AMERICA'S FRONT DOOR TO OUTLET SHOPPING

SAN DIEGO
Outlets
AT THE BORDER

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THE OPPORTUNITY

At 136,000 square feet and prominently located at the San Diego/Tijuana border — the world's busiest border crossing where **70 million cars and pedestrians cross annually** — San Diego Outlets at the Border offers outlet retail tenants an unprecedented opportunity to be at the front door to outlet shopping. Literally.

Not only situated in a prime retail, high-consumer location given its proximity to the U.S./Mexican border, San Diego Outlets at the Border now boasts an increased population reach benefitting directly from a newly opened pedestrian border crossing (Ped West) located directly in front of the entrance to the property. Currently an estimated **25,000 pedestrians** cross the border via Ped West every day. In fact, since it opened in July of 2016, monthly outlet center traffic and sales have increased dramatically with many tenants having sales growth of **20 - 30 percent**. And to cap it off, the realignment of Interstate 5 to the new vehicular border crossing directly in front of the property will also soon make it visible to another **50,000 cars per day.**

As a member of the region's largest collection of more than **150 leading designer and name brand outlet stores**, San Diego Outlets at the Border's retail neighbors include Las Americas Premium Outlets, The Plaza at the Border and San Ysidro Village Shopping Center all positioned along a convenient, three-block walk.

TENANTS

Open and operating since 2013, San Diego Outlets at the Border boasts a robust and growing brand name tenant collection.

SAN DIEGO OUTLETS AT THE BORDER SAMPLE TENANT COMMUNITY

- A'GACI
- Armani Exchange
- Asics
- Carls, Jr.
- Express Factory Outlet
- Foot Locker
- Ghirardelli
- H&M
- Justice
- O'Neill
- Panda Express
- Rack Room Shoes
- Sunglass Hut
- Taco Bell Cantina
- Time Factory Outlet
- Volcom

BORDER CROSSING OVERVIEW

- With its well-established address, San Diego Outlets at the Border is one of four shopping locations strategically positioned at the San Diego/Tijuana border.
- Only San Diego Outlets at the Border can boast a direct gateway status as U.S./Mexico border crossing traffic leads directly to the east entry of the outlet center.
- The realignment of I-5 to the region's new vehicular border crossing, located directly in front of San Diego Outlets at the Border, will soon make the property visible to an additional 50,000 cars per day.

SUPERIOR LOCATION

San Diego Outlets at the Border is located just 20 minutes from downtown San Diego, directly off the I-5 and I-805, at the last exit before the International Border Crossing.

San Diego Outlets at the Border shoppers visit the center an average of 10 times per year, considerably above the average 4–6 time frequency level of U.S. outlets. In 2018, San Diego welcomed 4.3 million Mexican day visitors.

HIGHLIGHTS

TOP 10 ATTRACTIONS TOURISTS VISIT / INTEND TO VISIT DURING TRIP TO SAN DIEGO

1. **Area Beaches:** 23%
2. **Legoland:** 12%
3. **Old Town:** 12%
4. **San Diego Zoo:** 12%
5. **Seaport Village:** 11%
6. **Harbor/Waterfront:** 11%
7. **Balboa Park**: 10%
8. **Coronado Island:** 10%
9. **Sea World:** 10%
10. **Gaslamp District:** 9%

- Tourism is San Diego's **second largest** industry.
- The City plays host to over **35 million** visitors each year which include 18 million overnight visitors and 17 million day visitors.
- San Diego visitors spend approximately **$11.5 billion** annually.
- In 2018, San Diego welcomed **4.3 million** Mexican day visitors.
- In 2019, the number of visitors to San Diego is expected to increase to **35.9 million** annually, an increase of 2.0%.
- San Diego welcomes more than **6,293,000** international visitors on an annual basis: 70% are from Mexico visiting for the day while another 6% are from Mexico visiting overnight. Canadian visitors account for 6% of San Diego's international visitors with a remaining 18% classified as overseas visitors.

DEMOGRAPHICS

SAN DIEGO OUTLETS AT THE BORDER ATTRACTS SHOPPERS FROM THREE STRONG CORE MARKET SEGMENTS

International Shoppers from Mexico ▪ San Diego Region Residents ▪ San Diego Visitors and Tourists

FACTS & FIGURES

3.3
MILLION
San Diego County's estimated permanent population

2.6M
RESIDENTS
Live within 15 miles of the Outlet Center (including Mexico)

$81K
ANNUALLY
Household income per year within 30-mile radius

70
ANNUALLY
Amount of conventions/ tradeshows San Diego hosts yearly

20
MILLION
Pedestrians cross the U.S./Mexico border annually

$500M
ANNUALLY
The region's retail sales per year

10X
ANNUALLY
Frequency of shoppers that visit San Diego Outlets at the Border

THE TEAM

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FFO Real Estate Advisors is a full service, third party real estate leasing and development advisory firm based in Baltimore, Maryland. Our company partners with developers and owners to guide and provide support in all facets of the development process, from site analysis and acquisition through project launch and ongoing asset management. Unique to our organization is our corporately trained background and project based leasing experience, offering our clients a team of skilled and disciplined professionals, ready and able to perform on demand in a highly competitive leasing environment. With over 65 years of combined experience among the principals, FFO prides itself on having a reputation for strong, personal relationships with virtually all of the active retailers in the industry. This is evident by the fact that the principals at FFO have sourced and negotiated over 8,000,000 square feet with lease values totaling hundreds of millions of dollars in the last 20 years. Most notably, FFO has successfully leased five ground-up retail outlet centers totaling over two million square feet. Please visit www.fforealty.com for more information.

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