

CASE STUDY *BOWLING CENTERS*

EXPANDING THE EXPERIENCE

How Emerson Lanes Attracted New Customers with an Arcade Upgrade



THE OPPORTUNITY

Emerson Lanes, a family-owned bowling center with over 50 years of history, was looking for a way to expand its appeal beyond traditional bowlers. With no specific challenge driving the change, the team was motivated by a vision to grow and stay relevant.

THE SOLUTION

After a referral, Emerson Lanes partnered with Betson to design and install a new arcade game room and redemption center. Betson's extensive selection of games, appealing prize options, and strong customer service made them the clear choice.



“Adding an arcade has helped us reach people who may not have visited us otherwise.”

*Jerry Lorenze, Owner
Emerson Lanes*

IMPLEMENTATION

Betson supported Emerson Lanes throughout the entire process—from layout design to opening day. The eye-catching arcade added a new dimension to the entertainment center and helped the team roll out new package deals combining bowling and arcade play.

Some of the games that were placed include:

- Godzilla Kaiju Wars VR (Raw Thrills)
- Fast & Furious Arcade Motion (Raw Thrills)
- Wicked Tuna (UNIS)
- Taj Mahal Mini (Smart)
- HYPERpitch (LAI Games)



THE RESULTS

Increased Revenue: Emerson Lanes saw measurable revenue growth following the arcade launch.

New Customers: The arcade attracted guests who hadn't previously visited the bowling center.

Positive Feedback: Staff praised Betson for back-end support and continued service.



WHAT THEY'RE SAYING

"Betson is an invaluable asset if you are looking to diversify and expand the services of your center. We are very pleased with the overall look of our new arcade, from the layout to the games to the redemption center."

— Jerry Lorenze, Owner, Emerson Lanes

