



**CREATIVE  
WORKS**



**LASER TAG ATTRACTIONS**  
**CREATE POWERFUL EMOTIONS AND MEMORIES**



# YOUR GOALS

You want to **increase revenue.**

But in-home entertainment is  
your **biggest challenge.**

To get customers off the couch,  
you must deliver **amazing  
experiences** they can't get in  
their own homes.

# HARD CHOICES

There are countless attraction options in the market.

You don't want to make the **wrong choice.**

How do you know which attractions will be most engaging for guests? **We can help!**



# WE UNDERSTAND

We started as operators.

We understand what it takes to **impact your guests.**

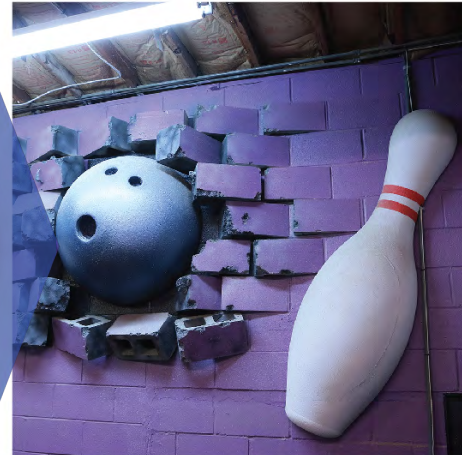
Our team has helped **hundreds of businesses** around the world.



# OUR BELIEFS

We create powerful emotions and memories through immersive attractions.

We help you get your customers off the couch and boost your revenue with amazing experiences they can't get at home.



# OUR OTHER ATTRACTIONS

ESCAPE ROOMS

VIRTUAL REALITY

MIXED REALITY

MINI GOLF COURSES

ESPORTS GAMES

ARCADE ATTRACTIONS

# WHAT WE'LL COVER

Why Laser Tag?

The Impact of Gaming

Creating Immersive Laser Tag Experiences



# LASER TAG

Why choose it for your center?

# WHY LASER TAG?

- Laser tag is immersive, social, and story-driven
- Allows players to escape reality and enter the fantasy world inside the laser tag arena
- Mimics the experience popular video games
- The arena environment is interactive

# SPACE NEEDED

- Arena = 125-150 square feet per player
- Vesting = 13-15 square feet per player
- Briefing = 8-10 square feet per player
- Control = Usually 2 square feet per player
- **TOTAL = 148-177 square feet per player**
- **AVERAGE = 162 square feet per player (all-in)**

# WHO PLAYS LASER TAG?

- The primary demographic is 6-14 years old
  - Birthday parties make up the bulk of revenue for this age group
- The secondary demographic is 16-35 years old
  - Adults and Millennials that grew up with video games and are looking for immersive experience
  - Also a strong source of income for corporate events, adult parties, and group play

# REVENUE – 24 PLAYERS

Laser Tag Vests Available: **24**  
Square Footage Needed: **3,888**  
Games/Hour: **3**  
Hours Open/Week (Average): **44.75**

1 Game: **\$8.00**  
2 Games (each): **\$7.50**  
3 Games (each): **\$7.00**  
Average Price/Game: **\$7.56**

Average Capacity	Weekly	Monthly	Yearly
28%	\$6,407	\$27,550	\$330,594
29%	\$6,636	\$28,533	\$342,401
30%	\$6,865	\$29,517	\$354,208
31%	\$7,093	\$30,501	\$366,015
32%	\$7,322	\$31,485	\$377,822

# REVENUE – 30 PLAYERS

Laser Tag Vests Available: **30**  
Square Footage Needed: **4,860**  
Games/Hour: **3**  
Hours Open/Week (Average): **44.75**

1 Game: **\$8.00**  
2 Games (each): **\$7.50**  
3 Games (each): **\$7.00**  
Average Price/Game: **\$7.56**

Average Capacity	Weekly	Monthly	Yearly
28%	\$8,009	\$34,437	\$413,241
29%	\$8,295	\$35,667	\$428,002
30%	\$8,581	\$36,897	\$442,760
31%	\$8,867	\$38,127	\$457,519
32%	\$9,153	\$39,356	\$472,278

# REVENUE – 36 PLAYERS

Laser Tag Vests Available: **36**  
Square Footage Needed: **5,832**  
Games/Hour: **3**  
Hours Open/Week (Average): **44.75**

1 Game: **\$8.00**  
2 Games (each): **\$7.50**  
3 Games (each): **\$7.00**  
Average Price/Game: **\$7.56**

Average Capacity	Weekly	Monthly	Yearly
28%	\$9,610	\$41,324	\$495,892
29%	\$9,954	\$42,800	\$513,602
30%	\$10,297	\$44,276	\$531,313
31%	\$10,640	\$45,752	\$549,023
32%	\$10,983	\$47,228	\$566,733



# LASER TAG

The Impact of Gaming

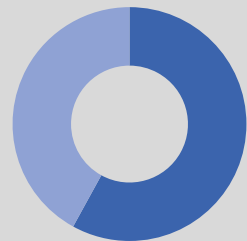
# YOUR GUESTS ARE GAMERS

The average gamer is **35 years old** and has been playing for 13+ years

## AGE

Under 18:	27%
18-35 Yrs:	29%
36-49 Yrs:	18%
50+ Yrs:	26%

## GENDER



■ Men 58%  
■ Women 42%

65% of U.S. households own a gaming console

**54%**

of frequent gamers play with others:

40%  
Friends

21%  
Family  
Members

17%  
Parent(s)

15%  
Spouse

**\$30.4  
Billion**

2016 U.S.  
spending on  
gaming  
content and  
hardware

(30% increase from 2015)

# GAMING – PAST 3 YEARS

In-home gaming technology is advancing quickly





## NEXT 3 YEARS

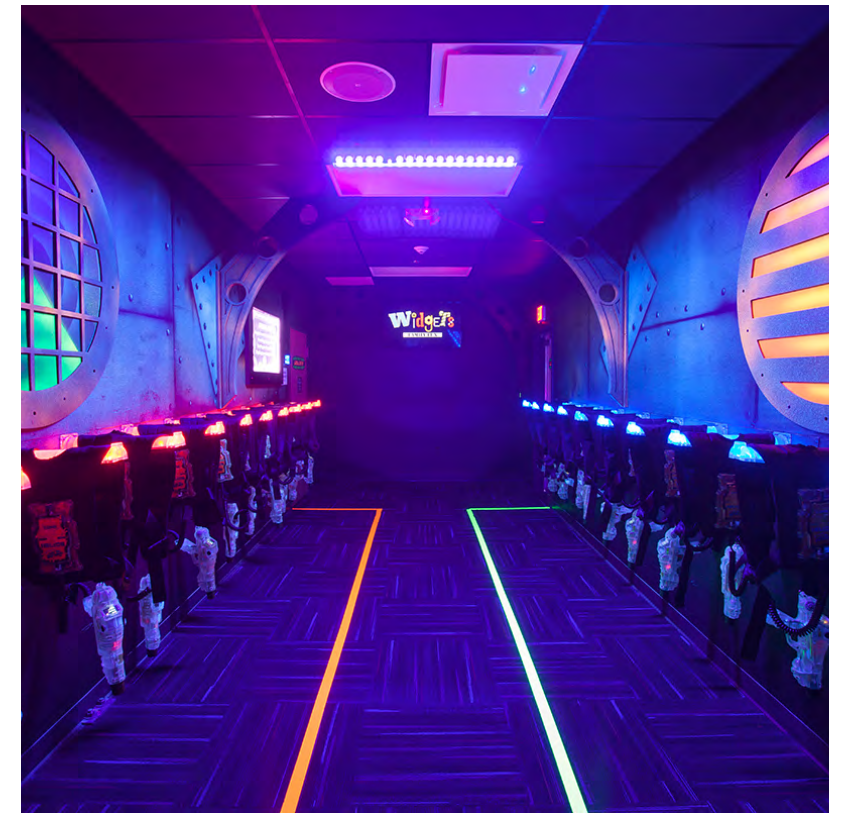
Mixing realities in a real world game environment

**TECHNOLOGY HAS RAISED  
GAMERS' EXPECTATIONS FOR  
IMMERSION**

**YOU NEED TO BRING THESE KINDS  
OF EXPERIENCES TO LIFE IF YOU  
WANT THEM TO SPEND MONEY AT  
YOUR FACILITY.**

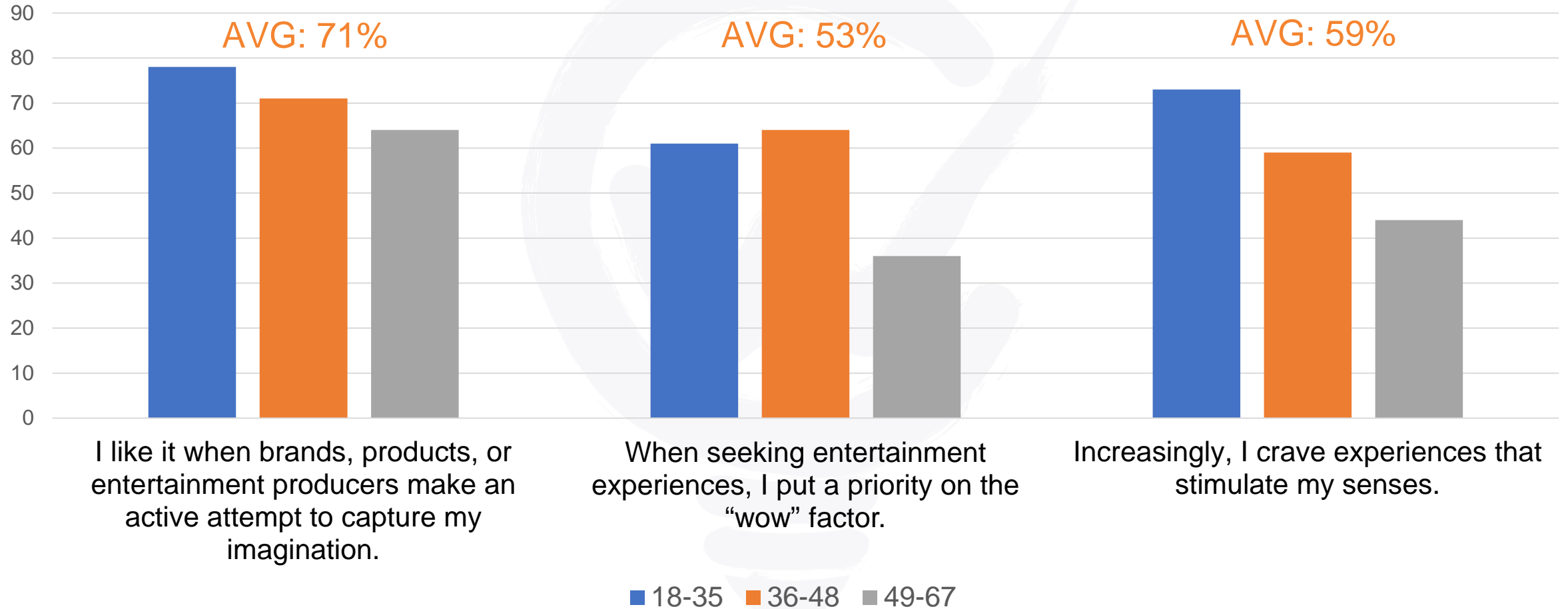
# QUESTIONS TO ASK

- What will make you **different**?
- How do you **compete** with others?
- Can you offer a better **experience**?
- Are you **relevant** to your target?
- Are you **engaging** them?
- What will make them **return**?



# WHY LASER TAG?

## Desire for Immersive Experiences



Survey by JWT Intelligence



# LASER TAG

Immersive Experiences

**WHAT DOES IT LOOK LIKE TO  
CREATE ENVIRONMENTS THAT  
MIMIC POPULAR VIDEO GAMES  
OR MOVIE FRANCHISES?**

**LET'S LOOK AT A FEW  
EXAMPLES...**



# The Division (Urban/Battle Theme)







Avatar  
(Futuristic/Forest Theme)





**Destiny**  
**(Space/Battle Theme)**





**Halo Franchise  
(Space/Battle Theme)**



ALLEY  
CATS

WOW CREATIVE  
WORKS  
[www.theWOWeffect.com](http://www.theWOWeffect.com)

**NOW WE KNOW WHAT AN  
IMMERSIVE EXPERIENCE LOOKS  
LIKE.**

**BUT WHAT DOES IT TAKE TO  
MAKE IT HAPPEN?**

# CREATING THE EXPERIENCE

- **Many variables go into a memorable laser tag experience:**

- Attraction Layout / Design
- Theme / Immersion
- Equipment
- Staff / Customer Service
- Operational Efficiency



# SIZE AND CAPACITY

- **Laser Tag – Anchor or primary attraction**
  - Minimum of 30-40 players
  - 4500 square feet
  - Preferable to have 2 levels
  - High level of theming with multiple added options
- **Laser Tag – Secondary or complementary attraction**
  - Minimum of 20-30 players
  - 2500 to 4500 square feet
  - Single level with platforms or 2 levels
  - Theming with some options

# LAYOUT OF YOUR ARENA

- Placement in your building
- Layout of the arena to fit space
- Build the “black box”
- Briefing and vesting room(s)
- Lighting – black/white, DMX, LEDs
- Separate HVAC for arena



# CHOOSING YOUR THEME

**With so many options, how do you know what's right?**

- Understand your **target demographic**
- Think about both the **kids AND adults**
- Look at what your **competitors** offer
- Deliver a **unique experience** guests won't find anywhere else



Urban / Battle



Jungle / Adventure

UNLIMITED  
THEME  
OPTIONS



Futuristic / Space



Other / Custom

# DON'T IGNORE THE ENTRANCE

Create a fantastic first impression and set the expectations for the experience



# CHOOSING YOUR THEME

**Think of what you want your guest experience to be**

- Play against the arena with additional targets and interactive components
- Wide offering of game modes for fresh experiences
- Blend the theming and equipment seamlessly
- Achievements, power-ups, and memberships

# GAME PRICING

- **Anchor Attraction**
  - \$7 - \$12 per game
  - 10 – 12 minute games
  - 18 – 24 minute experiences
- **Secondary Attraction**
  - \$5 - \$9 per game
  - 7 – 10 minute games
  - 15 – 18 minute experiences



# MORE EXPERIENCE TIPS

- Create a scheduled admissions process & game announcement
- Deliver an entertaining and informative brief
- Vesting is organized & assisted by staff
- 10-12 minute engaging and safe game play
- De-vesting is organized and assisted by staff
- Use a colorful scoreboard and arena monitors

**TOGETHER, LET'S MAKE  
YOUR LASER TAG  
ATTRACTION A HUGE  
SUCCESS!**

# NEXT STEP: CONTACT OUR SALES TEAM TO BEGIN THE DISCOVERY PROCESS

[www.theWOWeffect.com](http://www.theWOWeffect.com)  
[sales@thewoweffect.com](mailto:sales@thewoweffect.com)  
317-834-4770



**CREATIVE**  
**WORKS**