

# 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 "Waterpark Capitol 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

  
Buckle

five BELOW®

  
OUTLET STORE

MICHAEL KORS  
OUTLET

OLD NAVY  
OUTLET

T.J. MAXX®

ULTA  
BEAUTY

  
UNDER ARMOUR.

# DEMOGRAPHICS

DESCRIPTION	10 Miles	35 Miles	65 Miles
<b>POPULATION BY YEAR</b>			
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)	0.33	1.01	1.03
Forecast (2028/2023)	2.39	3.24	4.03
<b>Gender</b>			
Male	18,244	130,934	631,971
Female	18,141	124,349	612,216
<b>Age</b>			
Median Age	43.5	43.6	39.9
<b>INCOME CHARACTERISTICS</b>			
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

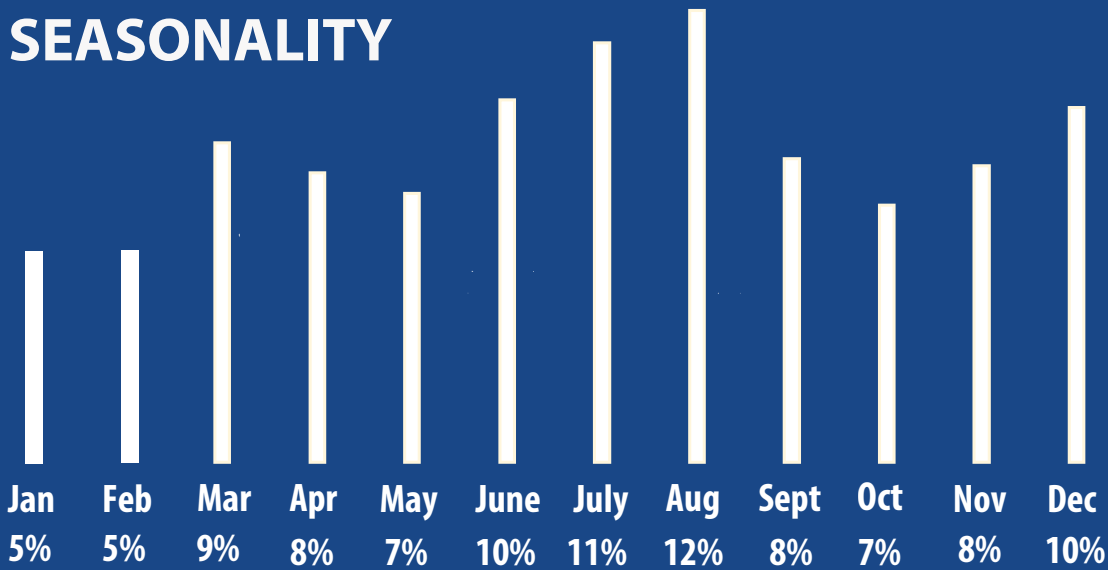
Outlet	Anchor Stores	Miles from Center
Johnson Creek Premium Outlets	Nike Clearance Store, Five below, Polo Ralph Lauren Factory Store, Banana Republic Factory Store	73 Miles
The Outlet Shoppes at Oshkosh	Nike Factory Store	88 Miles
Retail	Anchor Stores	Miles from Center
Greenway Station Middleton, WI	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
EastTowneMall 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**



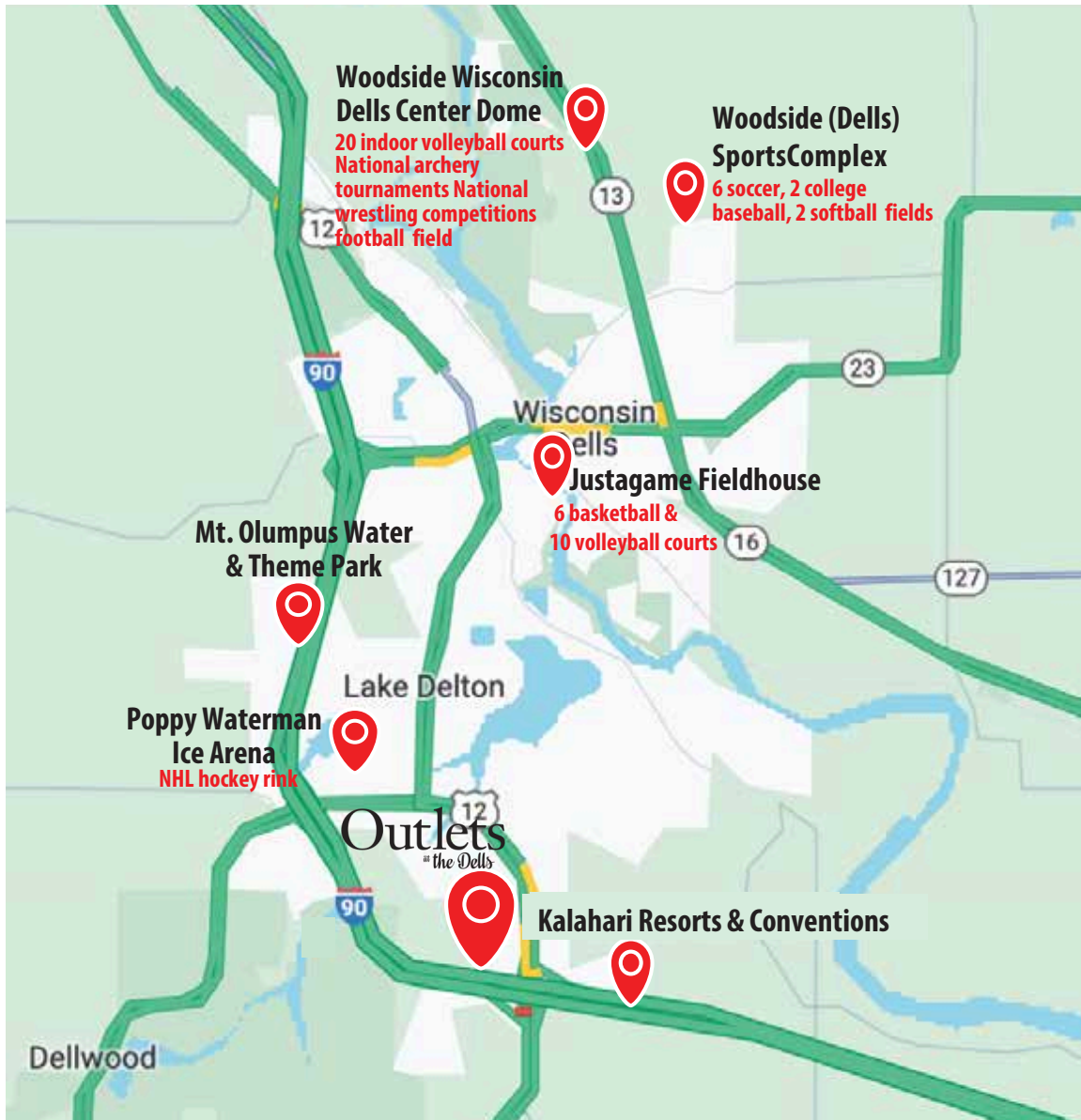
**Gross Leasable Area  
269,315 Square Feet**

**PROPERTY VISITS**

ANNUAL VISITOR	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 2026, Outlets at The Dells will be surrounded by an exciting new lineup of attractions and experiences. This renowned family vacation destination, recognized by USA Today as one of the top spots in the United States, is set to unveil a host of major updates. One of the biggest developments is the \$85 million expansion of Kalahari Resorts' indoor waterpark, scheduled to open in fall 2026. The project will add 75,000 square feet of new waterpark space, including a retractable glass roof for year-round fun. Also debuting at Kalahari in summer 2026 is the Treehouse Collection, a new nature-inspired lodging experience. In spring 2026, the brand-new Dellshire Resort is slated to open in the heart of The Dells, featuring an immersive medieval dragon theme. Within walking distance of Outlets at The Dells, the new Wisconsin Hotel opened in summer 2025 and remains one of the area's newest destination experiences heading into 2026. Its on-site restaurant, Farmer in The Dells, features a standout four-story Silo Bar with rooftop views. The new Wisconsin Dells Visitor & Convention Bureau building opened in late 2025, boosting tourism just minutes from Outlets at The Dells.

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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."