



AREA15

THE *EXPERIENCE EPICENTER* OF LAS VEGAS



A CAPTIVATING DESTINATION WITH A CAPTIVE AUDIENCE

3.5 MILLION VISITORS IN 2023

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

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

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

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 5 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 COVETED AREA CODE

Host to 38.8 million visitors in 2022, 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.

EXPERT EXPOSURE

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

TOP TOURISM

150,857 Las Vegas hotel rooms at 79.2% total occupancy

BRIGHT SKIES

300 days of sunshine a year

IN SYNC WITH THE STRIP

7 minutes from the Las Vegas Strip

EPIC ACCESS

10 minutes from Downtown

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 \$1,312

RETAIL \$1,340

DWELL TIME

AVERAGE VISIT LENGTH OF 125 MINUTES

THE POWER OF PROXIMITY

AREA 15 DISTRICT



Meow Wolf's **Omega Mart** is an augmented reality experience averaging one million annual visitors



LIFTOFF, an invigorating bar and aerial adventure elevating guests over 100 feet in the air and offering panoramic views of the Strip



Superplastic's 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



Dueling Axes, the new go-to in competitive leisure sports



John Wick, an immersive theatre and highly themed cinematic environment to create an interactive journey that transcends reality.



Five Iron Golf, a high-tech urban golf experience featuring simulators, access to top pros, and leagues for all levels



Universal Parks & Resorts, a brand-new permanent horror experience will anchor the District



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



MOST INNOVATIVE VENUE
- TIMEOUT



**NO. 1 ON WORLD'S TOP IMMERSIVE ART
EXPERIENCES**
- BLOOLOOP



**BEST FAMILY ATTRACTION IN LAS
VEGAS**
- SOUTHERN NEVADA HOTEL CONCIERGE
ASSOCIATION



TOP WORKPLACE NEVADA
- USA TODAY



**THE 10 MOST INNOVATIVE URBAN
DEVELOPMENT COMPANIES**
- FAST COMPANY

AREA 15

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.”



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



“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

“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

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



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



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



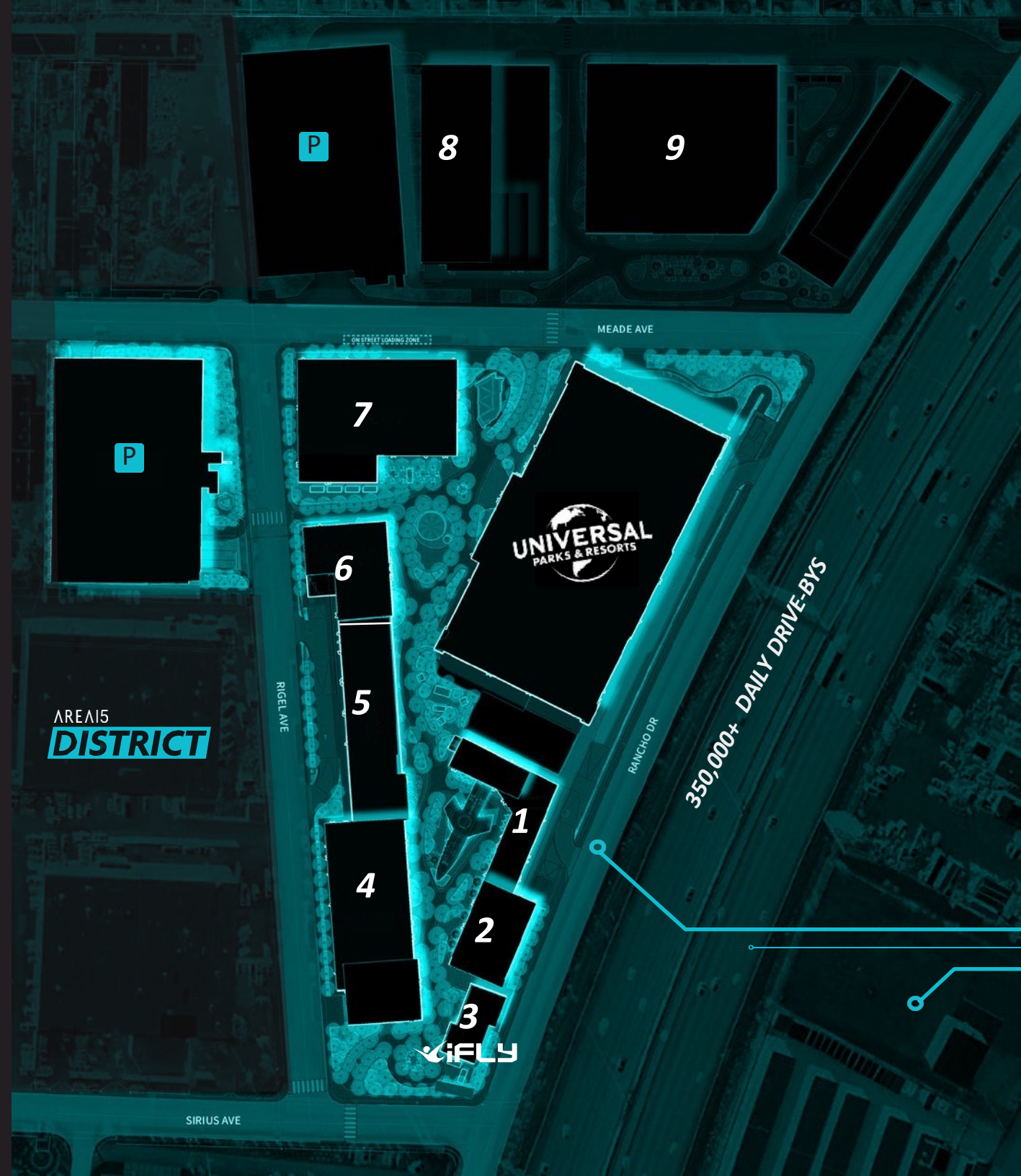
“...This “interactive mall” has proven skeptics wrong and is doing really well—part art exhibit, part social commentary, part storytelling, part WTF.”



LOCATE IN A LANDMARK

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

| SPACE 1 | SPACE 2 | SPACE 3 |
|----------------------|----------------------|-----------------------------------------------------------------------------------|
| Level 1 8,832 SF | Level 1 7,942 SF |  |
| Level 2 12,488 SF | Level 2 8,832 SF | |
| SPACE 4 | SPACE 5 | SPACE 6 |
| Level 1 23,779 SF | Level 1 23,580 SF | Level 1 10,154 SF |
| Level 2 24,529 SF | Level 2 23,819 SF | Level 2 11,176 SF |
| SPACE 7 | SPACE 8 | SPACE 9 |
| Level 1 24,127 SF | Level 1 36,248 SF | Level 1 43,160 SF |
| Level 2 26,172 SF | | Level 2 50,420 SF |



ANCHOR YOURSELF

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





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