

# SCARBOROUGH

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# TOWN CENTRE

## PRESS RELEASE

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## DESPITE STAGNANT ECONOMIC FORECAST, RETAIL SECTOR OFFERS SUNNY OUTLOOK

February 7, 2012 - Toronto, ON: Despite the rise of internet shopping, roller-coaster economy and a decade of lacklustre holiday sales for bricks-and-mortar retailers, Scarborough Town Centre (STC) is proving that the shopping Centre is alive and thriving.

The popular shopping Centre saw December sales increases of 9.25 per cent and a record-setting amount of traffic on Boxing Day, with more than 125,000 visitors that day, an increase in traffic of ten per cent over the previous year. Some retailers suspect that consumers utilize internet sites for pre-shopping and trends, but when it comes to making the purchase- they head to the actual store. Once onsite, shoppers appreciate the effort retailers take to make the holiday gift-buying experience a pleasant one.

"We recognize that customers' expectations of physical stores and shopping destinations continue to change. Consumers increasingly expect the shopping centre to deliver unique and memorable experiences that they simply can't get anywhere else — digitally or otherwise," says **Kathy Meyers, general manager, Scarborough Town Centre**. "Our recent renovation, the addition of prime retailers, and hosting charity initiatives such as Toy Mountain confirms our commitment to our growing community."

## **OTHER HIGHLIGHTS:**

- Twelve month year-to-date sales are up 4.76 per cent.
- Same store sales increased by two per cent.
- More than 50,000 families visited the Centre's "Planet Santa" for photos, a traffic increase of close to 20 per cent.
- Many got their pets into the holiday spirit, with more than 600 customers taking advantage of a photo-opp with Santa, a traffic increase of 50 per cent.
- Gift card sales within the Centre increased by 10 per cent throughout December.
- STC enjoyed thousands of extra customer visits during the first week of January 2012, pushing traffic volume up close to 14 per cent over the previous year.

Newly opened retailer Pandora confirmed that holiday traffic and sales exceeded their personal expectations and were on the high end of their projected sales prior to opening the store. They attribute the volume of shoppers during the holiday season to their choice of locating within the busy Scarborough Town Centre.

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“Following on the heels of this successful year, our leasing team continues to be in negotiations with several high profile retailers seeking to enhance their fashion profile in the east end of the city at the newly refreshed STC,” states **Kathy Meyers, general manager, Scarborough Town Centre**. “We look forward to confirming their arrival in the near future, along with welcoming recent new additions Aritzia, Forever XXI, Victoria’s Secret and Pandora, among others.”

STC’s increased traffic and sales are in part due to the recent, two-year, \$62-million renovation. The Centre has added a number of prime retailers during this time, with more set to open throughout 2012. Scarborough Town Centre has strategically repositioned itself as the go-to fashion destination in the east end and a family-oriented public space. Specialty leasing has increased substantially, proving retailers are gravitating towards the enhanced Centre. The fresh retail mix targets STC’s customers – fashion-savvy individuals from Scarborough, Durham Region, Markham and Toronto’s Beaches area and those looking for a family/social shopping experience.

**About Scarborough Town Centre:** An inviting community hub with remarkable aesthetics and a dynamic retail mix, Scarborough Town Centre (STC) is the largest shopping centre in Toronto’s east end. It currently houses 250 stores, three anchor retailers and seven restaurants on 1.4 million square feet. Located at Hwy 401, between Brimley Road and McCowan Road, STC is open Monday to Friday, 10 a.m. to 9 p.m.; Saturday, 9:30 a.m. to 7 p.m.; Sunday, 11 a.m. to 6 p.m. For more information visit [www.scarboroughtowncentre.com](http://www.scarboroughtowncentre.com).