

LES RIVIÈRES

Trois-Rivières, Quebec



Since its opening in 1971, Centre Les Rivières has been subject to many renovations and expansions culminating in the expansion project completed in 2001. Centre Les Rivières is now home to nearly 150 businesses and shops primarily focused on fashion, a large food court and a spectacular central court. Located at the core of the economic activities in Trois-Rivières, the centre welcomes close to 5 million visitors annually.



GENERAL INFORMATIONS

Annual traffic	4,938,190
Number of stores	150
Gross area	557,000 ft ²
Time spent per visit	77.0 minutes
Number of visits per month	4.8
Average purchase during a visit	\$ 87.04
Market population	136,561
Average household income	\$ 63,802

Source : The centres / Monday Report

PRODUCTS

Posters
Digital Displays
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