

ICSC HOLIDAY FUN FACTS 2002



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... | 8 days |
| The average amount of money that a center spends decorating for the holiday season... | \$22,998 |
| The average number, <u>per mall</u> , of full-time seasonal employees hired by management in 2001... | 2 |
| The average number, <u>per mall</u> , of part-time seasonal employees hired by management in 2001... | 4 |
| The percentage of malls that will advertise for the 2002 holiday season on the Internet... | 56% |
| The most common mode of advertisement for the 2002 holiday season... | Print |

SANTA CLAUS AT THE MALL

| | |
|---|-------------|
| The average number of full-time Santas employed <u>per mall</u> in 2001... | 1 |
| The average number of part-time Santas employed <u>per mall</u> in 2001... | 2 |
| Santa Claus will arrive at most malls on ... | November 16 |
| The percentage of malls that will mark Santa's arrival with a special event... | 79% |
| The most common method of arrival will be... | A parade |
| (Other methods include on a fire engine, by horse-drawn sleigh or during a children's breakfast.) | |
| The average number of children who visited Santa Claus, <u>per mall</u> , in 2001... | 10,119 |

SALES & SERVICES

| | |
|---|------------------------------|
| The percent of malls that will extend their holiday shopping hours... | 94% |
| The most common day that extended holiday shopping hours will begin... | November 29 |
| The most common special amenity offered for holiday shoppers... | Gift-wrapping |
| Among malls that offered gift-wrapping services and had figures available, the average number of gifts that were wrapped, per mall, during the 2001 holiday season was... | 3,709 |
| The average amount in gift certificates sales, per mall, during the 2001 holiday season... | \$598,643 |
| The denomination of gift certificate that is sold most frequently is... | \$25 |
| The average amount of a gift certificate purchase is... | \$59 |
| The percentage of malls that participate in a special holiday gift certificate incentive program... | 40% |
| The most common gift certificate incentive is... | A gift with purchase program |

HOLIDAY SPIRIT

| | |
|--|-----|
| The percentage of malls that will be hosting charity events this holiday season... | 90% |
|--|-----|



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

Contacts:
Malachy Kavanagh, Patrice Duker, Kyong-Ha Yim
646.728.3495/3496/3497 • www.icsc.org
1221 Avenue of the Americas
New York, NY 10020-1099