



THE MODERN  
SHOPPING  
EXPERIENCE  
IN THE  
COACHELLA VALLEY







MODERN OASIS

LUXURIOUS

NOSTALGIC

GOLF | TENNIS

SHOPPING

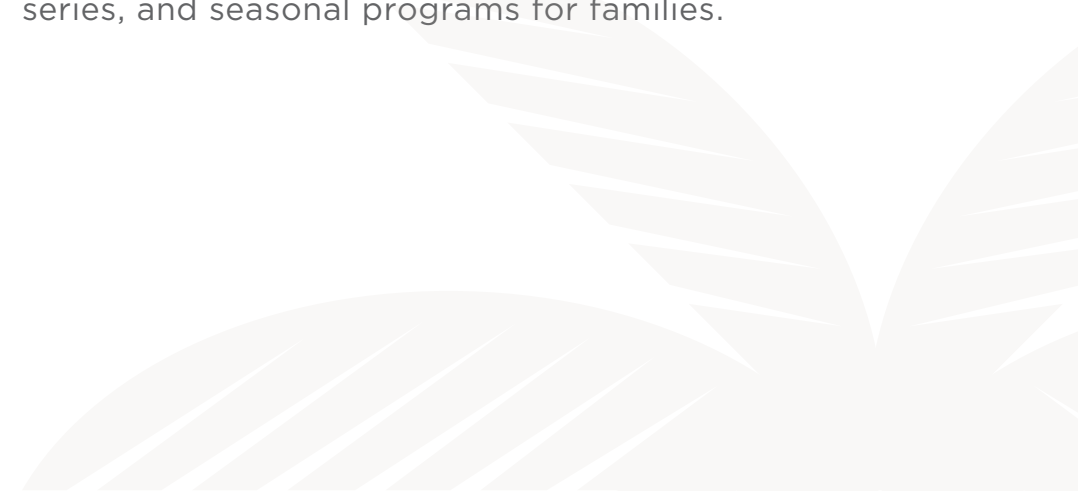
THIS IS

PALM DESERT

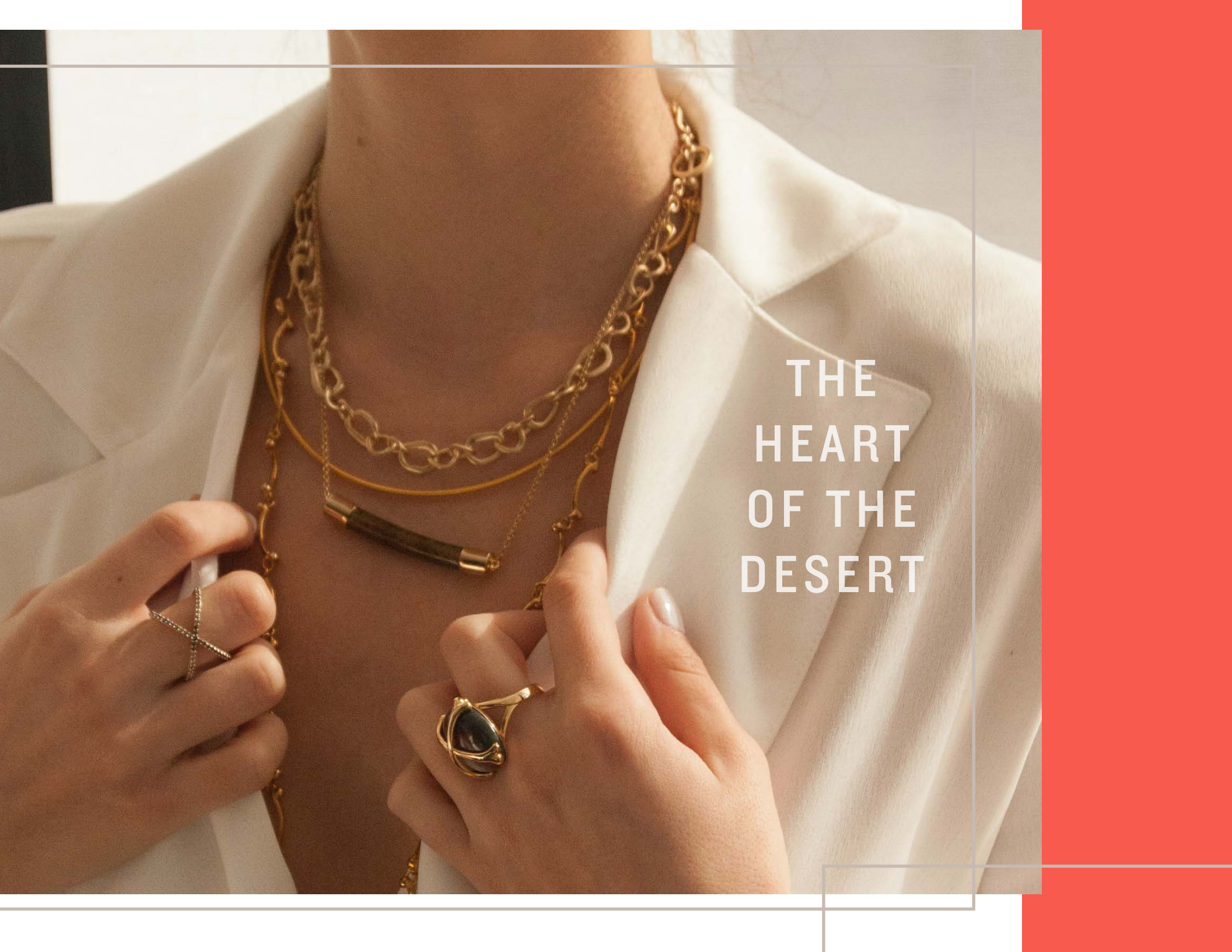
## THE MAJOR CENTER OF GROWTH

The greater Palm Springs area is known world-wide as a **southern California oasis**, home to year-round sunshine, resort living, world-class golf and tennis, and signature events that draw **over 14 million tourists annually**.

The Shops at Palm Desert is at the heart of it all, featuring **100 indoor shops and eateries**, the region's largest public art collection, live music series, and seasonal programs for families.







THE  
HEART  
OF THE  
DESERT



# THE ONLY INDOOR SHOPPING CENTER IN COACHELLA VALLEY



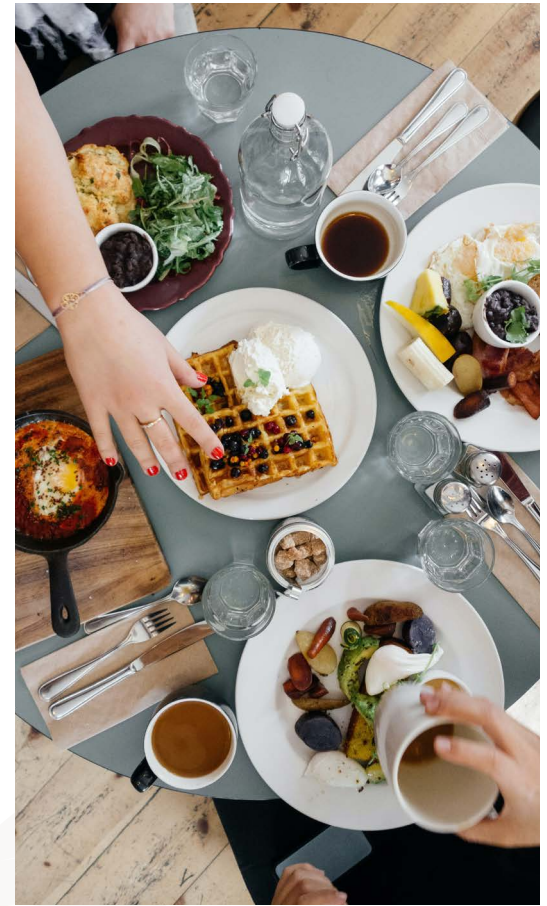




THE  
REGION'S LARGEST  
PUBLIC ART COLLECTION



# SOMETHING SPECIAL FOR EVERYONE



MONTEREY AVENUE

JCPenney

F21<sup>red</sup>

BARNES & NOBLE

DICK'S  
SPORTING GOODS

H&M

STATE HIGHWAY 111

★ macy's

TOWN CENTER WAY

# CENTER SNAPSHOT

980,041 K

SQ. FT OF RETAIL SPACE

196,989 SF

SPECIALTY GLA

200M

TOTAL CENTER SALES

100

RETAILERS & RESTAURANTS

6M

ANNUAL TRAFFIC



# CUSTOMER SEGMENTATION

FROM LOCAL FAMILIES TO PART-TIME RESIDENTS TO DRIVE-MARKET TOURISTS, COACHELLA VALLEY'S CUSTOMER MIX



## FAMILIES

59% of the center's primary shoppers are local families, who are motivated by discounts and prioritize entertainment and experiences.



## SNOWBIRDS

23% of shoppers are part-time residents, ranging from active boomers to independent seniors. Often hailing from Canada or the Eastern U.S., they enjoy travel, dining, sports, movies and concerts.



## TOURISTS

Often in the area for special events or weekend getaways, 18% of shoppers are tourists, of which 14% are from San Diego and Los Angeles drive markets.

14.1 M TOURISTS VISIT COACHELLA VALLEY EVERY YEAR



# THE MARKET OPPORTUNITY

408,807\*

POPULATION +  
PART-TIME "SNOWBIRDS"

\$100,868

AVERAGE HOUSEHOLD  
INCOME (2021)

22.14%

HOUSEHOLD INCOME  
GROWTH (2021-2026)

27%

COLLEGE GRADUATE  
(4 YEAR DEGREE+)

48,512

TOTAL DAYTIME  
EMPLOYMENT (5 MILES)

111,020

HOUSEHOLDS

\$114,944

AVERAGE HOUSEHOLD  
INCOME (2026)

32%

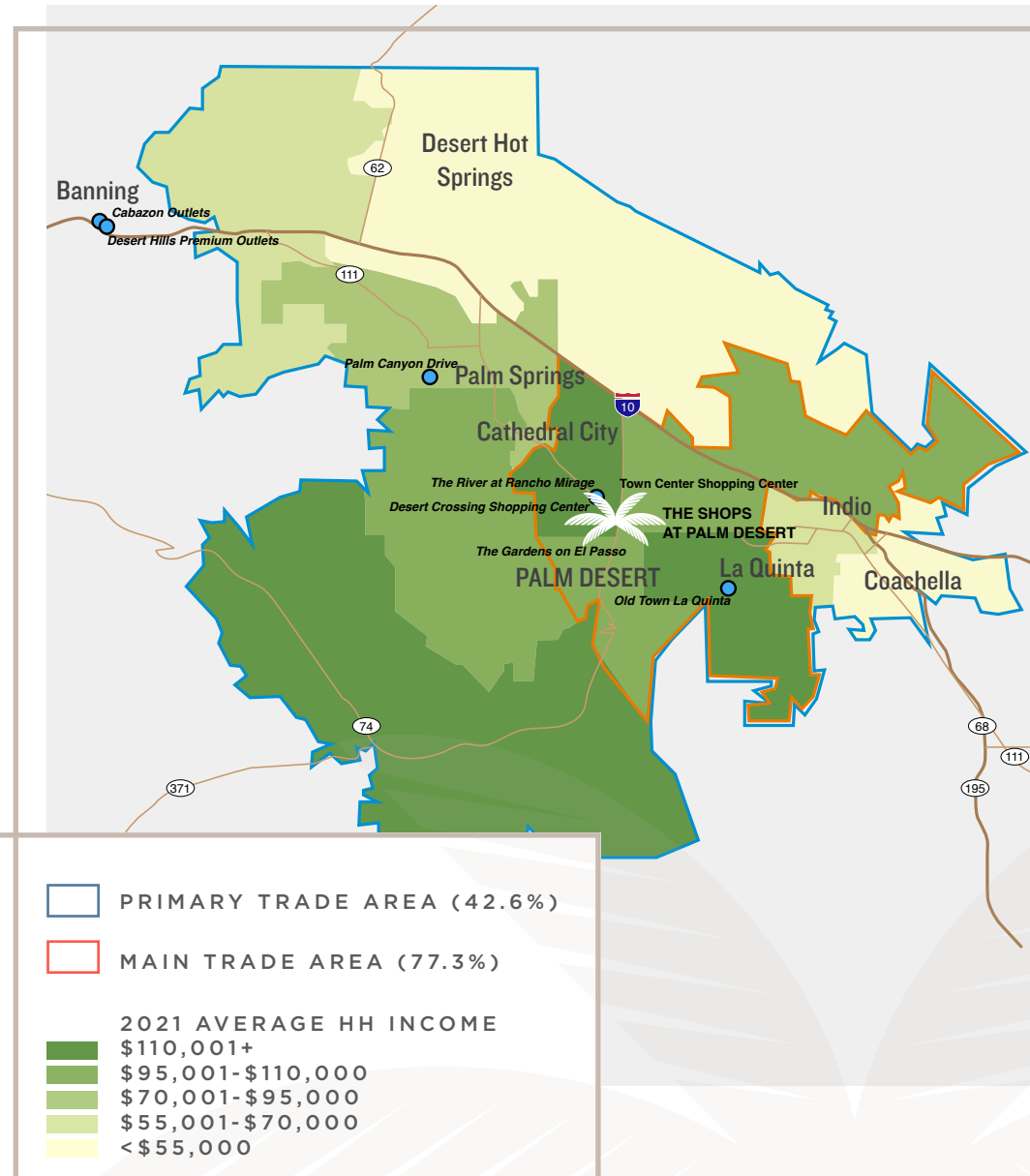
HOUSEHOLD INCOME  
>\$100K

49

MEDIAN  
AGE

4,231

TOTAL BUSINESSES  
(5 MILES)



Source: ESRI, HERE, Garmin, OpenStreetMAP contributions, GIS User Community





# WELCOME TO THE NEIGHBORHOOD

PALM DESERT  
TRADE AREA  
COMMUNITIES

## COMMUNITY SNAPSHOTS

	ZIP CODE	AVERAGE HH INCOME	MEDIAN HOME VALUE
INDIAN WELLS	92210	\$215,000	\$1,016,069
RANCHO MIRAGE	92270	\$138,993	\$825,738
LA QUINTA	92253	\$128,303	\$595,000
PALM DESERT	92211	\$119,954	\$474,817
INDIO	92203	\$107,338	\$384,500





# THE SHOPS





# IN GOOD COMPANY



★macy's

JCPenney

EVERY SEASON STARTS AT  
**DICK'S**  
SPORTING GOODS

BARNES & NOBLE

**H&M**

F21<sup>red</sup>

WORLD GYM

HOLLISTER  
CALIFORNIA

Bath & Body Works®

VICTORIA'S  
SECRET

**PINK**

HOT TOPIC

**TILLYS**  
CLOTHING • SHOES • ACCESSORIES

PAC SUN

● sunglass hut

**ZALES**  
THE DIAMOND STORE®

**KAY**  
JEWELERS

**Finish Line**  
Get there first.

See's  
CANDIES

AMERICAN EAGLE  
OUTFITTERS

MODERN SHOPPING  
IN A DESERT OASIS



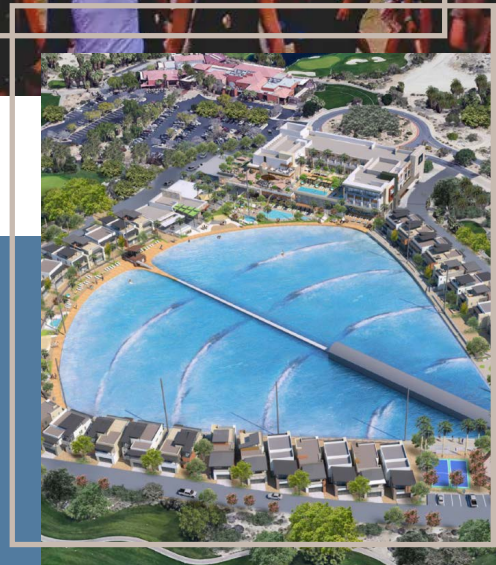
# THE HEART OF THE DESERT

Tourism is Coachella Valley's leading industry, generating 14.1M visitors to the area annually.

Visitors to the greater Palm Springs area in 2021 spent an average of 6.1 billion dollars, which generated 7.9 billion in total business sales.

Signature events include BNP Tennis Tournament (550,000 guests), DesertX contemporary art exhibitions situated throughout the Coachella Valley (400,000 guests) and Coachella and Stagecoach Festivals (330,000) guests.

In addition to seasonal visitors between January - May, an estimated 138,000 part-time residents visit the area.



## DEVELOPMENT

NEW ENTERTAINMENT DEVELOPMENTS WILL ENHANCE CURRENT OFFERINGS FOR TOURISTS, SLATED TO OPEN 2022-2023:

- DISNEY'S NEW STORYLIVING RESIDENTIAL COMMUNITY "COTANI" BREAKING GROUND IN 2024
- 43-ACRE, 10,000 SEAT RIVERSIDE COUNTY ARENA FOR SPORTING AND MUSIC EVENTS
- DSRT SURF, A 15-ACRE PROPERTY FEATURING HOTELS, RESIDENTIAL VILLAS AND 5-MILE WAVE GARDEN

# TOURISM

Coachella Valley is home to **140+ hotels, 90+ tennis courts, 130+ golf courses,** and endless activities, experiences and shopping for visitors.

The Shops at Palm Desert is at the heart of it all, situated less than a mile from the Hyatt and Renaissance Hotels, College of the Desert, McCallum Theater, Civic Center, and one of most popular zoos and aquariums in the U.S., The Living Desert.

Many of the desert's part-time "snowbird" residents live less than a mile away, at country clubs like The Reserve, Ironwood, Vintage and Big Horn.







# MARKETING SUPPORT

From proximity targeting to loyalty campaigns to in-center experiences and displays, The Shops at Palm Desert offers a myriad of opportunities for brands, including:

## DIGITAL MARKETING

Website

Social Media

33,000+ Facebook Followers

5,000+ Instagram Followers

Mobile and Proximity Marketing

## WEBSITE

Special Offers

Events

## IN-CENTER ADVERTISING

Signage

Directories

Window displays

## MOBILE

Texting

## PLUS

Seasonal gift with purchase campaigns

Pop-ups during special events

Discount programs

Cross-marketing opportunities

UNRIVALED  
RETAILER SUPPORT

# CENTER EVENTS

From live music to pop-up marketplaces to family events and more, The Shops at Palm Desert is the place to celebrate:

## **STREET:**

Each fall, 6,000+ guests enjoy street art, music, food and fashion atop the center's third level parking deck.

## **FAMILY EVENTS:**

Seasonal events, summer camp, and art/theater programs give kids the chance to play every day.

## **POP-UP FESTIVALS:**

Emerging brands, food festivals, and farmers markets all pop-up at the center on a regular basis.

## **DESERT WALLS:**

The center is home to the largest public art program in Coachella Valley, featuring 100+ evolving murals and sculpture.







FEEL THE  
WARMTH OF  
PALM DESERT

JOIN OUR  
GROWING LIST OF  
MODERN RETAILERS

