



FREEPORT VILLAGE STATION OUTLETS

1 Freeport Village Station | FREEPORT, ME

- L.L.BEAN OUTLET
- COACH FACTORY
- BROOKS BROTHERS FACTORY
- OLD NAVY OUTLET
- OAKLEY VAULT
- BEN & JERRY'S, AND MORE.



Location & Traffic

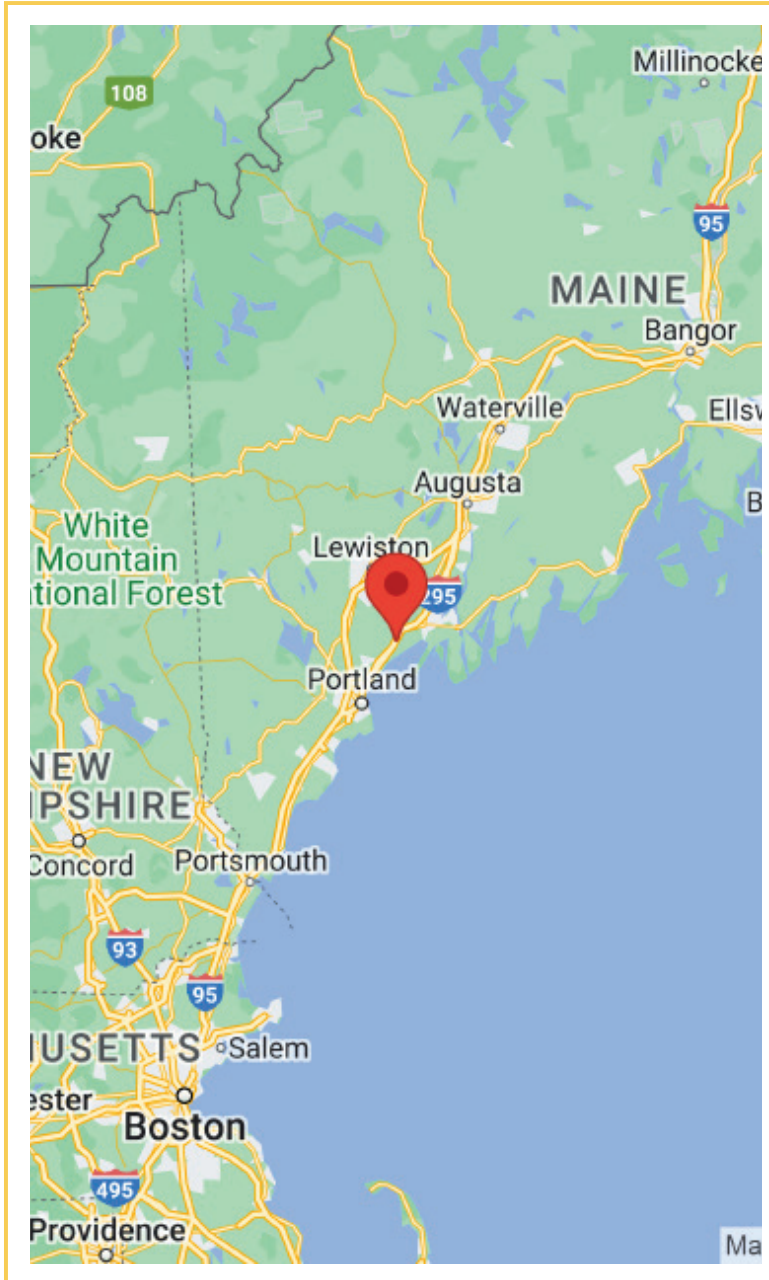
Freeport Village Station Outlets is a premier outlet destination, spanning several acres with over 122,000 square feet of retail space. It features a convenient multi-level parking garage offering more than 500 spaces, ensuring easy access and an enjoyable experience for millions of visitors.

Favorably-positioned on Freeport's Main Street, directly across from L.L.Bean's flagship campus—now undergoing the \$50 million "Freeport Experience" renovation—the center anchors one of New England's most iconic outlet shopping districts. Located just north of Portland, Maine, and accessible via the Amtrak Downeaster from Boston, Freeport attracts a steady influx of visitors.

Anchored by L.L.Bean's LEED-certified outlet, Freeport Village Station is home to top-tier outlet brands—Coach, Brooks Brothers, Old Navy, Lindt, Oakley, Carter's, Skechers, Francesca's—alongside well-loved eateries like Ben & Jerry's, What the Actual Fudge, and Sparta's Sips + Subs.

More than an outlet center, Freeport Village Station Outlets is a gathering point for community and experiences. In partnership with local organizations and the L.L.Bean campus, the center hosts a robust calendar of seasonal events – from artisan markets and craft beer festivals to live music – creating memorable occasions that draw visitors from near and far and reinforce Freeport's reputation as a must-visit destination.

The center underwent a brand refresh in May 2024, and a new website and social media platforms launched in early Summer 2024.



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MAINE TOURISM FACTS

(Sources: Maine Office of Tourism / Downs & St. Germain/Island Institute/Visit Portland, Portland Jetport, 2023)

Visitation & Spending

- 15.3 million visitors in 2022
- Spending increased from \$7.8 billion to \$8.4 billion

Travel Insights

- 5% increase in international travel compared to 2021
- 19% of tourists were Maine residents traveling 50+ miles

Visitor Origins

- 32% from other New England states (14% from Massachusetts)
- 20% from Mid-Atlantic region
- 10% from Southeast U.S.
- 4% from Canada
- 85% of tourists drove to Maine
- 5% traveled via Portland International Jetport
- 1.9+ Million people travel through the JetPort annually (source: 2023 PortlandJetport.org, 2023)
- 95,000+ cruise passengers disembark from cruiseships (source: Visit Portland, 2023)

Economic Impact

- Supported 151,000 jobs
- Contributed \$5.6 billion in earnings to Maine households
- Statewide unemployment rate: 2.8%

Demographics & Activities

- Typical visitor: 49-year-old female, college graduate (77%), married or in a domestic partnership (76%)
- Top activities: food and drink (74%), touring and sightseeing (53%), shopping (50%)

Accommodation, Planning & Group Travel

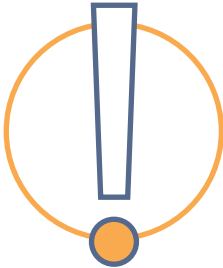
- Room occupancy rate: 56.1% (up 13.6% from 2021)
- 69% of visitors planned their trip 51 days in advance
- 66% of visitors considered only Maine (down 6% from 2021)
- Typical travel party size: 2.9 people
- 18% traveled with at least one person under 18
- Average stay: 4.6 nights



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TOURIST SPENDING
INCREASED BY 2.2%,
REACHING \$9.2 BILLION



LOCATED IN THE HEART OF
FREEPORT, ACROSS FROM
L.L. BEAN'S FLAGSHIP CAMPUS

	Trade Area 80%	10 Mile	40Min Drive
POPULATION	379,924	67,694	519,954
AVERAGE HH INCOME	\$108,786	\$138,651	\$111,555
MEDIAN AGE	43	45	44
WORKPLACE POPULATION	196,289	27,170	246,225

2025 PLACER.AI ~ 2024 POP STATS

L.L. BEAN OUTLET

COACH FACTORY

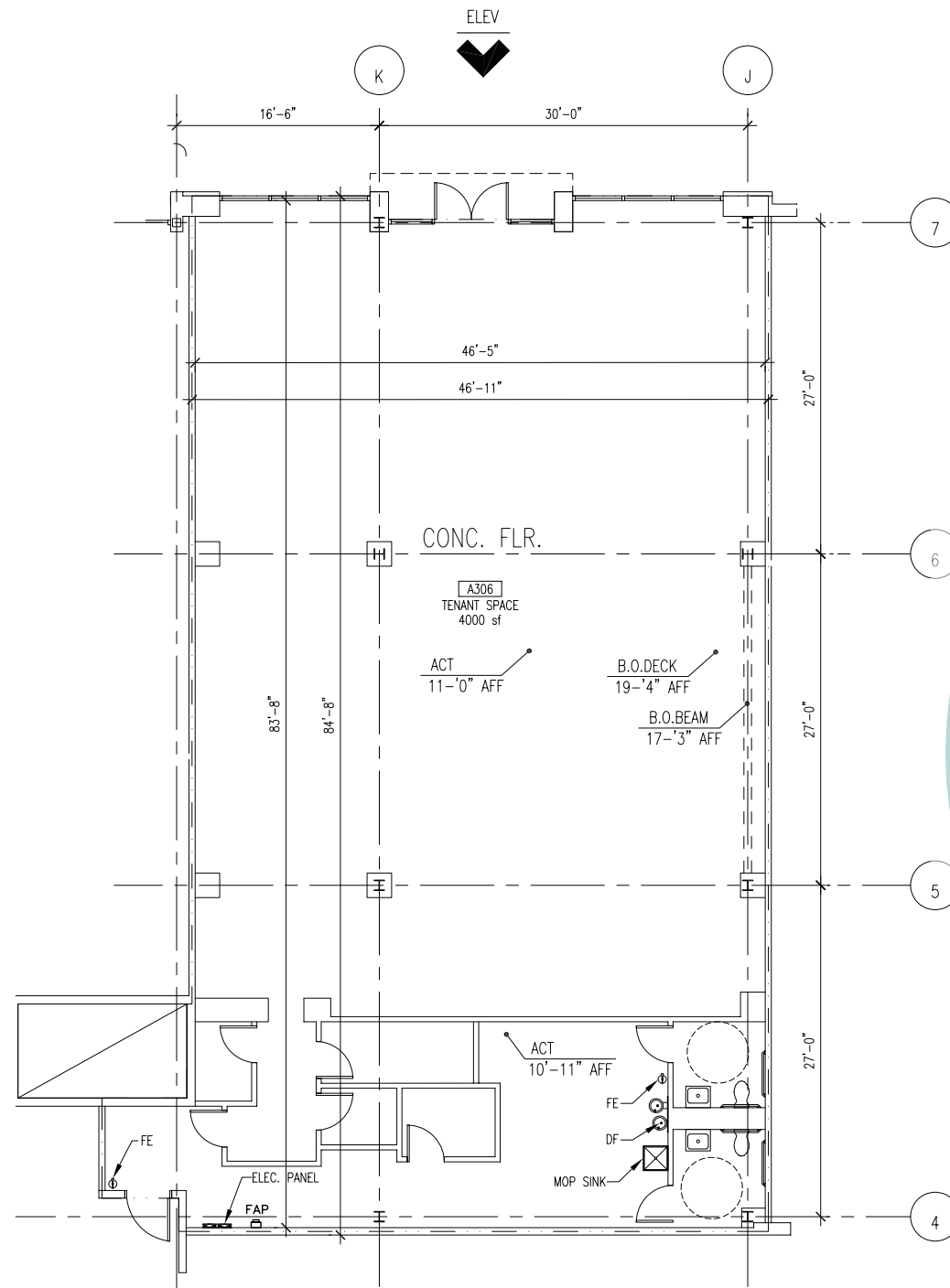
BROOKS BROTHERS FACTORY

OLD NAVY OUTLET

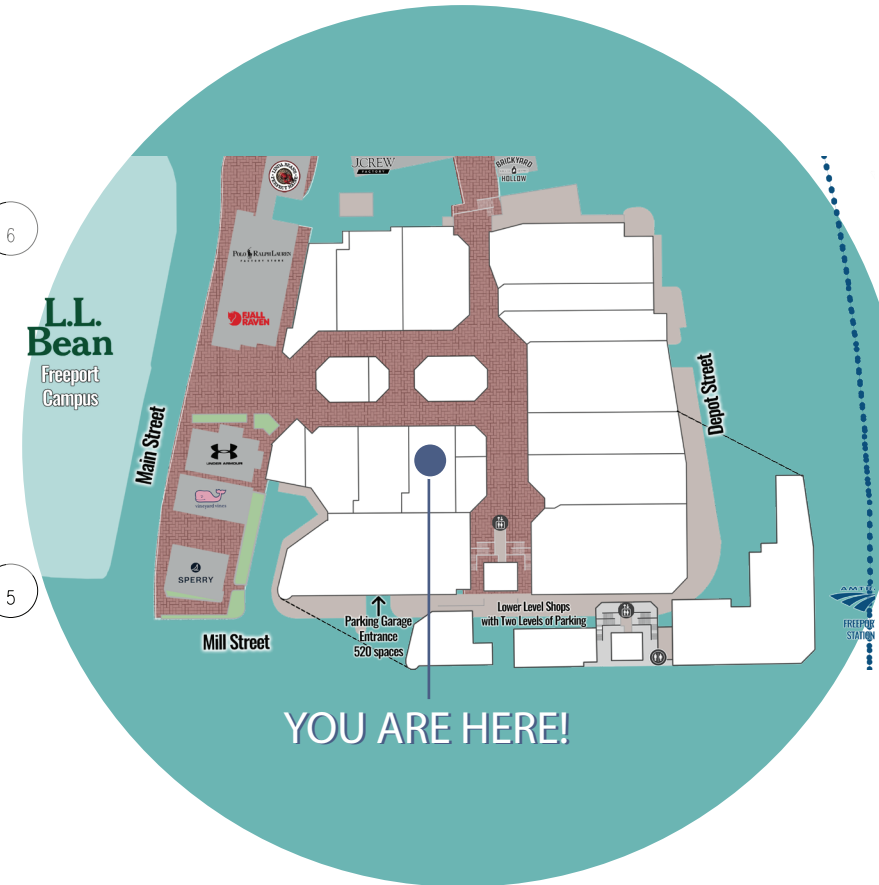
OAKLEY VAULT

BEN & JERRY'S, AND MORE

ME

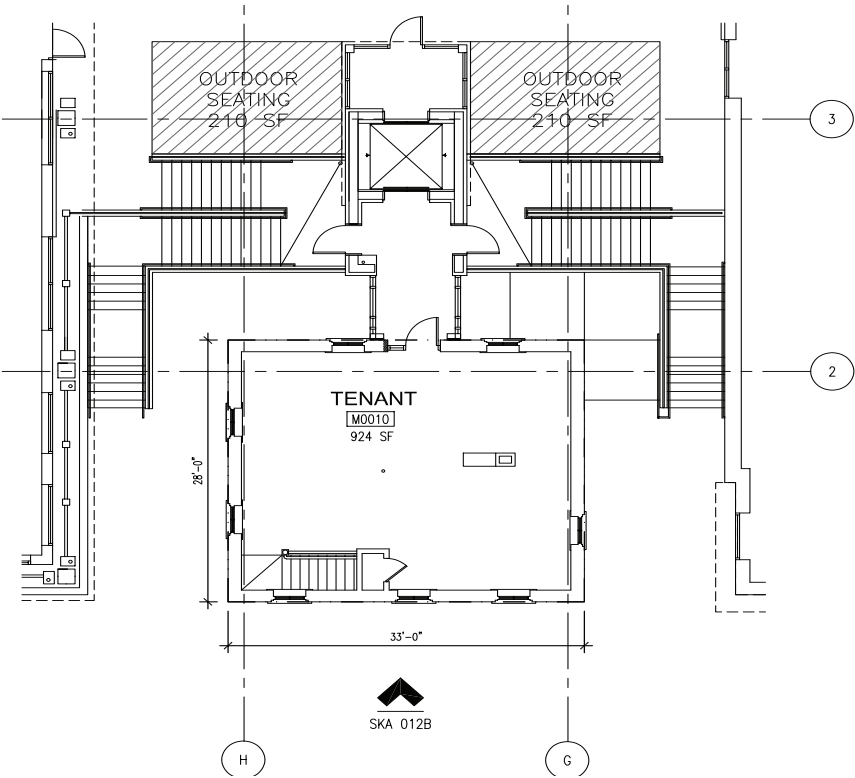
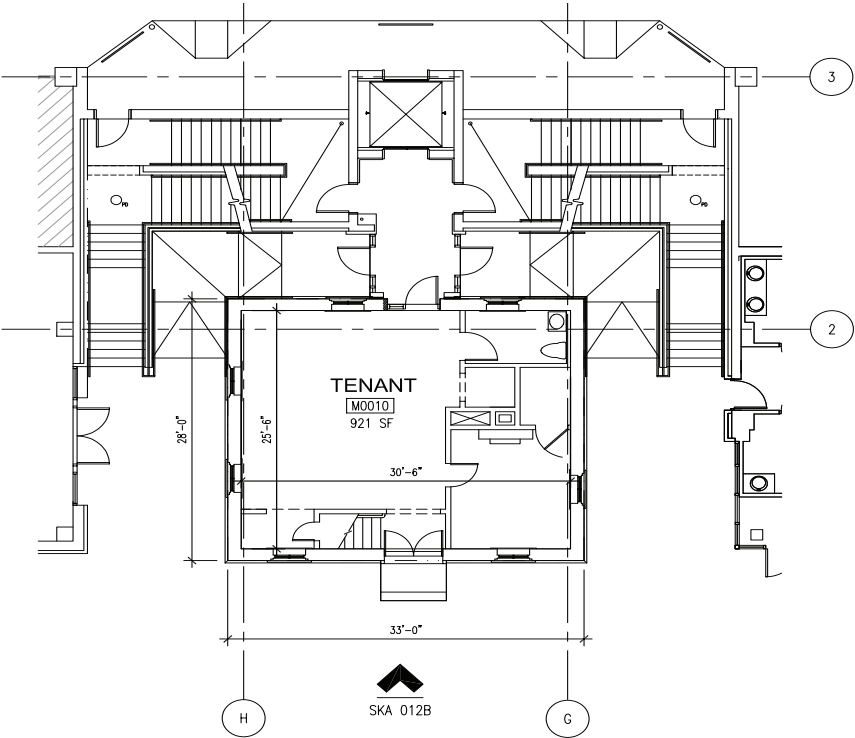


Opportunity: 4,000 sf +/-





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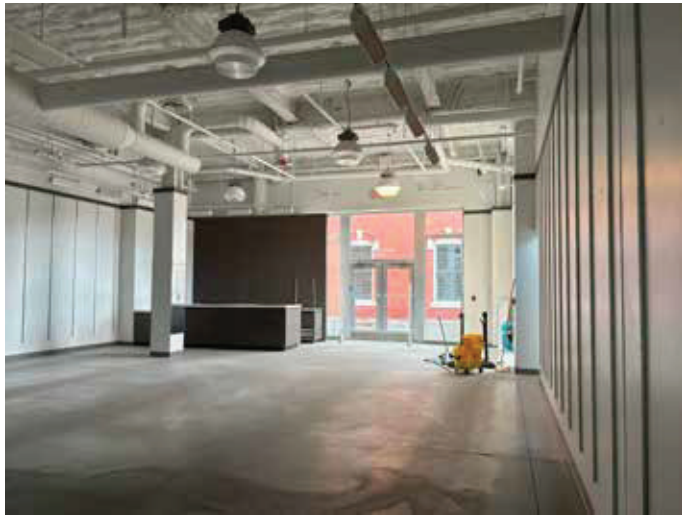


SPACE #: M00100

Opportunity: 1,845 sf +/-

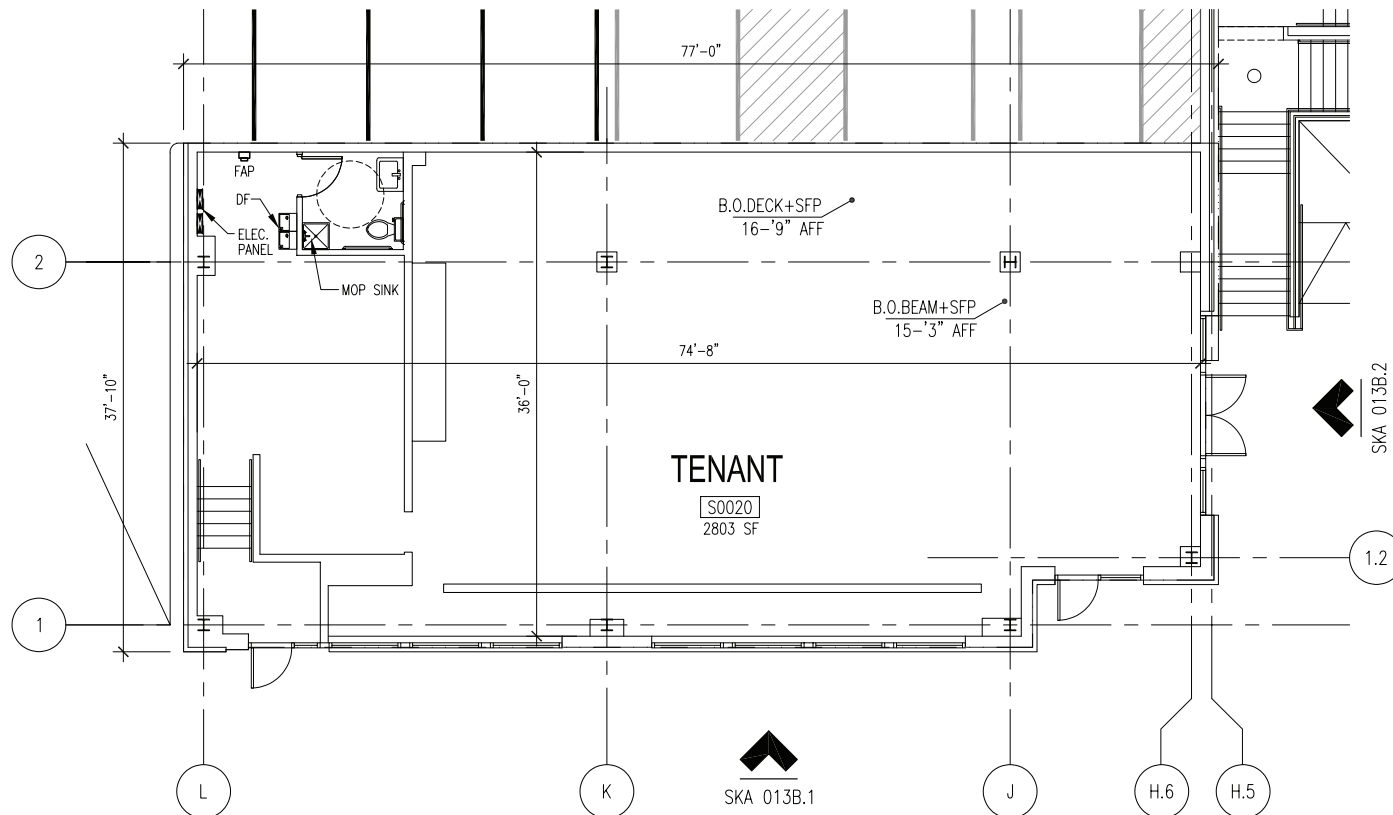


FREEPORT
VILLAGE STATION
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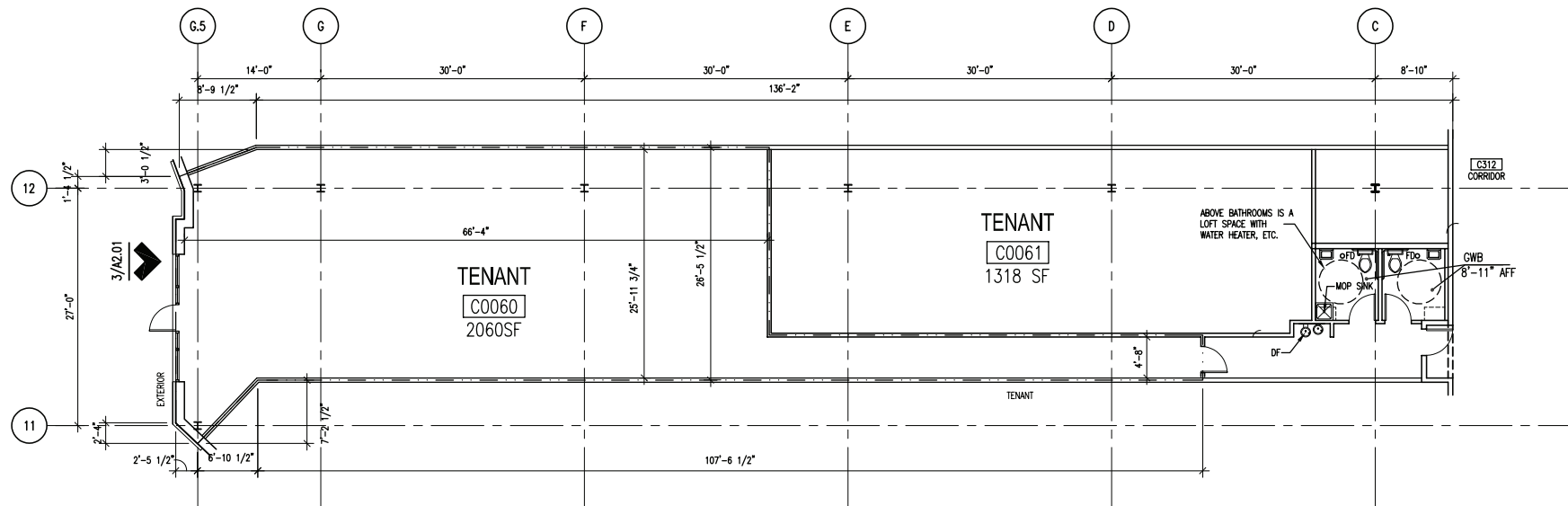
SPACE #: S0020

Opportunity: 2,803 sf +/-



SPACE #: C0060 & C0061

Opportunity: 3,850 sf +/-







About Wilder

Wilder is a leading Boston-based real estate development, management, and leasing firm specializing in the positioning of retail properties. Privately held and owner managed, Wilder's mission has been and continues to be to create vibrant shopping places that meet and exceed the expectations of our customers, retailers, and investors.

From lifestyle centers, urban properties, and community centers to mixed-use developments and super-regional malls, Wilder, in its 40-year history, has developed, managed, and leased over 20 million square feet of retail properties throughout the United States and Puerto Rico.

The company continues to hold a diverse portfolio of properties throughout the East Coast.





FREEPORT VILLAGE STATION OULETS

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