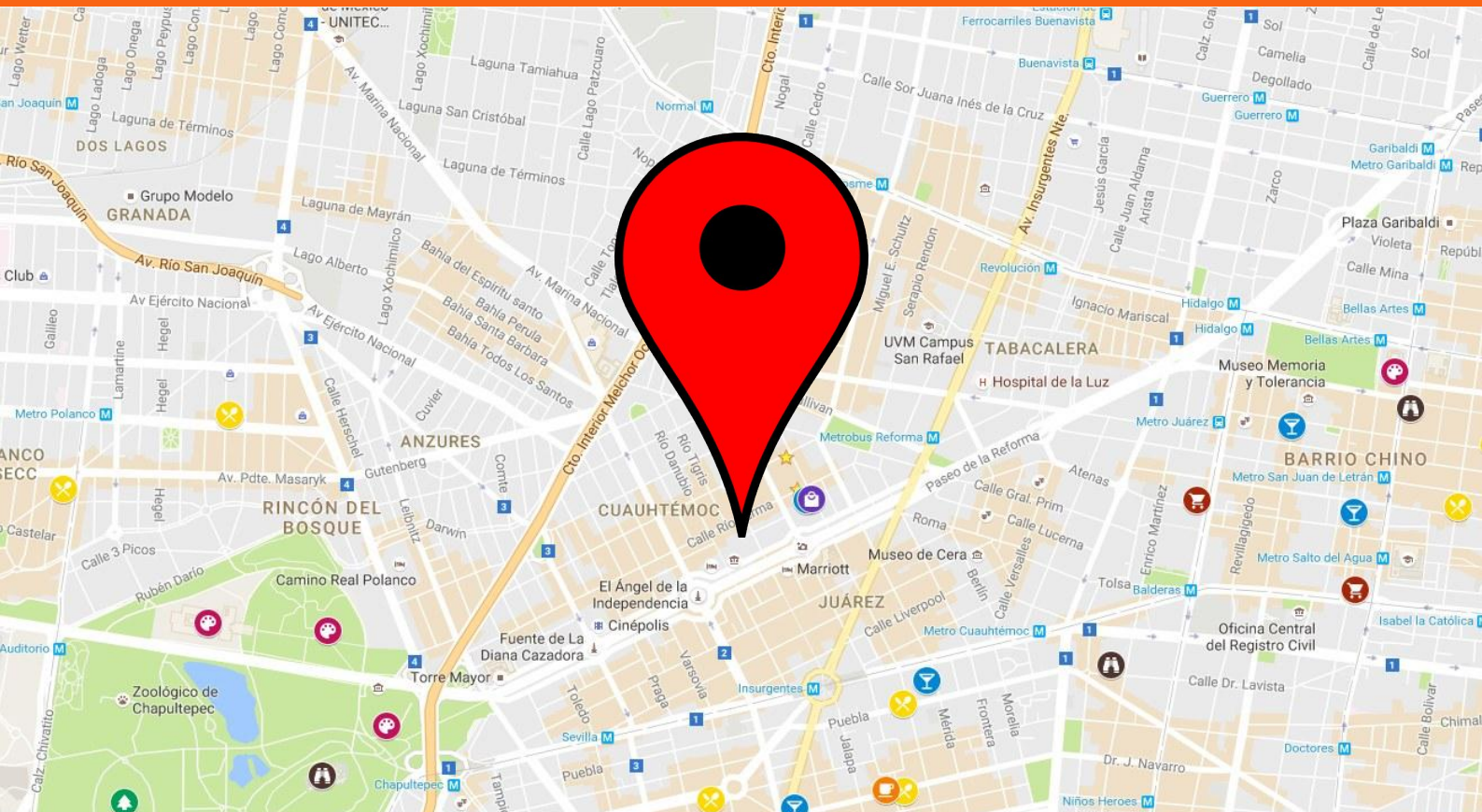




# Building Your Laser Tag: Selecting Your Laser Tag Location



Doug Willems



## Summary

One of the most important decisions a new business owner has to make, is the location. Although every country or city holds its own unique dynamics, there are a number of common considerations that can point you in the direction of success. In this white paper we go through the important factors you must consider when choosing a location for your laser tag center.



## Is there an ideal population size?

The population base surrounding your Laser Tag center can have a huge influence on your success, especially if there is a lot of competition close by.

An unwritten rule of thumb in the Laser Tag industry is that if you have a population of less than 80,000 to 100,000 within a 10 to 15 mile (15-25km) radius; chances are your business will struggle.

**However**, there can be exceptions to this rule:

- You may have a large city close by that brings a high traffic count past your location. This, along with excellent site visibility from busy roads or highways, could make the location viable.
- The location may be a well-established entertainment or tourism destination with a vast amount of multi-entertainment services available within a dedicated area where customers can be attracted from afar.

## Identifying & rating competition

While considering centres of population, we recommend identifying the location of your competition. Consider how the population is distributed around these sites, as well as how near they are located to your own potential site. If it appears that your population share will be limited due to the central or strategic location of the competition, it may be advisable to re-consider the entire project.

When doing your research, visit your closest competitors and rate each competitor on their delivery. Consider the quality of their service, the arena, equipment and add-ons. If it is poor and you know it could be done better, then maybe a location near a competitor could still be successful.

## What about urban areas?

Successful Laser Tag centers can be found in all types of population areas, urban areas are no exception. There are pros and cons to each site and these vary significantly depending on the country and its culture. However, if the right research is conducted in the planning process, you can easily audit your location selection beforehand.



## Shopping Malls

Shopping malls attract a wide range of customers all over the world. Hot and humid countries like parts of China, Malaysia and Dubai for example, tend to favor locating Laser Tag centers within shopping malls. In these countries, malls are the go-to place for social activity, partly due to the cool and comfortable environment.

**A few things to take into consideration to ensure success when locating your business in a shopping mall are:**

### Rent

Securing a reasonable rent rate is an essential part of the success equation and malls may demand high rents.

To reduce rental, keep your arena small and if possible use multi-level arenas to maximize the space. Be aware that many malls require revenue splits from their tenants, effectively increasing rent rates.

### Opening Hours

Malls typically require the tenant to keep to the hours that the mall is open. For instance, late night gaming on Fridays may not be possible if a mall closes at 9.00pm. This problem can often be averted by locating your business close to an alternative exit and arranging for an exemption on following opening hours as part of the lease agreement.

### Foot traffic

Request information on mall usage for comparison purposes. The bigger and busier the mall, the better the chance of success.

# Laser Tag Location



## Industrial Areas

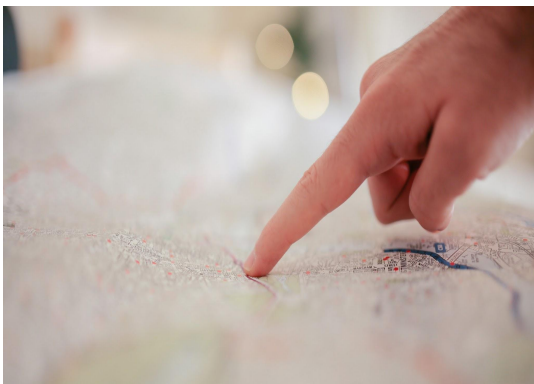
Locating your laser tag center in an industrial area can mean access to cheaper rent rates in districts not too far from the city center. If you can find an area that already attracts other entertainment businesses such as ten pin bowling, ice skating and racing karts then you know the area could very likely work for a Laser Tag business as well.



## Residential Suburbs

Suburbs often have the advantage of being completely surrounded by your ideal customer base - residential housing, full of children and teenagers itching to play Laser Tag.

High visibility locations, which can be costly, are not necessarily required since Laser Tag is a destination based business. Class B real estate has been a successful choice for many centers.



## Entertainment Hotspots

Statistics say that Laser Tag businesses that are located close to other entertainment services, especially non-competitive, will perform better on average. Having other entertainment services close by brings two advantages:

- The market has already proven that entertainment businesses in this location can succeed – that’s why they’re still there.
- Locals are more likely to visit since they already associate the area as an entertainment hotspot.



## Tourist Destinations

Tourist destinations, especially, will very often command a higher rent rate. Containing your Laser Tag business within a modest sized footprint will ensure rents do not stifle profit margins. Multi-level arenas can be a good investment since they can accommodate more players and therefore increase profits. Be warned however, if the tourist market is seasonal, your income will likely follow this trend.



## City Centers

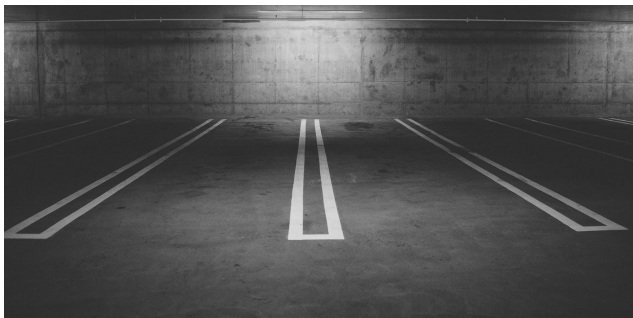
City Center locations are similar to tourist areas in that they command high rent rates. Again, multi-level arenas can help with this. Locating your business close to other entertainment businesses in the city center can also be advantageous.

# Laser Tag Location

## Don't Forget Parking **P**

Good quality car parking is going to ensure your site is easy to access. Ideally, parking facilities will be close to your center and there will be sufficient spaces to cater for the busiest days.

The car parks, as well as the passage to and from the car parks, will be safe and secure for customers of all ages.



You will need to investigate Local Authority or City Council requirements: what is the minimum number of car parks legally required for a Laser Tag center or equivalent?

This will depend on the size of your Laser Tag facility and it is usually based on the maximum number of players per hour on your busiest day.

Every local authority seems to have a different set of rules and unfortunately there are some that will over compensate. The costs in providing extra and often unnecessary car parks can decrease profits to the point where the project becomes uneconomical.

Don't be discouraged by a first ruling. Presenting a well thought-out case to your local authority representative can very often create an excellent case for reconsideration, it just takes persistence.

---

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](http://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

