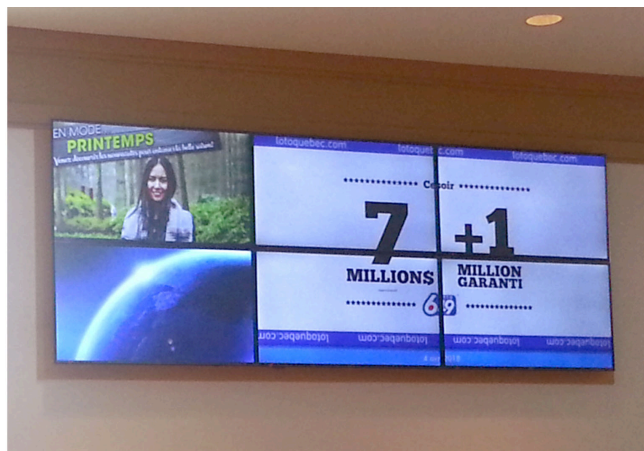


# GRANDE PLACE DES BOIS FRANCS

Victoriaville, Quebec



DIGITAL DISPLAYS, VIDEO WALL, POSTERS

Located in Victoriaville, Grande Place des Bois-francs offers a shopping experience worthy of all major urban centres. With more than 100 stores and outlets, this centre offers a wide variety of products. Moreover, it is host to many promotional activities and trade shows, hence why the centre has become one of its region's most important destinations.



## GENERAL INFORMATION

Annual traffic	2,387,760
Number of stores	125
Gross area	500,000 ft <sup>2</sup>
Time spent per visit	66.4 minutes
Number of visits per month	5.0
Average purchase during a visit	\$ 68.80
Market population	43,202
Average household income	\$ 54,028

Source : The centres / Monday Report

## PRODUCTS

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