

Destination Retail

Destination retail refers to a type of store that attracts people regardless of the location, as opposed to a business that relies on convenience of location for its customers. Those listed above certainly qualify as destination retail, as would a large specialty supermarket (e.g., Whole Foods, IKEA, or Nordstrom's).

Destination shopping is different than regular, casual shopping; when engaging in destination shopping, customers will plan a trip to a retail center (whether it is a single store or an outlet center) in order to spend a number of hours rather than simply the act of purchasing goods (making the distinction between entertainment and errand).

Some examples in an urban context:



