

# *BOWLING IS*

**THIS,**

# THIS,





**AND THIS**

**AND  
ALL  
THIS.**

## **FOOD AND BEVERAGE DRIVER**

49% of participants purchase food while bowling.

## **BOWLING OVER BIKING**

Millennials in America bowl 2X more than they bike.

## **MOM'S CHOICE**

49% Of bowlers are female. Plus, moms help decide family activities—and they often choose bowling.

## **RECESSION RESISTANT**

Bowling typically outperforms other retail businesses during bad economic times.

## **CASH BUSINESS**

Bowling has no receivables and very low inventories.

## **LONG-TERM VALUE**

Bowling centers operate for generations.

## **LIFELONG RECREATION**

Both a 9-year-old and a 90-year-old have bowled 300s.

## **HIGH EBITDA**

Well-managed facilities provide above-average earnings.

## **REVENUE ROLLS IN**

After the initial investment, a bowling business requires little working capital.

## **\$10 BILLION**

Bowling is a \$10 billion industry with global economic impact.

## **OPERATING LEVERAGE**

With a high margin and low fixed and variable costs, bowling revenue quickly flows to the bottom line.

## **MASS APPEAL**

Bowling is the #1 participatory sport in the U.S.

IT'S 110

MILLION.

That's a lot of people who bowl each year—in over 150 countries worldwide. Companies are looking for venues and activities for their corporate events, and millennials are seeking experiences over goods.

Bowling is the perfect fit. It's a social gathering and group activity, which means adding bowling as a business opportunity perfectly positions you to profit from these global trends.

IT'S YOU

AND US.

Adding bowling to your business creates a more diverse customer group that stays longer, spends more, and keeps coming back.

With our industry-leading knowledge and turnkey solutions, partnering with Brunswick will help the development of your center run smoothly, from groundbreaking to grand opening.

***WE DO  
IT ALL,  
AND WE  
DO IT  
WELL.***

**PINS, BAGS, FURNITURE, BUYING, EVENTS, M  
UNITS, LANE MAINTENANCE, PARTS, PINSETT  
SCORING SYSTEM, ARCHITECTURE, ENGINEER  
BUDGETS, MANAGEMENT, FOOD AND BEVERAG  
CUSTOMER SERVICE, MARKETING AND EVENT  
ENTERTAINMENT, SITE SELECTION, ANALYSIS,  
MASTER PLAN, INTERIOR DESIGN, CONSTRUC  
ADMINISTRATION, THEME, RENTAL SHOES, BO  
BUSINESS PLANS, PROJECT PRESENTATIONS,  
CONSTRUCTION CONTRACT, SUBCONTRACTOR  
AND UNION NEGOTIATIONS, PRODUCT INSTALL  
GRAPHIC DESIGN, BANK LOAN AND CONSTRU  
APPROVALS, KITCHEN DESIGN AND CONSULTI  
VENDOR ADMINISTRATION AND MANAGEMENT**



# BUILD

# TO BOWL

We do what it takes to conceptualize and implement your development process. From coming up with a plan and scouting locations to breaking ground and ribbon cutting, we're the only partner that does it all and makes it all. We'll even help you find the right vendors and contractors to work with, because we're the one-stop-shop for getting your bowling center built faster and easier than you ever imagined.



## FEASIBILITY AND PLANNING: 5 - 8 MONTHS

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- Financial Benchmarks
- Center Type Selection
- Demographic Survey
- Business Plan Creation
- Market Survey
- Product/Service Selection
- Financial Projections



## CENTER DEVELOPMENT: 7 - 18 MONTHS

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- Alliance Selection
- Construction
- Management Planning
- Marketing
- Site Selection
- Training
- Architectural Design
- Grand Opening

# CINEMA

Customers heading to the movies are ready for a night out, and adding bowling to a cinema encourages longer stays and more spending. Whether it's before the lights dim or after the credits roll, bowling extends the night—and the profits.

## SPECS

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### FILM ALLEY WEATHERFORD, TX

24 total lanes including 8 VIP lanes

Sports bar and grille

Interactive arcade

Party and event rooms

Movie theatres

> [See our Cinema gallery](#)



# FEC

Family Entertainment Centers draw in larger crowds like birthday parties and corporate events, which makes bowling a perfect addition to a FEC. Bowling entertains larger groups easily, creating revenue from lane and shoe rentals as well as food and beverage orders.

## SPECS

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### BOONDOCKS FOOD & FUN PARKER, CO

32 total lanes including 8 VIP lanes

Go-karts

Laser tag

Bumper boats

Arcade

Miniature golf

> [See our FEC gallery](#)



👑 Brunswick New Center Development

## RESTAURANT & BAR

Bowling is attractive to a younger audience. Adding bowling to a restaurant or bar creates revenue from food and drink orders by encouraging customers to stay longer, spend more, and keep coming back.

### SPECS

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#### URGE GASTROPUB & COMMON HOUSE SAN MARCOS, CA

8 lanes

Fine food

Craft drinks

Two banquet-style party rooms



> [See our Restaurant & Bar gallery](#)

# RESORT & HOTEL

Guests staying at hotels and resorts are ready for fun, which means adding bowling creates another lane for increased revenue. Bowling provides venues for corporate events, and gives guests another reason to stay on the property, which encourages both business travelers and families of all ages to stay longer and spend more.

## SPECS

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### THE BROADMOOR COLORADO SPRINGS, CO

6 lanes

Full resort experience

Spa

Restaurants

Hiking

Horseback riding

Zip lines

> [See our Resort & Hotel gallery](#)



# CASINO

As casinos aim to diversify their offerings to appeal to a wider range of customers, bowling becomes a perfect solution: a family-friendly way to keep the fun going for whoever's playing.

## SPECS

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### ULTRASTAR AK-CHIN MULTI-TAINMENT CENTER MARICOPA, AZ

24 lanes

Casual dining

21+ lounge

Arcade

Laser tag

> [See our Casino gallery](#)



A close-up photograph of a person's hands holding a red bowling ball. The person is wearing a blue long-sleeved shirt. The background is a blurred bowling alley with other people and bowling lanes. The text 'LET'S GET ROLLING.' is overlaid in a large, bold, orange-to-red gradient font.

# LET'S GET ROLLING.

***MORE  
QUESTIONS?***

Let's talk. To request a New Center  
Investment form and Comprehensive  
Planning Guide, get in touch at:

[buildacenter@brunswickbowling.com](mailto:buildacenter@brunswickbowling.com)

**Brunswick**<sup>®</sup>  
Experience is Everything.