



**Tanger**  
SAN MARCOS

LOYAL GUESTS. UNBEATABLE VALUE.





# The Lone Star state's premier outlet destination

San Marcos is a vibrant destination in the center of Texas, conveniently located between Austin and San Antonio. The center benefits from its location near I-35, which has experienced immense growth in the past decade.

## ADDRESS

4015 Interstate 35  
South, San Marcos, TX  
78666

## 472K SF

Open-air shopping  
destination

## 85+ BRANDS

Top fashion and  
lifestyle retailers

## MAJOR CITIES

Austin, TX (30 mi)  
San Antonio, TX (40 mi)

## MSA POPULATION

2,499,236 – Austin, TX

## TOURIST HUB

14 million visitors to  
San Marcos, TX

OLD NAVY

west elm  
OUTLET

AMERICAN EAGLE®  
OUTFITTERS

SKECHERS

crocs™

RH  
OUTLET



# Prime location

Conveniently situated near Interstate 35, a major highway running through central Texas. The center sits in one of the market's strongest growth corridors and is easily accessible from Austin and San Antonio.



**150,000+ cars**  
pass by per day on  
surrounding roadways<sup>1</sup>



**Nearest Major Airport**  
Austin-Bergstrom International Airport  
33 miles northeast of the center

<sup>1</sup>Includes surrounding roadways that may not be visible on aerial





AREA RANKINGS

**#1** Best College Town in Texas –  
Texas State University  
Texas Football Life

**#4** Top Fastest-Growing College  
Towns in the U.S.  
Broke Scholar



I-35 CORRIDOR  
GROWTH

**One of the fastest growing areas  
in the country**

The I-35 Corridor benefits from a  
**rapidly growing population** as  
well as increased business  
activity in the **manufacturing and  
logistics sectors**

**Austin, San Antonio, and San  
Marcos** projected to merge into  
one larger market over time



HUB FOR COLLEGES &  
UNIVERSITIES

**67** Colleges and Universities  
within 50 miles with **232K**  
students total

**Major universities** include  
Texas State University, The  
University of Texas at Austin,  
The University of Texas at San  
Antonio, San Antonio College,  
and St Philip's College



A GROWING  
COMMUNITY

(proposed, planned or under  
construction within 10 miles)

**+5.7K** Multi-Family Units

**+7** Hotels

**+709** Hotel Rooms

Source: CoStar

Demographics

TRADE AREA

1.9M

2023 Population

35.5

Median Age  
U.S. 39.0

8.4%

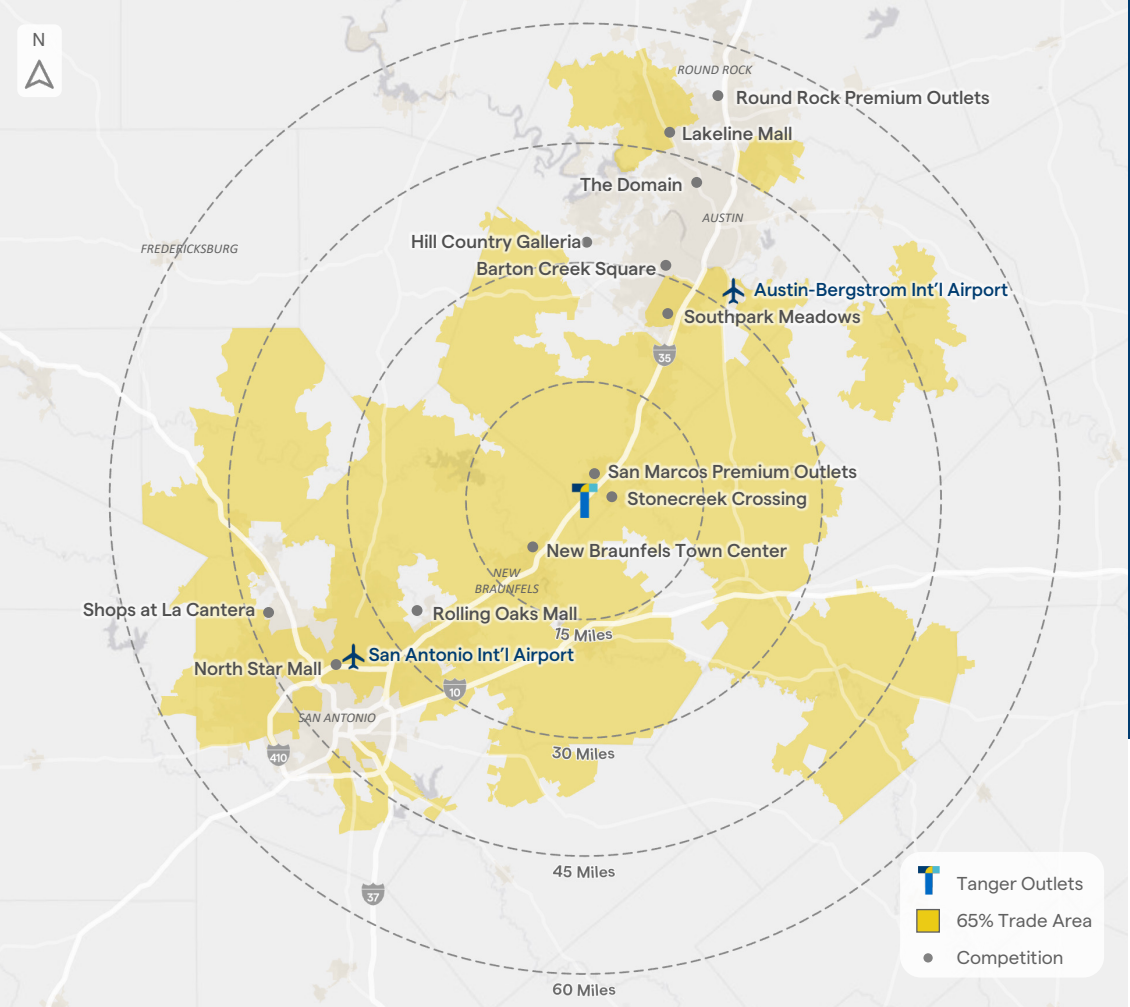
2023-2028 Population Growth Rate  
U.S. 1.5%

\$104K

Average Household Income  
U.S. \$106K

	Trade Area	15 Miles	30 Miles	45 Miles	Austin, TX MSA
2023 Population	1,875,253	300,873	1,169,534	3,437,635	2,499,236
2023-2028 Pop. Growth	8.4%	15.5%	10.3%	6.1%	9.6%
Households	677,300	113,054	432,957	1,340,643	969,609
Avg. HH Income	\$103,741	\$99,875	\$114,527	\$111,752	\$126,053
Median Age	35.5	34.5	36.7	36.0	35.2

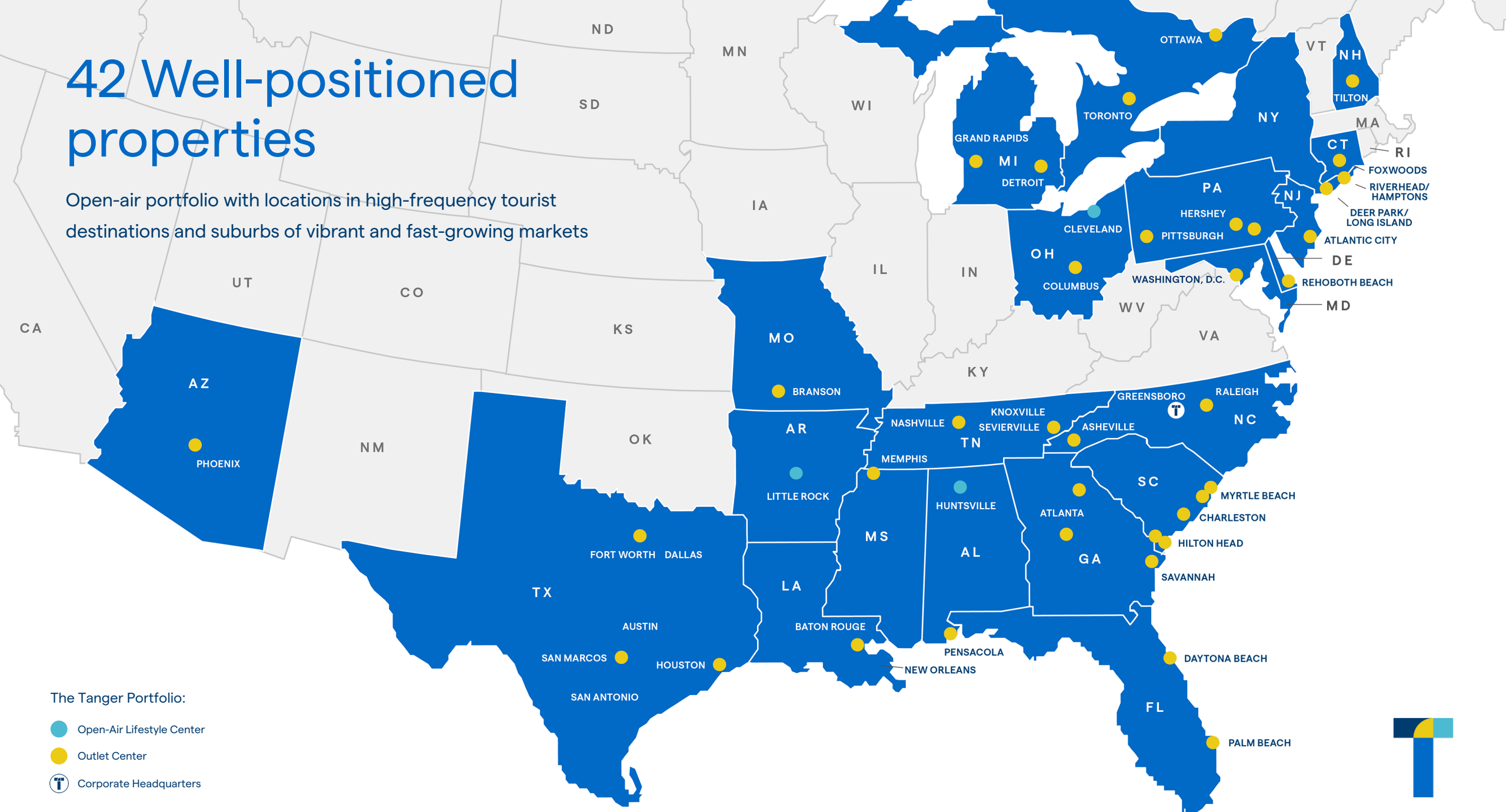
Sources: 2023 Alexander Babbage Trade Areas, 2023 ESRI Demographics



Market Retail	DISTANCE (Miles)	DRIVE TIME (Minutes)
San Marcos Premium Outlets	1	6
StoneCreek Crossing	2	7
New Braunfels Town Center	9	11
Southpark Meadows I & II	26	28
Rolling Oaks Mall	27	33
Barton Creek Square Mall	32	38
Hill Country Galleria	34	49
North Star Mall	37	41
Shops at La Cantera	41	46
The Domain	43	47
Lakeline Mall	46	53
Round Rock Premium Outlets	54	61

# 42 Well-positioned properties

Open-air portfolio with locations in high-frequency tourist destinations and suburbs of vibrant and fast-growing markets



3200 Northline Avenue, Suite 360 | Greensboro, NC 27408  
[leasing.tanger.com](https://leasing.tanger.com) | [leasing@tanger.com](mailto:leasing@tanger.com)

**Tanger**<sup>®</sup>