

ORLANDO'S MOST
ICONIC LOCATION
TO DINE, DRINK, PARTY
AND PLAY.



ICON
PARK®

CBRE

 8375 International Dr, Orlando, FL 32819

Property Details



THE OPPORTUNITY

- ICON Park is a 20-acre, global leader in location-based entertainment in the most-visited destination in the U.S., Orlando, Florida
- ICON Park is located at the epicenter of Orlando's Entertainment District with entrances on both Universal Blvd and International Drive.
- The park destination attracts ~5 million guests each year with its unique, world-famous entertainment attractions, over a dozen immersive restaurants and bars, nightly live music, and an extensive shopping and outdoor marketplace – all anchored under the brilliant lights of The Orlando Eye by Merlin Entertainments.
- Open 365 days a year and no admission cost
- Features an open-air, pedestrian-friendly layout with a center lawn and winding brick promenade
- Within walking distance from thousands of hotel rooms
- Abundant covered parking, featuring 1-600 spaces with two floors of premium parking, four floors of **free parking** and ground floor valet service



UNPARALLELED EXPOSURE

- At 400-ft, the park boasts the tallest observation wheel on the East Coast, called The Wheel, which is visible day and night, and by air or on the ground
- Exceptional views and diverse experiences allow the Park to serve as a magnet to Central Florida's 74 million annual visitors, as well as the three million residents within a 30-45 minute drive and a total of five million residents within a two hour drive.
- Located in the middle of the world-famous International Drive Resort Area, with easy access to major highways, such as Interstate 4, the Florida Turnpike and the Beachline.

WORLD-CLASS TENANCY

- ICON Park's portfolio of 50+ tenants include globally recognized brands that appeal to both families and adults.
- Guests can dine on a diverse selection of authentic cuisine at Darden's Yard House, Gordon Ramsay's Fish & Chips, Shake Shack, Uncle Julio's, Sloppy Joe's, and The Sugar Factory. Enjoy restaurants with live entertainment at Blake Shelton's Ole Red and Tin Roof.
- ICON park also hosts live events and music in the main courtyard area.
- Attractions for the whole family to enjoy include Merlin Entertainments' Madame Tussauds, the world's most famous celebrity wax museum; Merlins Sea Life Aquarium, an immersive marine habitat with a 360-degree viewing tunnel; Build-a-Bear Workshop, sky-high views from The Orlando Eye and a host of optical illusion, virtual reality, escape room and family gaming experiences.
- ICON Park is the only nightlife entertainment destination in Orlando with multiple locations that feature nightly live entertainment, and its car traffic-free layout encourages guests to remain on-site and create their own walkable "bar crawl" throughout its collection of bars, entertainment activities like immersive museums, VR, live music, and late-night dining.



NEIGHBORING AMENITIES AND GROWTH OF SURROUNDING AREA

- The Park is surrounded by 150+ hotels, consisting of 45,500 rooms (40% of the tri-county inventory)
- World-famous theme parks including, Universal Studios, SeaWorld, Aquatica, Walt Disney World and Epic Universe (2025 opening) are within a 3-mile radius
- Orange County Convention Center, the second largest convention center in the US and commands ~1.4 million attendees, is only 1 mile from ICON Park
- Brightline opened the first leg of a \$1.75 billion investment in the region, connecting high speed rail between Miami and Orlando's International Airport.
- Two future phases in planning are a second leg directly from the airport into the International Drive Resort Area, and a route continuing to Tampa.
- Hundreds of millions of dollars to be invested in the expansion of Orange County's 7 million-square-foot convention center, already the second-largest in the nation.
- An additional \$4 billion in new and expanding hotels, attractions, restaurants, convention space, entertainment venues and roadwork enhancements. In total, 65 projects are planned with the majority to be complete by the end of 2024.





**VISIBLE FOR MILES. ACCESSIBLE TO MILLIONS.
UNFORGETTABLE FOR ALL AGES.**



2025 OPENING

Powered by Es

UNIVERSAL BLVD 24,000 AADT

VIA MERCADO

INTERNATIONAL DRIVE 25,000 AADT

sugar FACTORY
Tin Roof
a live music joint
BREATHE
A MODERN WELLNESS BAR

BUILD-A-BEAR WORKSHOP
STOPPY JOE'S
ICON PARK ORLANDO

Madame Tussauds
ORLANDO

The Orlando Eye
by Movie Entertainment

SEA LIFE

Häagen-Dazs

GORDON RAMSAY FISH & CHIPS

MUSEUM OF ILLUSIONS ORLANDO

brother JIMMY'S

helena

ICON Park Parking Garage

ICON PARK GIFTS

BUZZARD

ICE DE PARIS
CREPERIE

STAR FLYER

CARRABBA'S ITALIAN GRILL
OUTBACK STEAKHOUSE

SHAKE SHACK

BUFFALO WILD WINGS

Yard House

UNCLE JULIO'S MEXICAN
from Scratch

RED

ORLANDO SLING SHOT



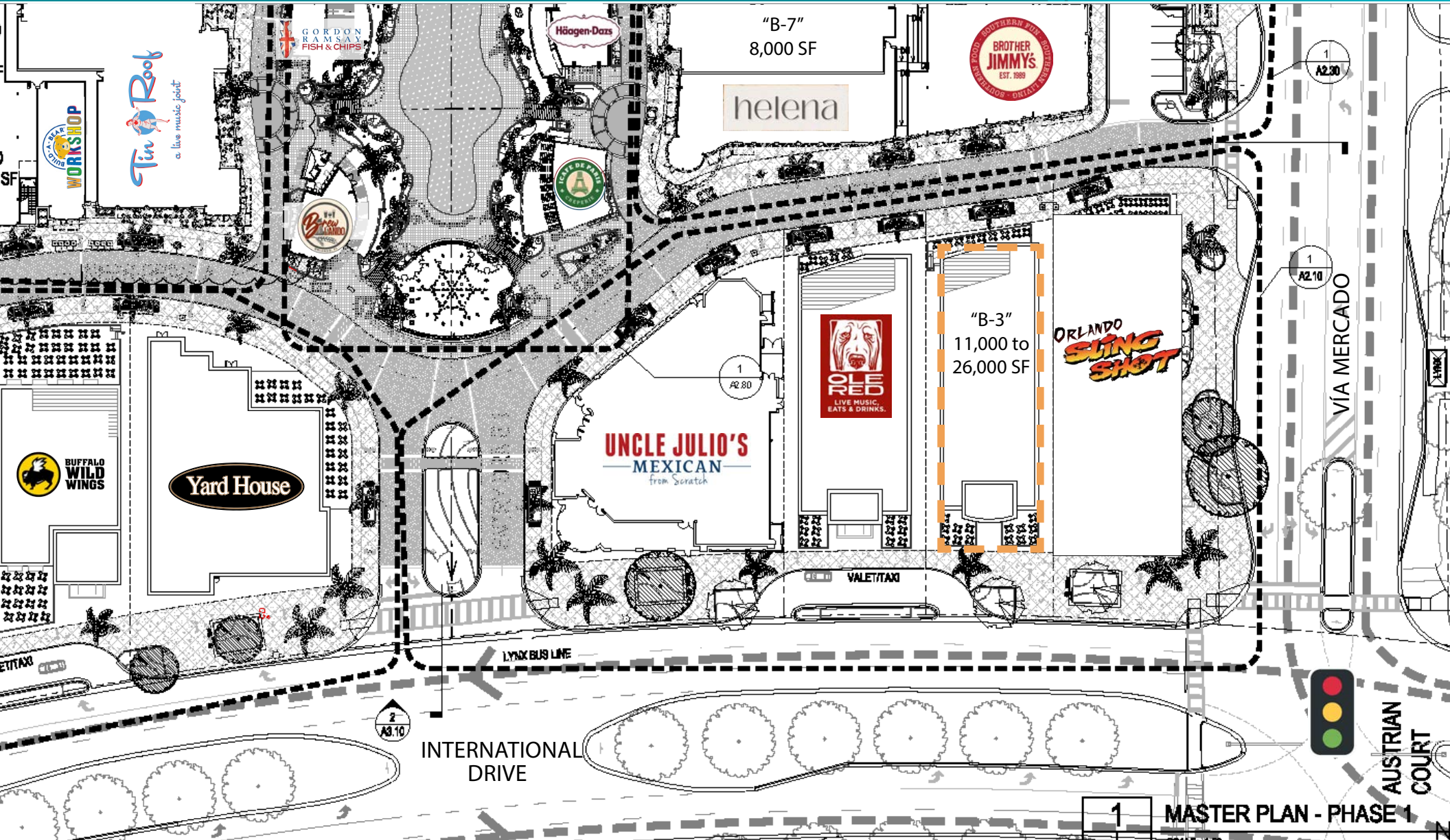
Availabilities

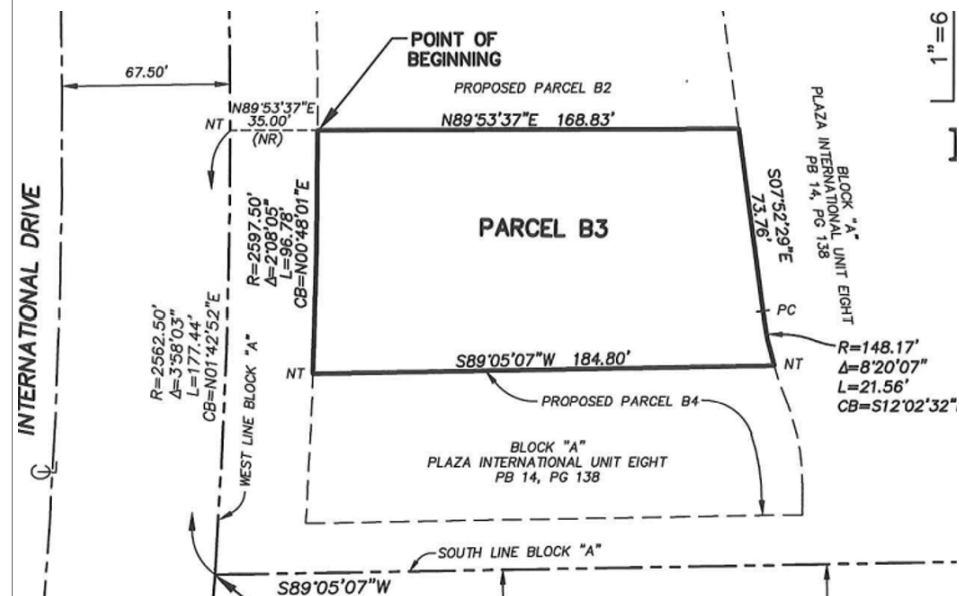
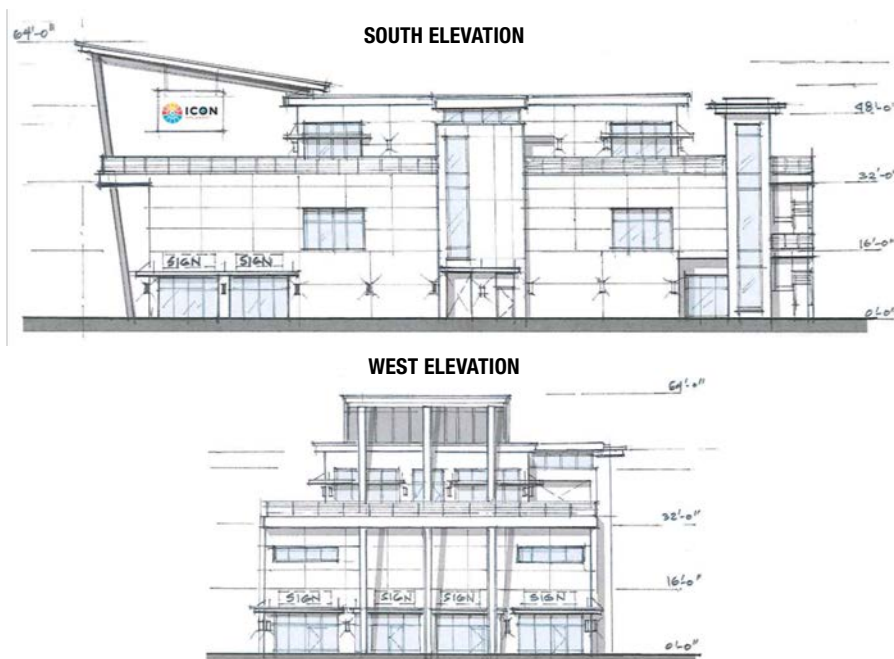
TITLE	SIZE	DESCRIPTION	BUILDING LOCATION
A1a, A1b	6,509 SF	Outback Steakhouse Carrabba's Italian Grill	Outparcel - North
A2	5,430 SF	Shake Shack	Outparcel - North
A3	7,006 SF	Buffalo Wild Wings	Outparcel - North
A4	12,366 SF	Yard House	Outparcel - North
A5, A7	11,360 SF	Tin Roof Orlando	North Building
A6	4,725 SF	Sloppy Joe's	North Building
A8	6,000 SF	Sugar Factory	North Building
A9	3,545 SF	RSI	North Building
A10	1,400 SF	Breathe Oxygen Bar	North Building
A11	1,360 SF	Build-A-Bear Workshop	North Building
B1	8,520 SF	Uncle Julio's Mexican From Scratch	Outparcel - South
B2	17,289 SF	Ole Red Orlando	Outparcel - South
B3	11,000 to 26,000 SF	Vacant Pad : International Dr	Outparcel - South
B4	11,000 to 26,000 SF	Orlando Slingshot	Outparcel - South
B5a	5,065 SF	Helena Modern Riviera	South Building
B5b	7,285 SF	Brother Jimmy's	South Building
B6, B7b	7,775 SF	Museum of Illusions	South Building
B7	8,000 SF	Coming Available Soon	South Building
C1	1,460 SF	Gordon Ramsay Fish & Chips	Central Lawn
C2	1,130 SF	Ben & Jerry's	Central Lawn
C3	1,438 SF	The Winery & Tasting Room by Brewlano	Central Lawn
C4	1,220 SF	iCafe de Paris	Central Lawn
D1	22,950 SF	Madame Tussauds	Wheelhouse Building
D2	2,854 SF	Wheelhouse Market Food Hall	Wheelhouse Building
D3	25,616 SF	Sea Life Aquarium	Wheelhouse Building
D4	7,500 SF	In The Game	Wheelhouse Building
G1	1,078 SF	Caleoni Sunglasses	North Garage Building
G2	3,202 SF	ICON Park Gifts	North Garage Building



2025 OPENING

“B-3” Outparcel – International Drive



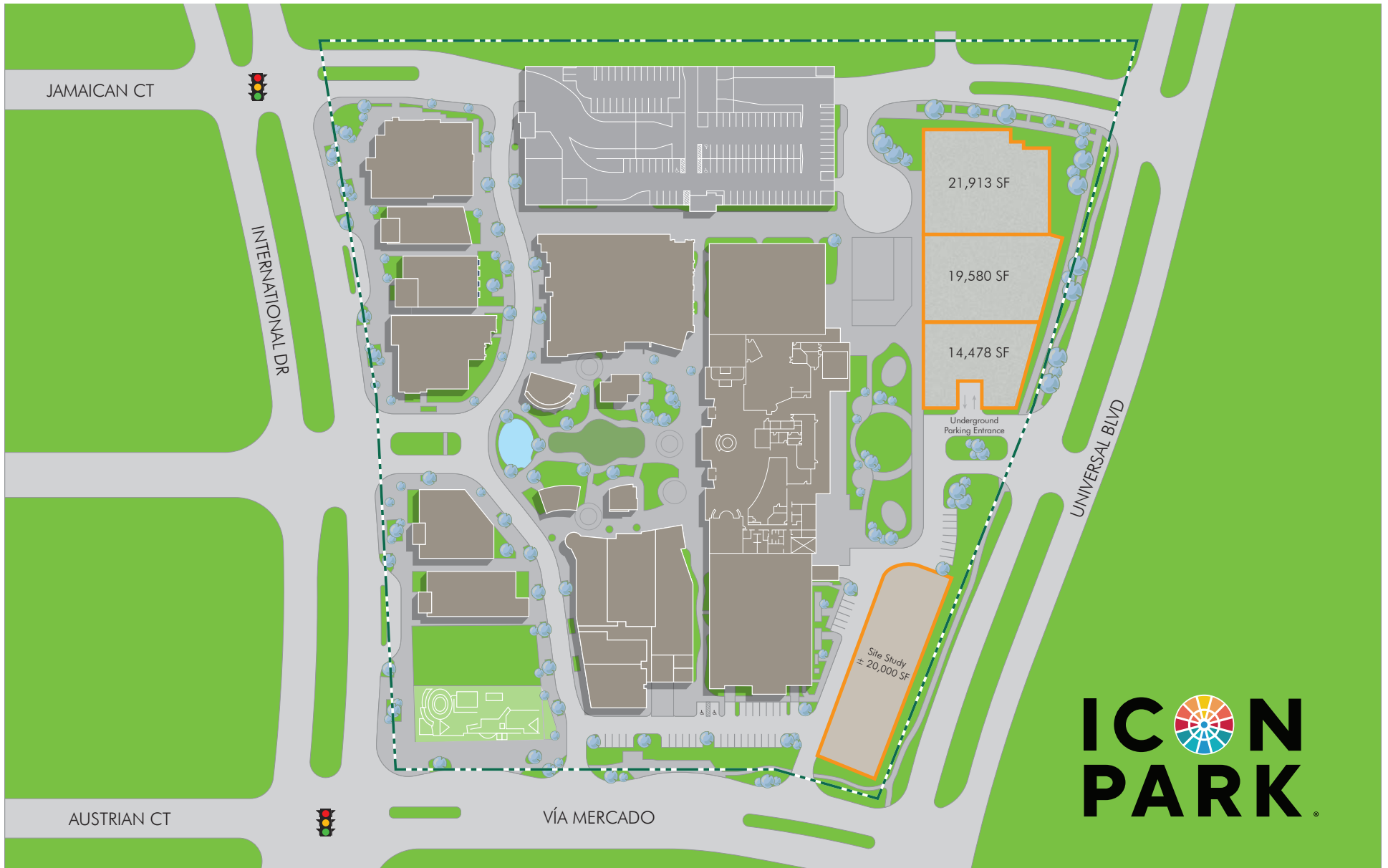


“B-3” Outparcel – Conceptual Elevations

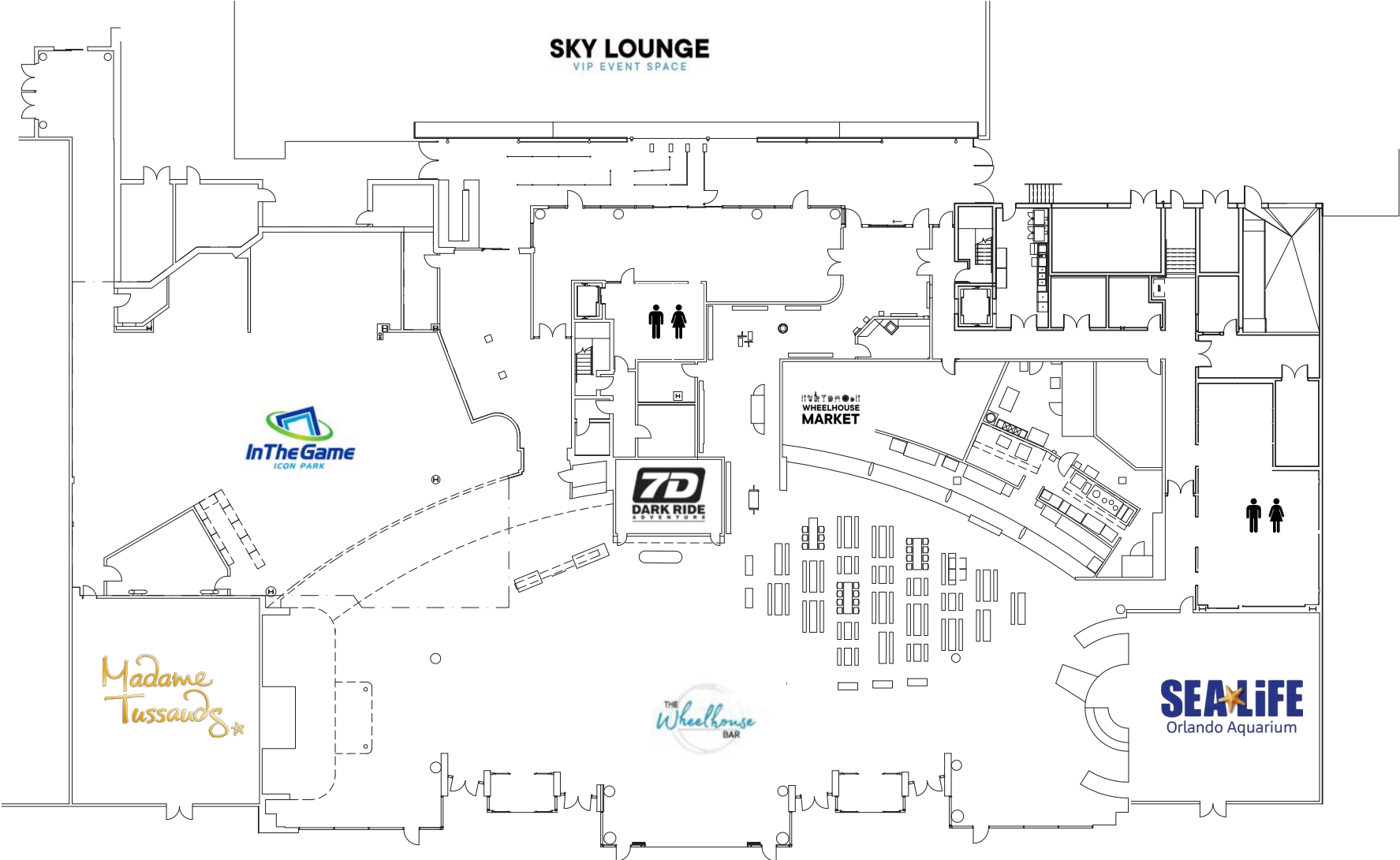
THE LAST OPPORTUNITY ON I-DRIVE

- The last remaining vacant outparcel within the Orlando Entertainment & Convention Districts along International Drive
- Parcel Dimensions are approximately:
 - International Drive: 96.78'
 - South Boundary: 184.8'
 - ICON Park Promenade: 73.76'
 - North Boundary: 168.83'
- Conceptual Floor Plans contemplated a building floor plate of 80' x 143'
- A Building Height of 64' is possible, for a 2-story building with a tall first floor as well as a rooftop pavilion
- The Conceptual Elevations herein are for reference purposes only, to provide an idea of scale, massing, etc.

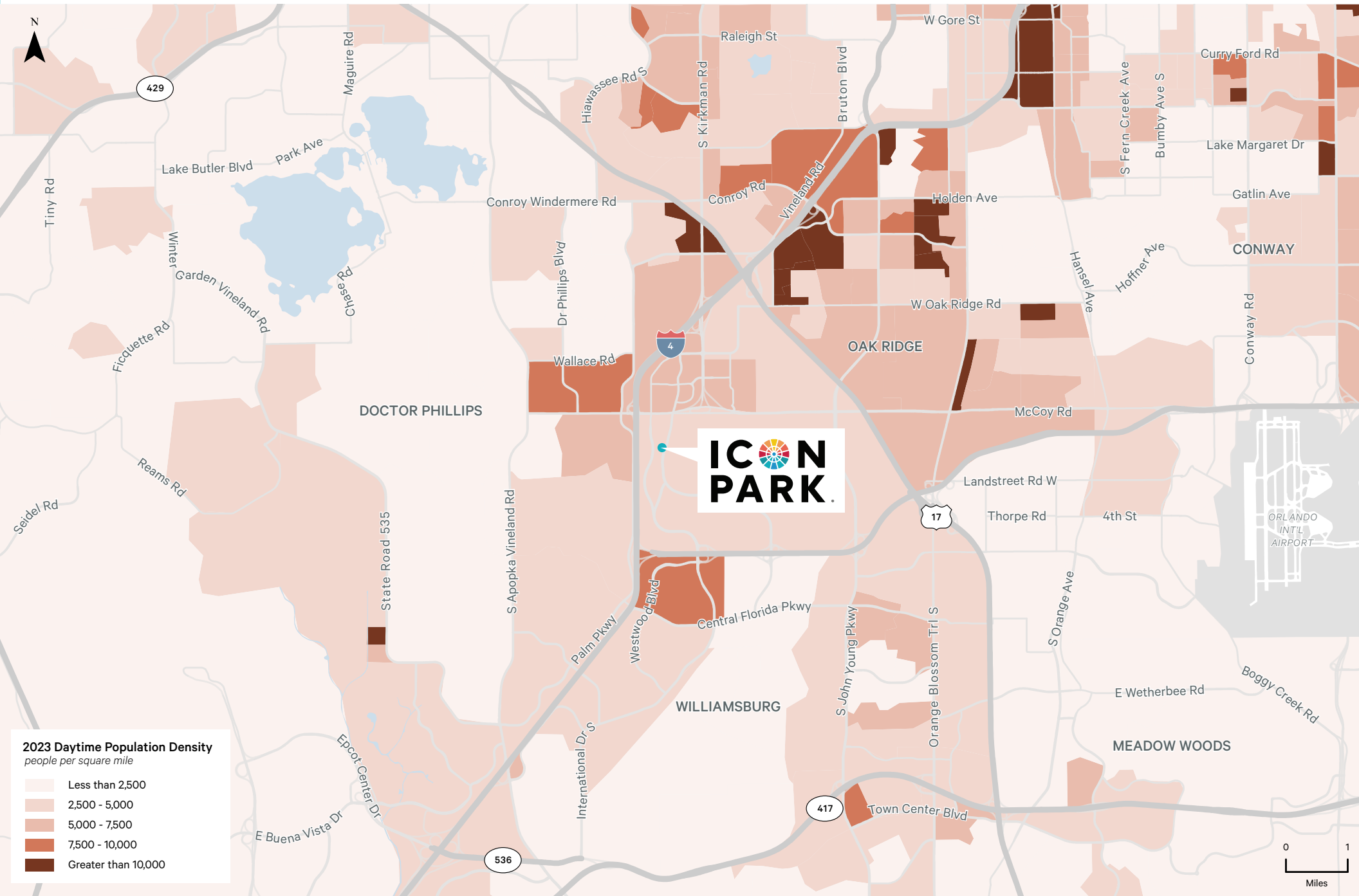
Universal Boulevard Outparcels



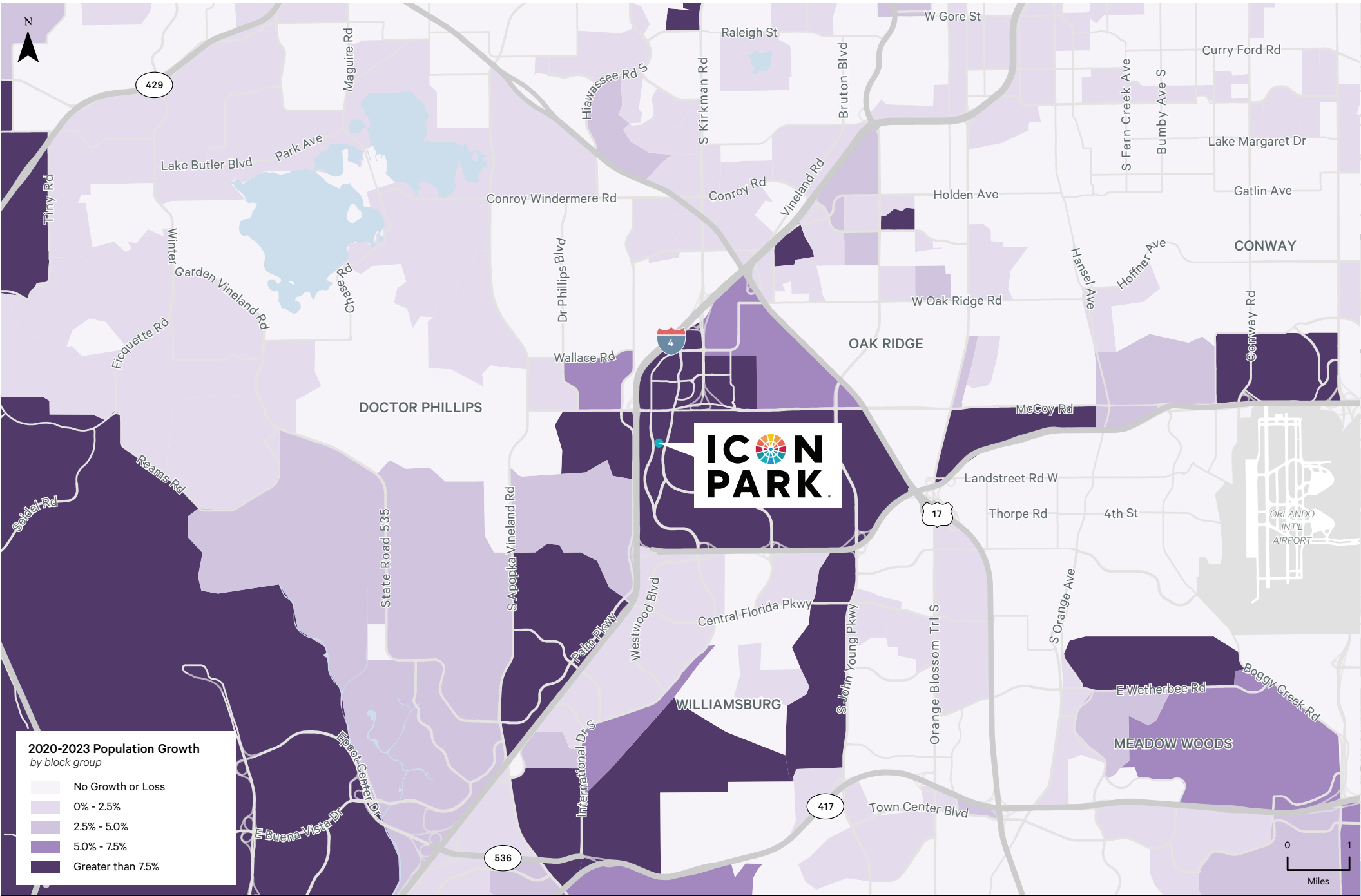
The Wheelhouse



Daytime Population



Population Growth

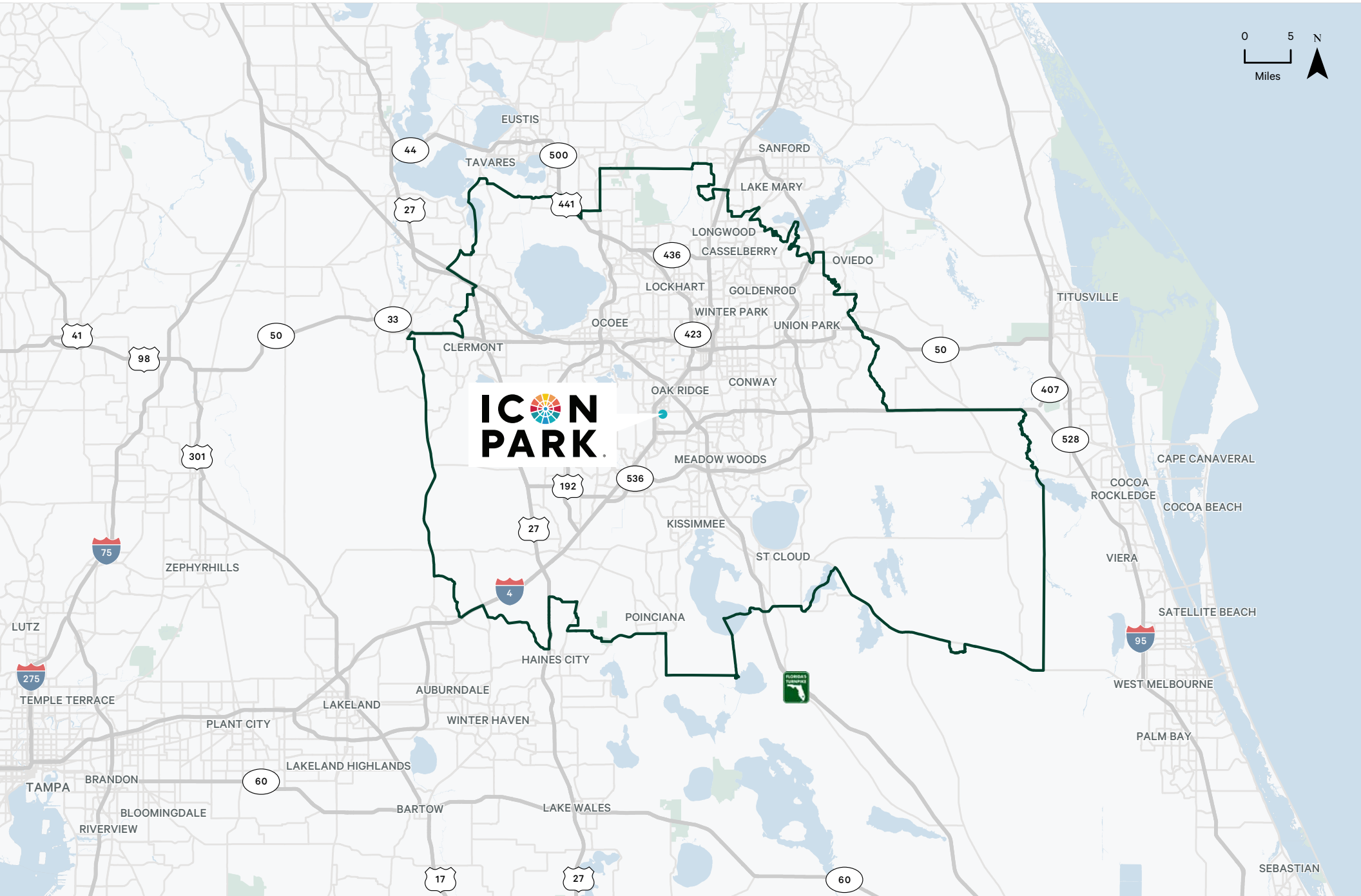


2020-2023 Population Growth by block group

- No Growth or Loss
- 0% - 2.5%
- 2.5% - 5.0%
- 5.0% - 7.5%
- Greater than 7.5%



ICON Park Trade Area



The primary trade area is derived by calculating the ratio between the visitor's home locations and the base population. This penetration percentage along with a distance decay analysis determines a market baseline. Each census tract is compared to the baseline and the highest indexes are selected until our trade area totals between 60- 70% of the visitors home locations.

PRIMARY TRADE AREA DEMOGRAPHICS



VISITOR ORIGIN

Origin Breakdown



VISITOR TYPE



A 'worker' is defined by a device whose common daytime location is within a half-mile of the study area. Workers can also be shoppers; however, we filter these devices as they are typically within the study area for other reasons other than shopping.

COUNT BREAKDOWN

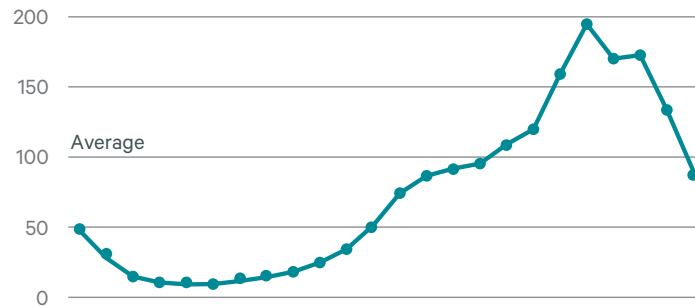


Extrapolated Visitor Estimate uses a straightforward extrapolation model to estimate the number of 'real-world' visitors/visits to a location. This report is an estimate only.

Linger Time is the average time spent at the site by each visitor.

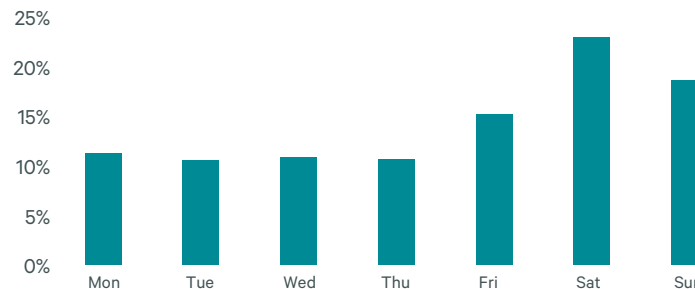
Repeat Visitors were observed within the geofence more than once during the study period.

HOURLY FOOT TRAFFIC

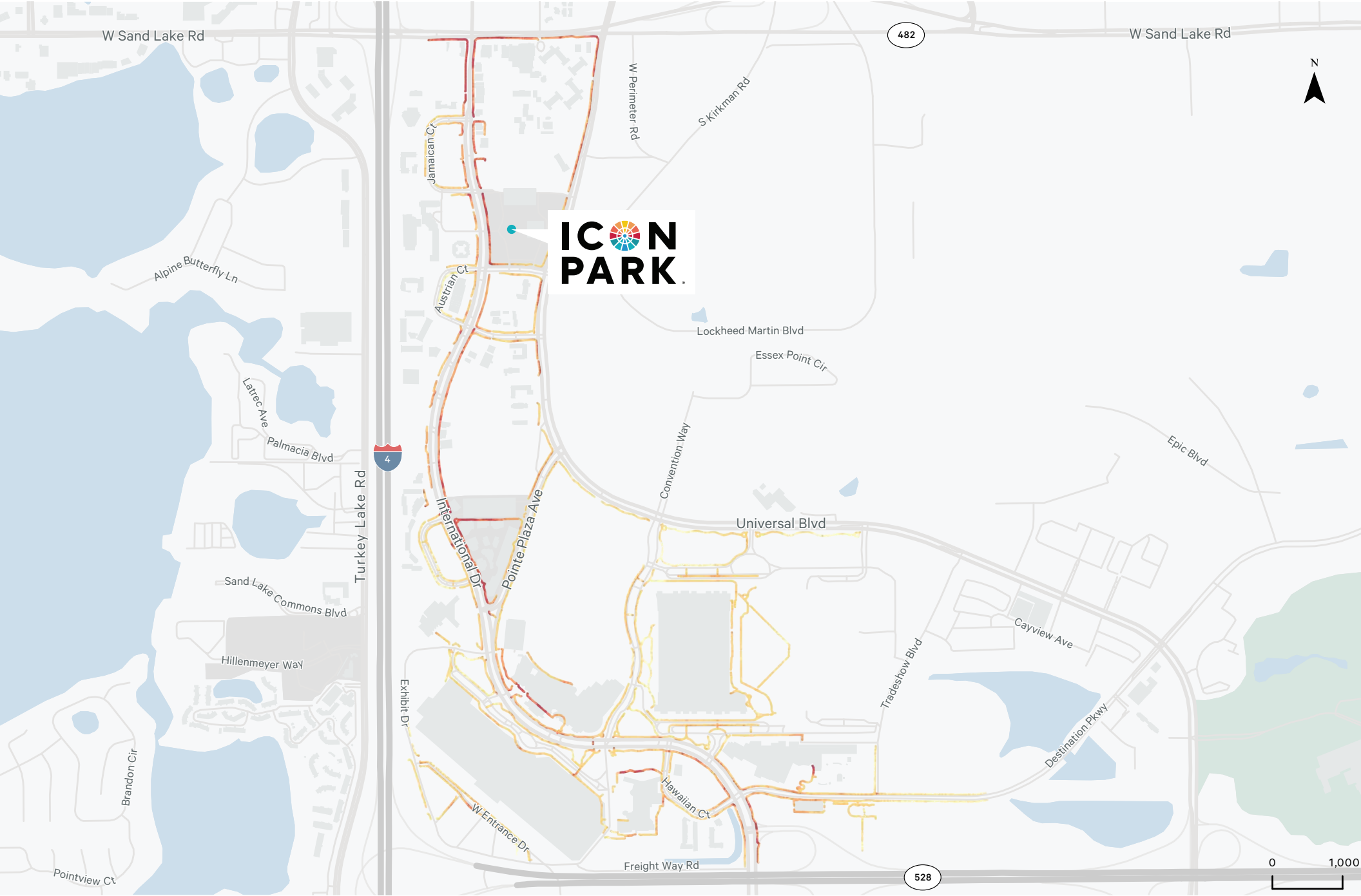


The sum of all devices seen within the geofenced area broken down by specific days of the week. Unique devices may be counted on different days but not twice in the same day.

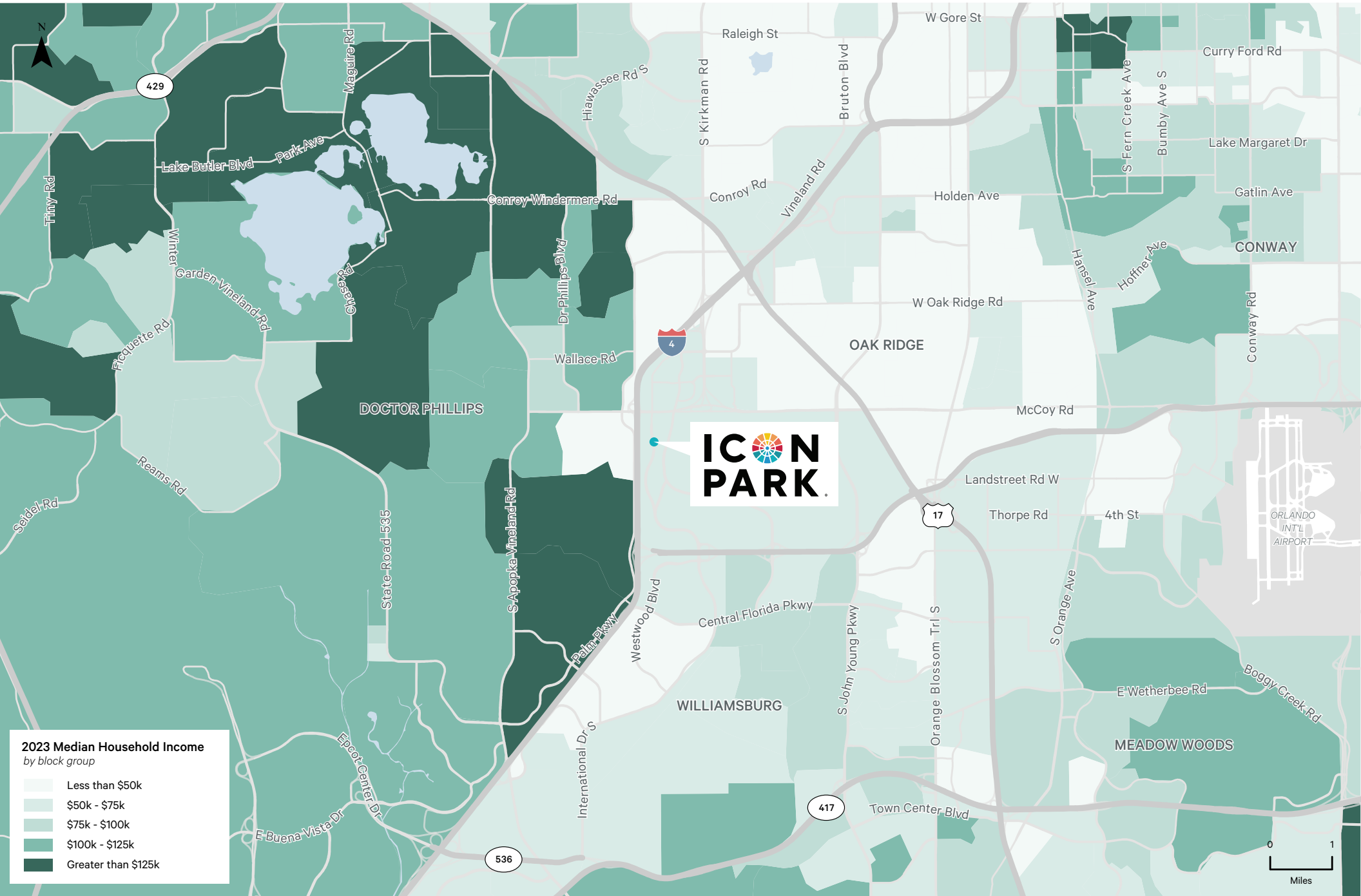
WEEKLY FOOT TRAFFIC



Sidewalk Foot Traffic

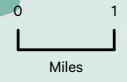


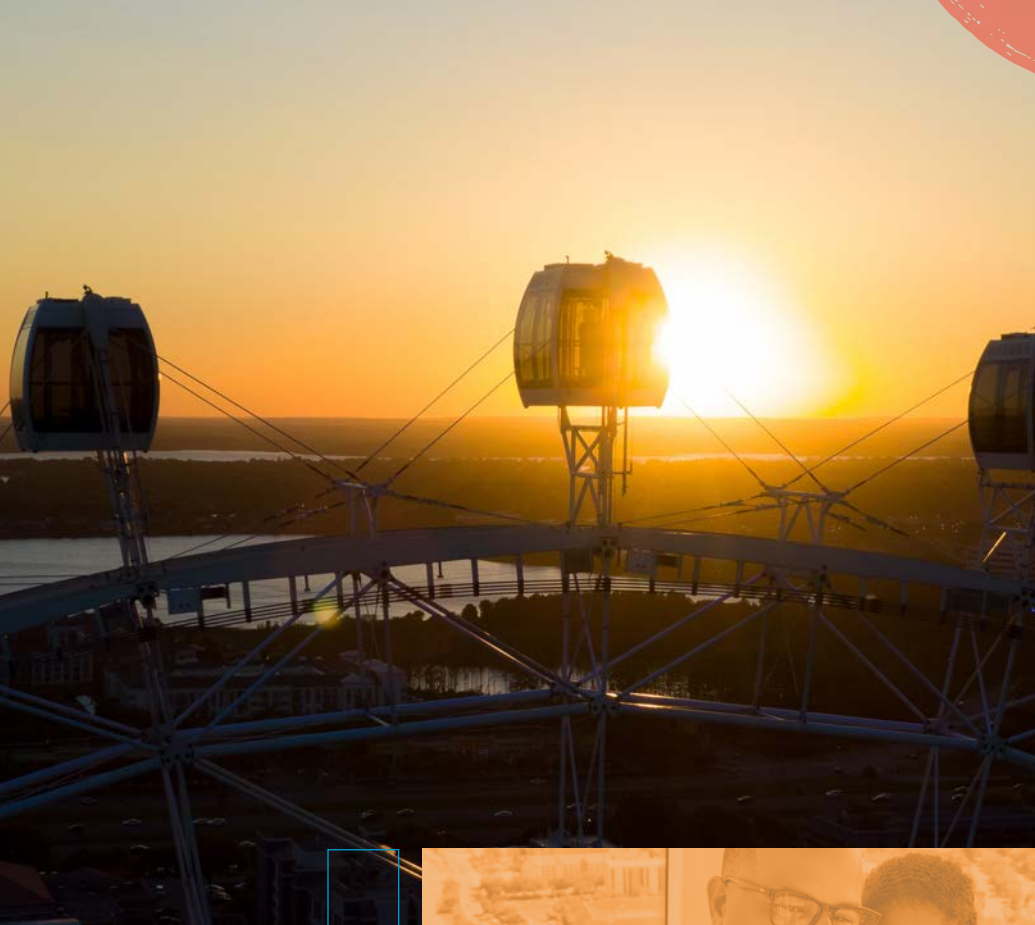
Median Household Income



2023 Median Household Income
by block group

- Less than \$50k
- \$50k - \$75k
- \$75k - \$100k
- \$100k - \$125k
- Greater than \$125k





**ICON
PARK**

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