

westbrook  
OUTLETS

Shopping By The Sea

WESTBROOK, CONNECTICUT

# Life in New England

attracts shoppers from around the world.

New England is more than a lobster roll and a bowl of chowder. It's a destination for a world of shoppers. Only here can they enjoy the small charming towns, the vast colorful beaches, and the wonderful shops with their unique New England seaside flavor. At Westbrook Outlets, shoppers find a range of brands from the familiar to the unique. For many, it's a fun day out and a place to return because it's shopping for every taste, every generation and every need.



# Seaside Charm. Unique Brands.

To put it simply, casual shopping in a beautiful, manicured and rustic location like this doesn't get much better. With Westbrook Outlets, your brand gets the best of both worlds: the local customer that shops the center frequently and the regional audience traveling from outside a 20-mile radius who shop longer, stay longer, spend more and return more often after they visit.

Our featured national brands have become some of America's favorites and we take an active role in promoting the entire Westbrook Outlets community at our customized on-site events. This robust marketing program, supported by ownership, has expanded the local market.

*The charm of the town of Westbrook and its proximity to the ocean gives this outlet a gentle relaxed feel.*



# Casual Shopping

with a Main Street Feel



## Local Market:

10 zip codes, middle-upper income, with a population of 77,000

## Large Inflow Market:

**68%**

of Westbrook Outlets' customers come from outside its local/regional trade area



# The Thrill of the Hunt

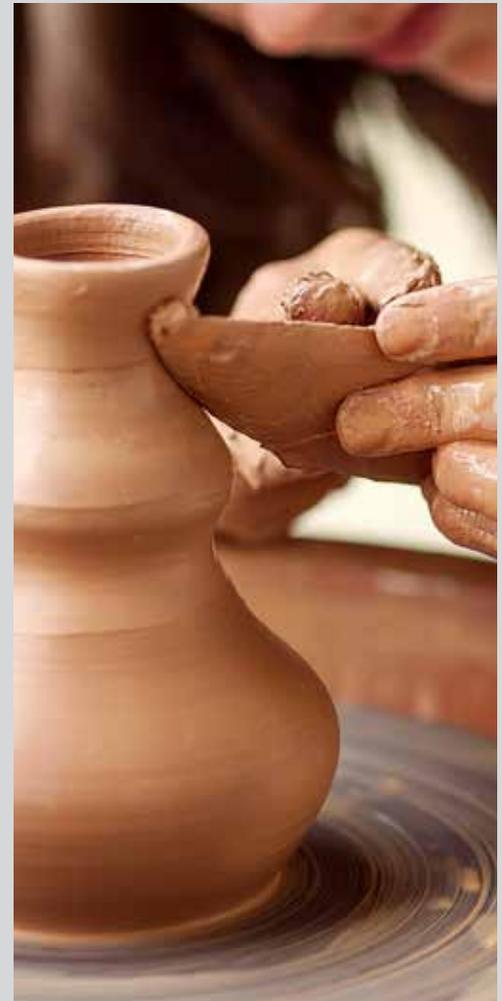


Shoppers are looking for experiences like the bargain-hunting thrill that outlets provide. Westbrook Outlets' unique destination inspires shoppers to return again and again driving strong sales and growth for retailers. Westbrook Outlets also features Marquee Cinemas Westbrook 12. The only 12 screen multiplex within 15 miles from the property.





Local and regional tenants including food, services, arts and crafts, and art galleries would fit in seamlessly at Westbrook.



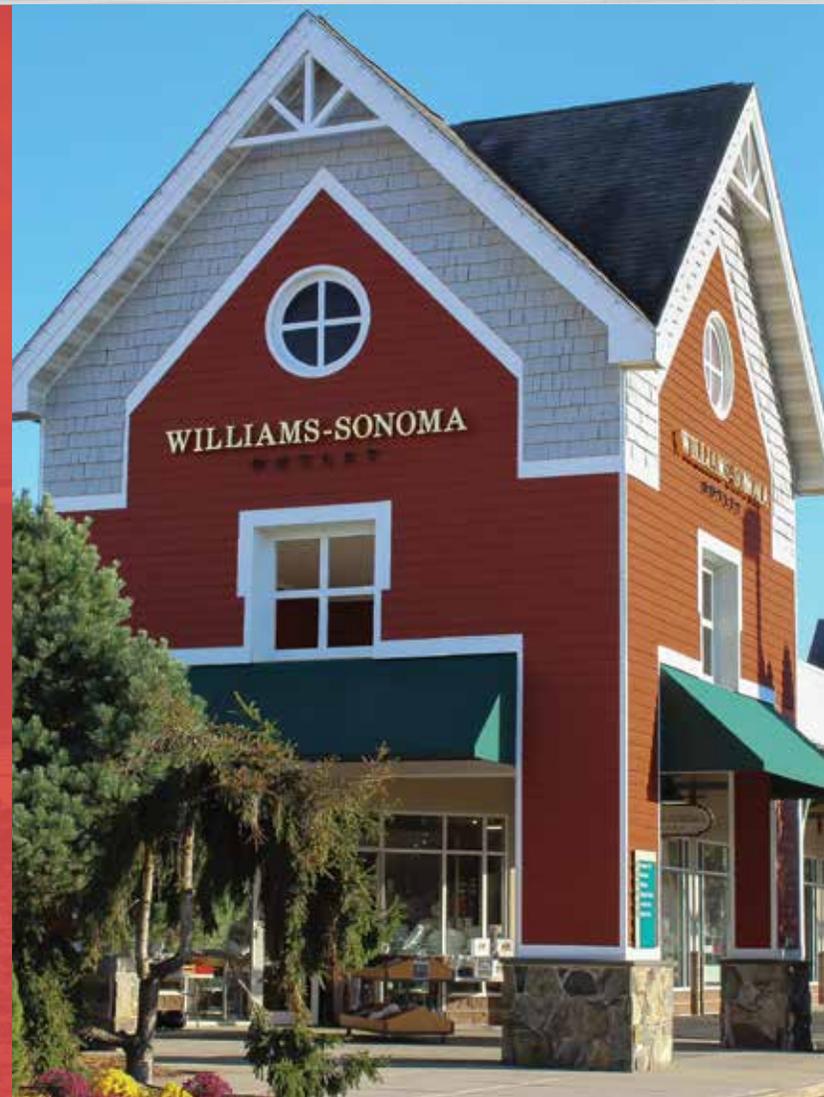


Shoppers love the comfortable, casual, seaside charm...

you'll love that it's off of the busiest highway in America.

We've created something more than just a 290,000 square foot outlet center. We deliver a great day out with a satisfying, leisurely shopping experience. Just off I-95, the busiest highway in America with nearly 70,000 vehicles per day, Westbrook Outlets becomes a relaxing stop for travelers, featuring carefully selected brands in a beautiful New England setting.

Westbrook Outlets is accessible from two exits off I-95. Motorcoaches will find it easy to enter and exit the property and shoppers will find parking easy, and convenient in 1,547 spaces spread out over several large lots surrounding the Outlets.





### Distance to Major Cities

New London, CT.....	<b>22 miles</b>
Middletown, CT.....	<b>26 miles</b>
New Haven, CT.....	<b>28 miles</b>
Hartford, CT.....	<b>42 miles</b>
Providence, RI.....	<b>77 miles</b>

### Points of Interest

Harveys Beach.....	<b>2 miles</b>
Essex Steam Train & Riverboat.....	<b>6 miles</b>
Hammonasset State Park.....	<b>7 miles</b>
Ocean Beach Park.....	<b>25 miles</b>
Mystic Aquarium.....	<b>30 miles</b>

# 20%

Shoppers at Westbrook Outlets have an AHHI that is 20% above its competition and 34% higher than the MSA.



### Nearest Competition

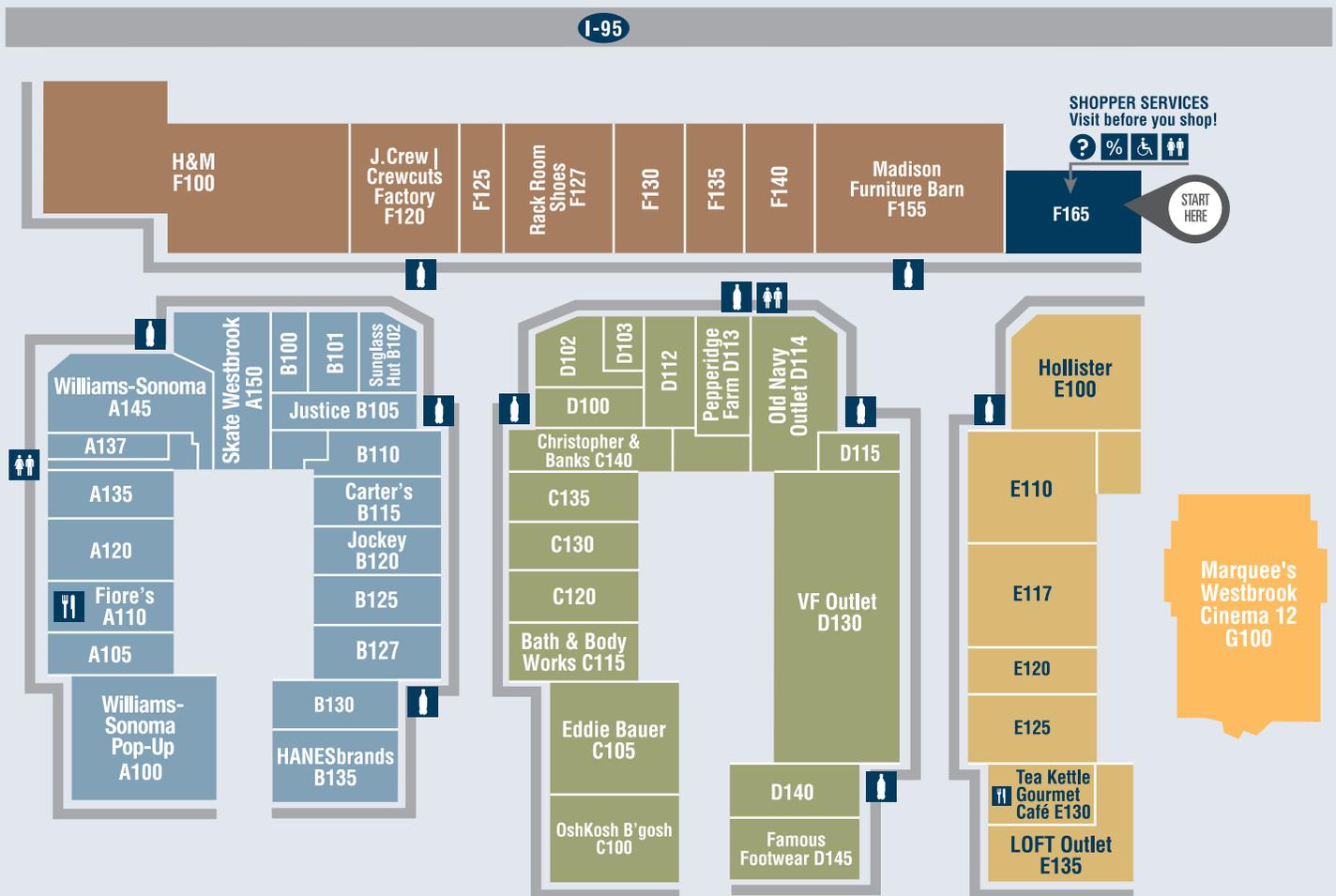
Clinton Crossing Premium Outlets.....	<b>6 miles</b>
Michael Kors, Kate Spade, Tumi, Movado	
Crystal Mall.....	<b>20 miles</b>
Macy's, H&M, Old Navy, JCPenney	
Meriden Mall.....	<b>33 miles</b>
Macy's, Boscov's, H&M, Best Buy	
Tanger Outlets Foxwoods.....	<b>35 miles</b>
Michael Kors, Polo, Armani Exchange, Vineyard Vines	
Connecticut Post Mall.....	<b>36 miles</b>
Boscov's, H&M, Macy's, Target	



The Westbrook Outlets shopper boasts the best demographics of outlet shoppers in the area and attracts higher income shoppers from the market.

	Average Household Income	% with Average Household Income > \$100,000	Average Age of Head of Household	% of Households with Children	% with College Degree or Higher
<b>Westbrook Outlets Shopper</b>	<b>\$133,468</b>	<b>47.5%</b>	<b>47.8</b>	<b>28.9%</b>	<b>43.9%</b>
Hartford-West Hartford MSA	\$99,524	35.6%	48.2	31.2%	38.5%
Clinton Crossing Premium Outlets	\$111,555	47.2%	27.1	29.8%	43.6%
Tanger Outlets Foxwoods	\$98,137	41.9%	47.4	30.7%	35.9%

Source: Alexander Babbage (July, 2019)



- SHOPPER SERVICES
- COUPON BOOKS
- VENDING MACHINE
- RESTROOMS
- STROLLER & WHEELCHAIR
- RESTAURANT / FOOD

# Westbrook Outlets is located in Middlesex County, Connecticut.

Westbrook is located in southern Connecticut on the Long Island Sound. A regional market of extraordinary population density, affluence and sophistication.

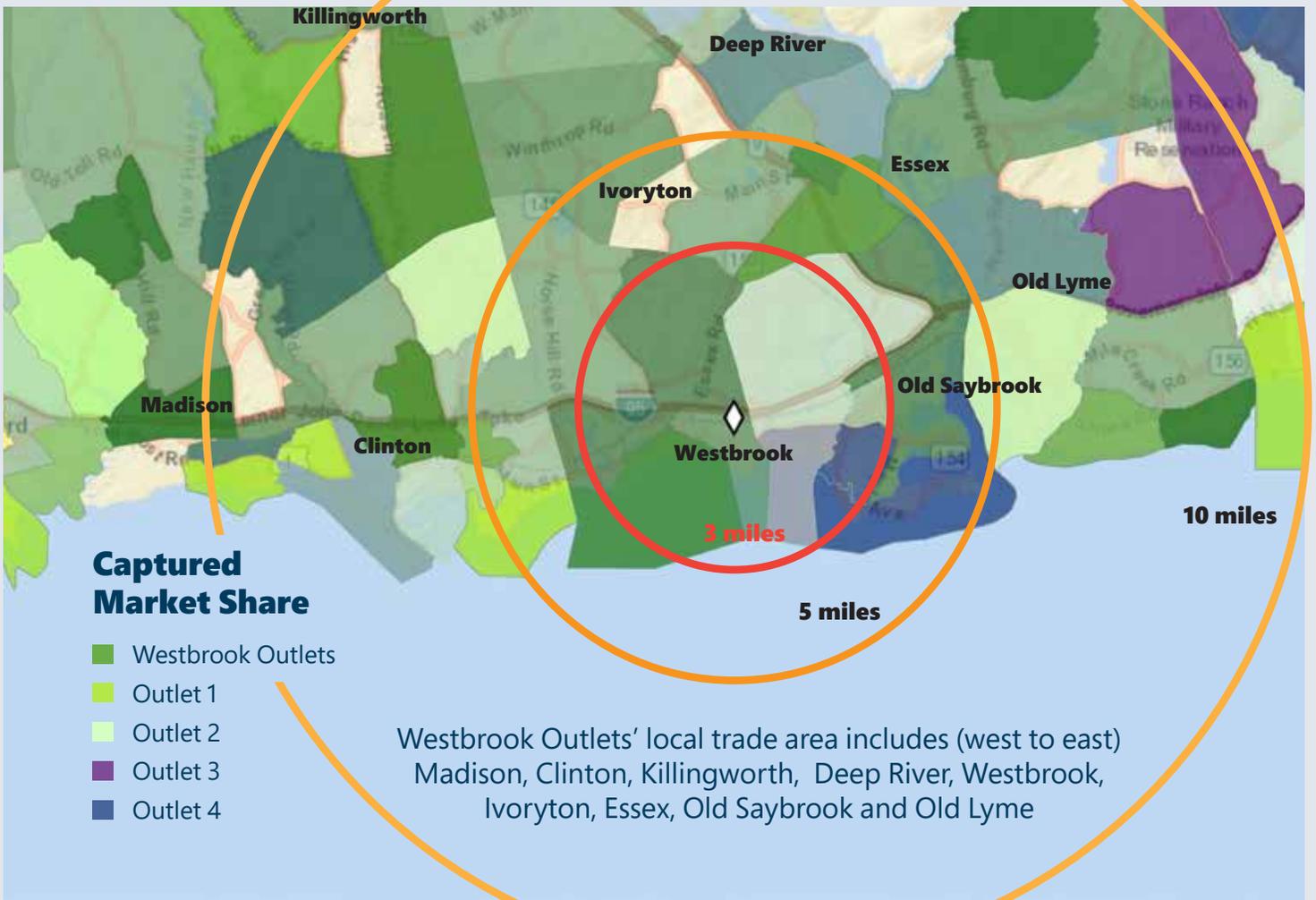


Westbrook Outlets draws strongly from the local market.

## Geographic Penetration Local View

- Strongest Penetration
- 5
- 4
- 3
- 2
- Weakest Penetration





Westbrook Outlets attracts both unique and cross-shopping customers.

	3 Miles	5 Miles	10 Miles
Population	12,264	29,795	70,144
Households	5,052	12,489	29,012
Average Household Size	2.39	2.36	2.73
Average Household Income	\$104,462	\$104,827	\$114,872
<b>INCOME</b>			
<\$35,000	24.0%	23.6%	19.8%
\$35,000 - \$49,999	12.6%	11.6%	10.3%
\$50,000 - \$74,999	13.9%	14.6%	14.9%
\$75,000 - \$99,999	9.6%	11.6%	12.5%
\$100,000 - \$149,999	18.4%	17.7%	18.0%
\$150,000 - \$199,999	10.4%	9.9%	11.7%
\$200,000+	11.0%	11.0%	12.9%
<b>AGE</b>			
<20 years	18.2%	19.2%	20.2%
20 - 24 years	4.2%	4.4%	4.1%
25 - 34 years	8.9%	8.7%	8.0%
35 - 44 years	9.6%	9.5%	9.6%
45 - 54 years	14.1%	14.2%	14.9%
55 - 64 years	17.4%	17.4%	17.6%
65+ years	27.6%	26.7%	25.8%

A messaging commitment to capture the creativity, originality and spirit of the region.

Big Little Buys  
**LABOR DAY  
SIDEWALK SALE**  
Friday, August 30 –  
Monday, September 2

WILLIAMS-SONOMA OUTLET • EDGE BAUER OUTLET  
LOFT OUTLET • BATH & BODY WORKS CLEARANCE • HERM

Big Little Buys  
**SPLASH OF PINK / LILLY PULITZER  
WAREHOUSE SALE**  
The saving starts Wednesday, August 7th, 2019

Win a \$250 Gift Card  
With Shopper Services

*Splash of Pink*

My Secret Place For  
Big Little Buys

EDGE BAUER OUTLET • GIGI HANVY OUTLET • LOFT OUTLET  
KORUM FACTORY / CREWCLUB • WILLIAMS-SONOMA OUTLET

Win A \$100  
Shopping Spree

Sign up for our VIP Email Database  
at Shopper Services or westbrookoutlets.com

One entry per person per method. See Shopper Services for details.  
One chance to be drawn in July and one in August 2019.

Back-to-School  
Specials  
Tax-free Savings  
Aug. 18-24

Back-to-School  
Savings

Back-to-School Specials  
Tax-free Savings Aug. 18-24

OFFERS

WEST TOP WOOD KITCHEN WARE

LABOR DAY

2019 VIP COUPON BOOK

VIP SAVINGS CLUB

TAX FREE WEEK

This Wed Aug 7 –  
Sun Aug 11

Biggest  
Little Secret  
Sale

Some Things You  
Don't Discuss In Public

EXIT 65/66

Biggest  
Little Secret Sale  
August 7-August 11, 2019

Message Us For Details

Enter to WIN a \$250  
Williams-Sonoma  
Outlet Gift Card

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OUTLETS  
**VIP  
SAVINGS  
CLUB**

Join today for your  
chance to WIN a \$250  
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Outlet Gift Card.

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OUTLETS

Biggest Little Secret Sale

Some Things You Don't Discuss In Public

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WILLIAMS-SONOMA OUTLET • EDGE BAUER OUTLET  
LOFT OUTLET • BATH & BODY WORKS CLEARANCE • HERM

Big Little Buys  
Less Drama  
More Savings Up To 70%

TAKE A BREAK FROM THE BEACH

Big Little Buys  
**LABOR DAY  
SIDEWALK SALE**  
Friday, Aug. 30 – Monday, Sept. 2

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Less Drama More Savings Up To 70%

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My Secret Place For  
Big Little Buys

EXIT 65/66

An aggressive presence in radio, digital display, social media, mobile, email, website and on-site.





TORG is the only global alliance of experts with a truly comprehensive approach to outlets. Our deep experience and understanding of the outlet industry's every facet-including advisory services, finance, leasing, marketing and more-help us deliver informed integrated solutions.



### **Tenant Representation**

We professionally represent outlet retailers in the identification and refinement of their store portfolios. We also provide access and insights into marketing information, comparative metrics and sales performance that are critical to making equitable and profitable deals.

TORG is fully equipped to:

- Identify and assess locations that comply with brand/retailer criteria
- Select space within centers of the appropriate size and location
- Negotiate lease terms
- Oversee lease execution
- Monitor store delivery
- Manage lease inventory including renewals and expirations
- Coordinate with legal, operations, architects/store partners and tenant coordination
- Provide robust reporting

**For information on opportunities for your brand at Westbrook Outlets, please contact:**

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Unique Opportunities.  
Unique Experiences.  
Unique New England.



When shopping at Westbrook Outlets you're taking in the best of New England. You can feel the casual pace, the rich colors, and the seaside charm. Perhaps that's why Westbrook offers exclusive brands – *that want to be here.*

Westbrook Outlets is offering opportunities for brands that want to take advantage of this beautiful setting and strong demographic metrics. Local and regional tenants including food, services, arts and crafts and art galleries would fit in seamlessly with Westbrook and its relaxed atmosphere.

At Westbrook, you'll find a marketing team ready to work with you. Throughout the year ownership stays active to engage shoppers. Their dedicated marketing team tailors sustained efforts to put Westbrook retailers in front of shoppers with aggressive print, digital and radio advertising campaigns, hosts entertaining on-site events and strongly promotes their exclusive VIP club which leads to more immersive experiences.

*The shopper and the brand  
just fit together better at  
Westbrook Outlets.*





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OUTLETS

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**TORG**  
The Outlet Resource Group

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