



Holiday Fun Facts 2003

HOLIDAY PREPARATIONS

This year, most malls will begin decorating for the holidays on	November 1
The holiday song played most frequently last year was.....	Jingle Bells
The second-most frequently played song was.....	White Christmas
The average number of days it takes to decorate a center for the holiday season.....	7 days
The average amount of money that a center spends decorating for the holiday season.....	\$21,802
The average number, <i>per mall</i> , of full-time seasonal employees hired by management in 2002.....	1
The average number, <i>per mall</i> , of part-time seasonal employees hired by management in 2002.....	2
The most common mode of advertisement for the 2003 holiday season.....	TV/Radio

SANTA CLAUS AT THE MALL

The average number of full-time Santas employed <i>per mall</i> in 2002	1
The average number of part-time Santas employed <i>per mall</i> in 2002	1
Santa Claus will arrive at most malls on	November 15
The percentage of malls that will mark Santa's arrival with a special event.....	80%
The most common method of arrival will be..... (Other methods include on a fire engine, by horse-drawn sleigh or during a children's breakfast.)	A parade
The average number of pictures that were taken with Santa Claus <i>per mall</i> in 2002	4,638
The average number of children who visited Santa Claus, <i>per mall</i> , in 2002.....	8,758
The most common gift given out by Santa other than candy canes.....	Coloring books

SALES & SERVICES

The percent of malls that will extend their holiday shopping hours.....	95%
The most common day that extended holiday shopping hours will begin.....	November 28
The most common special amenity offered for holiday shoppers.....	Gift certificates

HOLIDAY SPIRIT

The most common type of activity to raise money or merchandise for charity during the 2003 holiday season	Angel Tree or Evening of Giving
The most common type of other major activity (excluding charity events or Santa's arrival) a center will conduct during the 2003 holiday season	Pet photos with Santa

Source: International Council of Shopping Centers (ICSC) based on a survey of approximately 230 enclosed malls



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