

AREA15

***IMMERSE YOURSELF IN THE
ULTIMATE ENTERTAINMENT
EXPERIENCE***

AREA15

UNIVERSAL
EXPERIENCES & EXPERIENCES

THE EXPERIENCE EPICENTER OF LAS VEGAS

All eyes are on AREA15, the 40-acre immersive entertainment and retail district revolutionizing how visitors do Las Vegas. With its namesake complex drawing over 13 million visitors since opening, the AREA15 District amps up the action—introducing a year-round Universal horror experience, Boeing 747 salvaged from Burning Man, brand-new apartment community, extensive pop-ups and outdoor activations, and 400,000+ square feet of coveted experiential retail.



A CAPTIVATING DESTINATION WITH A CAPTIVE AUDIENCE



OVER 13 MILLION VISITED AREA15 DISTRICT SINCE ITS OPENING IN 2020



350,000+ DAILY DRIVE-BYS ALONG I-15



2.4 MILLION RESIDENTS WITHIN 20-MINUTE DRIVE TIME



70% TOURISTS & 30% LOCALS WITH A 33% REPEAT VISITATION



#1 MOST VISITED AMONG 2,800 U.S. ATTRACTIONS (1)

Sources: Placer.ai, NDOT, U.S. Census Bureau (1)


A COVETED AREA CODE


Host to 52.6 million visitors in 2023, Las Vegas is the perfect locale for AREA15—benefitting from enviable highway frontage and immediate proximity to the city's other main attractions and access points.


 **EYE-POPPING EXPOSURE**
350,000 daily drive-bys along I-15 with one mile of highway frontage

 **TOP TOURISM**
150,857 Las Vegas hotel rooms at over 80% total occupancy

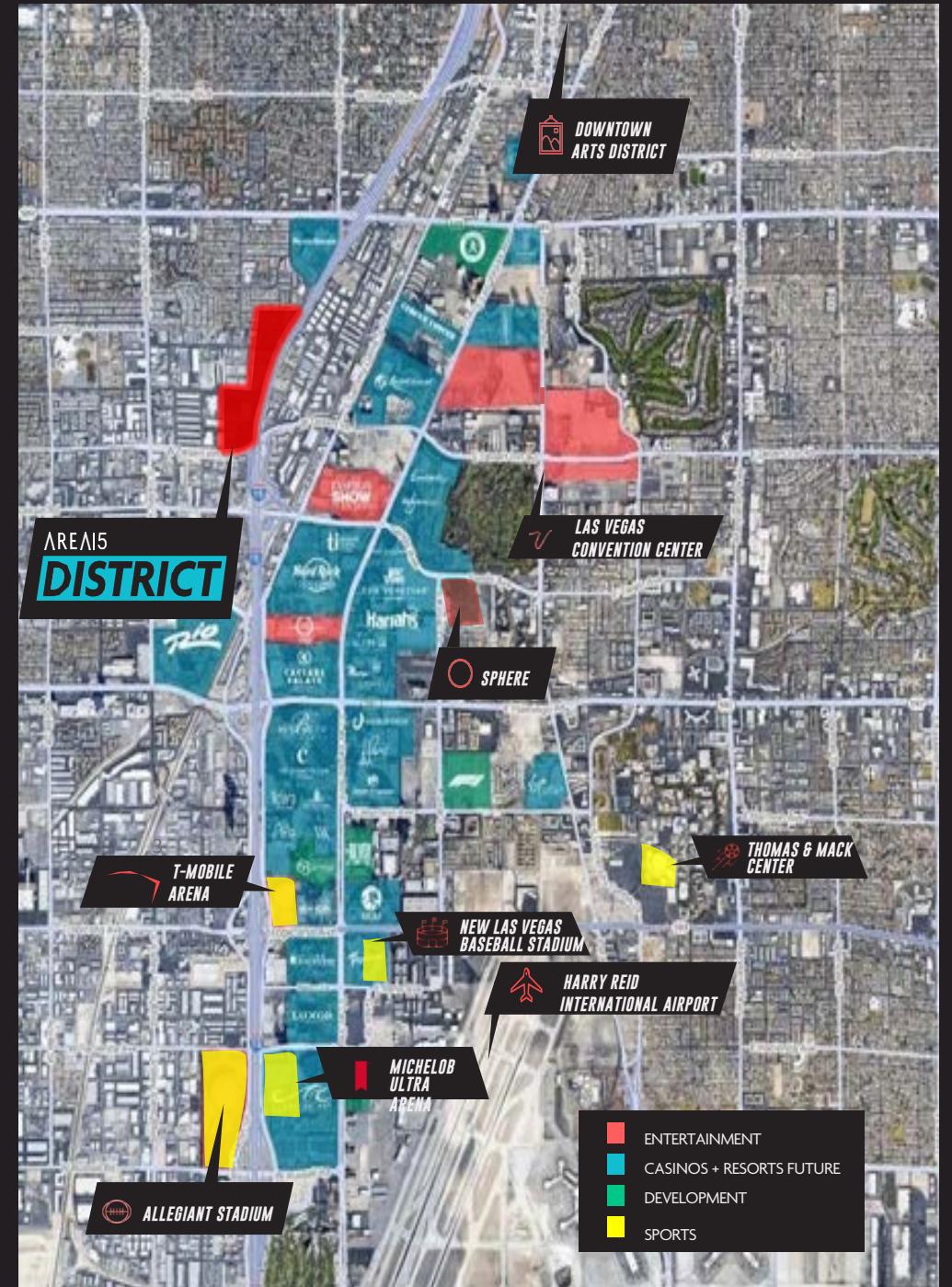
 **BRIGHT SKIES**
300 days of sunshine a year

 **IN SYNC WITH THE STRIP**
7 minutes from the Las Vegas Strip

 **EPIC ACCESS**
7 minutes from Las Vegas Convention Center

 **JET-SET READY**
15 minutes from Harry Reid Airport

Sources: LVCVA, NDOT



ACCESS THE **AUDIENCE OF A LIFETIME**

With in-built patronage from a growing multi-million-visitor base and assured demand from a proposed hotel and forthcoming 1,431-unit residential community, AREA15 commands the crowd.



52.6 MILLION INTERNATIONAL AIRPORT PASSENGERS



5 MILLION CONVENTION VISITORS IN 2023



\$36.1 BILLION IN TOURISM SPENDING



\$1,120 SPENT PER VISITOR IN LAS VEGAS

Sources: LVCVA, LVGEA

POISED FOR **PROFITABILITY**

SALES PER SF

Immersive & Competitive Leisure	\$1,131
Food & Beverage	\$1,132
Retail	\$1,340

DWELL TIME

Average visit length	125 minutes
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THE POWER OF PROXIMITY



A brand-new, permanent horror experience that anchors The District.

MUSEUM OF ICE CREAM

An interactive art installation that offers immersive experiences and whimsical exhibits celebrating the joy and nostalgia of ice cream.



Combining immersive storytelling with space exploration, *Interstellar Arc* will take guests on an epic 26th-century deep space mission.

51

FIVE IRON GOLF

A high-tech urban golf experience featuring simulators, access to top pros, and leagues for all levels.



An augmented reality experience averaging one million annual visitors.

JOHN WICK

An immersive theatre, cinematic environment, and interactive journey that transcends reality.

SUPERPLASTIC

Animated characters are brought from the digital realm to physical, allowing visitors to interact with the brand's characters in new and engaging ways.

illuminarium

A transportive hub combining 4k interactive projection, 360° audio, in-floor vibrations, and scent systems to teleport visitors.



A COVETED AREA CODE

- 413,000+ sf of customizable retail space
- Opportunities ranging from 1,000 sf to 60,000 sf
- Up to 25-foot ceilings

SPACE 1

Level 1
8,832 SF

Level 2
12,488 SF

SPACE 2

Level 1
7,942 SF

Level 2
8,832 SF

SPACE 2



SPACE 4

Level 1
23,779 SF

Level 2
24,529 SF

SPACE 5

Level 1
23,580 SF

Level 2
23,819 SF

SPACE 6

Level 1
10,154 SF

Level 2
11,176 SF

SPACE 7

Level 1
24,127 SF

Level 2
26,172 SF

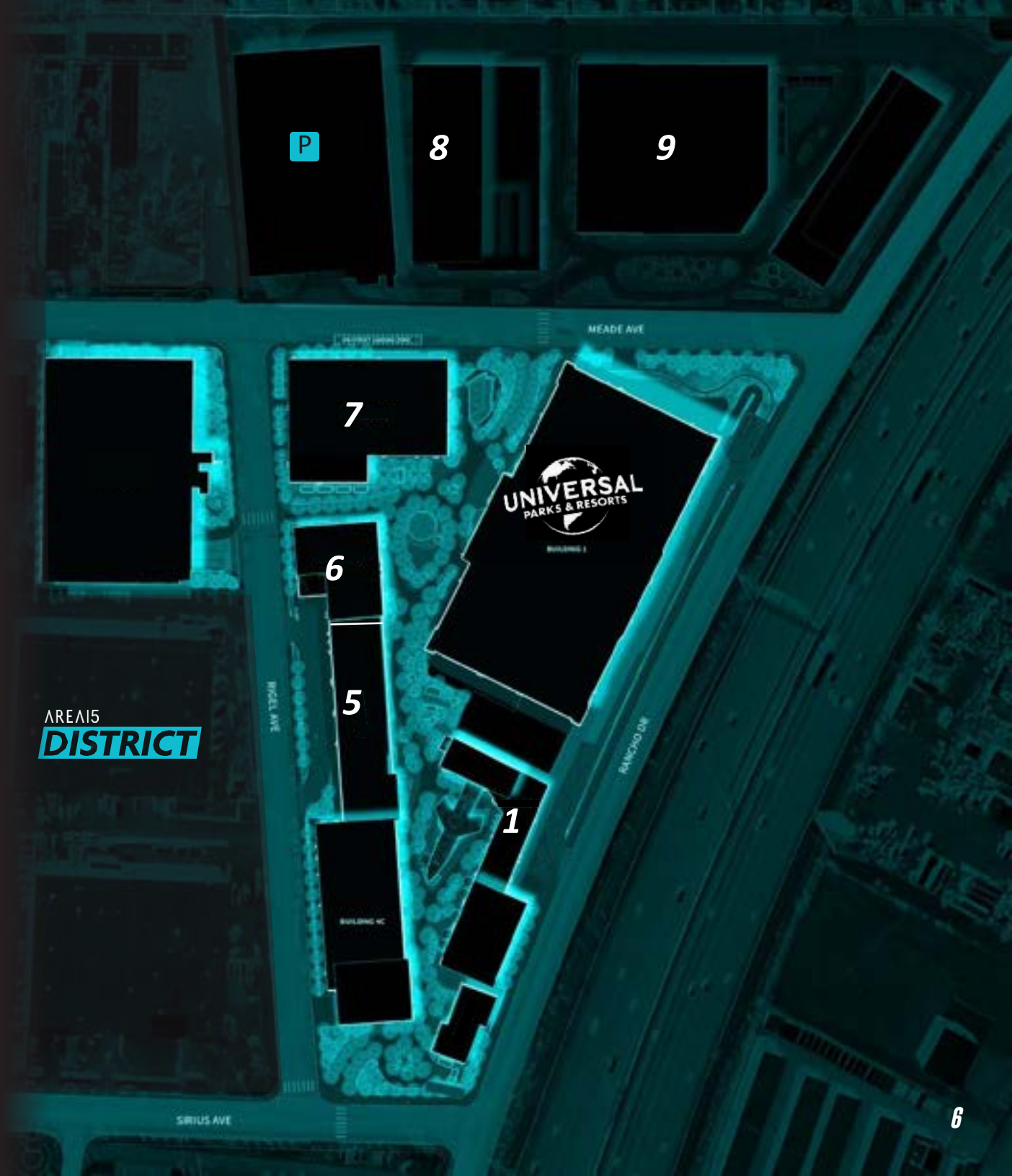
SPACE 8

Level 1
36,248 SF

SPACE 7

Level 1
43,160 SF

Level 2
50,420 SF



ANCHOR YOURSELF AT AREA15

Be a part of the first-of-its-kind experiential district reshaping the immersive entertainment landscape.



THE MOST RECOGNIZABLE BRAND IN EXPERIENTIAL ENTERTAINMENT WITH THE **AWARDS** TO PROVE IT



BEST ATTRACTION IN LAS VEGAS 2021, 2022, 2023 (READERS' CHOICE)

- LAS VEGAS WEEKLY



1 IMMERSIVE ART EXPERIENCE IN AMERICA 2021 (READERS' CHOICE)

- USA TODAY



NO. 1 ON WORLD'S TOP IMMERSIVE ART EXPERIENCES

- BLOOLOOP



MOST INNOVATIVE VENUE

- TIMEOUT



BEST FAMILY ATTRACTION IN LAS VEGAS

- SOUTHERN NV HOTEL CONCIERGE ASSOC.



THE 10 MOST INNOVATIVE URBAN DEVELOPMENT COMPANIES

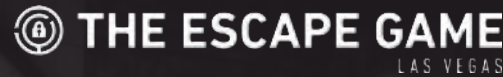
- FAST COMPANY



TOP WORKPLACE NEVADA

- USA TODAY

A PLATFORM WITH **PARTNERS**



FIVE IRON GOLF



LIONSGATE



MAROON 5



MUSEUM OF ICE CREAM

NETFLIX

SUPERPLASTIC



BROAD MEDIA ACCLAIM AS A REVOLUTIONARY EXPERIENCE

AREA15 HAS GARNERED SIGNIFICANT MEDIA ATTENTION FROM LEADING PUBLICATIONS:

“A futuristic funhouse. Alice in Wonderland meets Burning Man meets The Matrix metaverse.”



“For those with more eclectic tastes, one of the most interesting Las Vegas attractions is AREA15, an upscale warehouse full of immersive entertainment”

“The action can be found all over town, from the Strip to Downtown to the Arts District to AREA15 and beyond.”

Forbes

“AREA15 is hard to define: It's an indoor, futuristic fun zone of black lights and augmented reality games...”



“The most striking newcomer to Las Vegas is AREA15... imagine an urban burning man mall...with some dozen tenants providing everything from virtual reality trips to non-virtual axe throwing, accompanied by day-glo color schemes, electronic music, giant interactive art installations, and guests flying overhead on seats attached to ceiling rails.”

The New York Times

“The moment you step into AREA15 you'll feel as though you've departed Earth for another world.”



“AREA15 has subverted and transformed Vegas' take on themed attractions – and it's becoming one of our rare cultural exports.”



“AREA15 is all about sensory overload in the best ways possible.”



“...This “interactive mall” has proven skeptics wrong and is doing really well—part art exhibit, part social commentary, part storytelling, part WTF.”





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