



# PROMENADE

SAUCUN VALLEY

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CENTER VALLEY, PA







**MUSIKFEST**

## THE LEHIGH VALLEY **A THRIVING MARKET**

THE LEHIGH VALLEY RANKS AMONG THE **TOP 25% FASTEST GROWING REGIONS** IN THE ENTIRE NATION.

THIS REGION HOLDS THE **FASTEST GROWTH RATE STATE-WIDE, AND 6TH HIGHEST IN THE COUNTRY, FOR YOUNG ADULTS AGES 18-34.**


LEHIGH VALLEY IS **#1 MID-SIZE MARKET IN THE U.S. FOR ECONOMIC DEVELOPMENT AND #4 OF ANY MARKET SIZE IN THE NORTHEAST.**

THE LEHIGH VALLEY'S GDP OF **\$50.2B IS LARGER** THAN THE STATES OF VERMONT AND WYOMING.

THERE ARE **11 HIGHER EDUCATION INSTITUTIONS** SURROUNDING THE PROMENADE INCLUDING **NATIONALLY RANKED LEHIGH UNIVERSITY AND PENNSYLVANIA STATE UNIVERSITY LEHIGH CAMPUS.**

THE LEHIGH VALLEY BOASTS **IMPRESSIVE TOURISM FIGURES** HOME TO DORNEY PARK & WILDWATER KINGDOM, DRAWING **1.5M+ VISITORS ANNUALLY, AND MUSIKFEST, RANKED AS THE #1 MUSIC FESTIVAL IN NORTH AMERICA WITH 1.2M+ VISITORS EACH YEAR.** BOTH ATTRACTIONS ARE WITHIN 10-MINUTE DRIVE FROM THE PROMENADE.

THE SAUCON VALLEY COUNTRY CLUB HAS **HOSTED 8 USGA CHAMPIONSHIPS,** JUST 1-MILE AWAY FROM THE PROMENADE.

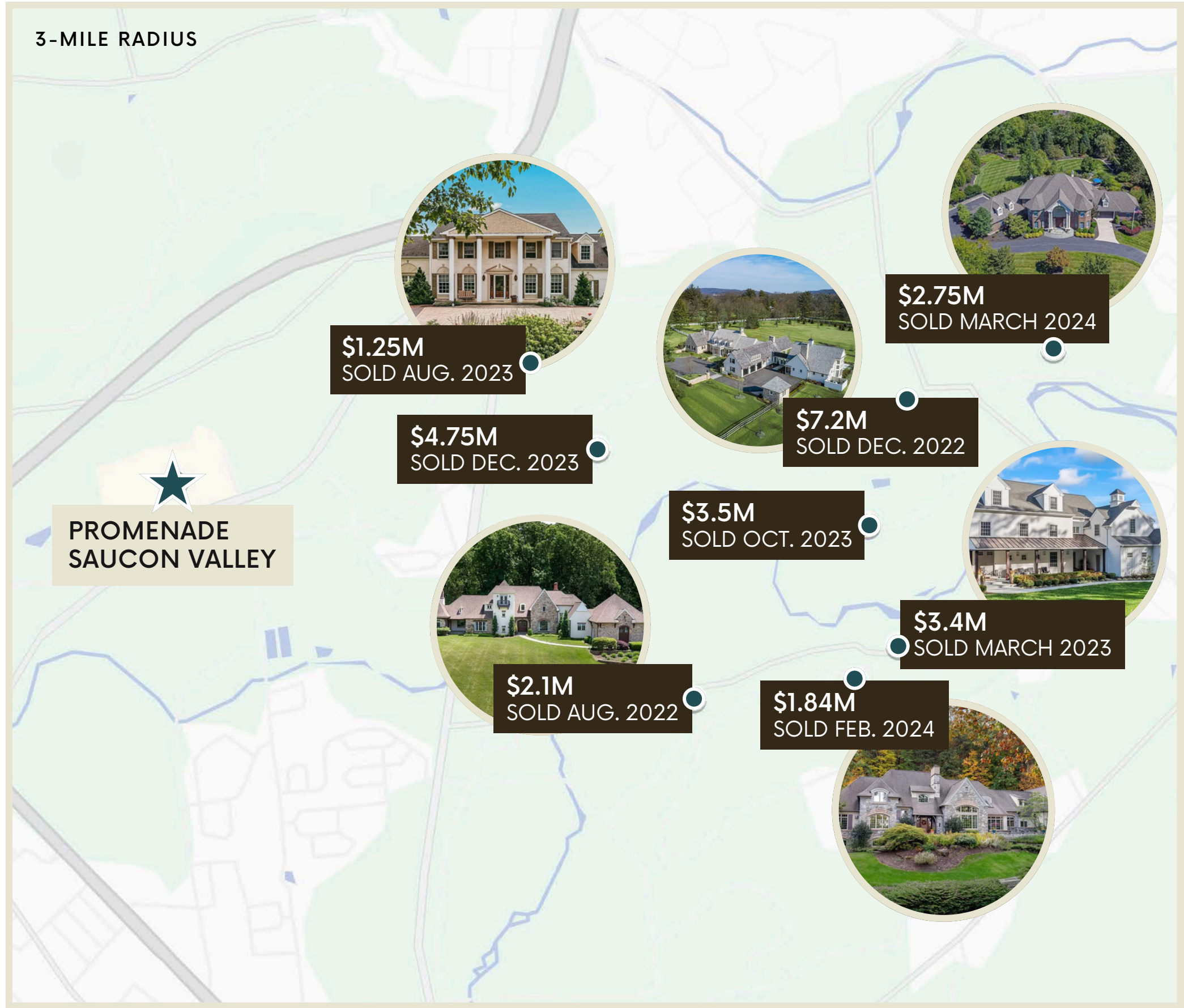
 **49K+**  
STUDENTS  
WITHIN A 5-MILE  
RADIUS



 **16.6M**  
ANNUAL TOURISTS  
WITH **\$1.3B**  
ECONOMIC IMPACT

 **10\$B**  
IN ECONOMIC  
GROWTH WITHIN  
THE LAST 5 YEARS





### NOTABLE NEIGHBORHOOD

IN JANUARY 2024, THE MEDIAN LISTING HOME PRICE IN CENTER VALLEY WAS \$842.9K, **TRENDING UP 9.8% YEAR-OVER-YEAR.**

THE MEDIAN HOUSEHOLD INCOME IN THE LEHIGH VALLEY IS **INCREASING AT A FASTER PACE** COMPARED TO BOTH THE PENNSYLVANIA AND U.S. AVERAGES.





**HOMEWOOD SUITES** by Hilton

**NEW CONSTRUCTION**  
- 114 ROOMS



**GOOD SHEPHERD REHABILITATION**

- 123K SF BRAND NEW CONSTRUCTION
- RELOCATED FROM ALLENTOWN
- NATIONALLY RANKED IN THE TOP 5% OF REHABILITATION FACILITIES



**SAUCON VALLEY COUNTRY CLUB**

- 1 MILE
- PRIVATE GOLF COURSE & COUNTRY CLUB
- HOSTED 8 USGA CHAMPIONSHIPS



**DESALES UNIVERSITY**

2 MILES | 2,300+ STUDENTS



**PENN STATE UNIVERSITY**

LEHIGH VALLEY CAMPUS  
- \$14.4M EXPANSION PROJECT  
RECENTLY COMPLETED



**OLYMPUS CORPORATION OF THE AMERICAS**  
- 5,200 EMPLOYEES



**SAUCON VALLEY BUSINESS PLAZA**

- 100K+ SF OF OFFICE
- 4 SEPARATE BUILDINGS



**ARTQUEST CENTER**  
5 MILES | 1M+ ANNUAL VISITORS



**LEHIGH UNIVERSITY**  
4 MILES | 7,000+ STUDENTS



**SURROUNDED BY A CORPORATE OFFICE PARK, NUMEROUS UNIVERSITIES AND A NATIONALLY RANKED REHABILITATION FACILITY, THE PROMENADE RESERVES PRIME LOCATION IN THE LEHIGH VALLEY REGION WITH MORE THAN 13,000 EMPLOYEES IN A 3-MILE RADIUS.**





## NATIONALLY RECOGNIZED

PROMENADE SAUCON VALLEY RANKED #5 ON CHAIN STORE AGE'S 2024 TOP 10 RETAIL CENTER EXPERIENCES, SHOWCASING ITS OUTSTANDING SHOPPING, DINING, AND ENTERTAINMENT OFFERINGS.





# TRAFFIC DATA

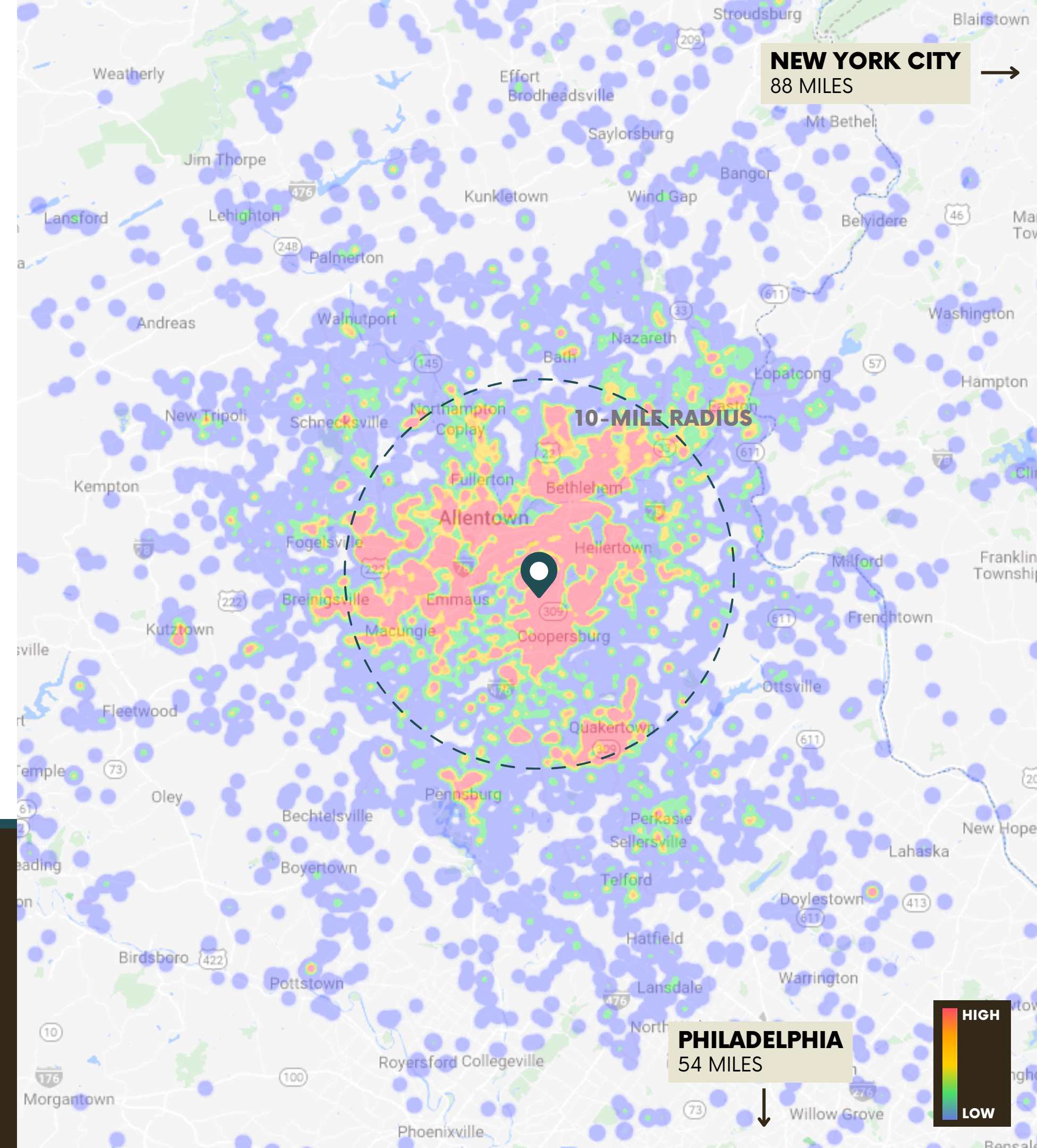
Annual Visits **3.3M**  
Annual Avg. Visit Frequency **4.3**  
Avg. Dwell Time **78 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>505,525</b>	Average HHI	<b>\$133,000</b>
Daytime Population	<b>577,707</b>	HHI \$150K-\$250K	<b>15.2%</b>
Households	<b>189,423</b>	College Degree+	<b>58.2%</b>
Family Households	<b>124,669</b>		
Gen Z	<b>15.6%</b>		
Millennials	<b>19.7%</b>		



PROMENADE SAUCON VALLEY BOASTS  
**THE HIGHEST DWELL TIME**  
COMPARED TO COMPETING CENTERS







# PROVEN PERFORMANCE

WITH **NATIONALLY RECOGNIZED AND AWARD-WINNING RESTAURANTS** INCLUDING TOP CUT AND TORRE, THE PROMENADE SERVES AS THE DINING DESTINATION FOR THE LEHIGH VALLEY WITH OVER **\$43M IN ANNUAL F&B SALES.**

STARBUCKS IS IN THE **TOP 3% OF STORES STATEWIDE** BASED ON VISITS.

PLAYA BOWLS **RANKS #3 OF 11** IN THE STATE BASED ON VISITS.

TURNING POINT REPORTED THE **HIGHEST OPENING WEEK SALES OF ALL PENNSYLVANIA LOCATIONS AND 2ND HIGHEST FOR THE COMPANY TO DATE.**

FINE WINE & SPIRITS IS IN THE **TOP 6% OF STORES STATEWIDE** BASED ON SALES.

HAND & STONE **RANKS #4 OF 35** IN THE STATE BASED ON VISITS.

AMC REMAINS THE **HIGHEST GROSSING THEATER IN THE LEHIGH VALLEY** FOR 11 CONSECUTIVE YEARS AND **RANKS #3 OF 19 AMC'S** IN THE STATE.

L.L. BEAN

**#1 IN THE STATE**

BASED ON VISITS

THE FRESH MARKET

**#1 IN THE STATE**

BASED ON VISITS





## IMPACTFUL EVENTS

HOLIDAY TREE LIGHTING  
**10,000+ ATTENDEES**

WONDERLAND ON MAIN  
**6,000+ ATTENDEES**

BARKTOBERFEST  
**8,000+ ATTENDEES**

FASHION SHOW  
**5,000+ ATTENDEES**

PARTY AT THE PATIO  
**1,000+ ATTENDEES EACH WEEK**  
**MAY-SEPTEMBER**

TODDLER TUESDAYS  
**500+ ATTENDEES EACH WEEK**  
**MAY-AUGUST**

**OVER 50 EVENTS EACH YEAR**  
WITH THOUSANDS OF ATTENDEES



**maniacmckee**  
The Promenade Shops at Saucon Valley

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LIFE IS SHORT. MAKE IT SWEET.

62 likes  
maniacmckee Batch Microcreamery at The Promenade... more  
March 26, 2023

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The Promenade Shops at Saucon Valley

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ashnicoled\_ mom on duty  
July 30, 2023

**joyce\_justo**  
The Promenade Shops at Saucon Valley

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Liked by aron\_yoka and others  
joyce\_justo ... more  
June 11, 2023

**cathy\_\_rose**  
The Promenade Shops at Saucon Valley

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318 likes  
cathy\_\_rose It's Christmas time at the Promenades 🎄🎁  
November 18, 2023

**classicallychriste and thepromenadesv**  
Paid partnership • The Promenade Shops at Saucon Valley

Liked by kaaayy\_bee and 78 others  
classicallychriste #SummerFun ☀️🍹 GIVEAWAY!

You know I love me some shopping & sipping... more  
View all 69 comments  
ashley100500 I won't win anyway but I don't know who I'd bring  
foxyroxy1115 Omg!!!! Thank you soooo much. I'm so excited!!!! A much needed getaway!!!!  
July 11, 2022



**INSTA-WORTHY**

MORE THAN 16.4K POSTS ON INSTAGRAM MENTION PROMENADE SAUCON VALLEY





# PROMENADE

SAUCON VALLEY

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