



2025 ARCADE PERFORMANCE REPORT

INSIGHTS TO TAKE YOUR ARCADE TO THE NEXT LEVEL

*Now including Free Play Data!

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INTRODUCTION

MOVING THE INDUSTRY
FORWARD WITH INSIGHTS

Founded by Frank Licausi and John Tarpley in 2017, our comprehensive cloud-based game card system, accompanied by a variety of products, provides a complete overview on games and attractions in settings like bars, arcades, FEC's, and multi-location entertainment centers.

Our annual Arcade Performance Report provides data analysis from over 2000 of our locations in a variety of market segments that include both ticket and non-ticket redemption throughout the USA, Canada, and the UK. A well-researched approach ensures that your venue is positioned to meet customer needs and stand out in a competitive market.

“Our company is dedicated to the business of entertainment, focusing on delivering top-notch solutions that enhance the performance of our clients' arcades and ensure an exceptional experience for their customers.”

– John Tarpley and Frank Licausi, Owners

METHODOLOGY

In this report, we sought to understand shifts in consumer behavior and set benchmarks for our industry by compiling 2024 game data from over 2000+ locations in the US, Canada, and the UK. As we continue to gather and analyze arcade data, we hope to contribute to a more informed understanding of consumer behavior and pave the way for better decision making in our industry.

REPORT HIGHLIGHTS

Payments made by credit cards outpaced cash by a 3:1 ratio.

The game mix in arcades was 50% Redemption, 25% Instant Prize, and 25% Video games.

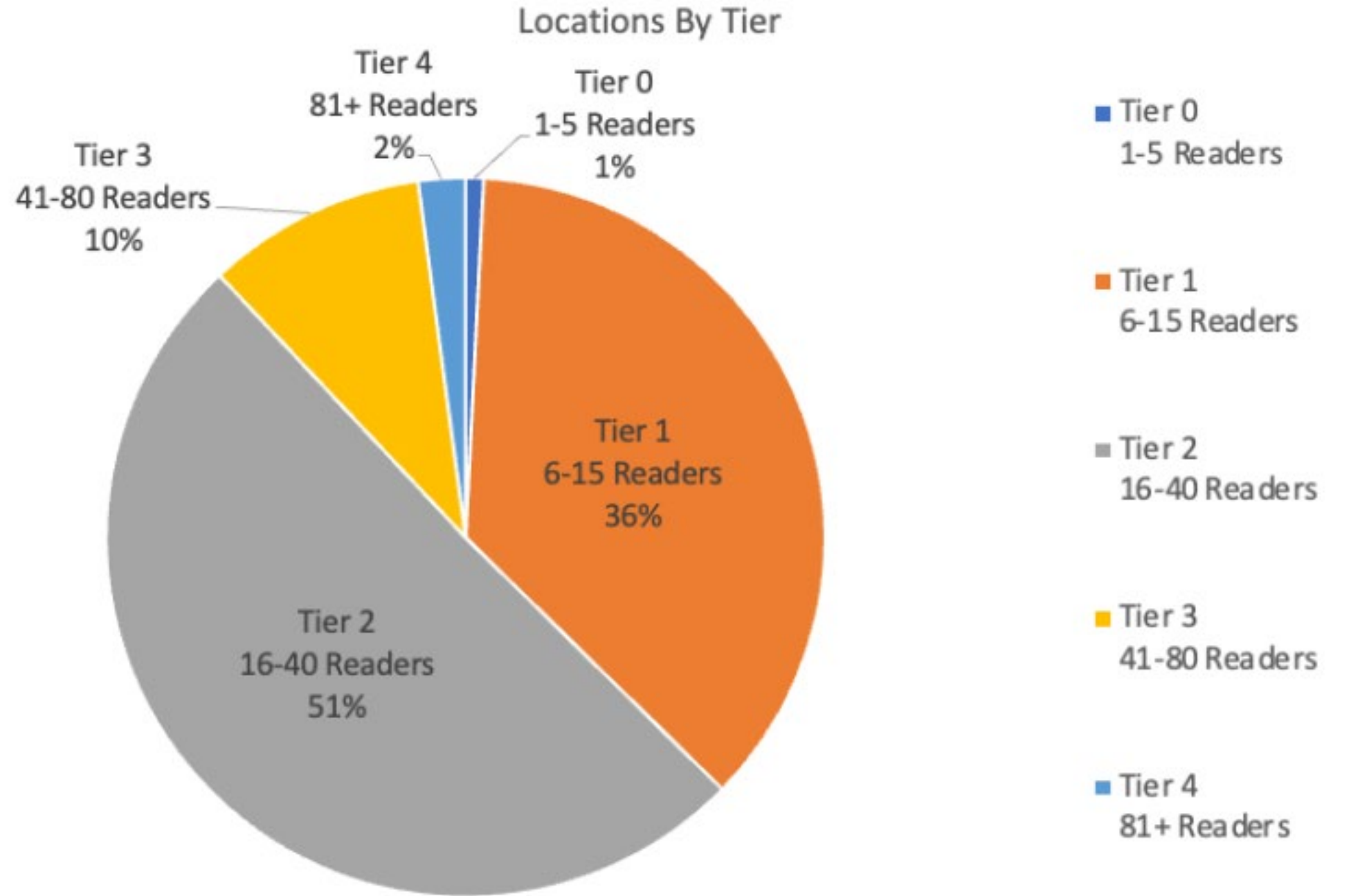
- 20% of games in a room make 50% of the revenue for your arcade.

* Now Including Free Play Data!

LOCATION SIZE BREAKDOWN

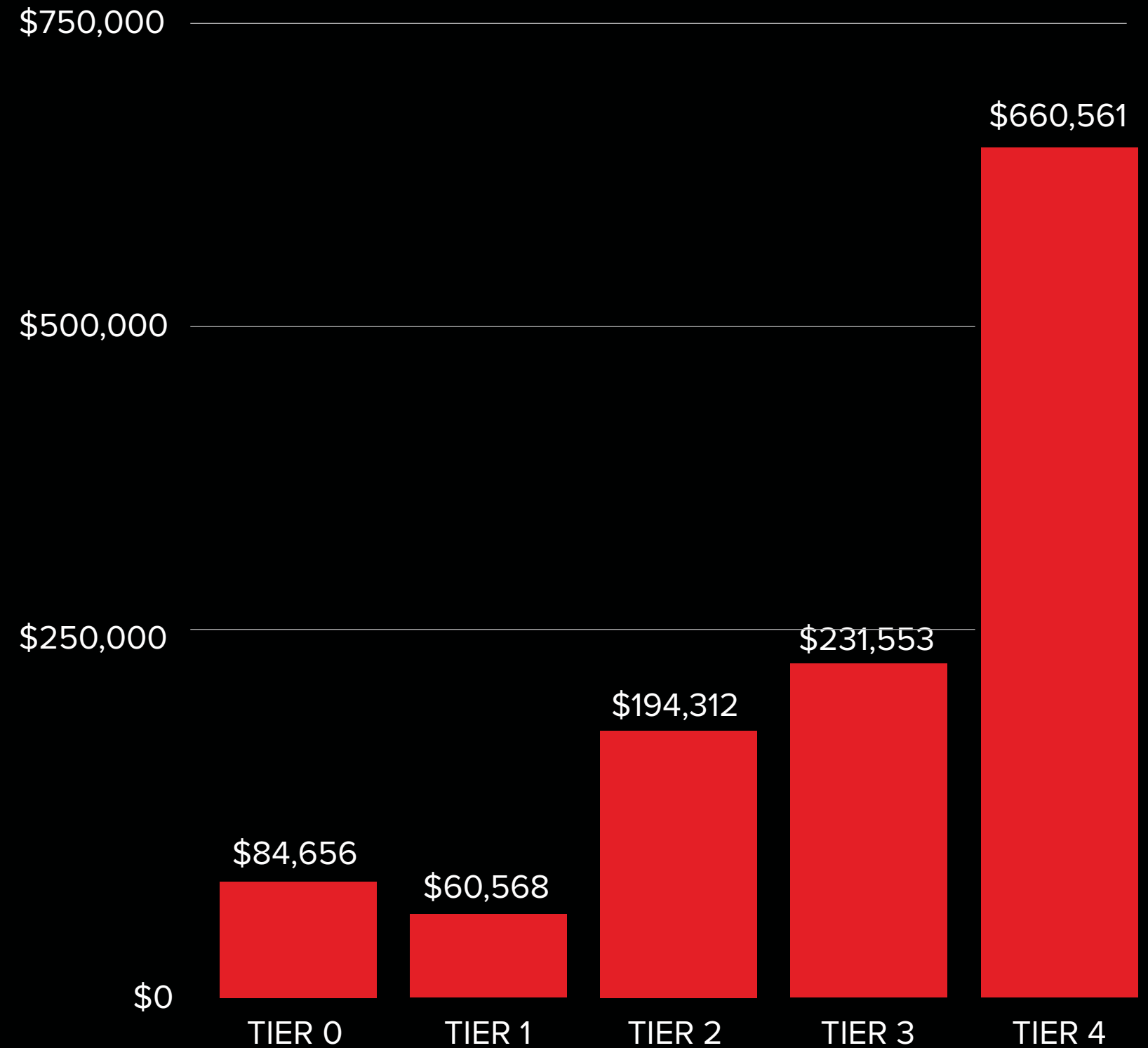
We track the number of readers using our card system in arcades as one indicator of size. We have segmented these businesses into tiers, allowing us to establish benchmarks based on the size of the arcades.

We have seen a significant increase in the number of locations with over 40 readers using Amusement Connect to run their arcades.



AVERAGE ANNUAL REVENUE BY TIER

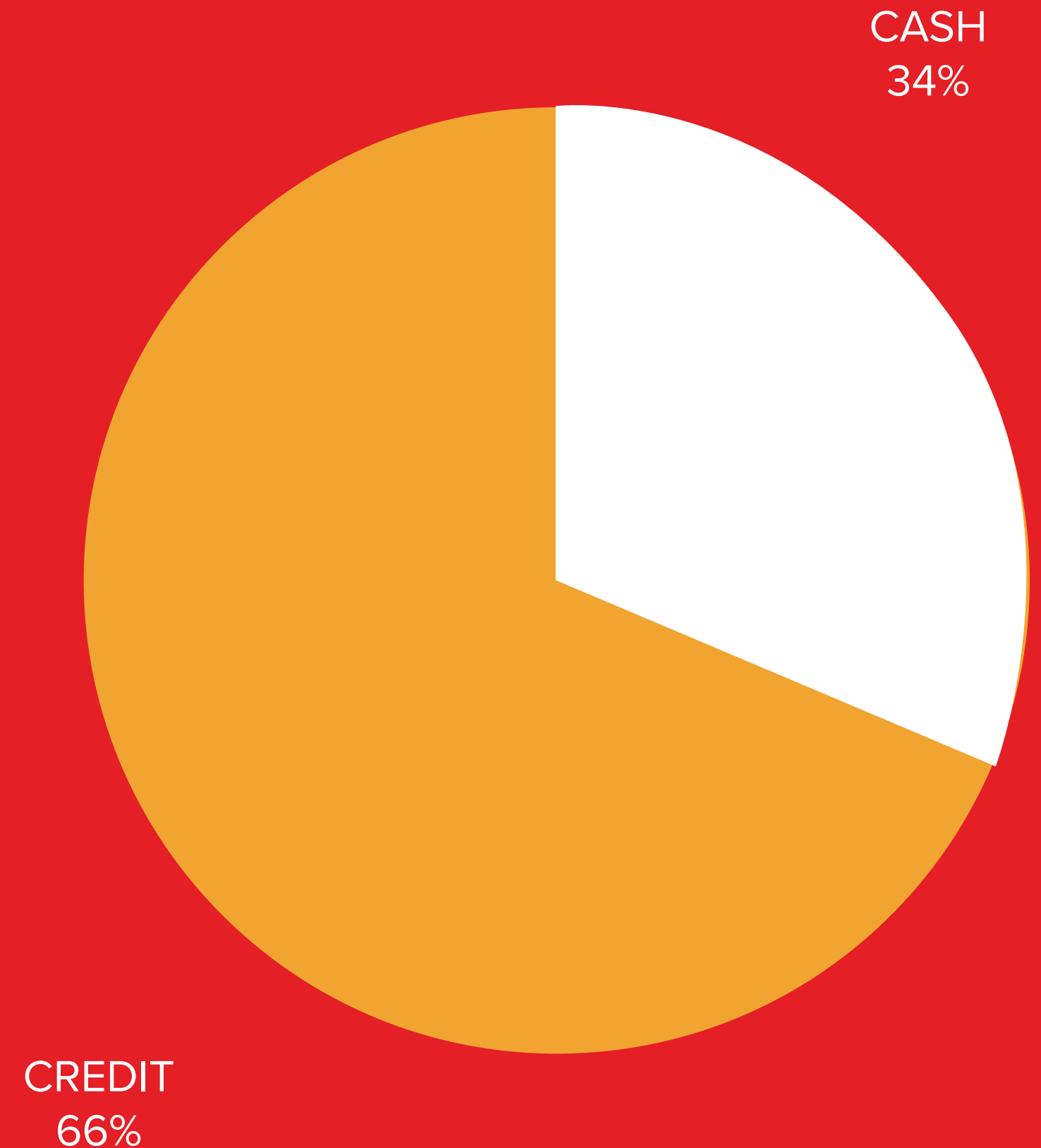
Despite the past challenges faced, these last few years have seen our industry bounce back with a surge in consumer demand. This is reflected in the average revenue data by arcade size, which gives us important benchmarks for evaluating performance.



CASH VS CREDIT CARD TRANSACTIONS

As electronic payment methods continue to rise in popularity, it is becoming increasingly crucial for arcades to offer credit options to their customers.

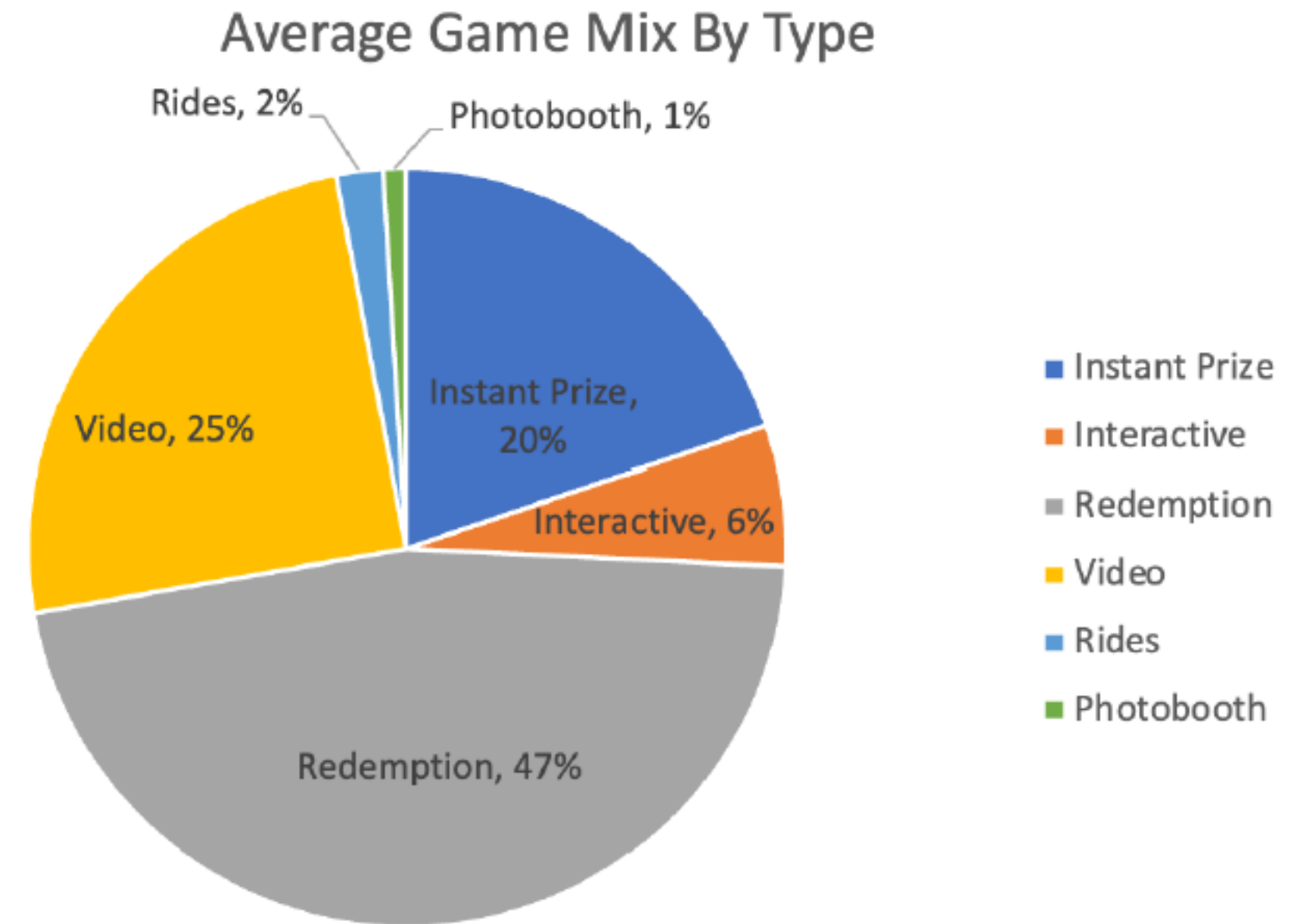
We found that payments made using credit cards are outpacing cash transactions by a ratio of 3:1 for game cards. Incorporating credit payments into an arcade's payment options is essential for financial success.



WHAT IS THE DISTRIBUTION OF GAMES

When it comes to the types of games in your arcade, there is no one-size-fits-all approach. The best ratio for you will depend on the preferences and demographics of your target audience. That being said, we can look to industry standards for guidance.

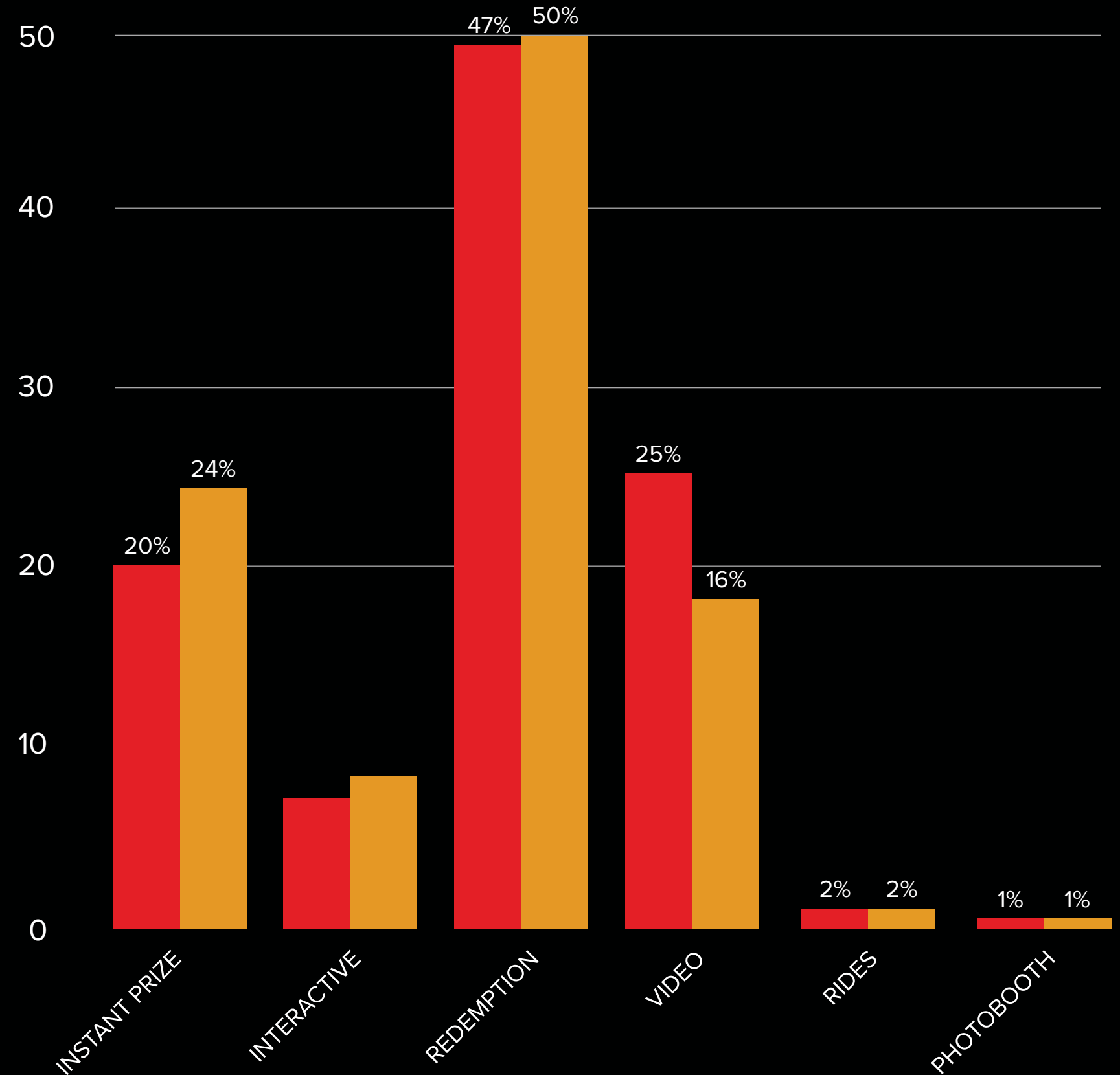
Across all Amusement Connect locations, redemption games make up the largest percentage at 47%, followed by video games at 25% and instant prize machines at 20%. Ultimately, it's important to pay attention to which types of games are performing well and adjust accordingly.



REVENUE BY GAME TYPE

Running a successful arcade requires understanding the interplay between available space and game profitability.

We have found that instant prize (4%), redemption (3%), and Interactive (1%) instant prize outperform their room contribution, while video games underperformed in 2024. You can effectively increase your arcade's overall performance by taking a data-driven approach to managing game selection.

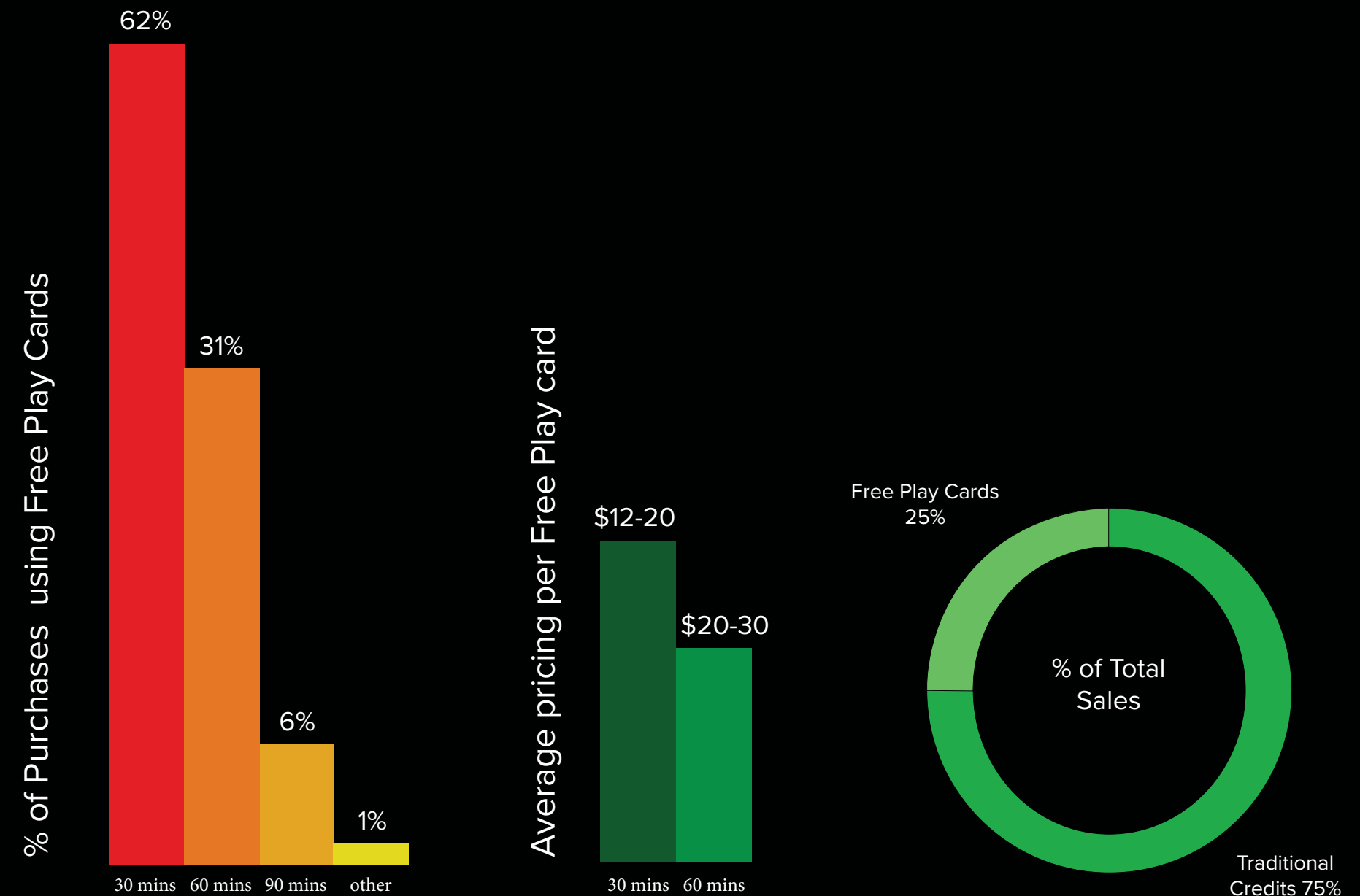


CREDITS VS FREE PLAY REVENUE

You can effectively increase your arcade's overall performance by taking a data-driven approach to per play vs timed-play, analyzing the revenue generated by running a mix of both traditional credits and free play against the type of game and gameplay time.

We have compared instant prize and video games utilizing credits vs free play to determine if a location was to run free play would it be effective and what is the best pricing/time to offer.

* Recommend Free Play:
30 min cards @ \$20
60 min cards @ \$30



*The average user played 30 games per card

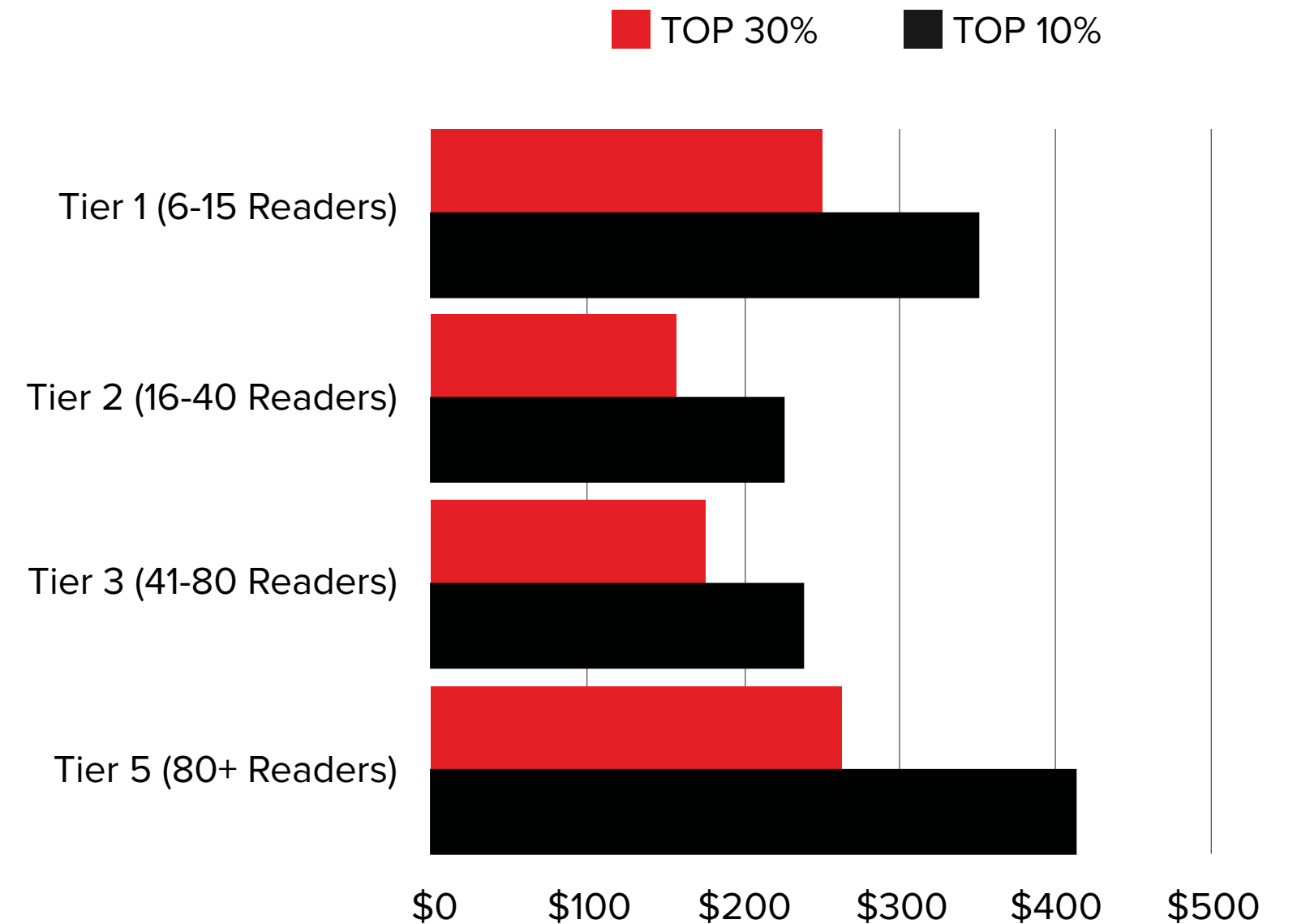
*Average Free Play Cool Down 30 seconds

WEEKLY REVENUE PER GAME

Game Room Performance by Arcade Size

When it comes to assessing the performance of a game room, revenue per game is one of the key metrics to track. It not only takes into consideration the number of games in operation, but also the amount earned from each one. By monitoring this metric on a weekly basis, game room managers can identify trends and make necessary changes in their attraction mix, game mix, marketing strategy, and more.

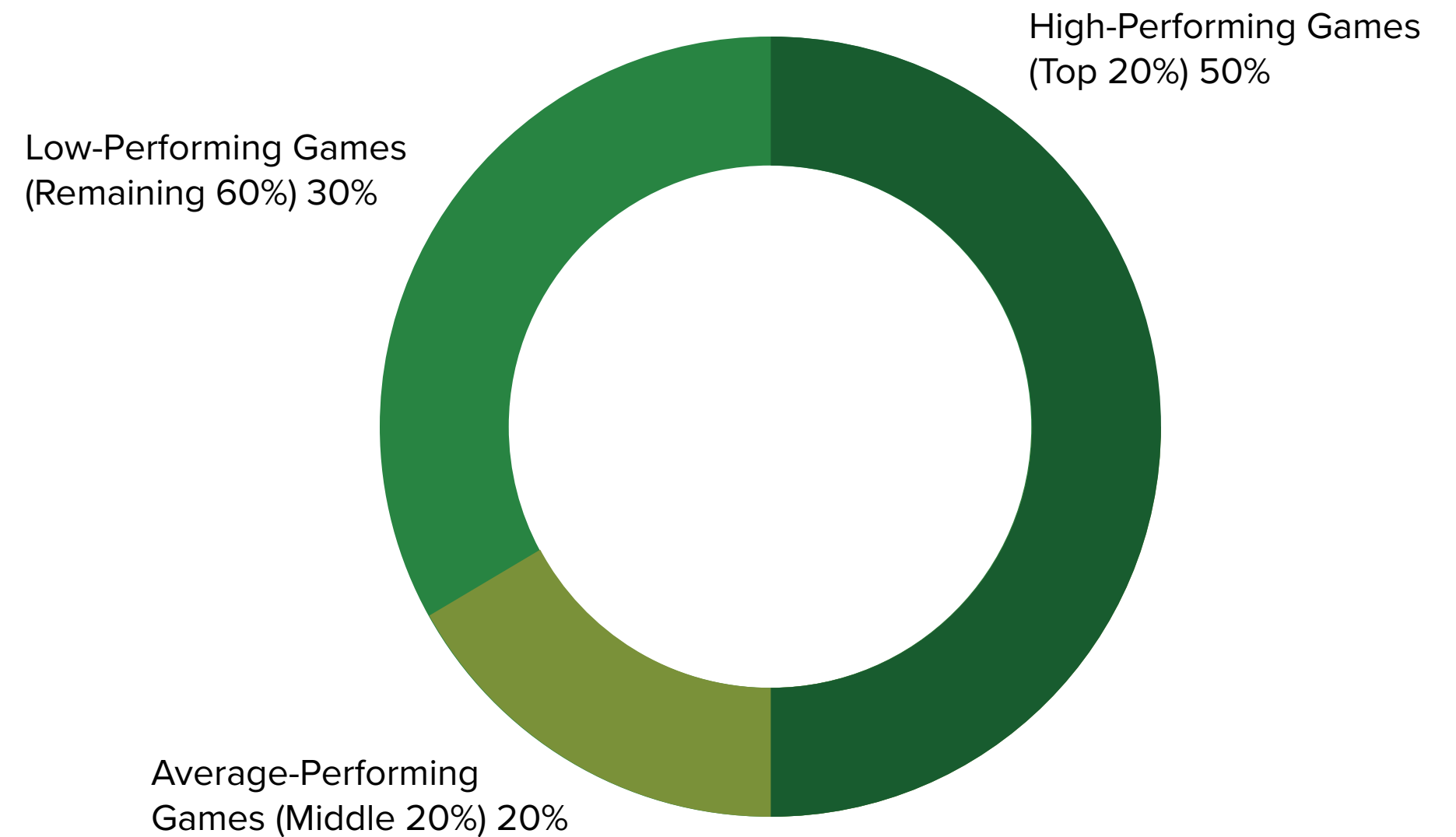
While there may be external factors that affect performance such as location and competition, staying informed on industry averages and top performers can provide valuable insights for improvement. Ultimately, keeping a close eye on revenue per game allows for more efficient management and greater success in the long run.



PERCENTAGE OF REVENUE EARNED BY CATEGORY

Our analysis of 2000+ locations and rooms of all sizes shows a distribution of arcade performance where your high-performing games (top 20%) of games contribute to 50% of your revenue. The average and low-performing games contribute to the remaining 50% of your arcade revenue.

What does this tell us? When building out a game room, you should invest the most capital in high-earning games. The average and low-performing games should be selected according to your target audience.



CASE STUDY: ADJUSTING PRICING FOR HIGH-PERFORMING GAMES

As route operators with over 10 locations, we continuously test and seek ways to optimize game room performance.

We conducted a study in which we raised the prices of our top-performing games between 33-100%. Our hypothesis was that players are willing to endure extreme price increases for the top 20% revenue contributors in our game room.

LOCATION DETAILS:

Unattended 84-piece arcade in a casino

Game mix: Redemption, instant prize, and interactive games.

20 credits per dollar (\$.05 per credit)

Lowest cost per play: Shooting Hoops (\$2)

Highest cost per play: Astro Star with Octopus/Plush (\$7)



PRICING ADJUSTMENTS

	New		Old		Increase
	Cost	Credits	Cost	Credits	
Instant Prize					
Key Master	52	\$ 2.60	26	\$ 1.30	200%
Astro Star (Reverse Eez 6" Octopus)	140	\$ 7.00	105	\$ 5.25	133%
Astro Star Win Every Time (Plush)	140	\$ 7.00	105	\$ 5.25	133%
Astro Star (6" Squishy)	105	\$ 5.25	80	\$ 4.00	131%
Monster Crane (12' Squishy)	105	\$ 5.25	80	\$ 4.00	131%
Interactive					
Spider Boxer	58	\$ 2.90	29	\$ 1.45	200%
Redemption					
Down the Clown	45	\$ 2.25	25	\$ 1.25	180%
Whack and Win	55	\$ 2.75	30	\$ 1.50	183%
Power Roll	50	\$ 2.50	30	\$ 1.50	167%
Shooting Hoops (Left)	40	\$ 2.00	20	\$ 1.00	200%
Shooting Hoops (Right)	40	\$ 2.00	20	\$ 1.00	200%
Tons of Tickets	70	\$ 3.50	35	\$ 1.75	200%
Video					
Typhoon	120	\$ 6.00	60	\$ 3.00	200%
Jurassic Park	60	\$ 3.00	30	\$ 1.50	200%
VR Racing Game	120	\$ 6.00	60	\$ 3.00	200%
Halo Fireteam Raven	60	\$ 3.00	30	\$ 1.50	200%

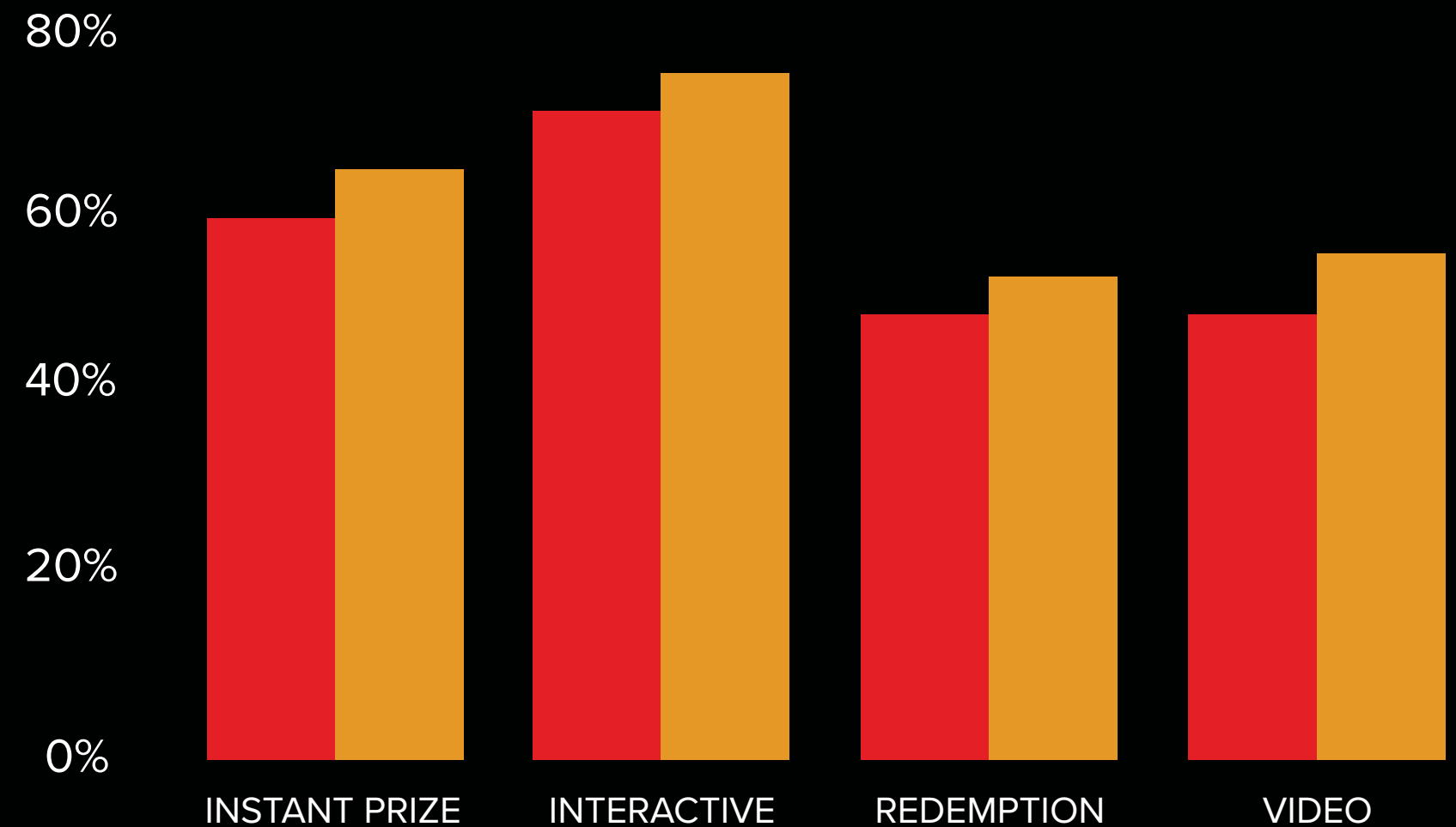
We analyzed data from the Amusement Connect system to identify the 16 top-earning games that contributed to 50% of our total revenue over a period of three months in 2024.

We measured key performance indicators, including revenue contribution percentage, reload percentage, and the game plays by category.

OUR FINDINGS FROM THE PRICE INCREASE

To our surprise, not only did revenue increase across all game categories but there was no significant drop-off in customers playing those games. Naturally, the reload percentage increased by 9%, and the contribution to arcade revenue increased to 56% for these games.

This observation suggests that players are willing to pay significantly more for the games they enjoy the most.



MAXIMIZING GAME ROOM PERFORMANCE

Running a high-performing arcade is never a set-it-and-forget-it endeavor. To maximize game room performance, you must take a data-driven approach to game selection and pricing.

Based on our research, we recommend the following strategies.

GAME SELECTION

Lack of redemption games can be offset by instant prize machines.

CREDIT OUTPACING CASH

Taking credit for an arcade is critical to financial success.

CREDIT STRUCTURE

Offering more credits per dollar allows for greater flexibility for price adjustments.

CAPITOL INVESTMENTS

Allocate investments into the top 20% of high-performing games

PRICING STRATEGY

Maximize revenue per play by increasing prices on the top 20%.



REQUEST A FREE CONSULTATION

When running a successful arcade, there is no substitute for experience. Our team of arcade strategists has helped over 1200 owners and operators of all sizes navigate the industry's complexities. From selecting suitable games to increasing revenue and maximizing profits, we have the knowledge and expertise to help you achieve your goals. Request a consultation today, and let us show you what we can do.