

AREMI5

ORLANDO

2022

WHAT'S NEXT IN IMMERSIVE ENTERTAINMENT



*TAKING THE CONSUMER FROM
SPECTATOR TO PARTICIPANT*

IT DOES EXIST!

Located minutes from Disney, Universal, Sea World, and the Orlando Convention Center. Orlando will be the second location for AREA15 after opening in Las Vegas in September 2020.

ORLANDO: FROM RENDERING TO REALITY

- **SPRING 2022** Project kick off
- **SPRING 2023** Groundbreaking
- **WINTER 2023** Tenant construction begins
- **FALL 2024** Open to the public
- **BEYOND 2024** Where to next?



LAS VEGAS BY THE NUMBERS

2 MM Visitors 2020/2021 (w/ Covid capacity restrictions)

1.7 MM+ Tickets sold in 2021/2022

200 MM Social media impressions

3 B Global media impressions

50 + Hosted events (w/ Covid capacity restrictions)

1000 + Jobs created

ACCOLADES & AWARDS



“Best Immersive Art Experience”
by USA Today 10Best Readers' Choice Travel Awards,



“The 10 Most Innovative Urban Development
and Real Estate Companies of 2020”
by Fast Company



“Reader's Choice—Best Attraction”
by Las Vegas Weekly



“Best Arts Hub”
by Vegas Magazine



“World's Top Immersive Art Experience”
Las Vegas Magazine's Hall of Fame.



#1 “World's Top 11 Immersive Art Experiences”
by Blooloop

A CURATED MIX OF BEST-IN-CLASS IMMERSIVE EXPERIENCES



Incorporating experiential entertainment and engaging narratives into “brick & mortar”.

- The immersive intersection of art and storytelling
- Participatory competitive leisure
- Technology-driven activations
- Curated food & dining-based experiences
- Large scale entertainment

A LOOK INSIDE ORLANDO

- 300,000 total square feet
- 72,000 SF of indoor and outdoor event spaces
- 34,000 SF of interconnected SPINE, free to the public
- 135,000 SF of leasable space



1ST FLOOR



MAP KEY

- LEASABLE SPACE
- OWNED & OPERATED
- BACK OF HOUSE
- ⇕ ELEVATOR
- ↕ STAIRS
- ♿ RESTROOMS



2ND FLOOR



MAP KEY

- LEASABLE SPACE
- OWNED & OPERATED
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THE EXPERIENCE ECONOMY: IT DOES EXIST

PRE-COVID19:

Despite all the digital world has to offer, consumers still crave interaction. They are increasingly gravitating toward artful new forms of entertainment that provide immersive experiences, authentic connections, and real emotions.



***THE DESIRE FOR MEANINGFUL
EXPERIENCES & CONNECTIONS***

POST-COVID19:

While the world may not be gathering together today, the desire for human connection is stronger than ever. We can't predict when this crisis will pass, but we are confident that new artful forms of entertainment will be the real "new normal".

“ The experience economy has just demonstrated its value more than ever. Because it can't be replaced by Amazon.”

- WINSTON FISHER

ORLANDO STATS

- 75M domestic and international visitors
- 2.6M residents & 9.6M residents within 100-mile radius
- Nearly 500,000 students within 100-mile radius
- Millennials account for 25% of Orlando
- Orange County Convention Center
 - Ranked #1 in Top 50 Meeting Destinations in the US
 - 2nd largest Convention Center in the US
 - Average of 200 yearly events hosting 1.45M annual attendees
- #9 in Top 20 busiest airports in the US (24.5M passengers)
- One of the fastest growing cities in the US
- #7 in Top 10 LGBTQ+ city in the US (as % of population)
- Year-round warm weather
- Close proximity to 6 of the world's most visited theme parks



THE SITE

The Site is currently a vacant 17-acre lot located on the Southeast Corridor of I-4 at the intersection of Lake Street and Regency Village Drive. The Property enjoys proximity to Orlando's premiere entertainment venues. It will benefit from a newly constructed I-4 exit next to future location.

UNIVERSAL ISLAND ADVENTURE

UNIVERSAL STUDIOS

INTERSTATE 4

UNIVERSAL'S EPIC UNIVERSE

CONVENTION CENTER

3.9 miles

SEAWORLD

2.7 miles

AREA 15 SITE

MAGIC KINGDOM

EPCOT

DISNEY

4.6 miles

TYPHOON LAGOON

ANIMAL KINGDOM

MAKE CONTACT

CONTACT OUR TEAM TODAY AND LET'S CREATE SOMETHING SPECIAL TOGETHER.

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AREA15

O R L A N D O



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