

Bowling exceeds expectations at Choctaw Casino Resort



Successful casino resorts are always looking for ways to keep players on their property longer, attract new demographics, and create revenue streams outside of gaming. They're also looking to offer more amenities to the local tribal community. That's where bowling comes in.

"We wanted to add activities the whole family can enjoy," said Christina Black, manager of [The District](#) at [Choctaw Casino Resort](#) in Durant, Oklahoma. "Over the years we've continued to add different amenities and activities for our guests to enjoy."

Choctaw Casino opened The District in fall 2015. The entertainment center features 20 Brunswick lanes, a four-screen cinema, laser tag, an arcade, a sports bar and a food court. "There is nothing like this in Durant or the surrounding areas," said Black. "The District was the perfect addition to our property, adding something the whole family can participate in."

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The facility has proved to be a hit with area residents as well as resort guests. "This venue provides more jobs to the local area and a place for families to visit and play," said Black. "We are also able to use the venue for charitable purposes. This year we were able to host the Special Olympics, and several other charities have also used the venue for their events."

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Black recommends [Brunswick](#) to other casino operators. "Brunswick offers great training and support, state-of-the-art equipment and help with the design of our facility," she said.

Brunswick Bowling has completed many casino bowling center projects, providing a full range of services from feasibility studies and project planning to facility design, construction management, installation and training.

The power of a Brunswick partnership is strengthened by the Brunswick [Build-to-Bowl](#) program, designed for organizations that don't have experience with planning or constructing a bowling center. It's a single-source solution, providing all the services needed from the earliest planning stages right through project completion, including help with site selection and analysis, design, construction, and even marketing and operations.

Brunswick has established long-term strategic partnerships with the most prominent names in the entertainment industry to assist with everything from facility design, financing, and construction to amenities such as water parks, laser tag, food service, arcades, billiards, and more.

Learn more about the synergies and advantages of adding bowling to your casino's entertainment mix. Send your inquiries to buildacenter@brunswickbowling.com or visit [Brunswick Bowling](#) for more information.

Brunswick® Experience is Everything.