

# 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 bowling alley. The center wanted to understand how they can grow their business and attract younger bowlers.



### THE SOLUTION

Based on a referral, Emerson Lanes reached out to Betson to understand the value that a game room could bring to the facility. After a consultation and site survey, the Betson team identified the potential game room and redemption center design that would attract customers and increase the time guests spent at the facility. Betson and Emerson worked together to identify games and prizes that would provide the best experience for bowlers while generating increased revenue for the location.



*“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 with CAD drawings to installation and support up to opening day. The new arcade added another entertainment option for guests and helped the team introduce package deals that combined 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.



## IN THEIR WORDS

"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

