

A man in a colorful floral shirt is carrying a woman in a red floral shirt on his shoulders. They are on a sandy beach at sunset, with the sun low on the horizon and the sky glowing. The woman has her arms raised in the air.

SANIBEL
OUTLETS

A PREMIER SPECIALTY
RETAIL CENTER

YOUR DESIRED
destination

GREATER FORT MYERS AND SANIBEL/CAPTIVA ISLAND REGION, FLORIDA



A Specialty RETAIL CENTER

Visitors to the Fort Myers and Sanibel/ Captiva Island area identify shopping as a primary activity. That is why this extraordinary Florida region welcomes over 5 million shoppers each year.

Sanibel Outlets offers the opportunity to serve both a permanent local population of more than 1.4 million residents, as well as the massive tourist industry.


Customers browse cool, covered walkways to discover a unique collection of more than 40 leading designer and top brand names including:

- Coach
- Calvin Klein
- Gap
- Levi's
- Polo Ralph Lauren
- Swim Mart
- Tommy Hilfiger
- Nike
- Under Armour
- and many more

A premier specialty retail center, Sanibel Outlets also includes a growing collection of unique boutiques, services and popular food and beverage choices:

- Butterfly Beach
- Golf 4 Less
- Salon by Design
- Cheeburger Cheeburger
- Island Java Café
- Dante's Coal Fired Kitchen
- Bluwave Lobster House





ONE OF THE BEST

Beaches

IN THE WORLD

- NATIONAL GEOGRAPHIC 2017

**MORE THAN
FIVE MILLION
TRAVELERS VISIT
THE GREATER
FORT MYERS AND
SANIBEL/CAPTIVA
ISLAND REGION
ANNUALLY**

With beautiful, year-round weather, seashell-drenched beaches, an abundance of outdoor activities and the pure awe of the Gulf of Mexico it's no wonder that the Greater Fort Myers and Sanibel/Captiva Island region is widely recognized as one of the nation's top destinations.

TOP INTERNATIONAL VISITORS:

- Germany
- Canada
- United Kingdom
- Scandinavia (Sweden, Norway, Finland & Denmark)

ACCOMMODATIONS:

Ranging from modest hotels to idyllic cottages, condominiums and full service resort properties, the Southwest Florida Gulf Coast region offers visitors approximately 23,000 available rooms.



THE PERFECT *Location*



WE WELCOME **2 MILLION** *shoppers* ANNUALLY

Ft Myers Beach

Sanibel Island Causeway

ENTRANCE

ENTRANCE

Summerlin Road
20,600
vehicles per day

McGregor Blvd.
16,100
vehicles per day

2 MILES
From Sanibel Island

6 MILES
From Fort Myers Beach

19 MILES
From Captiva Island

NEAR A HOST OF
World-Class Vacation Resorts

Positioned between well-travelled Summerlin Road and McGregor Boulevard and on the path to the two most visited tourist attractions in Southwest Florida: Fort Myers Beach and Sanibel Island, Sanibel Outlets benefits from an extraordinary location.

Gross Leasable Area:
198,877^{SF}

Permanent Population
1,457,096

Annual Regional Visitors:
OVER 5,000,000

Annual Sanibel Outlets Visitors:
2,000,000

SIGNIFICANT MARKETING *Support*



ANNUAL COUPON BOOK

To increase traffic, an aggressive Google Ads campaign runs continuously throughout the year promoting a FREE coupon book.

**Average Monthly Digital Ad Performance:
Over 2,970,000 impressions
& Over 24,000 clicks**



VIP 20% OFF COUPONS

Three times annually, we offer our VIP customers an additional 20% Off a single item. Customer anticipation of these coupons is high and our return rate is far above national averages for similar vehicles:

Average 3.06% Return

MONTHLY PROMOTIONS

From Farmers Markets, Art Shows and Car Shows to Polar Express Children's Train Rides, we are continuously working with our tenants and local businesses to increase the center's traffic and sales.



FOR ALL OF LIFE'S STYLE MOMENTS, VISIT **SANIBEL OUTLETS**
20350 Summerlin Rd. • Fort Myers, FL • (239) 454-1974 sanibeloutlets.com •

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PROPERTY *Highlights*

- Located in Fort Myers on Florida's Beautiful Gulf Coast
- 2 million shoppers per year
- 739,224 regional trade area population
- \$54,198 median household income
- Providing national and specialty brands unprecedented exposure to loyal local area shoppers and a massive international and domestic tourist industry
- Unique Specialty Brands including:
 - Butterfly Beach
 - Salon by Design
 - International Shell Museum
- Outstanding Food and Beverages:
 - Island Java Cafe
 - Cheeburger Cheeburger
 - Dante's Coal Fired Kitchen



SANIBEL OUTLETS



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FOR LEASING DETAILS:

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