

# The Outlet Shoppes at Laredo

The outlet center is ideally located to attract 4.5+ million Mexican shoppers traveling on I-35. It is the closest outlet center to Monterrey, Mexico. The I-35 exit is three minutes away from the center and provides easy access to the center's parking lots. The pedestrian bridge leads directly to the site. There is a dynamically lit digital billboard on the center itself, which can be seen from Mexico, as well as an over-sized LED billboard along I-35.



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# LAREDO, TEXAS

## The Outlet Shoppes at Laredo

Where International Commerce Meets Cross-Border Retail

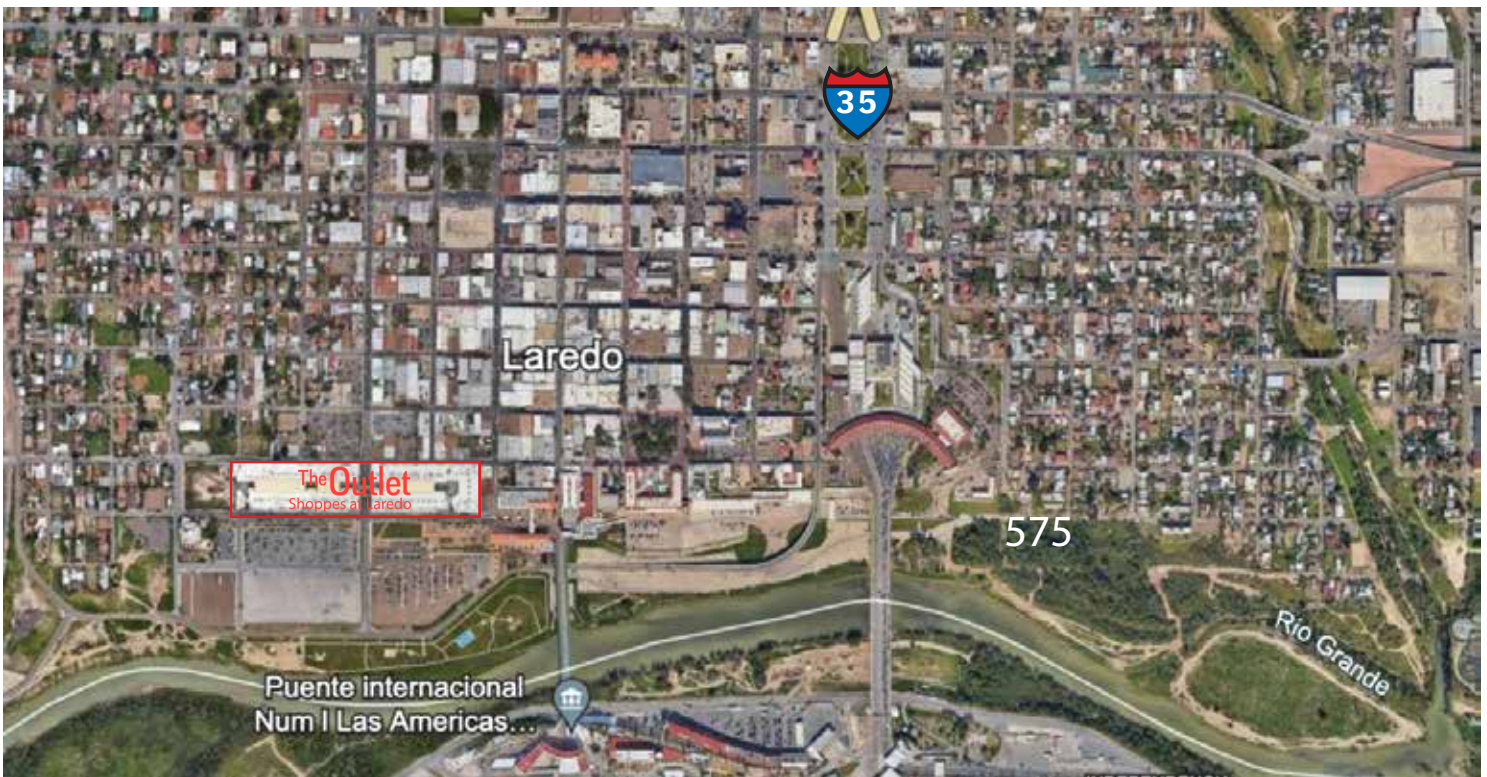
The Outlet Shoppes at Laredo is strategically located in Laredo, Texas, along the historic Rio Grande River — known as the Rio Bravo in Mexico. This dynamic border city is uniquely positioned as the only U.S. location with international bridges connecting two Mexican states. Laredo features two border crossings into Nuevo Laredo, Tamaulipas, and one crossing into Colombia, Nuevo León, creating unmatched binational accessibility.

Recognized as the primary U.S. gateway into Mexico, Laredo sits along the Pan-American Highway, the trade corridor linking Canada to South America. As a historic and modern epicenter of international commerce, The Port of Laredo consistently ranks as the busiest U.S. port across land, air, and sea. In 2024, more than \$339 billion in imports and exports moved through Laredo, setting a record for the port and reinforcing the city's global economic significance.

Forbes has named Laredo among the Top 10 Fastest Growing Cities in the United States, fueled by a thriving economy driven by energy production and international trade. The region maintains an unemployment rate well below the national average, reflecting sustained economic vitality and workforce stability.

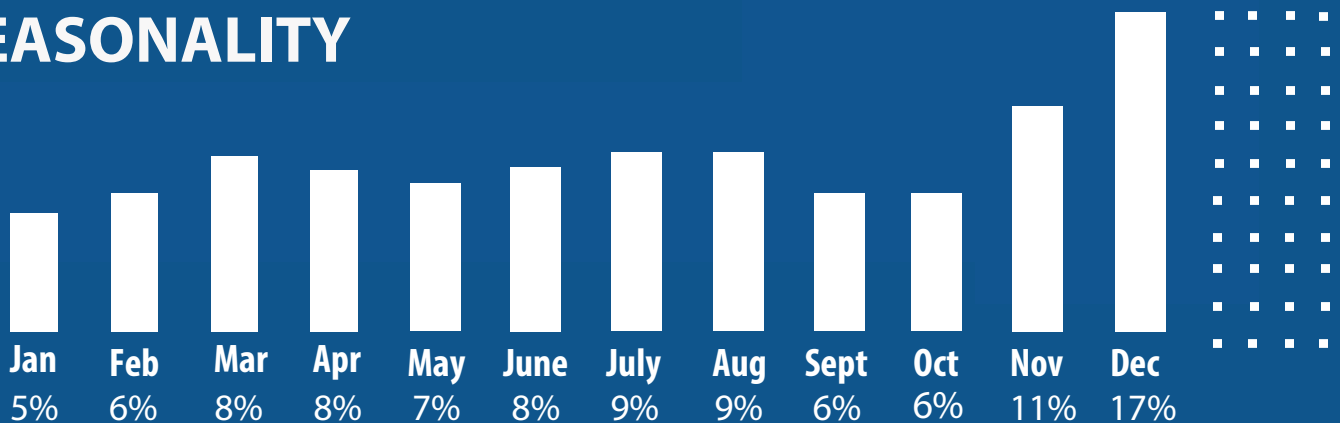
## AREA COMPETITION

Outlet	Anchor Stores	Miles from Center
Rio Grande Valley Premium (Mercedes, TX)	Nike, Polo Ralph Lauren, GAP Outlet, Columbia Sportswear	184
San Marcos Premium Outlet (San Marcos, TX)	Neiman Marcus Last Call, Cole Haan, Dolce Gabbana, Gucci, Polo Ralph Lauren, Tommy Bahama, Tory Burch	202
Tanger Outlet San Marcos (San Marcos, TX)	Old Navy, Reebok, H&M	
Round Rock Premium Outlets (Round Rock, TX)	Gap Outlet, Polo Ralph Lauren, Nike	258
Retail	Anchor Stores	Miles from Center
Mall del Norte (Laredo, TX)	JC Penney, Dillard's, Macy's	4.1



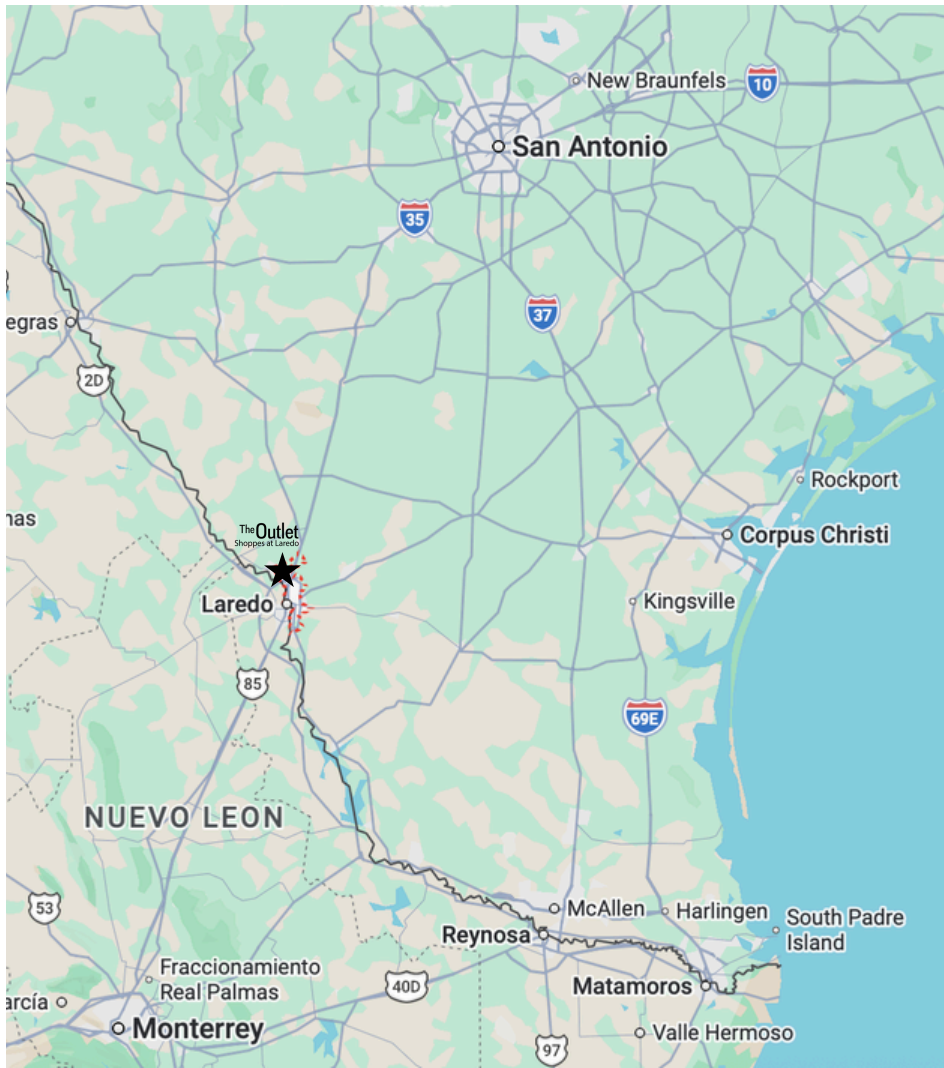
Site - 438,000 Square feet of mixed-use retail development with covered parking for 600 cars and free outdoor parking for 1700 cars (total of 2,300 parking spaces).

## SEASONALITY



Laredo has been ranked by Forbes as one of the Top 10 Fastest Growing Cities. As oil and international trade fuel Laredo's business boom, the city maintains an unemployment rate well below the national average. Located within the commerce-trade-tourism border zone and the NAFTA gateway, The Outlet Shoppes at Laredo encourages shoppers from Mexico to visit freely and without any extra documentation. It is the only outlet center to enjoy this direct gateway access.

The Laredo MSA civilian labor force grew to over 120,000. The key sectors are trade, transportation, and utilities are the largest sector, with 37,100 jobs, followed by education and health services.





AREA ATTRACTIONS	MILES FROM THE CENTER
	.5
	.7
	8.8
	8.9
	9.1
	14.2
	19.9

• #1 reason for visiting Laredo is shopping • Estimated \$570M direct travel spending in Laredo from consumers annually.  
*Texas Economic Development and Tourism Division, Office of the Governor*

**MSA Population :** The Laredo/Nuevo Laredo region is home to nearly a million residents, while the Monterrey area boasts a population of nearly five million people.

## CONTACT:

 Andrew Pelmoter  
301.312.6104

 1600 Water Street  
Laredo, TX 78040

 [apelmoter@horizongroup.com](mailto:apelmoter@horizongroup.com)

 [horizongroup.com](http://horizongroup.com)

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