### Highway 111 Corridor

#### Trade Area
- **10 mile Trade Area**

#### Characteristics
- **Population**: 298,600 people
- **Average household size**: 2.6
- **Median home value**: $377,450
- **Median household income**: $58,500
- **Housing tenure**: 49% Owner, 22% Renter, 29% Vacant
- **Average commute time**: 23 mins
- **Seasonal homes**: 20.5% of dwelling units, with other housing constituting 8.9%
- **Average apartment occupancy**: 97.9%
- **Average annual rent**: $1.16 per square foot per month
- **Average price for new home projects**: $730,000

#### Highway 111 businesses generate 78% of City’s total Sales Tax

#### Retail
- **1.6 million square feet**
- **35,000 - 45,000 vehicles per day along Hwy 111 Corridor**
- **75 retail, service, and restaurant facilities in 21 developments**
- **3.5 million square feet located in the 111 Corridor**
- **$4.9 billion** residents within the Trade Area will spend an estimated $4.9 billion in retail sales, equal to about two thirds of all Coachella Valley retail sales.

#### Power Centers
- **Over 60% of retail space is in power centers**
- **1.6 million square feet**
- **40% of all retail in La Quinta**

#### Housing
- **78% of all retail in La Quinta**
- **3.5 million square feet located in the 111 Corridor**
- **35,000 - 45,000 vehicles per day along Hwy 111 Corridor**
- **10 mile Trade Area**

#### Hospitality
- **1,095 hotel rooms in La Quinta**
- **Weekend occupancy rates**: average 76% annually, while weekday rates average 51%
- **Average Daily Rate**: $233 (weekday), $251 (weekend)