



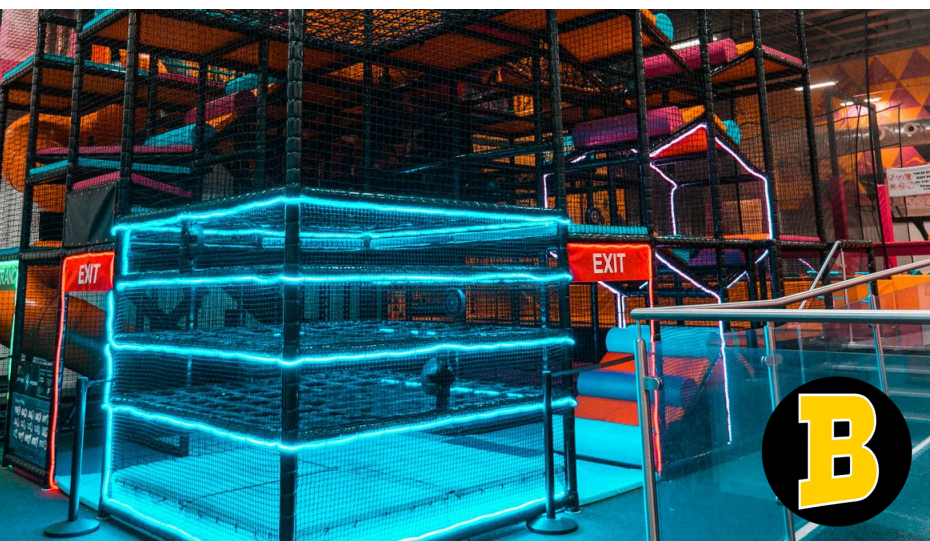
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5-Month ROI: 3 Factors Driving Freedom Gaming's Success at Boost Leicester

Background

Boost Leicester installed their brand new Freedom Gaming arena in September 2022 and have been reaping the rewards ever since. The arena was designed and built by our good friends at The Play Company specifically with Boost Leicester's requirements in mind. The brief – to create an exciting new feature, occupying a restricted floor space whilst maximising height, to be accessible and fun for all ages and abilities, and of course, to bring the WOW factor!

We caught up with Ben Peach, Operations Director at Boost, to hear just how impactful Freedom Gaming has been. Spoiler alert – the results are impressive!



Predicted Impact on Revenue

Based on initial numbers

Extra visitors:

£70,000 pa

Capacity increase:

£170,000 pa

Headline Results



50% increase in park capacity



18% more weekly visitors



Increased value perception



The Results

50% Increase in Park Capacity

By repositioning their seating area, Boost were able to introduce a Freedom Gaming multi-player tag challenge area. Capacity increased from 80 to a whopping 120.

The result: 50% more visitors in the park at any one time. This capacity increase alone is expected to generate an additional £170,000 per year.



18% More Weekly Visitors

In the first three months, Boost Leicester saw an 18% increase in weekly visitors.

Their increased appeal to toddlers, older teens, and even adults has extended their reach and brought in new visitors during their typically quiet periods.

↑ "Adults and older teens like the competition element and physical challenge which they don't get with many other features".

↑ More toddlers and parents are enjoying the 'interactive soft play' area during weekday mornings and midday sessions, which are notoriously the quietest times of the day.

These extra visitors are predicted to generate an additional £70,000 per year.

"Gamification is key for us to drive engagement with customers, ensuring they perceive high value and have memorable experiences"

Ben Peach
Operations Director at Boost

The Results

Increased Value Perception

Freedom Gaming has delivered on Boost Leicester's objective to provide quality customer experience and engagement to drive (repeat) business.

Premium Look and Feel

Competitive gameplay, large TV leaderboards, flashing lights, LED strips, and atmospheric music and sounds that get everyone excited.

Staff Engagement

Staff members now supervise and organise gameplay, which can be hugely beneficial for the user experience and the Boost brand.

Increased Entry Fees

Freedom Gaming has enabled Boost to charge premium prices. Following installation, entry fee increased by 6%.



It Doesn't End There...

Boost Leicester are now outperforming their sister site in Northampton for the first time ever, despite Leicester being a much smaller park with a lower capacity. Boost are now planning to upgrade their Northampton site with a Freedom Gaming system in the very near future – evidence of just how powerful it is for them.

We're thrilled Freedom Gaming is helping Boost Leicester become more successful, more profitable, and a more enjoyable destination for their customers. We're excited to collaborate on their Northampton project and we have no doubt it will be just as successful!

Our thanks to Ben Peach for keeping us up to date with the progress and taking the time to chat with us.

