



ICON Park™ Q&A

Q So what exactly is ICON Park?

ICON Park is a 20-acre entertainment destination in the heart of Orlando's International Drive. A perfect place to ride, dine, drink and explore, **ICON Park** has more than 40 restaurants, bars, shops and attractions anchored by **The Wheel**, a must-do, can't-miss 400-foot observation wheel.

Guests to ICON Park can visit SEA LIFE Orlando Aquarium, Madame Tussauds Orlando and SKELETONS: Museum of Osteology. Little ones can ride a toddler-sized train while older kids and grown-ups can brave the 7D Dark Ride Adventure and StarFlyer Orlando, the world's tallest swing ride.

ICON Park offers a diverse mix of restaurants for lunch, dinner and late-night noshing: Yard House, Tapa Toro Spanish Restaurant, Uncle Julio's Mexican Restaurant, Outback Steakhouse, Carrabba's Italian Grill, Tin Roof, Lisbon Portugal Cuisine, Sugar Factory, Buffalo Wild Wings, Shake Shack, iLounge Istanbul, iCafe Paris, and Ben & Jerry's Ice Cream.

We also have a number of small, casual boutiques that sell Tervis tumblers, higher-end flip flops, Ray-Ban sunglasses and many other gift items.

Everything is clustered around a lush, central lawn – a family-favorite for kicking back and soaking up ICON Park's fun, festive atmosphere. And parking is always free in our multi-level garage, just steps from all the action.

Q What's new at ICON Park?

By the time summer kicks into high gear, we'll have added two new restaurants to our growing dining portfolio.

Ox Grill will serve contemporary cuisine with steaks, pastas and a selection of international dishes and will have space for weddings, meetings and special occasions.

Mikado, a revolving sushi and hot pot concept, will feature fresh, premium ingredients with no additives.

In 2020, we'll welcome Ole Red, a \$15 million, 15,000 square-foot concert-quality live music venue with seating for 500 guests. Inspired by country music superstar

and Opry member Blake Shelton's satirical hit "Ol' Red," the restaurant will serve big ol' portions of traditional southern food and hospitality.

This spring, we will unveil Wheelhouse Market, a fun, funky new food hall located near the ticket queues for The Wheel, Madame Tussauds and SeaLife Aquarium.

Q What else is planned for ICON Park?

We're in the process of rolling out a new food hall concept called "Wheelhouse Market" located near the ticket queues for the observation wheel, Madame Tussauds and SEA LIFE Aquarium.

The Wheelhouse Market offers authentically prepared, globally inspired foods like andouille sausage, bangers and mash, and giant Bavarian pretzels; a variety of healthy acai bowls; and cupcakes and other sweets prepared daily by local bakery Mattie's Delectable Desserts.

Wheelhouse Market also features made-to-order pizza and pasta, Latin-inspired fare and a selection of craft beer. Guests will make their selections, then gather at comfortable, communal farm tables to watch sports on several large-screen TVs or listen to live music (or an eclectic playlist), depending on the time of day.

Orlando culinary entrepreneur Christopher Buxton is collaborating with ICON Park on the market and curating the menu, which will evolve with the seasons.

Q Why are you changing your name?

We're evolving our name to one that better captures the overall experience here. Beginning April 2, the overall destination will be **ICON Park**, which encompasses more than 40 restaurants, bars, shops, attractions and our central lawn.

Additionally, we're officially naming our 400-foot observation wheel, "The Wheel." And to get to the wheel, you'll enter the "Wheel House." (Like what we did there?)

As of April 2, we'll no longer use "ICON Orlando" or "ICON Orlando 360."

Q What drove the decision?

Over the past several months, we've been working to better articulate our brand and find ways to improve our guest experience.

Part of this work involved evaluating our existing names and determining if a different name would ultimately be more valuable to us. Our research, which included a national survey, found a great deal of benefit in the name "ICON."

So, we've taken the name **ICON** and paired it with **Park** – a descriptor that perfectly describes our brand: inviting, relaxing and refreshing ... a place to gather and enjoy fun, new experiences with people you love to hang out with.

Q How quickly will you make the change?

We started the process April 2 with updates to our website, on-site signage and basic marketing materials. Over the next two months, we'll update the rest of our marketing and sales materials and expect to be fully migrated by June 1.

Q What's it like to ride the Wheel?

Think: Ferris wheel on steroids.

The Wheel stands 400 feet – or 40 stories – in the air. There are 30 air-conditioned capsules that can comfortably accommodate up to 15 people. Each rotation of the wheel takes about 22 minutes, giving you plenty of time to soak up Central Florida's most spectacular views.

Q Is the Wheel a one-time experience?

Of course not! We've recently added a premium beverage component to the ride. Our "Sky Bar" features an open beer and wine bar during your flight.

Plus many guests celebrate special days with us. The Wheel has become a popular spot for marriage proposals, as well as birthdays and anniversaries. We especially like helping parents-to-be reveal the gender of their babies; our gender-reveal package includes lighting up the Wheel in pink or blue.