



## TOP 6 REASONS TO BRING DUCKPIN SOCIAL TO YOUR VENUE

Whether you've got a sprawling, multi-attraction family entertainment center or a small neighborhood pub, the goals are the same: to attract new customers, keep guests onsite longer (and spending more), and encourage repeat visits. Finding the just-right attraction can allow you to tick all those boxes.

Duckpin Social is a proven revenue-generator that's bursting with personality. It's the bold new attraction that delivers all the advantages of bowling in far less space, making it ideal for FECs as well as social clubs, bars, restaurants, breweries, resorts and hotels—anywhere space is at a premium.

With Duckpin Social, Brunswick delivers the full bowling experience (and all the benefits) in just a third of the space, with a game that's more approachable and accessible than traditional bowling. Duckpin Social appeals to the growing 'competitive socializing' and 'eatertainment' expectations of today's consumers while building revenue, thanks to its proven ability to drive food & beverage sales, increase dwell time and build guest loyalty.

### HERE ARE JUST SIX OF THE MANY REASONS TO CHOOSE DUCKPIN SOCIAL AS YOUR NEXT ATTRACTION:

#### 1. Small Footprint Fits Any Space

Duckpin Social delivers maximum fun (and revenue) in a mere 1/3 of the space required for standard bowling. Lanes can be installed in as little as 31 feet, compared to standard bowling lanes which require a minimum of 90 feet. Because Duckpin Social commands a premium price, the average revenue per square foot is 3x higher than traditional bowling—without including food & beverage sales!

#### 2. Extend Guest Visits

Duckpin Social keeps guests at your venue longer, leading to increased spending. Because the average Duckpin Social venue has a limited number of lanes and demand outweighs supply, operators can build revenue-enhancing wait lists. Waiting customers spend money in other parts of your facility, increasing total spend and total dwell time.

#### 3. Foster Guest Loyalty and Encourage Repeat Visits

With hundreds of entertainment options to choose from, today's guests are looking for social, engaging experiences; Duckpin Social provides these and more, with entertainment that builds loyal customers. It's easy for guests to love Duckpin Social, since it's accessible to anyone while encouraging friendly competition between friends, family or work groups. Duckpin Social makes it easy for customers to enter their data to automatically feed your marketing database, allowing you to keep your brand top-of-mind.

*"We have customers who come back just to play Duckpin Social, because they couldn't get on a lane the first time they were here. All different segments of guests love it. Families, young couples, groups of 30-somethings, groups of 50-somethings...you name it, they all enjoy Duckpin Social! It's easy to maintain and is so popular we have no trouble charging a premium for the experience."*

**Melissa Barnes**  
Director of Parties and Attractions,  
The Workz on the Riverfront



#### 4. Boost F&B Sales

Duckpin Social is an excellent driver of food & beverage sales. With a typical group including four to six players engaged for at least an hour, the probability of consuming F&B is high. For every dollar of bowling revenue spent, consumers spend another \$1-\$9 on food & beverage. Patented Brunswick technology lets customers purchase menu items using on-lane scoring tablets, self-service kiosks, and even their own mobile device. By making it easy for customers to order any way they choose, Brunswick leads the industry in driving ancillary revenue through bowling.

#### 5. Appeal to All Ages with a Social, Interactive, Approachable Attraction

Like bowling, Duckpin Social appeals to all ages, and it's a game everyone knows how to play! Duckpin Social delivers all the fun of bowling in a more approachable manner. Perfect for date night, family outings, team-building and corporate events, Duckpin Social provides a social, interactive experience including unmatched digital features. Customers use the bowler scoring tablets to choose different games and themes, and even incorporate their own photos into their bowling game—making their experience at your facility extremely memorable.

#### 6. Exceptional Profitability and ROI

Duckpin Social entices customers to spend more time and money onsite, offering proven profitability through enhanced food and beverage sales and higher charges than traditional bowling. Enjoy an exceptional return on investment with a swift payback period (typically under 12 months). Because there's no inventory or cost-of-goods associated with bowling, almost all of the income falls to the bottom line. In fact, most proprietors enjoy a five-year ROI of well over 300%!

#### BRUNSWICK MAKES IT EASY

Like all Brunswick products, Duckpin Social comes with the industry-leading installation, training, 24/7 tech support, service and warranty from the biggest name in bowling. Our experts are ready to consult with you to seamlessly integrate Duckpin Social to achieve your operational and business objectives.

Find out how Duckpin Social can help you maximize revenue per square foot while providing an exceptional guest experience that attracts new customers, keeps them longer, and gets them returning more often.

**VISIT [WWW.BRUNSWICKBOWLING.COM/DUCKPINSOCIAL](http://WWW.BRUNSWICKBOWLING.COM/DUCKPINSOCIAL) TO LEARN MORE.**