

Outlets

at the Dells

Nestled in the heart of Wisconsin Dells, just a stone's throw away from the majestic Dells of the Wisconsin River lies Outlets at The Dells. This alluring shopping destination perfectly complements this picturesque and beloved tourist hotspot. With its stunning glacial gorge and captivating sandstone formations as a backdrop, this area is a magnet for visitors all year round. Earning the title of "The Waterpark Capital of the World!®", Wisconsin Dells truly is a paradise for fun-seekers. The Outlets at the Dells is positioned perfectly as the top shopping destination in the area.



AMERICAN EAGLE
OUTFITTERS®

COACH
OUTLET


NIKE FACTORY STORE

 **Columbia**
FACTORY STORE

Eddie Bauer®
OUTLET

five BELOW®

Levi's®
OUTLET STORE

MICHAEL KORS
OUTLET

OLD NAVY
OUTLET

T.J. maxx®

ULTA®
BEAUTY


UNDER ARMOUR.

DEMOGRAPHICS

DESCRIPTION	10 Miles	35 Miles	65 Miles
POPULATION BY YEAR			
Population (4/1/2020)	30,251	214,314	1,044,560
Population (1/1/2023)	36,385	255,283	1,244,187
Population (1/1/2028)	37,254	263,542	1,294,267
Growth (2023/2020)	.033	1.01	1..03
Forecast (2028/2023)	2.39	3.24	4.03
Gender			
Male	18,244	130,934	631,971
Female	18,141	124,349	612,216
Age			
Median Age	43.5	43.6	39.9
INCOME CHARACTERISTICS			
Median Household Income (\$)	67,838	73,321	73,104
Average Household Income (\$)	87,365	96,497	97,631
Household High Income Average (\$)	440,628	370,152	383,025

AREA COMPETITION

Outlet	Anchor Stores	Miles from Center
Johnson Creek Premium Outlets	Nike Clearance Store, Five below, Polo Ralph Lauren Factory Store, Banana Republic Factory Store	73 Miles
The Outlet Shoppes at Oshkosh	Nike Factory Store	88 Miles
Retail	Anchor Stores	Miles from Center
Greenway Station Middleton, WI	DSW, HomeGoods, Marshalls, Loft	43 Miles
West Town Mall Madison, WI	H&M, Dicks Sporting Goods, Von Maur, JC Penney	45 Miles
Hilldale Shopping Center Madison, WI	Apple Store, Macy's, Lululemon	46 Miles
East Towne Mall Madison, WI	H&M, Dick's Sporting Goods, JC Penney	45 Miles

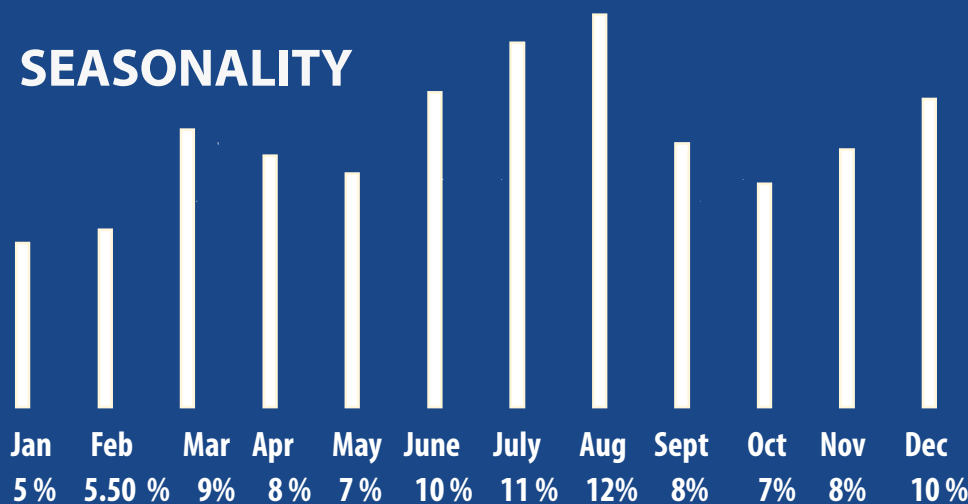


Located at the intersection of I 90/94 & Hwy 12

Daily Traffic counts on I 90/94 average 61,400 Vehicles.

Regarded as a top vacation spot, Wisconsin Dells houses 400+ businesses and over 10,000 hotel accommodations.. It hosts diverse events and attractions year-round and features 80+ attractions and 90+ dining spots. The area boasts over 5 million annual visitors, producing an economic impact of over \$2.02 billion, an increase of 3.2% from last year.

SEASONALITY

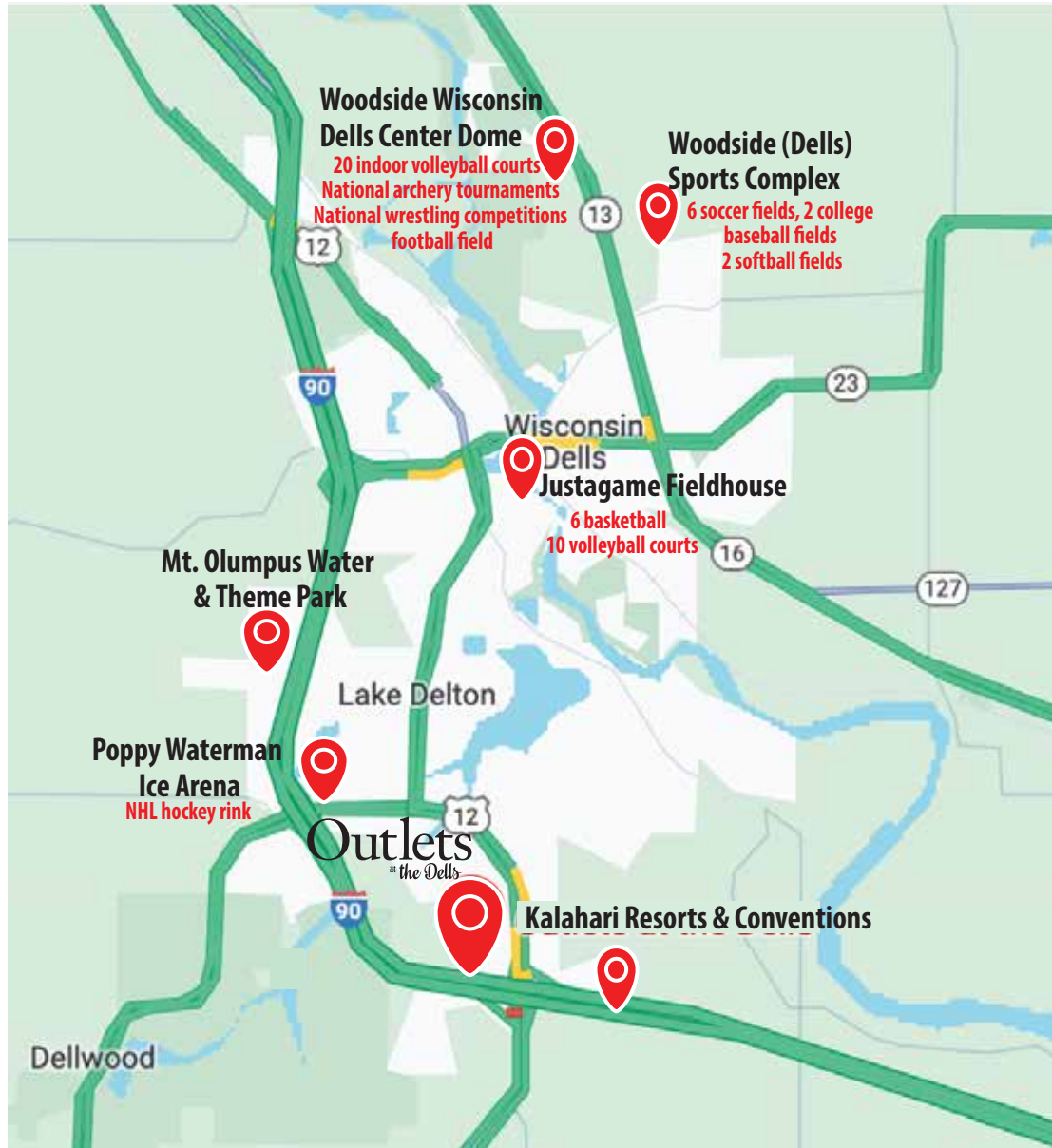


PROPERTY VISITS

ANNUAL VISITORS	2.7M
FREQUENCY OF VISITS	1.23
AVERAGE DWELL TIME	70 minutes

AREA COLLEGES

College	Enrollment	Miles From Center
University of Wisconsin-Platteville	Baraboo Sauk Co.	13.8
Madison Area Technical College	Reedsburg	17
Madison Area Technical College		48.3
University of Wisconsin - Madison		53.8
Edgewood College		56.2



AREA ATTRactions

MILES FROM THE CENTER

20
Waterparks

Throughout
the area

5
Signature
Golf Courses

Throughout
the area



.3



.7



1.3

Lake
Delton

2



7



8

In 2025, Outlets at the Dells is surrounded by a fresh array of new adventures.. This renowned family vacation destination, recognized as one of the top spots in the United States by USA Today, is set to unveil a host of thrilling updates. Kalahari Resorts & Conventions is building an \$85M waterpark expansion, creating a 75,000SF space with a retractable roof! Wilderness Hotel & Golf Resort opens Aquavia Lumina, a multimedia experience through a canyon of wonders. Skyland Mountain Coaster, a new alpine coaster, will open in Summer 2025. DellShire Resort is a new immersive escape into a world of timeless charm and adventure, including luxury accommodations, expansive pools, dining, serene nature trails and more!

CONTACT:



Andrew Pelmoter
301.312.6104



210 N. Gasser Road
Baraboo, WI 53913



apelmoter@horizongroup.com



horizongroup.com



Horizon Group Properties is distinguished for developing, managing, and marketing outlet shopping centers. Each property offers a wide variety of quality designer brands at discounted prices in a compelling outdoor environment within attractive markets.

"Quality delivered with Economy and Proven Experience."