



# OUTLETS

AT KITTERY



# COMMITTED TO YOUR SUCCESS

With two convenient locations on Coastal Route 1 in Kittery, Maine

[outletsatkittery.com](http://outletsatkittery.com)

# INVESTING IN YOUR BRAND

Outlets at Kittery offers national retailers, along with entrepreneurial brands, unlimited potential to operate in an unparalleled retail destination.

With two locations in the Maine Kittery Outlets corridor, which spans one full mile on Coastal Route 1, Outlets at Kittery features a robust mix of leading designer and name brands including Bass Factory Outlet, Nautica, LOFT Outlet, Brooks Brothers Factory Store, Talbots, Lucky Brand Jeans and more.

Recently completing a center-wide improvement project, Outlets at Kittery is the corridor's must-stop shopping

location. The multi-million dollar investment, which included enhancements to Maine Kittery Outlets' only Customer Service Center among other property-wide improvements, not only serves the more than 586,000 residing within 30 minutes of the site, but the influx of tourists visiting the Maine beaches region annually, as well.

And, with nearly 75,000 square feet of gross leasable area across its two locations, Outlets at Kittery offers merchants a wide variety of lease options, including long term, short term and pop-up store spaces, to help optimize and aid in the realization of their success.

# CONNECTED + INVIGORATED

Located along Coastal Route 1 in Kittery, Maine, Outlets at Kittery is a regional destination for people who are looking for a complete outlet shopping experience. With a team experienced in tapping into target markets, Outlets at Kittery is looking ahead to unlock even more value in a proven location.

## MAJOR CITIES

Portsmouth, NH	2 miles
Portland, ME	50 miles
Boston, MA	60 miles



# UNIQUELY POSITIONED

## LOCAL

- Outlets at Kittery has an active and dedicated independent owner committed to investing in the site
- Shoppers drive more than 60 minutes to experience the region's beaches and outlet shopping
- A new Hampton Inn, adjacent to Outlet 1, opened April 2019
- Large number of 2nd homeowners that are primarily coming from Massachusetts, Connecticut and New York
- Daily bus service is available from NYC to Ogunquit during the summer season

## TOURISM

- 58% of visitors shop the Outlets at Kittery during their visit to the Maine beaches region
- Shopping was the #1 trip activity of both day and overnight visitors to the Maine beaches region in 2018
- Overnight visitor spending averages \$1,000 per travel party
- Top states of origin include: New Hampshire, Massachusetts, Connecticut, Rhode Island, New York, Vermont, Pennsylvania and New Jersey
- Canadian visitors have increased over the past 2 years

# PROMINENT BRANDS

- AmeriDown Factory Outlet
- Bass Factory Outlet
- Boston Sports Cave | Moose Stash
- Brooks Brothers Factory Store
- Carter's Babies and Kids
- Christopher & Banks
- Crocs
- HANESbrands
- Le Creuset
- LOFT Outlet
- Lucky Brand Jeans
- Nautica
- OshKosh B'gosh
- Talbots
- Villeroy & Boch Factory Store



\* Potential Pop-Up Space

## KEY STATS

Gross Leasable Area: **74,772**      Local Population: **1,955,669**      Daily Traffic Count: **18,410** (CR 1 & Wilson Rd)

STATS	RADIUS FROM CENTER		
	30 MILES	60 MILES	90 MILES
Population	586,942	4,298,843	7,318,689
Households	233,449	1,658,462	2,795,157
Median Age	41.9	37.6	38.8
Average HHI	\$91,082	\$99,062	\$97,892
HOUSEHOLD INCOME	30 MILES	60 MILES	90 MILES
<\$25,000	15%	18%	18%
\$25,000 - \$49,999	19%	17%	18%
\$50,000 - \$74,999	18%	16%	16%
\$75,000 - \$99,999	14%	13%	13%
\$100,000 - \$199,999	26%	26%	26%
\$200,000 +	7%	10%	10%



Along with aligning itself with veteran outlet retail leasing and marketing experts, privately-owned ADCO Group, a U.S. real estate and merchant banking company which acquired Outlets at Kittery in 2015, has successfully brought its unrivaled approach in significantly enhancing true real estate value to the New England region-based project.

In addition to its center-wide 2017 property transformation effort, Outlets at Kittery exclusively houses a predominant Customer Service building which serves as the primary consumer greeting point for the entire Maine Kittery Outlets corridor. Uniquely functioning as a welcome center, its Customer Service annex instantly adds to the project's distinction as a traffic-driving hub since opening its doors for business in the mid-1980s.

## LEASING CONTACTS

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