



MERCATO

STYLE. SAVOR. SHINE.

MERCATO



ABOUT MERCATO



Sophisticated. Fun. Vibrant. Mercato is an all-day experience for affluent and active Naples residents and tourists. Spend your days shopping in the sunshine and nights out dining, drinking, and enjoying entertainment with friends. With sophistication and a sense of community at every corner – Mercato will make your day, and brighten your night.

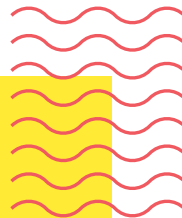


NOTABLE TENANTS

STYLE



SAVOR



ABOUT MERCATO



First opened in 2008, Mercato is known as the “Living Room of Naples,” featuring more than 60 retail, dining and experiential concepts, Class A office space, and luxury residential. In August 2022, NAP entered into a participating agreement with PGIM Real Estate to reimagine the Mercato experience and restore the 14-year-old lifestyle center’s relevance through enhancements to the merchandising mix.



As one of the wealthiest cities in the United States, it’s believed that Naples has more millionaires per capita than any other city in Florida.



Naples has been cited as the #1 Small Art Town in America



Naples reports more than 300 sunny days a year.



Naples has the most golf holes per capita than any other city in the US. In fact, it’s known as the, “Golf Capitol of the World.”

THE LARGEST SEGMENT OF MERCATO SHOPPERS:

	3-mile	5-miles	7-miles
Daytime population	75,394	147,436	229,063
Residential population	48,877	105,831	176,922
Median Age	61.7	62.0	58.1
Average HH Income	\$145,561	\$145,731	\$138,414
Bachelor’s Degree	28.1%	28.4%	26.45%
Grad/Professional Degree	21.9%	21.4%	19.0%

SHOPPER PATTERNS & DAILY TRAFFIC



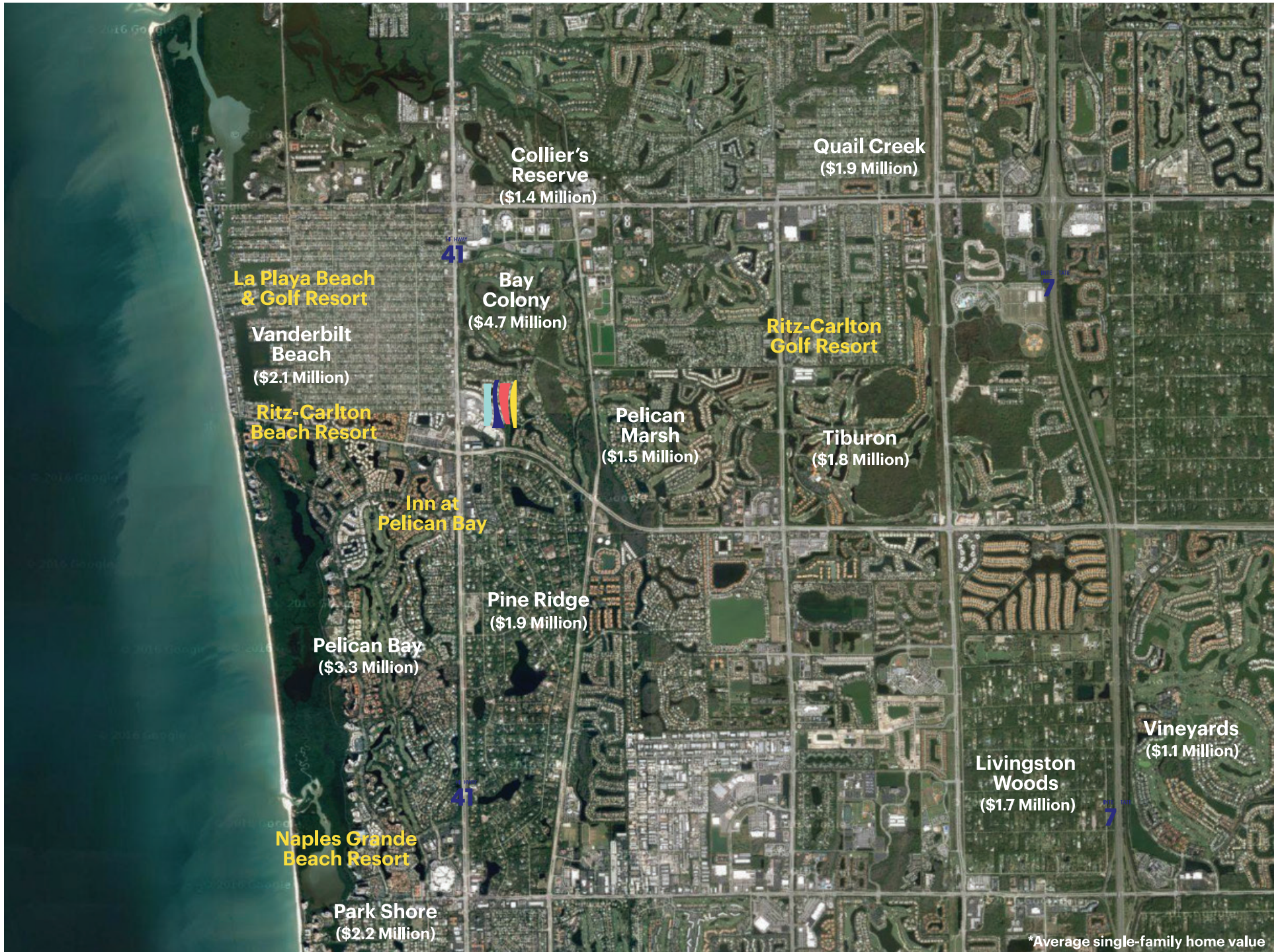
COMPARISON TO 5TH AVENUE SOUTH

Mercato boasts stronger traffic and customer loyalty than Waterside Shops. Compared to 5th Avenue South, Mercato has a higher share of shopper visits and more traffic, especially in the off-season. Average HHI (\$120k+) of Mercato's shoppers is 3% higher than 5th Avenue South and 22.5% higher than the 2-county market.

	MERCATO	WATERSIDE SHOPS	5TH AVE SOUTH
Visits	3.4 M	2M	3.1M
Visit Frequency	3.7	2.95	2.68
Avg Dwell Time	92 min	69 min	139 min

*Placer.AI Data from January 1, 2022 to November 30, 2022.





*Average single-family home value

BUILDING COMMUNITY



Mercato is an all-day experience for affluent and active Naples residents and tourists. Spend your days shopping in the sunshine and nights out dining, drinking, and enjoying entertainment with friends.

The 200 annual events are relevant and exciting, ensuring that the guests that visit Mercato are always delighted with special experiences. With a calendar of signature and seasonal events, Mercato provides guests with events that they won't want to miss throughout the year, creating memories and experiences for all those in the community.

**MERCATO HOSTS SIMILAR EXPERIENCE TO OTHER
NORTH AMERICAN PROPERTIES DESTINATIONS:**





MERCATO

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