

# 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:

**"IT'S BEGINNING TO LOOK A LOT LIKE CHRISTMAS"**

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

**36%**

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

**57%**

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

**7%**

The average number of temporary kiosks malls added during the 2007 holiday season:

**6**

The average number of temporary in-line tenants malls added during the 2007 holiday season:

**3**

**6**

**99%** of malls have extended holiday hours. On average they begin November 28, the day after Thanksgiving.

**73.5%** of malls offer special amenities for holiday shoppers, including:

Free gift wrapping

Valet parking

Shuttle service to cars

Greeters/Shopper assistance

Pet nights with Santa

Refreshment programs for early morning shoppers

It takes the average mall about

**6 HOURS** to decorate for the holiday season, with

some taking as long as **30 HOURS!**

Shopping centers across the US will spend anywhere

between **\$500 AND \$156,000** on holiday decorations this season.

The average number of gifts wrapped per mall for the 2007 holiday season was:

**1,050**

**99%** of malls will be open for 24 hours during some point of the holiday season.

## SANTA FACTS

During the 2007 holiday season Santa visited over 162 children per day.

In 2007 Santa gave out an average of 3,750 candy canes during the holiday season.

Also in his sleigh were:

Coloring books, Reindeer antlers, and sticker page with characters from the movie Polar Express, Santa lollipops, plush toys, "Holiday Duckys" and even toothbrushes!

Santa will arrive at most malls on: **November 14**

The most common method of Santa's arrival will be a parade.

Some centers will have Santa skate in during an ice show, or ride in on a fire truck, sports car or train.

## CHARITABLE ACTIVITIES

The percentage of malls that plan to organize an activity to raise money or merchandise for a charity this year is 85.7%.

The most popular activities for malls to raise money or merchandise for a charity are toy and coat drives, Giving Trees, Christmas Angels, Breakfast with Santa, "Toys for Tots," "Operation Santa Claus," "Shop for Charity," "Evening of Giving," and tree lighting activities.

Malls will also be offering programs such as pet photos with Santa, caroling by school and church groups, cook-offs, bake sales, and other promotions and contests to keep shoppers in the holiday spirit.