90 Mile
Population	556,730	1,289,466	4,561,524
Households	225,406	536,068	1,791,297
Average HH Income	\$ 56,501	\$ 63,058	\$ 63,797
Median Age	44.8	46.3	40.7

2012 ESRI

LOCATION



DEVELOPMENT

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