

MISSION VALLEY

SAN DIEGO | CALIFORNIA





 **2ND**
LARGEST CITY IN CALIFORNIA

 **3.34M**
RESIDENTS WITHIN THE SAN DIEGO MSA

 **32M**
ANNUAL VISITORS IN 2024



SAN DIEGO

CULTURE, TOURISM & INNOVATION

SAN DIEGO METROPOLITAN AREA IS APPROXIMATELY **3.34M PEOPLE** AND REMAINS THE **2ND LARGEST CITY IN THE STATE**.

TOURISM IS A MAJOR ECONOMIC DRIVER IN SAN DIEGO WITH **32M ANNUAL VISITORS** IN 2024, A **2M INCREASE SINCE 2023**, GENERATING MORE THAN **\$22B IN ECONOMIC IMPACT**.

SAN DIEGO'S MILITARY PRESENCE PLAYS A VITAL ROLE IN THE LOCAL ECONOMY, CONTRIBUTING TO **MORE THAN \$63B ANNUALLY** AND SUPPORTING **APPROXIMATELY 370,000 JOBS**.

SAN DIEGO IS HOME TO BALBOA PARK, **THE LARGEST URBAN CULTURAL PARK IN THE U.S.**, FEATURING 15 MUSEUMS, ART GALLERIES, LUSH GARDENS, THE TONY AWARD-WINNING GLOBE THEATRES, AND THE RENOWNED SAN DIEGO ZOO.

WITH **MORE THAN 7,000 FARMS**, SAN DIEGO HOLDS THE RECORD OF HAVING THE **GREATEST NUMBER OF FARMS IN THE COUNTRY**.

SAN DIEGO IS HOME TO **17 HIGHER EDUCATION FACILITIES** INCLUDING SAN DIEGO STATE UNIVERSITY WITH **MORE THAN 35K STUDENTS**.



AMONG THE TOP 25 LIFESTYLE CENTERS IN CALIFORNIA



SURROUNDED BY MAJOR STATE THOROUGHFARES AND JUST A SHORT DISTANCE FROM TWO UNIVERSITIES, MISSION VALLEY RESERVES PRIME LOCATION IN THE MARKET SEEING 276.4K+ VEHICLES PER DAY.

UNIV. OF SAN DIEGO
- 3 MILES
- 9,100+ STUDENTS



CAMINO DE LA REINA - 17,250 CPD

CAMINO DEL ESTE - 9,457 CPD

MISSION VALLEY

CAMINO DEL RIO N - 9,431 CPD

SAN DIEGO STATE UNIV.
- 5 MILES
- 35,000+ STUDENTS

MISSION VALLEY FRWY - 219,559 CPD

MISSION CENTER RD - 20,730 CPD



TRAFFIC DATA

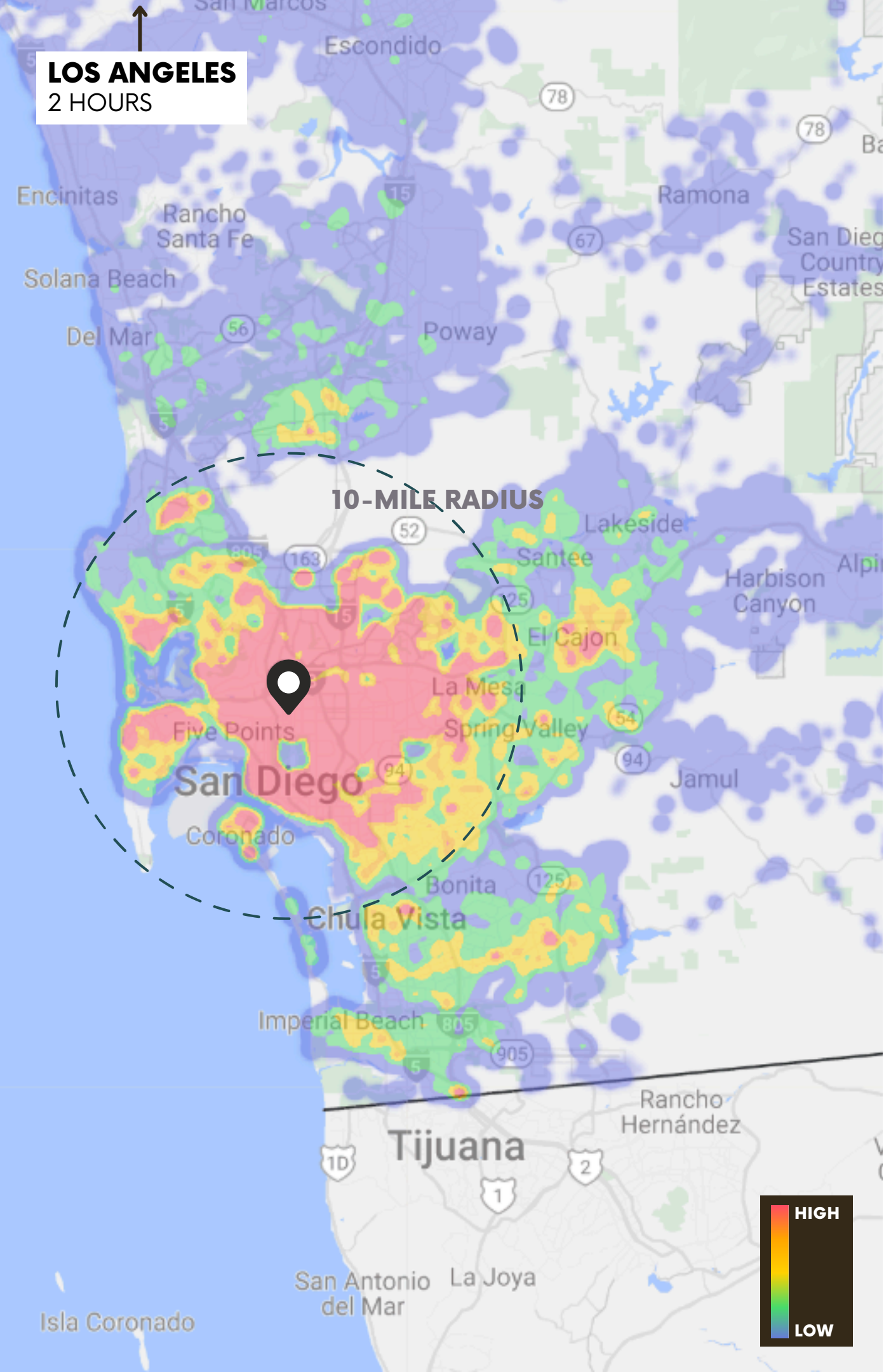
Annual Visits	10M
Annual Avg. Visit Frequency	4.13
Avg. Dwell Time	62 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	865,906	Average HHI	\$110,000
Daytime Population	1M	HHI \$200K+	12%
Households	340,916	College Degree+	70%
Family Households	179,574		
Millennials	30%		
Gen X	18%		



WITHIN A 5 MILE RADIUS OF MISSION VALLEY
MORE THAN 5,500 HOUSEHOLDS
EARN \$500K OR MORE IN ANNUAL HHI





CORE CUSTOMER INSIGHTS

SPENDING PATTERNS & PSYCHOGRAPHICS

SPENDING PATTERNS

		ABOVE U.S. AVERAGE
Household Income \$500K+	3%	+
Avg. Discretionary Income	\$60,278	+
Discretionary Income \$125K-\$150K	7%	+

PSYCHOGRAPHICS

Young Professionals Well-educated young professionals starting their careers in white-collar or technical jobs.	26%	+
Educated Urbanites Well educated young singles living in dense urban areas working relatively high paying jobs.	20%	+



MISSION VALLEY'S CORE CUSTOMERS ARE IDENTIFIED AS THE MOST EDUCATED PSYCHOGRAPHIC SEGMENTS IN PLACER.AI.



PROVEN PERFORMANCE

MISSION VALLEY PROVIDES AN ELEVATED SHOPPING EXPERIENCE FEATURING NUMEROUS BEST-IN-CLASS BRANDS.

TARGET RANKS #1 OF 292 IN THE STATE WITH MORE THAN 3.5M ANNUAL VISITS.

TENDER GREENS RANKS #1 OF 15 IN THE STATE BASED ON VISITS.

FRANCESCA'S RANKS #1 OF 16 IN THE STATE BASED ON VISITS.

YARD HOUSE RANKS #5 OF 13 IN THE STATE BASED ON VISITS.

BLOOMINGDALES OUTLET IS ONE OF ONLY THREE IN CALIFORNIA.

NORDSTROM RACK
#2 IN THE STATE
BASED ON VISITS

AMC
#2 IN THE STATE
BASED ON VISITS



MORE THAN 15 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



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