

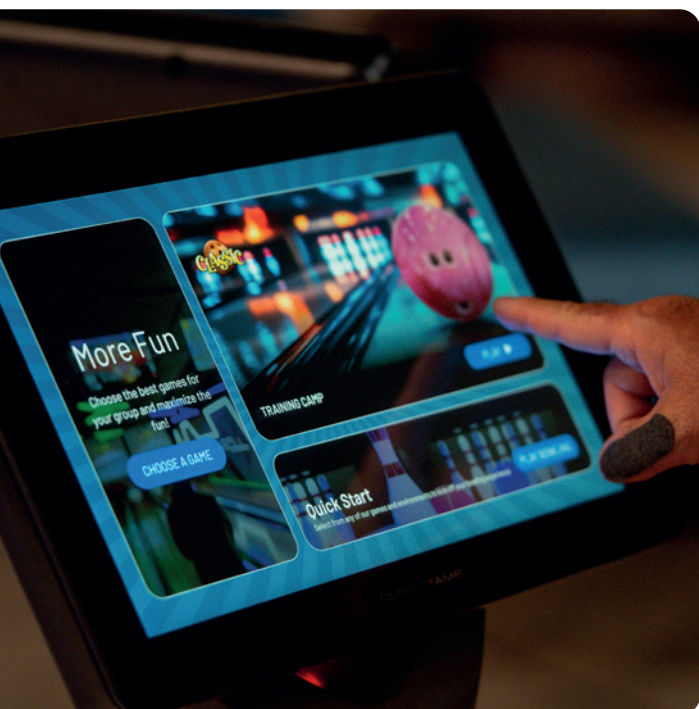
FIVE STEPS TO PREMIUM PRICING PLAYBOOK

HOW IMMERSIVE TECHNOLOGY CREATES PREMIUM REVENUE OPPORTUNITIES FOR BOWLING CENTERS

Here's an uncomfortable truth: Most bowling operators struggle to articulate what makes them different beyond "better service" or "newer equipment." They compete on price with discount nights and promotional deals - leaving massive revenue on the table. Meanwhile, forward-thinking centers leveraging immersive technology command premium prices for immersive, personalized experiences that guests eagerly pay for.

Key Market Statistics

- **46%** of consumers willing to pay extra for superior entertainment experiences
- **65% to 69%** growth in willingness to pay premiums for high-quality experiences
- **\$34.4B to \$93.5B** family entertainment center market growth by 2035
- **50-100%** higher revenue per visit potential with immersive experiences
- **6-9%** revenue increase from dynamic pricing in tested markets
- **65%** increase in experience spending 2019-2023



The 5-Step Premium Pricing Framework

Step 1: Stop Competing on Price

- If your marketing leads with discounts, you're training guests to see you as a commodity
- Lead with the **BES NV and Neoverse experience** - the transformation, the memories
- Price reflects value, not just lane time

Step 3: Communicate Value, Not Features

- Don't say: "We have LED walls and new scoring systems"
- Do say: "Immerse yourself in vivid, multisensory bowling adventures where every strike explodes across the massive Neoverse **LED wall**, **BES NV** adapts the game to your style, and every visit creates unforgettable memories"
- Focus on what guests FEEL, not what you installed

Step 5: Bundle Premium Experiences

- Combine Neoverse immersive environments with premium F&B
- Package BES NV personalized themes with exclusive content
- Create cohesive premium offerings that feel like events, not just activities

Step 2: Create Clear Premium Tiers

- Standard bowling during off-peak hours
- Enhanced interactive experiences with **BES NV themed environments**
- Premium packages with exclusive **Neoverse immersive LED wall content** and personalized service
- VIP experiences combining BES NV personalization with full Neoverse visual impact

Step 4: Target Experience-Seekers, Not Price-Shoppers

- Your ideal customers are planning special occasions, celebrating milestones, seeking unique entertainment
- They're looking for experiences powered by technology like **BES NV and Neoverse** that can't be replicated at home
- Market to celebrations, not cheap Tuesday nights



7 Technology-Enabled Advantages You Can Defend

1 Immersive LED Environments (Neoverse)

Transforms lanes into themed visual environments, helping create variety and a more differentiated guest experience across visits.

2 Intelligent Entertainment Systems (BES NV)

Uses automation and stored preferences to adjust gameplay and content, supporting a more tailored experience for different player types.

3 Integrated Multi-Screen Experiences

Connects consoles, overhead displays, and LED walls to deliver a consistent, coordinated visual experience throughout gameplay.

4 Continuously Evolving Content

Cloud-based updates introduce new themes and games over time, helping refresh the experience without physical changes.

5 Personalization at Scale

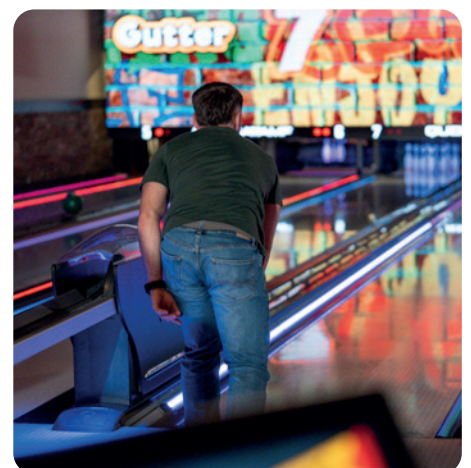
Transforms guests from participants into active contributors to the experience through personalized features.

6 Multi-Sensory Impact

Combines visual and interactive elements to create a more engaging environment compared to traditional lane setups.

7 On-Demand Customization

Offers a range of selectable themes and game modes, allowing guests to shape their experience based on preferences.



The Revenue Math

Traditional Center

- \$20-30 per hour per lane
- \$5-7.50 per person per hour
- Modest F&B revenue

**Result: 50-100%
higher revenue
per visit**

Premium Center with BES NV and Neoverse

- \$40-60 per hour for immersive interactive experiences
- \$15-25 per person for themed event packages
- Significantly higher F&B revenue (premium experiences create premium expectations)
- Add-on revenue opportunities including premium Neoverse content and exclusive BES NV environments,
- **Extend Your Play** drives dual revenue streams by keeping guests engaged longer (more bowling revenue) while simultaneously increasing F&B consumption (longer stays = more orders), complemented by **On Lane ordering** that makes purchasing seamless and convenient as word-of-mouth compounds across multiple demographic segments.

The Bottom Line

The bowling centers thriving in 2026 aren't racing to the bottom on price. They're leveraging immersive technology - systems like QubicaAMF BES NV and Neoverse LED wall - to deliver premium experiences that guests eagerly pay top dollar for.

This is your unique selling proposition: the ability to create experiences so immersive (Neoverse), personalized (BES NV), and memorable that price becomes irrelevant compared to value.

The market data is clear: consumers are willing to pay premium prices for premium experiences. The technology exists and is proven. The competitive advantage is real and defensible. The revenue opportunity is substantial.

When you deliver experiences where the Neoverse wall erupts with their strike, where BES NV adapts to their preferences, where every visit feels unique - guests don't ask "How much?" They ask "When can we come back?"

What would happen to your revenue if you could command 50% higher prices while guests thanked you for the experience?

The technology exists. The consumer demand is proven.

The only question is: when will you make the shift?

Sources

1. CX Dive (December 2025) - Consumer willingness to pay for superior experiences in entertainment and leisure
2. JLL Global Consumer Experience Survey 2025 - Premium experience willingness trends from 65% to 69%
3. Future Market Insights - Family entertainment center market projections (\$34.4B to \$93.5B by 2035)
4. Porter's Five Force/Bowlero Analysis - Dynamic pricing impact on revenue per lane-hour (6-9% increase)
5. Forbes - Experience spending growth analysis (65% increase from 2019 to 2023)
6. IQHDA Interactive - Interactive bowling premium pricing analysis
7. EY - Experiential entertainment research on premium pricing willingness
8. White Hutchinson Leisure & Learning Consulting - Consumer preferences for premium experiences
9. Strategic Market Research - Experience economy analysis for entertainment venues