

# Kukui Grove

THE PLACE TO BE



THE CENTER OF KAUA'I RETAIL



*The Place to Be*

# THE CENTER OF KAUAI RETAIL

Kukui Grove Center and Kukui Marketplace occupy **458,378 square feet** of prime retail in Lihue at **the center of Kauai's retail and resort community**. With a dynamic and authentic mix of more than fifty stores, restaurants, local specialty shops and experiences, **Kukui Grove offers a cultural experience on the island unlike any other.**

ALL ROADS LEAD TO LIHUE



# TOP 5 REASONS

- 1 The Center of Kaua'i Retail**  
Strategically located at the heart of Kaua'i's business district, Kukui Grove is the island's only regional shopping center serving a **daytime population of 100,000+**.
- 2 Where the Locals Shop, Eat & Play**  
Kukui Grove is Kaua'i's most popular retail destination for **73,851 residents** – a **regular stop for daily commuters, weekly shopping trips and family outings.**
- 3 An Authentic Playground for Visitors**  
Local food, culture and entertainment offer an unrivalled guest experience for **28,888 visitors on the island spending \$261.90\*** each daily.  
*\*Up 22.9% over previous year.*
- 4 Future Forward Retail**  
**Multi-million dollar upgrades** to common areas, a new Target and an award-winning mix of retailers, restaurants and services offer a fresh approach **welcoming future growth.**
- 5 The Place to Be**  
Integrated marketing support and **250+ events** and promotions per year engage visitors and community for **maximum tenant support.**

# THE GATEWAY TO KAUA'I



**UNDER 3 MILES FROM  
LIHUE AIRPORT AND  
NAWILIWILI HARBOR**



**CENTRAL COMMUTER STOP  
WITH 5.2 PARKING RATIO**



**48.9 ACRES IN MAIN LIHUE  
COMMERCIAL DISTRICT**



**PRIME INTERSECTION ON  
KAUMUALI'I HIGHWAY  
(81,800 VPD)**



**ONSITE KAUA'I BUS STOP  
AND CRUISE SHIP SHUTTLE**



**FAMILY HUB WITH  
10 SCHOOLS WITHIN  
10 MINUTES**



**CLOSE PROXIMITY TO  
6,981 VISITOR ROOMS**



# ABOUT THE CONSUMER

Kukui Grove is Kaua'i's most popular retail destination - a daily stop for commuters to work and school, and a prime destination on weekends for families to shop, eat and play again.

- Population of 73,298 residents with diverse ethnicities and backgrounds
- Large commuter base driving to or through Lihue daily for work and school
- Multi-generational households are common
- Limited entertainment options for residents make Kukui Grove Center a key venue for community

73,298

POPULATION

24,712

HOUSEHOLDS

42.4

MEDIAN AGE

\$56,697

PER CAPITA INCOME

\$105,022

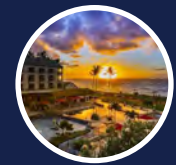
AVERAGE HH INCOME

*Data as of July 1, 2023*

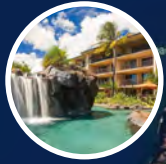
# PRIME VISITOR LOCATIONS



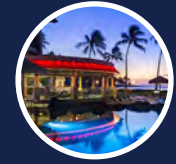
**1 HOTEL HANAIEI BAY:**  
252 ROOMS



**SHERATON KAUA'I COCONUT BEACH RESORT:**  
311 ROOMS



**KOALO LANDING AT POIPU BEACH:**  
306 ROOMS



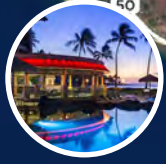
**HILTON GARDEN INN:**  
205 ROOMS



**KIAHUNA PLANTATION:**  
251 ROOMS



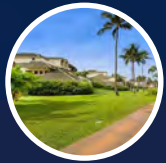
**KAUA'I BEACH RESORT & SPA:**  
350 ROOMS



**SHERATON KAUA'I RESORT:**  
351 ROOMS



**ROYAL SONESTA KAUA'I RESORT LIHUE:**  
356 ROOMS  
**KAUA'I MARRIOTT BEACH CLUB**  
464 ROOMS



**POIPU KAI RESORT:**  
353 ROOMS



**GRAND HYATT KAUA'I RESORT & SPA:**  
605 ROOMS



**KAUA'I VISITOR UNITS: 9,330**  
30.5% HOTEL | 30.5% TIMESHARE | 24.8% VACATION RENTAL | 13.3% OTHER



# THE PLACE TO VISIT

All visitors to the island of Kaua'i arrive and depart from Lihue, and may drive by Kukui Grove Center several times a week. Over 70% of Kaua'i visitors are repeat-visitors with an average of 5 or more stays.

## 2023 CENSUS

### Total Kaua'i Visitor Arrivals

DAILY VISITORS	28,888
AVERAGE LENGTH PER STAY	7.7 DAYS
PER PERSON PER DAY SPEND	\$261.90
REPEAT VISITORS KAUA'I	70.7%
AVG NUMBER OF TRIPS KAUA'I	5.4
ARRIVALS ONLY VISIT KAUA'I	61.5%

### 2023

1,416,856 TOTAL VISITORS TO KAUA'I  
\$2.76 BILLION TOTAL VISITOR SPEND





**KUKUI GROVE CENTER**  
 3-2600 KAUMUALI'I HIGHWAY, LIHUE, HI 96766  
 TMK 4-3-3-006-019

**KUKUI MARKETPLACE**  
 4303 NAWILIWILI ROAD, LIHUE, HI 96766  
 TMK 4-3-3-003-034

### Tenant Overview

Target	122,793 SF	Times Supermarket	31,600 SF
Available	50,000 SF	Available	25,179 SF
Available	42,269 SF	Longs Drugs	29,068 SF
Ross Dress for Less	33,405 SF	Available	11,295 SF

**Total GLA - 458,378 SF**

**OVER 81,800 VPD**  
 TRAVELING KAUMUALI'I HIGHWAY  
 AND NAWILIWILI ROAD



# MORE CHOICES AND MORE CONSUMERS



TARGET.

**TARGET OPENS FIRST AND ONLY STORE ON KAUA'I  
AT KUKUI MARKETPLACE**

*October 2021*

# OUR TENANT MIX

Kukui Grove Center is unique in the market for its dynamic combination of beloved national brands, Hawai'i regional favorites and award-winning local Kaua'i shops, services and restaurants.



# THE PLACE TO THRIVE

Kukui Grove Center stands out in the market for its ongoing transformation of the shopping environment with retailer support and the guest experience in mind.

## RECENT UPGRADES

- **Ocean-themed Keiki Korner children's play area is the only covered soft play area on the island**
- **Stage, lighting and a Bose sound system with speakers to carry performances Center-wide**
- **Movie screen capability for projections and family movie nights**
- **Added technology for charging stations and free WiFi and text marketing capabilities throughout the Center**
- **Concourse transformation with lush tropical landscaping, more soft seating areas and brand touches**





**KUKUI GROVE'S CAPABILITIES MAKE IT AN  
EXCEPTIONAL PARTNER FOR COMMUNITY EVENTS**



## AN UNMATCHED RETAIL EXPERIENCE

The island's largest selection of local foods and treats alongside popular brands, essential services, and an unmatched variety of activities and cultural events creates a neighborhood feel and frequent visits to the Center among residents and a place to discover authentic Kaua'i for visitors.





**Kukui Grove**

**Juice & Juice**

**STARBUCKS  
COFFEE**

**STOP**

# STRATEGIC MARKETING SUPPORT

Kukui Grove Center is a preferred venue for community events and entertainment, sponsoring over 250 programs each year for a lively environment with lots of activity year-round. Robust consumer marketing platforms and seasonal initiatives drive traffic, build shopper relationships and promote tenant sales:

**Signature Events:** Aloha Friday Nights, Monday Pau Hana Farmers Market, Toddler Tuesdays, Family Movie Nights plus seasonal programs each month for frequency and variety

**Digital Marketing:** Social Media, Seasonal Marketing Promotions, Mobile Marketing, Text-n-Tell digital customer service, E-blasts, Free Wi-Fi

**Strategic Media & PR:** Local and regional media partnerships, tourism marketing, radio interviews & on-site events, high leverage community partnerships, outdoor media, year-round public relations



*Mahalo*



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