More than a NAME

MORE THAN A REPUTATION.

GALLERIA DALLAS

Galleria Dallas SHOPPERS

A CONSUMER SNAPSHOT.

Over 387,000 white-collar employees work within a five-mile radius of Galleria Dallas each weekday.

3

Class A office towers connected to the center by bridge

8,000

professionals arriving each day

Fortune 500 companies include

Morgan Stanley, Merrill Lynch, Amazon and Ansira Partners

Recently, the adjoining 3-building office complex bringing in 5,500 workers daily, *underwent a $20 million capital improvement renovation.*

19 million

visitors annually

*Metroplex residents shop the center an average of **13 times** per quarter.*

*Average expenditure: **$168 per visit**, more than double the national retail benchmark.*

GALLERIA DALLAS SHOPPER SNAPSHOT

- Average annual household income: $100,000+
- Upwardly mobile women under age 35
- Residents of the local trade area: 46%
- Nearby daytime office workers: 29%
- Tourists: 24% (41% international visitors)

More than FASHIONISTAS & PROFESSIONALS

PRIMARY TRADE AREA.

Future Midtown Project

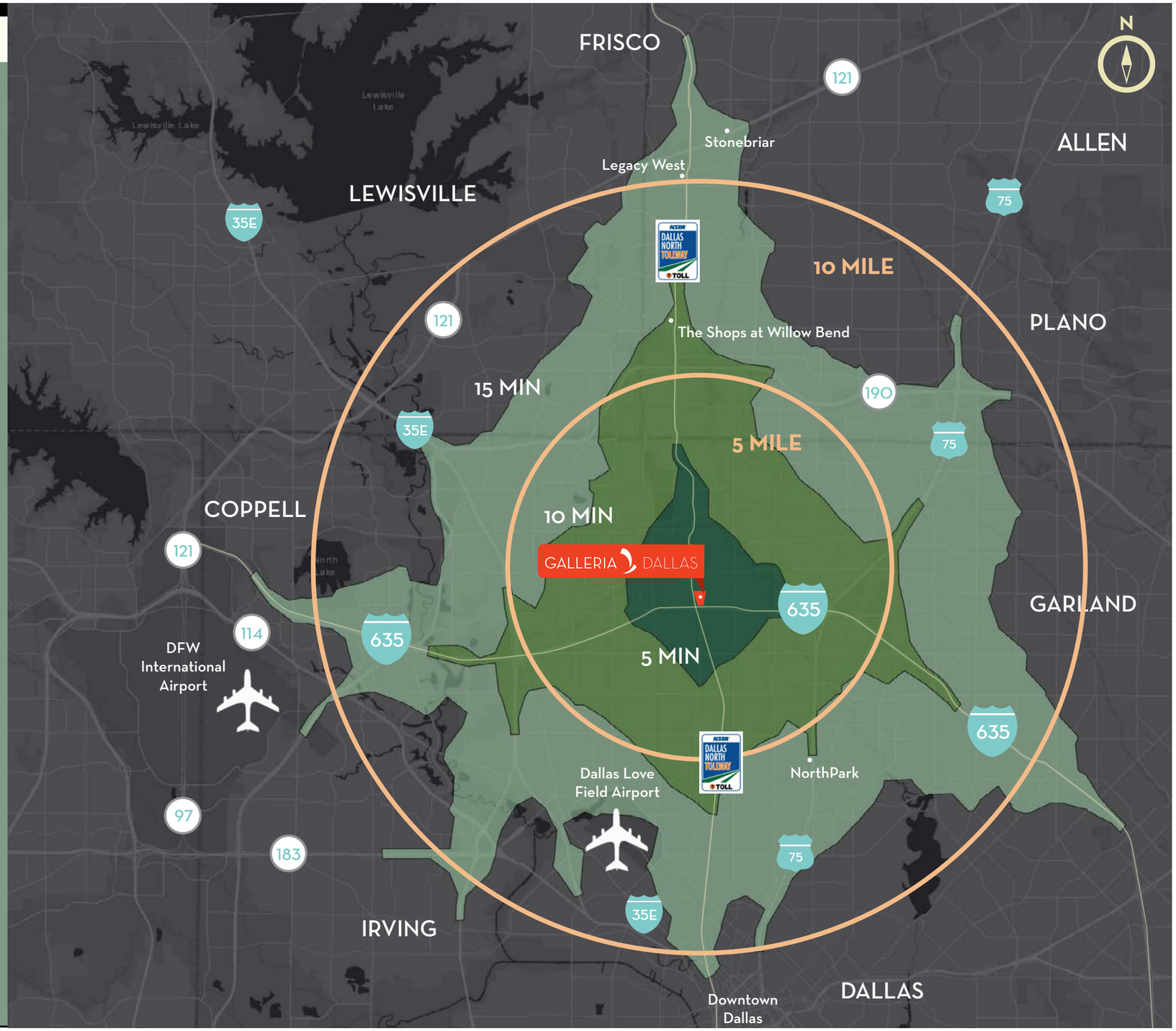
Galleria Dallas is positioned as the anchor of the fastest-growing area in North Texas. Development plans for the adjacent 450-acre Dallas Midtown project include:

- Office towers and hotels including the new Residence Inn and Autograph Collection Hotel by Marriott
- Luxury condominiums
- New luxury multifamily unit, currently in development across the street
- Upscale multifamily rental units
- Dallas Midtown Park—the city's largest programmed park

*The center's primary trade area encompasses 370 square miles and is home to **1.6** million people. The local population has a median age of **34.6** and is well educated with a healthy disposable income and a genuine desire to enjoy it.*

Competition, Demographics & Trade Area ZIP Codes

	DRIVE TIMES		
	5 minutes	10 minutes	15 minutes
POPULATION			
Population 2018	7,956	177,846	955,740
Projected Pop. Growth Rate (2019-2024)	1.1%	1.2%	1.4%
HOUSEHOLDS			
Estimated Households 2018	3,724	86,160	423,669
Projected Annual Growth	1.21%	1.33%	1.43%
Average Household Net Worth	$472,923	$1,065,165	$896,594
Average Median Home Value	$148,547	$320,939	$288,867
INCOME			
Average Household Income	$80,945	$123,758	$113,371
Household Income $100K+	888	28,583	139,372
Household Income $100K+%	23.8%	33.2%	32.9%
EDUCATIONAL ATTAINMENT			
College Degree +	42.9%	51.8%	47.6%
ANNUAL EXPENDITURE			
Total Household Expenditure	$0.23B	$7.08B	$32.42B
Retail Sales (billions)	$0.11B	$3.31B	$15.24B
Non Retail Sales	$0.12B	$3.76B	$17.18B
Retail Sales Per Household	$29,079	$38,468	$35,970
Apparel Expenditure	$7.9B	$249.7B	$1.14T
Entertainment Expenditure	$12.7B	$400.6B	$1.83T
Food & Beverage Expenditure	$33.1B	$1T	$4.6T
Personal Care Expenditure	$3B	$100B	$417.7B
LABOR DEMOGRAPHICS			
Adj. Daytime Demos (Age 16+)	54,705	233,914	1,138,226
Labor Population (Age 16+)	6,260	144,607	764,145
White Collar Jobs	3,074	72,966	355,122



TRADE AREA RESIDENT SNAPSHOT

65% have attended a university

80% are white-collar workers

Nearly one-third earn *$100,000+* per year

Average household income: *$91,335*

Household income is higher
than the national average by *35%*

Trade area population: *1,623,510*
2021 projected trade area population: 1,719,440

Total daytime population: *1,817,539*

Trade area households: *624,251*
2021 projected households: 669,808

Aerial Map of Galleria Dallas

KEY

1. Galleria Dallas, including the adjacent Westin Galleria
2. Hotels
3. Retail Centers
4. Apartment Complexes
5. Major Office Complexes
6. Single-Family Residential
7. Luxury Apartments
8. Retail Development
9. Multifamily Development
10. Office Development

More than LOCALS

WELCOME TOURIST DOLLARS.

Galleria Dallas is the number-one tourist destination in the city–welcoming more than ***six million*** *tourists every year. That number will continue to grow along with Dallas's rising position as a global gateway city.*

THE WORLD IS COMING TO DALLAS

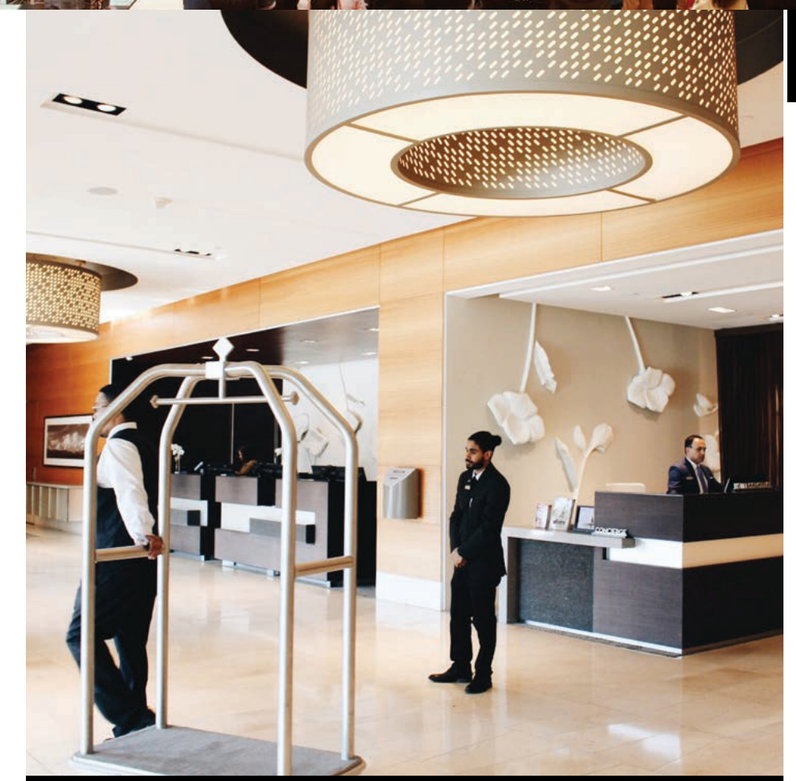
- Our top international visitors come from Mexico, Canada, the U.K., China, India, Australia, Germany and South Korea
- DFW welcomed more than 2.8 million international visitors in 2016; in the past 5 years, international visitation has tripled
- American Airlines currently offers direct flights daily from Tokyo, Seoul, Beijing, Hong Kong and Shanghai
- There are more than 20 cities in Mexico and three Gulf carriers (Emirates, Etihad and Qatar) with daily direct flights to DFW
- Dallas-Fort Worth has a population of 7.4 million people, making it the largest metro area in Texas, the fourth-largest metro area in the U.S. and the seventh-largest metro area in the Americas
- Dallas received Michelin's highest 3-star rating for a leisure destination in 2016, 2017 and 2018
- Dallas ranks as the #1 visitor destination in the state of Texas

OUR VIP PRIVILEGE CARD OFFERS DISCOUNTS FOR TOURISTS:

GALLERIA DALLAS VIP PRIVILEGE CARD

PLUS, WE CONSTANTLY KEEP OUR UNIQUE OFFERINGS TOP OF MIND FOR LOCALS AND VISITORS ALIKE WITH STRATEGIC BUZZ BUILDERS:

- Seasonal signature on-site merchandising events
- Strategic center marketing, PR programs and social media
- Galleria Dallas's own "Fashion Stylist" media representative
- Tourism alliances with Visit Dallas and major hotels
- VIP Privilege Card for out-of-town visitors
- Presence at leading tourism trade shows



TEXAS-SIZE HOSPITALITY

Westin Galleria Dallas Hotel provides on-site luxury accommodations

One of the ***highest-occupancy hotels*** in the Metroplex

Longest-running ***AAA 4-Diamond Award,*** received for more than 30 years

12,000 additional hotel rooms within a five-mile radius

VIP Privilege Card with special offers and discounts

Tax-free booth for international travelers to obtain instant cash back

More of what DALLAS DEMANDS

GALLERIA DALLAS RETAIL ZONING

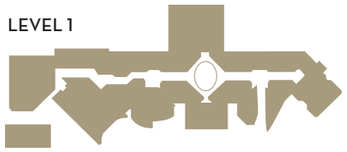
LEVEL 3

Family Level
Kids, Tweens, Juniors, Department Stores

LEVEL 2

Transition Level
Bridge, Juniors, Department Stores

LEVEL 1



Signature
Bridge, High-End Retail, Department Stores

Featured Retail:

ZARA expanded to 28,000 square feet, Apple, Tesla, American Girl, Art of Shaving, Brahmin, Banana Republic, Club Monaco, Gucci, H&M, Louis Vuitton, Lululemon, Lush, Macy's, Michael Kors, Morphe, Nordstrom, Sephora, Tiffany & Co.

TESLA

MORPHE
MORPHE
FLUIDITY
MORPHE

Much more than a TYPICAL *food court*

Renowned as a prime spot for power lunches, date nights and family meals, the dining scene at Galleria Dallas offers something for everyone.

City's top seafood restaurant:
The Oceanaire

Well-renowned steakhouse:
The Grill on the Alley

Internationally inspired cuisine:
Grand Lux Café

Other featured dining:
Mi Cocina
American Girl Bistro
Little Katana Sushi Bar
35+ other dining options

More than SHOPPING

The iconic Ice Skating Center is a customer favorite and media darling. This breathtaking centerpiece of the center's unique atmosphere draws crowds and generates energy unlike any other retail destination in North Texas.

- Setting for the nation's tallest indoor Christmas tree
- Hosts Olympic figure skaters, to the delight of thousands
- 10,000 spectators weekly at each Holiday Skating Show
- Over 350,000 yearly visitors to the Ice Skating Center
- Frequently named the "best place to people-watch in Dallas"

More MEMORABLE *Experiences*

Galleria Dallas is a center of activity year round, with a wide range of highly anticipated signature events that draw crowds and generate significant PR and social media buzz.

SIGNATURE EVENTS

Showtime Saturdays

Holidays with Olympic skaters, tree lightings and Santa

Distinctive Fashion Exhibitions

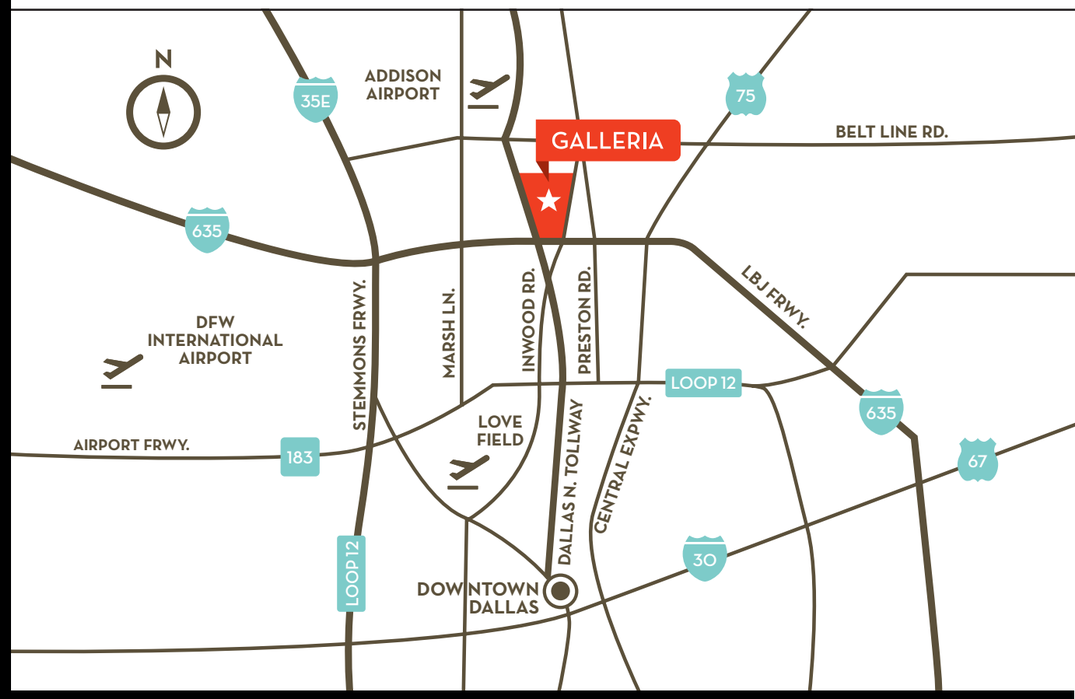
Curated Art Installations

All-access SHOPPING

MORE THAN VISIBLE. PROMINENT.

Centrally located at the city's major crossroads of Dallas Parkway and I-635.

With approximately ***500,000 vehicles a day*** *expected on the freeway by 2020, Galleria Dallas is just minutes from both Dallas/ Fort Worth International Airport and Downtown Dallas.*



GALLERIA DALLAS

CONCIERGE+

Galleria Dallas is excited to introduce a new level of service with ***CONCIERGE+*** *including curbside pickup, hands-free shopping, bag and luggage storage and more.*

Parking

In addition to four convenient valet stations, Galleria Dallas has nearly 10,000 parking spaces (most of them covered) and access into the shopping center on three levels from the parking structures.

Signing the lease isn't the end of the deal, it's the beginning. Here are a few ways we like to be social.

127,000

Facebook followers

650K Reach (1 year)

17,000

Instagram followers

1.8M Reach (1 year)

More than the PAST

MORE THAN THE PRESENT. THE FUTURE OF DALLAS SHOPPING, DINING AND ENTERTAINMENT.

Galleria Dallas has been celebrated as the premier shopping destination in North Texas for over 30 years.

Now, as the market continues to evolve, the center is responding to meet changing customers' demands by introducing new food and beverage options, amenities, experiences and retail leaders including Apple.

More than a RELATIONSHIP

TAKE YOUR NEXT STEP TODAY.

Contact one of our leasing representatives to learn more about opportunities in this global retail destination:

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