CF Chinook Centre

The Context

CF Chinook Centre lives up to its reputation as one of Canada's super centres. This 1.2 million sq. ft. shopping centre is surrounded by many of Calgary's most established and prominent neighbourhoods. Its 250 retailers, 17 screen cinema, four full service restaurants and Canada's busiest and highest grossing food court, consistently make CF Chinook Centre one of Cadillac Fairview's highest performing shopping centres. The $277 million expansion and revitalization project, completed in 2010, added over 200,000 sq. ft. of GLA, 71 new retailers and a 1,200 stall underground, heated parking facility. CF Chinook Centre is well positioned to remain a Canadian super centre for years to come.

Yearly Visitors

15,046,026

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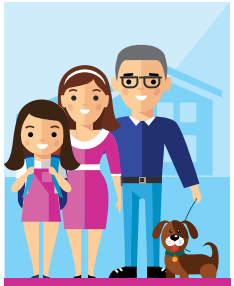
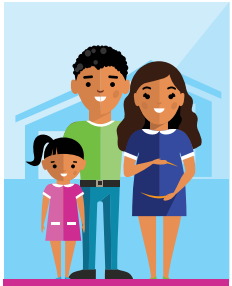
Planning by Audience.

The Contact

Urban Elite



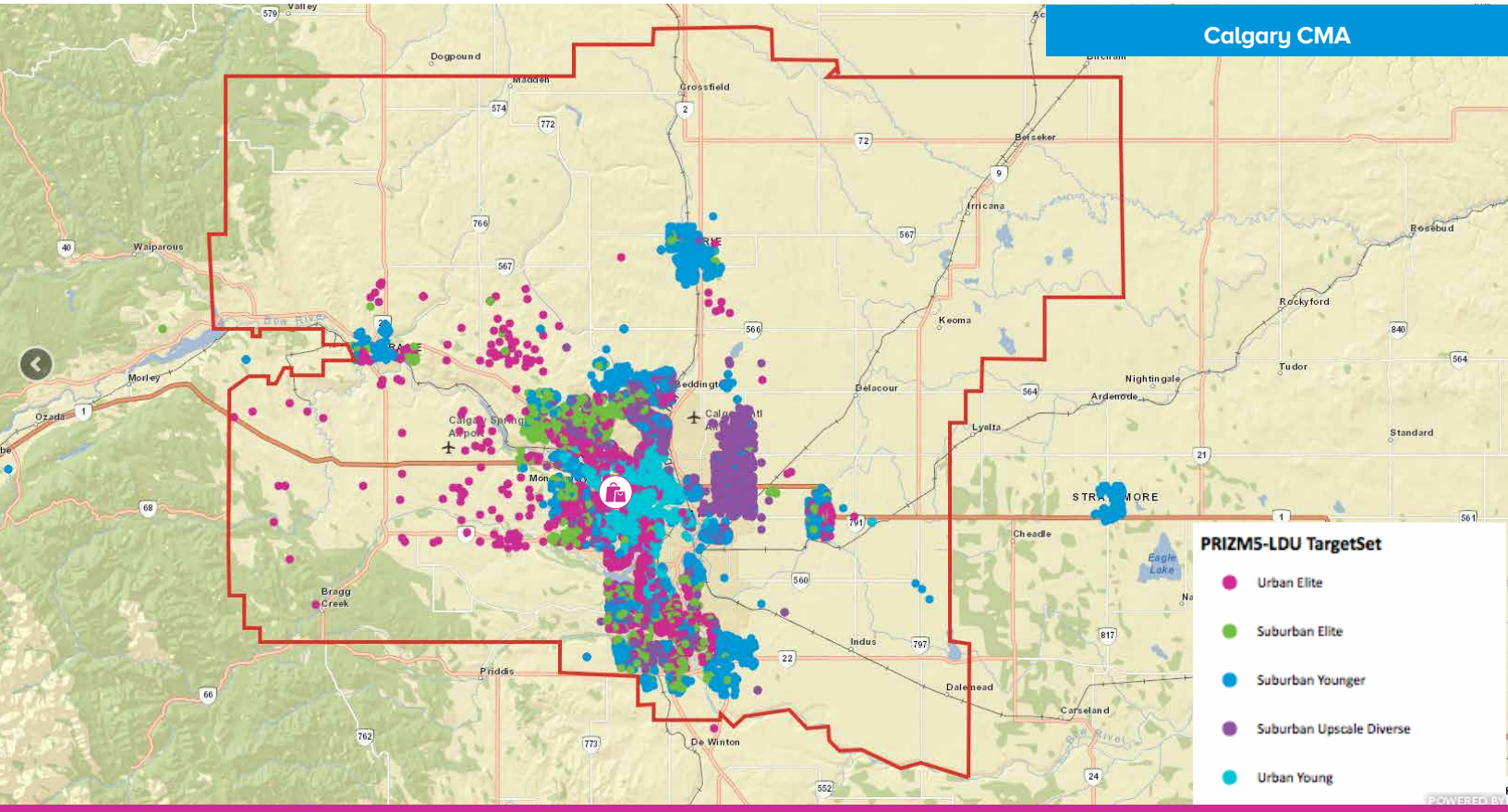
Suburban Elite



Suburban Younger

Suburban Upscale Diverse

Urban Young



CF Chinook Centre

NORDSTROM | TORY BURCH | HARRY ROSEN | ZARA | H&M | BOSS | J.CREW | Free People

Property Profile:
Within a 15-minute drive for nearly half of all Calgarians, CF Chinook Centre has become one of North America's most productive shopping centres, with sales of $1,135 per sq. ft. Shoppers enjoy more than 250 stores and restaurants, including 25 unique-to-market retailers such as anthropologie, Tory Burch, Burberry, Tiffany & Co, Williams-Sonoma, and Canada's first Nordstrom. CF Chinook Centre is also home to the country's highest-producing food court with sales of $3,443 per sq. ft.

Key Facts

- Sales of $1,135 per sq. ft.
- Food court sales $3,443 per sq. ft.
- Over 250 retail stores
- 15,046,026 visitors per year
- 1.3 million sq. ft. GLA
- 558,000 sq. ft. CRU
- Anchors: Nordstrom, Hudson's Bay, Cineplex
- $352 million investment in 2010 redevelopment, resulting in 180,000 sq. ft. of additional CRU space.
- 5,500 parking stalls (3,000+ indoor)

Shopper Statistics:

Female:	59%
Average Age:	30
Average Income	$107,782
Length of Stay:	92 min
Visits Per Month:	3.6
Buyer Conversion:	40%
Average Expenditure:	$96

Shopper Profile:
CF Chinook Centre enjoys a leading position in a region boasting more than 10,000 households with over $1 million in income, and an average household income of $132,000. Educated, young trendsetters and chic urbanites make up the majority of CF Chinook Centre traffic with the average expenditure per shop at $95.71. These shoppers come for the selection of luxury brands and stay for the entertainment experience. With the top target group of affluent households overindexing in Calgary at almost 2.5 times the Canadian average, the market potential continues to grow.

CF Cadillac Fairview

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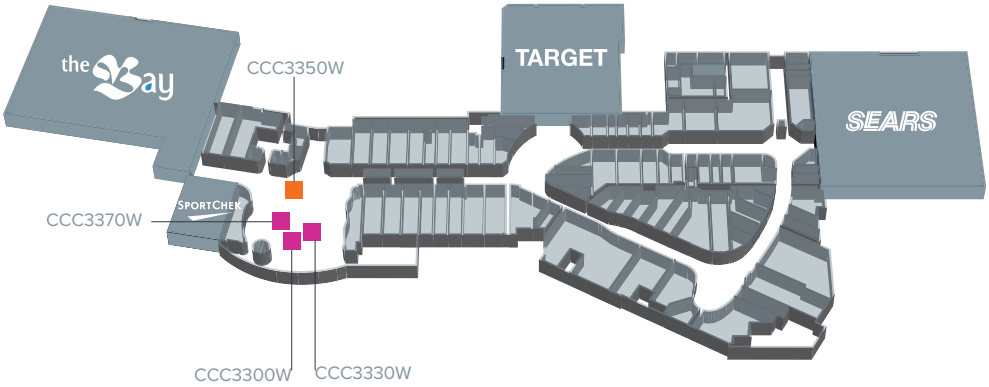
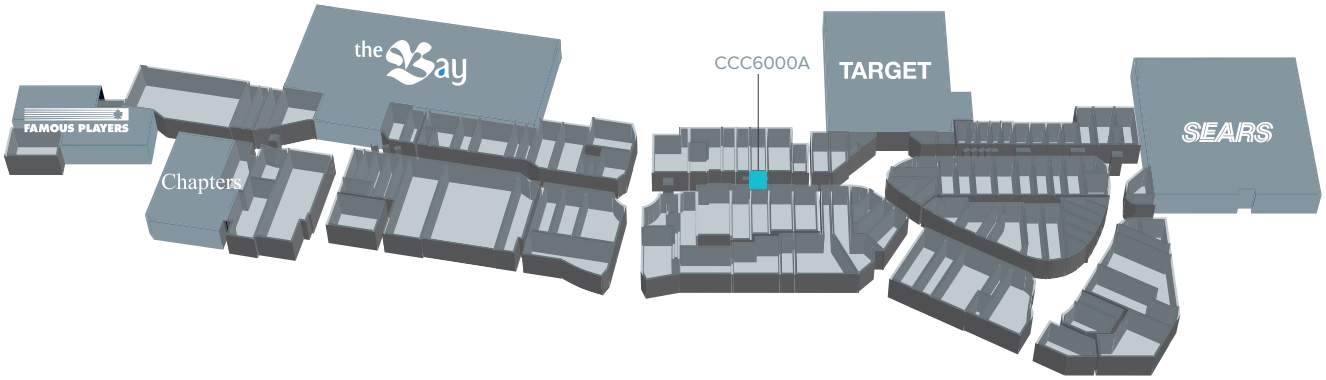
Clear Channel Canada

The Content

- 9’ W x 12’ H Single-Sided Mall Banner
- 12’ W x 16’H Single-Sided Mall Banner
- 18’ W x 4’ H Bulkhead





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