



How to increase the
revenue of your FEC

WALLTOPIA

10 Expert Tips on How to Grow Your FEC Revenue

Family Entertainment Centers (FECs) are becoming increasingly popular, but staying profitable requires more than just opening the doors. To boost revenue, you need a thoughtful strategy that taps into trends, optimizes operations, and delivers memorable guest experiences. In this guide, we'll dive into 10 practical tips to help your FEC generate more income and grow sustainably.

1. Prioritize Anchor Attractions

Anchor attractions are the foundation of your FEC's appeal. These attractions draw guests in and have the potential for high repeat value. Popular anchor attractions include [kids climbing walls](#), indoor roller coasters, ropes courses or large arcade areas. Focus on attractions that offer high capacity and have low maintenance and operational costs..

Tip: Keep your anchor attractions fresh by offering seasonal or thematic variations to maintain guest interest and engagement.

2. Offer Tiered Ticketing Options

Maximize revenue by offering multiple ticketing options, such as day passes, family packs, or all-access passes. Tiered pricing lets guests choose the experience that fits their budget. It also gives you an opportunity to upsell. Consider offering membership or loyalty programs for frequent visitors, with perks like discounts and exclusive access.

Tip: Experiment with dynamic pricing on peak days to capture additional revenue during busy times.

3. Leverage Upselling Opportunities

Increase average guest spending through effective upselling. Train your staff to offer upgrades on activities or promote premium packages, such as VIP experiences, private rooms, or exclusive rides. Additionally, bundle offerings like food, merchandise, or additional game credits to entice guests to spend more during their visit.

Tip: Use digital kiosks or mobile apps to promote add-ons and simplify the checkout process for guests.

4. Diversify Food and Beverage Options

The food and beverage (F&B) segment is often an overlooked revenue stream. Offer a diverse range of food options, from casual dining to healthy snacks. This can improve guest satisfaction and boost overall spending at your venue. Seasonal or specialty items, like themed menus, can create excitement and encourage impulse purchases.

Tip: Consider branded Food & Beverage partnerships or themed cafes that align with your FEC's identity to enhance the experience.

5. Focus on Group Events and Parties

Hosting events like birthday parties, corporate outings, and school groups can significantly increase your revenue. These events bring in large groups that are likely to spend more on attractions, food, and merchandise, and become repeat customers afterward. Create dedicated packages for various group sizes and offer customizable options for an enhanced experience.

Tip: Provide event organizers with easy online booking options, plus promotional materials to simplify event planning.

6. Enhance the Guest Experience with Technology

Integrating technology into your FEC can streamline operations and improve guest engagement. Implement cashless payment systems, mobile apps for reservations, and gamification to enhance interactivity. Adding a mobile app that tracks scores or achievements can keep guests engaged long after their visit, encouraging them to return.

Tip: Use digital leaderboards to increase competitiveness among guests, which can boost participation in certain attractions.

7. Optimize Attraction Mix for Repeat Visits

Your attraction mix should cater to both first-time and repeat visitors. Offer attractions with different levels of difficulty or changeability to provide fresh experiences each time. For example, a climbing wall with changeable routes or a VR experience with rotating games can ensure that guests get something new every time they visit.

Tip: Rotate attractions seasonally or create themed events to keep the experience dynamic.

8. Implement a Strong Marketing Strategy

Your marketing efforts should go beyond just local promotions. Use targeted digital marketing campaigns, including social media ads, to attract diverse audiences. Influencer partnerships, local community involvement, and email marketing campaigns are excellent ways to keep guests informed about new attractions and events.

Tip: Build an email list and offer special promotions or discounts for repeat guests to boost return rates.

9. Improve Operational Efficiency

Operational efficiency is key to increasing your FEC's profitability. Use technology like point-of-sale (POS) systems to manage retail processes and guest flow. Regularly evaluate staff performance and guest feedback to identify bottlenecks. Streamline the guest journey to ensure minimal wait times and maximize time spent enjoying attractions.

Tip: Train your staff to provide excellent customer service, as positive interactions can lead to repeat visits and word-of-mouth promotion.

10. Maximize Off-Peak Hours

Don't let your FEC sit idle during off-peak hours. Offer discounts, loyalty programs, or special promotions to attract visitors during these times. Target demographics like parents with young children, homeschool groups, or seniors who are more flexible with their schedules.

Tip: Partner with local schools, community centers, or corporate groups to host special events during traditionally slow periods.

Do you need an easy cost-effective solution for adding extra fun without making huge investments?

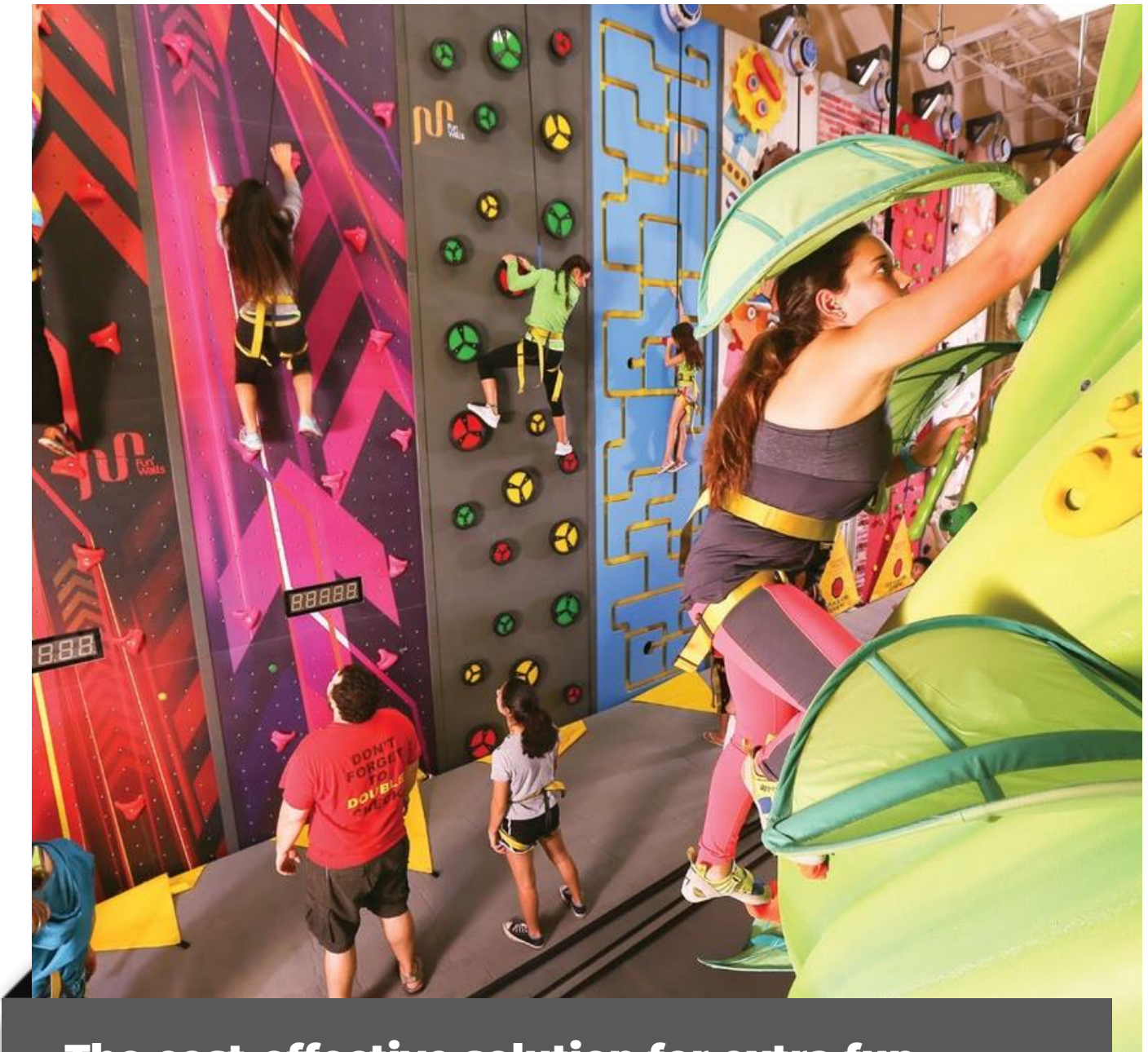
Indoor climbing has seen growing interest worldwide, especially since it became an Olympic sport in 2020. **Fun climbing** is a more playful and engaging form of indoor climbing that incorporates entertainment, creativity, and accessibility, particularly for children, beginners, and families.

Installing Walltopia's [Fun Walls](#) in your venue is a good way to capitalize on the indoor climbing trend while adding a visually stimulating and engaging fun zone.

Find out more about Fun Walls



FUN WALLS – ACHIEVE MAXIMUM ROI per sq.m.



The cost-effective solution for extra fun

Fun Walls are a versatile solution for adding exciting and engaging physical activities to your venue. Their unique, creative designs engage visitors of all ages, promoting high usage rates.

They are your best choice if you want to achieve maximum ROI per square meter.

Our comprehensive support and training will help you maximize the benefits of your investment.

FUN WALLS – ACHIEVE MAXIMUM ROI per sq.m.



Add new revenue streams

The Fun Walls zone makes an excellent space for birthday parties, events and competitions that will bring in extra revenue.

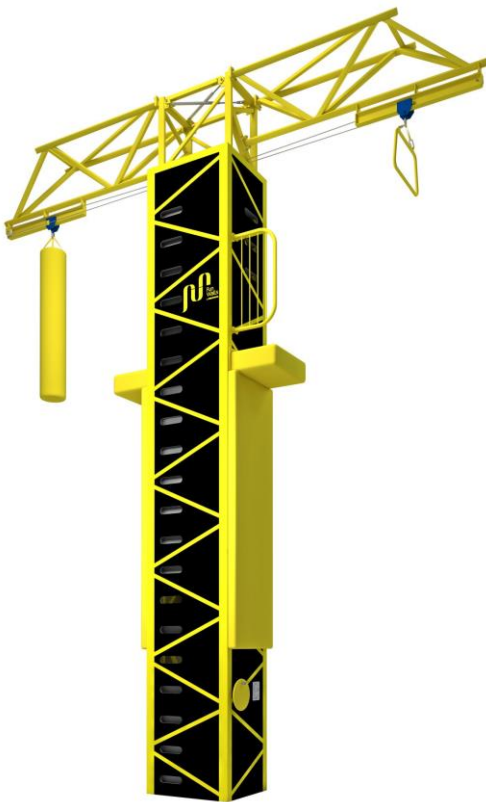
They give you the opportunity to create long-term customer base by organizing trainings and courses in climbing.

You can upcharge certain special models, so choose the design mix strategically. Our advice is to include at least 1 of our **premium challenges** in your selection – Parabolic Slide, Jump in the Air, or Skyscraper Walk - to be able to charge an extra fee.

INCLUDE A PREMIUM CHALLENGE FOR EXTRA CHARGE



PARABOLIC SLIDE



JUMP IN THE AIR



SKYSCRAPER WALK

CHOOSE FROM OUR BEST SELLING MODELS



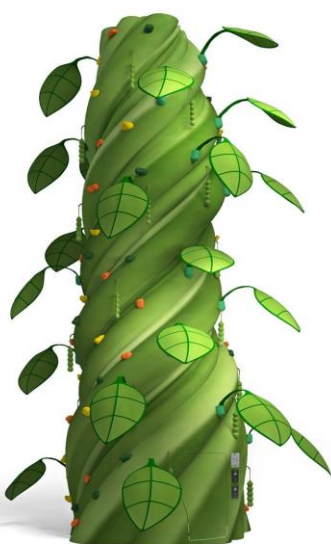
SPEED WALL



BALL AND SOCKET



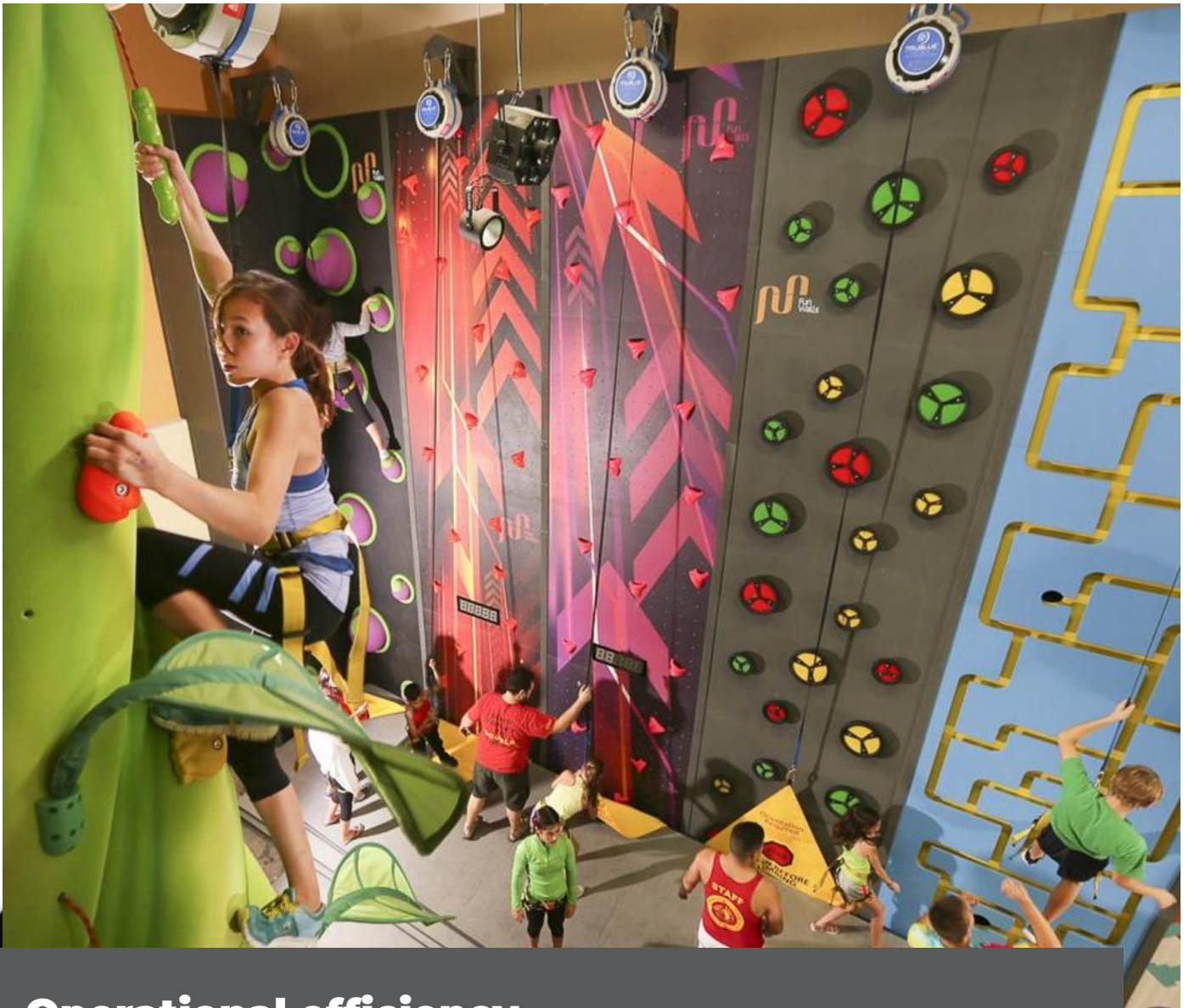
THE GEARHEAD



BEANSTALK



GEOMETRIX DOUBLE

FUN WALLS – ACHIEVE MAXIMUM ROI per sq.m.**Operational efficiency**

Our Fun Walls are designed for ease and budget efficiency - we have the option of **DIY installation** for all our models. You can install them yourself, **cutting costs by up to 35%** and streamlining both planning and installation. Each wall requires just 37 bolts to assemble the steel structure and 20 bolts to attach the panels.

Low-maintenance costs: our durable dirt-resistant panels minimize operational costs, so you get vibrant, fresh-looking walls that stand the test of time. Our **SelfBelay** reduces operational staff needs.

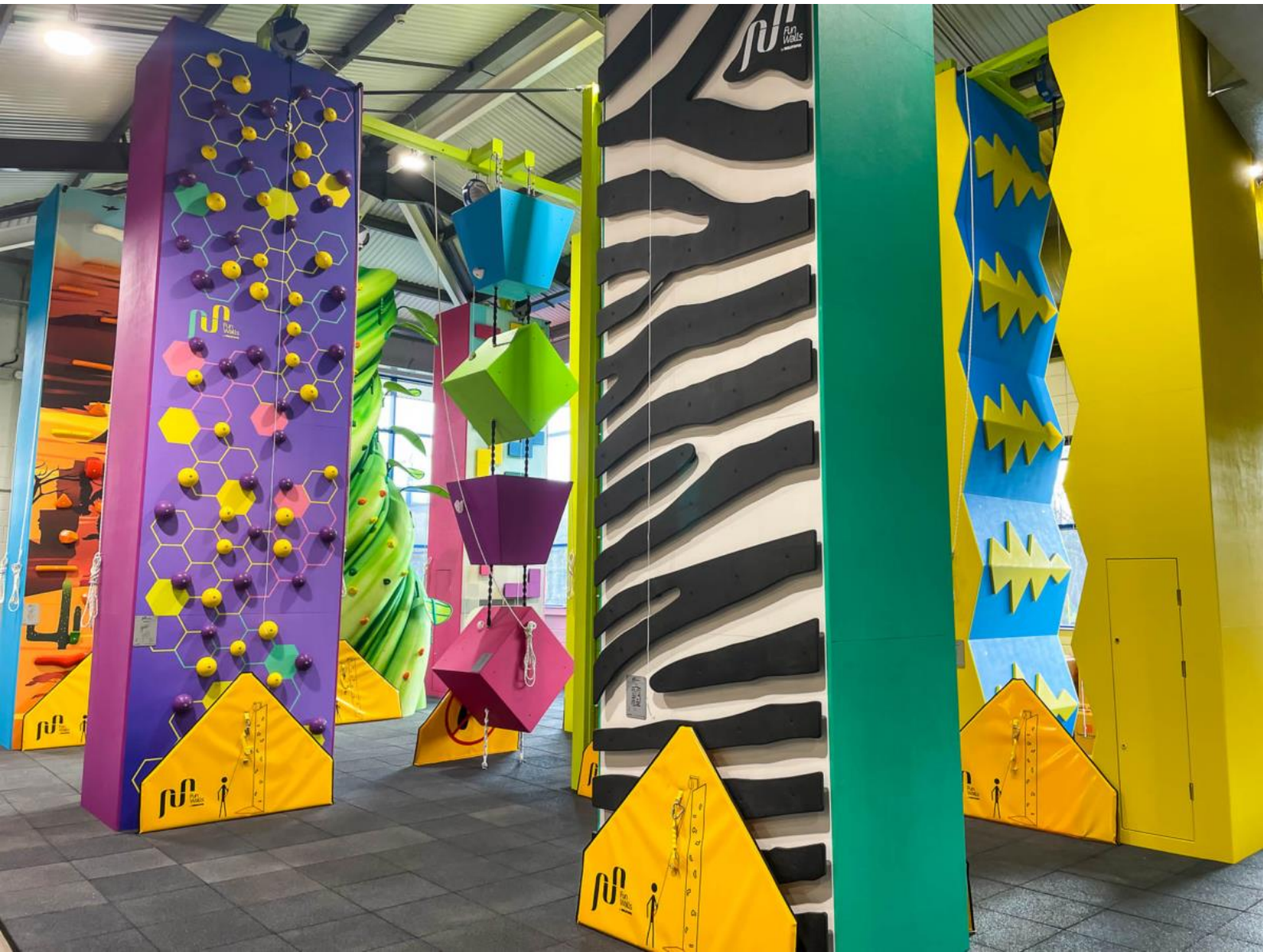
An idea to **save on operators:** you can engage parents to act as operators – they will have fun while supervising the kids.

CHOOSE THE RIGHT PARTNER FOR YOUR IDEAS

Increasing revenue for your Family Entertainment Center requires a well-rounded strategy that combines the right attraction mix, guest experience, operational efficiency, and smart marketing. Partnering with the right supplier is crucial for the success of your project.

We, at Walltopia, possess the professional expertise and necessary experience in the industry to realize your wildest visions.

Contact us for a consultation on how to optimize your attraction mix and grow your business today!



WALLTOPIA



OVER 2400 PROJECTS
IN 80+ COUNTRIES ON 6 CONTINENTS

Founded in Bulgaria in 1998, Walltopia is a world leader in the Climbing and Adventure & Leisure industries. The company started out with the purpose of designing and manufacturing the most advanced climbing facilities in the world.

Our passion for science, technology and our obsession with excellence and safety, made us a leader and top expert in the Climbing and Active Entertainment industries.

We pride ourselves with our highly complex projects that always deliver expected results – starting with the design, moving on to the installation and finally – the certification.

Today we have the largest portfolio of classic and novel attractions that combine fun and entertainment with healthy doses of adrenaline for people of all ages. With sales offices in the USA, China and head office in Sofia, Bulgaria, and four production plants employing more than 500 people, to this day, we have produced over 2400 projects in 80+ countries and on 6 continents.

Our products are installed across adventure parks, amusement parks, shopping malls, gyms, recreational areas, ski resorts, schools and universities, hotels, and more.

LET'S TALK ABOUT YOUR PROJECT

Contact us at sales@walltopia.com or visit walltopia.com