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*This is the second part of a two-part segment on the new offerings in roller skating rink design.*

**F**or the new business dreamers, your timing may be perfect. Roller skating is gaining momentum not only in the United States but worldwide. China and India are huge new markets that once unleashed will explode on the scene with millions of new roller skaters.

#### Price Strategies:

Amusement and entertainment pricing for services and attractions is always a dilemma for business owners. However, it is more important to determine what a consumer will pay for a product if the value perception is high. Value perception is created by how good the experience is and what rewards does the consumer reap as a result. The experience is enhanced by great guest service, quality food and beverage, entertaining activities, compli-

# Peek into the 'new' design of roller skating centers (part 2)

mentary attraction mix, arcade games, fun programs, great music and a clean modern facility.

Skate centers need to price according to what the market demand is, not what an individual owner perceives it to be, to determine what pricing structure is warranted. Consumer's demand new and fresh environments and will pay the price for a high standard of quality and performance.

#### Roller Skating:

The business core product is roller skating, offered in an amazing attractive and interactive environment. From the inviting skating floor to the décor and environment that radiates "coolness."

Innovative state-of-the-art technology creates an exciting environment whether it be easy listening music or "dance skating" to techno beat. The digital lighting effects and mirror balls blend old with new and an interactive DJ-Fun Director keeps the action rolling.

The appeal of roller skating as a healthy anti-obesity lifetime activity is a primary focus for a new generation of skaters. Differentiated programs are offered for all age groups. Great new rental skates insure a quality fit for beginning and experienced skaters. If guests do not know their size all they have to do is step on the Riedell Skate Size Mat (if you do not have one, get one) on the footprint that matches their foot and they will ask for the right size. The right fit is crucial and is important during the experience.

#### Café:

When guests visit one of the new generation centers they will be treated to great food and beverage service. The Café offers up a variety of food groups and bev-

## HOT TRENDS

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erage choices (beer and wine in selected venues) in a setting that is all fun. The skate center guest experience is enhanced as they can choose seating in the attractive café or other seating areas in the facility. The reward to the guest is always good food, and good service at reasonable prices.

The Café area is a social gathering place allowing guests to relax, unwind and enjoy the group experience. Guests find a place among the numerous seats available to enjoy a respite from the action of the center for quiet time and enjoy a drink or snack with family and friends.

#### Programs:

An age appropriate mix of center programs, the "I CAN SKATE" first time experience program and skate classes offer guests opportunities to experience roller skating without fear. Day Camps and Special programs for special needs are part of the offerings at skate centers. Educational

programs include the "Read N' Roll," and "Good Grades," programs. Field trips include education in science, physical fitness and small business operations.

The "Kids Skate Free" national program provides exceptional opportunities for area kids to introduce them to a fun healthy lifetime activity.

#### The "BEST" Birthday Parties:

Birthday celebrations are important in everyone's life and they deserve special attention. Roller skating centers produce "memorable" birthday parties for children and adults. Party Hero's (PH) make the interactive party experience the best offering in any community. PH's are the heart and soul of the birthday party experience. PH's are employees that have exceptional communications skills and talents. They are the ultra-fun people that create memorable experiences and give positively outrageous service.

Our surveys with guests in bowling, family entertainment centers, including pizza FEC's, ice and roller skating centers, the highest rated birthday experience and best value by a large margin is ROLLER SKATING.

#### Why?

- The parties are more fun.
- Birthday child choice.
- The parties are activity based.
- Roller skating is a skill activity easy to learn.
- Parents love to watch their kids have fun and improve individual skills.
- Roller skating is a life time sport.
- Physical activity is healthy and good for everyone.
- Parents can participate in the activity.
- Big space allows for kids to express themselves.
- The games and activity programs are fun.
- Kids can win something for the first time in their life.
- The interactive environment with sound and lights is exciting for kids.
- DJ/Fun Directors make the party a BIG deal.
- Best value by a large margin.
- Secure place to be.

And as for adults - they are kids at heart. The skate center is a perfect facility for 30th, 40th, 50th and yes, even 60th year birthday parties. It is that place where individuals relive and roll down memory lane with their children, grandkids and friends.

My message to all of you is, "The future is bright. Put your sunglasses on; you are going to need them. The evolution of a dynamic industry is upon us. The vibrant new centers and the modernization of older centers will change the image of roller skating.



*The new rink designs welcome skaters to play and socialize in an interactive and tech-rich environment.*