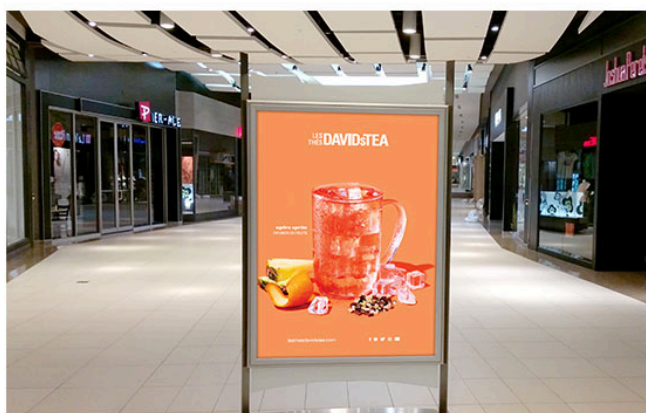


PLACE DU ROYAUME

Chicoutimi, Quebec



DIGITAL DISPLAYS, BANNERS, POSTERS

Place du Royaume attracts consumers from as far as Lac-Saint-Jean to take advantage of what the big retailers have to offer and to shop in the comfort a great interior space. Place du Royaume is the regional destination by choice, a location that is twice de size of any nearby shopping centre in the region. One can find the biggest choices ever under a same roof : clothing, household furnishings, jewellery, cosmetics, electronics and even the movies.



GENERAL INFORMATION

Annual traffic	7,020,000
Number of stores	140
Gross area	604,000 ft ²
Market population	145,990
Average household income	\$64,158

Source : The centres / Monday Report

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