

2004 Pricing Survey

Program: Bowling Center

Line Items					
	Open Day Rate	Open Night Rate	League Rate	Cosmic Bowling	Shoe Rental
Fort Monroe Current Price	\$1.60	\$2.00	\$1.90	\$8.00	\$1.00
Military Competitors					
Langley Bowling Center	\$2.00	\$2.25	\$2.00	10 per hour	\$1.50
Ft. Eustis	\$1.75	\$2.75	\$3.33	\$2.75 (Game)	\$1.50
Norfolk Naval	\$1.75	\$2.00	\$1.75	\$2.75 (Game)	\$1.00
Commercial Competitors					
Century Lanes	\$1.50	\$2.50	\$2.33	\$7.00 per hour	\$1.50
Spare Times	\$2.50	\$4.00	\$3.25	\$3.75 per game	\$3.00
Classic Lanes	\$2.25	\$3.25	\$2.83	\$3.50 per game	\$2.75
AMF	\$3.25	\$3.75	\$3.50	\$4.75 per game	\$3.75
AVERAGE ALL FACILITIES	\$2.14	\$2.93	\$1.99	\$8.50 p/h-\$3.50 per game	\$1.79
Fort Monroe - Recommended Price	\$1.75	\$2.75	\$2.25	13.00 p/h-3.50 per game	\$1.75

COMMENTS- hourly houses have no Cosmic Lighting

Per game houses have Cosmic Lighting

Per game rate =17.50 hourly average

$$(5 \times 3.50 = 17.50)$$

Locker Rental	Remarks
\$12.00	
\$15.00	
\$12.00	
\$15.00	
\$12.00	
\$12.00	
\$16.00	
\$24.00	AMF multiple houses
\$15.14	
\$0.00	

Comments-

Monroe will
not rent
lockers due to
liability issues