



# CHAMPION LANES



## A CASE STUDY

### CHAMPION LANES SHRINKS SIZE, GROWS REVENUE

#### ABOUT CHAMPION LANES

Champion Lanes in Greenfield Park, Quebec, has been in business for over 60 years. Currently, it has 24 lanes of duckpin bowling, pool tables, full bar service, and a snack bar.

#### THE CHALLENGE

After 60 years in business at the same location, the owners of Champion Lanes decided to redevelop the land the bowling centre was on. They tore down the old building housing the 77-lane centre and built a seniors' apartment building in its place. Champion Lanes was reborn as a 24-lane centre on the main floor of the new building.

Michel Vallieres has been running the centre for 22 years and has played a crucial role in the reimagining of Champion Lanes.

#### THE SOLUTION

The new building provided a smaller footprint for the bowling centre and offered an opportunity to create a new vision for Champion Lanes.

Michel looked at Brunswick and another local distributor when deciding how to equip the new centre. In the end, had more faith in the quality and longevity of Brunswick's equipment.

"I saw very little change in the technology (from the other distributor) from what I saw five and 10 years ago," Michel said.

Michel ultimately chose Striker Bowling Solutions and Brunswick equipment.



220% INCREASE IN  
REVENUE PER LANE

Striker installed 24 lanes of Brunswick Anvilane Synthetic lanes, Sync Scoring & Centre Operating System, Center Stage furniture, Framework masking units and Hood & rack, and Schmidt 81-10 pinsetters.

One of the strategies was to capture more party and corporate business, and they installed retractable privacy curtains every four lanes to accommodate groups. Each four-lane grouping also had its own speakers and AV system to allow for a more customized environment for each group.

In addition to the physical changes the new building and equipment brought, Michel also made some strategic changes to the centre's operations. He moved all morning leagues to the afternoon to make room for school groups during the busy winter months and removed leagues entirely from Thursday & Friday nights and on weekends.

Upon reopening, the centre increased prices from \$15/hour to \$45-\$55/hour.

## THE RESULTS

The centre reopened in 2019, and six months later, COVID hit and shut them down again for the better part of two years. This meant a slower start than planned for the centre, but things are looking good now that things have returned to normal.

Since reopening post-COVID, Michel says that revenue is almost the same even though the size of the centre has shrunk by 53 lanes (70%). That represents a 220% increase in revenue per lane.

"Every weekend we turn people away," he said.

Birthday party volumes have increased 100%, and they now host 600-800 kids per week. Michel partly credits the wide variety of game types in Sync for the increased popularity.

The centre used to get no corporate events and now averages three to four corporate parties per week.



Michel and his team have also been making increasing use of the functions within Sync to improve their marketing and guest experience. They run weekly prize draws to encourage guests to sign up for Sync Passport and grow their email list. They use Sync to send out marketing emails and special offers to all those new subscribers that they never could capture before.

Sync has the added benefit of being certified by the Quebec government as the only bowling operations system that complies with Revenue Quebec's MeV/SRM protocols. As F&B revenues grow this safe guards businesses, ensuring they are compliant along with Sync payment card integration, which is PCI compliant.

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**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.

#9-505 Iroquois Shore Road, Oakville, ON L6H 2R3 | 1.800.232.2369 | [strikerbowling.com](http://strikerbowling.com)