

CASE STUDY AQUARIUMS



SCAN ME

BECOMING MORE THAN AN AQUARIUM

Creating profits from extra space.



EXECUTIVE SUMMARY

Ammon Micah and the team at Family Fun Group have two popular aquariums in Texas - The San Antonio Aquarium and the Houston Interactive Aquarium & Animal Preserve.

The San Antonio Aquarium provides children and families access to the excitement and learning opportunities of the ocean without the long trip to the coast. The Aquarium offers multiple educational programs and events for kids, including a behind-the-scenes tour for those curious about what it takes to keep an aquarium in good working order.

The Houston Interactive Aquarium & Animal Preserve is an exciting adventure for children and adults alike, featuring thousands of sea life and exotic animal species.



“The San Antonio Aquarium arcade paid for itself in the first 12 months.”

*Ammon Micah, Owner
Family Fun Group*

CHALLENGES

Ammon Micah and his team at Family Fun Group wanted to utilize the extra space in both aquariums but had trouble coming up with a profitable solution. Finding the right financing solution was also a top priority.

SOLUTION PROCESS

The Betson team worked with the layouts in each location to determine the optimal mix of the latest and most popular arcade games. With the help of Betson's in-house financing programs, Family Fun Group was able to add a game room without having to access its budget all at once.

Some of the games that were placed include:

- Lane Master from UNIS
- Super Bikes 3 from Raw Thrills
- Willy Crash from Bay Tek Ent.
- Centipede Chaos from ICE



RESULTS, AND RETURN ON INVESTMENT

The team at Family Fun Group made a 100% return on investment that paid for the arcade games in the first 12 months of purchase in both the San Antonio and Houston locations.

Ammon and his team were satisfied with how fast the game rooms were put together and plan on using Betson when the game rooms need a refresh.