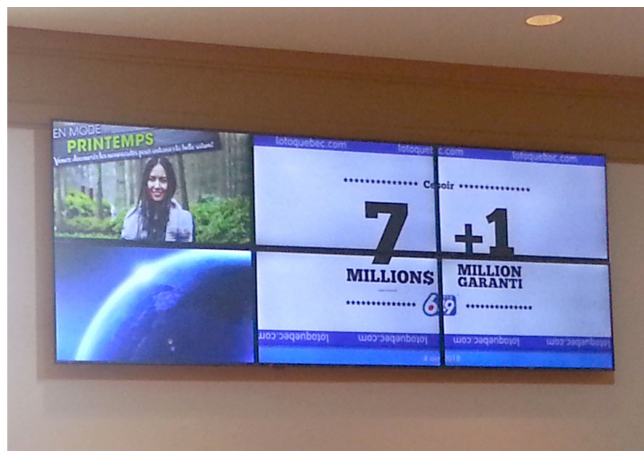


GRANDE PLACE DES BOIS FRANCS

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 ²
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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