

AREA 15 / DISTRICT

IMMERSE YOURSELF IN THE ULTIMATE ENTERTAINMENT EXPERIENCE

TABLE OF CONTENTS

01 ABOUT AREA15

02 GUEST DEMOGRAPHIC PROFILE

03 KEY VISIT STATISTICS

04 MASTERPLAN AND VISION

05 DISTRICT 2: THE OPPORTUNITY





ABOUT AREA15



THE EXPERIENCE EPICENTER OF LAS VEGAS



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



150 MUSIC PERFORMANCES IN 2024



600,000 SF OF ENTERTAINMENT SPACE


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

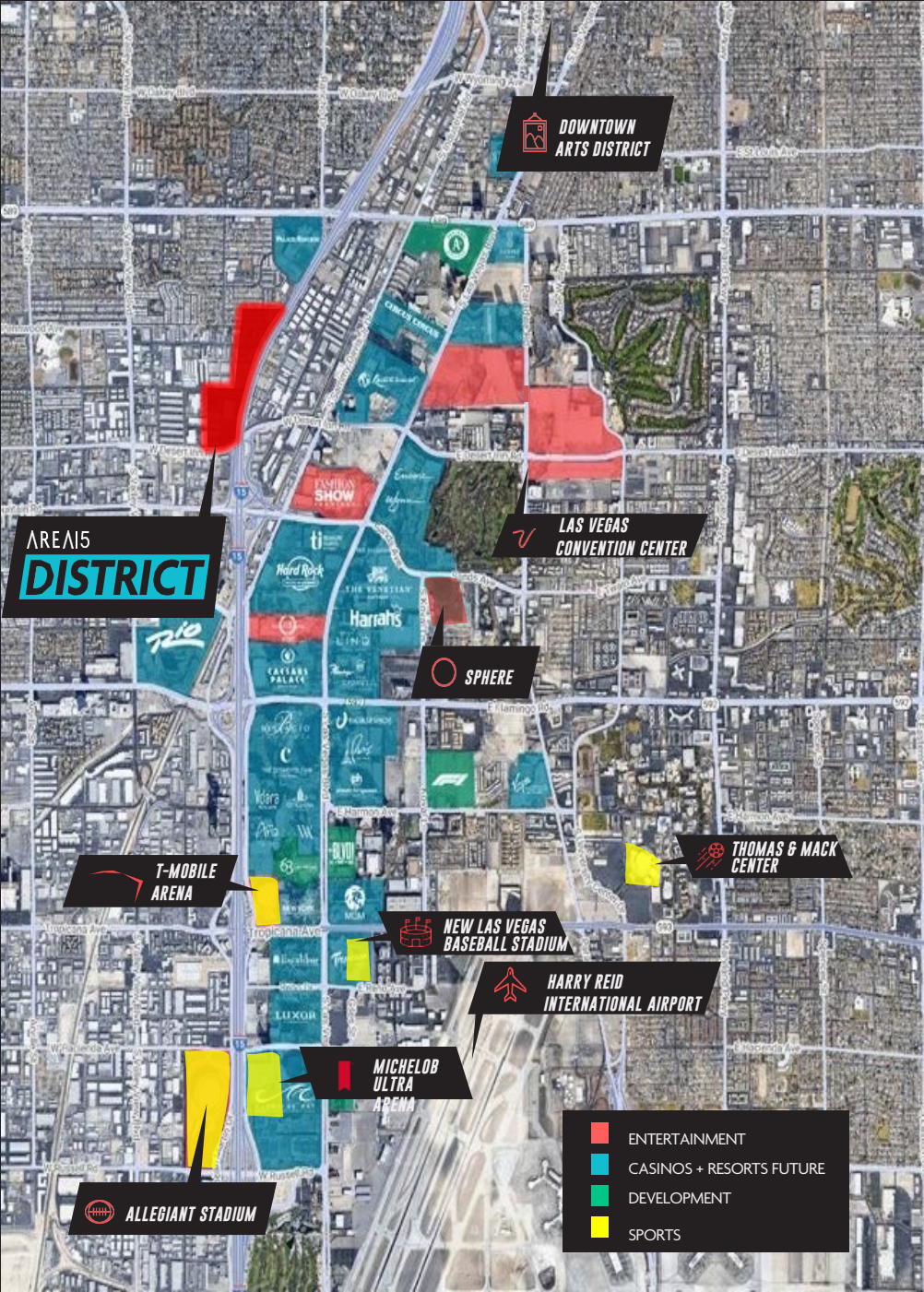
 **BRIGHT SKIES**
300 days of sunshine a year

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

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

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

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



Sources: LVCVA, NDOT

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.



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.



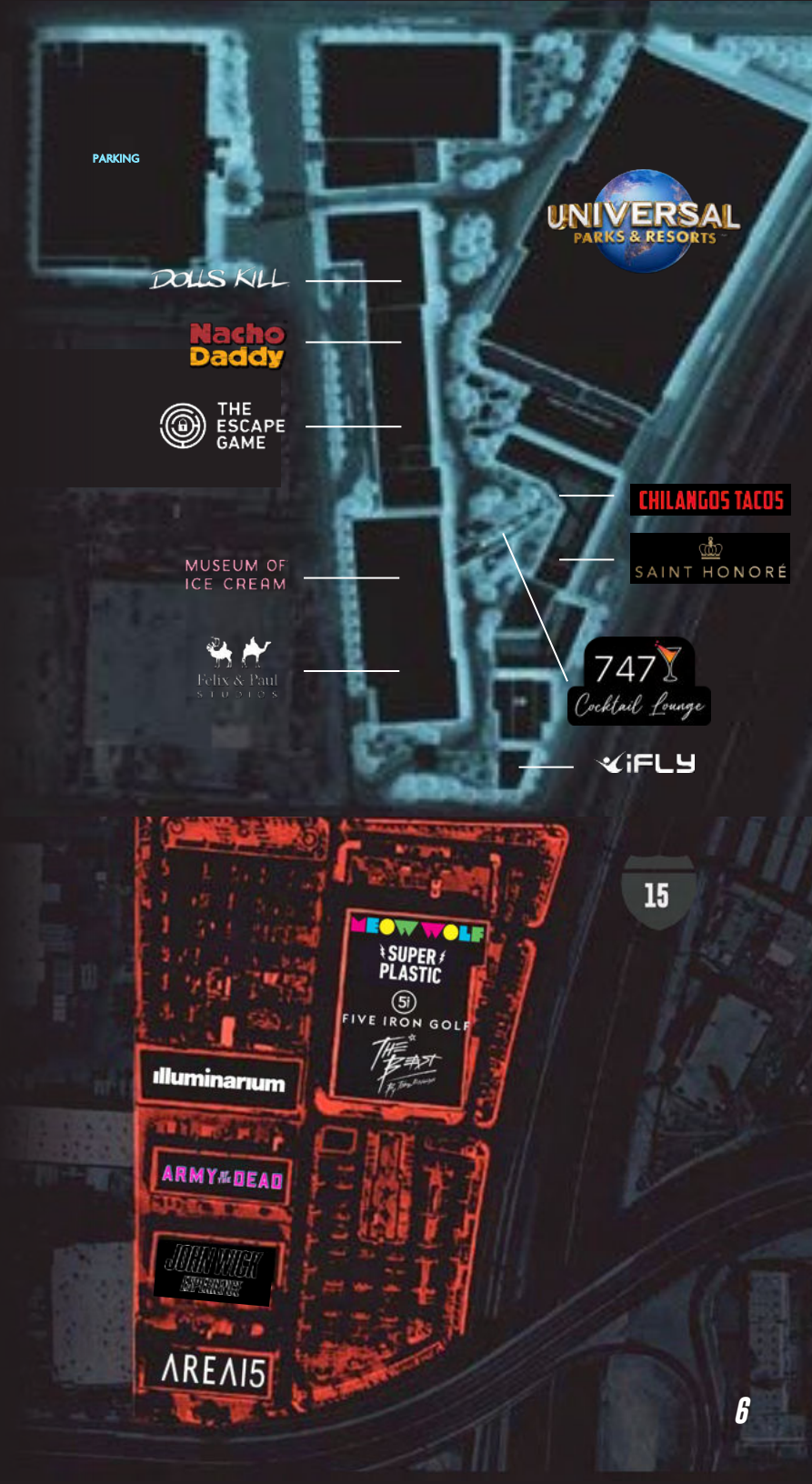
An immersive theatre, cinematic environment, and interactive journey that transcends reality.



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



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



A PLATFORM WITH PARTNERS



NOTABLE PRESS



“AN UNMISSABLE STOP FOR ART LOVERS”

- THE TIMES UK



***AREA15 CEO, WINSTON FISHER, NAMED
AS ONE OF THE 10 MOST INFLUENTIAL
LEADERS IN IMMERSIVE ENTERTAINMENT***

- BLOOLOOP 50



“BEST IMMERSIVE ART EXPERIENCE”

- USA TODAY 10 BEST READERS' CHOICE



“BEST ATTRACTION IN LAS VEGAS”

- LAS VEGAS WEEKLY 2021, 2022, 2023



“TOP WORKPLACE”

- USA TODAY



***NO. 2 ON LIST OF “10 BEST
IMMERSIVE EXPERIENCES IN THE US”***

- TIMEOUT



“BEST RAVE RESURGENCE”

- LAS VEGAS WEEKLY READERS CHOICE



***NO. 1 ON “WORLD’S TOP 11
IMMERSIVE ART EXPERIENCES”***

- BLOOLOOP

AREA15'S AWARDS



***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



GUEST DEMOGRAPHIC PROFILE

THE EXPERIENTIAL EXPLORERS

Our core audience, the "Experiential Explorers," has a deep connection with AREA15's brand promise of innovation, the unexpected, and the unforgettable. This group is defined by their desire for unique, immersive experiences that challenge the ordinary.



EXPERIENCE-DRIVEN TRAVELERS

Adventurers who seek out unique and unforgettable activities during their travels, prioritizing experiences that can't be found in their hometowns. They crave immersion in new cultures, landscapes, and activities that offer authentic, one-of-a-kind moments.



IMMERSIVE ART ENTHUSIASTS

Captivated by innovative, sensory-driven art installations and interactive environments that invite active participation. They are drawn to experiences that engage multiple senses, sparking curiosity and pushing the boundaries of traditional art.



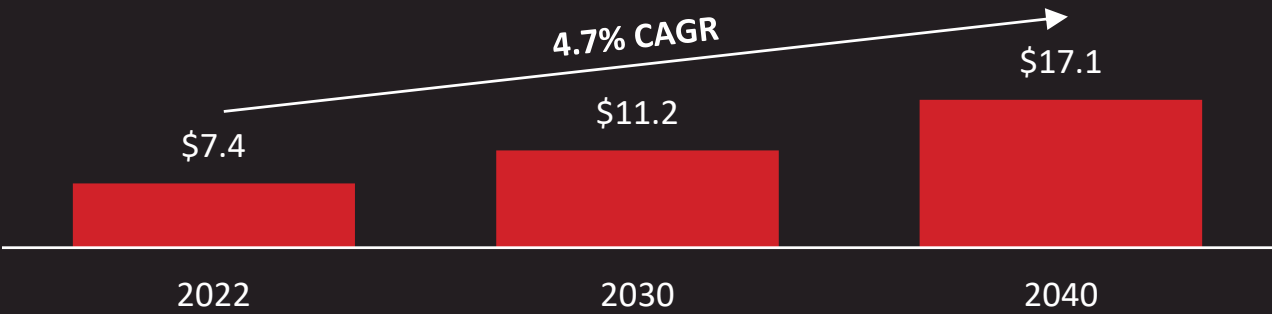
ENGAGED EVENTGOERS

Individuals who seek more than just passive entertainment. They actively attend live performances, shows, and events that offer a deeper, more immersive connection. They crave experiences that foster personal connection and lasting memories.

THE EXPERIENTIAL CONSUMER: BY THE NUMBERS

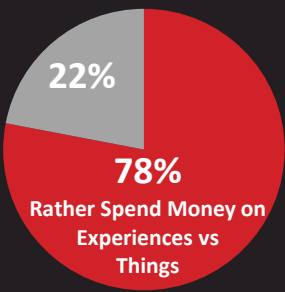
With the rise of millennials, benefits of cultural shifts and the impact of digital platforms on accessibility of experiences, the experience economy is poised for rapid growth for years to come.

GLOBAL CONSUMER EXPENDITURE
ON EXPERIENCES^(A) (\$TN)



Globally consumer spending on “experiences” is expected to continue to grow through 2030 and 2040

% OF MILLENIALS THAT WOULD RATHER SPEND
MONEY ON EXPERIENCES VS THINGS^(B)



Millennials are the largest generational cohort in the US with, ~92M people representing ~25% of the population ^(b)

Source: Euromonitor 2022, Nielsen, Goldman Sachs Global Investment Research
(a) Experiences include hotel/catering and leisure and recreation expenditure estimates.
(b) "Things" include clothing, footwear, food, Tobacco, alcoholic and non-alcoholic beverages expenditure.



KEY VISIT STATISTICS

AT THE CUTTING EDGE OF CULTURE

AREA15 visitors are young and diverse, representing the next generation of cultural influences.

90%

GUESTS VISIT IN
GROUPS OF 2-4

33%

REPEAT
VISITATION

66%

UNDER THE
AGE OF 44

125 MIN

AVG LENGTH
OF STAY

55%

WEEKEND TRAFFIC

45%

WEEKDAY TRAFFIC

46%

FEMALE

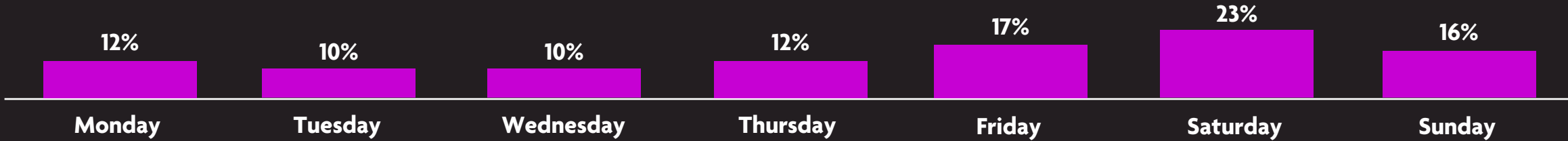
54%

MALE

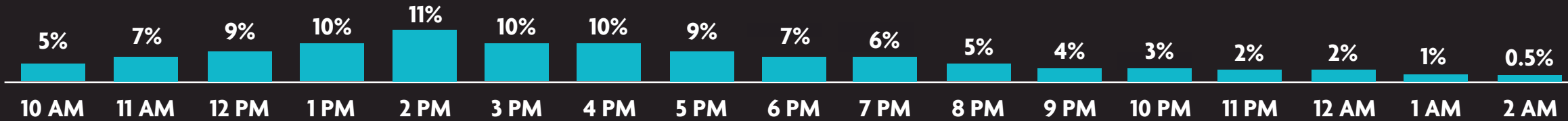


KEY VISIT STATISTICS

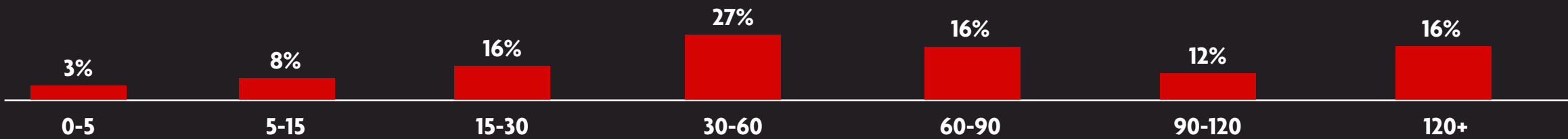
WEEKLY TRAFFIC SPLIT 55% / 45% WEEKDAYS / WEEKENDS



40% OF TRAFFIC IS IN THE VENUE FROM 4:00PM – 9:00PM



AVERAGE LENGTH OF STAY IS 125 MINS (2+ HOURS)





MASTER PLAN AND VISION

AREA 15 / DISTRICT

THE TERMINALS

THE BUNKERS

Does Not Exist



WHAT'S NEXT IN THE AREA15 DISTRICT EXPANSION

ZONES 3, 4, & 5 VISION

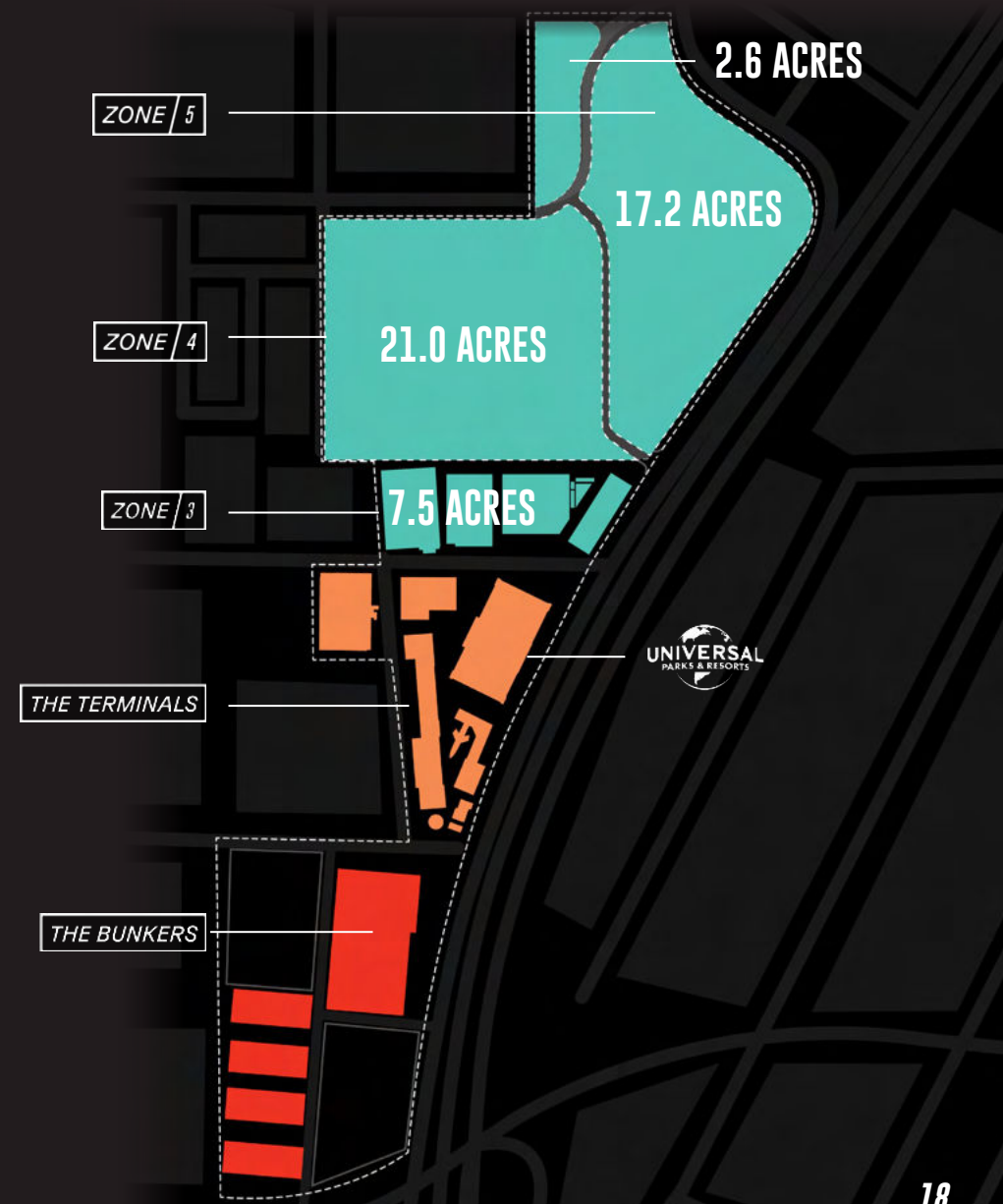
Over 40 acres of developable area that will advance the vision of a much larger neighborhood transformation, including entertainment, experiential, sports, and residential uses that combine to create the next generation of live, work, and play.

THE TERMINALS OPENING FALL 2025

A total of 20 acres north of AREA15. Anchored by Universal Parks & Resorts, it will unveil its first-ever, year-round horror-themed entertainment experience in 2025. The Museum of Ice Cream, Escape Game, and iFly joins Universal Parks & Resorts in the expansion of AREA15'S vision for purpose-built, next generation retail and entertainment.

THE BUNKERS OPENED IN 2020

An arts and cinematic immersive experiential district anchored by Meow Wolf's Omega Mart. AREA15 offers cinematic immersion, live events, and interactive art installations that utilizes groundbreaking technology to transport its guests of all ages to alternate realities and new heights.





DISTRICT 2: THE OPPORTUNITY

THE TERMINALS

- 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 3



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

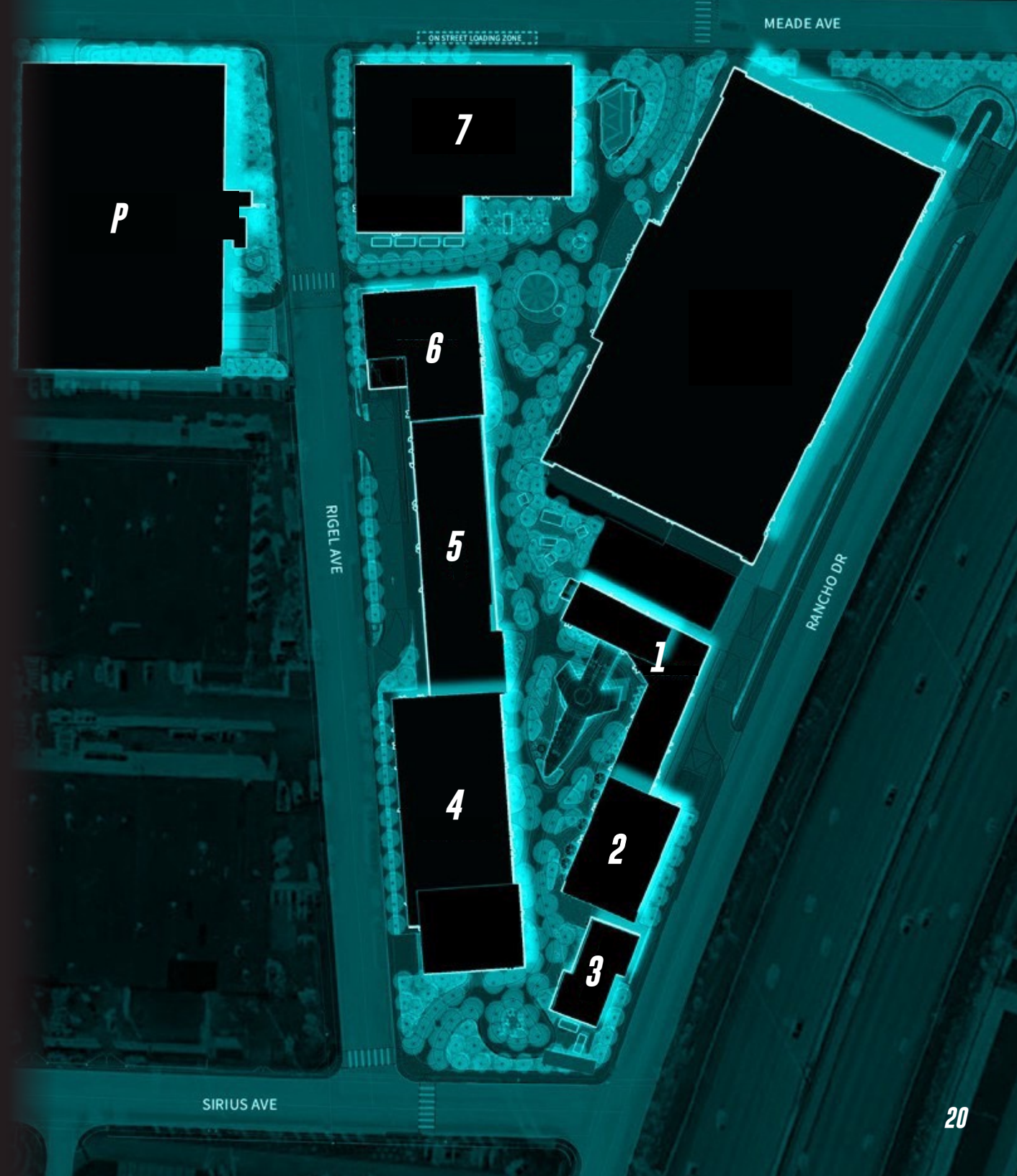
Level 1
10,154 SF

Level 2
11,176 SF

SPACE 7

Level 1
24,127 SF

Level 2
26,172 SF





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AREA15

