

Experts Recommend Brunswick-Equipped Bowling Centers To Attract More Visitors



As the gaming industry matures and becomes more competitive, casinos are looking for expansion elements to complement existing programs. There's also pressure on tribal casinos to diversify their offerings and create revenue streams that are not dependent on gaming.

"Most casinos reach a point where they want to expand in order to increase the length of stay, attract new demographics, entice business groups, or offer more amenities to the tribal community," said Mike Long, senior vice president, consulting, at Trifecta Management Group (TMG).

TMG has helped casinos successfully expand existing facilities to become entertainment hubs, with bowling, full-service food and drinks, arcade, billiards, laser tag, movie theaters, water parks, and more. The company provides full-service and a la carte consulting, from market feasibility studies to menu development to staff training and more.

Long recommends bowling as a great way for casinos to entice new visitors and differentiate themselves.

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"Bowling is a great complement to an existing facility because it's something everyone can do," said Long. "Bowling is inexpensive, easy, fun, competitive, and participatory. Everyone is familiar with it and knows how to play, compared to other more obscure gaming options."

All of which makes the sport appealing to a wide variety of people. The bowling center atmosphere attracts families, an attractive segment for casino developments. With

bowling, casinos are able to meet the long-term needs of their markets by offering distinct entertainment options to a broader consumer base.

In fact, bowling is the number one participatory sport in America, with 70 million people bowling each year, according to an industry study. Bowling centers are also the number one choice of venue for children's birthday parties.

Brunswick is TMG's preferred bowling equipment supplier. "Brunswick is the most well-established bowling supplier in the world," said Long. "Brunswick has a long history of product development innovation and excellent customer service. The people who work there have been in business for years and are well connected in the industry."

For casinos in more remote locations, the addition of a bowling-anchored restaurant entertainment center provides a new destination chock full of fun activities for the local community, and it makes the trip more worthwhile for visiting guests. Bowling is also attractive to the desirable corporate market.

"Bowling and games are great for attracting business clients who want to host 'office Olympics,' interdepartmental competition, teambuilding activities, and parties," said Long.

And bowling is a particularly profitable addition. "Because of the square footage and equipment involved, it's not a small investment, but it yields a big return on investment," said Long. Bowling is also recession-resistant; historically, retail bowling outperforms other retail businesses in bad economic times. Learn more by visiting <http://www.brunswickbowling.com/casino/>.