

Laser Tag Revealed

This document provides an overview of the laser tag attraction and answers common questions about costs, revenue, and operations.



***We Create Powerful Emotions And Memories Through
Immersive Attractions***

What Is Laser Tag?

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 15-20 minutes and is typically split into 4 segments including the briefing, vesting, game and score results phases.

Why Choose Laser 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 30 years now and is recognized as a dominant, stable, and successful attraction when designed, built, themed, operated and marketed correctly.

Laser tag allows players to escape reality and enter the fantasy world inside the arena. The arena environment is interactive for players and mimics the experience of popular video games.

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

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.

Millennials (born between 1981-1996) are an emerging demographic who have immense revenue potential for entertainment centers. They are the rising demographic that has a lot of discretionary income and they value memorable experiences over all else.

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 = \$8.00 - \$12.00
Revenue % on weekends = 70%
Return on investment = 8 to 18 Months
Average hours open = 62.5

Player Revenue Mix

50% = Birthday Parties
30% = Group Events
10% = Corporate Groups
10% = Walk-In



Experience Breakdown

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. 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). This can be done if the clearance between the floor and 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 accounts 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. 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

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 plumbing 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.

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 laser tag attraction.

Estimated Costs To Create The Themed Environment:

Based on the level of detail and uniqueness to the space, most arenas will average between \$20 to \$35 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.

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.

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

the lower and upper playing space 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.

Cost Summation:

Laser tag attraction decor: **\$79,680 to \$139,440** (\$20-35/sq ft at 3,984 sq ft for arena and staging room)

Laser tag equipment: **\$60,000 to \$84,000** (\$2,500-3,500 per vest at 24 players)

Contractor costs: **\$39,840-\$99,600** (\$10-25 per sq ft for MEPS work within the space)

Shipping, installation and miscellaneous (10% average): **\$22,936**

Total attraction investment: \$274,216

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.

Revenue Potential

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:	4
Number of hours open/week:	62.5
Price charged per game:	\$8.00

24 vests MULTIPLIED BY 4 games/hour = 96 plays/hour

96 plays/hour MULTIPLIED BY 62.5 hours/week = 6,000 plays/week

6,000 plays/week MULTIPLIED BY 52 weeks/year = 312,000 plays/year

312,000 plays/year MULTIPLIED BY \$8.00/game = \$2,496,000 revenue/year at 100% utilization

*\$2,496,000 revenue/year MULTIPLIED BY 20% utilization = **\$443,146 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](#) or go to: <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.



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 over 20 years in the amusement industry guides our clients in all phases of their projects from design and development to operations and marketing. 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

