

HOLIDAY FUN FACTS/SURVEY RESULTS:

- ❄ 34% of consumers will shop on the day after Thanksgiving which is equivalent to about 81 million people, 16 years and over. This is up from 31% in 2010.
- ❄ 74% of all malls surveyed spend \$20,000 or more on decorations for the holidays where as 26% of malls will spend \$10,000 or less.
- ❄ January is the most common month that “holiday” gift cards are redeemed.
- ❄ 98% of centers will participate in a holiday gift certificate incentive program or offer free giveaways.
- ❄ The most frequent denomination of gift cards sold in 2010 were \$30 according to 44% of centers, followed by \$25 according to 30% of centers.
- ❄ 98% of centers typically start decorating for the holiday season during the first week of November, where as 2% of centers will wait until after Thanksgiving to start decorating.
- ❄ All centers surveyed said they will offer extended operating hours during the 2011 holiday season starting on or after Black Friday.
- ❄ 98% of centers surveyed said they will offer special amenities for holiday shoppers this year such as gift wrap stations, valet parking, refreshments, and promotional gift cards with purchase.
- ❄ All centers surveyed will engage in a philanthropic campaign to raise money or merchandise for the holidays this year. Campaigns include; entertainment concerts, toy drives, tree lightings, giving trees, benefit walks, food drives, and clothing drives.
- ❄ All centers surveyed said they will advertise for the 2011 holiday season using TV, print, social media, direct mail, e-blast, mobile messaging, radio, and billboards.



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- ❄ All centers surveyed said they will use a social media campaign to attract consumers to their malls using the following platforms; Facebook, Twitter, YouTube, Foursquare, and mobile technologies.
- ❄ All centers surveyed said they will use mobile marketing or location technologies to drive foot traffic.
- ❄ 55% of centers said they will employ two Santa's for the holiday season, 44% of centers said they will employ one Santa for the holiday season.
- ❄ Santa typically makes his "first appearance" in 75% of centers during the second week of November.
- ❄ Jingle Bells is the most popular holiday song played in 98% of the centers.
- ❄ 56% of centers believe foot traffic will increase during this holiday season compared to last year.
- ❄ 30% of centers will make additional arrangements to deal with the increased amount of parking spaces needed for the holiday shopping season.

