LINCOLN CITY OUTLETS
On the Oregon Coast

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TORG
The Outlet Resource Group

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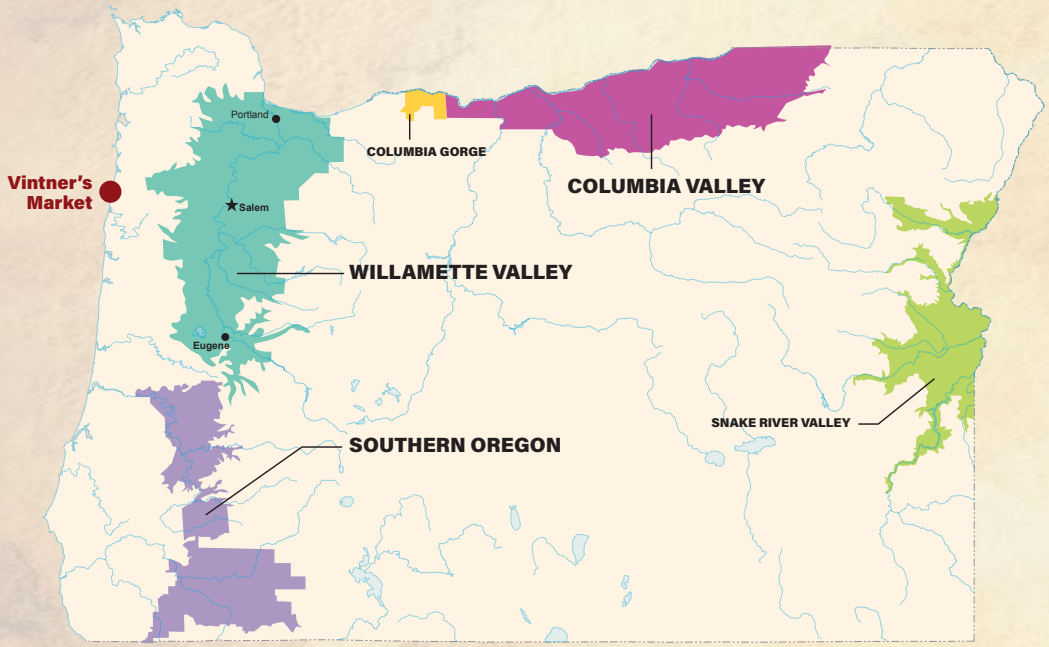
VINTNER'S MARKET & TASTING ROOMS

Located on the beautiful central Oregon Coast, Lincoln City is a relaxing retreat of vacation homes, beachfront rentals and ocean-view hotels. Nearby amenities such as Chinook Winds Casino, the Salishan Golf Resort, as well as wineries and other attractions make the area a popular year-round destination. Visitors from Oregon and Southwest Washington come for the day, a weekend or a week — and part of every stay includes a trip to Lincoln City Outlets!

Extend your reach and welcome new guests to experience Oregon's world class wines. Nestled along the Oregonian coastline and drawing visitors across the state and beyond, the **Vintner's Market and Tasting Rooms** provide a unique and smart opportunity to grow your market share and penetrate a deeper guest base outside of the Willamette Valley.

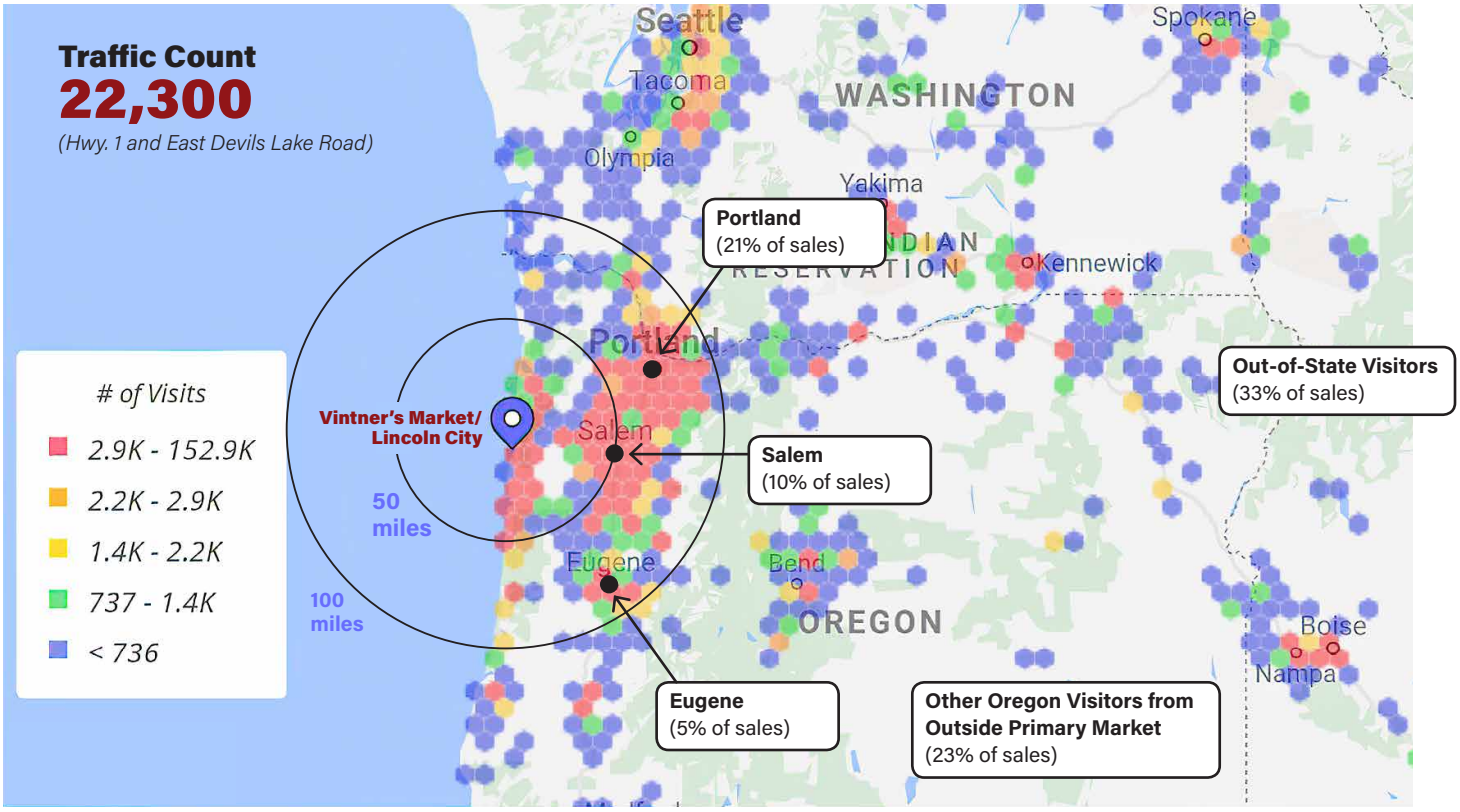
MARKET DRAW

Accessing New Market of Wine Enthusiasts

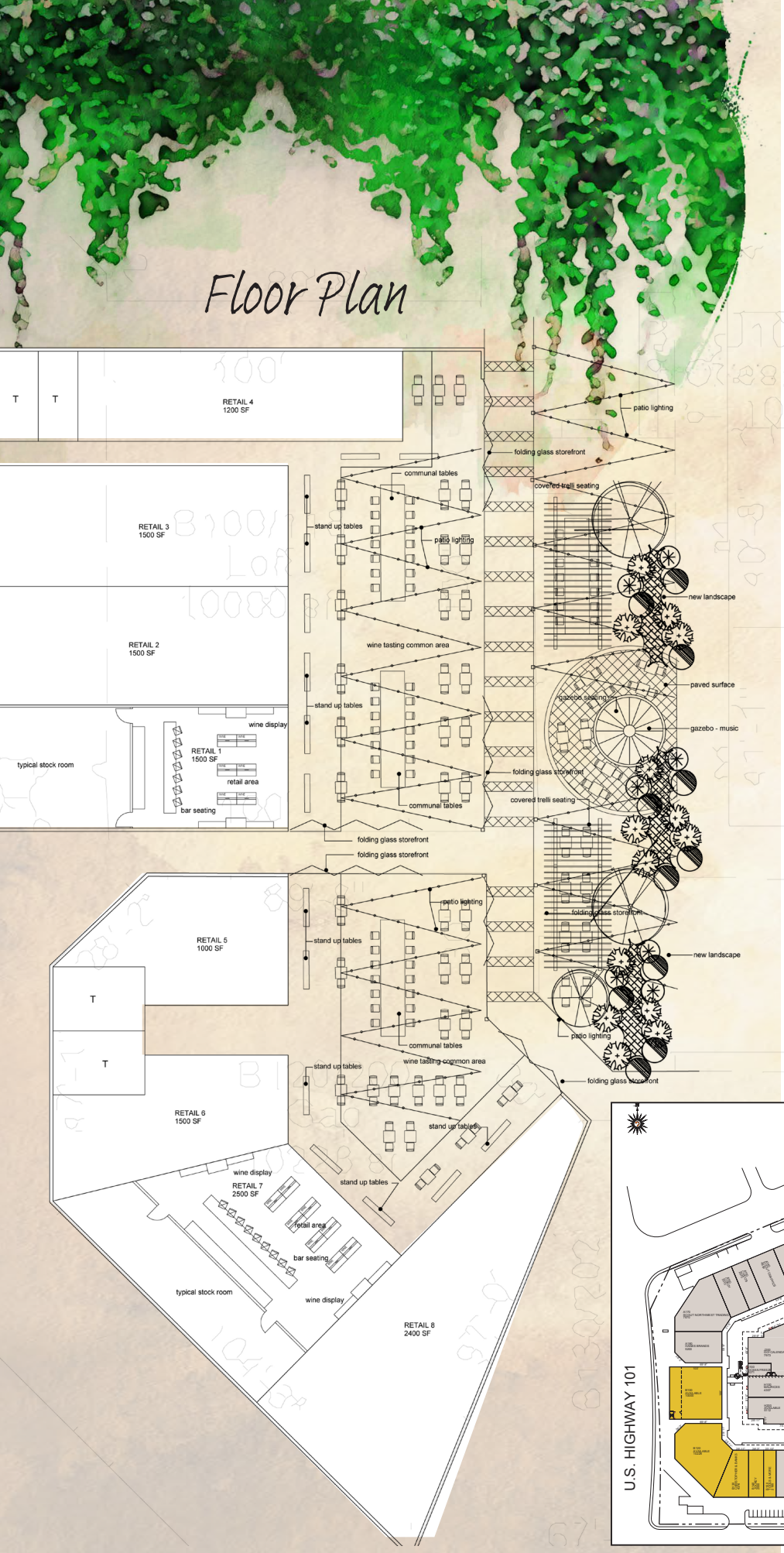


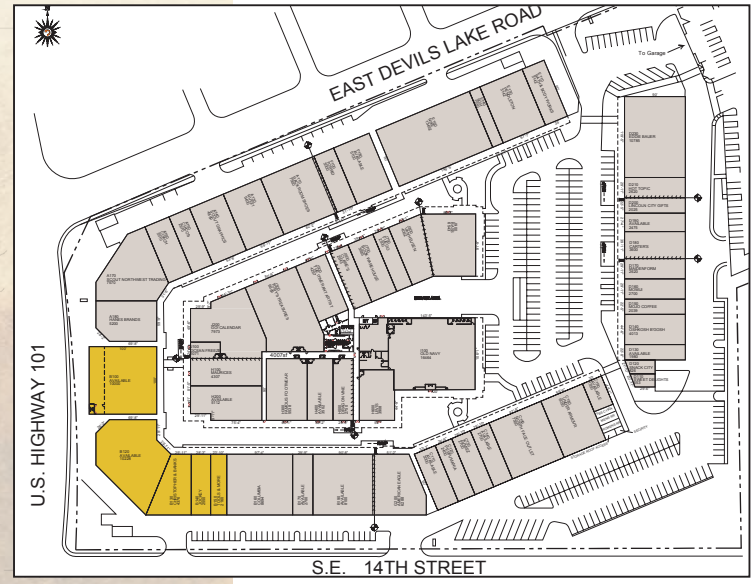
- **41%** of shoppers come from Western Oregon (these shoppers DO NOT travel through or near Willamette Valley to get to Lincoln City Outlets)
- **31%** of shoppers come from out of state, specifically: WA, CA and ID
- **25%** of shoppers come from the Portland area
- **23%** of shoppers come from their vacation or second home directly

Lincoln City Outlets features a growing trade area population of more than 631,000 with another 86% of its sales coming from outside the trade area. Serving the Portland and Salem metro areas, along with nearby coastal communities and the growing Willamette Valley, Lincoln City Outlets is an established outlet center with a relaxed seaside village shopping atmosphere.



Floor Plan





The Vintner's Market and Tasting Rooms have been designed to create flexible-sized tasting venues for vintners to display and sell their various wine and cheese offerings. Customers can take advantage of outdoor seating in which to enjoy the wine flights and various food offerings. These spaces are designed to evoke relaxing and joyous conversations while enjoying the manicured gardens and gazebos. Entertainment will be provided from time to time.

The tasting rooms can be sized anywhere from 500 SF to 2,000 SF. We can accommodate various sized seating areas associated with either the Tasting Room or the Vintners Market Public Gardens and Gazebos.

The Public Gardens and Gazebos can be event driven and can be rented for Wedding, Shows, or Fashion Shows at the Centers.

270,212 sq. ft.

Total Gross Leasable Area

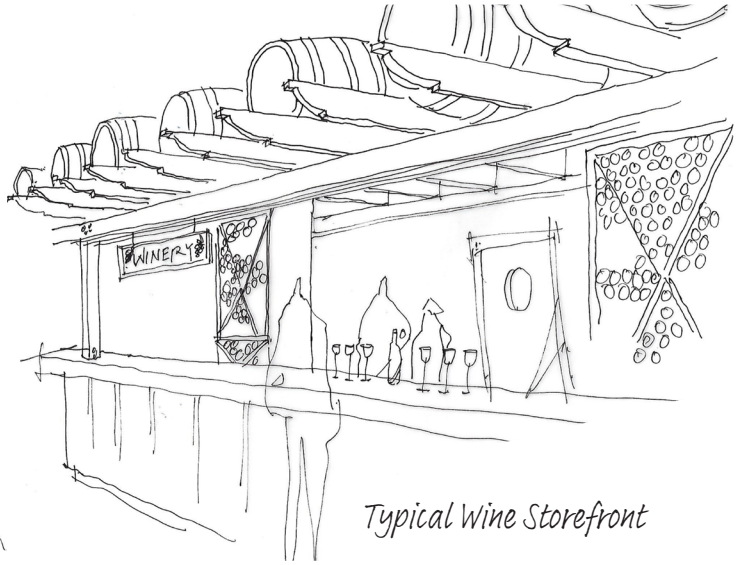
30,000 sq. ft.

Approx. Vintner's Market Total Interior Square Footage

3,400 sq. ft.

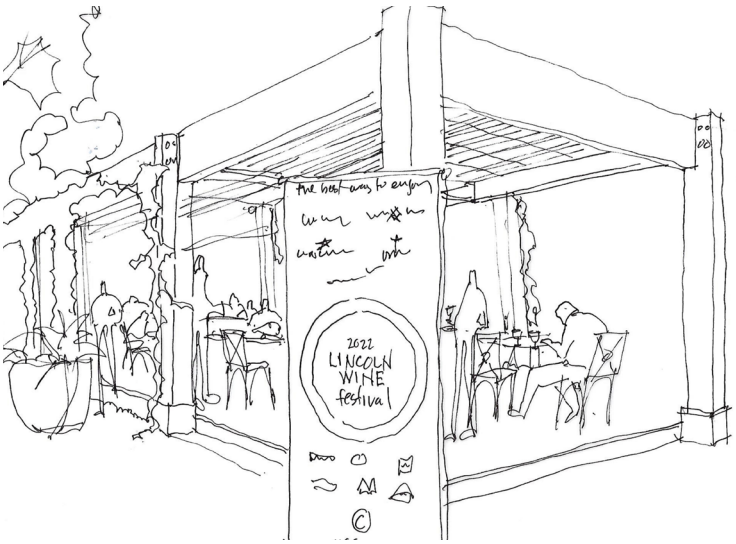
Tasting Garden

Gazebo at Wine Tasting Garden



Typical Wine Storefront

Island Trellis at Wine Tasting Garden



Typical Garden Seating at Wine Tasting

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MEET YOUR NEW WINE ENTHUSIASTS

980.6K
Annual Visitors

1.73M
Annual Visits

1.04M
Loyal Visits

694.3K
Casual Visits

74%
Are Visitors to the Area

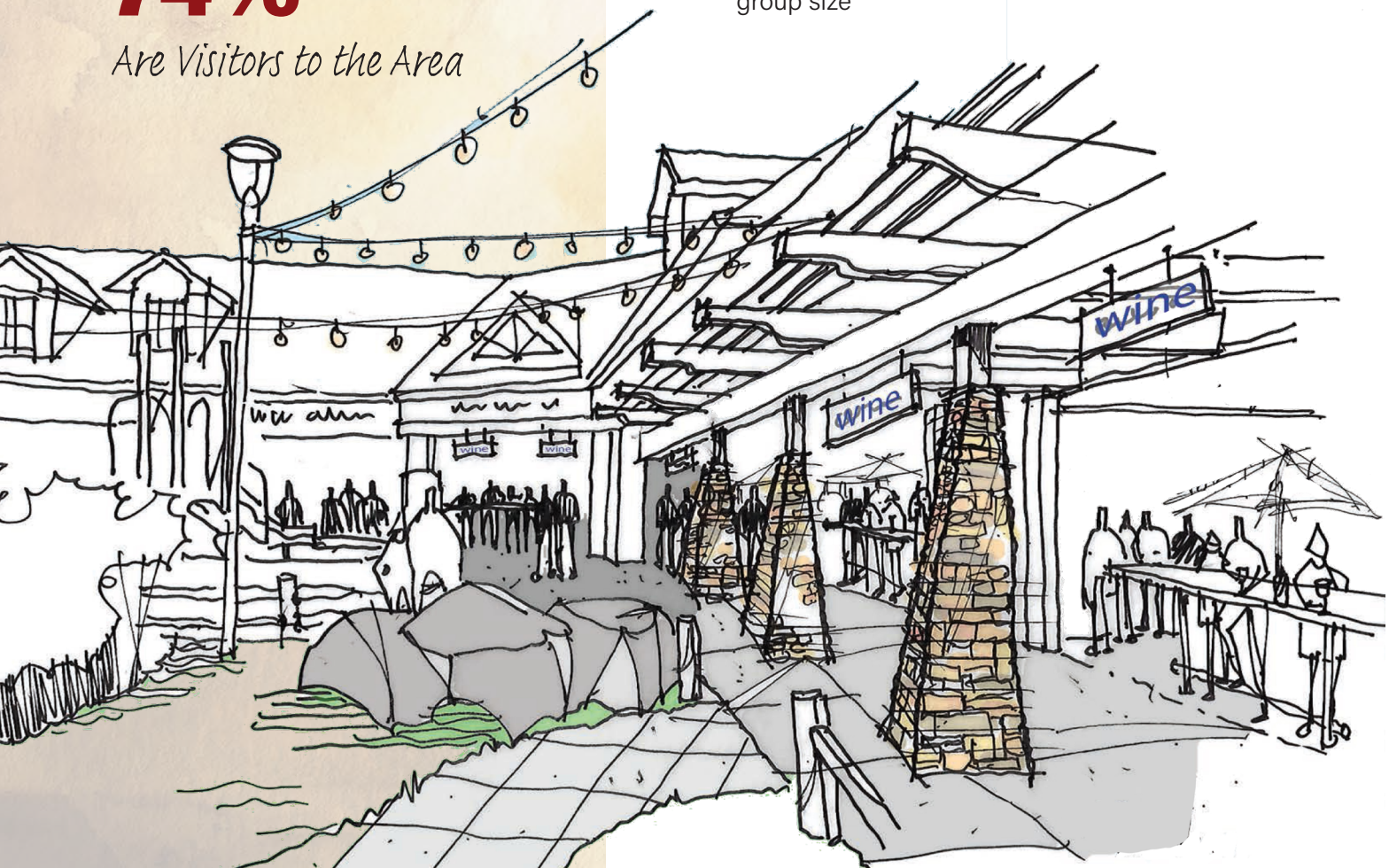
Vintner's Market and Tasting Room will be ideal for Willamette Valley to introduce NEW guests to their wines.

General Profile Traits

- We're affluent - earning an average household income **$98,726**
- **68%** of us are Female between 35-65 years old
- **55-61%** of us are in white collar professions with disposable income to spend

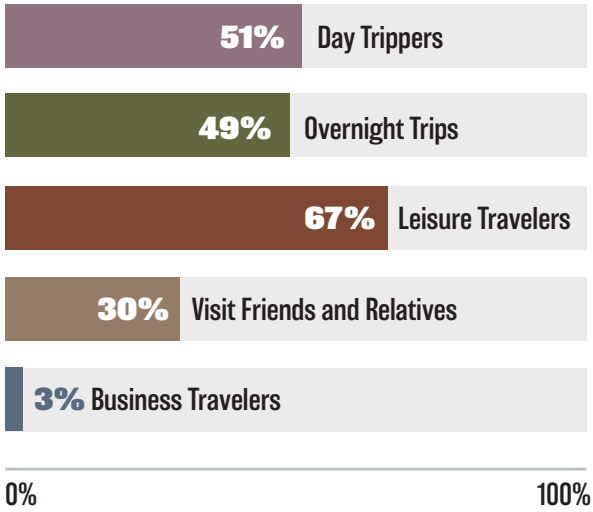
We love to Shop, Dine and Relax

- We stay on average **4.5** Days
- We visit **2.3-3.6x** a Year
- We always bring friends - **3.5** is our average group size



THE LINCOLN CITY ADVANTAGE

#2 Destination in Oregon Constitutes 10.3% of all travel to Oregon

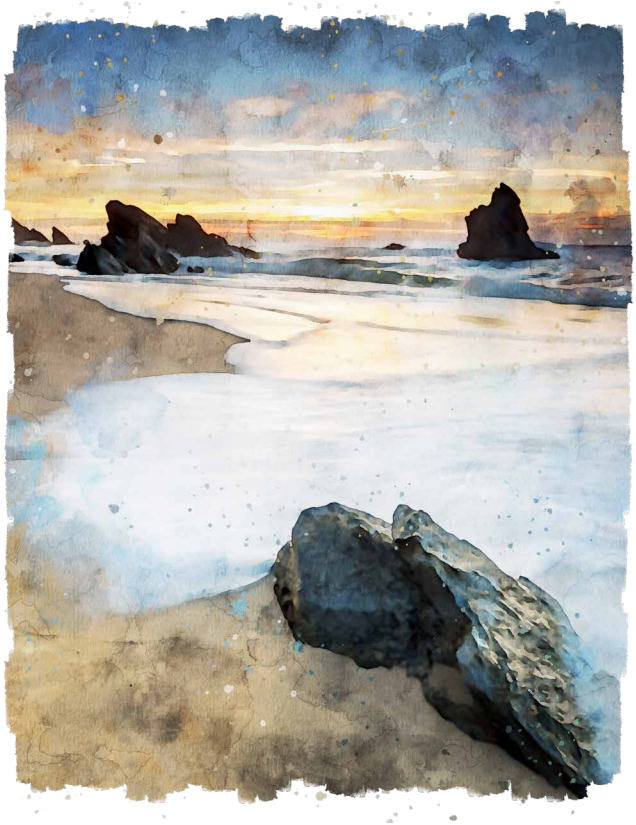


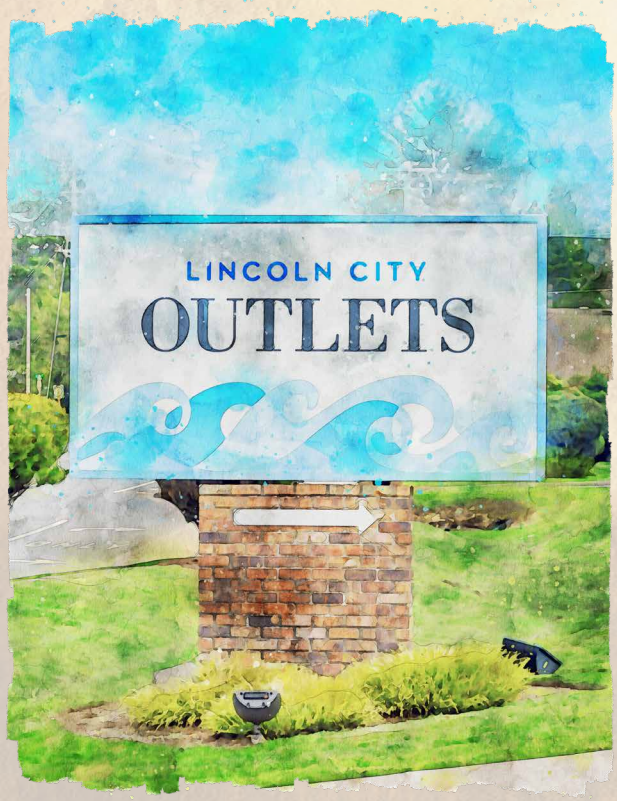
Main Purpose for traveling to OR presents endless market opportunities to serve these new guests:

36% Shopping

25% Beach/ Waterfront

18% Hiking and Backpacking





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