



Escape Rooms Add New Revenue Streams and Days of Operation for Local Arcade

Ocean City's Fun Spot opens their Escape Logix to Large Crowd

OCEAN CITY, MD, US, September 18, 2017 /EINPresswire.com/ -- Seasonal Arcades and Family Entertainment Centers are extending their days of operation by adding [Escape Rooms](#) to their list of attractions. One arcade, the Fun Spot in Ocean City, normally closes on Columbus day each year for the winter with two escape rooms of their own. Their new escape room section, called [Escape Logix](#), opened for business this weekend to a sizeable audience. Numerous people who did not make reservations in advance stood in line to sign-up, but many were turned away.

While I have not been through too many escape rooms, I can say that this one blew my mind! I brought my brother and sister-in-law who are escape room junkies and confirmed that this was among the best they've ever been through. I promised Escape Logix not to reveal specifics about the escape room I attended, but I can say that I felt like I was in the middle of the movie, Mission Impossible with all the incredible technology. It really was very well done.

"We normally close the arcade after Columbus Day and wanted to find something for the locals so that we could extend the business through the winter," said Charles Boney, proprietor for the Fun Spot. "The reception has been fantastic and the patrons who have already been through have given us incredible reviews."

Not only has it extended their days of operation, but it is plain to see that this newly added revenue stream will be substantially increased as well. Without being given official numbers, it was easy to figure out 10 people spending \$30 each for a one hour attraction meant that this small room was raking in approximately \$300 per hour. Two rooms meant \$600 per hour, and this past weekend they were booked solid for both of their rooms.

In case you've been living under a rock for the past couple of years, Escape rooms have become so popular that TripAdvisor has now ranked them as the number 1 local activity for a number of cities around the world. Escape Rooms are raking in the big bucks and are popping up everywhere. According to CNBC, escape room growth is off the charts. Rooms like Escape Expert in Dallas started with negative income the first month to now bringing in \$70k a month according to CNBC.

"It's more than a trend at this point. Escape rooms seem to be around for a long time. There is a growing consumer demand for social play experiences that are live and unique and can't be repeated," USC School of Cinematic Arts, Sam Roberts told the LA Times. "You can charge premium prices for it."

Millennials have been an early driver of the trend, but corporate accounts are proving particularly key to revenues as businesses view the teamwork and cooperation skills required as useful elements in a team-bonding experience. Google, Amazon, and Facebook have all taken staff to escape rooms and it is estimated that within the next 2 years, at least 50% of the adult population in metropolitan areas will have at least tried an escape room, while the current figure is less than 5%.

More and more landlords are also taking advantage of escape rooms which are soaking up vacant spaces. But how long will the industry's explosive growth last?

According to Escape Room Artist, an industrial source for the industry, the U.S. market remains under-penetrated. Market demographics also point to massive growth in the next two years. This is still plenty of room for product development. Many games remain low tech, but are still making a comfortable profit, however as competition increases, customers will demand higher quality with greater use of technology such as the case with the Escape Logix rooms. Smaller escape room owners can expect closures as they lose out to larger family entertainment centers who have the capital to spend more on technology and already have the real estate to facilitate the attraction.

The Fun Spot will be opening a third Escape Room with Escape Logix prior to the spring opening in March of 2018, and is banking that this will be their best year ever.

John Darden
Free Press Report
561-779-1775
email us here

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