

# FREEPORT VILLAGE STATION



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1 Freeport Village Station | FREEPORT, ME

- L.L. BEAN OUTLET
- COACH FACTORY
- BROOKS BROTHERS FACTORY
- OLD NAVY OUTLET
- OAKLEY VAULT



## Location & Traffic

Located in Freeport, Freeport Village Station spans almost 4 acres and today includes over 120,000 square feet of retail space and an indoor parking garage for over 500 cars.

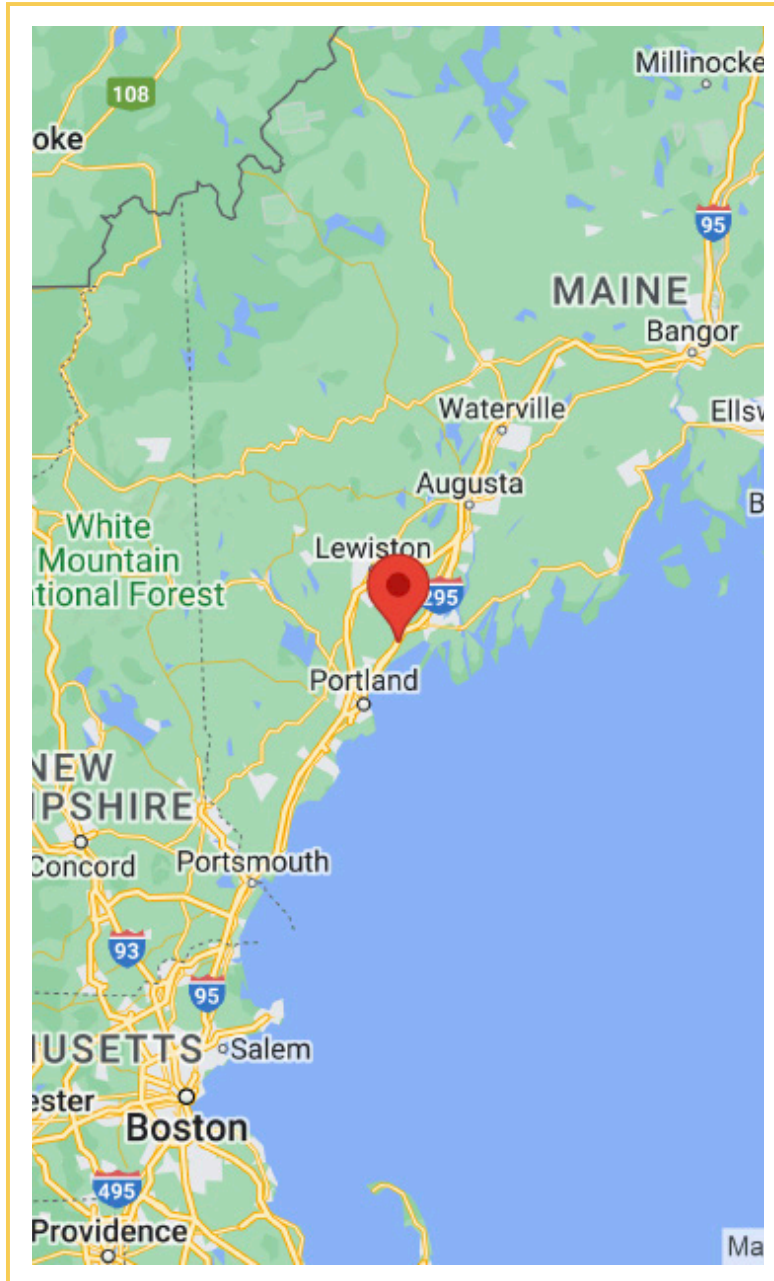
Prominently situated opposite L.L.Bean's flagship campus (currently undergoing a \$50M renovation named "The Freeport Experience") and along Freeport Main Street, the center exudes undeniable New England charm and is well-positioned to thrive as the heart of this popular tourist stop.

Conveniently located 20 minutes north of Portland, Maine, or a scenic two-hour train ride from Boston, Massachusetts, via the Amtrak Downeaster route, Freeport stands as a popular gateway destination to coastal charm and cultural richness.

L.L. Bean's LEED-certified outlet store anchors Freeport Village Station. The center also features premium outlets from Coach, Brooks Brothers, Old Navy, Famous Footwear, Lindt, Oakley, Osh Kosh B'gosh and Carter's, Sunglass Hut, Talbots, Skechers, and Francesca's.

Freeport Village Station is more than just a shopping center. It's a community hub, a place where locals and visitors come together to celebrate. Partnering with local groups and the L.L.Bean campus, it's the heart of Freeport's seasonal events calendar. From artisan markets to craft beer festivals and musical events, these now annual events attract visitors from near and far, fostering a sense of community and shared experiences.

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

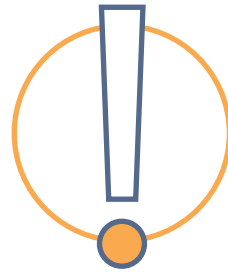
- Room occupancy rate: 56.1% (up 13.6% from 2021)
- 69% of visitors planned their trip 51 days in advance
- 66% of visitors considered only Maine (down 6% from 2021)
- Typical travel party size: 2.9 people
- 18% traveled with at least one person under 18
- Average stay: 4.6 nights



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15.3M VISITORS IN MAINE  
IN 2022, SPENDING  
**\$8.4M**



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

	Trade Area 80%	10 Mile	40Min Drive
<b>POPULATION</b>	<b>363,095</b>	<b>67,064</b>	<b>246,508</b>
<b>AVERAGE HH INCOME</b>	<b>\$107,744</b>	<b>\$131,017</b>	<b>\$105,833</b>
<b>MEDIAN AGE</b>	<b>43</b>	<b>45</b>	<b>43</b>
<b>WORKPLACE POPULATION</b>	<b>195,545</b>	<b>27,862</b>	<b>246,508</b>

2024 PLACER.AI ~ 2023 POPSTATS

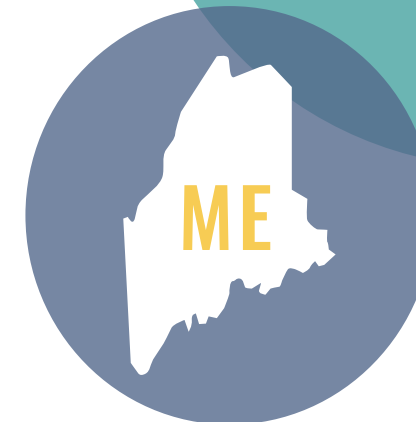
L.L. BEAN OUTLET

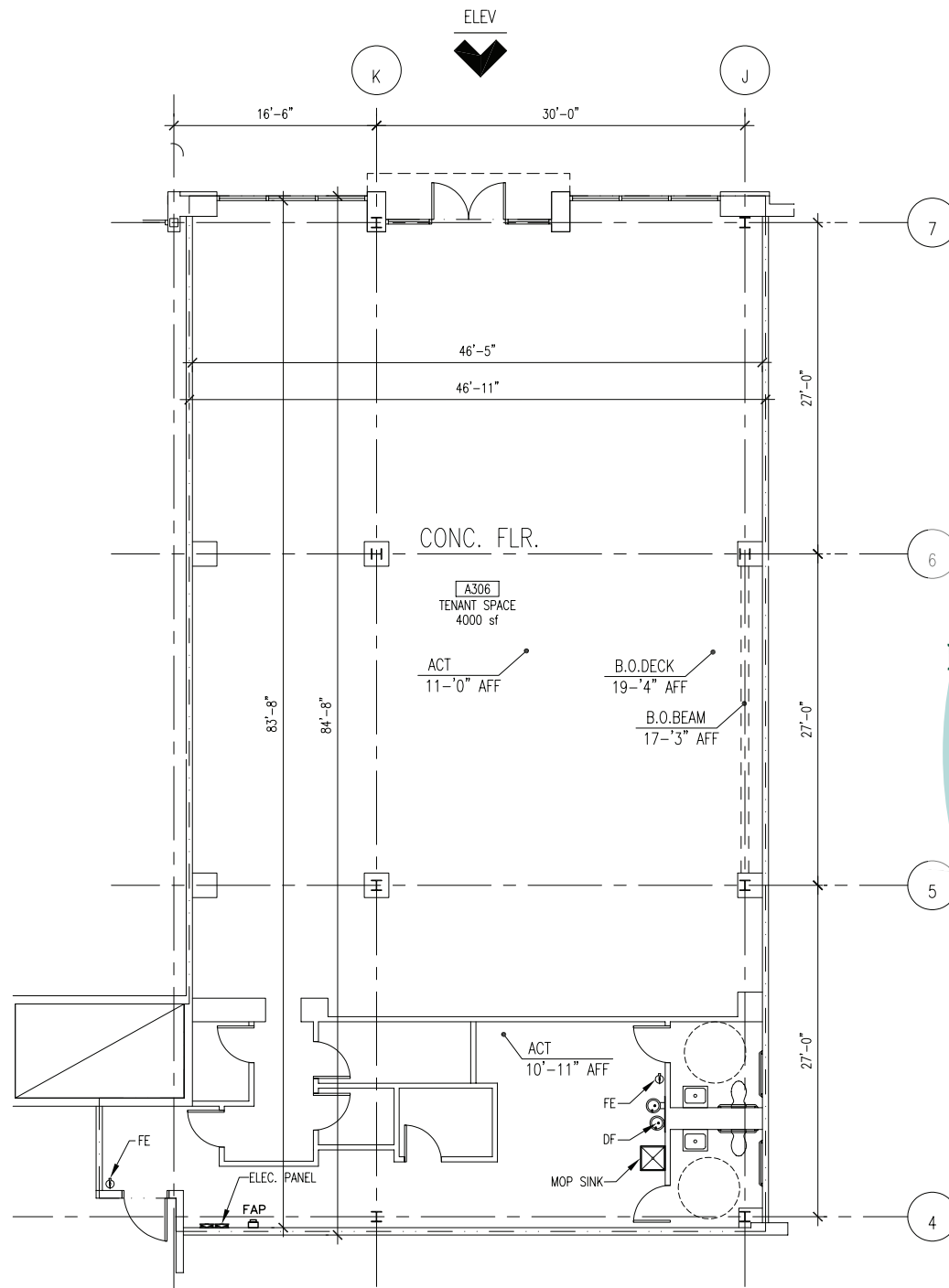
COACH FACTORY

BROOKS BROTHERS FACTORY

OLD NAVY OUTLET

OAKLEY VAULT

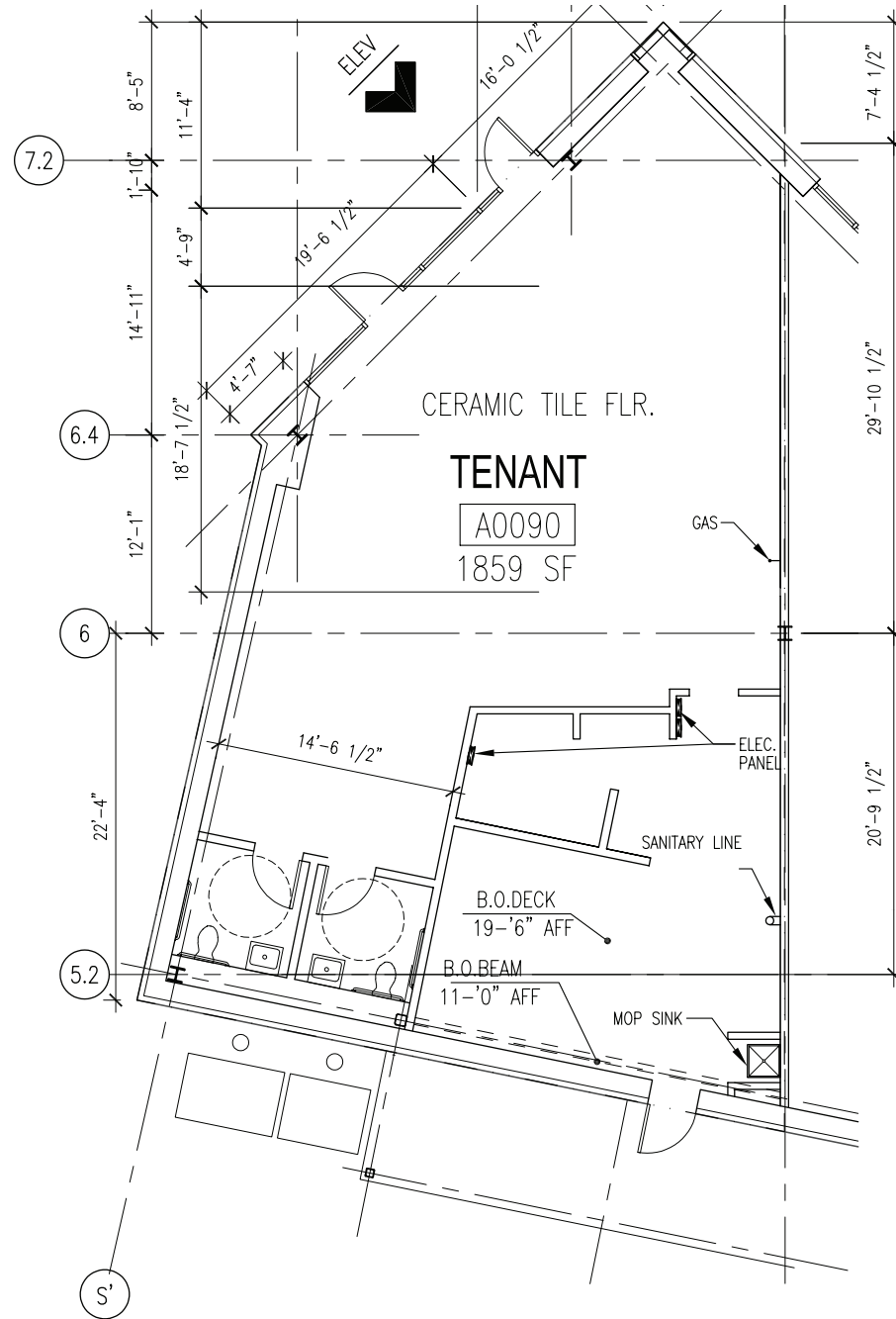




**SPACE #: A0060**

**Opportunity: 4,000 sf +/-**





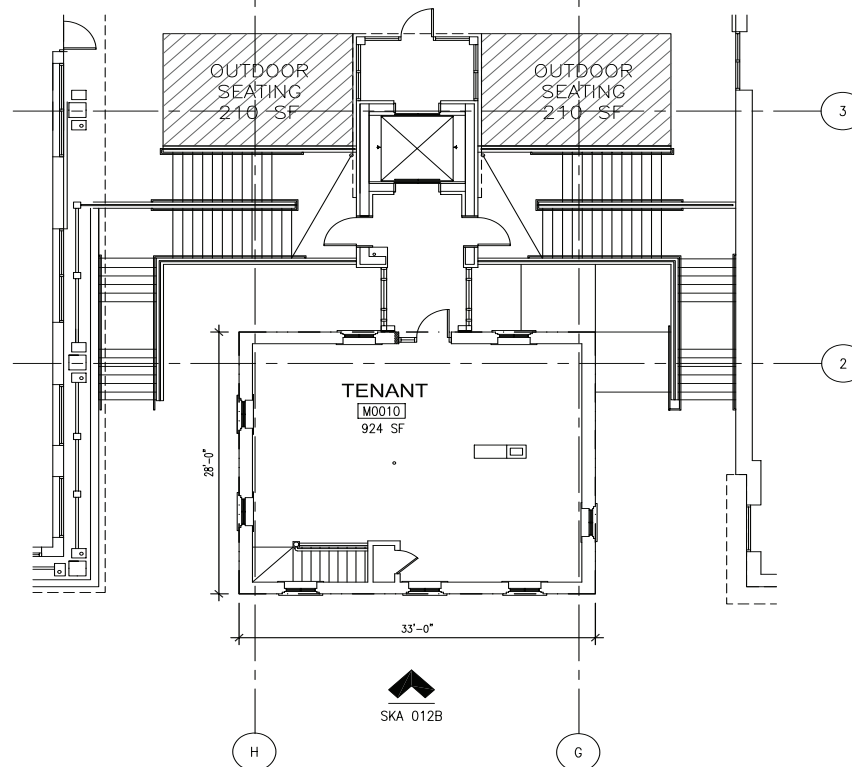
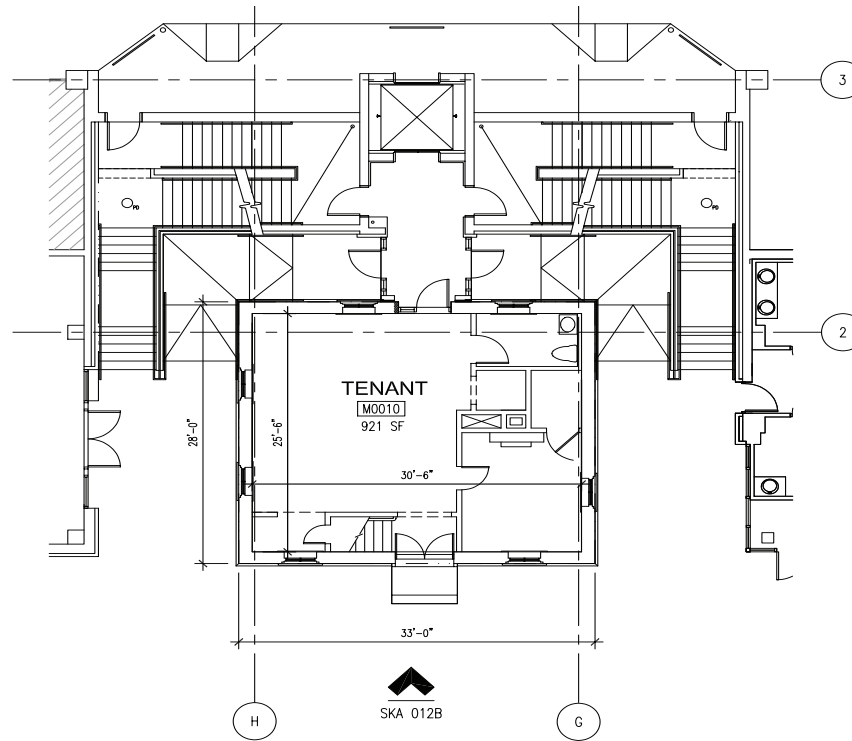
**SPACE #: A0090**

**Opportunity: 1,859 sf +/-**





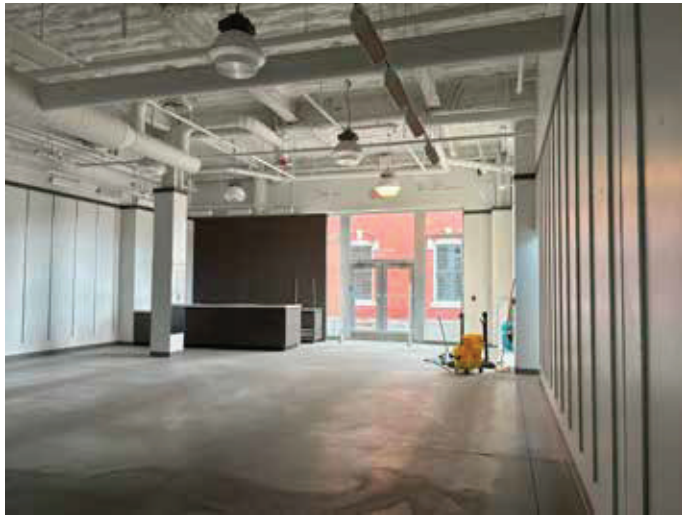
WWW.WILDERCO.COM



**SPACE #: M00100**  
 Opportunity: 1,845 sf +/-

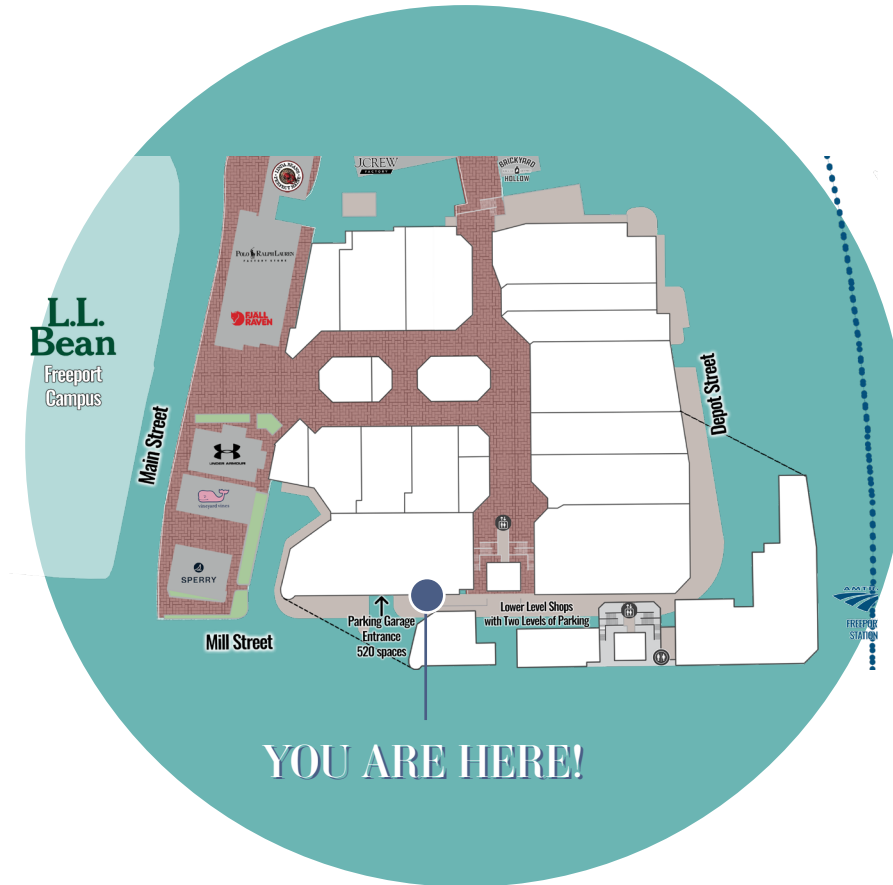
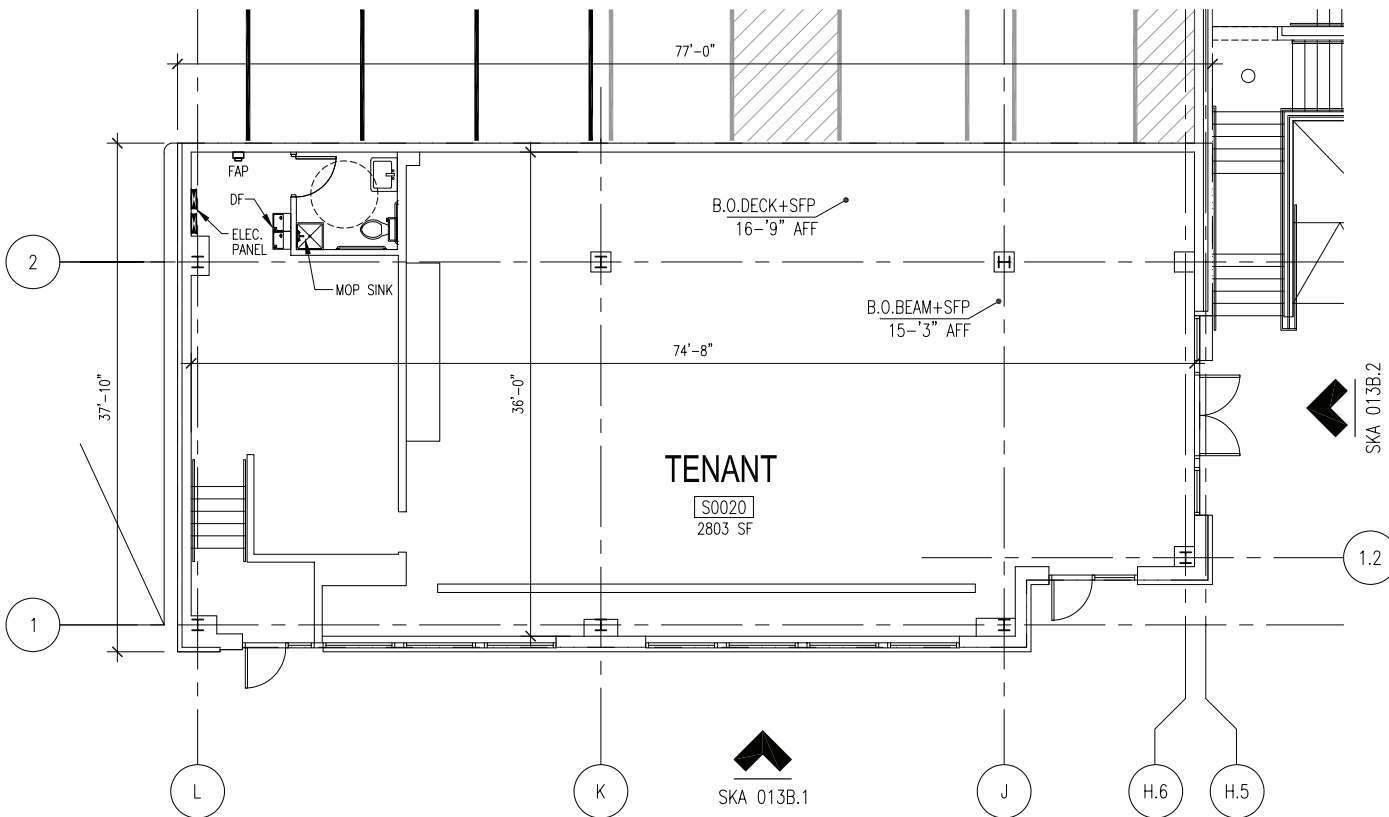


FREEPORT  
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**SPACE #: S0020**

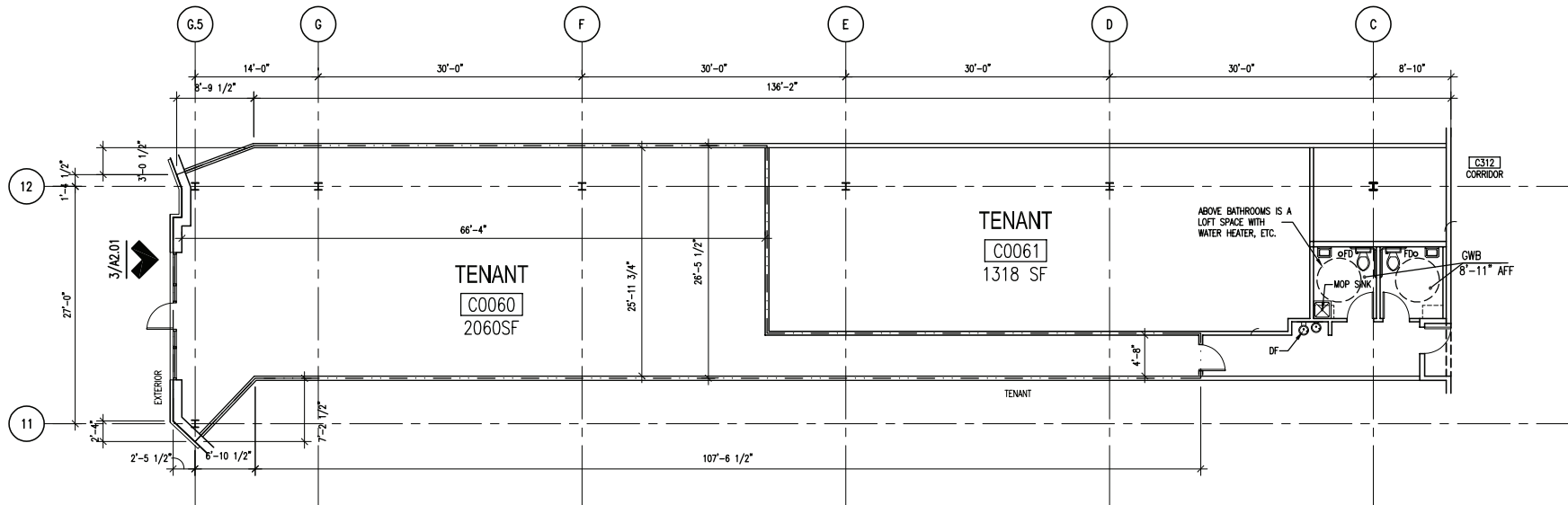
**Opportunity: 2,803 sf +/-**





# 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

## National & Regional Inquiries



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