



# The 44 Takes Brunswick Bowling to New Heights in Dubai

## Al Habtoor City, Dubai

Dubai is the largest city in the United Arab Emirates (UAE), offering world-class shopping; cuisine; and adventures ranging from indoor skiing and snowboarding to desert safaris, hot air ballooning and skydiving. Now Dubai can add to that list what may be the world's highest bowling lanes, located on the 44th floor of the Westin Al Habtoor City hotel.

*Bowling is a great differentiator for resorts. Due to its mass appeal and social nature, bowling keeps guests on the property longer, increases spending on F&B, and drives repeat visits.*

The 44 is part of the Al Habtoor City development, located on the banks of the Dubai Water Canal, which includes three five-star hotels, in addition to restaurants, meeting spaces, fitness facilities, luxury residences, boutiques, cafes, a marina, and more.

### A Unique Offering

"We wanted to make this project very unique by offering bowling," said Philippe d'Amat, The 44's director of operations. "Our target market is for inside and outside guests, since The 44 is open to the public as well as to guests staying in the Westin and other Al Habtoor City hotels. We are promoting the venue to individuals and corporate groups." The 44's amenities also include two bars, a terrace, pool tables, dart boards, and pinball.

### Quality Equipment, Trusted Relationships

The 44 chose Brunswick Bowling, the bowling industry leader for more than 125 years, as its supplier. "We have chosen to work with Brunswick because of the quality of the equipment, and also the good relationship we have with the management of Brunswick distributor the AKI Group," said d'Amat.

Brunswick provided The 44 with two Anvilane™ synthetic lanes, the Sync® Scoring and Management System, GS-X™ pinsetters, Frameworx™ ball lift, and a custom masking unit —everything the venue needed to offer boutique bowling.

### Bowling Differentiates Resorts

"The 44 has been going very well, and it's matching owner expectations," said d'Amat.

"Bowling is a great differentiator for resorts," said Dave Sella, Brunswick vice president of capital equipment. "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."

Resort operators who are new to the bowling business find a trusted partner in Brunswick. Brunswick professionals provide market analysis and help determine how to best design and plan the space. Brunswick equipment, including Sync Scoring and Management (the most comprehensive center management and POS system in the industry), pinsetters, synthetic lanes, and furniture, all work together seamlessly. Equally important, Brunswick provides expert installation, professional training, 24/7 product support, and help with marketing.