



holiday report

DECEMBER 28, 2016

Final Week Before Holiday Proves Strong for Starwood Retail Stores

Friday, December 23 was second busiest day of season, retailers report

Procrastinators came out in force in the final week before Christmas and the beginning of Hanukkah throughout Starwood Retail Partners' portfolio, especially in the last three days before Christmas. Most stores reported that Friday, December 23, the last full day of shopping before the holiday, was the second busiest day of the season. Many retailers noted that the extra day of shopping vs. last year helped overall sales.

Restaurants continued to do well, as shoppers sought respite and refreshment after massive shopping. Cosmetics sales were strong, as were women's apparel, children's clothing and athletic footwear. Theater sales were flat overall with 2015 as shoppers focused more on completing their gift lists.

With most shoppers given the day off, December 26 also saw some of the strongest traffic of the season, especially for restaurants.



Avg. YOY Sales Eastern Region Stores
-5.0% to +12.0%

Avg. YOY Sales Central Region Stores
-2.0% to +10.0%

Avg. YOY Sales Western Region Stores
-2.0% to +13.7%

Top Sellers

In the East, department stores and specialty apparel retailers dominated. Improved weather over last week saw major gains in accessories.

In the Central region, shoppers waited in line for electronics stores to open before the holiday. Jewelry sales were strong at department stores.

Western region stores reported strong sales of outerwear as temperatures dropped.

Children's and clearance items moved well, too.

Said at the Center

Not surprisingly in the final week before the holiday, nearly two-thirds (64%) of shoppers surveyed were at the mall to complete their lists.

“Love the early am holiday hours! I will always shop when you open this early.”

– Shopper at The Shops at Willow Bend

