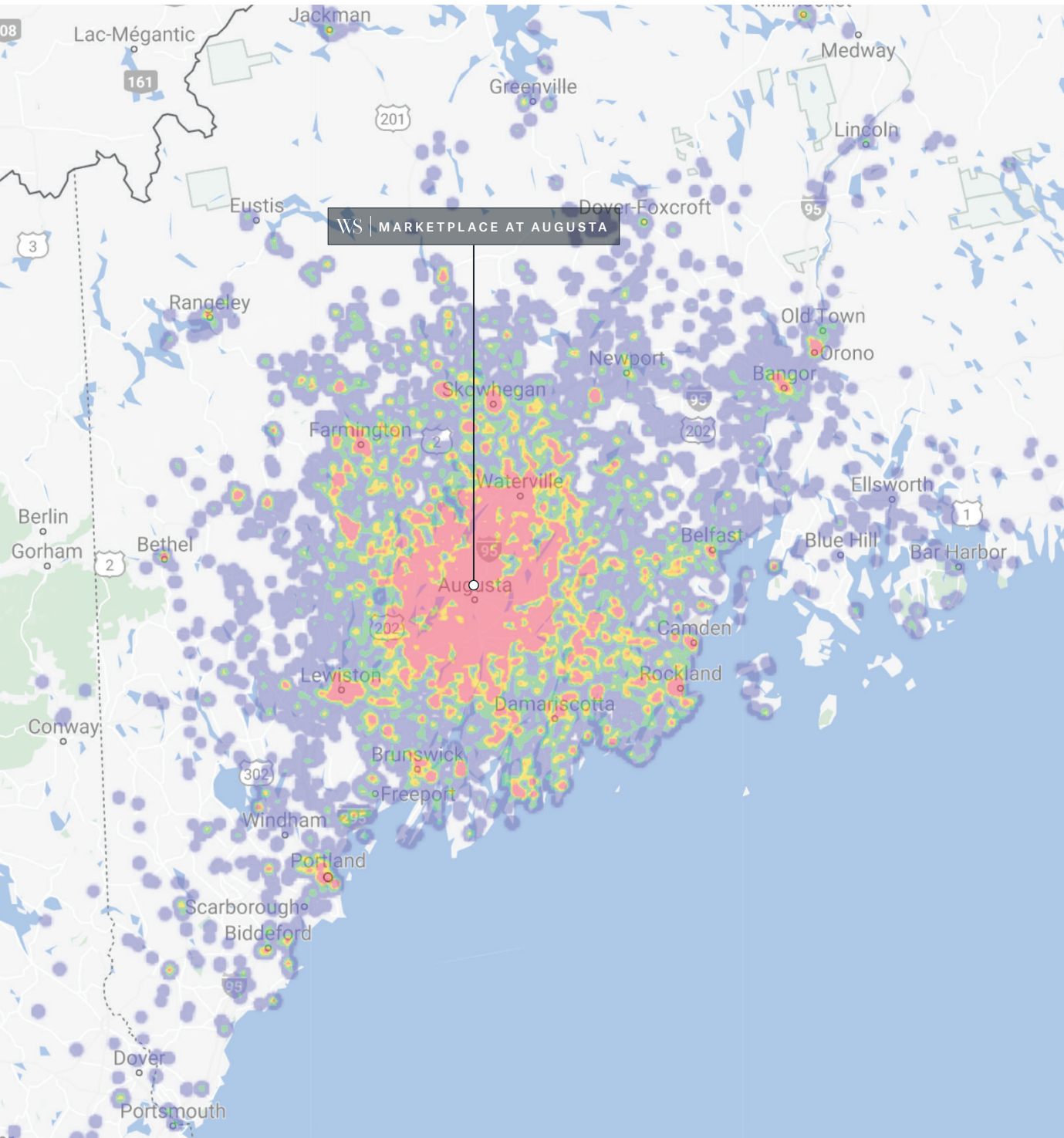


WS Marketplace at Augusta: Trade Area & Customer



Marketplace at Augusta boasts an expansive Trade Area extending 80 miles to the north and 70 miles to the south, serving a population of nearly 1 million customers including the cities of Bangor and Portland.

#1 MOST VISITED outdoor shopping center in Maine

80% of visits come from customers who visit **10+ TIMES ANNUALLY**

50% of visits come from customers who visit **30+ TIMES ANNUALLY**

58% of visitors travel from over **30 MILES AWAY**

VOLUME OF VISITS



Low

High

Heat map shows home locations for customers who visit 3+ times a year. Gradient demonstrates where the greatest volume of customers who visit 3+ times a year live.

Source: Placer.ai, 2023