



**CONFERENCE:** Nov. 15-18, 2021  
**TRADE SHOW:** Nov. 16-19, 2021

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# Has the Pandemic Changed Arcade Strategies or is it Back to Basics?

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# Guest Expectations

- Cleanliness
- Service
- Price Points
- Crowd Comfort



# Challenges

- Labor Market
- Long Lead Times on Games
- Parts Supply Chain Inventory
- Tech Support
- Shipping Cost



# Challenges Cont.

- Local State and Federal Mandates
- Guest Confidence
- Advances in Home Entertainment



# Operational Trends

LEANER operations.

Less personnel v/s quality of service.

Fewer middle managers.

Facility layout (games distribution).

Automation (kiosks, online services, etc.)



# Operational Trends

## Rethink Business Model

Strategies of low-price incentive marketing and bulk attraction and game pricing are a losing battle with labor

Market to a new demographic. Where once you may have focused on kids and teens, post pandemic may have opened additional revenue streams for corporate and adult driven business looking for experiences close to home

Expand variety of Menu offerings for broader appeal. Consider online ordering and delivery for those that continue to stay home to connect to your facility



# Equipment Trends

## Virtual Reality



## Hot New Games





# Entertainment Trends

Multisensory entertainment that can only be experienced at location-based entertainment places!



# Questions?



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