

# LES RIVIÈRES

Trois-Rivières, Quebec



STATIC POSTERS, DIGITAL DISPLAYS

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 INFORMATION

|                                 |                         |
|---------------------------------|-------------------------|
| Annual traffic                  | 4,938,190               |
| Number of stores                | 150                     |
| Gross area                      | 557,000 ft <sup>2</sup> |
| 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  
Banners  
Specialty Media

4225 Boulevard des Forges, Trois-Rivières, QC G8Y 1W2 Trois-Rivières, QC, Canada, G8Y 1W2

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