
MERCATO


CAPE CORAL
FORT MYERS
75
RSW SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
41
COCONUT POINT MALL
BONITA SPRINGS
41
75
IMMOKALEE RD.
MERCATO
THE RITZ-CARLTON NAPLES, TIBURON
THE RITZ-CARLTON, NAPLES
VANDERBILT BEACH RD.
WATERSIDE SHOPS
FOUR SEASONS
COASTLAND MALL
GOLDEN GATE PARKWAY
NAPLES
3RD ST. SOUTH & 5TH AVE. SOUTH
75

ABOUT MERCATO

Sophisticated. Fun. Vibrant. Mercato is an all-day experience for affluent and active Naples residents and tourists. Spend your days shopping in the sunshine and nights out dining, drinking, and enjoying entertainment with friends. With sophistication and a sense of community at every corner – Mercato will make your day, and brighten your night.

- 53 acre mixed - use property
- Located in affluent Naples, FL
- Less than 2 miles from the beach and two Ritz-Carlton resorts
- 315,000 square feet of retail
- 140,000 square feet of office
- 92 luxury condominiums over retail



LOCATED IN AFFLUENT NAPLES, FLORIDA

Naples, Florida was ranked the Best Place to Live in 2025-2026 by U.S. News & World Report. Plenty of sunshine and opportunities for outdoor recreation were among the reasons Naples was awarded this title, along with comparing data related to the desirability, quality of life, job market and value of 150 major U.S. cities.



Collier County has the highest per capita personal income in Florida.



Naples has been cited as the #1 Small Art Town in America.

Naples reports more than 300 sunny days a year.



Naples has the most golf holes per capita than any other city in the U.S. In fact, it's known as the, "Golf Capitol of the World."

THE LARGEST SEGMENT OF MERCATO SHOPPERS:

	3-mile	5-miles	7-miles
Daytime Population	82,200	159,499	274,629
Residential Population	43,822	97,046	179,066
Average HH Income	$204,086	$193,821	$186,876
Bachelor's Degree	32.3%	32.4%	30.9%
Grad/Professional Degree	26.4%	25%	23.4%

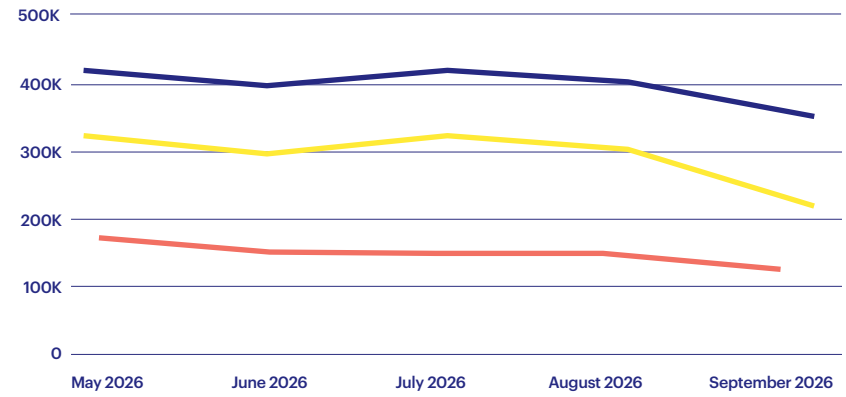
COMPARISON TO SHOPS AT 5TH AVENUE AND WATERSIDE SHOPS

Mercato outperforms 5th Avenue and Waterside Shops with the most consistent traffic and repeat visits.

	MERCATO	5TH AVE	WATERSIDE
Visits	4.9 M	4.2 M	2 M
Visit Frequency	4.73	2.33	3.11
Visits YoY	+15.1%	+2.4%	+5.4%
Visits Yo2Y	+24.4%	+4.2%	-7.9%
Visits Yo3Y	+26%	+13.2%	-10.3%

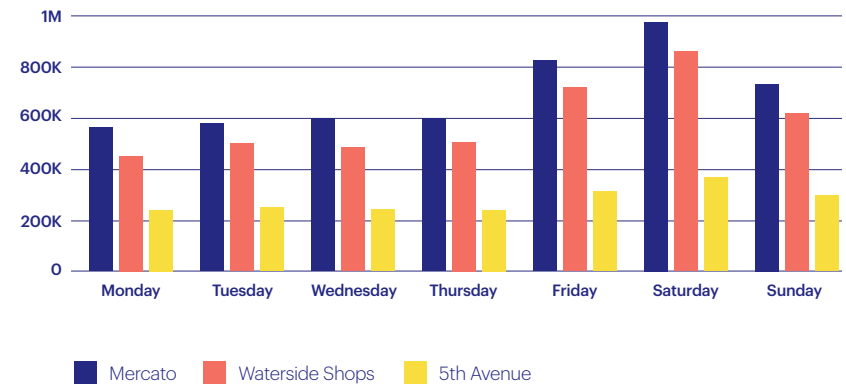
SEASONALITY IN NAPLES

Although May through September is the off-season in Naples, data from 2026 shows that Mercato consistently had the most visits, maintaining steadier traffic than Fifth Avenue and Waterside.



DAILY VISITS

Foot traffic at Mercato outperforms both Waterside Shops and 5th Avenue every day of the week:



ANNUAL SALES

Total annual sales up +22% YoY

FOOT TRAFFIC

4.9 M guests in the last 12 months – a 14.7% YoY increase

RETAIL OCCUPANCY

Current occupancy is 93.5% – up from 90% in 2022

LOYAL GUESTS

1.1 M of Mercato guests visited the property over 30 times in 2025



ELEVATING MERCATO

In November 2025, a multimillion-dollar public realm enhancement was executed at Mercato. The project focused on reimagining the center Piazza to create larger social gathering spaces and a more seamless and engaging experience.



ELEVATING MERCATO

The expanded and revitalized Piazza now allows additional activations to increase foot traffic, such as fitness classes, sporting event watch parties and live music performances.

Mercato hosts over 200 relevant and exciting annual events, ensuring that guests are always delighted with unique experiences.







Year-round programming drives traffic—from monthly Cars & Coffee (4,000+ Sunday morning visitors) to Films Al Fresco—capped by the annual St. Patrick's Day Celebration drawing 20,000 guests throughout the day.

In addition to weekly and monthly activations, Mercato hosts large-scale property events such as Shamrock Social and the annual lighting of the Mercato Christmas tree, drawing over 7,000 guests.



NOTABLE TENANTS

Sur la table

NORDSTROM rack

SOUTHERN TIDE

ULTA BEAUTY

Tommy Bahama

J.CREW

LOVESAC
Designed for Life Furniture Co.

Robert Graham

TEMPUR-PEDIC

WARBY PARKER

THE SHADE STORE

fp movement

BIRCH LN

CORE/REFORM
LAGREE FITNESS & HEATED MOVEMENT

Summie JEWELRY
EST. 2022

SWEAT 440





FOOD & BEVERAGE

Old Vines
OLD VINES NAPLES AT MERCATO

WHOLE FOODS MARKET

TABERNA burntwood

EST. The 2015 HAMPTON SOCIAL

THE CAPITAL G·R·I·L·L·E

BAR TULIA

Waxin's RESTAURANG & BAR

TAP 42

puregreen

PURA VIDA miami

BEELINE ALES & SPIRITS

SHAKE SHACK

ταβέρνα VIOLÍ

Rocco's Tacos AND TEQUILA BAR





LATEST TENANT DESIGNS









PONCE CITY MARKET, ATLANTA



CHELSEA MARKET, NEW YORK CITY

About Jamestown

Jamestown is a global real estate investment and management company with over 40 years of experience creating places that foster innovation and build community. As of December 31, 2025, Jamestown manages $14.1 billion in assets across the U.S., Europe, and Latin America.

Jamestown employs more than 600 people globally across 11 offices, including headquarters in Atlanta and Cologne. Through its vertically integrated platform, Jamestown brings a design-focused, hospitality approach to diverse product types, including retail, office, residential, mixed-use, and grocery-anchored shopping centers. Jamestown's current and previous projects include One Times Square and Chelsea Market in New York, Industry City in Brooklyn, Ponce City Market in Atlanta, and Groot Handelsgebouw in Rotterdam.

For more information, visit http://www.jamestownlp.com.

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