



Bowling by ARENA

James Lucas, Owner
Bowling by ARENA
Basel, Switzerland

14 Lanes of HyperBowling
Snack bar, billiards, darts, air hockey, arcade

Next Gen Bowling and Endless Fun with HyperBowling

Bowling by ARENA, located at Stucki Park in Basel, Switzerland, is a newly constructed facility offering an enjoyable bowling experience. It has fourteen bowling lanes for classic and HyperBowling, plus a fun park with snack bar, four billiard tables, darts, air hockey, arcade and pinball box, as well as an area for toddlers.

The Challenge

Enhance the Guest Experience

Bowling by ARENA were looking to cater to different demographics, including families and young adults. They wanted to offer something with a variety of game options. Bowling Manager, James Lucas shared, "We were looking for ways to enhance the guest experience by offering something unique."

The Solution

Interaction and Excitement that Brings People Together

Installing HyperBowling was an easy choice for Bowling by ARENA. "It was an easy decision once we saw the potential for increased engagement and the modern appeal it offered," said Lucas. Not only did they start to bring in more guests, but HyperBowling attracted a younger demographic that might not have been interested in visiting otherwise, because it is like playing a video game on the lanes.



HyperBowling from QubicaAMF offers:

- An experience that attracts families and young adults
- Modern, interactive, and dynamic fun
- A greater guest spend due to increased visits, longer length of stay

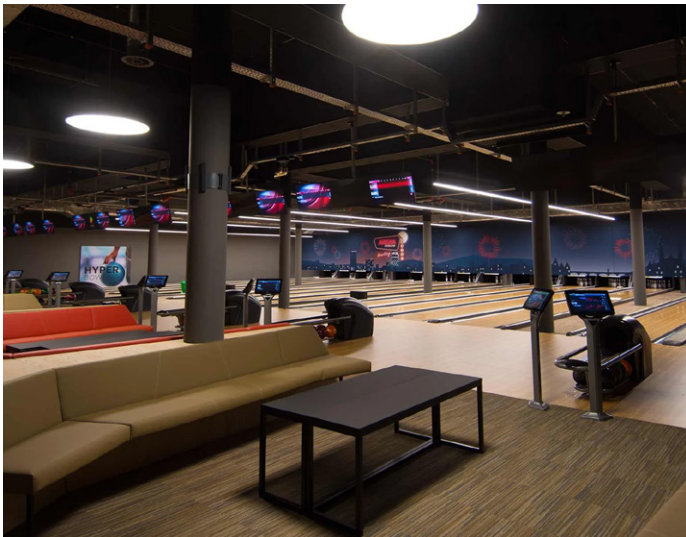
The Results

Modern Appeal and Increased Engagement

With its revolutionary blend of software, mechanical design, futuristic user interfaces, electronics, lights and sensors, HyperBowling delivers an amazing, never-before-seen experience. "Guests love the interactive and dynamic nature of the HyperGames," says Lucas.

Attract Families and Young Adults

HyperBowling is built to extend your reach beyond the existing bowling population to reach multi-generations. And that's exactly what's happening at Bowling by ARENA – with shorter more interactive games, HyperBowling attracts a younger crowd that might not have otherwise been interested in traditional bowling.



Keeps Guests Engaged and Bowling Longer

HyperBowling keeps guests engaged for longer periods, encouraging them to stay and play more, increasing their spending, frequency of visits, and ultimately your revenue. Bowling Manager, James Lucas shares that, "The most popular game has been HyperSquad. The multi-player aspect makes it a hit for groups."

"I would definitely recommend HyperBowling to other centers. The gameplay experience is unlike anything we've seen in traditional bowling, and it's brought a lot of new customers into our facility." – James Lucas, Owner

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HyperBowling keeps our guests engaged for longer periods, encouraging them to stay and play more rounds. - James Lucas, Owner

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Is HyperBowling right for your center?

To learn more: www.qubicaamfbowling.com/products/scoring-entertainment/hyperbowling

