

MERRIMACK

PREMIUM OUTLETS

Complete Shopping Guide · 2026 Edition

[Store Directory](#) · [Deals Tracker](#) · [Parking](#) · [Route from Boston](#)

100+ Stores

Tax-Free NH

25-65% Off

Free Parking

Location: 80 Premium Outlets Blvd, Merrimack, NH 03054

Phone: (603) 424-0050 Web: premiumoutlets.com/outlet/merrimack

Hours: Mon-Sat 10 AM - 9 PM Sun: 10 AM - 6 PM

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1. Store Directory by Category

Merrimack Premium Outlets features 100+ stores across fashion, footwear, home goods, and dining — all with everyday savings of 25–65% off retail prices.¹ New Hampshire has no sales tax, making every purchase tax-free.

ANCHOR STORES

Bloomingdale's Outlet (Suite 599)	Full-line department outlet; brands include Theory, DKNY, Stuart Weitzman
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Saks Off 5th	Luxury fashion & accessories at up to 70% off
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Polo Ralph Lauren Factory Store	Men's, women's, kids' — American heritage style
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Banana Republic Factory (Suite 499)	Modern essentials and workwear at factory prices
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DESIGNER & LUXURY

Coach Outlet	Handbags, leather goods, apparel, footwear
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Kate Spade New York	Colorful, playful accessories and ready-to-wear
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Michael Kors	Jet-set accessories, watches, footwear
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Tory Burch	Preppy-chic fashion, bags, and shoes
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Marc Jacobs	High-fashion accessories and apparel
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Barbour	British heritage outerwear and lifestyle clothing
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True Religion	Premium denim and casual wear
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ATHLETIC & OUTDOOR

Nike Factory Store	Footwear, apparel, equipment — extra discounts in-store
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Adidas Outlet	Performance and lifestyle athletic wear
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Under Armour Factory House	Performance training gear and footwear
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New Balance Factory Store	Running, lifestyle, and trail footwear
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Lululemon	Yoga, running, and training apparel
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Columbia Sportswear	Outdoor gear, fleece, rain jackets — senior discounts available
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Merrell	Trail footwear and outdoor lifestyle
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Oakley Vault	Performance sunglasses, goggles, apparel
Reebok	Athletic footwear and training gear
The North Face	Premium outdoor and lifestyle apparel

FASHION & APPAREL

Gap Outlet	Casual everyday essentials for the whole family
J.Crew Factory	Classic American style at outlet prices
Old Navy Outlet	Affordable basics and fun prints for all ages
Nautica	Maritime-inspired casual clothing and accessories
Guess Factory	Denim, handbags, and American pop-culture style
Lucky Brand	Premium denim, boho-inspired apparel
Tommy Hilfiger	Iconic American preppy classics
Vineyard Vines	Lifestyle brand known for whale logo; great deals reported
Calvin Klein	Minimalist fashion, underwear, denim
PacSun	California surf and skate youth fashion
Aéropostale	Casual teen fashion and graphic tees
Ann Taylor Factory	Professional women's apparel
Loft Outlet	Modern casual and workwear for women
Chico's Outlet	Women's clothing, jewelry, and accessories
White House Black Market	Sophisticated women's fashion
Sperry	Iconic boat shoes and casual footwear — 'insane' deals per visitors
Fat Face	British outdoor-lifestyle apparel

FOOTWEAR

Famous Footwear Outlet	Wide brand selection across all budgets
ECCO	Danish comfort footwear and accessories
Clarks	Classic British comfort shoes and boots
Crocs	Colorful, comfortable clogs and sandals
Steve Madden	Trend-forward footwear and accessories

HOME, GIFTS & SPECIALTY

Le Creuset	Premium French cookware and bakeware
Fossil	Watches, jewelry, leather goods and accessories
Fragrance Outlet	Designer perfumes and colognes at steep discounts
Cosmetics Company Store	Half-price Estee Lauder family brands; fragrances
Lindt Chocolate Shop	Swiss chocolate and seasonal gift boxes
Auntie Anne's / Wetzel's Pretzels	Snack station — fresh-baked pretzels
Carter's / OshKosh B'Gosh	Baby and kids' apparel and accessories
Claire's	Accessories, jewelry, ear piercing for teens and kids
LIDS	Licensed sports headwear and merchandise
Francesca's	Boho boutique gifts, jewelry, and clothing

1. Merrimack Premium Outlets — Official Site, premiumoutlets.com/outlet/merrimack
Tripadvisor Reviews, tripadvisor.com/...Merrimack_Premium_Outlets

2. Deals Tracker & Savings Tips

New Hampshire has NO sales tax — every dollar you save on discounts is a dollar fully saved. Combine outlet pricing with the strategies below to maximize savings.²

SIMON VIP CLUB - FREE TO JOIN —
FREE TO JOIN

Sign up at the Simon app or
premiumoutlets.com.³

- + Exclusive digital coupons for member-only pricing
- + Early access to seasonal sales (Black Friday, summer clearance)
- + Cash rewards that accumulate across Simon properties
- + App-only flash deals during National Outlet Shopping Day (June)

Current Store Deals at a Glance

Store	Deal / Offer	Code / Note
Michael Kors	Extra 20% off \$150+	Code: KORS20
Nike Factory Store	Extra 10% off sitewide	Ask in-store
Adidas Outlet	\$25 off \$125 purchase	Code: UAF000159
Under Armour	20% off entire purchase	Code: MKTG15383
Coach Outlet	\$20 off \$150+ (SMS sign-up)	Scan in-store barcode
The Bloomingdale's Outlet	\$25 off \$125 or more	No combine
Banana Republic Factory	20% off full purchase	Exclusions apply
Polo Ralph Lauren	Up to 60% off sale styles	In-store only
Fossil	20% off single item	Excl. smartwatches
Crocs	\$25 off \$100 purchase	Code: 791000048663
ECCO	\$30 off \$150 purchase	Code: 6254
Vineyard Vines	50% off all full-price tees	While supplies last
Columbia Sportswear	Standard outlet pricing + senior discount	Ask associate
Cosmetics Co. Store	Up to 50% off Estee Lauder brands	In-store
Lululemon	Discounted athletic apparel	Varies daily
Old Navy Outlet	25% off one item	Excl. clearance & gift cards
Carter's / OshKosh	Extra 20% off \$100+	No combine

Merrell	25% off purchase	Code: ShoppingDay23
Oakley	25% off shoes	Excl. may apply

Annual Sale Events to Plan Around

National Outlet Shopping Day	Early June (Jun 7–8, 2026 est.)	Biggest single sales event of the year — exclusive one-day deals at most stores
Black Friday / Cyber Weekend	Late November	Early opening (6 AM), deepest discounts, heaviest crowds — arrive before 9 AM
Summer Clearance	July–August	End-of-season markdowns 40–70% off at apparel stores
Holiday Season	November–December	Gift sets, VIP event nights, extended hours until 10 PM
Columbus Day Weekend	October	New England shopping tradition — popular for fall/winter gear purchases
Presidents' Day Weekend	February	Great for outerwear clearance and athletic gear

2. Simon Savings Guide PDF, assets.simon.com/...MerrimackPO...Digital.pdf

3. Simon VIP Club, premiumoutlets.com/vip

3. Parking Guide

Parking at Merrimack Premium Outlets is always FREE. The complex offers ample surface lots surrounding the outdoor shopping center, with designated accessible spaces near all entrances.⁴

Arrive Before 10 AM on Weekends

Lots fill quickly on Saturday mornings, especially during sale events. Arriving at opening time secures a spot near the central plaza.

Main Entrance on Premium Outlets Blvd

The primary access road off Exit 10 of the F.E. Everett Turnpike (Route 3) leads directly to the main parking area. Follow signage from the highway off-ramp.

Overflow Lots — East & West Perimeter

During peak periods (Black Friday, holiday weekends), overflow lots open on the east and west perimeters. Shuttle carts are deployed during major sale events.

Accessible Parking

Accessible spaces are available near each main entrance cluster. Walking hours also operate one hour before mall opening for early arrival.

Early Bird Walking Hours

The outdoor walkways open one hour before stores for morning walkers — a great way to assess crowds and parking before shopping begins.

Weekday Advantage

Mon–Thu crowds are significantly lighter. If you can visit mid-week, you'll find the best parking, shorter lines, and more attentive service.

Carpooling

Rideshare drop-off is convenient at the main entrance. Uber and Lyft both navigate well to 80 Premium Outlets Blvd.

EV Charging

A small number of EV charging stations have been reported in the lot — verify availability directly with the center at (603) 424-0050.

Parking Congestion by Day & Time

Day	10–12 AM	12–3 PM	3–6 PM	6–9 PM
Monday	Low	Low	Low	Low
Tuesday	Low	Low	Low	Low
Wednesday	Low	Low	Medium	Medium
Thursday	Low	Medium	Medium	Medium

Friday	Medium	Medium	High	High
Saturday	High	Very High	Very High	High
Sunday	Medium	High	High	Medium

Best time to visit: Monday–Thursday 10 AM–12 PM for minimal congestion.

4. Waze / Tripadvisor visitor reviews, waze.com/...merrimack-premium-outlets · tripadvisor.com/...Merrimack

4. Driving Route from Boston

Distance ~45–46 miles	Drive Time ~60 min (no traffic)	With Traffic 75–90 min (rush hour)	Location 35 mi NW of Boston
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Turn-by-Turn Directions

Starting point: Downtown Boston / South Station area. Use [Google Maps](#) or [Waze](#) for real-time traffic routing.⁵

START	Boston / South Station Head toward I-93 North via Surface Artery or Atlantic Ave. Follow signs for Lowell / Lawrence / New Hampshire.
STEP 1	I-93 North to I-93 toward Lowell Take I-93 North. Stay on I-93 past Somerville and Medford — roughly 10 miles from downtown Boston.
STEP 2	Merge onto US-3 North (Exit 34A toward Nashua/Manchester) At the I-95 junction near Burlington/Woburn area, follow signs for US-3 North toward Nashua, NH. This is the primary route corridor.
STEP 3	Continue on US-3 North / F.E. Everett Turnpike into New Hampshire Cross the MA–NH state line near Nashua. Route 3 becomes the F.E. Everett Turnpike in New Hampshire. Note: this is a toll road — keep E-ZPass handy.
STEP 4	Take Exit 10 — Merrimack Premium Outlets Exit at Exit 10 off the F.E. Everett Turnpike. This exit is clearly signed for Merrimack Premium Outlets. Turn onto Industrial Drive / Premium Outlets Blvd.
ARRIVE	80 Premium Outlets Blvd, Merrimack, NH 03054 Follow the road into the parking complex. Main entrance and visitor center on the right.

Alternative Route (via I-495)

From Boston's northern suburbs or western areas, take I-495 North to US-3 North and follow the same Exit 10 off-ramp. This avoids I-93 congestion through Somerville.

Public Transit Option

Step 1: Boston South Station to Nashua NH via [Boston Express Bus](#) (+1 800-639-8080) — \$15-20 one way, ~60-75 min. Drops off at Nashua Park & Ride (Exit 8).

Step 2: From Nashua Exit 8, take Uber/Lyft or a local cab to Premium Outlets Blvd (Exit 10) — approximately \$10-15 and 8 minutes.

Tip: Crowne Plaza Nashua offers a free shuttle to the outlets for hotel guests.

Boston Express Bus: bostonexpressbus.com · Phone: +1 800-639-8080

5. Rome2Rio routing data, [rome2rio.com/s/Boston/Merrimack-Premium-Outlets](https://www.rome2rio.com/s/Boston/Merrimack-Premium-Outlets) · Reddit commuter tips, [reddit.com/r/boston/...merrimack_nh](https://www.reddit.com/r/boston/...merrimack_nh)

5. Quick Reference Card

Contact & Location

80 Premium Outlets Blvd

Merrimack, NH 03054

Phone: (603) 424-0050

Web: premiumoutlets.com/outlet/merrimack

Hours

Mon – Sat: 10:00 AM – 9:00 PM

Sunday: 10:00 AM – 6:00 PM

Holiday hours vary — check website.

Key Features

+100+ stores

+No New Hampshire sales tax

+25–65% off retail prices

+Free parking

+Wheelchair accessible

+Free WiFi on-property

+Restrooms throughout center

+Walking hours 1 hr before opening

Top Stores — At a Glance

Bloomingdale's Outlet · Saks Off 5th

Polo Ralph Lauren · Banana Republic

Nike · Adidas · Lululemon · Under Armour

Coach · Kate Spade · Michael Kors

Tory Burch · Marc Jacobs · Barbour

Le Creuset · Vineyard Vines · Sperry

Savings Checklist

- Join Simon VIP Club (free) before going
- Download the Simon Property app
- Check individual store promotions online
- Ask about senior discounts (Columbia etc.)
- Visit on a weekday for shorter lines
- Bring a cooler bag for food court leftovers

Route Summary

Boston > I-93 N > US-3 N > Exit 10 (Everett Turnpike)

~45 miles · ~60 min (no traffic)

Toll road in NH — E-ZPass accepted

Pro Tips from the Community

- > Visit Tue–Thu mornings for minimal crowds and best parking.
- > Stores like Vineyard Vines and Sperry often have unannounced flash sales.
- > NH has NO sales tax — factor this in when comparing prices with MA stores.
- > Bring reusable bags; most outlets no longer provide free plastic bags.

Sources: premiumoutlets.com/outlet/merrimack · [Wikipedia — Merrimack Premium Outlets](#) · [TripAdvisor](#) · [Yelp](#) — April 2026 · [Aerial Travel Guide](#)

Prepared by Perplexity Computer · April 2026 · Information is subject to change — verify hours and promotions at premiumoutlets.com before visiting.