



# PARKWAY SOCIAL

**STRIKER**  
BOWLING SOLUTIONS

## A CASE STUDY

### REINVENTION LEADS TO RECORD PROFITS, INTERNATIONAL AWARD

#### ABOUT PARKWAY SOCIAL

What was then called Parkway Lanes opened its doors in St. Catharines, Ontario in 1958. The Nitsopoulos family purchased Parkway in 1997. The family had one goal in mind: to bring comfort and convenience to the Niagara crowd, showing them what the region has to offer. Under the direction of Angelo and Tom, the family has expanded the site to include the Holiday Inn Hotel & Suites , Lounge Six Sky Bar, Baci Café, and J.J.Kapps restaurant.

#### THE CHALLENGE

The Nitsopoulos family recognized the impact that shifting demographics are having on the bowling industry.

Once powered by the league bowler, this customer segment is dwindling every year and the business need to adapt in order to attract a new kind of bowler.

“Our sales were going down every year because we were old, tired and focused on league business. The youth is not interested in joining bowling leagues,” said Tom Nitsopoulos.

In 2016, they added a brand new arcade to the facility to provide a more complete entertainment experience.

In 2018, they identified the opportunity to do even more and take Parkway to the next level. They wanted to attract customers interested in an entertainment experience that includes quality food & beverage, multiple gaming options, and a more upscale feeling.

They realized they had to act quickly or risk watching their investment dwindle.



*Parkway Social won  
“Best Renovated Center”  
in Bowlers Journal  
International’s 35th  
Annual Architecture and  
Design Awards*

### **THE SOLUTION**

The family did their research and immersed themselves in the possibilities. They visited several centres that had reinvented themselves and the results they saw were impressive.

They also engaged Striker Bowling Solutions and we were able to offer them the benefit of our expertise.

“Angelo and Tom are smart businessmen and they recognized they needed to reinvent the business,” said Pat Haggerty, President, Striker Bowling Solutions. “We did our best to empower them with the information they needed to make the right decisions to improve their competitive advantage and lower the risk of their investment. The business decisions they made have transformed their centre”

The Nitsopoulos family closed Parkway down for four months for a major renovation to update the entire facility.

They chose Brunswick for their bowling equipment. As part of the renovation, they installed Brunswick’s revolutionary Sync Scoring and Management System with its wide assortment of game types, digital interface, and back-end marketing capabilities.

“I liked the different games and they (Brunswick) seemed to me more on the entertainment side of the business (than competitors),” said Tom. They also installed A2 pinsetters and Center Stage furniture to give their new space an amazing and sophisticated look.

During the renovation they upgraded their arcade and added a new laser tag facility, creating a truly unique space in their market. Parkway didn’t get rid of their league business entirely.

They still cater to leagues, but only during the day and at off times in the evening, leaving them space to bring in the more lucrative open play bowlers and corporate events.

## BEFORE



## AFTER



### THE RESULTS

“There is always a risk when you do something significant like what we did,” said Tom. “We did our research and had the gut feeling that what we were doing was the right thing to do.”

That research and gut feeling paid off!

Since re-opening their doors as Parkway Social, the results have been incredible:

- Food & Beverage sales are up 60%
- Bowling revenue is up 110%
- Arcade revenue is up 20%
- Corporate sales, which were almost non-existent, surged to \$300,000

### INTERNATIONAL AWARD

To cap it all off, Parkway was also named “Best Renovated Center” in Bowlers Journal International’s 35th Annual Architecture and Design Awards. Not a bad little feather in their cap, but it’s really the financial results that demonstrate the value of reinventing yourself.

We at Striker are proud to have been a part of this project and to have supported Angelo and Tom in bringing their vision to life.

---

**Striker Bowling Solutions** is a leading partner and supplier to the Canadian bowling industry and the exclusive Capital Agent for Brunswick Bowling in Canada. Whether you’re interested in building a new bowling centre, modernizing your existing centre, or looking for parts and services to maintain your centre, we have the expertise and experience to help you.