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### **Theme Park in the center of the Mall**

Nickelodeon Universe and Mall of America joined forces over 10 years ago to create a one-of-a-kind theme park. Located in the center of the Mall, Nickelodeon Universe features seven acres of entertainment including 27 rides and attractions for guests of all ages and courage levels

#### **Visuals Include:**

- 27 rides and attractions
- Largest indoor zipline in North America
- FlyOver America
- Upcoming PAW Patrol's Adventure Bay

### **Tourism at Mall of America**

More than 40 million guests visit Mall of America every year. Tourism accounts for four of every ten visits to Mall of America. As a tourism destination, there are many factors attributed to the Mall's success such as being situated 1.5 miles from Minneapolis/St. Paul International Airport, light rail transit connecting Mall of America to the airport, and more than 50 hotels located within 10 minutes of MOA and offer complimentary shuttle service to and from MOA.

#### **Visuals include:**

- Two hotels attached: JW Marriott and Radisson Blu
- More than 1 million annual boardings on the Light Rail
- Minneapolis/St. Paul international airport only 1.5 miles away

### **Sustainable Mall**

Mall of America is committed to green design. In fact, it "lives green" 365 days a year! The Mall has been environmentally friendly since opening in 1992, incorporating elements such as passive solar heating, an extensive recycling program and 30,000 live plants that act as natural air purifiers.

#### **Mall of America:**

- Recycles more than 60 percent of its waste – an average of 32,000 tons per year.
- Converts restaurant fryer fat into bio-diesel that can be used to power MOA maintenance vehicles.
- Does not use a central heating system; instead, the comfortable 70 degrees is maintained with 1.2 miles of skylights for solar energy, residual heat from light fixtures and body heat from more than 40 million annual visitors.

- Recycles more than 2,400 tons of food waste to a local hog farm, which equates to more than a million hog meals annually.
- Replaced 5,600 outdated orange sodium lights in the east and west parking ramps with custom LED fixtures and reduced the Mall's energy consumption by 70 percent.

### Attractions around every corner

Mall of America has the widest variety of entertainment options under one roof. Guests can ride a rollercoaster, build a LEGO castle, or swim with sharks all in one day! Attractions include:

- **Sea Life MN Aquarium** includes a 1.3 million gallon walk through aquarium featuring more than 10,000 sea creatures including sharks, sawfish, sea turtles and a tropical reef.
- **Crayola Experience** is an attraction that is bursting with 25 hands-on activities, the family attraction is where color, chemistry and technology combine to create a colorful adventure for a child's imagination.
- **FlyOver America** is a flight simulation ride that brings guests on a breathtaking, aerial tour of some of the greatest landmarks and regions throughout the United States in virtual flight technology. The attraction is a fully immersive experience including wind, mist and even scents.
- **Moose Mountain Adventure Golf** is an 18-hole themed miniature golf course featuring an original, whimsical design with an old-time north woods feel – complete with life size moose, horses and more – where guests can also search for the myth, the legend...BIG FOOT!
- The Escape Game is an hour-long immersive experience that gives guests the chance to see if they have what it takes to solve million-dollar heists, decode secret service missions and navigate through prison passageways
- Rock of Ages Blacklight Mini Golf allows guests to putt their way through different eras of music, starting in the '50s all the way up to the present time.
- Universe of Light: A nine-minute light show featuring lights, music, and smoke effects. Displayed every night at the close of Nickelodeon Universe, the show transforms the air space into a technicolor dream.
- **The Lego Store:** The iconic LEGO store features a Pick-a-Brick wall with over 180 different LEGO elements to choose from, a variety of play tables to inspire creativity and eight larger-than-life models, including a LEGO robot towering over 34 ft tall.
- **SMAAASH** offers an innovative experience unlike any other, across over 40,000 sq feet, featuring multi-level Go-Karting track and tons of virtual-reality games.

### A Technology Infused Mall

Mall of America Guest Services goes beyond the doors of the Mall. Social Media Community Specialists monitor every MOA® digital platform, including social media channels and text messaging software, to ensure visitors get the answers they're looking for – from parking updates and store locations to event times and dining recommendations.

Mall of America also is at the forefront of enhancing the guest experience by consistently adding to our growing portfolio of technology features:

- **Mobile App:** Guests can hold over 5.6 million square feet in the palm of their hand with the Mall of America mobile app. You'll be able to quickly browse over 520+ stores, organize your trip through a convenient to-do list feature, view upcoming events,

navigate your way around the property with live navigation, use parking reminders to find your car, text a digital concierge or call guest services for help, browse the latest trends, looks and more! *The app is available on the App Store and on Google Play.*

- **Digital Directories:** In 2017, MOA debuted nearly 100 digital directories to help guests navigate the property. The average dwell time from the physical directories dropped from three minutes to less than 40 seconds on the digital directories, allowing guests to spend more time doing what they love from shopping, attraction, and dining.
- **AI Retail Chatbot:** Satisfi Labs partnered with Mall of America to introduce Pepper to over 40 million guests annually. The chatbot is the first of its kind of shopping malls and is it Satisfi Lab's first fully integrated retail location bot that uses multiple data feeds, over different customer touch-points, to answer customer's questions in natural language, within seconds in real time. Pepper can...
  - Provide directions to all the stores, restaurants, attractions and services based on the user's current location based on Mall of America's location API
  - Answer customer inquiries on deals, gifting recommendations and holiday events in the mall
  - Recommend the mall's top gift items and brands, as well as directing the user on which stores these brands are located in
  - Connect the user with a digital guest service representative in real-time if an ongoing AI conversation requires more information
- **MyPark:** MyPark, a South Florida-based parking solutions provider, was implemented and launched at Mall of America. This premium self-parking app allows guests to have the ability to choose where and when they want to park with the simple touch of a button. There are 20 installed spots on the property.

## **ABOUT MALL OF AMERICA**

Mall of America (MOA) is the largest shopping and entertainment complex in North America. At 5.6 million square feet, MOA boasts more than 520 world-class retail stores and restaurants; Nickelodeon Universe, the nation's largest indoor family theme park featuring 27 rides; SEA LIFE Minnesota Aquarium, home to sharks, sting rays and an amazing underwater tunnel; FlyOver America a 4D immersive flight adventure; Crayola Experience; Rainforest Care; Hard Rock Café; the nation's longest indoor zip line and an 18-hole mini golf course.

The Mall, a top American tourist and vacation destination, opened in August of 1992 and is located in Bloomington, Minn., just minutes from downtown Minneapolis and St. Paul and adjacent to the MSP International Airport. Mall of America hosts more than 400 events annually, including concerts, book signings, celebrity meet-and-greets and community-focused cultural events. The Mall is also home to a 500-room Radisson Blu hotel, a 342-room JW Marriott hotel; office tower; grand entrance and more. Follow **Mall of America** on **Facebook**, **Twitter** and **Instagram**, and visit our **blog**. Download the Mall of America app from the **App Store** for iOS or **Google Play** for Android.

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