



Coin Operated Games Motivates Bowlers to Spend More and Stay Longer, Inver Grove Heights, Minn.-based Drkula's Shares Success Story

Let the Good Times Roll

Inver Grove Heights, Minn.-based Drkula's 32 Bowl has been around for almost 50 years. Since its inception in 1963, Drkula's core business objective has been to attract and serve families—to be essentially, a family-fun center. Some years ago, however, Drkula's noticed that while it captured the hearts and minds of its local adults, the area's younger generation was starting to go missing. Consequently, being true to its family-oriented mission, the bowling establishment started reviewing its social offerings.

One of the reviews involved its game room, which seemed to be easily attracting adults, but was lacking a younger audience.

After seeking and receiving the sound advice and counsel of its coin operator vendor American Amusement Arcades (AAA), Drkula's would soon be ready to roll out the good times once again with its Inver Grove Heights, MN, families.

Striking a Kid Cord with Coin-Op

While the pinball machines, dart games, PGA games and driving games kept adults entertained when they waited for open lanes, AAA reminded Drkula's that coin-op games, too, are geared for certain markets and ages. AAA stressed the fact that if you want to attract an entire family unit, you have to provide games that meet each family member's unique game interests. With that said, AAA introduced Drkula's to redemption games.

Redemption games are typically arcade games that reward the player tickets in direct proportion to their score in a game—the higher the score, the more tickets earned. The tickets are then redeemed at a central location for prizes. The most inexpensive prizes, like sweet candy treats or small plastic, stuffed or rubber toys, may only require a small number of tickets, while the most expensive ones, such as electronic devices or designer bags, may require several thousand. Drkula's loved the idea of redemption and decided to incorporate a few of these coin-op games.

Drkula's owner, Tim Drkula, immediately noticed that kids were playing games longer because they got more bang for the buck. "They weren't just using up money to play games; they were getting something back in return—a prize, something to show for





the money they spent to play," says Tim Drkula. Plus, since the tickets don't expire, kids can run out of quarters and keep their tickets for another visit. "Essentially, with the redemption games, kids can accumulate tickets for bigger, better prizes. The idea of saving up tickets and earning more with added play definitely encourages repeat visits. Kids want to come back with their families to try for more tickets that earn greater prizes."

Since it proved successful, Drkula's has recently added another four redemption games, including Slam-A-Winner and WONDER WHEEL.

Bowled Over with Family Fun



Today, Drkula's has a total of 28 arcade games. Game room profits and repeat visits are up again and, most importantly, families are back! While kids are mainly attracted to the redemption games, the parents keep entertained with coin-operated games that include Golden Tee Golf, BIG BUCK HUNTER and touch-screen games, such as Photo Hunt and Tri Towers, as well as various dart and pinball games.

"It's great; we're catering again to the entire family, allowing them to spend time together, compete together, and have fun together. We're back to being a true family- entertainment center."

Plus, parents also welcome the opportunity to bowl with adults, bring the kids—who now really want to come because they look forward to playing the coin-op games—and leave the babysitter bills behind. It's an evening that entertains and satisfies the entire family.

Being a Coin-Op King Pin

One of the keys to arcade game success is variation. It is important that a location has games to meet its diverse audiences, especially if it is trying to cater to a family, which is made up of different ages and preferences. More importantly to note, however, with locations like Drkula's, is that coin-op is not a passing fad; it may be changing, moving out of the video arcades, but it's still going strong, evolving and reinventing itself in family-entertainment centers, pizza parlors and bowling alleys. In these establishments, visitor experience is greatly enhanced with interaction and connectivity, the stuff coin-op is made of—yesterday, today and tomorrow.

To learn more about the coin-op industry and how it is conforming to the times, visit www.coin-op.org or contact Jeanine Riedl at either 312-329-3977 or



riedlj@ruderfinn.com. Or, if you would like to find out more about Drkula's 32 Bowl, please visit www.dracspub.com.

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