

Center Triples Revenue with Bowling



Is it worth it to add bowling to your FEC? Just ask Brad Little of HeyDay Entertainment in Norman, Oklahoma.

“Our revenue has more than tripled since we remodeled with bowling,” said Brad Little, who owns HeyDay along with his wife, Keri, and Trey and Tracy Bates. “To say that bowling has had a huge impact on our business would be an understatement.”

HeyDay expanded in 2014, installing a total of 24 Brunswick lanes—eight oiled cherry lanes in an adults-only lounge upstairs, and 16 lanes downstairs. The investment started paying off immediately.

“It’s not unusual for us to have a two- to three-hour wait to bowl on the weekends when the weather is colder,” Little said. “And while people are waiting, they’re spending money at the arcade, playing mini-golf, and eating in the restaurant.”

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Once HeyDay decided to add bowling, Brunswick was the obvious choice.

“Brunswick is the premier bowling equipment supplier,” said Little. “We didn’t want to cut any corners, so it was an easy choice. Beyond Brunswick’s equipment and bowling expertise, we tapped into their network of alliances for help with operations, architecture, and design. The team created a truly first-class venue.”

Brunswick is an invaluable resource for proprietors who are considering [modernizing an existing bowling center](#) or just [getting started in the bowling business](#), offering help with everything from market research and business plan development to complete installation of the industry’s best equipment.

Little remains pleased with Brunswick’s product line, including the [Sync™ Scoring and Management System](#).

“We love how user-friendly and inviting the Sync interface is,” he said. “The updated graphics and games—especially Angry Birds Bowling and HORSE—are very popular with our guests. And the equipment is super user-friendly and eye-catching.”

Initial renovation plans called for including 12 lanes in the renovated center. But when a tornado destroyed the bowling center in a neighboring community, plans quickly changed to accommodate 24 lanes and ensure that the business was right-sized for the market.

“Our goal was to make the center more upscale and adult-oriented, and to create an experience that you’d otherwise have to travel to the west or east coast or a major city for,” said Little. “With help from Brunswick, we definitely achieved our goals.”

In addition to bowling, HeyDay attractions include laser tag, arcade, redemption, laser maze, ropes course, mini-golf, and private party rooms. Guests enjoy food and drinks at Revolutions, the adults-only lounge upstairs; the Boomerang Grille; and DoubleDave’s Pizzaworks.

Find out more about how you can [increase profits and revenue with bowling](#).

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