

# RIVIERE-DU-LOUP

Rivière-du-Loup, Quebec



DIGITAL DISPLAYS



POSTERS

Since its inception in 1974, Rivière-du-Loup shopping centre has evolved and flourished within the downtown core of the city located nearby the Saint Lawrence seaway. In keeping with a desire to always offer a diversified choice to the population, the centre provides a list of one hundred shops and specialty boutiques in a variety of different types of products and services. The Rivière-du-Loup accounts for 3.3 million visits annually.



## GENERAL INFORMATION

Annual traffic	3,645,518
Number of stores	83
Gross area	275,000 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	162,436
Average household income	\$ 63,162

Source : The centres / Monday Report / Stats Canada

## PRODUCTS

Digital Displays  
Posters  
Specialty Media  
Banners

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