



Need more proof that bowling appeals to people all over the world? The next time you're in the Himalayas, visit the JW Marriott Mussoorie Walnut Grove Resort & Spa in Uttarakhand, India, and be sure to stop by The Den to bowl a few frames.

### **JW Marriott Mussoorie Walnut Grove Resort and Spa in Uttarakhand, India**

JW Marriott Mussoorie Walnut Grove Resort and Spa allows guests to enjoy the staggering beauty of the Himalayas from the breathtaking hill station of Mussoorie. This five-star hotel lets travelers of all types relax and recharge in luxury accommodations, with therapeutic treatments at the on-site spa; several dynamic restaurants; and the area's largest entertainment center, fully equipped with gaming consoles, a billiards room and bowling lanes.

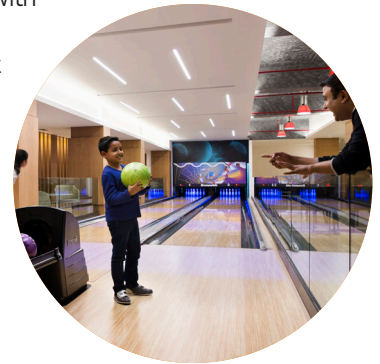
*“Bowling has helped us position the facility as a power-packed resort and family destination.”*

— Ramandeep Marwah,  
General Manager

“Our hotel has the distinction of catering to the entire family with a plethora of entertainment, dining and relaxation amenities,” said Ramandeep Marwah, General Manager. “The JW Marriott Mussoorie Walnut Grove Resort and Spa lends to the beauty of Mussoorie, one of the most stunning and serene parts of the Himalayas.”

### **Strategic Vision**

The resort opened in 2014 and offers every kind of amenity for all types of travelers. “We wanted to establish the property as a wholesome family resort with activities for everyone,” said Ramandeep.



### **Experience is Everything**

The resort chose Brunswick, the industry leader for more than 125 years, to create a bowling boutique in The Den, the resort's children and family activity center. Brunswick provided two Anvilane™ synthetic lanes, Lightworx® lighting, ball returns, and pinsetters—everything needed to build a bowling boutique from the ground up.

### **Results**

“There is an increase in our repeat guests,” said Ramandeep. “It's working well for us; guests are enjoying the facility. Bowling has helped us position the facility as a power-packed resort and family destination.”

“Bowling is a great differentiator for resorts,” said Gary Smith, Brunswick vice president for international sales. “Due to its mass appeal and social nature, bowling keeps guests on the property longer, increases spending on F&B, and drives repeat visits. And, bowling is a cash business with no receivables and very low inventories. After the initial investment, it requires little working capital, so revenue flows to the bottom line.”