

Guest segments for social game venue: their characteristics & behavior

1-5 scoring (1= very low, 3=medium, 5=very high)

Segment	Who they are (behavioral)	Spending (1-5)	Planning/booking	Sensitive to experience quality (1-5)	Upsell potential (1-5)
Social Gamers (friend groups)	Groups of 4-6, repeat locals, mixing games, food, and drinks. largest group of guests, especially Thurs-Sat	4—strong on shareables, mains, 1-2 drinks	Mix of reservations and walk-ins	4-care about vibe, tech, game flow	4-extra time, more games, food/drink bundles.
Celebration Group (birthdays, bachelor/ette, milestones)	Larger groups organizing big nights with high spend. Smaller volume, multiple game booking	5-Heavy F&B and cocktails	Almost always pre=booked	5-expectations high; they want “wow”.	5-packages, upgrades, extra hours, bottle cocktail features.
Afterwork Groups (corporate socials, team events)	Groups of 6-30 booking 1-4 times/year. Multiple game bookings in semi-private area. Strong Mon-Thur and early evening.	4-High margin with preset buffet menu, bar depends on company policy	Planned, often booked by company/team	4-need smooth, low-friction experience	4-tiered packages, repeat contracts, premium menus.
Date-Night Duos & Small Groups	Couples and 2-4 person groups on a night out. Important for weeknights and early weekend evenings.	4-Cocktails and shareables	More likely to reserve a spot	4-ambiance and service really matter	3-4-“date night” bundles, desserts, photo moments.
Experience Tourists & Out-of Towners	2-6 visitors treating you as a “must-do” stop. Depends on location and hotel/destination marketing organizations	3-4-try “house specials” and local drinks	Some bookings via hotels, some walk-ins	4-expects memorable, “only here” feel	3-sampler bundles, merchandise, extra experiences
Family Flex (family-friendly hours only)	Families visiting earlier dayparts/weekend 3-6 often multi-generational	3-Snacks and kids’ meals, less alcohol	Mix of walk-ins and simple bookings.	3-value safety, clarity, and ease over polish.	2-3-family bundles refillable items, simple add-ons