

Holiday fun facts

This year most retailers will begin decorating for the holidays on:
November 1

The holiday song most frequently played last year was:
Jingle Bells

The second most frequently played song was:
White Christmas

The percentage of mall based gift certificates/cards redeemed the week after Christmas:
29%

The percentage of mall based gift certificates/cards redeemed during the month of January:
64.5%

The percentage of mall based gift certificates/cards redeemed during the month of February:
6.5%

The average number of temporary kiosks malls will add during the 2007 holiday season:
10

The average number of temporary in-line tenants a mall will add during the 2007 holiday season:
3

97.1% of malls have extended holiday hours. On average they begin November 23, the day after Thanksgiving.

73.5% of malls offer special amenities for holiday shoppers, including:
Gift wrapping
Valet parking
Shuttle service to cars
Greeters
Coat checks
Pet nights with Santa
Refreshment programs for early morning shoppers

It takes the average mall about **7 hours** to decorate for the holiday season, with some taking as long as 20 hours!

Shopping centers across the US will spend anywhere between **\$300 and \$78,000** dollars on holiday decorations this season.

The average number of gifts wrapped per mall for the 2006 holiday season was:
2,640

94.3% of malls will be open for 24 hours during some point of the holiday season.