



WINDWARD
MALL

restaurant OPPORTUNITIES



WINDWARD MALL *at a* GLANCE

- Immediate trade area is ranked in the top ten of the wealthiest zip codes in the state of Hawai'i
- The Windward Mall Shopper
 - 32.5% of the Windward Mall shopper is between the ages of 20-44
 - Parents with children under 18 in the household account for 55% of Windward Mall shoppers and 66% of sales



ROBUST MARKET

- Food away from home is 40% above the national average - Windward Mall Trade Area averages more than \$4,300 in household spending
- Impressive Center food sales
 - Total average food court sales trending nearly \$1,500 psf per year
 - Comparable sit-down restaurant sales trending over \$800 psf per year
- Marketplace Opportunity
 - Demand for Food & Drink = \$242,831,261
 - Supply for Food & Drink = \$175,474,647
 - Surplus = \$67,356,614
 - Leakage out of trade area = 16.1%

TRADE AREA	7-MILE RADIUS
Population	149,045
Total Households	44,980
Avg. Household Income	\$112,584
Median Age	39.6
TRADE AREA CONSUMER BEHAVIOR	7-MILE RADIUS
Went to family restaurant/steakhouse in last 6 months	74.1%
Went to family restaurant/steakhouse +4 times/month	25.7%
Went to fast food/drive-in restaurant in last 6 months	87.2%
Went to fast food/drive-in restaurant +4 times/month	33.2%
Source: ESRI 2016	



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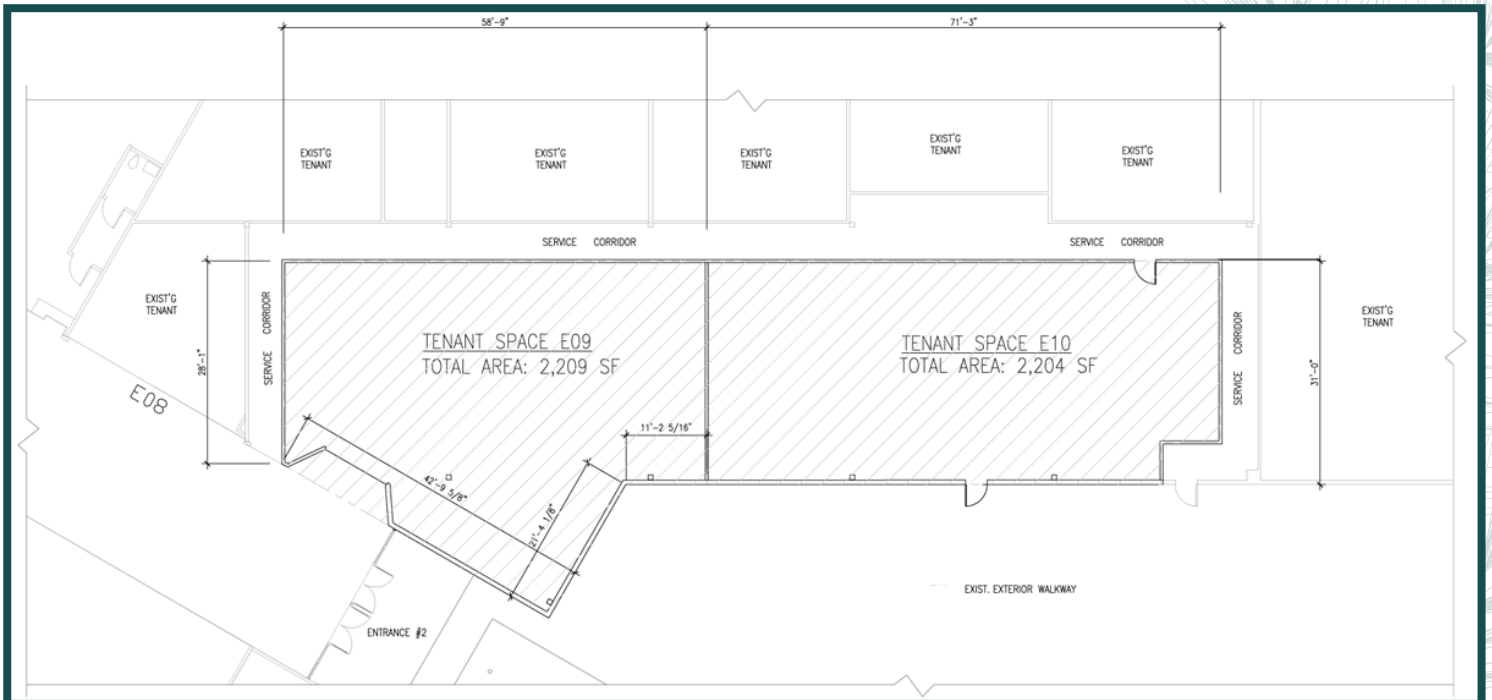
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EXTERIOR ARTIST RENDERING



LEASE OUTLINE DRAWING



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