LASER TAG REVEALED

CREATIVE WORKS

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In an effort to help provide more education on the laser tag industry and answer some of the common questions which arise, we have put together this document for your review.

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If you are connected to the web, there are interactive links in this document.
The beginning of commercial laser tag...

The laser tag industry started in 1984 when a company called Photon emerged onto the scene and brought the Star Wars movie to life. Three years later, over 2 million people had played this new game called laser tag and the company had grown to 45 locations open or under construction.

The overwhelming popularity of Photon gave rise to additional manufacturers of laser tag equipment as they sought to gain a foothold on this rapidly growing new market. Toward the mid-1990’s, there were 23 varieties of laser tag equipment available and approximately 143 laser tag facilities open in the United States. Today over 2,000 locations exist worldwide with half of them here in North America and more opening each month.

The global appeal...

According to recent studies, laser tag is over a $375 million dollar a year industry in North America alone. Today in the U.S. an estimated 4.9 million laser tag experiences happen each month at more than 880 locations. No longer limited to stand-alone facilities, the laser tag attraction has swept through the amusement industry as a leading revenue generator and is being offered to consumers at family entertainment centers, bowling facilities, trampoline parks, amusement parks, tourist attractions, skating centers, mobile attractions, and more. Proving that the laser tag attraction has global appeal, the industry stretches around the world, including more than 275 sites in Europe, almost 40 sites in Latin and South America, and over 50 sites in Australia. One of the oldest laser tag facilities still in operation today can be found in Australia which started in 1988.

The target market...

Laser Tag appeals to players of all ages, with a primary demographic between 6 and 14 years of age. When correctly designed and marketed, adults also become a strong source of income with corporate events, adult parties, and group play.

For younger and new players it is an active and adventurous game set inside a fantasy world, similar to those found in the top video game consoles today. For older and more experienced players there are the challenges of bettering their score or the teamwork of defending a base. Older players see it as a fun-filled social activity. For serious players, it’s a competitive sport and they play hundreds of games to advance their level and score.
Statistics for the industry...

Here are some gathered statistics about laser tag attractions built by Creative Works:

**General Statistics**
- Game Price Average = $7.00
- Revenue % on weekends = 70%
- Return on investment = 8 to 18 Months
- Average hours open = 45

**Player Revenue Mix**
- 50% = Birthday Parties
- 30% = Group Events
- 10% = Corporate Groups
- 10% = Walk-In

![Percentage of Players by Age](image)

Where this attraction is placed...

- Stand–Alone Locations in Retail Strip Centers or Malls
- Bowling Centers
- Family Entertainment Centers
- Trampoline Parks
- Theme Parks
- Skating Rinks
- And MORE...

Complimentary attractions...

- Miniature golf
- 10 pin and mini-bowling
- Lazer Mazes
- Arcades and redemption game areas
- Go karts, bumper cars and rock walls
- And MORE...
Why choose tag...

The face of laser tag has changed over the years. Once believed to be a fad, it has become a booming industry that attracts investors looking to profit from this proven attraction. The game has been around for over 25 years now and is recognized as a dominant, stable, and successful attraction when designed, built, themed, operated and marketed correctly.

It appeals to families and is very popular for birthday parties, group events, and corporate team building functions. This in turn gives the operator great reach and market acceptance as they add this attraction to others or have this stand-alone by itself.

Perceptions of the game...

The laser tag industry as a whole is very aware of society’s concerns with children and violence, and has taken steps to make sure parents are comfortable with their children playing laser tag. The equipment is designed with exaggerated features and lights instead of realism for its equipment, building upon the idea of a fantasy world for the game. Words like “gun”, “shoot”, and “hit” are commonly replaced with “phaser” and “tag”. From individuals playing to church groups, fortune 500 companies and more, laser tag has evolved to become an activity the whole family enjoys now. There are even several “home versions” of tag that are sold in stores across America as well as outdoor versions with more realism. It has been featured in movies, television shows and even music videos because of its market tie-in with the popular home console games like Halo, Battlefield, Call of Duty and many others.

The laser tag experience...

Laser tag can best be described as a high-tech game of computerized hide-and-seek, tag, and capture-the-flag all rolled into one. The laser tag game is usually offered to guests as an immersive “experience” where players can escape from the real world to enter the fantasy world created for them. The entire game experience averages about 20 minutes and is typically split into 4 segments including the briefing, vesting, game and score results phases. The chart to the right breaks this time down into how long each segment typically requires.
[Briefing – about 5 minutes] - The game is preceded by an instructional period inside a Briefing Room, aptly called the “Briefing”, where players are taught to use the laser tag equipment, are given the details of the game being played and its objectives, and are shown some strategy and tactics for use during the game. Additionally the Mission Rules are given and safety is explained for the benefit of all prior to the game beginning. Sometimes this is done by a video, live, or a mix of the two together.

[Vesting – about 3 minutes] - Following the “Briefing” a short suit-up process inside a Vesting Room comes next. This is where guests put their vest with phaser on in preparation for the game to start. Each player wears an electronic vest connected to a phaser, both of which are controlled by a centralized computer that determines the game scenario being played and keeps score.

[Game Play – about 10 minutes] - The game is played inside a themed stage set called an “Arena”. To further enhance the environment, additional features such as pulsating lights, high energy music and a light amount of haze is used. When the game begins, players score points by zapping or “tagging” their opponents or other arena targets. This is done by aiming at the electronic light-up sensors on their opponent’s vest or phaser or on an arena target. The phaser emits a brightly colored laser beam along with an invisible signal that tags the opponent or target rendering it deactivated or useless for a period of time usually averaging 2 to 5 seconds. Players continue tagging each other in an effort to score the most points or to complete specific objectives until the end of the game. The game typically lasts an average of 10 minutes in duration and is closely monitored by referees (called “game marshals”) to ensure the play is fair and fun, and the safety rules are being followed by all participants.

[Score Results – about 2 minutes] - After the game is over, players exit the Arena to take off their vests and return to a central area to review the final results of their game. The review of the game can be as simple as observing scores on a 40”+ LED monitor or can be as full featured as an audio announcement of the game results and having individual scorecards provided to each player.
How much space is required...

Typically the laser tag attraction space which would include the arena, briefing, vesting and control areas averages about 166 square feet (SF) per player. So if purchasing 24 vests, you would want to set aside about 3,984 SF. Most sites that are inside family fun centers, bowling alleys, and skating rinks average 2,600 to 4,000 SF for the laser tag area with 16 to 24 vests. Most stand-alone sites average 5,000 to 6,600 SF for the laser tag area with 30 to 40 vests.

Regardless of their location, the vast majority of new laser tag attraction buyers add a partial upper area we call an “Area of Sport Activity” (ASA) if the clearance between the floor and the joists in the ceiling is at least 18 feet. This is generally designed and supplied by the arena provider for continuity and ease. These ASA Structures can be fabricated out of steel or wood depending on local building codes where it will be placed. The spacing for these is generally included in the overall space requirements as suggested above but never account for more than 30% of the first floor area.

Special building requirements...

Since laser tag is best played in an environment with light haze/fog, the arena must be contained. This would include the walls going up to the joists in this space, all cracks sealed, the HVAC unit(s) would have to be separate and distinct from all others in the space, and the use of “heat-sensing” detectors is a necessity since the “smoke-sensing” ones will set off false alarms continuously as a result of the haze/fog particles present in the air. You’ll find these attractions in most sites towards the back of a building to take advantage of high perimeter walls to lower construction costs.

Another item to determine correctly is the occupancy inside the attraction space. It’s important to remember that you are operating a limited occupancy attraction. Regardless of the total square feet within your arena, you will only have a certain number of players in this area at one time due to the nature of the game. If you have 24 vests for a 3,984 SF area, you will typically only have 26 people in there at one time (assuming 2 game marshals monitor the action). This is an important consideration as it affects your overall building occupancy, the number of bathrooms you put into your facility, the parking slips you must have outside and more. Our design process and project management will help you along the way through items like these as you navigate your local municipalities.
Average costs explained...

The cost to add laser tag as an attraction depends on several factors including the size of the area, the laser tag equipment selected and whether or not an ASA Structure will be added for enhanced game play. Other costs such as the general contracting work to build the room, add electrical, place the HVAC units and plumb for a sprinkler system will be dependent on the existing condition of the building, what is in place already and the overall design of the space.

Here are some estimated costs for the laser tag equipment:

- $2,500 to $3,500 average per laser tag vest with all standard components. For purposes of determining costs, we will assume the purchase of 24 vests with a total laser tag area of 3,984 SF. We find that most family entertainment centers with strong birthday reservations typically require these numbers to accommodate the average 10 to 12 people per party for 2 parties per hour playing the laser tag attraction.

Here are some estimated costs to create the themed environment:

- Based on the level of detail and uniqueness to the space, most arenas will average between $18 to $26 per SF for the maze obstacles, props, murals, and overall theme work in the arena and staging rooms. In markets where competition is evident and the social economic lifestyle segments have higher incomes and education levels, these numbers can be higher in order to achieve the level of expectation demanded by these groups.

Here are some estimated costs to create an ASA Structure:

ASA Structures are key components to successful sites in the marketplace when in a competitive market. Generally we see approximately 30% of the floor space being dedicated for this structure for a better playing arena. As such you can take the floor print of the arena, multiply it by 30% and then by the numbers (depending on your construction method) shown below to get your cost estimate. Shown in the picture below is one cost-effective layout version; many other unique ones are available.

Wood construction = $40 per SF
Steel construction = $60 per SF

If a second level is capable of being put into the arena space (18 foot minimum clearance) and the total square foot required to accommodate the 24 player system is 3,984 SF, we can figure out the size of this structure by looking at a few numbers. Accommodating 24 players in the briefing and
vesting areas requires about 23 SF per player – this amounts to 552 SF. Subtracting this from the 3,984 SF total area yields 3,432 SF left over for both the lower and upper areas of the arena. When calculating further, we come up with 2,640 SF for the lower level and an ASA structure size of 792 SF – when these are added together, we get our 3,432 SF.

Other than the obvious game play benefits and competitive advantages created by having an ASA structure, you also benefit from not “paying” for the 792 SF in lease costs for this extra space on an ongoing basis. If built from steel and bolted together onsite, you also have the added benefit of depreciating the asset and taking it with you should you outgrow your space.

Outside of these costs, you have the MEPS work – Mechanical, Electrical, Plumbing and Structural to prepare the space for the interior décor and theming which we can help minimize through the experience we’ve gained since inception.

**Cost summation...**

Total expenses for the laser tag attraction (for an average size attraction) are as follows:

- **Laser Tag Attraction Décor** ................................................................. $71,712 to $103,584  
  ($18 to $26/SF at 3,984 SF for arena and staging rooms)

- **Laser Tag Equipment** ................................................................. $60,000 to $84,000  
  ($2,500 to $3,500 per vest at 24 players)

- **Contractor Costs** ................................................................. $39,840 to $99,600  
  ($10 to $25 per SF for MEPS work within the space)

**Subtotal** ................................................................. $171,552 to $287,184  
(not including an ASA structure – add separately if including in space)

**Average costs** ................................................................. $229,368.00

**Shipping, Installation and Miscellaneous** (10% average) ................................................................. $22,936.00

**Total Attraction Investment** ................................................................. $252,304.00

These numbers may fluctuate; however, for most family fun centers with multiple attractions, this is a good approximation for the equipment, props, effects, décor, and contracting costs that go into making a laser tag attraction.

To accurately provide these numbers, we always suggest a design be completed for your space to gauge the exact size and layout of this attraction. This step is important because it starts a chain of events to more accurately determine the overall costs for your project as a whole. Additionally it will provide a visual reference to what your laser tag attraction will look like and the requirements needed to bring it to reality. Give us a call to learn more about our design process.
The potential revenue...

When designed, built, and operated correctly, laser tag can be very profitable. To gauge revenue better, here is a simple formula that can be used to get some rough numbers.

Variables for consideration:

- Number of vests purchased: 24
- Number of games per hour: 3
- Number of hours open/week: 45
- Price charged per game: $7.00

24 vests MULTIPLIED BY 3 games/hour = **72 plays/hour**

72 plays/hour MULTIPLIED BY 45 hours/week = **3,240 plays/week**

3,240 plays/week MULTIPLIED BY 52 weeks/year = **168,480 plays/year**

168,480 plays/year MULTIPLIED BY $7.00/game = **$1,179,360 revenue/year at 100% utilization**

$1,179,360 revenue/year MULTIPLIED BY 30% avg. utilization = **$353,808 in actual revenue**

Your results may differ due to many factors, but to receive our laser tag revenue document that accounts for game price variations, discounts and partial hours navigate to the source below.

To learn more: [CLICK HERE](http://www.thewoweffect.com/PDF/LaserTagRevenue.pdf) or go to: [http://www.thewoweffect.com/PDF/LaserTagRevenue.pdf](http://www.thewoweffect.com/PDF/LaserTagRevenue.pdf)

If your market can sustain it, the larger your arena and the more packs you have, the more revenue you can generate within the space.

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**Revenue based at 30% utilization**

- 16 Players: $204,883.00
- 20 Players: $256,104.00
- 24 Players: $307,324.00
- 30 Players: $384,155.00
- 40 Players: $512,207.00

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**CREATIVE WORKS**

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Sample Arena Décor...

We have developed over 360 laser tag attractions over the years with many unique and interesting features. These themes touch upon the popular storylines all of us have grown up with or have seen in the movies, video games, on television or have read in books. To see a few of the exciting themes we have available and pictures of each, you will want to visit our website.

To learn more: CLICK HERE or go to: www.theWOWeffect.com
About Us...

At Creative Works, we believe memorable experiences make people happier. As an entertainment operator, you’re in the business of delivering happiness, smiles, and joy every day. We call this the WOW Effect, and it’s the driving force behind our team. We have designed, fabricated and installed sites all over the globe and are the number 1 chosen supplier for almost every major laser tag equipment manufacturer today. The experience we’ve gained with nearly 20 years in the laser tag industry guides our clients in all phases of their projects from site selection and development to theming and operations. If you’re ready to WOW your customers, let us help you take the next step.

OUR PROCESS – Here are the main steps we take to bring your attraction to life

1. **Discover** – We learn your needs and vision for your project.
2. **Assess** – We build a proposal based on your goals, market, budget, and attraction mix.
3. **Develop** – We send your custom attraction through our creative process and develop layouts, designs, and renderings.
4. **Fabricate** – We produce your custom attraction in our Theme Factory.
5. **Install** – We assemble your custom attraction at your facility. Our team puts the finishing touches on the project to make sure we deliver the WOW Effect.
6. **Support** – We implement ongoing technical support for your attraction. Our support team has an extensive knowledge base to answer questions and maximize your uptime.
7. **Educate** – We provide documents, videos, and educational events to set you up for continued success.

OUR VALUES – We were founded on 4 core principles that guide our daily decisions
Where to learn more...

LaserTAG360 is the EVENT designed specifically for entrepreneurs, managers, owners and those looking to develop a first class laser tag attraction that will maximize returns for new or existing facilities. This EVENT is held several times a year in Indianapolis over a two day period and includes most meals, educational materials, facility tours as well as 1 ON 1 face time with key vendors in the amusement industry.

EVENT SCHEDULE – 2 Days of success focused topics

Day 1 (Design and Development)
- Entrepreneurial self-assessment
- Site selection
- Real estate negotiations
- Site design
- Business plan keys
- Funding qualifications
- Attraction mix
- Future of gaming
- Operator insights

Day 2 (Operations and Marketing)
- Fundamentals of successful attractions
- Marketing methods and mediums
- Social marketing insights
- Website keys and development
- Food considerations
- Operational guidelines
- Guest management
- Maintenance checklist
- Forms to implement

PLUS we have the following additional activities:

- Factory and Showroom experience
- Vendor demonstrations
- Networking and personal appointments

To learn more, visit www.lasertag360.com