

# LASER TAG REVENUE

## Sample Spreadsheets



## Summary...

In an effort to help our clients understand the revenue potential of a game of laser tag, we have created a master revenue spreadsheet for the game and applied various parameters to account for the typical configuration and pricing models present today.

There are many variables when it comes to determining revenue for a laser tag attraction. We've used a straight-forward approach to give you some raw numbers as to how much this revenue can be generated at certain capacities given a specific set of hours open, the price of a typical game, how many laser vests are available and how many games per hour can be played in your attraction.

You'll also notice a highlighted line in the table which shows revenue based on a 30% average capacity. This is a conservative basis used by most attractions in the leisure and entertainment industry for determining revenue and is also known as the "utilization rate".

## Terms used on our spreadsheet...

Hours Open/Week (Sept. – May): Assumes school is in session and fewer hours...

Hours Open/Week (June – August): Assumes school is out and more hours...

Laser Vests Available: This is how many vests are available to play on a given day...

Games/Hour: Games are generally 10 to 12 minutes long with additional time for the briefing and vesting phases; adding these times together you can play up to 3 games per hour. Adjusting game times can affect this number...

Price/Game: Retail price of what you will charge...

Game Package: Accounts for if a guest purchases 2 or 3 games at once at the discounted price per game...

% Purchased: Average percentage that each game package is purchased together based on historical data.

Average Price/Game: This takes the price/game as well as the % Purchased for each game and summarizes them into one price...

Promotions/Discounts: This takes into account the overall average discount offered for coupons and promotions typically used throughout the year for attracting guests...

*We offer educational services for marketing and operations to help increase efficiencies and revenues for operating laser tag attractions. Please consult us for further details.*



**Creative Works Theme Factory**

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## LASER TAG GAME - REVENUE PROJECTIONS

Prepared By:

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[www.theWOWeffect.com](http://www.theWOWeffect.com)

317-834-4770

Hours Open/Week (Sept. - May):	47
Hours Open/Week (June - August):	67
Hours Open/Week (Average)	52.00
Maximum Hours Open/Year:	2,683

Laser Vests Available:	16
Games/Hour:	3
Arena Size Required (Square Feet):	2,400

Max. Game Plays/Week (Avg.):	2,496
Max. Game Plays/Month (Avg.):	10,733
Max. Game Plays/Year (Avg.):	128,794

Price/Game	% Purchased
1 Game	\$5.00 72%
2 Games (ea.)	\$4.50 21%
3 Games (ea.)	\$4.00 7%

Average Price/Game:	\$4.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$4.54

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$2,264	\$9,736	\$116,829	2,147	25,759
21.0%	\$2,377	\$10,223	\$122,670	2,254	27,047
22.0%	\$2,491	\$10,709	\$128,512	2,361	28,335
23.0%	\$2,604	\$11,196	\$134,353	2,469	29,623
24.0%	\$2,717	\$11,683	\$140,194	2,576	30,910
25.0%	\$2,830	\$12,170	\$146,036	2,683	32,198
26.0%	\$2,943	\$12,656	\$151,877	2,791	33,486
27.0%	\$3,057	\$13,143	\$157,719	2,898	34,774
28.0%	\$3,170	\$13,630	\$163,560	3,005	36,062
29.0%	\$3,283	\$14,117	\$169,402	3,113	37,350
30.0%	\$3,396	\$14,604	\$175,243	3,220	38,638
31.0%	\$3,509	\$15,090	\$181,084	3,327	39,926
32.0%	\$3,623	\$15,577	\$186,926	3,434	41,214
33.0%	\$3,736	\$16,064	\$192,767	3,542	42,502
34.0%	\$3,849	\$16,551	\$198,609	3,649	43,790
35.0%	\$3,962	\$17,038	\$204,450	3,756	45,078
36.0%	\$4,075	\$17,524	\$210,292	3,864	46,366
37.0%	\$4,189	\$18,011	\$216,133	3,971	47,654
38.0%	\$4,302	\$18,498	\$221,974	4,078	48,942
39.0%	\$4,415	\$18,985	\$227,816	4,186	50,230
40.0%	\$4,528	\$19,471	\$233,657	4,293	51,517
45.0%	\$5,094	\$21,905	\$262,865	4,830	57,957
50.0%	\$5,660	\$24,339	\$292,072	5,366	64,397
55.0%	\$6,226	\$26,773	\$321,279	5,903	70,836
60.0%	\$6,792	\$29,207	\$350,486	6,440	77,276
100.0%	\$11,321	\$48,679	\$584,143	10,733	128,794

### ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

Income projections shown are for illustration purposes only and do not imply any guarantees of revenue since many factors must be taken into consideration including internal and external influences.

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Price/Game	% Purchased
1 Game	72%
2 Games (ea.)	21%
3 Games (ea.)	7%

Average Price/Game:	\$5.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$5.48

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$2,733	\$11,753	\$141,042	2,147	25,759
21.0%	\$2,870	\$12,341	\$148,094	2,254	27,047
22.0%	\$3,007	\$12,929	\$155,146	2,361	28,335
23.0%	\$3,143	\$13,517	\$162,198	2,469	29,623
24.0%	\$3,280	\$14,104	\$169,250	2,576	30,910
25.0%	\$3,417	\$14,692	\$176,302	2,683	32,198
26.0%	\$3,553	\$15,280	\$183,354	2,791	33,486
27.0%	\$3,690	\$15,867	\$190,407	2,898	34,774
28.0%	\$3,827	\$16,455	\$197,459	3,005	36,062
29.0%	\$3,963	\$17,043	\$204,511	3,113	37,350
30.0%	\$4,100	\$17,630	\$211,563	3,220	38,638
31.0%	\$4,237	\$18,218	\$218,615	3,327	39,926
32.0%	\$4,373	\$18,806	\$225,667	3,434	41,214
33.0%	\$4,510	\$19,393	\$232,719	3,542	42,502
34.0%	\$4,647	\$19,981	\$239,771	3,649	43,790
35.0%	\$4,783	\$20,569	\$246,823	3,756	45,078
36.0%	\$4,920	\$21,156	\$253,875	3,864	46,366
37.0%	\$5,057	\$21,744	\$260,927	3,971	47,654
38.0%	\$5,193	\$22,332	\$267,980	4,078	48,942
39.0%	\$5,330	\$22,919	\$275,032	4,186	50,230
40.0%	\$5,467	\$23,507	\$282,084	4,293	51,517
45.0%	\$6,150	\$26,445	\$317,344	4,830	57,957
50.0%	\$6,833	\$29,384	\$352,605	5,366	64,397
55.0%	\$7,517	\$32,322	\$387,865	5,903	70,836
60.0%	\$8,200	\$35,260	\$423,126	6,440	77,276
100.0%	\$13,667	\$58,767	\$705,209	10,733	128,794

### ADDITIONAL REVENUE SOURCES:

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Max. Game Plays/Year (Avg.):	128,794

	Price/Game	% Purchased
1 Game	\$7.00	72%
2 Games (ea.)	\$6.50	21%
3 Games (ea.)	\$6.00	7%

Average Price/Game:	\$6.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$6.42

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$3,203	\$13,771	\$165,255	2,147	25,759
21.0%	\$3,363	\$14,460	\$173,518	2,254	27,047
22.0%	\$3,523	\$15,148	\$181,781	2,361	28,335
23.0%	\$3,683	\$15,837	\$190,043	2,469	29,623
24.0%	\$3,843	\$16,526	\$198,306	2,576	30,910
25.0%	\$4,003	\$17,214	\$206,569	2,683	32,198
26.0%	\$4,163	\$17,903	\$214,832	2,791	33,486
27.0%	\$4,324	\$18,591	\$223,094	2,898	34,774
28.0%	\$4,484	\$19,280	\$231,357	3,005	36,062
29.0%	\$4,644	\$19,968	\$239,620	3,113	37,350
30.0%	\$4,804	\$20,657	\$247,883	3,220	38,638
31.0%	\$4,964	\$21,345	\$256,145	3,327	39,926
32.0%	\$5,124	\$22,034	\$264,408	3,434	41,214
33.0%	\$5,284	\$22,723	\$272,671	3,542	42,502
34.0%	\$5,444	\$23,411	\$280,934	3,649	43,790
35.0%	\$5,605	\$24,100	\$289,196	3,756	45,078
36.0%	\$5,765	\$24,788	\$297,459	3,864	46,366
37.0%	\$5,925	\$25,477	\$305,722	3,971	47,654
38.0%	\$6,085	\$26,165	\$313,985	4,078	48,942
39.0%	\$6,245	\$26,854	\$322,247	4,186	50,230
40.0%	\$6,405	\$27,543	\$330,510	4,293	51,517
45.0%	\$7,206	\$30,985	\$371,824	4,830	57,957
50.0%	\$8,007	\$34,428	\$413,138	5,366	64,397
55.0%	\$8,807	\$37,871	\$454,451	5,903	70,836
60.0%	\$9,608	\$41,314	\$495,765	6,440	77,276
100.0%	\$16,013	\$68,856	\$826,275	10,733	128,794

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Maximum Hours Open/Year:	2,683

Laser Vests Available:	20
Games/Hour:	3
Arena Size Required (Square Feet):	3,000

Max. Game Plays/Week (Avg.):	3,120
Max. Game Plays/Month (Avg.):	13,416
Max. Game Plays/Year (Avg.):	160,992

	Price/Game	% Purchased
1 Game	\$5.00	72%
2 Games (ea.)	\$4.50	21%
3 Games (ea.)	\$4.00	7%

Average Price/Game:	\$4.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$4.54

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$2,830	\$12,170	\$146,036	2,683	32,198
21.0%	\$2,972	\$12,778	\$153,338	2,817	33,808
22.0%	\$3,113	\$13,387	\$160,639	2,952	35,418
23.0%	\$3,255	\$13,995	\$167,941	3,086	37,028
24.0%	\$3,396	\$14,604	\$175,243	3,220	38,638
25.0%	\$3,538	\$15,212	\$182,545	3,354	40,248
26.0%	\$3,679	\$15,821	\$189,847	3,488	41,858
27.0%	\$3,821	\$16,429	\$197,148	3,622	43,468
28.0%	\$3,962	\$17,038	\$204,450	3,756	45,078
29.0%	\$4,104	\$17,646	\$211,752	3,891	46,688
30.0%	\$4,245	\$18,254	\$219,054	4,025	48,298
31.0%	\$4,387	\$18,863	\$226,356	4,159	49,908
32.0%	\$4,528	\$19,471	\$233,657	4,293	51,518
33.0%	\$4,670	\$20,080	\$240,959	4,427	53,128
34.0%	\$4,811	\$20,688	\$248,261	4,561	54,738
35.0%	\$4,953	\$21,297	\$255,563	4,696	56,348
36.0%	\$5,094	\$21,905	\$262,865	4,830	57,958
37.0%	\$5,236	\$22,514	\$270,166	4,964	59,568
38.0%	\$5,377	\$23,122	\$277,468	5,098	61,178
39.0%	\$5,519	\$23,731	\$284,770	5,232	62,788
40.0%	\$5,660	\$24,339	\$292,072	5,366	64,398
45.0%	\$6,368	\$27,382	\$328,581	6,037	72,446
50.0%	\$7,075	\$30,424	\$365,090	6,708	80,496
55.0%	\$7,783	\$33,467	\$401,599	7,379	88,546
60.0%	\$8,490	\$36,509	\$438,108	8,050	96,596
100.0%	\$14,151	\$60,848	\$730,179	13,416	160,992

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Average Price/Game:	\$5.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$5.48

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$3,417	\$14,692	\$176,302	2,683	32,198
21.0%	\$3,588	\$15,426	\$185,117	2,817	33,808
22.0%	\$3,758	\$16,161	\$193,933	2,952	35,418
23.0%	\$3,929	\$16,896	\$202,748	3,086	37,028
24.0%	\$4,100	\$17,630	\$211,563	3,220	38,638
25.0%	\$4,271	\$18,365	\$220,378	3,354	40,248
26.0%	\$4,442	\$19,099	\$229,193	3,488	41,858
27.0%	\$4,613	\$19,834	\$238,008	3,622	43,468
28.0%	\$4,783	\$20,569	\$246,823	3,756	45,078
29.0%	\$4,954	\$21,303	\$255,638	3,891	46,688
30.0%	\$5,125	\$22,038	\$264,454	4,025	48,298
31.0%	\$5,296	\$22,772	\$273,269	4,159	49,908
32.0%	\$5,467	\$23,507	\$282,084	4,293	51,518
33.0%	\$5,638	\$24,242	\$290,899	4,427	53,128
34.0%	\$5,808	\$24,976	\$299,714	4,561	54,738
35.0%	\$5,979	\$25,711	\$308,529	4,696	56,348
36.0%	\$6,150	\$26,445	\$317,344	4,830	57,958
37.0%	\$6,321	\$27,180	\$326,159	4,964	59,568
38.0%	\$6,492	\$27,915	\$334,974	5,098	61,178
39.0%	\$6,663	\$28,649	\$343,790	5,232	62,788
40.0%	\$6,833	\$29,384	\$352,605	5,366	64,398
45.0%	\$7,688	\$33,057	\$396,680	6,037	72,448
50.0%	\$8,542	\$36,730	\$440,756	6,708	80,498
55.0%	\$9,396	\$40,403	\$484,831	7,379	88,548
60.0%	\$10,250	\$44,076	\$528,907	8,050	96,598
100.0%	\$17,084	\$73,459	\$881,512	13,416	160,992

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Price/Game      % Purchased

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2 Games (ea.)	\$6.50	21%
3 Games (ea.)	\$6.00	7%

Average Price/Game: \$6.83

Promotions/Discounts: 6%

Price/Game (after promotions): \$6.42

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$4,003	\$17,214	\$206,569	2,683	32,198
21.0%	\$4,203	\$18,075	\$216,897	2,817	33,808
22.0%	\$4,404	\$18,935	\$227,226	2,952	35,418
23.0%	\$4,604	\$19,796	\$237,554	3,086	37,028
24.0%	\$4,804	\$20,657	\$247,883	3,220	38,638
25.0%	\$5,004	\$21,518	\$258,211	3,354	40,248
26.0%	\$5,204	\$22,378	\$268,539	3,488	41,858
27.0%	\$5,404	\$23,239	\$278,868	3,622	43,468
28.0%	\$5,605	\$24,100	\$289,196	3,756	45,078
29.0%	\$5,805	\$24,960	\$299,525	3,891	46,688
30.0%	\$6,005	\$25,821	\$309,853	4,025	48,298
31.0%	\$6,205	\$26,682	\$320,182	4,159	49,908
32.0%	\$6,405	\$27,543	\$330,510	4,293	51,518
33.0%	\$6,605	\$28,403	\$340,839	4,427	53,128
34.0%	\$6,806	\$29,264	\$351,167	4,561	54,738
35.0%	\$7,006	\$30,125	\$361,495	4,696	56,348
36.0%	\$7,206	\$30,985	\$371,824	4,830	57,958
37.0%	\$7,406	\$31,846	\$382,152	4,964	59,568
38.0%	\$7,606	\$32,707	\$392,481	5,098	61,178
39.0%	\$7,806	\$33,567	\$402,809	5,232	62,788
40.0%	\$8,007	\$34,428	\$413,138	5,366	64,398
45.0%	\$9,007	\$38,732	\$464,780	6,037	72,446
50.0%	\$10,008	\$43,035	\$516,422	6,708	80,496
55.0%	\$11,009	\$47,339	\$568,064	7,379	88,546
60.0%	\$12,010	\$51,642	\$619,707	8,050	96,596
100.0%	\$20,016	\$86,070	\$1,032,844	13,416	160,992

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Maximum Hours Open/Year:	2,683

Laser Vests Available:	24
Games/Hour:	3
Arena Size Required (Square Feet):	3,600

Max. Game Plays/Week (Avg.):	3,744
Max. Game Plays/Month (Avg.):	16,099
Max. Game Plays/Year (Avg.):	193,190

Price/Game	% Purchased
1 Game	72%
2 Games (ea.)	21%
3 Games (ea.)	7%

Average Price/Game:	\$4.83
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Price/Game (after promotions):	\$4.54

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$3,396	\$14,604	\$175,243	3,220	38,638
21.0%	\$3,566	\$15,334	\$184,005	3,381	40,570
22.0%	\$3,736	\$16,064	\$192,767	3,542	42,502
23.0%	\$3,906	\$16,794	\$201,529	3,703	44,434
24.0%	\$4,075	\$17,524	\$210,292	3,864	46,366
25.0%	\$4,245	\$18,254	\$219,054	4,025	48,298
26.0%	\$4,415	\$18,985	\$227,816	4,186	50,230
27.0%	\$4,585	\$19,715	\$236,578	4,347	52,161
28.0%	\$4,755	\$20,445	\$245,340	4,508	54,093
29.0%	\$4,924	\$21,175	\$254,102	4,669	56,025
30.0%	\$5,094	\$21,905	\$262,865	4,830	57,957
31.0%	\$5,264	\$22,636	\$271,627	4,991	59,889
32.0%	\$5,434	\$23,366	\$280,389	5,152	61,821
33.0%	\$5,604	\$24,096	\$289,151	5,313	63,753
34.0%	\$5,774	\$24,826	\$297,913	5,474	65,685
35.0%	\$5,943	\$25,556	\$306,675	5,635	67,617
36.0%	\$6,113	\$26,286	\$315,437	5,796	69,549
37.0%	\$6,283	\$27,017	\$324,200	5,957	71,480
38.0%	\$6,453	\$27,747	\$332,962	6,118	73,412
39.0%	\$6,623	\$28,477	\$341,724	6,279	75,344
40.0%	\$6,792	\$29,207	\$350,486	6,440	77,276
45.0%	\$7,641	\$32,858	\$394,297	7,245	86,936
50.0%	\$8,490	\$36,509	\$438,108	8,050	96,595
55.0%	\$9,340	\$40,160	\$481,918	8,855	106,255
60.0%	\$10,189	\$43,811	\$525,729	9,660	115,914
100.0%	\$16,981	\$73,018	\$876,215	16,099	193,190

### ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

*Income projections shown are for illustration purposes only and do not imply any guarantees of revenue since many factors must be taken into consideration including internal and external influences.*

## LASER TAG GAME - REVENUE PROJECTIONS

Prepared By:

Creative Works Theme Factory  
[www.theWOWeffect.com](http://www.theWOWeffect.com)  
 317-834-4770

Hours Open/Week (Sept. - May):	47
Hours Open/Week (June - August):	67
Hours Open/Week (Average)	52.00
Maximum Hours Open/Year:	2,683

Laser Vests Available:	24
Games/Hour:	3
Arena Size Required (Square Feet):	3,600

Max. Game Plays/Week (Avg.):	3,744
Max. Game Plays/Month (Avg.):	16,099
Max. Game Plays/Year (Avg.):	193,190

	Price/Game	% Purchased
1 Game	\$6.00	72%
2 Games (ea.)	\$5.50	21%
3 Games (ea.)	\$5.00	7%

Average Price/Game:	\$5.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$5.48

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$4,100	\$17,630	\$211,563	3,220	38,638
21.0%	\$4,305	\$18,512	\$222,141	3,381	40,570
22.0%	\$4,510	\$19,393	\$232,719	3,542	42,502
23.0%	\$4,715	\$20,275	\$243,297	3,703	44,434
24.0%	\$4,920	\$21,156	\$253,875	3,864	46,366
25.0%	\$5,125	\$22,038	\$264,454	4,025	48,298
26.0%	\$5,330	\$22,919	\$275,032	4,186	50,230
27.0%	\$5,535	\$23,801	\$285,610	4,347	52,161
28.0%	\$5,740	\$24,682	\$296,188	4,508	54,093
29.0%	\$5,945	\$25,564	\$306,766	4,669	56,025
30.0%	\$6,150	\$26,445	\$317,344	4,830	57,957
31.0%	\$6,355	\$27,327	\$327,922	4,991	59,889
32.0%	\$6,560	\$28,208	\$338,500	5,152	61,821
33.0%	\$6,765	\$29,090	\$349,079	5,313	63,753
34.0%	\$6,970	\$29,971	\$359,657	5,474	65,685
35.0%	\$7,175	\$30,853	\$370,235	5,635	67,617
36.0%	\$7,380	\$31,734	\$380,813	5,796	69,549
37.0%	\$7,585	\$32,616	\$391,391	5,957	71,480
38.0%	\$7,790	\$33,497	\$401,969	6,118	73,412
39.0%	\$7,995	\$34,379	\$412,547	6,279	75,344
40.0%	\$8,200	\$35,260	\$423,126	6,440	77,276
45.0%	\$9,225	\$39,668	\$476,016	7,245	86,936
50.0%	\$10,250	\$44,076	\$528,907	8,050	96,595
55.0%	\$11,275	\$48,483	\$581,798	8,855	106,255
60.0%	\$12,300	\$52,891	\$634,688	9,660	115,914
100.0%	\$20,500	\$88,151	\$1,057,814	16,099	193,190

### ADDITIONAL REVENUE SOURCES:

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Max. Game Plays/Year (Avg.):	193,190

	Price/Game	% Purchased
1 Game	\$7.00	72%
2 Games (ea.)	\$6.50	21%
3 Games (ea.)	\$6.00	7%

Average Price/Game:	\$6.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$6.42

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$4,804	\$20,657	\$247,883	3,220	38,638
21.0%	\$5,044	\$21,690	\$260,277	3,381	40,570
22.0%	\$5,284	\$22,723	\$272,671	3,542	42,502
23.0%	\$5,525	\$23,755	\$285,065	3,703	44,434
24.0%	\$5,765	\$24,788	\$297,459	3,864	46,366
25.0%	\$6,005	\$25,821	\$309,853	4,025	48,298
26.0%	\$6,245	\$26,854	\$322,247	4,186	50,230
27.0%	\$6,485	\$27,887	\$334,642	4,347	52,161
28.0%	\$6,725	\$28,920	\$347,036	4,508	54,093
29.0%	\$6,966	\$29,952	\$359,430	4,669	56,025
30.0%	\$7,206	\$30,985	\$371,824	4,830	57,957
31.0%	\$7,446	\$32,018	\$384,218	4,991	59,889
32.0%	\$7,686	\$33,051	\$396,612	5,152	61,821
33.0%	\$7,926	\$34,084	\$409,006	5,313	63,753
34.0%	\$8,167	\$35,117	\$421,400	5,474	65,685
35.0%	\$8,407	\$36,150	\$433,795	5,635	67,617
36.0%	\$8,647	\$37,182	\$446,189	5,796	69,549
37.0%	\$8,887	\$38,215	\$458,583	5,957	71,480
38.0%	\$9,127	\$39,248	\$470,977	6,118	73,412
39.0%	\$9,368	\$40,281	\$483,371	6,279	75,344
40.0%	\$9,608	\$41,314	\$495,765	6,440	77,276
45.0%	\$10,809	\$46,478	\$557,736	7,245	86,936
50.0%	\$12,010	\$51,642	\$619,707	8,050	96,595
55.0%	\$13,211	\$56,806	\$681,677	8,855	106,255
60.0%	\$14,412	\$61,971	\$743,648	9,660	115,914
100.0%	\$24,020	\$103,284	\$1,239,413	16,099	193,190

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Hours Open/Week (Average)	52.00
Maximum Hours Open/Year:	2,683

Laser Vests Available:	30
Games/Hour:	3
Arena Size Required (Square Feet):	4,500

Max. Game Plays/Week (Avg.):	4,680
Max. Game Plays/Month (Avg.):	20,124
Max. Game Plays/Year (Avg.):	241,488

	Price/Game	% Purchased
1 Game	\$5.00	72%
2 Games (ea.)	\$4.50	21%
3 Games (ea.)	\$4.00	7%

Average Price/Game:	\$4.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$4.54

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$4,245	\$18,254	\$219,054	4,025	48,298
21.0%	\$4,457	\$19,167	\$230,006	4,226	50,712
22.0%	\$4,670	\$20,080	\$240,959	4,427	53,127
23.0%	\$4,882	\$20,993	\$251,912	4,629	55,542
24.0%	\$5,094	\$21,905	\$262,865	4,830	57,957
25.0%	\$5,307	\$22,818	\$273,817	5,031	60,372
26.0%	\$5,519	\$23,731	\$284,770	5,232	62,787
27.0%	\$5,731	\$24,644	\$295,723	5,433	65,202
28.0%	\$5,943	\$25,556	\$306,675	5,635	67,617
29.0%	\$6,156	\$26,469	\$317,628	5,836	70,032
30.0%	\$6,368	\$27,382	\$328,581	6,037	72,446
31.0%	\$6,580	\$28,294	\$339,533	6,238	74,861
32.0%	\$6,792	\$29,207	\$350,486	6,440	77,276
33.0%	\$7,005	\$30,120	\$361,439	6,641	79,691
34.0%	\$7,217	\$31,033	\$372,391	6,842	82,106
35.0%	\$7,429	\$31,945	\$383,344	7,043	84,521
36.0%	\$7,641	\$32,858	\$394,297	7,245	86,936
37.0%	\$7,854	\$33,771	\$405,249	7,446	89,351
38.0%	\$8,066	\$34,684	\$416,202	7,647	91,765
39.0%	\$8,278	\$35,596	\$427,155	7,848	94,180
40.0%	\$8,490	\$36,509	\$438,108	8,050	96,595
45.0%	\$9,552	\$41,073	\$492,871	9,056	108,670
50.0%	\$10,613	\$45,636	\$547,634	10,062	120,744
55.0%	\$11,674	\$50,200	\$602,398	11,068	132,818
60.0%	\$12,736	\$54,763	\$657,161	12,074	144,893
100.0%	\$21,226	\$91,272	\$1,095,269	20,124	241,488

### ADDITIONAL REVENUE SOURCES:

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1 Game	\$6.00	72%
2 Games (ea.)	\$5.50	21%
3 Games (ea.)	\$5.00	7%

Average Price/Game:	\$5.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$5.48

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$5,125	\$22,038	\$264,454	4,025	48,298
21.0%	\$5,381	\$23,140	\$277,676	4,226	50,712
22.0%	\$5,638	\$24,242	\$290,899	4,427	53,127
23.0%	\$5,894	\$25,343	\$304,122	4,629	55,542
24.0%	\$6,150	\$26,445	\$317,344	4,830	57,957
25.0%	\$6,406	\$27,547	\$330,567	5,031	60,372
26.0%	\$6,663	\$28,649	\$343,790	5,232	62,787
27.0%	\$6,919	\$29,751	\$357,012	5,433	65,202
28.0%	\$7,175	\$30,853	\$370,235	5,635	67,617
29.0%	\$7,431	\$31,955	\$383,458	5,836	70,032
30.0%	\$7,688	\$33,057	\$396,680	6,037	72,446
31.0%	\$7,944	\$34,159	\$409,903	6,238	74,861
32.0%	\$8,200	\$35,260	\$423,126	6,440	77,276
33.0%	\$8,456	\$36,362	\$436,348	6,641	79,691
34.0%	\$8,713	\$37,464	\$449,571	6,842	82,106
35.0%	\$8,969	\$38,566	\$462,794	7,043	84,521
36.0%	\$9,225	\$39,668	\$476,016	7,245	86,936
37.0%	\$9,481	\$40,770	\$489,239	7,446	89,351
38.0%	\$9,738	\$41,872	\$502,462	7,647	91,765
39.0%	\$9,994	\$42,974	\$515,684	7,848	94,180
40.0%	\$10,250	\$44,076	\$528,907	8,050	96,595
45.0%	\$11,531	\$49,585	\$595,020	9,056	108,670
50.0%	\$12,813	\$55,094	\$661,134	10,062	120,744
55.0%	\$14,094	\$60,604	\$727,247	11,068	132,818
60.0%	\$15,375	\$66,113	\$793,361	12,074	144,893
100.0%	\$25,625	\$110,189	\$1,322,268	20,124	241,488

### ADDITIONAL REVENUE SOURCES:

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Price/Game	% Purchased
1 Game	72%
2 Games (ea.)	21%
3 Games (ea.)	7%

Average Price/Game:	\$6.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$6.42

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$6,005	\$25,821	\$309,853	4,025	48,298
21.0%	\$6,305	\$27,112	\$325,346	4,226	50,712
22.0%	\$6,605	\$28,403	\$340,839	4,427	53,127
23.0%	\$6,906	\$29,694	\$356,331	4,629	55,542
24.0%	\$7,206	\$30,985	\$371,824	4,830	57,957
25.0%	\$7,506	\$32,276	\$387,317	5,031	60,372
26.0%	\$7,806	\$33,567	\$402,809	5,232	62,787
27.0%	\$8,107	\$34,858	\$418,302	5,433	65,202
28.0%	\$8,407	\$36,150	\$433,795	5,635	67,617
29.0%	\$8,707	\$37,441	\$449,287	5,836	70,032
30.0%	\$9,007	\$38,732	\$464,780	6,037	72,446
31.0%	\$9,308	\$40,023	\$480,273	6,238	74,861
32.0%	\$9,608	\$41,314	\$495,765	6,440	77,276
33.0%	\$9,908	\$42,605	\$511,258	6,641	79,691
34.0%	\$10,208	\$43,896	\$526,751	6,842	82,106
35.0%	\$10,509	\$45,187	\$542,243	7,043	84,521
36.0%	\$10,809	\$46,478	\$557,736	7,245	86,936
37.0%	\$11,109	\$47,769	\$573,229	7,446	89,351
38.0%	\$11,409	\$49,060	\$588,721	7,647	91,765
39.0%	\$11,710	\$50,351	\$604,214	7,848	94,180
40.0%	\$12,010	\$51,642	\$619,707	8,050	96,595
45.0%	\$13,511	\$58,097	\$697,170	9,056	108,670
50.0%	\$15,012	\$64,553	\$774,633	10,062	120,744
55.0%	\$16,513	\$71,008	\$852,096	11,068	132,818
60.0%	\$18,015	\$77,463	\$929,560	12,074	144,893
100.0%	\$30,025	\$129,106	\$1,549,266	20,124	241,488

### ADDITIONAL REVENUE SOURCES:

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Hours Open/Week (June - August):	67
Hours Open/Week (Average)	52.00
Maximum Hours Open/Year:	2,683

Laser Vests Available:	40
Games/Hour:	3
Arena Size Required (Square Feet):	6,000

Max. Game Plays/Week (Avg.):	6,240
Max. Game Plays/Month (Avg.):	26,832
Max. Game Plays/Year (Avg.):	321,984

Price/Game      % Purchased

1 Game	\$5.00	72%
2 Games (ea.)	\$4.50	21%
3 Games (ea.)	\$4.00	7%

Average Price/Game: \$4.83

Promotions/Discounts: 6%

Price/Game (after promotions): \$4.54

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$5,660	\$24,339	\$292,072	5,366	64,397
21.0%	\$5,943	\$25,556	\$306,675	5,635	67,617
22.0%	\$6,226	\$26,773	\$321,279	5,903	70,836
23.0%	\$6,509	\$27,990	\$335,882	6,171	74,056
24.0%	\$6,792	\$29,207	\$350,486	6,440	77,276
25.0%	\$7,075	\$30,424	\$365,090	6,708	80,496
26.0%	\$7,358	\$31,641	\$379,693	6,976	83,716
27.0%	\$7,641	\$32,858	\$394,297	7,245	86,936
28.0%	\$7,924	\$34,075	\$408,900	7,513	90,156
29.0%	\$8,207	\$35,292	\$423,504	7,781	93,375
30.0%	\$8,490	\$36,509	\$438,108	8,050	96,595
31.0%	\$8,773	\$37,726	\$452,711	8,318	99,815
32.0%	\$9,056	\$38,943	\$467,315	8,586	103,035
33.0%	\$9,340	\$40,160	\$481,918	8,855	106,255
34.0%	\$9,623	\$41,377	\$496,522	9,123	109,475
35.0%	\$9,906	\$42,594	\$511,125	9,391	112,694
36.0%	\$10,189	\$43,811	\$525,729	9,660	115,914
37.0%	\$10,472	\$45,028	\$540,333	9,928	119,134
38.0%	\$10,755	\$46,245	\$554,936	10,196	122,354
39.0%	\$11,038	\$47,462	\$569,540	10,464	125,574
40.0%	\$11,321	\$48,679	\$584,143	10,733	128,794
45.0%	\$12,736	\$54,763	\$657,161	12,074	144,893
50.0%	\$14,151	\$60,848	\$730,179	13,416	160,992
55.0%	\$15,566	\$66,933	\$803,197	14,758	177,091
60.0%	\$16,981	\$73,018	\$876,215	16,099	193,190
100.0%	\$28,302	\$121,697	\$1,460,358	26,832	321,984

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Price/Game	% Purchased
1 Game	\$6.00 72%
2 Games (ea.)	\$5.50 21%
3 Games (ea.)	\$5.00 7%

Average Price/Game:	\$5.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$5.48

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$6,833	\$29,384	\$352,605	5,366	64,397
21.0%	\$7,175	\$30,853	\$370,235	5,635	67,617
22.0%	\$7,517	\$32,322	\$387,865	5,903	70,836
23.0%	\$7,858	\$33,791	\$405,495	6,171	74,056
24.0%	\$8,200	\$35,260	\$423,126	6,440	77,276
25.0%	\$8,542	\$36,730	\$440,756	6,708	80,496
26.0%	\$8,883	\$38,199	\$458,386	6,976	83,716
27.0%	\$9,225	\$39,668	\$476,016	7,245	86,936
28.0%	\$9,567	\$41,137	\$493,647	7,513	90,156
29.0%	\$9,908	\$42,606	\$511,277	7,781	93,375
30.0%	\$10,250	\$44,076	\$528,907	8,050	96,595
31.0%	\$10,592	\$45,545	\$546,537	8,318	99,815
32.0%	\$10,933	\$47,014	\$564,167	8,586	103,035
33.0%	\$11,275	\$48,483	\$581,798	8,855	106,255
34.0%	\$11,617	\$49,952	\$599,428	9,123	109,475
35.0%	\$11,958	\$51,422	\$617,058	9,391	112,694
36.0%	\$12,300	\$52,891	\$634,688	9,660	115,914
37.0%	\$12,642	\$54,360	\$652,319	9,928	119,134
38.0%	\$12,984	\$55,829	\$669,949	10,196	122,354
39.0%	\$13,325	\$57,298	\$687,579	10,464	125,574
40.0%	\$13,667	\$58,767	\$705,209	10,733	128,794
45.0%	\$15,375	\$66,113	\$793,361	12,074	144,893
50.0%	\$17,084	\$73,459	\$881,512	13,416	160,992
55.0%	\$18,792	\$80,805	\$969,663	14,758	177,091
60.0%	\$20,500	\$88,151	\$1,057,814	16,099	193,190
100.0%	\$34,167	\$146,919	\$1,763,023	26,832	321,984

### ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

Income projections shown are for illustration purposes only and do not imply any guarantees of revenue since many factors must be taken into consideration including internal and external influences.

## LASER TAG GAME - REVENUE PROJECTIONS

Prepared By:

Creative Works Theme Factory

[www.theWOWeffect.com](http://www.theWOWeffect.com)

317-834-4770

Hours Open/Week (Sept. - May):	47
Hours Open/Week (June - August):	67
Hours Open/Week (Average)	52.00
Maximum Hours Open/Year:	2,683

Laser Vests Available:	40
Games/Hour:	3
Arena Size Required (Square Feet):	6,000

Max. Game Plays/Week (Avg.):	6,240
Max. Game Plays/Month (Avg.):	26,832
Max. Game Plays/Year (Avg.):	321,984

Price/Game      % Purchased

1 Game	\$7.00	72%
2 Games (ea.)	\$6.50	21%
3 Games (ea.)	\$6.00	7%

Average Price/Game: \$6.83

Promotions/Discounts: 6%

Price/Game (after promotions): \$6.42

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$8,007	\$34,428	\$413,138	5,366	64,397
21.0%	\$8,407	\$36,150	\$433,795	5,635	67,617
22.0%	\$8,807	\$37,871	\$454,451	5,903	70,836
23.0%	\$9,208	\$39,592	\$475,108	6,171	74,056
24.0%	\$9,608	\$41,314	\$495,765	6,440	77,276
25.0%	\$10,008	\$43,035	\$516,422	6,708	80,496
26.0%	\$10,409	\$44,757	\$537,079	6,976	83,716
27.0%	\$10,809	\$46,478	\$557,736	7,245	86,936
28.0%	\$11,209	\$48,199	\$578,393	7,513	90,156
29.0%	\$11,609	\$49,921	\$599,050	7,781	93,375
30.0%	\$12,010	\$51,642	\$619,707	8,050	96,595
31.0%	\$12,410	\$53,364	\$640,363	8,318	99,815
32.0%	\$12,810	\$55,085	\$661,020	8,586	103,035
33.0%	\$13,211	\$56,806	\$681,677	8,855	106,255
34.0%	\$13,611	\$58,528	\$702,334	9,123	109,475
35.0%	\$14,011	\$60,249	\$722,991	9,391	112,694
36.0%	\$14,412	\$61,971	\$743,648	9,660	115,914
37.0%	\$14,812	\$63,692	\$764,305	9,928	119,134
38.0%	\$15,212	\$65,413	\$784,962	10,196	122,354
39.0%	\$15,613	\$67,135	\$805,618	10,464	125,574
40.0%	\$16,013	\$68,856	\$826,275	10,733	128,794
45.0%	\$18,015	\$77,463	\$929,560	12,074	144,893
50.0%	\$20,016	\$86,070	\$1,032,844	13,416	160,992
55.0%	\$22,018	\$94,677	\$1,136,129	14,758	177,091
60.0%	\$24,020	\$103,284	\$1,239,413	16,099	193,190
100.0%	\$40,033	\$172,141	\$2,065,688	26,832	321,984

### ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

Income projections shown are for illustration purposes only and do not imply any guarantees of revenue since many factors must be taken into consideration including internal and external influences.