



**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 Orlando Eye, 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.

ICON PARK TENANT MERLIN ENTERTAINMENTS OWNS AND OPERATES THE ORLANDO EYE, THE LONDON EYE, AND THE SYDNEY EYE TOWER.



WORLD-CLASS TENANCY

- ICON Park delivers a unique collection of experiences, including attractions, restaurants, bars, live entertainment, and shops—all anchored under the brilliant lights of The Orlando Eye.
- ICON Park's portfolio of 50+ tenants include globally recognized brands that appeal to both families and adults.
- Famous brands that call ICON Park home include Merlin Entertainments' Madame Tussauds and Sea Life Aquarium, Blake Shelton's Ole Red, Darden's Yard House, Gordon Ramsay's Fish & Chips, The Sugar Factory, Museum of Illusions, Shake Shack, Tin Roof, Uncle Julio's, Build-A-Bear Workshop, and opening soon Blue Man Group, Starbucks, and Ripley's Crazy Golf.



NEIGHBORING AMENITIES AND GROWTH OF SURROUNDING AREA

- The Park is surrounded by 150+ hotels, consisting of 55,900+ rooms (40% of the tri-county inventory)
- World-famous theme parks including, Universal Studios, SeaWorld, Aquatica, Walt Disney World and Epic Universe 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.
- \$560 million 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 \$6+ billion in new and expanding hotels, attractions, restaurants, convention space, entertainment venues and roadwork enhancements. In total, 24 projects are planned with the majority to be complete by the end of 2025.



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

Our Tenants

LIVE ENTERTAINMENT



ATTRACTIONS



EAT & DRINK



SHOPPING



Developer Bio



Flax Luxury & Torino Companies developed and own ICON Park. Over the past five decades, this partnership has delivered more than \$10 billion in leisure, entertainment, and retail developments, with an additional \$4 billion currently in the pipeline. As national leaders in the development, ownership, and operation of entertainment and retail destinations in gateway cities such as Las Vegas, Miami, Los Angeles, and Orlando, they have completed \$2 billion in projects and have another \$2 billion in pre-development. Their portfolio includes ICON Park in Orlando, as well as prominent Las Vegas Strip properties such as 63 CityCenter, Harmon Corner, and a future development site adjacent to the Las Vegas Convention Center.




More Famous Brands Coming Soon to ICON Park!





Blue Man Group is back in Orlando, and this time they're bringing a one-of-a-kind, mind-blowing, multi-sensory experience to their new home at ICON Park!



Build-A-Bear Workshop has announced plans to introduce an exciting new retail experience at one of the largest tourist destinations in the United States, Orlando, Florida, in the second half of 2026. Build-A-Bear's new multi-level Workshop is planned to incorporate an eye-catching and highly branded facade to leverage its positioning on the major thoroughfare of International Drive.





Sushi Saint, the popular downtown Orlando hand roll sushi concept from Michelin-starred chef Michael Collantes, will open at ICON Park, its second location in the Orlando area. Expected to open this spring, the 3,000-square-foot restaurant will feature indoor and outdoor seating for 150 guests and an ultimate culinary experience.





Starbucks is a globally recognized coffeehouse chain known for its premium coffee, handcrafted beverages, and welcoming café atmosphere. Starbucks emphasizes sustainability, community engagement, and innovation in its products and customer experience is opening late 2025.



Coming Soon in Winter 2025!

Ripley's Believe It or Not! World Entertainment is bringing their signature brand of bizarre to ICON Park with Ripley's Crazy Golf. This glow-in-the-dark, immersive, & mind-bending indoor miniature golf course will be unlike anything else on I-Drive!



ARTE MUSEUM

ICON Park will soon be home to one of the world's most cutting-edge immersive experiences. Joining Blue Man Group on the new Universal Boulevard side of ICON Park, Arte Museum—the internationally celebrated digital art exhibition created by Korean design powerhouse d'strict—will debut its first Florida location in 2027.



Availabilities

TITLE	SIZE	DESCRIPTION	BUILDING LOCATION
A1a	5,906 SF	Outback Steakhouse	Outparcel - North
A1b	6,105 SF	Carrabba's Italian Grill	Outparcel - North
A2	5,430 SF	Shake Shack	Outparcel - North
A3	7,000 SF	Available	Outparcel - North
A4	16,072 SF	Yard House	Outparcel - North
A5, A7	13,544 SF	Tin Roof Orlando	North Building
A6	4,725 SF	Starbucks / Sushi Saint	North Building
A8	6,000 SF	Sugar Factory	North Building
A9	3,545 SF	RSI	North Building
A10	1,400 SF	At Lease	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	Leased	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	Ripley's Believe It or Not!	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	Wheelhouse Building
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	North Garage Building
G1	1,078 SF	Caleoni Sunglasses	North Garage Building
G2	3,202 SF	ICON Park Gifts	Central Lawn
U1	30,000 SF	ARTE Museum	New Expansion
U2	10k -20k SF	Available	New Expansion
U3	10k -20k SF	Available	New Expansion
U4	9,800 SF	Available	New Expansion
U5	7,250 SF	Available	New Expansion
U6	10,500 SF	Blue Man Group	New Expansion



Universal Blvd Expansion

ICON PARK EXPANSION PLAN KEY TAKEAWAYS:

- ICON Park is undergoing a significant expansion along Universal Boulevard, adding approximately 100,000 square feet of new retail and entertainment space.
- The centerpiece of this Phase II expansion will be the Blue Man Group and Arte Museum, which will serve as anchor attractions and elevate the district's entertainment offerings.
- The expansion also includes Three two-story buildings, each ranging from 10,000 to 20,000 square feet, and one single-story building totaling 7,250 square feet, all designated for retail or entertainment use. To support increased visitor traffic, the existing parking garage will be expanded by 434 spaces, bringing the total to 2,234 covered parking spots.
- This new development is strategically located on Universal Boulevard, further enhancing connectivity within the Orlando Entertainment District.

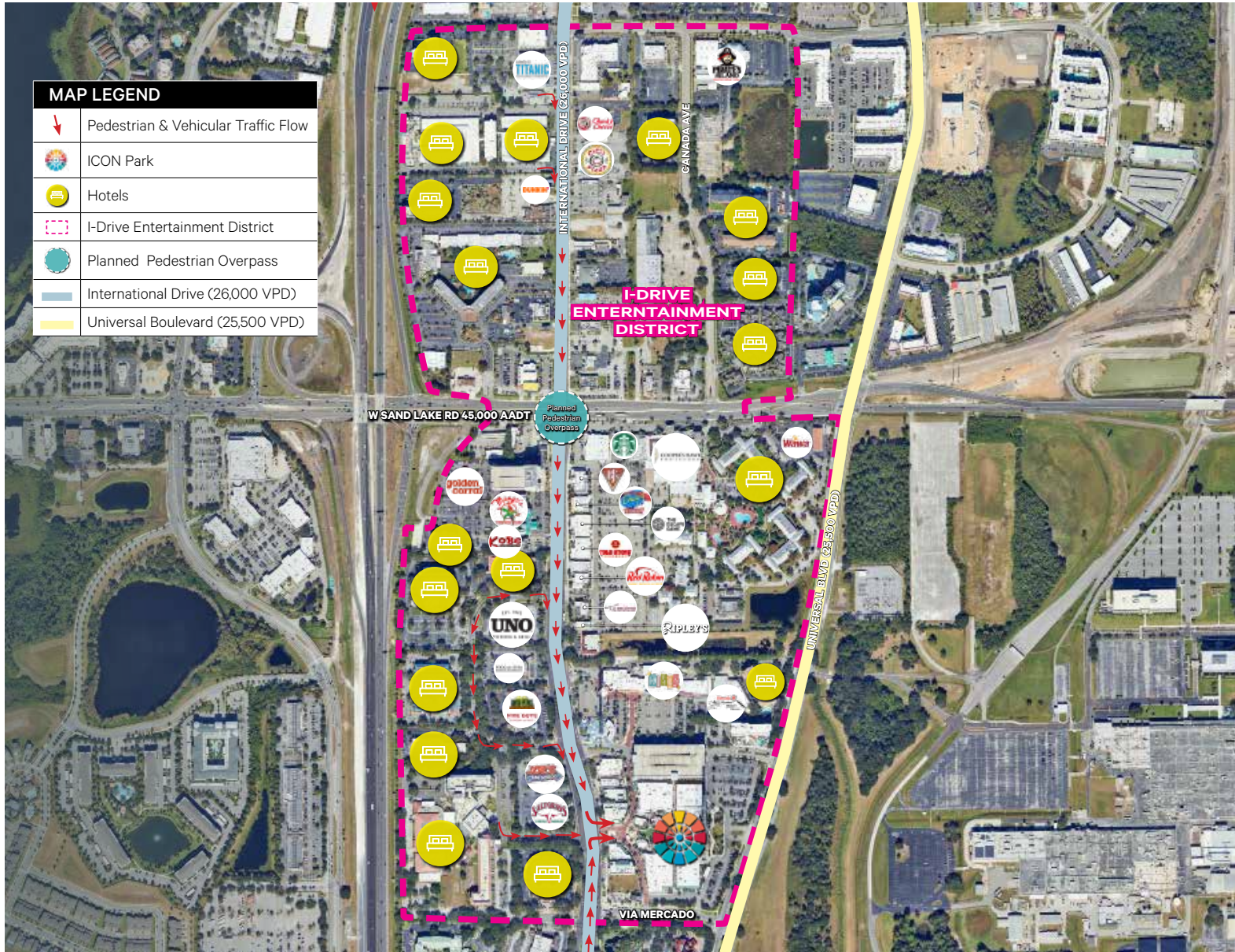


Universal Blvd Outparcels



Entertainment District Foot Traffic

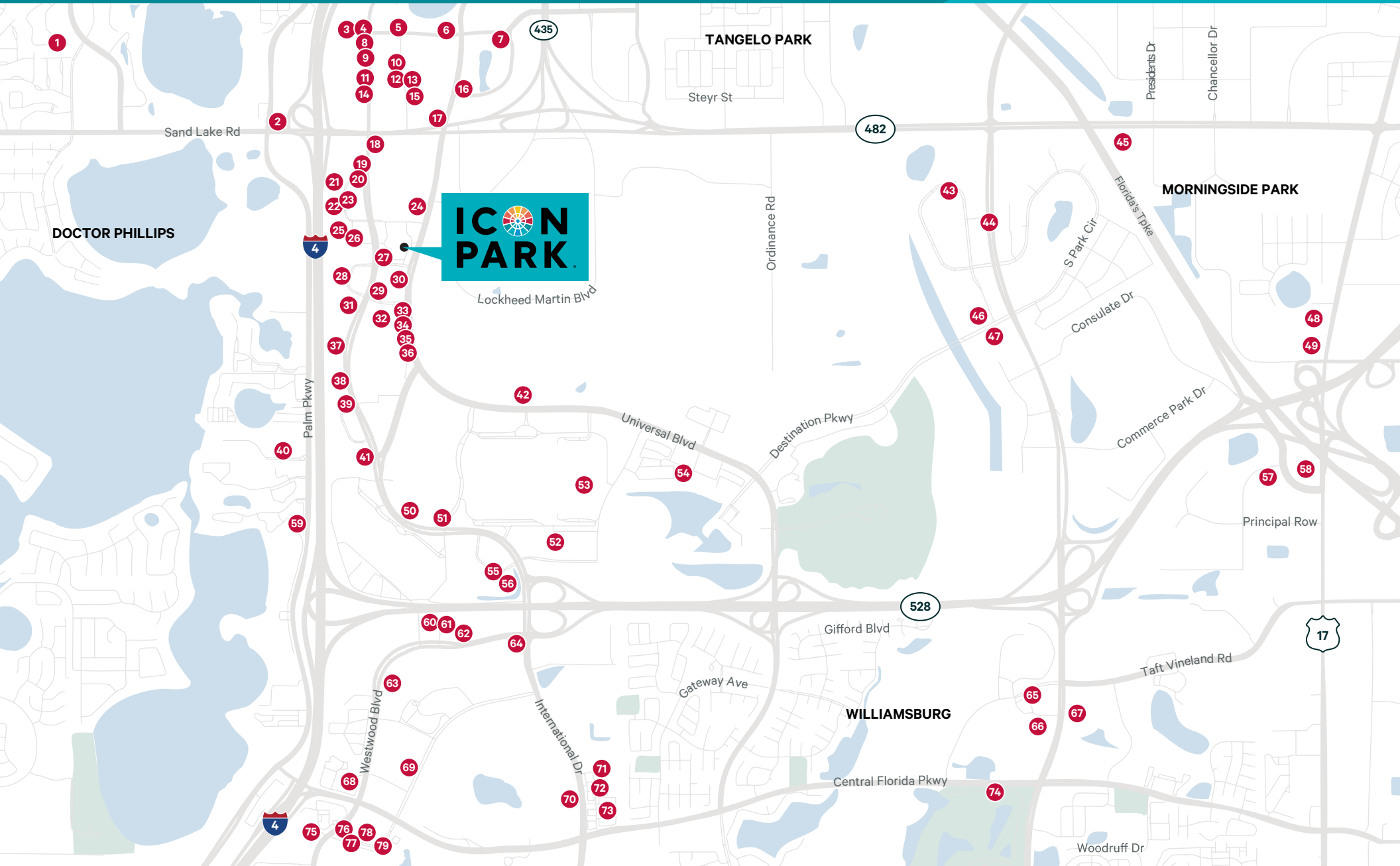
Orlando Entertainment District



#idrivefun

- In 2017 Orange County adopted the 2040 Vision Plan for the International Drive Resort Area that aimed to “create a vibrant, dynamic and safe pedestrian-centered environment with dedicated transit lanes and sidewalk enhancements for local residents, conventioner and visitors alike.” That plan, adopted in February 2017 by the county, provided a framework for future development and contained an “entertainment sub-district” centered around ICON Park. In 2020, the ICON Park leadership team branded this area the Orlando Entertainment District and began marketing it to locals and visitors.
- The Orlando Entertainment District is an easy to access and walkable gateway to the International Drive resort area that provides endless opportunities for #IDriveFun at our attractions, bars, dining, shopping, and lodging.
- The Entertainment District also features a new website that connects visitors to the various businesses in the district, nearby hotel accommodations and even information on pandemic safety measures. The businesses work together to raise awareness and market the roughly 1-mile stretch of I-Drive — from Carrier Drive to Via Mercado — where they are located.

Hotels and Accommodations



1.

Baymont By Wyndham Orlando Universal Blvd
2.

Drury Inn & Suites Orlando
3.

Heart Of I-dr
4.

Econo Lodge International Dr
5.

Enclave Suites
6.

Westgate Palace Resort
7.

The Point Orlando Resort
8.

Holiday Inn Express & Suites Orlando - International Dr
9.

Coco Key Hotel And Water Resort-orlando
10.

Quality Suites
11.

Rosen Inn International
12.

The Floridian Hotel & Suites
13.

Comfort Inn & Suites Near Universal Orlando Resort
14.

Hampton Inn & Suites Orlando Intl Dr N
15.

Staysky Suites - I Dr Orlando
16.

Country Inn & Suites By Carlson, Orlando Universal, Fl
17.

Crowne Plaza Orlando-universal
18.

Wyndham Orlando Resort International Dr
19.

Comfort Inn International Dr.
20.

Best Western International Dr - Orlando
21.

Embassy Suites By Hilton Orlando International Dr Jamaican Court
22.

Quality Inn At International Dr
23.

Red Roof Plus Orlando Conv Ctr
24.

Fairfield Inn & Suites Orlando International Dr/conv Ctr
25.

Allure Resort
26.

Rodeway Inn International Dr
27.

Sonesta Es Suites - Orlando
28.

Courtyard Orlando International Dr/conv Ctr
29.

Castle Hotel, Autograph Collection
30.

La Quinta Inn & Suites By Wyndham Orlando I Dr/conv Ctr
31.

Avanti Resort Hotel
32.

Hyatt Place Orlando/conv Ctr
33.

Extended Stay America Orlando Convention Ctr Pointe
34.

Hampton Inn Orlando International Dr/conv Ctr
35.

Residence Inn Orlando Conv Ctr
36.

Springhill Suites Orlando Conv Ctr/international Dr Area
37.

Embassy Suites By Hilton Orlando International Dr Conv Ctr
38.

Homewood Suites By Hilton Orlando-international Dr/conv Ctr
39.

Rosen Inn At Point Orlando
40.

Quality Suites
41.

Rosen Plaza On International Dr
42.

Las Palmeras By Hilton Grand Vacations
43.

Extended Stay America - Orlando - Southpark - Commodity Circle
44.

Extended Stay America - Orlando - Southpark - Equity Row
45.

Intown Suites Extended Stay Orlando Fl - Presidents Dr
46.

Hampton Inn & Suites Orlando-john Young Pkwy/s. Park
47.

Home2 Suites By Hilton Orlando South Park
48.

Econo Lodge Inn & Suites Near Florida Mall
49.

Baymont By Wyndham Florida Mall
50.

Hyatt Regency Orlando
51.

Rosen Centre Hotel
52.

Hilton Orlando
53.

Rosen Shingle Creek
54.

Vista Cay Resort By Millenium
55.

Midpointe Hotel By Rosen Hotels & Resorts At International Dr
56.

Days Inn By Wyndham Orlando Conv. Center/international Dr
57.

Hometowne Studios Orlando South
58.

La Quinta Inn & Suites By Wyndham Orlando South
59.

Westgate Lakes Resort & Spa Universal Studios Area
60.

Tru By Hilton Orlando Conv Ctr
61.

Extended Stay America - Orlando - Convention Ctr
62.

Four Points By Sheraton Orlando Conv Ctr
63.

Best Western Orlando Conv Ctr Hotel
64.

Extended Stay America Orlando Conv Ctr
65.

Doubletree By Hilton Hotel Orlando At Seaworld
66.

Courtyard Orlando South/john Young Pkwy
67.

Woodspring Suites Orlando South
68.

Hilton Garden Inn Orlando At Seaworld
69.

Renaissance Orlando At Seaworld
70.

Holiday Inn Express & Suites Orlando At Seaworld
71.

Holiday Inn Express & Suites Orlando At Seaworld
72.

Springhill Suites Orlando At Seaworld
73.

Fairfield Inn & Suites Orlando At Seaworld
74.

The Ritz-carlton Orlando, Grande Lakes
75.

Residence Inn Orlando At Seaworld
76.

Homewood Suites By Hilton Orlando At Seaworld
77.

Staybridge Suites Orlando At Seaworld
78.

Hampton Inn & Suites Orlando At Seaworld
79.

Hilton Grand Vacations At Seaworld







Orlando Attraction & Tourist Corridors

2024 VISITOR ATTENDANCE



Major Demand Generators

WITHIN 5-MILES OF ICON PARK



ORANGE COUNTY CONVENTION CENTER

- Located 1 mile south of ICON Park
- 2nd largest convention center in the United States
- Hosted 193 events & 1.5 million attendees (2022)
- 7 million total square feet of space: 2+ million square feet of exhibit space and 479,000+ square feet of dedicated meeting space
- 74 meetings rooms & 232 breakout rooms
- 2018 estimated economic impact of \$2.1 billion to Central Florida economy



UNIVERSAL ORLANDO RESORT

- Located 1.5 miles north of ICON Park
- 10.7 million visitors in 2022
- Orlando's 3rd largest employer with 25,000 employees
- 444-acre resort
- 2 theme parks: Universal Studios Florida and Universal's Islands of Adventure • 1 water park: Volcano Bay
- 7 hotels and resorts



WALT DISNEY WORLD RESORT

- Located 5 miles southwest of ICON Park
- 47 million visitors in 2022
- 40-square mile resort
- 4 theme parks: Magic Kingdom, Epcot, Disney's Hollywood Studios, Disney's Animal Kingdom
- 40 resort hotels, 4 golf courses, 2 water parks
- Orlando's #1 largest employer with over 74,000 Cast Members



SEAWORLD ORLANDO

- Located 1.9 miles south of ICON Park
- 6 million visitors in 2022
- Consists of SeaWorld Orlando, Discovery Cove and Aquatica water park
- Ranked in the Top 15 amusement park in the United States

Epic Universe

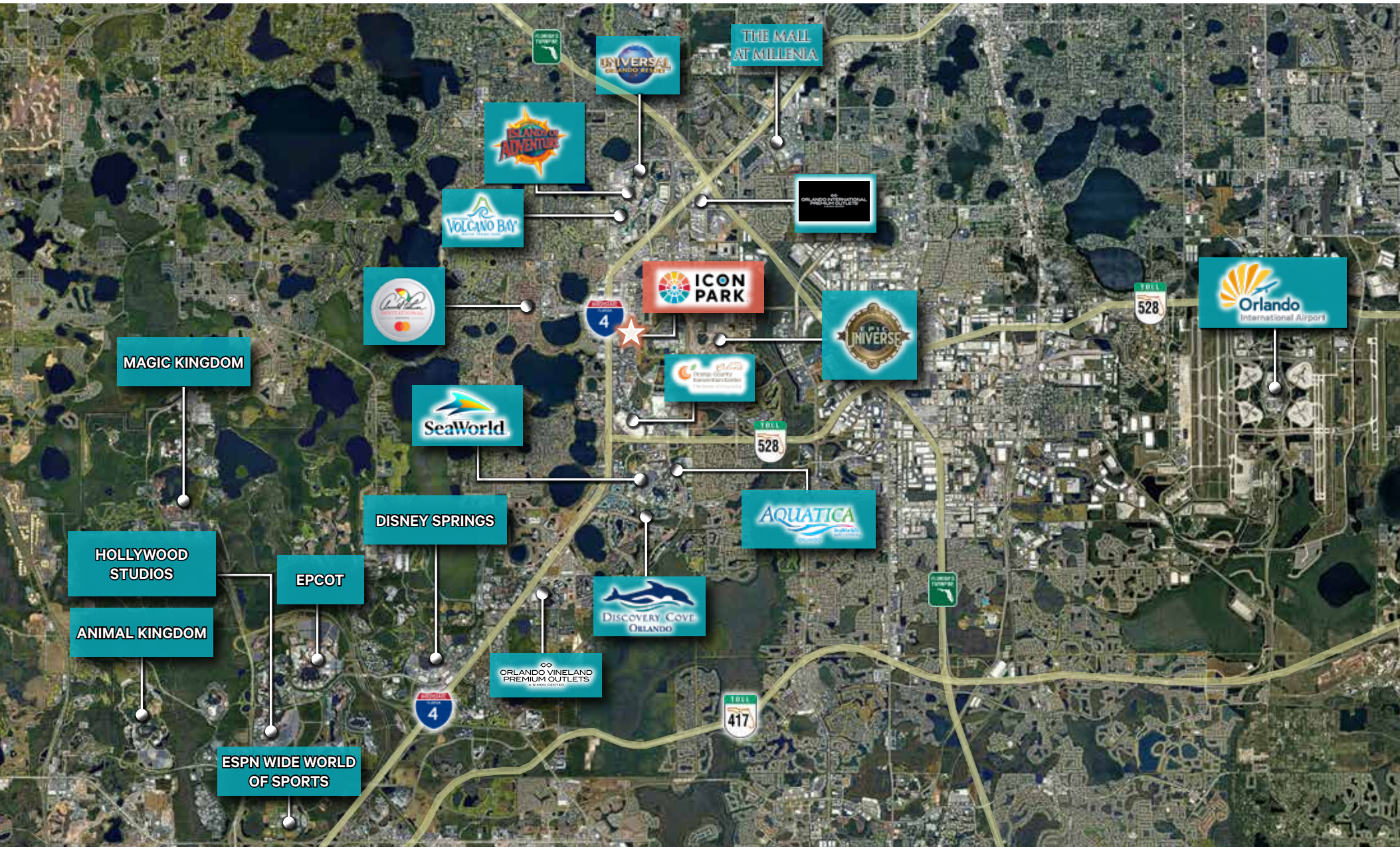


**1-MILE AWAY TO
EPIC UNIVERSE**

- Universal Orlando's much-anticipated fourth theme park opened May 2025 and is located 2 miles southeast of the existing theme parks and across from ICON Park
- Orlando's first park to open in 20 years
- 750-acre development, making the investment the largest construction site underway in the US
- Already the 2nd largest amusement park in Central Florida, Universal Studios will double in size with the addition of Epic Universe
- \$11 billion economic impact for Central Florida – prior to opening
- 11,500 total number of workers employed before 2025 opening
- An estimated 14,000 jobs will be created for the new theme park



Campus Map



Awards & Accolades



ICON Park receives

“The Harris Rosen Philanthropic Award”



ORLANDO, Fla. (July 15, 2024) – The I-Drive Chamber of Commerce has awarded this year’s I-Drive Chamber “Harris Rosen Philanthropic Award” to ICON Park for demonstrating exceptional philanthropic work that has made our community and world a better place. Previous recipients of the annual award include the Orange County Convention Center and Universal Orlando Resort.

ICON Park has been dedicated to community support through a variety of philanthropic efforts. The park serves as a community gathering spot and shares its unique resources in creative ways such as:

- Lighting the wheel in custom colors to raise awareness for special causes;
- Inviting fire rescue teams to regularly use the Orlando eye for safety training exercises;
- Letting conservation groups use the 400-ft. Views from the Orlando eye to observe critical waterways;
- Allowing local charities to host on-site events and fundraisers for free or greatly discounted cost;
- Creating the “ICON Park hospitality scholarship” for the university of central Florida’s Rosen College of Hospitality
- And creating our county’s first “community celebration day” last year, where more than 35 charity and local organizations came on-site to encourage local volunteerism.

In 2024, ICON Park has continued to expand its footprint in the community with Merlin Entertainments purchase of the Orlando Eye to expand the company’s footprint of world-class brands in Central Florida and the announcement of the return of Blue Man Group to Orlando later this year in a brand-new theater in development for the show.





Awards & Accolades



 <i>Awarded “2020 Travelers Choice” As Popular Destination</i>	 <i>10 Best List : Voted #1 Attraction for Kids in Orlando</i>	 <i>Selected Amongst “The 7 Best Attractions in Orlando”</i>	 <i>Selected Amongst “The Top 10 Free Things To Do In Orlando”</i>
 <i>“Best Orlando Attraction for Kids”</i>	 <i>Giving Disney, Universal a run for their money</i>	 <i>How to have a bachelorette party in Orlando (Ride The Orlando Eye at ICON Park)</i>	 <i>Check out the latest at Universal’s future Epic Universe theme Park</i>

Awards & Accolades



 <p>World's tallest rollercoaster in Orlando's I-Drive Corridor nabs FAA approval</p>	 <p>Selected Amongst "World's Greatest Places"</p>	 <p>Here's When this new I-Drive Celebrity Restaurant will debut</p>	 <p>Orlando Curated! History, Art & Science Await at its Top Museums (Madame Tussaud's Ranked #5)</p>
 <p>"2020 Travelers' Choice" Time Magazine: "World's Greatest Places"</p>	 <p>Voted Amongst Top 5 "Most Romantic Things To Do In Orlando"</p>	 <p>ICON Park 2023 "Innovator Award"</p>	 <p>"The 7 Best Attractions in Orlando"</p>

National Press



Orlando The Magic Continues

In October, Walt Disney World, the crown jewel of American theme parks, will begin an 18-month celebration of its 50th anniversary, debuting several attractions and activities. Scurry through a larger-than-life Parisian kitchen on the new Remy's Ratatouille Adventure ride, or take in Epcot's forthcoming Harmonious waterfront spectacular, a dynamic show incorporating music, fountains and pyrotechnics. Thrills abound at neighboring parks as well, with a new Jurassic World-themed VelociCoaster boasting a 140-ft. drop and zero-gravity stall—in which the track rotates 360 degrees above the surface of a lagoon—at Universal's Islands of Adventure. Other attractions, including SeaWorld Orlando's tundra-themed Ice Breaker and a drop tower at ICON Park—the world's tallest, at 430 ft.—are slated to open by year's end. Among the newest lodging options: the AC Hotel by Marriott Orlando, and the 349-room Walt Disney World Swan Reserve. —Carlye Wisel

"The Future of Sports and Entertainment" - ESPN

Orlando is now home to major sports facilities and events, with emerging sports like padel gaining traction. Its state-of-the-art sports complexes position the city as a hub for active life-styles and competitive sports.

TRAVEL+ LEISURE

USA
TODAY

*Recommended for Romantic Things to Do
because: A private, spectacular view high
above Orlando with your sweetheart at your
side and a glass of wine in your hand.*

*Michelle's expert tip: Time your visit around
sunset for an even more spectacular view!*

10 Free Things to Do in Orlando

From art galleries to nature preserve, these are the best things to do in Orlando for free.

Whether you're heading to Central Florida to visit Disney World or Universal Orlando - two of the world's most popular theme park resorts - or just hoping to explore the city, there's plenty to see and do in Orlando. But if you're traveling on a budget, you know that paying for admission to the city's top attractions can pretty pricey. Disney World and Universal Orlando theme park admission prices start at over \$100 for a one-day ticket, and other area attractions can be expensive, too, so you'll want to find ways to save money when exploring the city. With a plethora of public parks, galleries, and fun shopping and dining destinations, you can find many free things to do in Orlando so you can enjoy your time in the Sunshine without breaking the bank.

There's always something happening along International Drive, a bustling thoroughfare in the heart of Orlando. ICON Park is home to tons of attractions, shops, and restaurants, and parking for the complex is free.

Most Romantic Things to Do in Orlando

Classic to Creative: 10 Orlando Date Nights to Dazzle

Romance. Sure we all want it. But we all have our own ideas about what it is. And sometimes even that varies depending on the weather, our moods, even our diets...! No matter your preference, or that of the person to whom you are pitching woo, Orlando, the City Beautiful, is rife with options. Jetting off to California winery likely isn't in the cards for a while. No worries. We've got a great one right here in Central Florida.

Romance Capsule at ICON Park

Take your love to new heights, literally. You and your sweetheart can take a spin on The Orlando Eye, which includes a ride in a climate-controlled capsule and takes guest 400 feet in the air. Instead of sharing the capsule with others, rent it out for a romantic date. The "I'm Sweet on You Package" for \$110 includes two rotations on The Orlando Eye, a box of chocolates and a bottle of sparkling wine. A complete spin on The Orlando Eye takes about 23 minutes. Guests can make reservations, but they are not required. When you're done, walk around ICON Park and enjoy the outdoor entrainment complex that has restaurants and shops.

TimeOut

“

Ranked

under

#20

Ranked: The Top 20 U.S. Tourist Attractions

1. Central Park
2. National Mall
3. Balboa Park
4. Smithsonian National Museum of Natural History
5. Times Square
6. Rockefeller Center
7. Niagara Falls
8. Golden Gate Park
9. Magic Kingdom Park
10. Brooklyn Bridge Park
11. Hoover Dam
12. The High Line
13. Fountains of Bellagio
14. Garden of the Gods
15. The Metropolitan Museum of Art
16. Zion National Park
17. San Antonio River Walk
18. **ICON Park**
19. Golden Gate Bridge
20. Brooklyn Bridge



ICON PARK.

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CBRE

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