

Price and Game times for Laser Tag

How much to charge and how long should a game of laser tag last?

This document will detail some of the considerations regarding the price and game time in laser tag Arenas.

Game time

Game time is really important. The longer you entertain a group of people the further they will travel to go to your centre!
Disney does a great job of this. They entertain their guests for days and people travel across the world to enjoy their services.

On the medium scale, Family Entertainment Centres, which have multiple attractions as well as food and drinks will entertain people for hours. and it is worthwhile for patrons to travel across the city to get there.

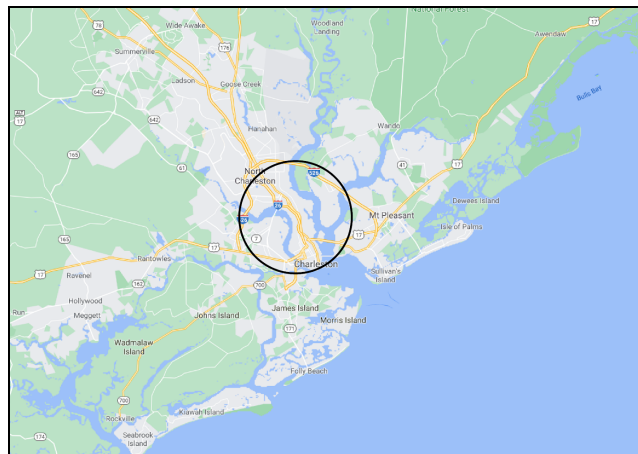
However, as a stand-alone laser tag centre, with one main entertainment service, how do you attract customers from far and wide when a game of laser tag lasts for only 10 or 15 minutes?

How long should a standard game of laser tag be?

Perhaps 20 minutes, or even longer to attract customers from a greater distance 40 minutes?

In actual fact, the sweet spot for laser tag, is a **10 to 12-minute game**. Longer game times can have a detrimental effect on your business.

So there seems to be a discrepancy! On one hand we need a long game time to attract customers from further outreach. On the other hand, game times that are too long can be detrimental to a player's enjoyment. In other words, if someone lives around 10 miles from your site, what's the point of coming in for a short 10-minute game.



Packaged Pricing

We have a solution, This is where packaged pricing comes in...

The trick is to package multiple games together, and then, discount those packages. For example: If a single game is \$12, then two games would be \$16, and three games \$19.

So now most of the time, your guests will be entertained for **24 minutes** and in many cases **36 minutes**.

This is better - however you may still find it difficult to compete with the larger Family Entertainment centres. who can entertain their guests for hours.

Note 1:

This section is aimed at Stand-alone laser tag businesses, since, unlike Family Entertainment Centres, Laser Tag will be the main attraction.

Note 2:

These are examples, not suggestions since suitable pricing rates will vary from region to region. By getting those prices just right, the vast majority of guests will play a 2 game package and many will go for the three-game package.

Alternate the game

An additional technique is to alternate the games your customers play.

For instance, if someone books a double game, then book a different group between their 1st and 2nd game times.

Let's look at an example. If your centre has a game every 15 minutes and a group pays for two games, then you would slot their 1st game in at 1 pm, and their second game would be at 1.30pm.



This way, customers will need to wait between multiple games, which has some great advantages:

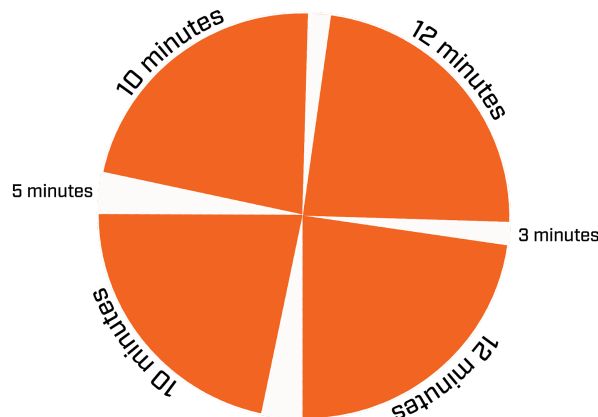
1. Your guests will have time to get their breath back, which is more important than most people realise - more on this later.
2. Guests are more likely to spend money on food, arcades and other services - which is always good for profits!
3. Guests are entertained for longer - which fits the travel further-equation we have been aiming for.
4. Your centre becomes busier and looks like a popular place to go, which very much supports the success breeds success mentality.

How long should a laser tag game last?

As a starting point, we suggest four games per hour.

This means if your games are 10 minutes long, you have 5 minutes to turn a group of players around.

If you have an efficient laser tag product, then you will be able to turn a game around in 3 minutes. Allowing the game time to increase to 12 minutes.

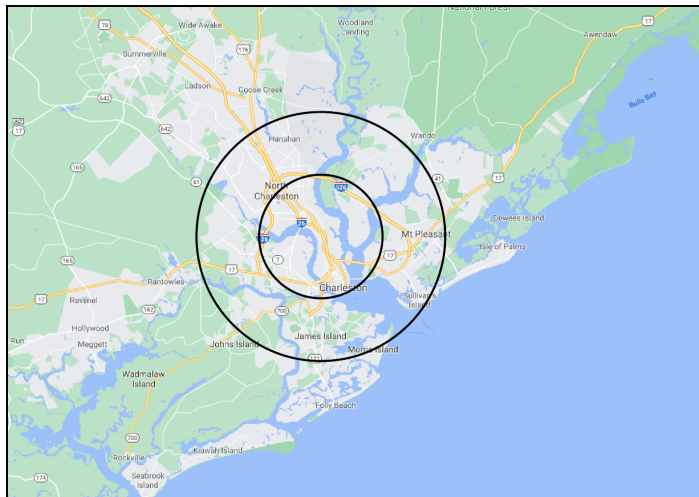


Some final notes:

1) How much effect can increasing entertainment time have on my business. As mentioned earlier, the rule is, increase the entertainment time and customers will travel further to be entertained at your centre.

Let's say we can double the average travelling distance from **10 miles to 20 miles**.

doubling the radius of a circle increases the area of that **circle by a factor of 4**, and the associated customer catchment area will have also increased by 4. Quite a significant factor.

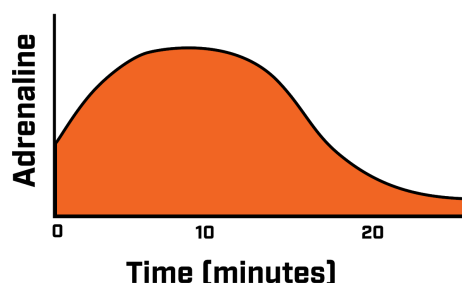


2) Keeping game time short will ensure customers don't get too tired.

If the game time is longer than 15 minutes, your guests will simply get too tired, and I hate to say, a little bored!

The old saying, "**Too much of a good thing**", really does apply in this situation. This is because the adrenaline rush comes and goes and your guests will end their game on the downward curve.

By splitting games into smaller sections, your guests get time to recover, re-group and re-charge.



3) Which is better, 10 or 12-minute games. Customers will always appreciate a longer game for the same price.

However, if you have 4 games per hour and have a 12-minute game, then you will only have 3 minutes between each group.

Many companies successfully utilise a three-minute turn-around time by ensuring;

- a) Laser tag equipment that is easy to use and fully automated.
- b) Great staff, who know how to manage large crowds.
- c) Separate vesting and briefing rooms for better crowd management.