

SHOPPING

OCT. 10, 2018

ANALYSTS EXPECT CONSUMERS TO SPEND APPROXIMATELY 750 MILLION DOLLARS THIS UPCOMING HOLIDAY SEASON. SHOPPING CENTERS IN THE PORTLAND-METRO AREA ARE EXPECTING AN INCREASED PRESENCE OF HOLIDAY TRAFFIC. LOCAL SHOPPING EXPERTS HAVE A FEW TIPS TO SHARE TO MAXIMIZE YOUR SHOPPING TRIPS.

INSIDERS ATTRIBUTE THE PROJECTED HOLIDAY SALES TO LOW UNEMPLOYMENT RATES AND A THRIVING ECONOMY.

TO MAXIMIZE THE HOLIDAY SHOPPING EXPERIENCE, EXPERTS SUGGEST SHOPPERS COMPLETE THEIR ERRANDS AT LEAST TWO WEEKS BEFORE THE CHRISTMAS HOLIDAY. THE PORTLAND AREA HAS SEVERAL SHOPPING CENTERS INCLUDING WASHINGTON SQUARE AND CLACKAMAS MALLS. LOCALS EXPECT BUSY MALLS FULL OF VISITORS AND TRANSPLANTS FROM SURROUNDING STATES.

ACCORDING TO PIONEER PLACE EMPLOYEE OLIVER ROMERO SHOPS PLAN TO INCREASE STAFF TO MEET THE NEEDS OF CUSTOMERS. INCREASED PRESENCE OF SECURITY OFFICERS WILL BE THERE TO DETER THEFTS AT THE STORES.

HOLIDAY SHOPPING HAS CHANGED DRASTICALLY OVER THE PAST TWO DECADES. CONSUMER SPENDING IS AT ITS HIGHEST SINCE THE 2008 RECESSION.

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