

ARCADE GAMES ADD FUN & REVENUE TO SKATING RINKS



ADDING A NEW POINT OF ENTERTAINMENT

Executive Summary

Opened in 1973, Playland Skate Center is the largest (27,500 square feet) skating rink in Austin, TX. The popular skating center offers birthday parties, private parties, skate lessons, corporate events, fundraisers and field trips.

Challenges

Playland Skate Center had been searching for another point of entertainment that could be both profitable and simple for guests to use alongside the large skating rink.



How Betson Helped

Betson prepared a selection of high earning games that would work best for their customer base in the roller skating industry. Betson also helped Playland Skate Center transition from outdated and time-consuming coin operated mechanisms to a card reader system on each game. The card reader system allows guests to not only easily reload their card, but also saves time on counting tickets at the prize counter.

Some of the games that were placed include:

- **Teenage Mutant Ninja Turtles** (Raw Thrills)
- **Quik Drop** (Bay Tek Entertainment)
- **Crazy Tower** (Adrenaline)
- **Down the Clown** (ICE)
- **Space Invaders Frenzy** (Raw Thrills)

Results, and Return on Investment

With a mix of different types of games (including video, redemption, merchandisers and more) along with the addition of the card reader system, the large skating center saw an increase in revenue and foot traffic in the game room area. Playland Skate Center plans on continuing to purchase games from Betson as well as keeping up with the latest trends in the industry.

Teenage Mutant Ninja Turtles
by Raw Thrills



“Shipping was fast. Our sales rep was great with helping us get started - very knowledgeable on the games and responded very quickly.”

- Stephanie Moxley, GM