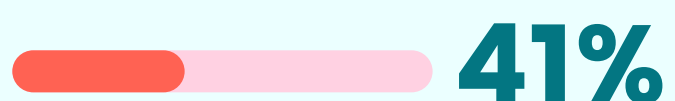


Growth Strategies 2023:

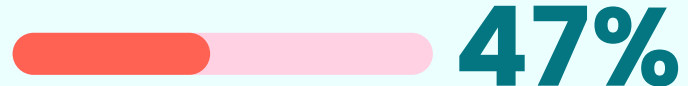
Supercharge customer experience and boost revenue in your pub using the power of competitive socialising

Competitive Socialising (CS) refers to the combining of social activities, such as dining or drinking, with competitive games or activities, such as AR Darts, Contactless Pool Tables or Shuffleboards.

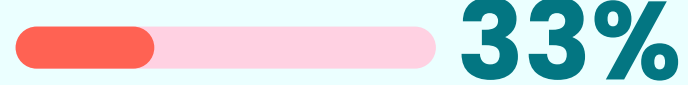
41% of Gen Z have been to a CS venue



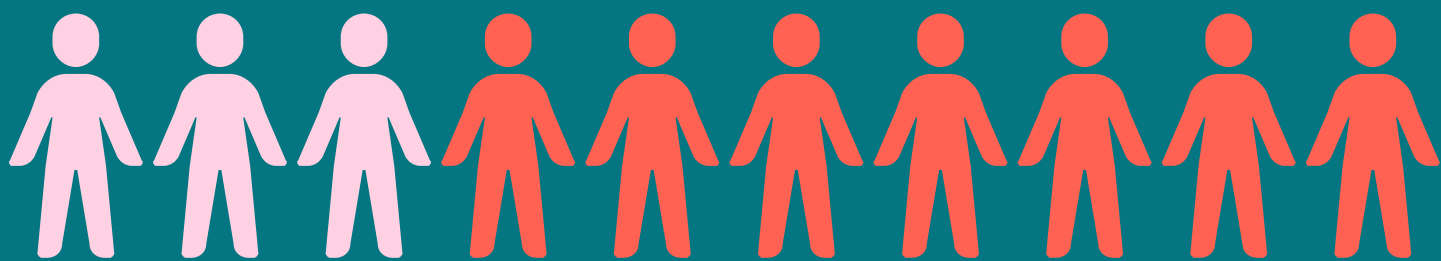
47% of them said that they would go again



33% of families have been to a CS venue



Source: KAM



7 out of 10 millennials prefer to spend money on experiences with friends rather than buying material things.

Source: Eventbrite



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And it's not just some fad or trend that is going to go away, according to a report by Allied Market Research, the global competitive socialising market is expected to reach **13.98 billion by 2027.**

⇒ **More Customers**

People can't play games alone, so they will visit in groups and it will keep them coming back for multiple visits.

⇒ **Increase Dwell Time**

The beauty of competitive play is you can get mates challenging each other for hours. Time flies when you're playing pool.

⇒ **Increase Spend Per Head**

Adding CS is a great way to increase spend per head, and have CS product helps you drive more F+B sales too.

Source: Allied Market Research



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The Solution: Competitive Socialising In Action

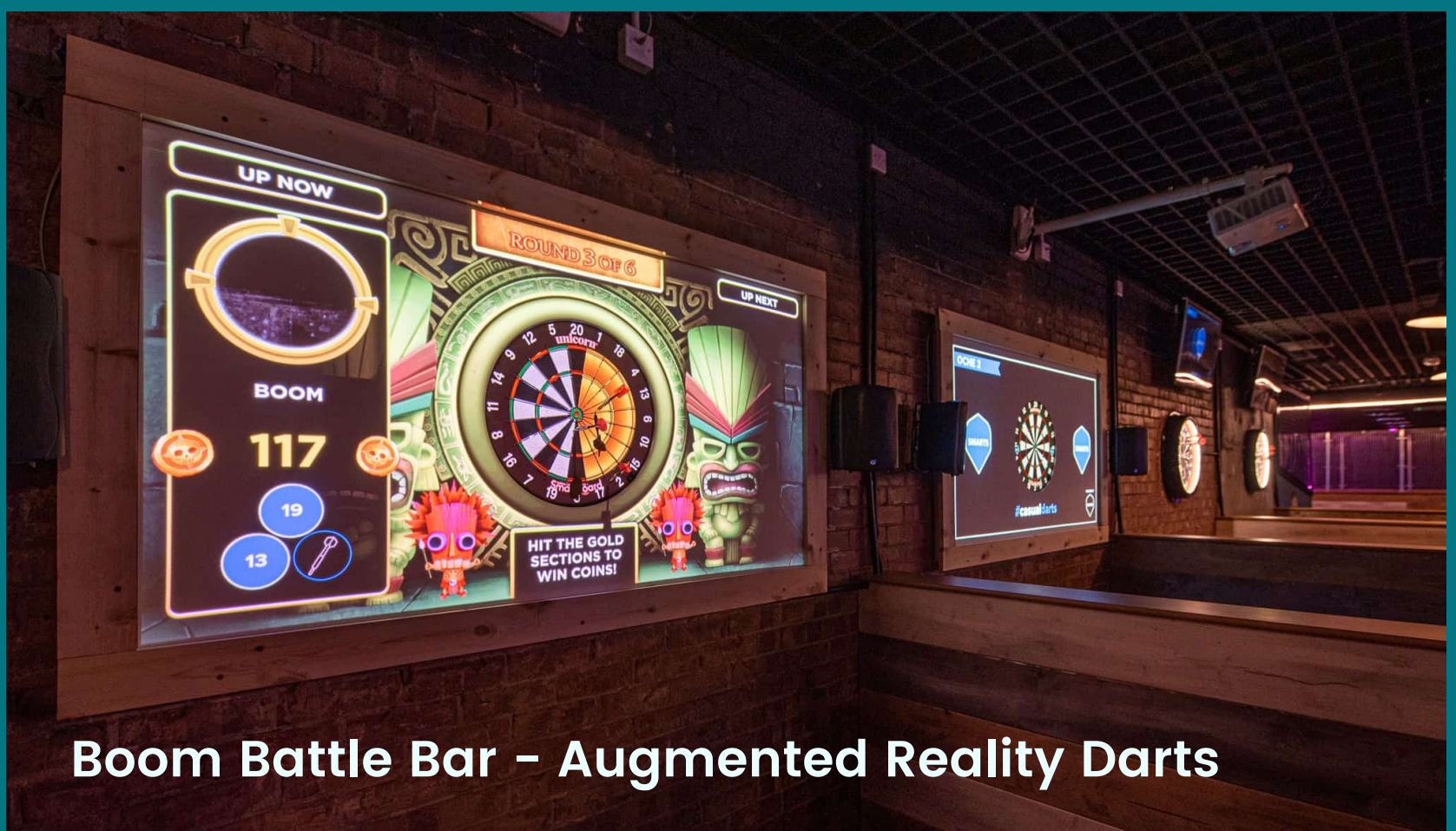
Boom Battle Bar

You can choose from Electric Darts, Crazy Golf, Shuffleboard, Beer Pong, and Skee-ball. Plus, as all competitive socialising works up an appetite, Boom Battle serves gourmet street food and cocktails.

[Read full case study here](#)



Boom Battle Bar – Marhsall American Pool Tables



Boom Battle Bar – Augmented Reality Darts



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The Solution: Competitive Socialising In Action



Head Of Steam – Marlowe Shuffleboards

Head Of Steam

Head of Steam are purveyors of great beer, live music, and good times.

Head of Steam had mastered the bar sector and were looking to convert their secondary spaces in Newcastle and Nottingham into ‘play, eat, repeat’ areas.

Adding Shuffleboards, American Pool Tables and Football tables to help increase dwell time and spend while customer are in the venue.

[Read full case study here](#)



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Competitive Socialising Products

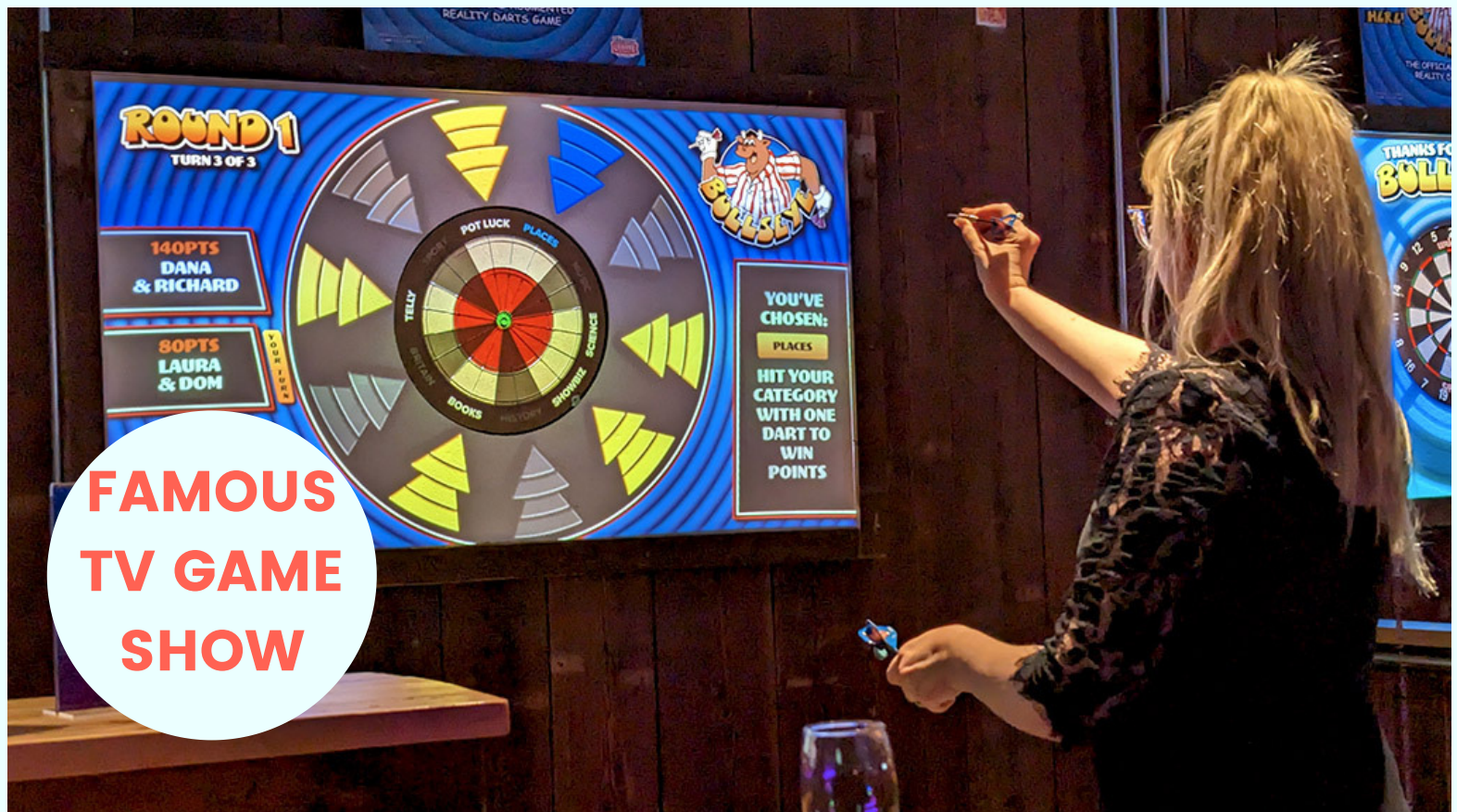
Bullseye Augmented Reality Darts

Average Group Size: 5 People

Average Price: £12 per person per hour

Average Hours Usage: 5 hours per day

Potential Revenue: £109,500 per year



[Full Product Details Here](#)

Contactless Pool Table

Average Game Per Day: 30 per table

Average Price: £1.50 per game

Potential Revenue: £16,425 per year



[Full Product Details Here](#)



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Competitive Socialising Products

Marlowe Shuffleboards

Average Charge: £20 Per hour

Average Hours Usage 4 Hours per day

Potential Revenue: £29,200 per year



[Full Product Details Here](#)

CS Series Swish! Basketball Machine

Average Game Per Day: 40 games a day

Average Price: £2.00 per game

Potential Revenue: £29,200 per year



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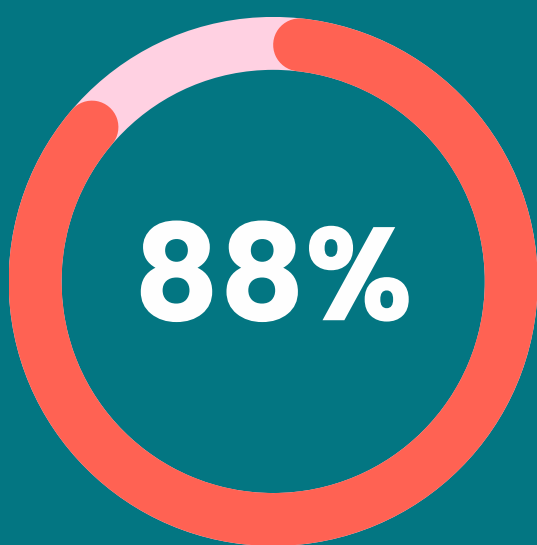
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So, What Next?

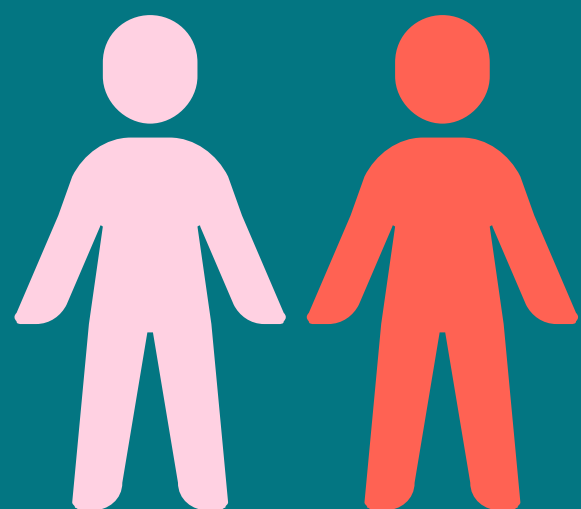
At Home Leisure Direct we have dedicated team of commercial specialists who have helped likes of Lane 7, Boom Battle Bar, Stonegate and BoxPark to maximise the opportunity of competitive socialising and make it a huge success

In fact we love it so much we even created an entire trade show about Competitive Socialising geared toward helping pubs and venues adopt the concept and we want to help you do the same.

Data gathered by one of our trade show partners KAM shows that 88% of people want to be provided with an experience when they come to your pub.



88% of survey responders said “I want pubs/bars to provide me with an experience I can't get at home”



1-in-2 want to see MORE pubs/bars start to offer elements of competitive gaming.

Source: KAM



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So, What Next?

We've been helping the hospitality industry for almost 16 years now and our team knows what works for pubs and bars especially.

The team can expertly guide you through what will work for your venue and help you get everything you need in order to bring competitive socialising to life for you and your customers.

To speak to them one of the team directly you can call 01454 513 170 or you can book some time in on their calendar below.

A lucrative revenue stream without the upfront cost



Profit Share

We'll install them with no upfront fee in exchange for an agreement to share the profits.



Lease Rental

To help spread the cost we offer a zero deposit lease rentals. You keep 100% of the revenue

**BOOK A FREE NO OBLIGATION
15 MINUTE COMMERCIAL PLANNING CALL
WITH OUR TEAM**

BOOK HERE



[Learn more at www.homeleisuredirect.com](http://www.homeleisuredirect.com)

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Meet The Team

MEET BEN



Our resident EUROPEAN POOL CHAMPION and pool expert. When he's not bringing businesses new and exciting games room products, Ben is practicing his skills on our tables. Ben has run a few pubs in his time and is our commercial sale manager.

MEET FRED



Fred is a huge FIFA gamer, plays hard and works hard. That's Fred's gaming motto. Fred has also run a pub and uses his experience as landlord to help pubs, bars and venue to get started with competitive socialising.

MEET TOM



Tom's expertise in gaming and friendly competition makes him a key player in our sales team, helping our customers choose great games for their homes. Away from the showrooms, you will find Tom at his local golf course, aiming for the elusive 0 handicap.



Learn more at www.homeleisuredirect.com

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