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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.*
How did laser tag begin...

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 2000 locations exist worldwide with half of them here in North America and more opening each month.

The global appeal of tag...

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 entertainment industry as a leading revenue generator and is being offered to consumers at family entertainment centers, bowling facilities, 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. The oldest laser tag facility still in operation today can be found in Australia which started more than 20 years ago back in January 1988.

The target market for tag...

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 will 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. They still see it as a fun-filled social activity. For serious players it’s a competitive sport. These players may play hundreds of games. They pride themselves on being an expert and can discuss strategy as long as someone will listen.
Statistics for the industry...

Here are some interesting statistics about the average laser tag facility collected from a cross-section of the U.S. market:

**General Statistics**

- Average Game Price = $7-8
- Revenue % on weekends = 70%
- ROI = 12 to 18 Months
  - 10% = Walk-In

**Target Market**

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

**Annual Revenues - 30% Utilization**

- 16 Player System = $220,473
- 20 Player System = $275,591
- 24 Player System = $330,709
- 30 Player System = $413,386
- 40 Player System = $551,181

**Customer Age**

- 38% under the age of 12 = tweeners
- 31% ages 13 to 17 = teenagers
- 16% ages 18 to 25 = young adults
- 9% ages 26 to 30
- 6% over the age of 30

Where this attraction is placed...

- Stand–Alone Locations in Retail Strip Centers or Malls
- Bowling Centers
- Family Entertainment Centers
- 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 rockwalls
- 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 can enjoy now. There are even several “home versions” of tag that are sold in stores across America. It has been featured in movies, television shows and even music videos because of its market tie-in with the popular PS3 and Xbox games. Additionally, the laser tag game really becomes an experience for the players as they begin their adventure.

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 can last from as little as 10 minutes to as much as 30 minutes or more and typically includes a Briefing, Vesting, Arena, and Game Results phase.

[Briefing] - 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.

[Vesting] - Following the “Briefing” a short suit-up process inside a Vesting Room comes next. This is where guests put their vest and 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] - 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 5 to 10 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 from 8 to 12 minutes in duration and is closely monitored by referees (called “game marshals”) to ensure the play is fair and fun by all of the participants.
The laser tag experience...(continued)

[Game Results] - After the game is over, players exit the Arena to take off their vests and phasers 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 television 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...

This is best answered by understanding where the attraction will be placed. Most sites that are inside family fun centers, bowling alleys, and skating rinks are typically 3,000 to 4,000 square feet for the laser tag arena footprint. Most stand-alone sites have between 4,000 to 6,000 square feet for the laser tag arena footprint.

Regardless of their location, the vast majority of new laser tag attraction buyers add a partial second level Area of Sport Activity (ASA) Structure as designed by the arena supplier which is either supplied by them for continuity and ease or from an outside source. These ASA Structures can be fabricated out of steel or wood depending on local building codes where it will be placed.

Typically the laser tag arena is planned around the number of vests you wish to utilize multiplied by 150 square feet. This gives adequate room for balanced play, without players feeling like they are on top of each other or like they cannot find one other. You’ll find these arenas in most stand-alone sites towards the back of a building to take advantage of high perimeter walls to lower construction costs.

Outside of the arena you typically have the briefing and vesting rooms discussed earlier in the "laser tag experience". These two rooms typically need about 23 square feet per player (9 for the briefing room and 14 for the vesting room) to accommodate the correct spacing. Additionally a small control room/area is needed for the placement of the game computer, sound system and workspace to repair anything related to the laser tag equipment should the need arise.

Special building requirements...

Since laser tag is best played in an environment with light haze/fog, the arena must be contained. This would included 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.
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 3,750 square foot arena, 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 the theme chosen, the laser tag equipment selected and whether or not an ASA Structure will be added for enhanced game play. Of course other factors such as the general contracting work to build the room, put electrical in, heat/cool it and plumb for a sprinkler system will be dependent on the size created and the design of the space.

**Here are some estimated costs for the laser tag equipment:**

- $3,000 avg. per laser tag vest with all standard components. The typical purchase is generally 24-30 vests on average across the industry based on the average arena size of 3,750-4,500 square feet. We find that most family entertainment centers with strong birthday reservations typically need a minimum of a 24 player system and a 3,750 square foot playing space 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:**

- $17 to $26 per square foot for the wall obstacles, props, murals, and overall theme work in the arena and staging rooms.

**Here are some estimated costs to create an ASA Structure:**

ASA Structures are key components to successful sites in the marketplace. 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.

- **Wood construction** = $25 per square foot
- **Steel construction** = $45 per square foot

If a second level is desired (highly recommended - to learn more about these structures, please consult our “ASA Structure” document), and the total square foot required to accommodate the 24 player system with a little head room is 3,750 square feet, the size of the base level becomes 3,000 square feet while the upper level becomes 750 square feet.
This helps to conserve some of the valuable floor space for additional attractions outside the laser tag area because of the addition of an ASA Structure inside to make up for the “lost” space.

Outside of these costs, you have the typical room construction, HVAC, electrical, sprinkler needs, low voltage wire runs and general painting required to prepare the space for the interior décor and theming.

**Total costs calculated...**

Total expenses for the laser tag attraction (not including the general contracting costs for the space or any optional enhancements which may be available) are as follows:

- Laser Tag Equipment ................................................................. $72,000.00 (24 players x $3,000 average/vest)
- Laser Tag Attraction Décor (4,250 sq. ft. for arena and staging rooms) $85,000.00 (4,250 square feet x $20 average/square foot)

**Subtotal** ................................................................................ $157,000.00

- Optional Steel Structure (typically purchased) ................................. $33,750.00 (750 square feet x $45 avg. for steel structure)

**Combined Package Cost** ........................................................ $190,750.00

**Shipping, Installation and Miscellaneous** (10% average) .......... $19,075.00

**Typical Optional Upgrades** (5% average) ........................................ $9,540.00

**Total Package Cost** ................................................................. $219,365.00

These numbers may fluctuate; however, for most family fun centers with multiple attractions, this is a good approximation for the equipment, props, effects and décor that go into making a successful 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 the design process.

**The potential revenue...**

When designed, themed, and operated correctly, laser tag can be very profitable. To gauge revenue better, [Click Here](#) for our downloadable laser tag revenue document.
Sample Themed Adventures...

We have developed several themes that are “off-the-shelf” for you to choose from in addition to customized themes we can create for you. These themes touch upon the popular storylines all of us have grown up with or have seen in the movies, 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:

http://www.LaserTagWorld.com

You may also just CLICK HERE to be taken automatically

What is LaserTAG360?

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.

To learn more: CLICK HERE or go to: www.lasertag360.com
About Us...

Since our inception in 1997, Creative Works has grown to become the leading laser tag arena designer and builder for themed environments. We have designed, fabricated and installed sites all over the globe and are the chosen supplier to almost every major manufacturer of laser tag equipment available today. The experience we’ve gained with more than a decade in the laser tag industry guides our clients in all phases of their projects from site selection and development to theming and operations. Give us a call to learn more.

Vision

The foundation from which we grow can be summed up within the statements of purpose below...

Our Vision:

To deliver the WOW effect, one client at a time...

Mission

To produce high-quality, cost-effective products and services that deliver good financial returns for our clients and memorable experiences for their guests.

Values

- Quality in everything we do
- Exceeding customer expectations through our dependability, our foresight, and our actions
- Trust, respect and integrity in all of our relationships
- Teamwork with open and honest communications to strengthen unity and accountability
- Working each day to its fullest by being conscious of our time and respectful for our mission
- Creating a safe, productive and rewarding work environment that fosters creativity
- Continuous improvement in who we are, what we do, and how we accomplish it
- Maintaining flexibility as the need for change drives our business to excel
- Entrepreneurial innovation in the way we view opportunities
- Giving back with our time, talents and treasures to make a difference around us

The Result:

To the extent we act according to these values, we believe we will further the growth of our team, inspire the loyalty of our customers, create a wider gap in the marketplace that sets us apart, diversify and grow into other markets, and be recognized as a company with principles and character.