


# Guest segments for 3 different types of LBE's

Social game venue (bowling+darts)	Traditional FEC (e.g. Main Event)	Dave & Busters
<p><b>Social Gamers</b> Core friend groups using bowling/darts as their main night-out activity, mixing games, drinks, and food; typically 4-6 guests. Their F&amp;B focus is strong.</p>	<p><b>Family Fun Outings</b>-Core families visiting on weekends and school breaks for multiple attractions plus food; usually 3-6 people, often multi-gen. They have a strong but value-conscious F&amp;B focus.</p>	<p><b>Young Adult Social Groups</b>-A core adult friend groups (often 21-35) coming to eat, drink, and play arcade/VR/games as a full night out; typically 3-6 guests. F&amp;B is central for them.</p>
<p><b>Date Night Dues &amp; Small Groups</b>-Couples and 2-4 person groups on playful dates or double dates, doing one or two activities plus F&amp;B; group size 2-4. They are very F&amp;B-centric.</p>	<p><b>Birthday &amp; Kids' Parties</b>-Pre-booked kids'/tween parties with games, food, and hosting; commonly 8-15 kids plus a few adults. Food is built into the package and is central to parents' value perception.</p>	<p><b>Adults Sports &amp; Watch Party Guests</b>-Adults using the venue as a sports bar plus games on big game and fight nights; typical groups of 3-10. Their F&amp;B focus is very strong.</p>
<p><b>Celebration Groups</b>-Birthday, bachelor/ette and milestone groups booking packages &amp; spending heavily per visit; usually 6-12 guests, sometimes more. They are highly F&amp;B-oriented.</p>	<p><b>Teens &amp; Young Adults Social Groups</b>-Teens &amp; young adults focused on arcade, laser tag, bowling, etc. especially evenings; typically 3-8 guests. Their F&amp;B focus is moderate to strong, but attractions remain the main draw. T</p>	<p><b>Families with Kids (Daytime/Early)</b>-Parents bringing children for birthdays, breaks or "reward" trips; generally 3-6 people. They have a strong F&amp;B focus.</p>
<p><b>After Work Groups</b>-Workplace teams using the venue for team-building and socials, mostly weekday early evenings; typically 6-30 people. Their F&amp;B focus is strong.</p>	<p><b>Adult Nights &amp; Date Nights</b>-Adult couples and small groups treating the FEC as a casual night-out option, usually 2-4 guests. They lean strongly into F&amp;B, often making a sit-down meal plus attractions the core of the visit.</p>	<p><b>Birthday Parties &amp; Celebrations</b>-Kids', teams' and some adults birthday &amp; milestones booked as packages combining food &amp; games; often 8-20 guests. Food is an integral part of the party package.</p>
<p><b>Family Flex</b>-Families in designated dayparts, mixing bowling/darts with simpler food &amp; soft drinks; typical group size 3-6. Their F&amp;B focus is moderate.</p>	<p><b>Corporate &amp; Group Events</b>-Companies &amp; organizations booking team events, fundraisers, and large outing with packages; typically 10-100+ attendees. They place strong emphasis on F&amp;B through buffets, platters, and sometimes open bar.</p>	<p><b>Corporate &amp; Group Events</b>-Corporate and large group functions combining food, bar and games; often 10-150 attendees. Their F&amp;B focus is very strong.</p>
<p><b>Experience Tourists &amp; Out-of-Towners</b>-Visitors treating the venue as a "must-do" local activity during short trips; mixed groups of 2-6. They have a strong F&amp;B focus.</p>	<p><b>School, Youth &amp; Camp Groups</b>-Schools, churches, and camps coming in structured blocks, mainly weekdays typically 15-60 participants. Their F&amp;B focus is modest.</p>	<p><b>Suburban Affluent Families &amp; Couples</b>-Higher income families &amp; couples using D&amp;B as an all-in-one dine-and-play outing; usually 2-5 guests. Their F&amp;B focus is high.</p>
 <p>© 2026 all rights reserved</p>	<p><b>Local Value Seekers</b>-Price -sensitive locals chasing promotions, weekday deals, and bundles; usually 2-6 guests. Their F&amp;B focus is moderate.</p>	<p><b>Value-Oriented Gamers</b>-Deal-focused guests maximizing promotions and power-car orders; typically 2-6 guests. Their f&amp;B focus is moderate to strong.</p>