



**OUTLETS**  
NAGS HEAD



Source: Placer.ai  
October 2024

**ANNUAL VISITORS**

919,700

**UNIQUE VISITORS**

579,100

**VISIT FREQUENCY**

1.6/year

**ANNUAL MARKET TOURISTS**

Over 5 Million

Per Outer Banks CVB

**AVG. DWELL TIME**

46 min

**AVG. HOUSEHOLD INCOME**

\$123,946

Within a 30 Mile Radius

**SIZE**

82,161 SF

**NUMBER OF STORES**

22

**KEY DATES**

Opened 1990

Refreshed 2023

**NUMBER OF PARKING SPACES**

484

**PARKING RATIO**

6:1,000

# Market Demographics

Source: Placer.at 2028 Projection, October 2024

STATS	30 MILES	45 MILES	60 MILES
POPULATION	42,434	88,764	172,666
HOUSEHOLDS	17,970	36,650	68,581
AVG. PERSONS/HOUSEHOLD	2.35	2.38	2.43

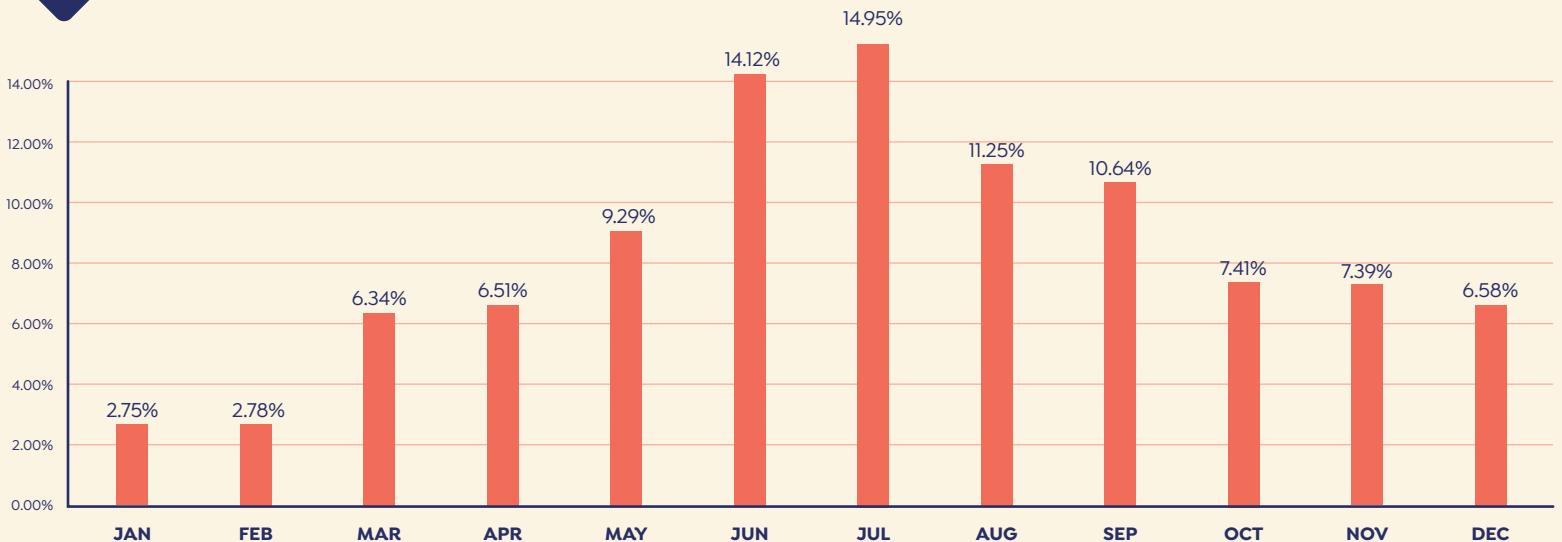
AVG. AGE	47.02	45.28	44.92
MEDIAN AGE	48.8	46.43	45.86

ETHNICITY	30 MILES	45 MILES	60 MILES
WHITE	85.1%	72.3%	71.8%
HISPANIC	7.7%	6.6%	5.4%
OTHER	3.6%	3.9%	4.1%
BLACK	3.0%	16.4%	18.0%
ASIAN	0.6%	0.7%	0.8%

AVG. HOUSEHOLD INCOME	\$123,946	\$107,845	\$103,982
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# Sales Seasonality Chart

Source: September 2023 - August 2024 Tenant Sales



# Featured Stores

- AERIE
- AMERICAN EAGLE
- BROS SERIOUSLY AWESOME FOOD
- CHAMPION
- EDDIE BAUER OUTLET
- GAP FACTORY STORE
- LOFT OUTLET
- MICHAEL KORS
- POLO RALPH LAUREN
- RACK ROOM SHOES
- SPERRY
- SUGAR KINGDOM **NEW**
- TALBOTS OUTLET
- VERA BRADLEY OUTLET

**OUTLETS**  
NAGS HEAD

PAD  
SITE  
AREA

SOUNDSIDE  
EVENT SITE

27,578+ ADT  
SOURCE PLACER.AI 10/2024

Outer Banks Mall  
(2 miles)



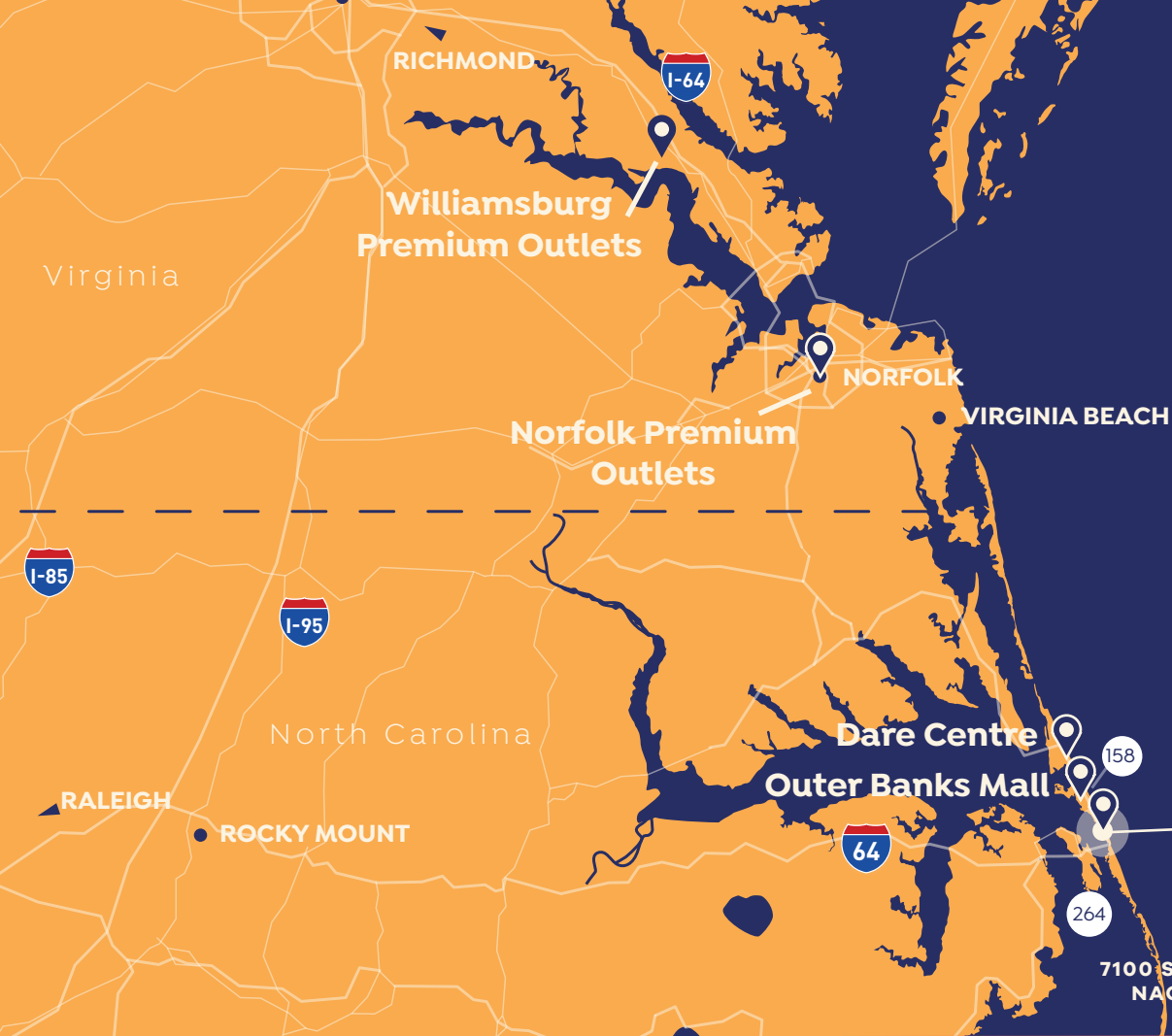
158

12

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**IGNITE**  
RETAIL PARTNERS



N  
W E  
S  
35°54'43.7"N  
75°36'06.9"W



7100 SOUTH CROATAN HWY  
NAGS HEAD, NC 27959

Distance to...

Nearest Competition

MAJOR CITIES .....

NORFOLK	70 miles
RICHMOND	145 miles
RALEIGH	165 miles
WILMINGTON	170 miles

POINTS OF INTEREST .....

JOCKEY'S RIDGE STATE PARK	3.5 miles
WRIGHT BROTHERS NATIONAL MEMORIAL	8 miles
CAPE HATTERAS NATIONAL SEASHORE	46 miles

CENTER	DISTANCE (MILES)	KEY TENANTS
Outer Banks Mall	2	HOMEGOODS, ULTA BEAUTY, WEST MARINE
Dare Centre	9	BELK, RACK ROOM SHOES, FOOD LION
Norfolk Premium Outlets	75	COACH, H&M, NIKE FACTORY STORE, POLO RALPH LAUREN FACTORY STORE
Williamsburg Premium Outlets	116	COACH, COLUMBIA SPORTSWEAR, MICHAEL KORS, NIKE FACTORY STORE

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OWNERSHIP LEASING & MARKETING PROPERTY MANAGEMENT