

Ocean City, MD



**OUTLETS**  
OCEAN CITY



Shopping by the Shore



## Something for Everyone

Ocean City is a vacationer's paradise that welcomes over 8 million visitors annually. The resort destination offers over 10 miles of sandy beaches, hotels, and retail destinations and is the ideal road trip for the Baltimore/Washington DC Metro.

Locals and vacationers know that Outlets Ocean City is the place to go for top name brands at savings up to 70% off, perfect for the beach or a night out on the town at stores like Aerie, American Eagle, Michael Kors, Coach, and J.Crew. Plus, the center features four popular full-service restaurants to feed hungry guests.



## New & Noteworthy



## Notable Retailers



AMERICAN EAGLE



## Restaurants





# About the Area

## Key Center Facts

Source: Placer.ai/Census Bureau 2023, as of October, 2025

ANNUAL VISITORS 1.5 million	ANNUAL MARKET TOURISTS Over 10 million per Ocean City CVB	SIZE 198,800 SF
UNIQUE VISITORS 679,800		NUMBER OF STORES 32
VISIT FREQUENCY 2.27/year		KEY DATES Opened 1983, Expanded 2006
AVG. DWELL TIME 47 min		NUMBER OF PARKING SPACES 827
		PARKING RATIO 4:1,000

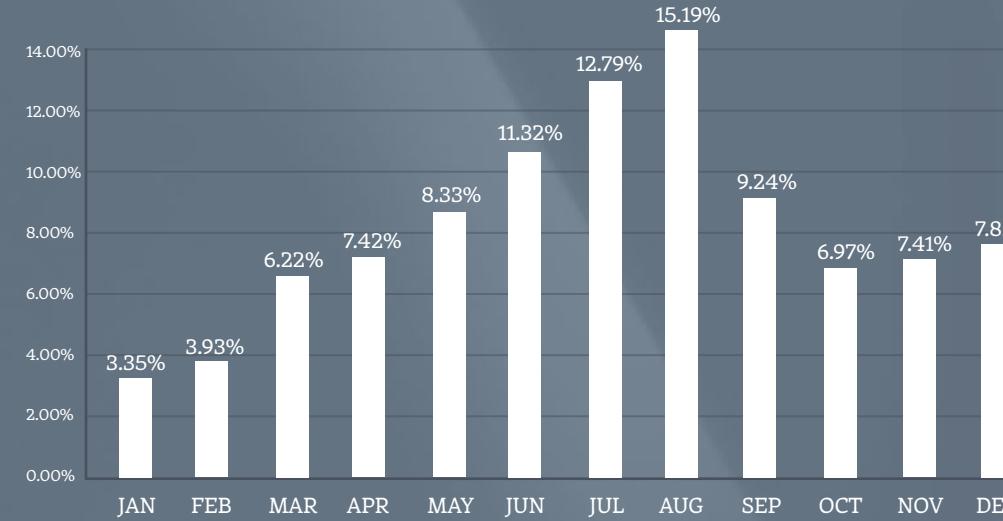
## Market Demographics

Source: Placer.ai/Census Bureau 2023, as of October, 2025

STATS	10 MILES	30 MILES	60 MILES
POPULATION	48,739	290,858	681,319
HOUSEHOLDS	22,931	123,648	279,953
AVERAGE PERSONS/HOUSEHOLD	2.13	2.35	2.43
AVERAGE HOUSEHOLD INCOME	\$128,328	\$108,353	\$100,077
MEDIAN AGE	56.56	48.8	45.41
ETHNICITY			
WHITE	85.6%	72.7%	69.2%
BLACK	5.5%	13.8%	16%
HISPANIC	4%	7.4%	8.4%
OTHER	3%	3.7%	4.2%
ASIAN	1.1%	1.7%	1.5%

## Seasonality Chart

Source: March 2024 - February 2025 Retailer Sales



## Nearest Competition

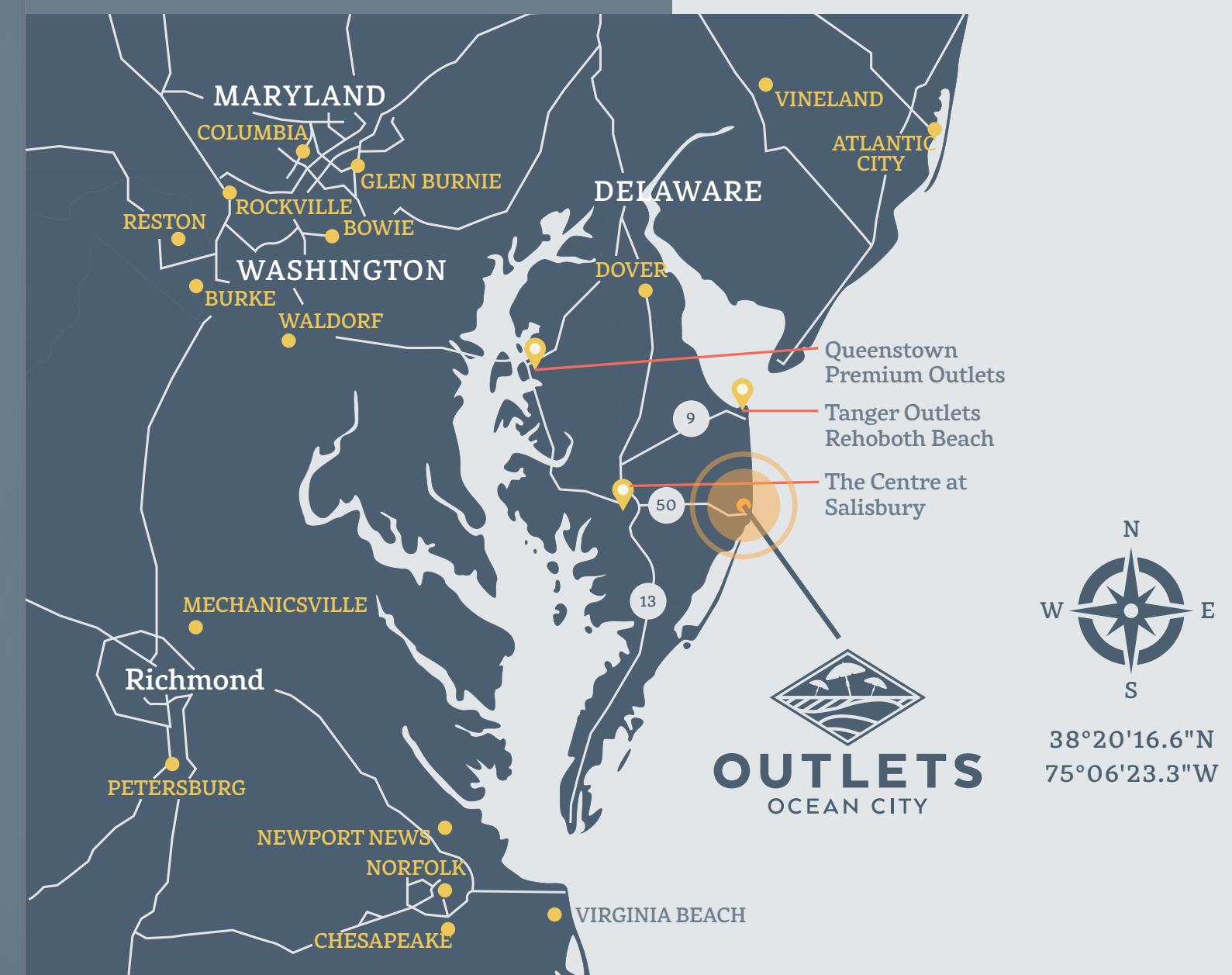
CENTER	DISTANCE (miles)	KEY TENANTS
White Marlin Mall	0.1	MARSHALLS, PLANET FITNESS, ULTA BEAUTY
The Centre at Salisbury	25	HOMEGOODS, BOSCOW'S, DICK'S SPORTING GOODS
Tanger Outlets Rehoboth Beach	75	MICHAEL KORS, TORY BURCH, TOMMY HILFINGER, THE NORTH FACE
Queenstown Premium Outlets	116	NIKE FACTORY STORE, COACH, MICHAEL KORS, POLO RALPH LAUREN FACTORY STORE

## Major Cities

DOVER	60 miles
BALTIMORE	101 miles
WASHINGTON DC	105 miles
NORFOLK	117 miles

## Points of Interest

WHITE MARLIN TOURNAMENT	0.7 miles
OCEAN CITY RESORTS & BEACHES	1 mile
OCEAN DOWNS CASINO	4.2 miles
SALISBURY UNIVERSITY	27 miles



## For Leasing Information:

Marc Gurstel  
mgurstel@igniteretailpartners.com  
612.423.3350

Ron Simkin  
simkingroup@gmail.com  
901.484.7099

Matt Chandler  
matt@igniteretailpartners.com  
260.414.7962

Ownership:  
**SINGERMAN**  
REAL ESTATE

Leasing & Marketing:

**IGNITE**  
RETAIL PARTNERS

Property Management:

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YOUNG**

  
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