Confidential

PROJECT CONCEPT

THE PARK

Side A

STEREO 33 1/3 RPM

T 2 R

TICKET2RIDE

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T 2 R

“ I have been privileged to help create some of the world’s most amazing theme park attractions, and I can tell you that T2R is one of the finest concepts and designs that I have ever seen. ”

Peter Alexander
-Former Director of Project Management, Walt Disney Productions
-Former Vice President, Executive Producer, Universal Studios, Florida

T 2 R

T2R is not just a destination — it's a full-scale, immersive music universe.

An interactive experience district where ***Rock, Country, R&B, and Pop*** collide, T2R transports guests through the defining sounds and stories of music's past, present, and future.

From the first beat to the final encore, every step places visitors inside the soundtrack of their lives.

This living music monument pulses with energy — a world of thrilling rides, sensory attractions, and larger-than-life environments that bring legendary artists and iconic songs to life across all five senses.

At T2R, you don't just hear the music.
You see it.
You feel it.
You live it.



Music bridges the cultural and generational divides and brings people together in a unique and soulful way

T 2 R

TICKET2RIDE (T2R)

DESIGNED FOR THE MUSIC FAN

FANATIC

A place where visitors of all ages and cultures can come to collectively celebrate all musical experiences - music inspiration, the story telling of songs, visual imagination, performances and memorabilia.

MUSIC TO OUR EARS

LISTEN TO THE MUSIC

The T2R District will be a living music monument for fans across the world, that will thrill the audience with rides and attractions that are themed to bring the artists music across generations to life for all 5 senses.

ENHANCED EXPERIENCE

ARE YOU EXPERIENCED?

Educational opportunities on the evolution of music will be woven into many of the shows queue lines to enhance the visitor's experience.

SHOW PARK

SHOW ME THE WAY

With more than 15 exciting rides, T2R offers a single park that is categorized as a show park. Show parks target a multi-generational market with shows for all ages.



The Park will be divided into 6 lands

Country Land,
Deep In the Heart Of Texas,
The Kids R Alright, London Calling,
Storytellers and 6th + Main.

With more than **15** exciting rides, Ticket2ride offers a single park that is categorized as a show park. Show parks target a multi-generational market with shows for all ages.

Don’t just listen to music.

Experience it.

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THE PARK

THE LANDS

I. 6th + Main
II. Country Land
III. Deep In The Heart Of Texas

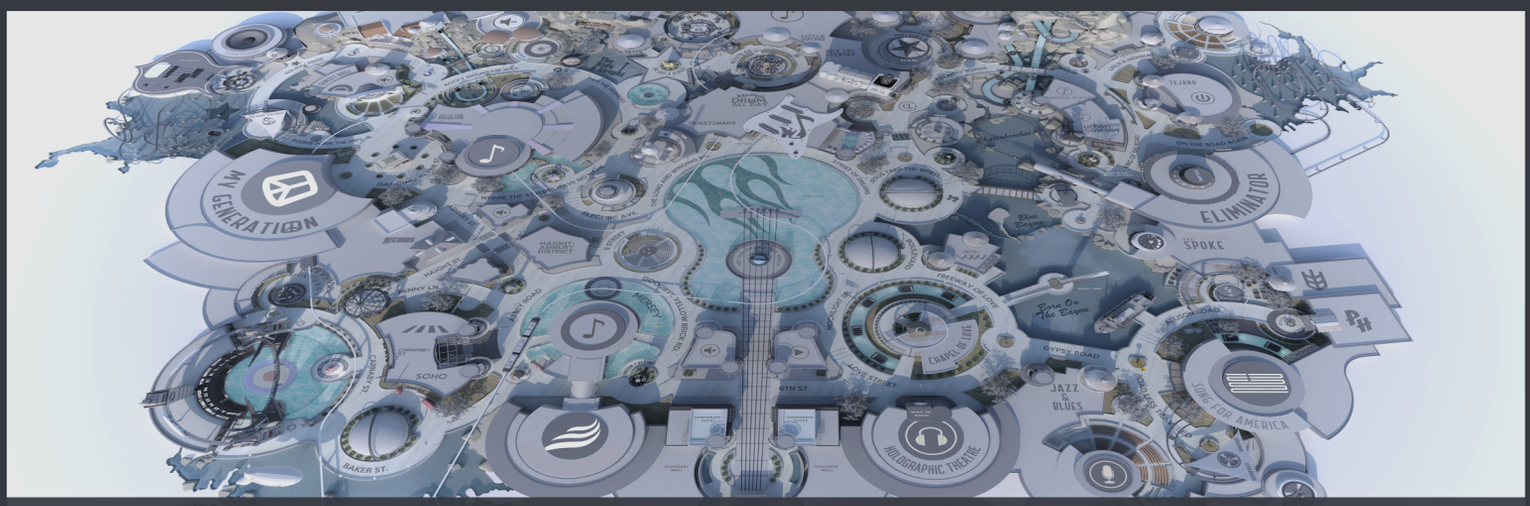
T 2 R

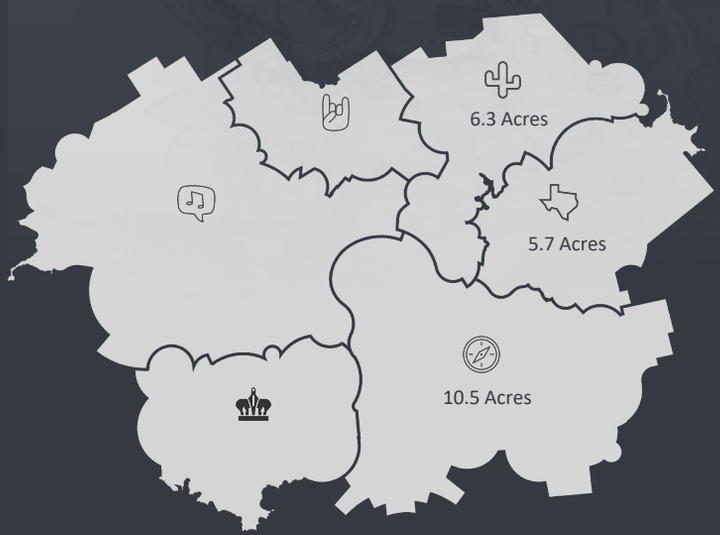
THE PARK

Side A



"Music puts a timestamp on so many moments of our lives and each represents a soundtrack that got us all through those moments."





Side A

6th + Main
Country Land
Deep In The Heart Of Texas

6th + Main District

Main District of Ticket2Ride

Country Land

Country Music artists past & present

Deep In The Heart Of Texas

Texas Loud, Texas Proud

The Kids R Alright

Kids Land

London Calling

Artists past & present from across the pond

Storytellers

Storytellers artists past & present







6TH + MAIN

R.E.S.P.E.C.T.

This District represents Austin in a way that shows respect to Austin's original vibe, by adding the original façade of some of this eclectic city's most known spots. Such as the unique looks of the legendary Antone's, an iconic music venue in Austin.

Some of 6th + Main Districts' main attractions include: Spirit Of Radio, Chapel Of Love, Pedal Haus Biergarten, Proud Mary and the soon to be fan favorite Song For America Boat Ride.



1. T2R Entrance *Down on Main Street*
2. Founders Wall
3. Corporate Suites *All 4 Buildings @ Intersection*
4. Games People Play *Arcade*
5. Time Passages *Retail*
6. CBGB *Museum + Retail*
7. The Cavern *Birthplace of The Beatles*
8. Change The World *Charity Globe*
9. Guitar Pool *Dancing Waters*
10. Vortex Dome *Virtual Exhibit*
11. Austin City Limits *Museum + Retail*
12. Morrison Hotel + Gallery *Instagram Photo Opp-Retail*
13. Antone's Austin + Piano Man *Live Music*
14. Spirit Of Radio *Holographic Theatre-Beat Shazam 300 seat Venue*
15. Chapel Of Love *Wedding Chapel*
16. White Wedding *Reception Suites*
17. Sittin On The Dock Of The Bay *Otis Redding*
18. Giant Harp *Instagram Photo Opp*
19. Jazz & Blues + Speakeasy *Live Music + Museum + Retail*
20. Peavy Stage *800 seat Outdoor Venue*
21. Sound City Studios *Museum + Retail*
22. Giant Trumpet *Instagram Photo Opp*
23. Song For America *Dark-Boat Ride*
24. Proud Mary *Coffee House + Museum + Retail*
25. Large Bicycle Spoke Stage *Outdoor Venue*
26. Bicycle *Large Bicycle-Homage to Queen song*
27. Pedal Haus Brewery + Tours *Eatery + Retail*

6TH + MAIN

Acres: 10.5

Street Names

Allison Road
Boulevard
Freeway Of Love
Gypsy Road
Love Street | Main Street
Moonlight Drive
Road Less-Traveled
Street Of Dreams
6th Street



Pictured Above: The Rolling Stones Suite

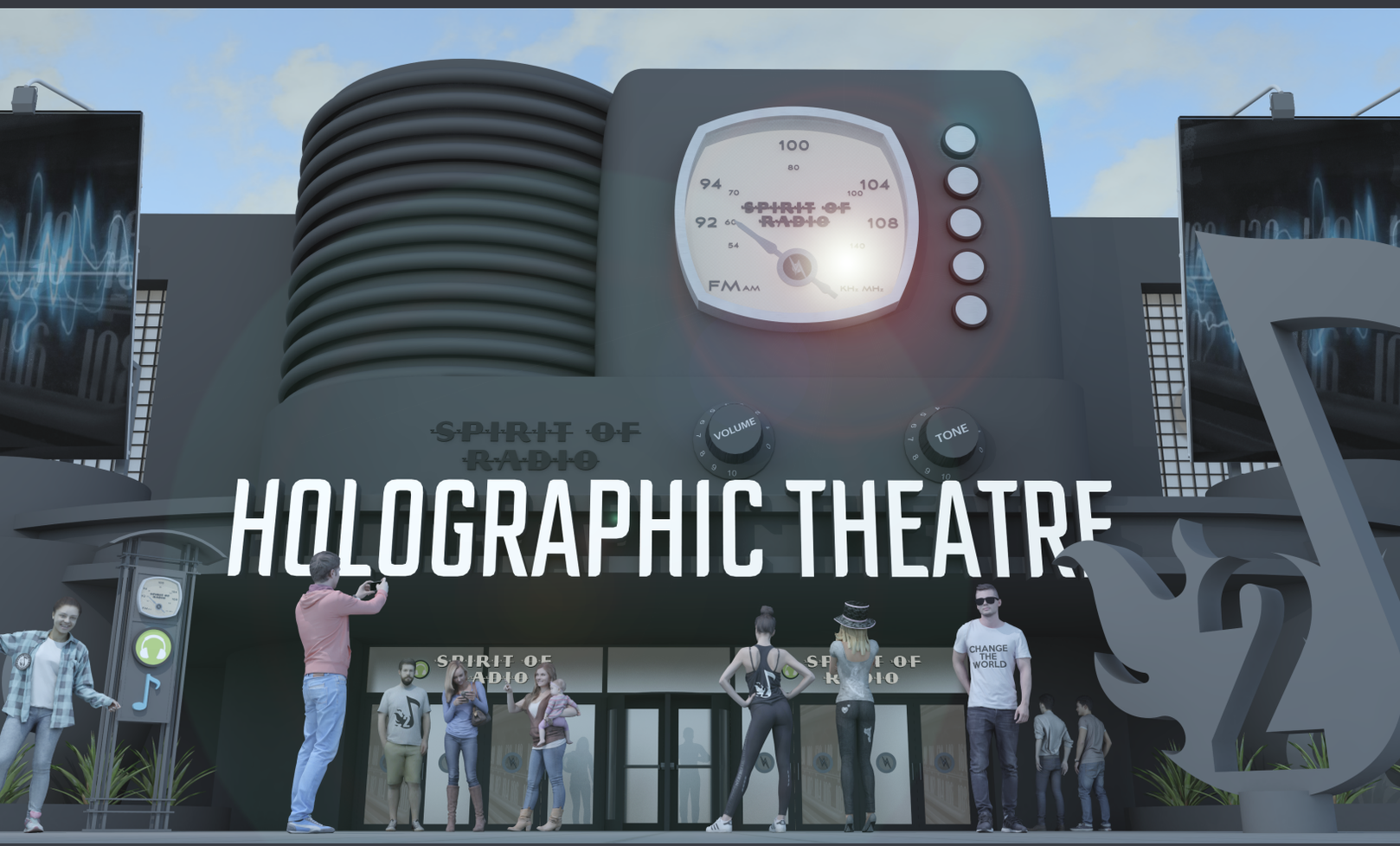
Corporate Suites

Revenue Generating Suites

Corporate Suites and VIP Suites will be available for rent to groups for meetings, getaways, digital conferences, celebrations, parties and special occasions.
Eight Corporate Suites and Two VIP Suites.



Pictured Above: Disco Suite



Spirit Of Radio

Holographic Theatre

300 Seat Multi-Purpose Venue

Legends Of Yesterday

It is not too late to see Frank Sinatra, Elvis, Michael Jackson, Johnny Cash, Janis Joplin and other legends of yesterday. With an ever-changing array of performers, The Holographic Theatre will stay new and fresh by bringing in old favorites at different points of the year.

Base Hologram, best known for bringing Roy Orbison and Buddy Holly back to life and performing on stage together for the first time. The Rock N' Roll Dreams Tour is now touring in Europe.

Each month, T2R can introduce an new performer, for example the month of March could be Freddy Mercury and the next month April be Jerry Garcia.

Being this will be a multi-purpose facility, Friday thru Sunday will house **The Holographic Shows and Production.**



Spirit Of Radio

Beat Shazam

300 Seat Multi-Purpose Venue

We Got The Beat

The Holographic Shows and Production. Monday thru Thursday will house THE BEAT SHAZAM SHOW, an interactive game show that pits teams of two against the clock and each other as they attempt to identify the biggest hit songs of all time.

In the end, the team with the most points banked will outlast the competition and go against Shazam, the world's most popular song identification app, for the chance to win prizes.

"Why Music, at its essence, is what gives us memories.
And the longer a song has existed in our lives, the more memories we have of it."

Stevie Wonder*

*Source: brainyquote.com**



Chapel Of Love

Music Themed Chapel Weddings

Celebrate your love at The Chapel Of Love. Perfect for an intimate wedding or vow renewals where our expert wedding coordinators will make sure all the details fall into place on your wedding day! All that you'll need to do on your big day is say *"I do!"*

"I knew the bride when she used to Rock n' roll" Nick Lowe 1985
"Goin' to the chapel and we're gonna get married" The Dixie Cups 1964

White Wedding

Hold your dream wedding party at White Weddings' 2,297 sq. ft. reception Party Deck.

"It's a nice day to start again
It's a nice day for a white wedding."
Billy Idol*

*Source: Lyrics; White Wedding-Billy Idol 1982**



Pedal Haus Biergarten

Brewery Tours

Our special tables, known as Stammtisch, allow you to pour your own beer from three different taps built right into the table. Guaranteed seating and your own personal server, reserve the ultimate Biergarten experience.

Our expert guide takes you through the heart of our brewing facility, you'll learn all about the brewing process & craft beer culture. Tours last approximately 45 minutes and are followed by a guided tasting of our phenomenal Pedal Haus beers.
And during October, PH Brewery will host the best Rocktober Fest Texas has seen.

Austin's early musical heritage began in the German Beer Gardens and Halls in the late 1800s, in places such as Dessau Hall that peaked in the 40s and 50s with acts as diverse as Glenn Miller, Hank Williams, and Elvis Presley.

"C'mon all the boys, Make a noise have a drink on me, Have a drink on me."

AC DC*

*Source: Lyrics; Have A Drink On Me-AC DC 1980**



Pictured Above: Left: The Proud Mary CCR Bayou Scene; Right: Smells Like Teen Spirit Nirvana Seattle Grunge Scene

Song For America

Boat Ride

American Tour

Truth be told, each American state has some sort of musical tale to tell. Guests will enjoy the sights, sounds and move through the history of music from states within the USA. Take a musical trip through The Big Apple, Detroit-Motown, Chicago-Blues, Nashville-Country, deep into the bayou, New Orleans the birthplace of Jazz all the way to The Lone Star State, California and who can forget Seattle the epicenter of Grunge.

The boats venture out to The HUB District where it circles around a giant 45 record insert and then back into the park. This is a perfect teaser to entice visitors in The HUB to visit the park.

In the HUB portion; passenger boats *(similar to San Antonio River Walk)*, spin around the 8,658 square foot 45-record insert in front of the Wheel In The Sky, leading to the last drop.

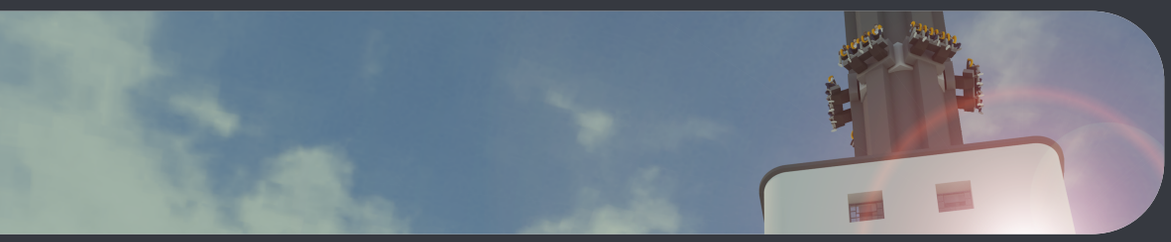


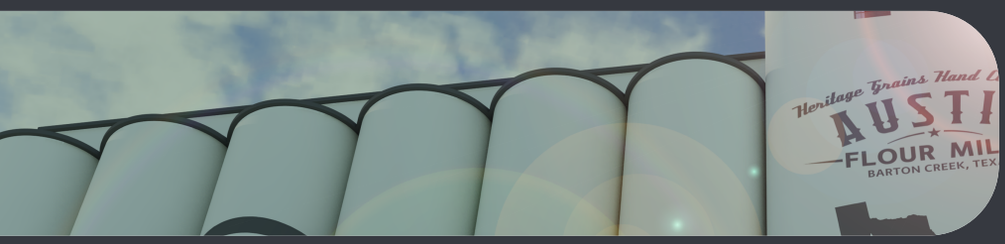
Pictured Above: The Giant Harp and Sittin On The Dock Of The Bay

Pictured Below: Morrison Hotel & Gallery



HONOR THY MUSIC







COUNTRY LAND

Honor Thy Music

Explore this uniquely American art form of country music. From its deep and tangled roots in ballads, blues and hymns performed in small settings, to its worldwide popularity. Country music has evolved over the course of the 20th century, which has now emerged to be known as, America's music.

This land will honor country music & artists from the past to the present.

Some of Country Land main attractions include Country River Rapids, Do-si-do and the iconic Austin Flour Mill that houses the Rock This Country Vertical Descent Ride.
So come and kick the dust up in this popular music focused district of T2R.



1. White Limozeen *Glam roof-top bar-Eclectic ode to Dolly Parton*
2. Bluebird Nashville *Iconic Nashville venue*
3. Jesus Take The Wheel Sign *Instagram Photo Opp*
4. Vortex Dome *Country Virtual Exhibit + Retail*
5. Country Land Monument sign *Instagram Photo Opp*
6. Mean Eyed Cat *Eatery-Ode to Johnny Cash*
7. Rock This Country *Vertical Descent Ride-213 ft.*
8. Iconic Flour Mill *Instagram Photo Opp*
9. Sun Records *Museum + Retail*
10. Standin' On A Corner-Winslow AZ. *Instagram Photo Opp*
11. Country Land Water Tower *Instagram Photo Opp*
12. Do-si-do *Spin Ride*
13. What You Got Cookin'? *Eatery*
14. Luckenbach, Texas Building *Instagram Photo Opp*
15. Country River Rapids Ride *Entrance*
16. Country Roads *Retail*
17. Country River Rapids *Water Ride*
18. God's Country Sign *Instagram Photo Opp*
19. Tallahatchie Bridge *Ode To Billy Joe*
20. Mr. Lucky's *Iconic monument sign-Instagram Photo Opp*
21. Silo Stage *800 seat Outdoor Venue*
22. Tall Glass Of Something *Drinks*

COUNTRY LAND

Acres: 6.3

Street Names

Country Roads
Jesus Take The Wheel
King Of The Road
Life Is A Highway
Red Dirt Road



Country River Rapids

Water Rapids Ride

Kick Off Your Boots

Life is pretty simple according to lyrics of some of our favorite country music songs. Don't cheat, love your mama, whiskey makes the bad *(or good for that matter)* news go down easier, and true love can be found behind the wheel of your favorite truck or just kickin' back in a inner-tube raft floating down the waterway.

So, buckle up for an exciting free-floating river ride up and down, through *Country Peak*. The raft trip around Country Land begins with the rafts being lifted up a 280 ft. wooden conveyor that runs through *The Luckenbach Flats Campsite*, an old mining tunnel where inside passengers can watch country music artists past and present music videos.

"Saved by the sound of the been found, Dixie whistled in the wind, that'll get you Heaven bound,
The Devil went down to Georgia but he didn't stick around,
This is God's country."
Blake Shelton*

*Source: Lyrics; God's Country-Blake Shelton 2019**



Rock This Country

Vertical Descent Ride

Kick The Dust Up

This vertical decent tower is a 213 feet groundbreaking immersive attraction that brings the best in immersive media motion simulator experiences together with the white-knuckle thrills of a multi-drop tower.

Riders are pulled to the top the structure with, unprecedented views of the park, before plummeting back down towards the ground below and inside the flour mill. Special effects as you enter the mill portion with projection video and fog at the bottom to simulate flour dust. Aboard each platform will be speakers cranking out todays country music hits.

"From Utah to Texas, Minnesota, Mississippi too, Or Nevada, no matter where you live-this buzz is for you, C'mon, c'mon, let's get something started, C'mon, c'mon We're gonna rock this country."

Shania Twain*

*Source: Lyrics; Rock This Country-Shania Twain 1997**



Pictured Above: Country River Rapids and The Tallahatchie Bridge

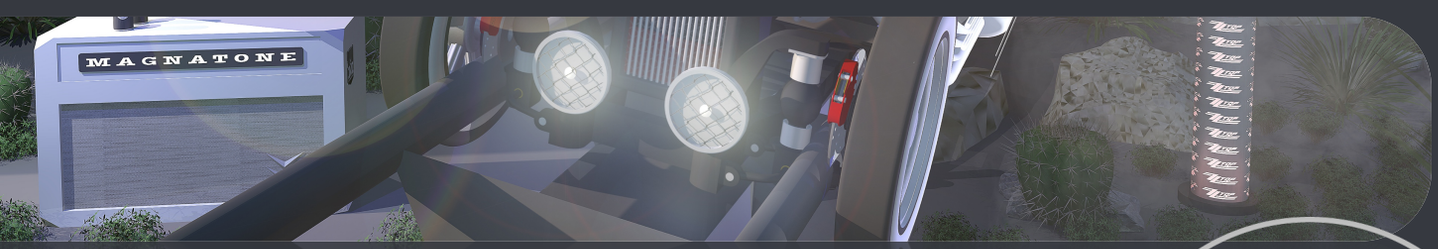
Pictured Below: Sun Records with Do-si-do Spin Ride in background



MUSIC
EVOKES
MOOD







"The stars at night, Are big and bright
Deep in the heart of Texas
Gene Autry*

DEEP IN HEART OF TEXAS

LAND

Texas Loud & Proud

Everything is bigger in Texas — or so they say. So, when it comes to music, of course Texas takes a main stage. Texas has had its fair share of mainstream artists – talent you may have heard of Buddy Holly, *'The King of Country'* George Strait, Selena, Willie Nelson, Beyoncé, Miranda Lambert and of course *'That Little Ol' Band from Texas'"* ZZ Top.

This land is is centered around The Eliminator Rockin' Hot-Rods that zoom by Austin's iconic Pennybacker Bridge. The land also includes Broken Spoke, Deep Eddys, Gilley's, King of the Hill The Ride, Long Tall Texan and the Don't Mess with Texas neon sign, that is sure to be a favorite Instagram spot.

*Source: Lyrics; Deep In The Heart Of Texas-Gene Autry 1941**



1. Pennybacker Bridge *Austin*
2. Deep In The Heart Of Texas *Entrance*
3. George Strait Statue *Instagram Photo Opp*
4. The Broken Spoke *Dancing + Museum + Retail*
5. Large Exhaust Pipe *Eliminator Ride-Instagram Photo Opp*
6. Long Tall Texan *35 ft. Instagram Photo Opp*
7. ZZ Top Roadster *Instagram Photo Opp*
8. Eliminator *LIM Coaster ZZ Top*
9. Iconic Guitar Volume
10. Willie Nelson Statue *Instagram Photo Opp*
11. The Dillo Armadillo HQ *Museum + Retail*
12. King Of The Hill The Ride *Dark Ride*
13. Tejano Music *Museum + Retail*
14. Selena Statue *Instagram Photo Opp*
15. Greetings From Austin *Mural-Instagram Photo Opp*
16. Honky-Tonk Sign *Instagram Photo Opp*
17. Deep Eddy's Tasting Room *Drinks*
18. Chattahoochee *Lake*
19. Gilley's *Dancing Eatery*
20. Iconic Wind Tower *78 Ft.*
21. Urban Cowboy *Texas BBQ-Eatery*
22. Don't Mess With Texas *Neon Sign-68 ft.*

DEEP IN THE
HEART OF TEXAS

Acres: 5.7

Street Names

King Of The Road
Life Is A Highway
On The Road Again



Eliminator

Rockin' Hot-Rod Ride

Enjoy the Ride

As you make way from the loading dock the 3 members of ZZ Top *"That Little Ol' Band From Texas"* are hitchhiking, the coaster then dips out in a puddle of *"Rio Grande Mud",* and the guests race off in the darkness. Rockin' Hot Rods whip around a track that is 2,200-foot long featuring, 80 degree banked turns, and a 50-degree angle of descent. *"Have mercy, A haw, haw, haw, haw, a haw"*

Heading back to the loading area looking at a mirror where there will be a holographic image of one of the band members of ZZ Top sitting in the center of your seat.

"I actually wanted to be a drummer, but I didn't have any drums."

Stevie Ray Vaughn*

*Source: brainyquote.com**



King Of The Hill

Dark Ride

I Tell You What

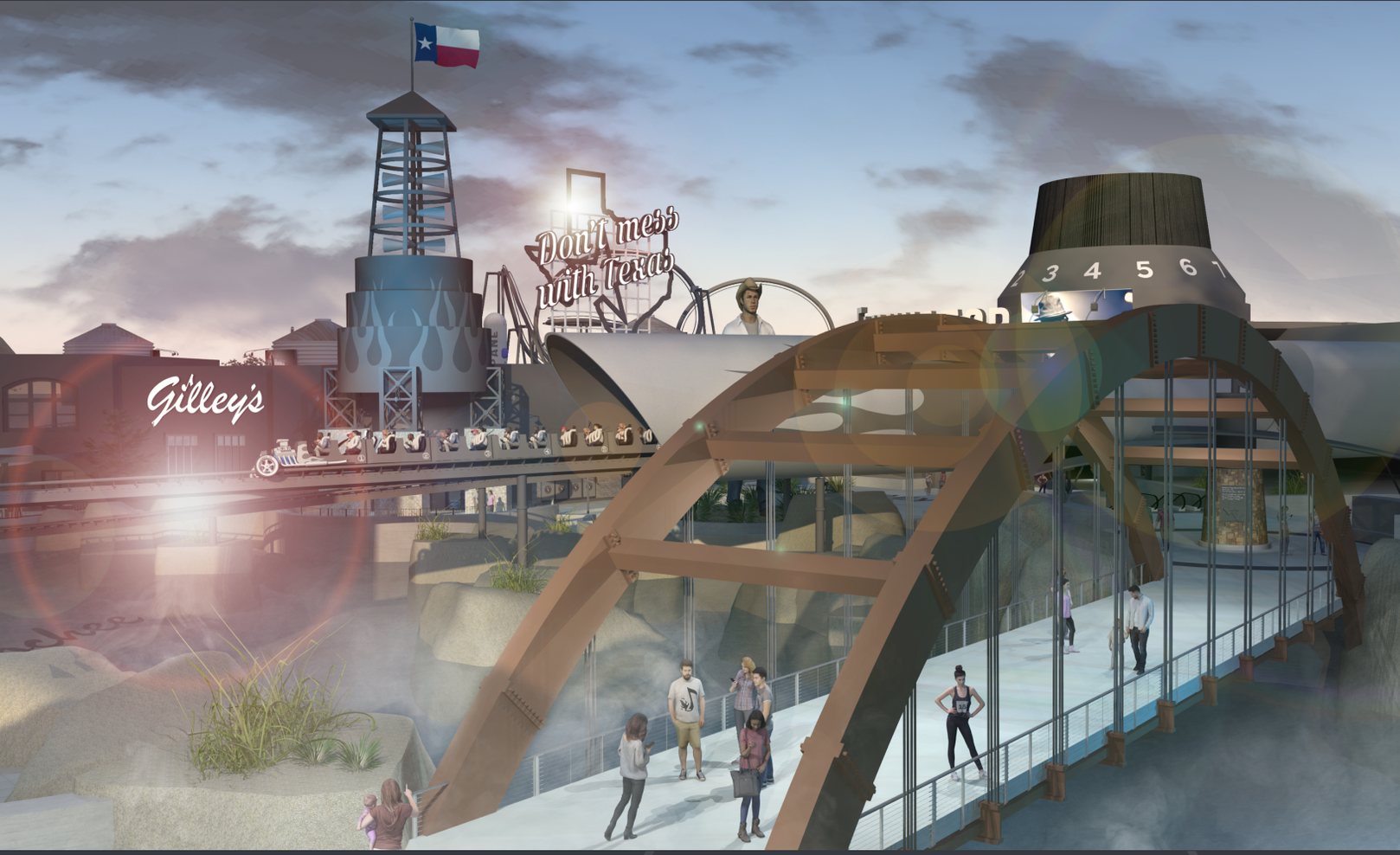
The ride is based on the animated television series. The ride uses state of the art technology, including new projection and hydraulics systems produced for the attraction. After riders enter Hank Hills' Ford pick-up truck, Hank welcomes everybody on the trip through in the fictional city of Arlen, Texas.

The opening theme is *"Yahoos and Triangles"* by the Arizona rock band The Refreshments. The gift shop is modeled after the Mega Lo-Mart from the show. Through-out Arlen, Texas the ride takes patrons by the *Frozen Cow Creamery, Bazooms, 61 Flavors, Luly's, Want-A-Burger* and *Strickland Propane*. In 2007, it was named by Time magazine as one of the top 100 greatest television shows of all time.

"I'm Country through and through."

Miranda Lambert*

*Source: brainyquote.com**

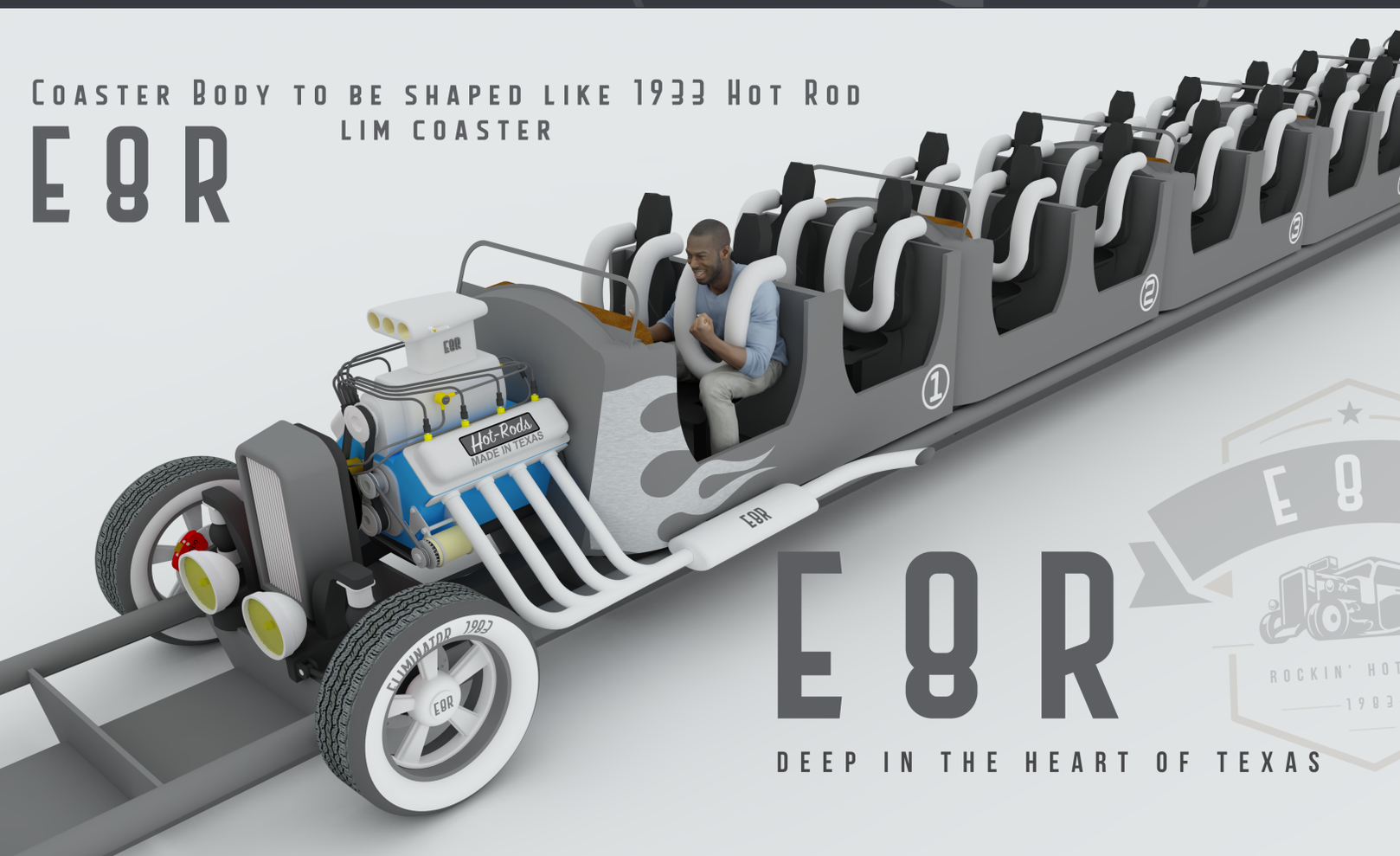


Pictured Above: Deep In The Heart Of Texas; Pennybacker Bridge

Pictured Below: Eliminator Hot Rod LIM Coaster

COASTER BODY TO BE SHAPED LIKE 1933 HOT ROD LIM COASTER

E8R



E8R

DEEP IN THE HEART OF TEXAS

MUSIC
EVOLKS
MEMORY

Continue to

PROJECT CONCEPT

THE PARK

Side B



Disclaimer

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