## **GRANDE PLACE DES BOIS FRANCS**

Victoriaville, Quebec







DIGITAL DISPLAYS, VIDEOWALL, POSTERS

ocated in Victoriaville, Grande Place des Bois-francs offers a shopping experience worthy of all major urbancentres. 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 INFORMATIONS**

Annual traffic 2,387,760 Number of stores 125

Gross area 500,000 ft²
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**

Digital Displays
Posters
Banners
Specialty Media

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