

CENTRE ROCKLAND

Montréal, Quebec



DIGITAL DISPLAYS DCA

After more than 50 years of existence, Rockland is recognized as Montréal's top upscale fashion destination. It boasts an impressive lineup of prestigious, fashion-forward retailers, such as Marie Saint Pierre, Michael Kors, Stuart Weitzman, Massimo Dutti and Karen Millen. In all, Rockland is home to nearly 160 prominent stores and boutiques. Featuring a harmonious blend of contemporary design and refined materials, Rockland underwent major renovations in 2004 to revitalize the centre and further strengthen its unique market position. Leveraging its exceptional reputation and unrivalled location, Rockland now offers shoppers an ambience that is more stylish, sophisticated and inviting than ever.



GENERAL INFORMATION

Annual traffic	4,680,685
Number of stores	150+
Gross area	637,000 ft ²
Time spent per visit	75.0 minutes
Number of visits per month	5.6
Average purchase during a visit	\$ 69.36
Market population	1,547,015
Average household income	\$ 66,149

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