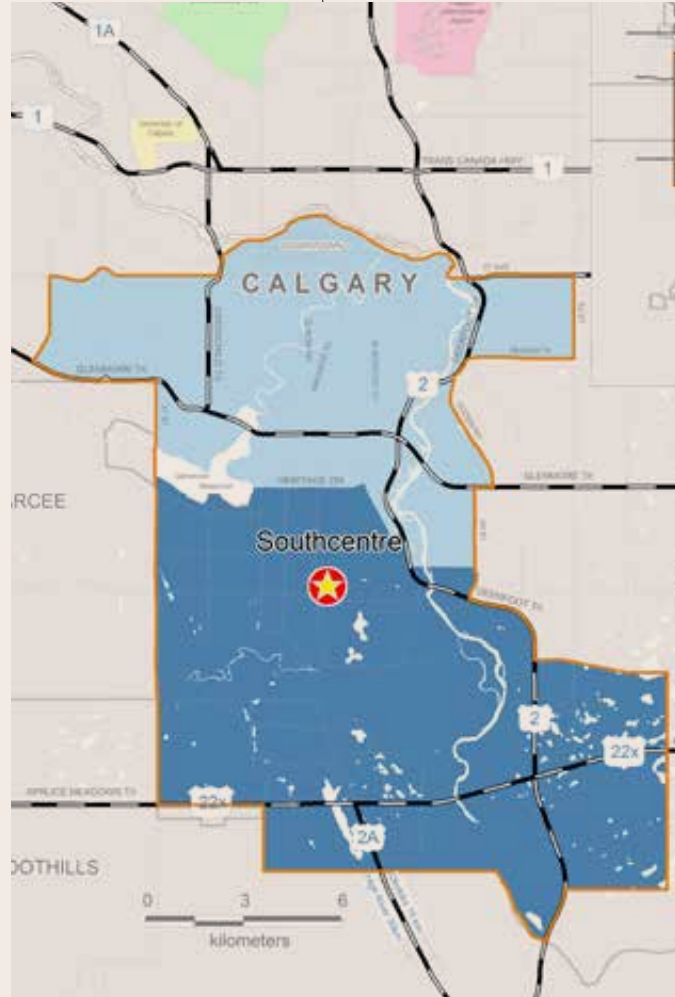


# TRADE AREA & CUSTOMER DRAW



Calgary CMA	
Population	1,529,575
Households	567,622
Avg. Household Income	\$139,543
% of Households >\$100K	42.4%
Fashion Expenditure	\$2.8 billion
Fashion Exp. per HH	\$5,179
Primary Trade Area	
Population	342,662
Households	123,393
Avg. Household Income	\$139,351
% of Households >\$100K	47.4%
Fashion Expenditure	\$631 million
Fashion Exp. per HH	\$5,327
Secondary Trade Area	
Population	279,411
Households	125,056
Avg. Household Income	\$137,332
% of Households >\$100K	32.8%
Fashion Expenditure	\$595 million
Fashion Exp. per HH	\$4,649
Total Trade Area	
Population	622,074
Households	248,449
Avg. Household Income	\$138,335
% of Households >\$100K	40.0%
Fashion Expenditure	\$1.226 billion
Fashion Exp. per HH	\$4,975

# BE IN GOOD COMPANY

Crate&Barrel

Arizia

blu's

SHOPPERS  
DRUG MART

ALDO

Disney  
STORE

PANDORA

CRAFT

SPORTING LIFE

VICTORIA'S  
SECRET

H&M

Brown's

SEPHORA

ROOTS

lululemon athletica

MAC

RH  
RESTORATION HARDWARE

SPORTCHEK

A  
ANALOG  
COFFEE

BOSE

MICHAEL KORS

STARBUCKS  
COFFEE

BANANA REPUBLIC

HUDSON'S BAY

## CONTACT

Greg Schmidt  
Senior Director, Retail Leasing  
416.865.8097  
gschmidt@oxfordproperties.com

Ashley Roberts  
Director, Retail Leasing  
403.206.6445  
aroberts@oxfordproperties.com

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

OXFORD

# SOUTHCENTRE



OXFORD

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



# PRESENTING SOUTHCENTRE MALL



## THE VISION

To become the dominant Calgary shopping destination, providing guests with aspirational and best in class brands combined with exceptional customer service and a refined retail experience.

## THE OPPORTUNITY

- Close proximity to South Calgary's residential growth of +173,000 people
- Heart of the income growth with a high density of households earning \$250K+
- Gross leasable area is 1.1 million square feet
- Accessibility and parking: located on major thoroughfares with 4,100 parking stalls

## INVESTMENT

A \$100 million upgrade took place at Southcentre in 2010. This complete renovation included an expanded food court, many retail expansions, and modern upgrades throughout the mall.

Over the next five years a further \$250M will be invested into the centre. In 2016, Southcentre opened western Canada's first Sporting Life, featuring 40,000 square feet of selling space blending the best of fashion and sport. This addition, along with the centre's strong retail mix, will help Southcentre continue to enhance the customer experience and attract premium retailers and even more affluent clientele.

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

# BY THE NUMBERS



**1974**

YEAR BUILT



**2010**

YEAR OF RECENT EXPANSION



**1.1M SF**

GROSS LEASABLE AREA



**4,193**

PARKING STALLS



**\$621**

SALES PER SF



**\$400M**

TOTAL ANNUAL SALES



**8M**

ANNUAL SHOPPER VISITS



**123,393**

PRIMARY TRADE AREA HOUSEHOLDS

**125,056**

SECONDARY TRADE AREA HOUSEHOLDS



**342,662**

PRIMARY TRADE AREA POPULATION

**279,411**

SECONDARY TRADE AREA POPULATION



**170**

STORES AND SERVICES

# SUPERIOR SHOPPER



CALGARY IS CANADA'S 3<sup>RD</sup> LARGEST MUNICIPALITY



**67%**

POST SECONDARY EDUCATION



**\$158**

AVERAGE SPEND PER VISIT



**77%**

FEMALE SHOPPERS



**\$139,351**

AVERAGE HOUSEHOLD INCOME IN PRIMARY TRADE AREA



CALGARY HAS THE HIGHEST DISPOSABLE INCOME AT \$45,600 ANNUALLY IN CANADA



**82 MINS**

AVERAGE LENGTH OF VISIT



**4 VISITS**

MINIMUM NUMBER OF TIMES PER MONTH A LOYAL CUSTOMER FREQUENTS SOUTHCENTRE



**23%**

MALE SHOPPERS



**\$98,379**

AVERAGE HOUSEHOLD INCOME IN CANADA

VS.

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

# TRADE AREA POPULATION

