

Brunswick Bowling is a Great Bet for Casinos

Did you know that bowling generates better-than-average return on investment and exceptional cash flow? It's also a great way for casinos to bring in additional foot traffic, lengthen visitor stays, diversify their customer base, and drive repeat visits.

'Hybrid' centers are currently the fastest growth segment for new center construction. The hybrid bowling entertainment center combines bowling with a multitude of complementary entertainment venues, ranging from arcades to laser tag to other indoor attractions. Hybrid centers typically feature two distinct bowling venues: a more traditional family entertainment area, featuring a larger number of lanes, and boutique bowling, usually a more private room with a smaller number of lanes. Industry research shows that, with the significant annual revenue generated by larger bowling entertainment centers, many centers realize an impressive return on their invested capital within the first year. The actual revenue per square foot for any facility will vary depending on the entertainment mix and other factors.

“Bowling helps casinos attract visitors, lengthen stays, and drive repeat visits.”

That's why it's important to choose a strategic partner that has a depth and breadth of experience combined with staying power and ongoing support. With more than 125 years of experience, and products installed in more than 70 percent of the world's bowling centers, Brunswick Bowling Products is the best-known and most-trusted name in the game—adding value to every aspect of the business.

Brunswick is the partner of choice for Native American casinos looking to diversify their entertainment offerings and increase traffic and revenues. With Brunswick, you can design a bowling center that provides exceptional benefits to the community:

- Great year-round entertainment for all ages
- Job creation and employment opportunities
- Increased tax base
- Anchors and promotes development of additional businesses
- Draws visitors and revenue from surrounding areas
- An excellent venue for fundraisers, charity and community events
- Opportunity to attract corporate group events
- Wholesome family fun



Brunswick knows that getting into the bowling business can be challenging, so we're here to do the heavy lifting for you. We designed the [Brunswick Build-to-Bowl program](#) for organizations that don't have experience with planning or constructing a bowling center. It's a single-source solution, providing all the services needed from the earliest planning stages right through project completion, including help with site selection and analysis, interior design, product installation, marketing, and operations.

Brunswick has established long-term strategic partnerships with the most prominent names in the industry to assist with everything from facility design, financing, and construction to amenities such as waterparks, laser tag, food service, arcades, billiards, and more. Our recommended, experienced, qualified industry consultants help make the planning and construction process smooth.

Brunswick's product line includes synthetic lanes, pinsetters, pins, masking units, furniture designed for every venue of your bowling facility, and Sync[®], a fully integrated, cloud-based scoring and management, marketing, and POS system. Brunswick also carries a full line of bowling's best balls, shoes, apparel and accessories.

No matter what assistance is needed to get the most out of a new bowling center, investors can count on Brunswick to deliver state-of-the-art products and exceptional service.

Visit Brunswick at www.brunswickbowling.com/casino/.

Brunswick[®] Experience is Everything.