



All Star Lanes

**London's Original Good Time, Retro
Bowling, American Food, Karaoke
and Cocktails**



The Brief

Since 2006, All Star Lanes has been a bowling operator at its heart, boasting four fun-filled venues across Central London.

Their venues host a range of competitive social games that only add to the fantastic offering – giving guests more reason to visit and extend their stay.

All venues are equipped with retro bowling lanes, luxury karaoke booths, cocktail bars and restaurants – providing customers with the perfect place to meet, drink and dine in style, in a timeless classic American setting.

Since the Covid-19 pandemic, the venues have become more profitable than ever – with their attention set firmly on increasing the incredible array of games and leisure activities to stake a claim as London's go-to location for the ultimate night out.





The Solution

All Star Lanes first locked eyes with Home Leisure Direct at an INNTEGREA hospitality event, a perfect example of a match made in heaven.

Now fondly referring to them as a trusted partner of the business who have provided a great range of game leisure activities, coupled with a completely unmatched aftercare service.

From the moment All Star Lanes visited the Home Leisure Direct showrooms in Bristol, it was clear that the pair were made for each other.

With a swift decision made by the team at All Star Lanes to trial the installation of Augmented Reality (AR) Darts in one venues from October last year... and what a decision this proved to be!

Augmented Reality Darts



Augmented Reality (AR) Darts system takes Smarts Darts to the next level with a creative range of gameplay which will blow the minds of your clientele. By projecting the gameplay on to the board we created an immersive experience that makes customers feel like they are in the game.

Using the very latest dartboard technology the Smartboard senses where the darts have landed making sure every shot is tracked and counted. This registers the score and updates all the game graphics projected onto the board and surrounding area.

[For full details on AR Darts, with Bullseye click here](#)

THE BENEFITS OF AR DARTS



Increase dwell time and spend per head for your venue



Get up to 12 players on each lane to maximise spend per customer



Huge opportunity to increase food and beverage sales to captivate customers



Stand out from your competition by bringing an exciting experience to their venue



NEW! Get AR Darts with The Famous TV Gameshow Bullseye!



The Results

Following the successful installation and rollout of the AR Darts, bookings soared.

The bowling operator is expecting

- **£90,000 in AR Darts booking alone throughout the first 12 months**, based off bookings already made within the first six months,
- with an **additional £60,000 in wet spend** (food and drink)
- amounting to a **projected £150,000 in revenue within the first year of installation.**

Following this trial, All Star Lanes are now looking to roll out AR darts across their other venues – most notably their Holborn location, themed to a Canadian hunting lodge, where they're also considering adding Home Leisure Direct's Bullseye AR darts game.



Graham Cook, CEO at All Star Lanes, commented:

“Looking to the future, All Star Lanes are keen to continue to partner with Home Leisure Direct on future builds and thoroughly recommend their products to other commercial venues.

From installation right through to the aftercare process, the team provided such high-quality service and their products have been a roaring success in our Brick Lane venue.

Giving our guests more reasons to visit and extend their dwell time – which is shown in the initial sales results alone.

We’re all about creating the ‘ultimate night out’ for our guests and with Home Leisure Direct’s help we were able to elevate this offering even further.”



Roger Bunce, Sales Director at www.HomeLeisureDirect.com, commented:

“We were thrilled to be able to work with the team at All Star Lanes. They’re well-known for creating the ultimate destination for guaranteed good times with family and friends, whether that be big parties or corporate events.

They went through a growth period post-pandemic which has allowed us to get involved in expanding the games leisure activities they have to offer to the public, and since their venues boast a timeless classic American vibe, our products were perfect for fitting this style, including our vintage arcade gaming machines and shuffleboards.

“It’s also great to see that our AR Darts set-up has been such a success with All Star Lanes’ customers since installation in terms of booking and sales. AR Darts brings the darts experience to life, allowing players to get fully immersed in popular games like Bullseye and Killer with trivia rounds and voiceovers. We look forward to hopefully working with All Star Lanes again in the future, kitting out more of their stunning venues.”