

Attracting More Customers To you laser Tag Centre



Doug Willems

Summary

This White Paper outlines a simple formula to attract the maximum number of customers to your Laser Tag Center.

For the formula to work, a Laser Tag Center owner firstly identifies their current 'catchment area'. The term 'catchment area' refers to the vicinity around your Laser Tag Center from where you can potentially attract customers. This White Paper helps you pinpoint your existing geographical market, based on the distance that a customer is prepared to travel for an entertainment experience. This relates to the duration of the experience.

Delta Strike then demonstrates that if you double the distance that customers are prepared to travel to get to your Laser Tag Center, you quadruple your catchment area. The number of potential customers increases fourfold.

The Delta Strike team explores three options to increase the entertainment time offered by a Laser Tag Center, thus growing your catchment area:

- Providing more entertainment services
- Increasing your Laser Tag game time
- Repackaging your Laser Tag games

Delta Strike discusses the pros and cons of each option, assisting you in developing a strategy appropriate for your Laser Tag Center.

Delta Strike manufactures award winning Laser Tag equipment and provides a world renowned support service to facilitate client success. Delta Strike is continually developing its Laser Tag systems to provide the Laser Tag owner and operator with the best system possible. Delta Strike's mission: to provide the most entertaining Laser Tag system in the world.

Many of the factors raised in this White Paper are considered in more depth in Delta Strike's free Online Business Tools. Our global network of Delta Strike consultants is also available to assist anyone considering establishing a Family Entertainment Center.

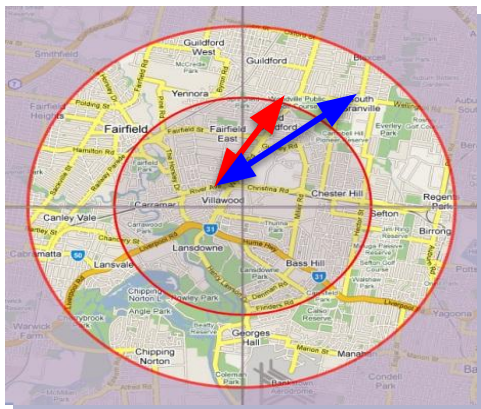
Please visit our website www.deltastrike.com to contact your local consultant.

Identifying Your Current Catchment Area

Research shows that the duration of an entertainment experience directly impacts on the distance that a customer is prepared to travel. On average a customer is prepared to travel for 30-40 minutes for an experience that lasts 2 to 3 hours. The shorter the experience, the less far they will travel.

The 'catchment area' for your business is the average distance your customers are prepared to travel to your site. The smaller your game time, the smaller your catchment area.

To identify your current catchment area based on the above research and the average Laser Tag experience of 8-15 minutes, draw a circle around your Center identifying the population who can reach your Center within 10-15 minutes. This is a much smaller catchment area than other entertainment experiences such as bowling and mini-golf (average duration 30-40 minutes), a Family Entertainment Center (average duration 2-3 hours) and a theme park (average duration 4 to 8 hours). Disneyland would be the prime example of the influence of duration on catchment area. Families can be entertained for days and are therefore prepared to travel for days to get there.



Catchment Area

A catchment area is the geographic area for which a facility attracts clients or customers. The size and shape of a catchment area will depend on how accessible a facility is and how far it is from alternative facilities.

Identifying Your Potential Catchment Area

The equation is simple. If you can increase the time you entertain your customers you will grow your catchment area. People will travel further to your center and you will gain more customers.

Aiming to double the distance a customer are prepared to travel will quadruple the catchment area, as illustrated in the image above.

Strategies for Increasing Your Catchment Area

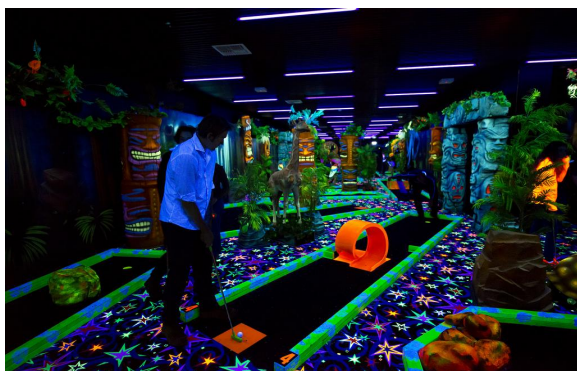
Providing more entertainment services

Family Entertainment Centers (FEC's) provide many hours of entertainment and they do this primarily by providing a great variety of entertainment services. This can be an excellent means of increasing your catchment area. With more services, you can provide entertainment “packages” to increase the duration of the experience and encourage customers to travel further. This could include:

- Climbing walls
- LED dance floors
- Laser room challenges – Laser Maze
- Mini bowling lanes
- Mini climbing walls
- Mini golf



Rock Climbing



Mini Glow Golf

- Arcade rooms
- Redemption games
- Bumper cars
- Indoor suspended rope courses
- Inflatables
- 3D and 4D rides

We understand adding these extra services to your Laser Tag Center may not be feasible. The costs can be exorbitant and the extra space required may not be available.

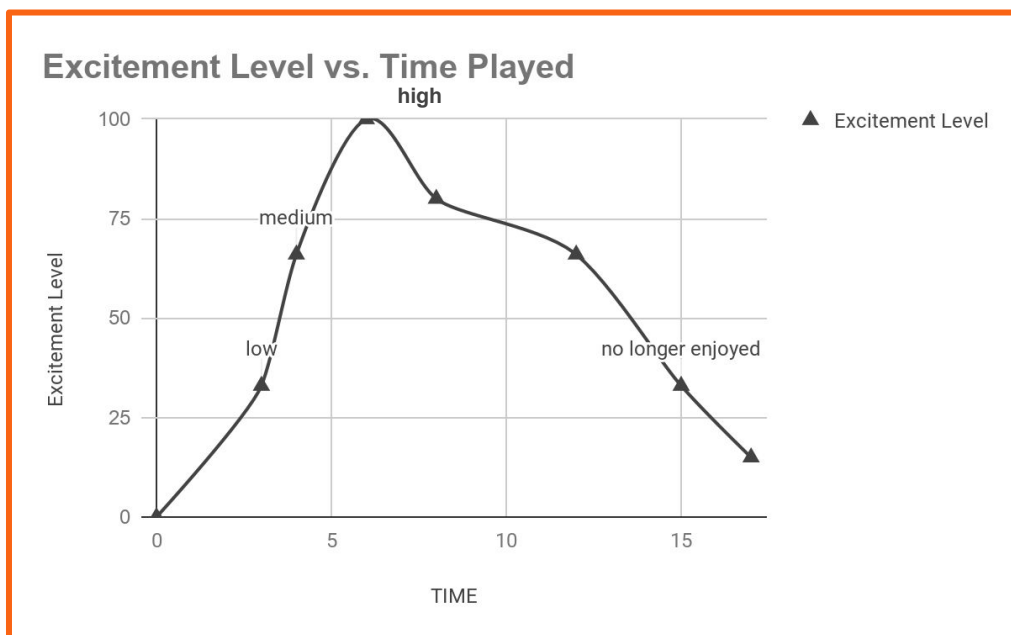
Increasing you Laser Tag game time

Operators love to give customers what they ask for – more game time for the same price. The thought process behind increasing game time is that customers will consider the experience to be good value for money and that they will come back for more.

The Delta Strike team believe this reasoning is flawed for the following reasons:

Declining enjoyment

After 10 to 12 minutes the high octane excitement and exercise, players will need recovery time. The adrenaline high starts to decline after 15 minutes. It's a little like eating a whole container of ice cream, at the end you're no longer enjoying it!



Reduced income/profitability

Doubling game time does not equate to doubling the game price. When your Center is very busy, the income per hour will be greatly reduced.

Delta Strike **strongly** advises using smarter strategies to attract more customers to your Laser Tag Center. These are discussed on the next page.

Repacking Your Games

Packaging Laser Tag games is not a new concept. The basic premise is that the more games that are purchased, the cheaper the price. Delta Strike examines different packaging formats from the perspective of increasing catchment area and maintaining or increasing income.

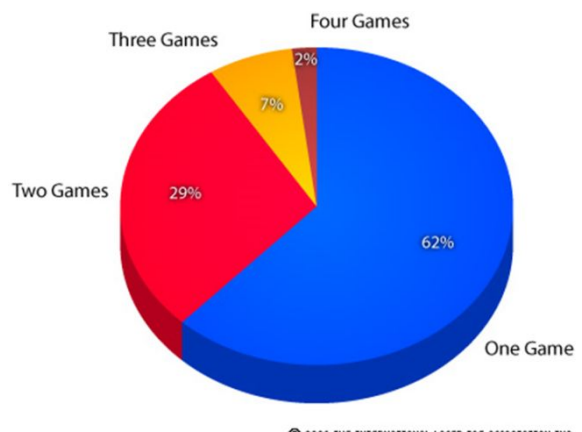
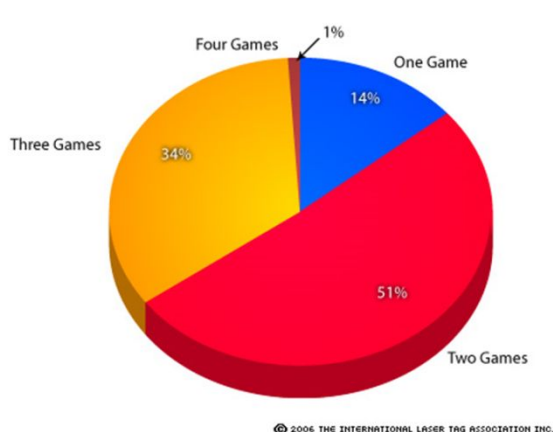
Introducing discounted combo packages

Example A: 4 Games per hour

4 GAMES PER HOUR		
10 Min. Game time 5 min. Changeover time		
	Time	Sample Price
1 Game	15 minutes	\$7.00
2 Games	30 minutes	\$12.00
3 Games	45 minutes	\$15.00

This model provides customers with 15 minutes game time but they are encouraged to buy more than one game by the discounted pricing. By purchasing a package, they will increase the duration of their visit to 30 or 40 minutes, thereby doubling or tripling your current catchment area.

Research into the impact of offering multi-game discounts clearly shows the impact that it can have on the duration of time the majority of customers will spend at a Laser Tag Center.



Reducing game time and/or changeover time

In this model, by reducing the game time by one minute to 9 minutes and reducing the changeover time to 3 minutes, you can significantly increase your potential income by running five games per hour. Using the same scenario as above, customers are encouraged to buy more than one game with discounted pricing, increasing entertainment duration to 24 or 36 minutes, so still impacting positively on catchment area.

Example A: 5 Games or more per hour

5+ GAMES PER HOUR		
9 Min. Game time 3 min. Changeover time		
	Time	Sample Price
1 Game	12 minutes	\$6.00
2 Games	24 minutes	\$10.00
3 Games	36 minutes	\$13.00

A three-minute turnaround is incredibly fast by anyone's standards and Delta Strike advises playing it safe, particularly when first establishing your Laser Tag Center, perhaps by using an 8 + 4 minute combination. As discussed above, due to the way that adrenalin functions,

Laser Tag Centers do not necessarily have to fear the impact of reducing game time. In fact, a well-known standalone Laser Tag Center in the USA utilizes a 7+3 minute format. Rather than the 7 minute game being too short and irritating customers or impacting negatively on catchment area, the Center offers packaged games that provide excellent value for money and most players purchase 2 and 3 game packages, ensuring reasonable entertainment duration. This site also enjoys an excellent trade in arcade and redemption services.

Introducing a break between games

Example C: 4 Games or more per hour- with extended entertainment break

4 GAMES PER HOUR		
10 Min. Game time 5 Min. Changeover time 15 Min. break time		
	Time	Sample Price
1 Game	15 minutes	\$7.00
2 Games/1 Break	45 minutes	\$12.00
3 Games/2 Breaks	75 minutes	\$15.00

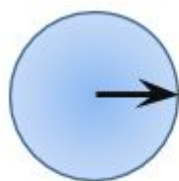
Example D: 5 Games or more per hour- with extended entertainment break

5 GAMES PER HOUR		
9 Min. Game time 3 Min. Changeover time 12 Min. break time		
	Time	Sample Price
1 Game	12 minutes	\$6.00
2 Games/1 Break	36 minutes	\$10.00
3 Games/2 Breaks	60 minutes	\$13.00

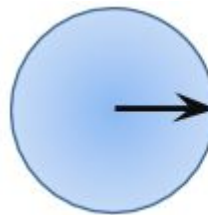
Laser Tag Location

The game times are the same as in 3.3.1 and 3.3.2 above but with a 12 or 15 minute break between games. This model ensures that players have a long entertainment experience at your site for the same price.

In example C, using the standard 15 minute (10+5) game time, a two game purchase plus a break means that the entertainment time increases from 30 to 45 minutes. This is a 50% increase in the duration of the entertainment and will result in a corresponding increase in catchment area of over 100%. The three game package increases entertainment time by 66%, which equates to a 175% increase in catchment area.



Example A,
two game combo (10+5)
D=10km
A=314sqkm



Example C,
two game combo (10+5) with break
D=15km
A=706sqkm

***Example C, including the break,
increases the catchment area by
more than 100%.***

In terms of income, the Laser Tag Center is still running the same number of games plus there are other potential benefits of having an additional group on a break:

The break between games is an excellent opportunity to earn extra income from other entertainment services like arcade and redemption games.

Your center will look a lot busier since your customers stay longer. A rule of thumb for entertainment businesses is that if a center looks popular, it becomes popular.

Implementing Efficiencies

Time Management & Efficiency

Time management is integral to the above strategies for improving catchment area and maintaining or increasing income. Whether you are contemplating reducing changeover and game time or inserting breaks between games (as previously shown in this report), you will need to prioritize efficiency in your business planning.

Reducing changeover time requires your staff and Laser Tag System to be infallible. Introducing a break requires players to come out between each game. Managing this can be quite involved. Tickets are often required to ensure players are going back into their correct game slot. The efficiencies of both staff and the Laser Tag system have to be fine-tuned to ensure players are directed into and out of games quickly and efficiently.



Organizing a Laser Tag game requires flawless systems. 20 or 30 players will finish a game, come into the vesting room, remove their vests and get their scores. As they leave, the next group will come into the vesting room, put their vests on, get final instructions and be sent in for a game. Every minute counts. Every minute is money.

The risk is that delays can add up, resulting in games that are running 20 to 30 minutes late. Any downtime for the arena is lost income. To successfully implement either of the above strategies – shorter changeover times or alternate game play – managing these processes becomes even more critical.

The Delta Strike Team has collated the five key characteristics that they see in the most efficient Laser Tag Centers around the globe. Evaluate your Center against the following to identify areas that may need improvement.

Delta Strikes top 5 areas of focus for a successful operation

Staff

A watertight Laser Tag Center has a reliable team who will be able to help and manage customers in a friendly, yet efficient manner. Critical for Centers operating combo packages is the ability of the staff to upsell, “At the most successful Centers management have instilled an ‘increasing the catchment area mentality’ and you will consistently see staff offering two and three game packages both in person and on the phone,” expands a Delta Strike consultant.

Systems

The flawlessly ran Laser Tag Center has invested in a proven Laser Tag management software system. The system is intuitive and adaptable, able to smoothly process customers, plus in the case of alternate game processing:

- o The system can run a ticketing system to manage breaks.
- o The system has a booking process that automates the one-game-on and one-game-off pattern. An intuitive software package can divide game times into public games and booked games, with booked games used for birthday parties etc. where a break is not required, or needs to be manually entered.

Layout of Rooms: the most efficient Centers that Delta Strike visit are always well designed with briefing and vesting rooms setup to encourage fast throughput. The arena also allows customers to return to the vesting rooms quickly and easily.

Briefing video: the Center will run a briefing video that provides customers with game play basics. A Delta Strike consultant adds, “Astute Centers play the briefing video in the foyer area as well as the briefing room to reinforce the message, giving players a better game experience and subliminal advertising at the same time!” Look for a Laser Tag equipment supplier who provides an informative and professional briefing video with the systems.

Superior Laser Tag Equipment the type of Laser Tag equipment utilized within your Center can make a huge difference to turnaround times. Ensure that the system you purchase maximizes throughput. Take into consideration:

- Auto color selection
- Remote game stop and start
- Vests that customers can take on and off quickly
- Equipment that is simple to use (quick instruction)
- Event based games which encourage quick return to the vesting room
- Fast score uploading, printing and real time scoring
- Reputation for reliability

If you have any questions on how to set up your laser tag business, you can call us direct - simply go to the **contacts** page on our website, www.deltastrike.com and call the sales representative closest to you.

We hope this paper has been helpful and informative. There are many other white papers that can be downloaded free of charge from **Downloads** section of our website.

All the Best,

Doug Willems

CEO

Delta Strike

