



‘Staggering’ Results for Circle Bowl After Modernizing

For bowling centers, modernization is the key to getting more customers to visit more often, stay longer, and spend more. Circle Bowl & Entertainment in Ledgewood, New Jersey, has experienced exponential revenue increases since modernizing.

Brunswick’s modernization sales specialists can share market data and review financial information to determine the best size and scope for your modernization project.

The challenge

“League bowling had been declining at a 30 percent clip for three consecutive years, and our bowling center revenue wasn’t supporting the square footage we were occupying,” says Shawn Aiello, general manager of Circle Bowl & Entertainment in Ledgewood, New Jersey.

“There is no way that you can be successful if you stay mired in the past. You need to keep evolving and bringing in new customers to stay in business. There is way too much entertainment competition, and people expect more for their money.”

Modernization

Circle Bowl installed the Brunswick Sync® scoring and management system, Pro Lane™ synthetic lanes, and new bumpers, seating, and concourse as part of its major modernization project in 2015. The business transformed itself from a 34-lane traditional center to a 25-lane family entertainment center, complete with a five-lane VIP lounge with custom Colorfull™ lanes; full arcade; laser tag; and a new bar and restaurant.

“Staggering” results

“It isn’t important to modernize a traditional center ... it’s mandatory!” says Aiello. “Our results have been staggering. Our revenues have gone up around 300 percent. What we used to generate in seven days, we now do on a Saturday night.”

“The Sync scoring and management system not only helps us efficiently manage this influx in business but also helps bring the business in. Customer expectations are higher than ever, and Sync delivers on the expectations of our customers and our staff.”

Work with the best

“You can’t be afraid to make harsh decisions about your operations,” says Aiello. “My advice to any traditional center owner looking to modernize is to do your homework and hire the best help for modernizing your business.” Circle Bowl chose Brunswick Bowling as its modernization partner.

Brunswick’s modernization sales specialists can share market data and review financial information to determine the best size and scope for your modernization project. They’ll help you develop a business plan and connect with proven resources to get help with financing, food and beverage operations, design, construction, and more. And only Brunswick can outfit your center with the very best equipment and scoring/POS system in the industry. Visit www.brunswickbowling.com/modernize-a-center to get started.

