



FACT SHEET

- Fashion Outlets of Las Vegas is located 36 miles south of the Las Vegas Strip at Exit 1 in Primm, Nevada off I-15, the only major artery for visitors headed to Las Vegas from Southern California. More than 1 million vehicles pass Fashion Outlets on I-15 each month.
- Featuring more than 100 designer outlets and a Food Court, Fashion Outlets provides 359,093 square feet of gross leasable area and 1,600 parking spaces.
- Fashion Outlets is a single-level, fully enclosed upscale specialty outlet shopping destination showcasing the world's best collection of designer manufacturers featuring discount prices, including Neiman Marcus Last Call Clearance Center, Polo Ralph Lauren Factory Store, Burberry Factory Outlet, Williams-Sonoma Marketplace, Banana Republic Factory Store, Old Navy Outlet, Escada Company Store, Coach Factory Store, Bally Outlet, St. John Company Store, Tod's, Tommy Bahama, Kenneth Cole New York, BCBG Max Azria, Versace Company Store and more.
- Fashion Outlets of Las Vegas opened in July 1998.
- Fashion Outlets is divided into two themed courts – the Urban Court reminiscent of New York's Time Square and the South Beach Court offering a "fun-in-the-sun" resort ambiance.
- In April 2003, Fashion Outlets of Las Vegas became the only outlet center in the world to feature three new distinct concept stores by VF Factory Outlet: Lee, Vanity Fair and Healthtex.
- Fashion Outlets of Las Vegas boasts average overall merchant sales per square foot of more than \$500.
- Fashion Outlets offers frequent daily customer shuttle service from the Las Vegas Strip with ticket sales and information desks located at the MGM Grand Hotel and Casino, the New York – New York Hotel and Casino and The Shops in Desert Passage® at the Aladdin. Shuttle tickets are also available through numerous other ticket agents located throughout Las Vegas.
- Center operational hours are 10am–8pm daily 363 days per year. The center is closed Thanksgiving Day and Christmas Day.
- Fashion Outlets is attached to Primm Valley Resort and Casino, one of the three hotel casinos in Primm owned and operated by the MGM MIRAGE family of casino resorts. Together, Primm Valley Resort and Casino, Whiskey Pete's and Buffalo Bill's offer 2,600 rooms along with the one of the world's tallest and fastest roller coasters, a 6,500-seat concert arena, 11 restaurants, a monorail and two Tom Fazio-designed gold courses.

- In September 2002, Fashion Outlets was awarded a MAXI Merit from the International Council of Shopping Centers recognizing the center's excellence in marketing for its consumer advertising campaign titled "Up to 75% Off."
- Originally developed by TrizecHahn Centers and Gordon Group Holdings, Ltd., the center is now owned and managed by Talisman Companies, L.L.C. based in Coral Gables, Florida. Talisman Companies, L.L.C. owns and operates over five million square feet of power strip centers, regional malls and an outlet center. The properties are located in Baltimore, Maryland; Knoxville, Tennessee; Atlanta, Georgia; Minneapolis, Minnesota; Miami, Florida; and Las Vegas, Nevada.

Fashion Outlets of Las Vegas Customer Profile

Percentage of Shoppers Defined as Tourists		82%
Primary Residence of Shoppers	California	51%
	Nevada	16%
	Other US States	16%
	Asia	6%
	Europe	5%
	Mexico	3%
	Canada	2%
	Other	1%
Ethnic/Racial Heritage of Shoppers	Caucasian	58%
	Latino	12%
	African-American	10%
	Japanese	8%
	Chinese	3%
	Other Asian	6%
	Other	3%
Average Household Income		\$57,400
Median Age		39.1
Gender	Male	45%
	Female	55%
Average Length of Visit to Fashion Outlets		120 minutes
Average Expenditure per Visit		\$172.00
Average Tourist Expenditure per Visit	USA Tourist	\$270.00
	Japanese Tourist	\$322.00
	Other Tourist	\$360.00