

# Bowling Offers Lanes of Profitability to Casino Resorts



Bowling makes an exceptional addition for casino resorts by serving the local community and resort guests while generating impressive revenue for investors, according to Adam Saks, chief operating officer at [UltraStar Multi-tainment Center](#) at Ak-Chin Circle in Maricopa, Arizona.

“Bowling is changing the landscape of what a destination casino resort will look like,” said Saks. “We strongly recommend bowling as a vital piece of the puzzle for those casinos who see an underserved entertainment market.” UltraStar at Ak-Chin Circle features 24 lanes of Brunswick bowling, a 12-screen cinema, laser tag, a restaurant and bar, and other attractions. The company will be opening a Multi-tainment Center at Harrah’s Cherokee Casino in North Carolina this fall, which will also feature a Brunswick-equipped bowling center.

Bowling meets unmet needs of the local community, according to Saks.

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“It’s hard to find a more universally appealing activity than bowling,” said Saks. “Bowling is multiplayer, interactive and even collaborative. The physical nature of the action and the excitement of healthy competition all aid in a comprehensive wellness goal the community has for its members. The bowling center is important to our community in many ways. First and foremost, it is a complete departure from gaming. It invigorates the young while energizing the elders. Our bowling center also makes a dramatic impact for the community members’ employment opportunities for those 16 and older.”

The bowling center at UltraStar has hosted tournaments for United Way, the Ak-Chin Indian Community, regional law enforcement and the Special Olympics, all of which are programs the Ak-Chin Indian Community values and supports.

Bowling makes excellent business sense, too.

“In comparison to other attractions, bowling provides a faster return on investment than more complicated and expensive options,” said Saks. “For casinos, bowling centers are lanes to profitability. Bowling provides you with a very low overhead and operating cost. Proper design of a bowling center will allow you to maximize labor for efficiency and ensure a smooth guest service experience.”

And in case you haven’t been bowling lately, Saks is quick to point out that this is not your father’s bowling alley.

“The innovation in bowling products allows the modern bowling center to provide both affordable family fun and an exciting nightclub environment,” said Saks. “We are creating a boutique, cozy and elegant feel where customers can have fun with the entire family by enjoying great food, a full-service bar, a lounge and a state-of-the-art visual experience, all of which drives the length of stay. Also available are meeting rooms for corporate and party events.”

Learn more about bowling’s universal appeal and revenue-generating possibilities by sending your inquiries to [buildacenter@brunswickbowling.com](mailto:buildacenter@brunswickbowling.com). For more information, visit [Brunswick Bowling](#).

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