

**The 3 Most Dominant Trends  
In the  
Family Entertainment Center Business**

*...these 3 trends could make or break you!*

**This report is brought to you by...**



**When it comes to laser tag the choice is  
LaZer Runner...**

**Number one in systems sold for  
*12 consecutive years!***

# *The 3 Most Dominant Trends* In the Family Entertainment Center Business

## **TREND #1...**

### **Bowling Centers are becoming FECs**

Are they ever! It's difficult to find a bowling center that offers just bowling any more.

**FACT:** Entertainment centers that offer only ONE entertainment option, no matter what it is, have a higher rate of failure than FECs that offer a varied entertainment mix.

This trend has been embraced by the majority of the corporate leaders in the bowling business. From extensive arcades, to climbing walls, birthday party rooms, meeting facilities and other attractions, bowling centers are expanding their choice of entertainment to attract and keep a wider audience. (Bowling is still the main attraction, however.)

Many bowling centers have successfully added a LaZer Runner Laser Tag System to their facilities over the years (largely because of Trend 3 below). The results have been very acceptable!

For info about how much revenue LaZer Runner would generate for an average bowling center...

[CLICK HERE](#)

Now, independently owned centers are following the lead. The interest continues to increase. **This is a strong trend!**

Bowling centers are one of our largest markets. In the last several years alone, LaZer Runner has installed 39 systems in both new bowling centers and renovations of existing centers. We expect this trend to increase in 2006 based on the number of installations that we already have confirmed for 2006 and the number still on our drawing boards.

Stacy Karten wrote an interesting article about this trend in Bowling Center Magazine. [CLICK HERE](#) to read what he said.

Another reason that bowling centers are adding LaZer Runner systems to their facilities is because it can be played by the whole family. It also attracts a very valuable demographic that is the topic of the next trend.

## **TREND #2...**

### **Tweens Rule**

The exploding Tween population (children between the ages of 8 and 14) is one that every entertainment center has taken a keen interest in. These children are the offspring of the boomer generation and have been raised as consumers.

Tweens are as influential as their parents when it comes to determining where money will be spent.

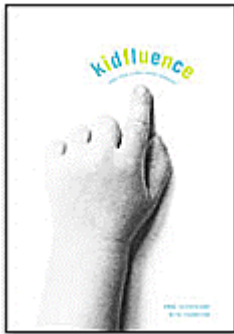
Following is an article about Tweens written by an expert...

## Tweens Take Over: Y Generation is the Hot Demographic

Since the 1960s, baby boomers have been credited for driving many sectors of the economy. Now, as this demographic ages, marketers may have found a new engine, the Tween market, that will drive the economy throughout the next half century. Generally defined as children between the ages of 8 and 14, Tweens are ready to become as influential as their boomer parents by all estimates.

The subject of a flurry of books over the last five years, Tween spending is pegged in the billions of dollars.

Author and consultant Anne Sutherland believes Tweens are much more than simple cash cows. They are sophisticated, savvy and influential.



"Tweens have been raised as consumers," said Sutherland, co-author of the book *Kidfluence: The Marketer's Guide to Understanding and Reaching Generation Y—Kids, Tweens and Teens* and partner of the consulting firm **Planning Ahead Inc.** "Their buying behavior will be important as they become adults because they are part of the new North American population bulge. Their size alone will impact the marketplace."

This impact, Sutherland notes, comes in two ways. Thanks to allowances, birthday money, generous grandparents and other sources, Tweens have a significant disposable income of their own. Secondly, Tweens influence family spending patterns both subtly and directly every day.

"They are a very vocal group," Rice said. "They tell you exactly what they do and don't want. Parents don't want to buy something their kids don't want."

"Families are busy and kids are being involved in things more and more," Rice continued. "They influence the family car, what food you are going to buy. Families decide where they want to go on vacation together."

Rice believes some of this consumer culture is behavior learned from parents.

"It's also everybody's love of gadgets," she said. "Teens and Tweens see their parents getting new gadgets and they want new gadgets too."

"As long as we live in a commercial, consumer oriented society, not surprisingly, they will act in a commercial, consumer oriented way," agreed **Paul Kurnit**, founder and president of **Kidshop**.

And Sutherland argues it goes beyond gadgets.

"Our research shows that over 60 percent of Tween boys make their own choices for fast food and over 70 percent of boys and girls at age 13 make their own clothing choices," she said.

Companies are learning to exploit the Tween group by building identification at a much earlier age than ever before, Sutherland says.

"General Motors believes that boys under 10 know what cars they want to drive when they

graduate to driving status," she said. "Banks who encourage Tweens to deposit and invest with them will benefit as the Tweens age and their financial needs expand. Clothing retailers are looking for ways to grow with their Tween base to capture their style dollars as teens and young adults.

This branding is something Kurnit believes to be a very strong marketing opportunity.

"Brand is very powerful with kids, and if you can build brand, you can build price," he says. "I think you want to get to them when they're eight or nine. You want to get to them at the cusp of Tweendom."

This long-term loyalty is something Sutherland believes is critical to future success.

"Companies who develop a positive relationship with this group will be better positioned for future success," she said.

Most marketers agree that the rise of Tweens is indeed much more than a fad, and that they will continue to be an important target for marketing dollars.

"I think they have much more influence at an earlier age, and they can wield that power," Rice said. "And they are going to continue doing that throughout their lives. They are learning to be savvy consumers and that is going to be very important."

**Writer's Bio:** Paul A. Paterson is a freelance writer living and working in Southern Ontario. He has worked for, among other publications, an Ontario based family magazine and a start-up online service. His household includes four children, three cats, a dog and one wife.

**NOTE:** LaZer Runner is the #1 asked for attraction for Tween birthday parties! Nothing attracts the Tween & teen demographic like LaZer Runner.

### **TREND #3...**

#### **More Infrared laser tag providers will leave the business**

Many family entertainment centers that offered old-style infrared laser tag systems have gotten rid of them.

They were hampered with unreliable, high-maintenance old-style infrared equipment that broke down constantly. They were faced with refunding money and handling unhappy customers.

If you operate this kind of equipment, you know exactly what I'm talking about.

We've been warning everyone for years to avoid infrared laser tag systems because...

- Infrared laser tag systems are unreliable.
- Infrared laser tag systems require lots of expensive maintenance.
- Infrared laser tag systems are more fragile.
- Infrared laser tag systems are very inaccurate.

Many entertainment center owners who were thinking of purchasing old-style infrared laser tag systems listened to our warnings. They are glad that they did.

Here's why...

Over the years, many manufacturers of old-style infrared laser tag systems have "left the marketplace." (How politically correct is that statement.) When we introduced our super-reliable **i-LDT technology** and coupled it with fiber optic sensors, we inadvertently made all infrared laser tag systems OBSOLETE.

We didn't intend to do that – it just happened.

Sorry.

If you are thinking of purchasing an infrared laser tag system...

## STOP!

Carefully rethink your decision!

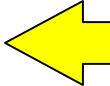
The trend away from this unreliable and maintenance-prone equipment is a very strong one and will continue.

### Important Note:

Never purchase an infrared laser tag system.

Never.

**i-LDT** ([intelligent Laser Data Transmission](#))  
has made infrared laser tag systems obsolete!



**CLICK HERE**  
to learn more  
about i-LDT  
technology

More and more of our customers are past owners of old-style infrared equipment.

Owning LaZer Runner equipment has eliminated most of their maintenance problems and expenses. And that means happier guests and more money in their pockets!

Sincerely,



Kenn Schurek - Founder  
LaZer Runner Laser Tag Systems

Call our office and speak to **Paul Savard** at **780-496-9058**.  
He'll send out a **FREE FACT KIT** stuffed and packed with  
all kinds of info on laser tag.

Or [\*\*CLICK HERE\*\*](#) to order the FREE FACT KIT online.