

NEW ENGLAND DEVELOPMENT

ASHEVILLE OUTLETS

Asheville, North Carolina

PROJECT DETAILS

Project Type:
Outlet Center

GLA:
325,000 sf

Address:
800 Brevard Road
Asheville, North Carolina
28806
Burcombe County

Asheville Outlets is the newest destination for shopping in the greater Asheville market—the regional and economic hub for western North Carolina with a strong and growing visitor market.

With no other outlet center within 80 miles, the retailers at Asheville Outlets are thriving from the strong residential and tourism markets. Ideally located five miles southwest of downtown Asheville at the I-26 and Route 191 interchange, Asheville Outlets has excellent regional access. The Asheville tourism market is impressive and continues to make national news. Approximately 11.1 million people visit the Asheville region each year, of which 3.8 million stay overnight.

LOCATION

- Excellent regional access with location on I-26
- Location at Exit 33 is one of the region's primary entrances to the Blue Ridge Parkway
- Five miles southwest of downtown Asheville
- More than 11.1 million annual visitors to Asheville region

KEY TENANTS

Abercrombie & Fitch, Ann Taylor Factory Store, Banana Republic Factory Store, Brooks Brothers Factory Store, Coach, Cole Haan, Field & Stream, GAP Factory Store, J. Crew Factory, Nike Factory Store, RH Outlet, Tommy Hilfiger, Under Armour, Vera Bradley, Vineyard Vines, West Elm Outlet

ASHEVILLE
Outlets



NEW ENGLAND DEVELOPMENT

75 Park Plaza
Boston, Massachusetts 02116
617.965.8700
NEDevelopment.com



Site plan & location

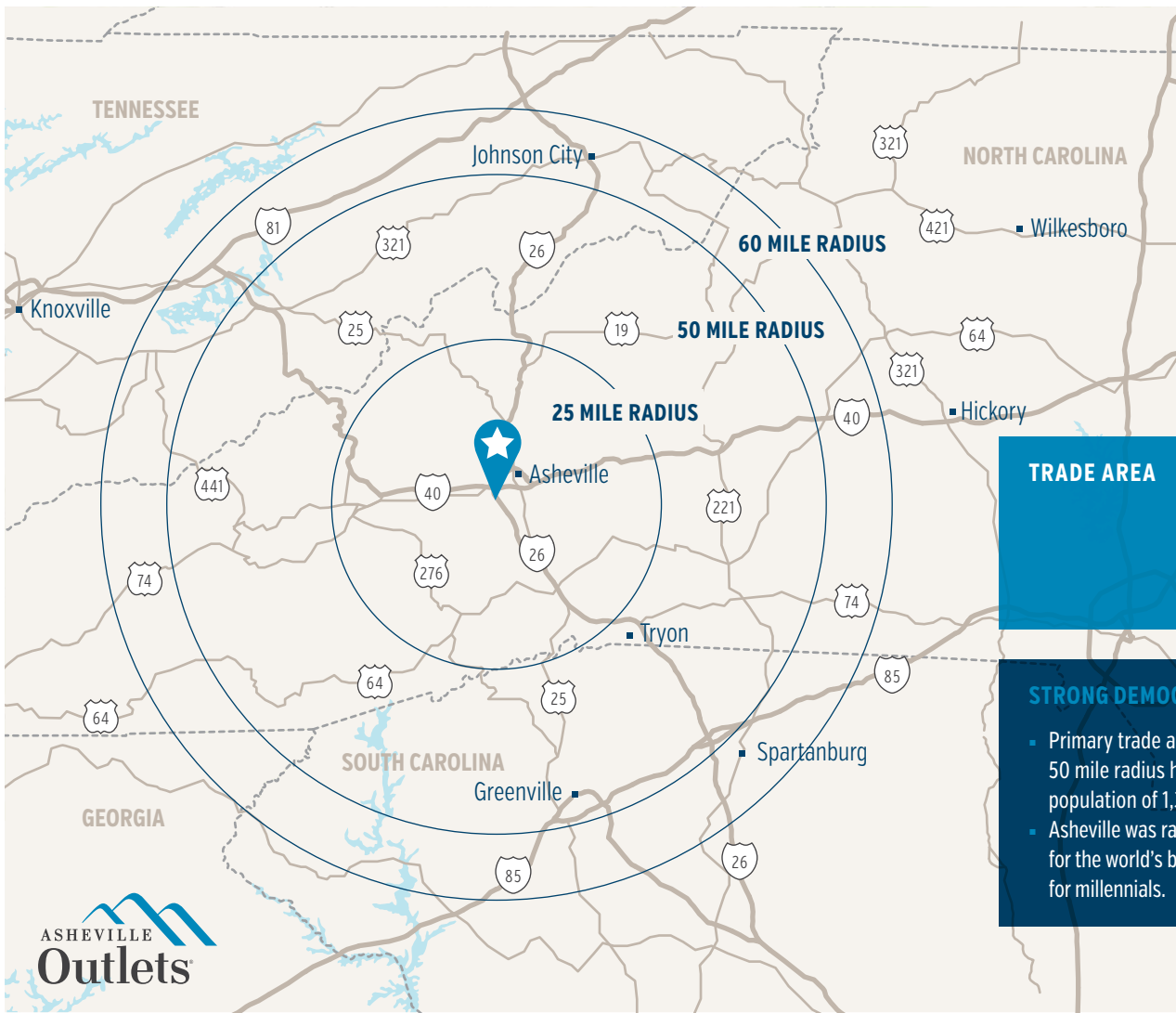


LOCATION

- Easy access with location on I-26
- Excellent regional access connects Asheville Outlets with Asheville, its affluent northern suburbs, and dozens of gated golf communities located in nearby mountains
- Major highways and arterials providing access to the site include I-40, I-240, US-74, and the Blue Ridge Parkway.
- Asheville is centrally located and easily accessible to visitors from the Midwest and Middle Atlantic states.

AVERAGE DAILY TRAFFIC

- I-26: 86,000
- Brevard Road: 22,000



TRADE AREA

STRONG DEMOGRAPHICS

- Primary trade area of 50 mile radius has a population of 1,325,473.
- Asheville was ranked #3 for the world's best cities for millennials.

Demographics

DEMOGRAPHICS

- The Asheville metropolitan market is a regional and economic hub for western North Carolina.
- 11.1 million annual visitors to the Asheville region supplement the residential market.

2017 TRADE AREA DEMOGRAPHICS

	20 miles	40 miles	50 miles	60 miles
Population	404,568	692,117	1,325,473	2,158,245
Households	173,565	296,995	556,763	895,332
Average Household Income	\$66,831	\$64,364	\$64,049	\$66,323
Number of Businesses	19,663	30,296	55,765	89,637
Daytime Population	348,981	565,939	1,062,378	1,766,974

TOURISM

- There are 11.1 million annual visitors to the Asheville region, of which 3.8 million stay overnight.
- Visitors spend \$1.2 billion annually at local businesses and generate \$2.9 billion in total sales.
- More than 15 million people visit the Blue Ridge Parkway each year.
- 2017 was the fourth consecutive year of record passenger use at Asheville Regional Airport with an increase of 15.7% over 2016.
- 1 million annual visitors to the Biltmore Estate, America's most visited winery.

Sources: *The Economic Impact of Tourism in Buncombe County, 2018*; *National Park Service*

Tourism



Great Smoky Mountains National Park has the highest visitation of any of the 59 national parks – with more than twice the number of visitors as the Grand Canyon, the second most visited national park.



The AAA Four-Diamond Omni Grove Park Inn has over 300,000 annual visitors.



Forbes placed Asheville on its list of the “15 Coolest Places to Go in 2018.”



The world-famous Biltmore Estate has over 1 million annual visitors and ranks 1st as a top-rated tourist attraction in North Carolina.



The Asheville region has more than 50,000 college students, attending such schools as University of North Carolina, Asheville, and Western Carolina University.



Outstanding scenery and recreational opportunities make the Blue Ridge Parkway one of the most popular sections of the National Park System.

NEW ENGLAND DEVELOPMENT

75 Park Plaza
Boston, Massachusetts 02116
617.965.8700
NEDevelopment.com