



AVENTURA MALL



TURNBERRY

CREATORS OF THE EXCEPTIONAL

AVENTURA MALL



FACT SHEET

Description

Aventura Mall, Miami's premier fashion destination, welcomes more than 28 million visitors per year, positioning it among the most visited shopping malls in the U.S. and also one of the most visited attraction by Miami tourists. Aventura Mall is one of the top five highest grossing centers in the country in sales per square foot, drawing from nearly two million local residents and millions of tourists from around the world.

The +/- 2.7 million square-foot multi-level mall is home to six department stores, including Nordstrom, Bloomingdale's, and Macy's, and over 300 stores, 10 full-service restaurants, and an artist-designed interactive playground, Rainbow Valley. In late 2017, Aventura Mall will debut a new three-level, +/- 315,000 square-foot wing featuring Florida's first Top Shop Top Man store, a 34,000 square-foot Zara, an array of restaurants with indoor-outdoor seating, a new Food Hall, and several experiential additions to the Arts Aventura Mall program. The highly anticipated VIP Lounge will open spring 2018.

Location

Ideally located in the heart of South Florida at the Miami-Dade/Broward County line, Aventura Mall is easily accessible from I-95, the Florida Turnpike, the Palmetto Expressway and the beaches via William Lehman Causeway. The mall is situated on 82.7 acres and surrounded by South Florida's most affluent neighborhoods, including Turnberry Isle, Porto Vita and the Waterways of Biscayne Bay.

19501 Biscayne Boulevard
Aventura, Florida 33180
Phone: (305) 935-1110
Website: www.aventuramall.com

Mall Hours

Monday - Saturday: 10am to 9:30pm
Sunday: Noon to 8pm



FACT SHEET (continued)

Trade Area

Aventura Mall's defined trade area has a population of approximately two million people primarily encompassing Aventura, Hollywood, Fort Lauderdale, Weston, Miramar, North Miami (generally north of U.S. 41/Tamiami Trail), North Bay Village, and Miami Beach. Those numbers are expected to grow by tens of thousands as hundreds of new condominium buildings are in various stages of development east of I-95.

Shoppers travel an average of 25 minutes from their local residence to Aventura Mall with primary trade area residents driving about 15 minutes.

Aventura Mall draws predominantly from the 25-44 age bracket in upper income households. These shoppers desire the mall's extensive selection of internationally renowned

luxury retailers, including Gucci, Cartier, Louis Vuitton, Tiffany & Co., Fendi, Givenchy, Burberry, Bally, Rolex, Emilio Pucci, Anne Fontaine and more.

Community

Aventura Mall is the centerpiece of the City of Aventura, and is a large part of this bustling municipality. The shopping center features an array of community-focused experiences, including the One Life wellness program, Little Free Library and the twice-monthly Farmer's Market. The Mall also supports local not-for-profit organizations and national awareness campaigns, including Best Buddies, Humane Society of Greater Miami, Miami-Dade Family Learning Partnership, and many more.



FACT SHEET (continued)

Economic Impact

The household income of Aventura Mall shoppers is \$118,691 - 23% higher than the \$97,763 national average. More than 52% of our shoppers have a household income greater than \$100,000.

The center's shopper base is diverse - 35% Caucasian/White, 40% Hispanic, 15% African American and 9% other.

Aventura Mall also has a thriving international customer base, primarily from Latin America and Europe.

Shopper Profile

Estimated Traffic	28 million annually
Average Age	38
Average Income	\$118,691
Average Expenditure per Visit	\$254.99
Number of Visits per Month	2.7
Length of Visit	77.3 minute per visit

* based on 2013 Alexander Babbage intercept survey

Aventura Mall Leisure Visitor Profile

Average Age	39.8
Average Income	\$127,735
Average Expenditure	\$426.93

Aventura Mall Tourist Shopper Area of Residence

Latin America	60%
Europe	14%
United States	5%
Other	21%

* based on 2013 Alexander Babbage shopper intercept survey



TOURISM

According to the Greater Miami Convention and Visitors Bureau, in 2016 of the 15.7 million overnight visitors to Miami 48.5% were international and 51.5% were domestic. With a wide variety of retailers and entertainment venues appealing to various demographics, Aventura Mall pleases the most discerning tourists visiting South Florida.

The top international markets to Miami are Canada, Colombia, Brazil, Argentina, and Germany. More than half of all tourists who stay in hotels, with the international visitor staying an average of 7 nights. The average total expenditure per international visitor per stay is over \$2,000.00.

Aventura Mall Visitor Profile

Aventura Mall was named a top destination in Miami by the Greater Miami Convention and Visitors Bureau in 2016. 30 percent of visitors to Greater Miami include a visit to Aventura Mall during their stay.

Shopping continues to be the top activity enjoyed by international visitors to Miami, with 46% listing shopping as their most liked feature in the city.

Aventura Mall's top international visitor markets are Ecuador, Russia, Germany, the United Kingdom and Mexico.

Visitor Benefits and Services

The Visitor Center features a growing list of amenities that shoppers won't find anywhere else. It includes multilingual

ambassadors who guide visitors through their shopping experience, providing help with personalized shopping assistance, currency exchange, entertainment bookings, car rentals, transportation reservations, group programs, and more.

Aventura Mall also offers visitors one-of-a-kind access to extensive savings and special offers at the shopping center. The Aventura Mall Rewards program provides international travelers access to discounts and promotions from approximately 80 premier retailers, along with other benefits.

Hotel Partnerships

We continue to build on long-standing relationships with concierge and sales teams at over 60 hotels from Miami to Fort Lauderdale, hosting their guests and incentive groups while they also recommend Aventura Mall as a top shopping destination. We provide hotel concierge with updated directories and the Aventura Mall Rewards vouchers on a consistent basis, as well as host an annual Dade and Broward South Florida Concierge Association Meeting.

All Turnberry hotels, which consist of Fontainebleau Miami Beach, Turnberry Isle Miami, Hampton Inn Hallandale Beach, Courtyard by Marriott, and Residence Inn by Marriott have the Aventura Mall directories in their guest rooms and upon check-in international visitors receive the Aventura Mall Rewards Voucher.



Ugo Rodinone - Moonrise, East

TOURISM (continued)

Hotel In-Room Publications

Aventura Mall is featured in the Greater Miami Convention & Visitors Bureau Book and Where Guest Book that is placed inside the hotel rooms in Miami, Fort Lauderdale and Palm Beach. Aventura Mall is also featured in select luxury hotel in-room magazines.

International Outreach

- In-Market Representatives who promote Aventura Mall year-round in Brazil, Argentina, Colombia, Mexico and Germany.
- IPW: Largest U.S. Travel Trade Show with over 1,600 international travel buyers in attendance.
- Europe: Sales Missions consisting of calls to top operators, travel agencies, corporate businesses and media in the UK, Germany, Belgium, Denmark, Norway, Sweden and Switzerland.
- Mexico: Sales Mission consisting of calls to top operators, travel agencies and media.

- Argentina, Brazil, Chile, Colombia, Uruguay: Sales Missions consisting of calls to top operators, travel agencies, corporate businesses and media.

Local Tourism Publications

We reach visitors once they are in South Florida through features in the below maps, guides, online sites and publications:

- Welcome & Bienvenidos and Bem Vindos Magazines
- TravelHost
- Where Magazine
- The City of Aventura Map
- Southern Florida Concierge Association Map
- Chinese Tourist Guide

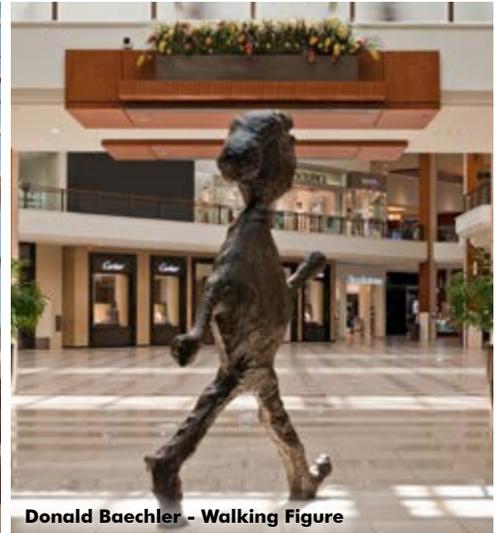
AVENTURA MALL



Louise Bourgeois - Eye Benches



Jorge Pardo - Untitled



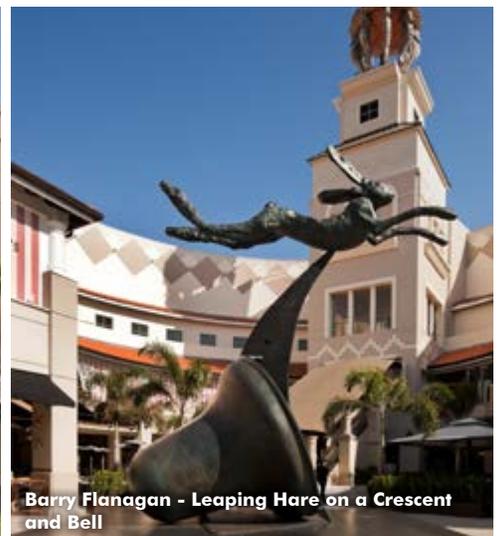
Donald Baechler - Walking Figure



Jaume Plensa - Florida Soul



Gary Hume - Back of a Snowman



Barry Flanagan - Leaping Hare on a Crescent and Bell

ARTS AVENTURA MALL

Aventura Mall is not only South Florida's top fashion destination; it's the setting for a dynamic, world-class contemporary art collection, one that's enjoyed by millions of people each year. Arts Aventura Mall engages shoppers and ignites their imagination through more than a dozen experiential, museum-quality pieces positioned throughout the center.

Strolling through Aventura Mall is a cultural experience – one the New York Times proclaimed "might be the nation's first contemporary art shopping mall."

Arts Aventura Mall highlights include the surrealistic Eye Benches by Louise Bourgeois, which appear to follow guests with a disembodied gaze and three Moonrise sculptures by Swiss-born mixed-media artist Ugo Rondinone. The bronze, 12-foot tall Walking Figure by Donald Baechler has become one of Miami's most "Instagrammable" objects, and Jaume Plensa's Florida

Soul provides shoppers with a sense of tranquility.

The Arts Aventura Mall program will be further enhanced in the shopping center's new wing debuting in late 2017.

Guests will be awed by the monumental, nearly 93-foot tubular, Aventura Slide Tower by Carsten Höller that can be enjoyed while sliding down the sculpture. Gorillas in the Mist, a whimsical public work by The Haas Brothers, will functionally circulate water and include large-scale bronze monkeys and massive bronze trees. Wendell Castle's Veiled in a Dream sculpture doubles as a seat, and Mark Handforth's towering, free-standing Blackbird utilizes the form of a bent clothes hanger as a creative examination of everyday life.

Ever evolving, the collection provides Aventura Mall shoppers with a taste of the region's thriving art scene.

AVENTURA MALL

RETAILERS

