

Nags Head, NC



**OUTLETS**  
NAGS HEAD



Outlets on the Ocean



### Shopping with a View?

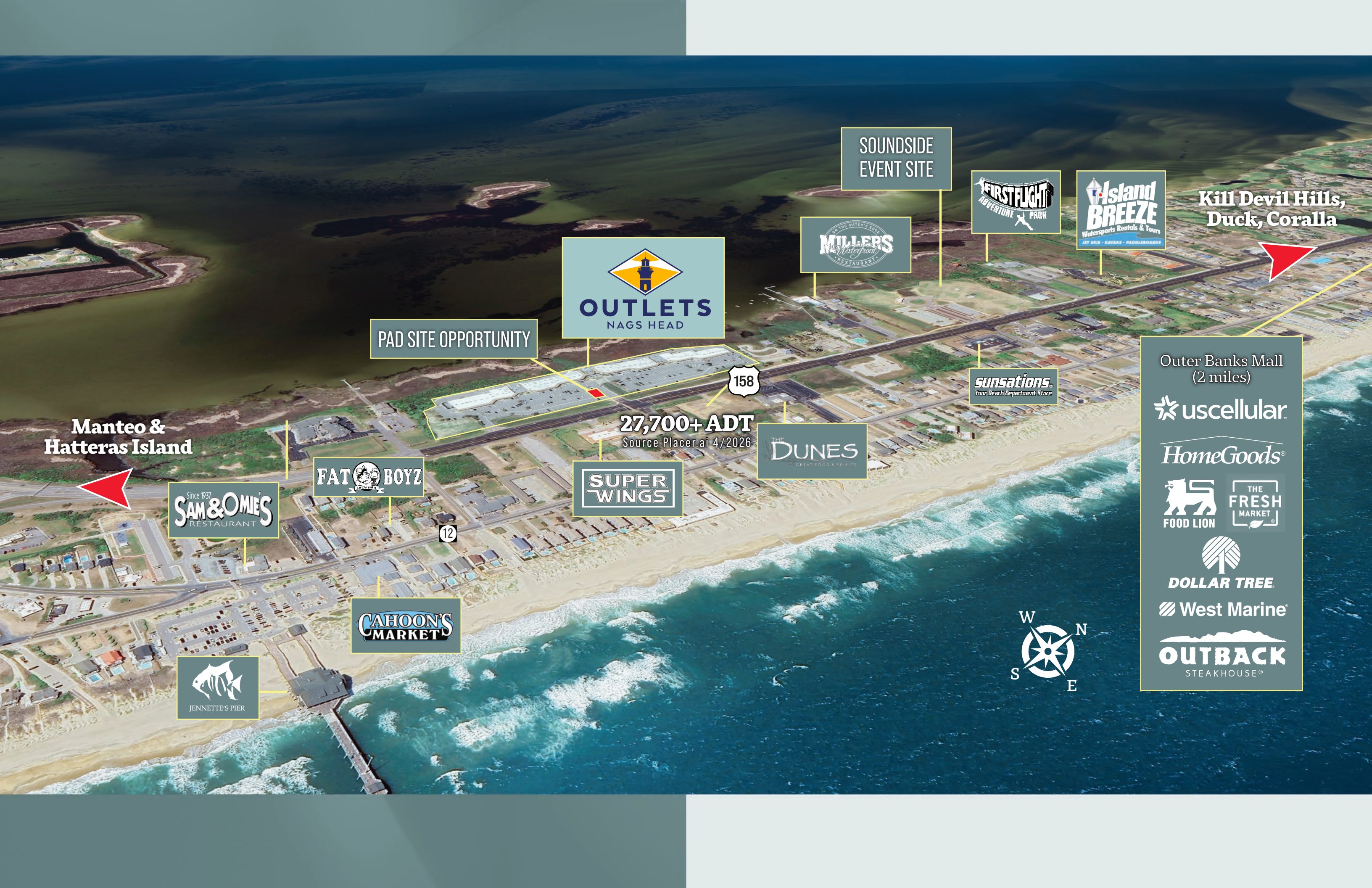
Where else in the country would you see national brands like AERIE, VERA BRADLEY & MICHAEL KORS sharing space with quaint local souvenir shops like THE SALTY SEAHORSE? Where you can enjoy a day shopping with discounts of 70% or more on designer clothes and then relax by the ocean with some ice cream from SUGAR KINGDOM.

Outlets Nags Head features shops and restaurants perfect for the vacation traveler or the local resident looking for the best brands and unique local finds.



### Notable Retailers

### New 2026



Manteo & Hatteras Island

Kill Devil Hills, Duck, Corolla

PAD SITE OPPORTUNITY

SOUNDSIDE EVENT SITE

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**MILLERS**  
ON THE WATER'S EDGE  
Waterfront RESTAURANT

**FIRST FLIGHT**  
ADVENTURE PARK

**Island BREEZE**  
Watersports Rentals & Tours  
JET SKIS - KAYAKS - PADDLEBOARDS

158

27,700+ ADT  
Source Placer.ai 4/2026

**sunsations**  
Your Beach Department Store

**THE DUNES**  
GREAT FOOD & SPIRITS

**SUPER WINGS**

**FAT BOYZ**

Since 1937  
**SAM & OMIE'S**  
RESTAURANT

**CAHOON'S**  
MARKET

**JENNETTE'S PIER**

Outer Banks Mall  
(2 miles)

**uscellular**  
**HomeGoods**  
**FOOD LION** **THE FRESH MARKET**  
**DOLLAR TREE**  
**West Marine**  
**OUTBACK STEAKHOUSE**



## Key Center Facts

Source: Placer.ai, March 2026

ANNUAL VISITORS  
**852,000+**

UNIQUE VISITORS  
**546,830+**

VISIT FREQUENCY  
**1.56/year**

AVG. DWELL TIME  
**44 min**

ANNUAL MARKET TOURISTS  
**Over 4 million**  
per Outer Banks CVB

AVG HOUSEHOLD INCOME  
**\$114,431**  
Within 30 Miles of Center

SIZE  
**82,161 SF**  
NUMBER OF STORES  
**20**

KEY DATES  
**Opened 1990,  
Refreshed 2023**

NUMBER OF PARKING SPACES  
**484**

PARKING RATIO  
**6:1,000**

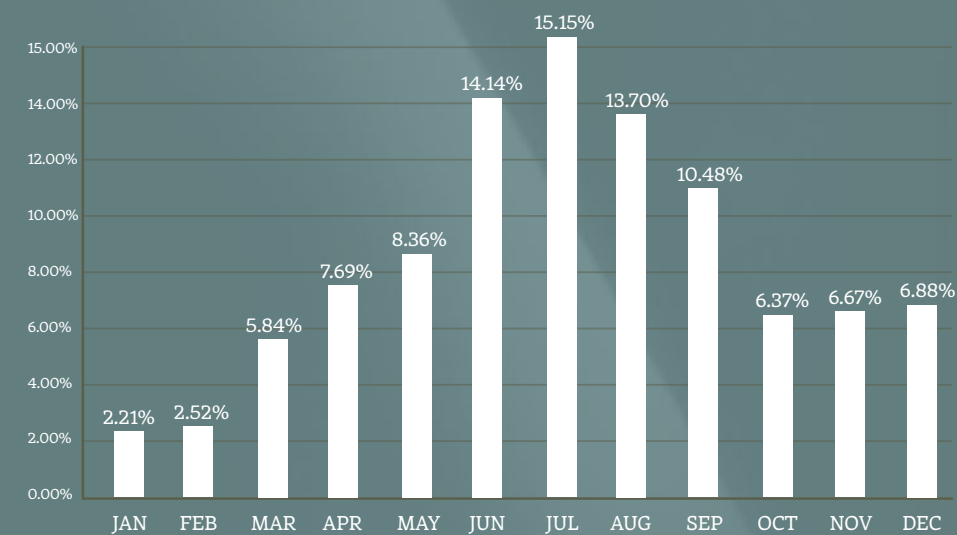
## Market Demographics

Source: Placer.ai, Census 2024 ACS

STATS	30 MILES	45 MILES	60 MILES
POPULATION	40,826	84,315	164,575
HOUSEHOLDS	18,024	36,159	66,211
AVERAGE PERSONS/HOUSEHOLD	2.27	2.33	2.49
AVERAGE HOUSEHOLD INCOME	\$114,431	\$107,870	\$103,301
MEDIAN AGE	47.94	45.84	43.34
ETHNICITY			
WHITE	85.1%	71.8%	70.8%
HISPANIC	7.5%	7.2%	5.7%
BLACK	3.0%	16.1%	18.1%
OTHER	1.1%	1.0%	0.7%

## Seasonality Chart

Source: March 2025 – February 2026 Retailer Sales



## Nearest Competition

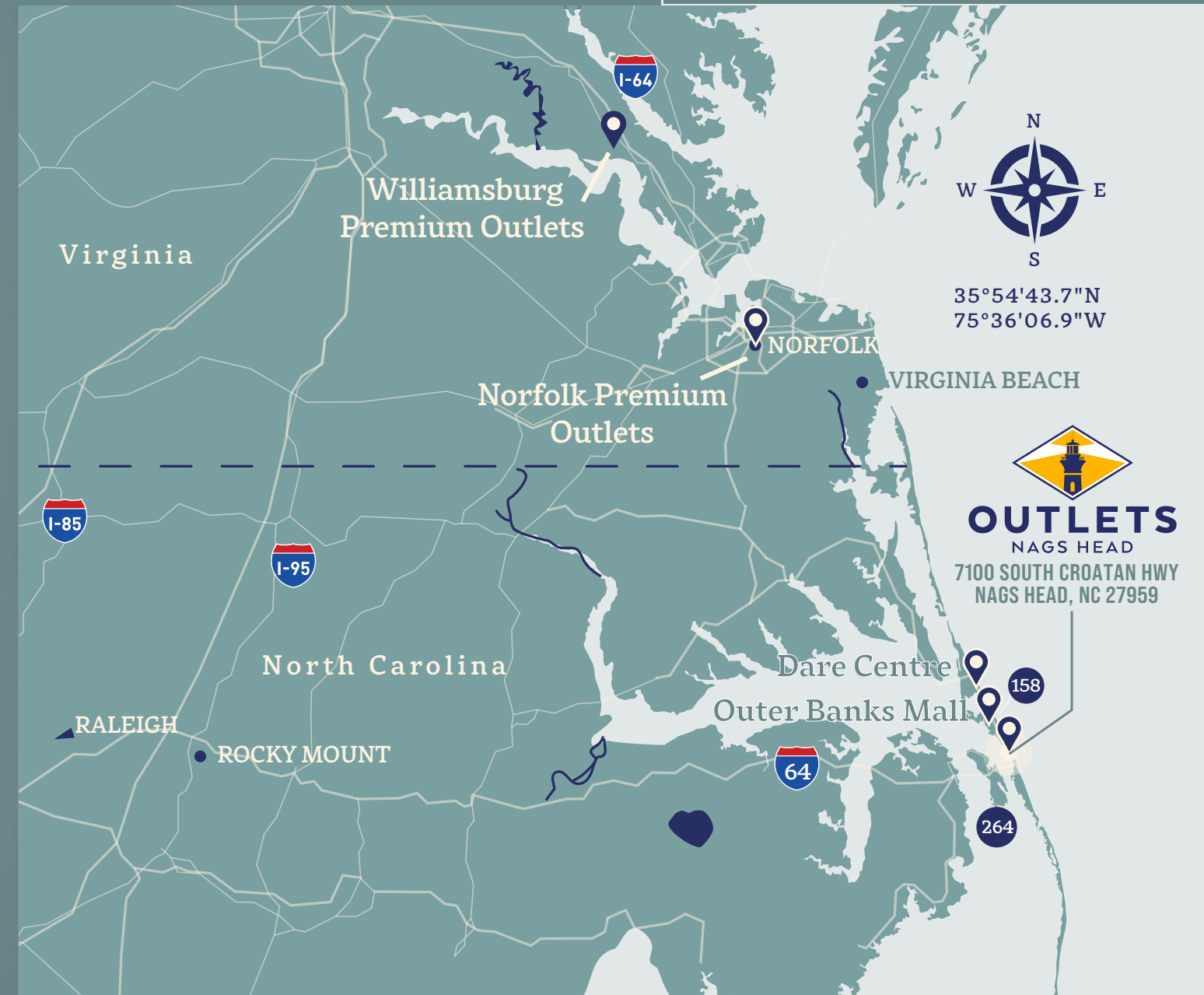
CENTER	DISTANCE (miles)	KEY TENANTS
Outer Banks Mall	2	HOMEGOODS, ULTA BEAUTY, WEST MARINE
Dare Centre	9	BELK, RACK ROOM SHOES, FOOD LION
Norfolk Premium Outlets	75	COACH, H&M, NIKE FACTORY STORE, KATE SPADE, THE NORTH FACE
Williamsburg Premium Outlets	116	COACH, COLUMBIA SPORTSWEAR, MICHAEL KORS, NIKE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

## Major Cities

NORFOLK, VA	70 miles
GREENVILLE, NC	118 MILES
RICHMOND, VA	145 miles
RALEIGH, NC	165 MILES
WILLIAMSBURG, VA	170 miles

## Points of Interest

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



About the Area

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THE KEITH CORPORATION

Leasing & Marketing:

**IGNITE**  
RETAIL PARTNERS



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05/2026

Contact Us