

NIGHTCLUB&BAR

C O N V E N T I O N / T R A D E S H O W

Grow Your Business with Bar-tainment

Randy White, CEO

White Hutchinson Leisure & Learning Group

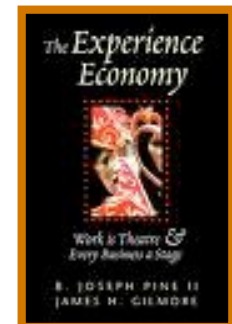
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#NCBShow17

- Producers, designers & consultants for leisure venues
- 28-years' experience with leisure projects
- Served 500+ clients in 36 different countries
- Projects have won 16 first-place awards
- Expertise and projects featured in *Time* magazine, *The Wall Street Journal*, *USA Today*, *New York Times*. on the *Food Network* and in many national and industry publications
- Website has over 2,000 pages of information



Bar-tainment

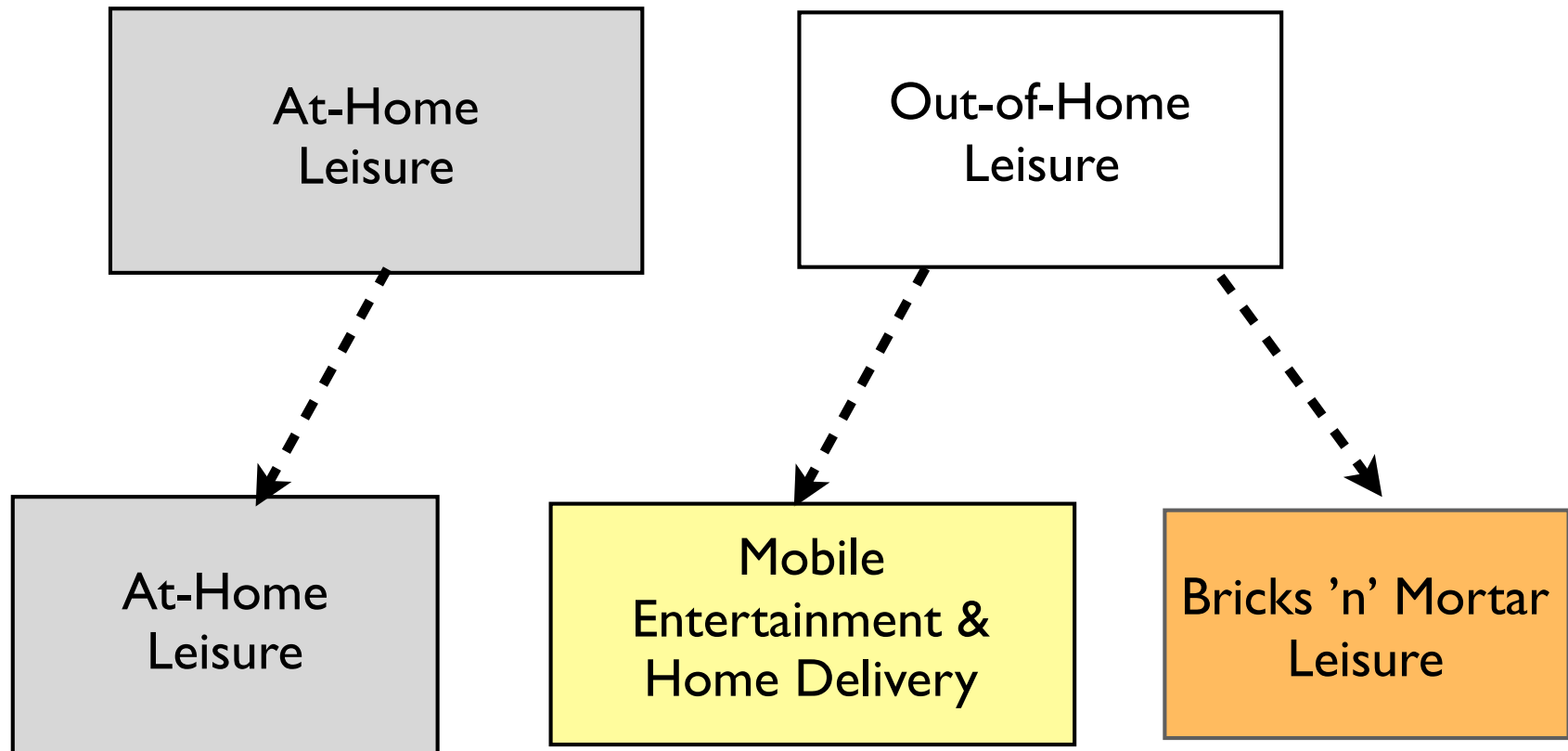
- Disruption
- Framework to understand
- What is bar-tainment?
- Advantages
- Venue examples
- Economics

We live in an age of

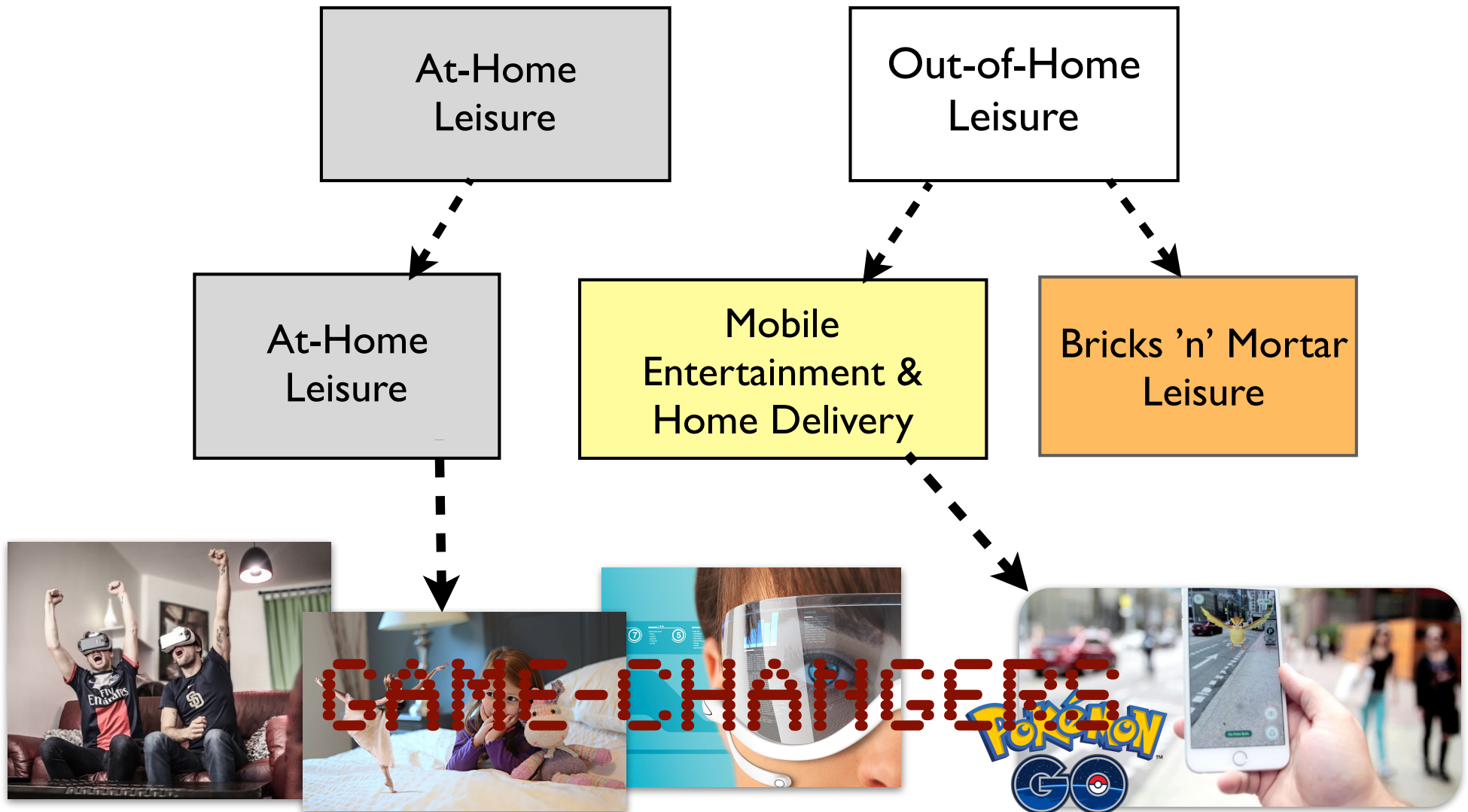
disrupt



Digitalization of leisure

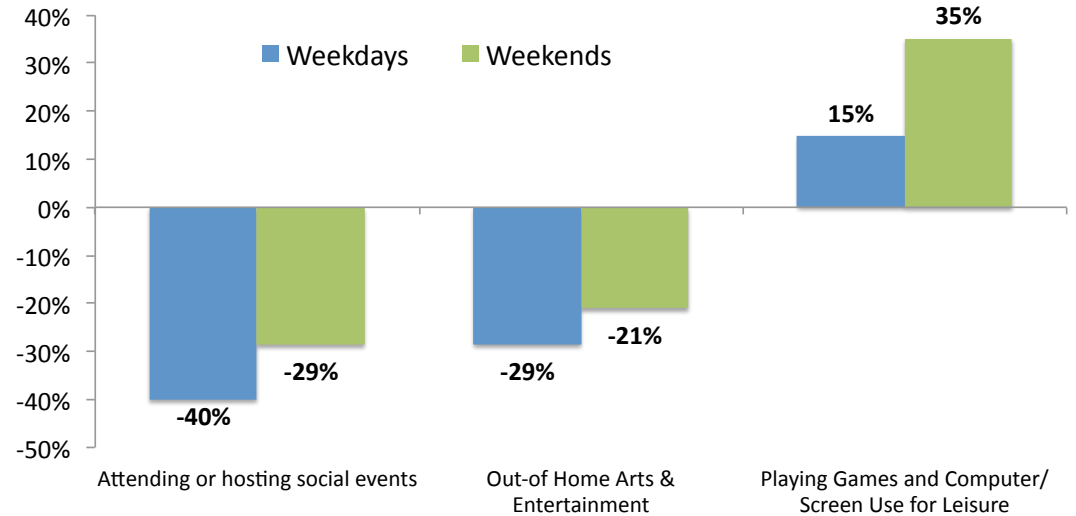


Watershed moment in digital disruption

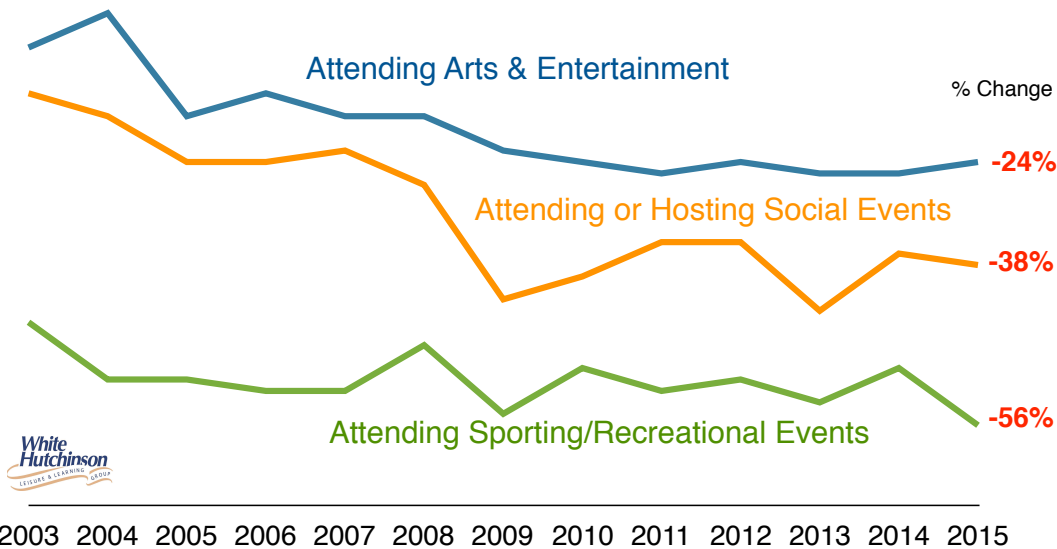


The digitalization of leisure time

Percent change 2004 to 2015 average hours per day spent at selected activities



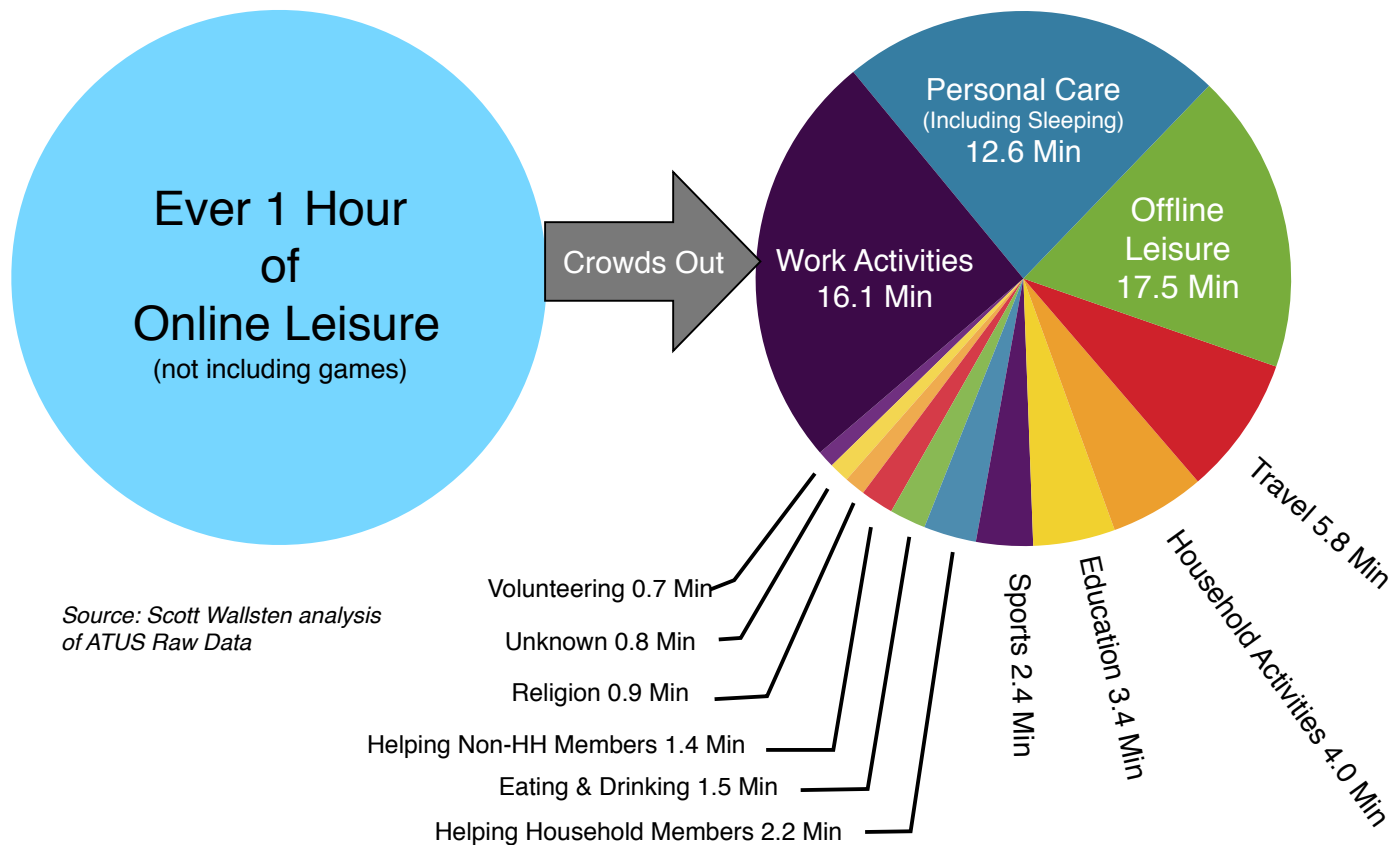
Source: American Time Use Survey



Source: U.S. Department of Labor American Time Use Survey

The digitalization of leisure time

Every Hour of Online Leisure Crowds Out (Replaces)
This Many Minutes of Other Activities



I would rather stay in on the weekends than go out at night (adult millennials)

Completely/
Somewhat Agree



Completely/
Somewhat Disagree



Source: YPulse

On a Saturday Night
**52% would rather
NetFlix and chill**
than go out with others

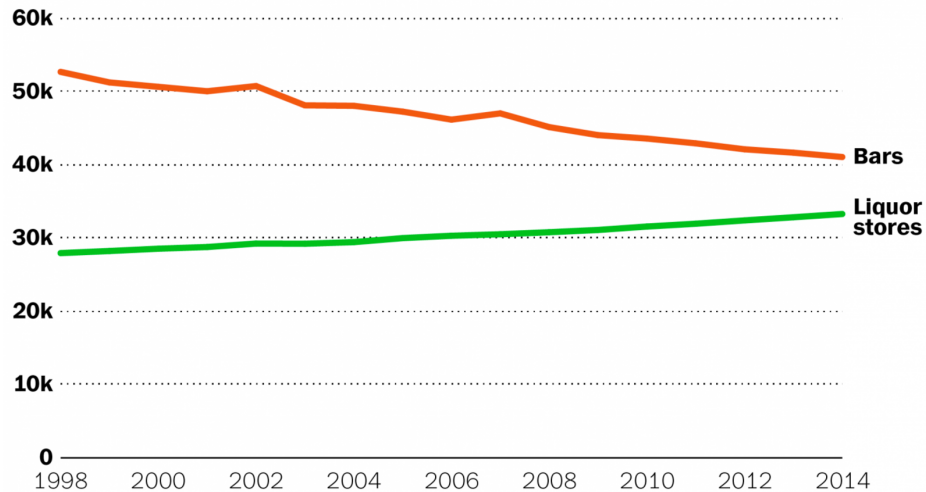


1 in 6 bars closed 2004-2014

-10,000 bars

The rise of at-home drinking

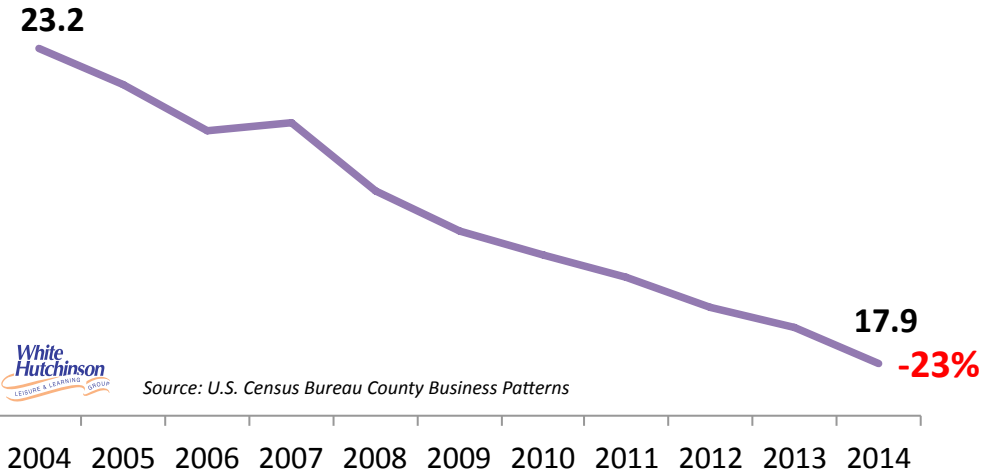
Neighborhood bars are shutting down and liquor stores are sprouting up in their place



WAPO.ST/WONKBLOG

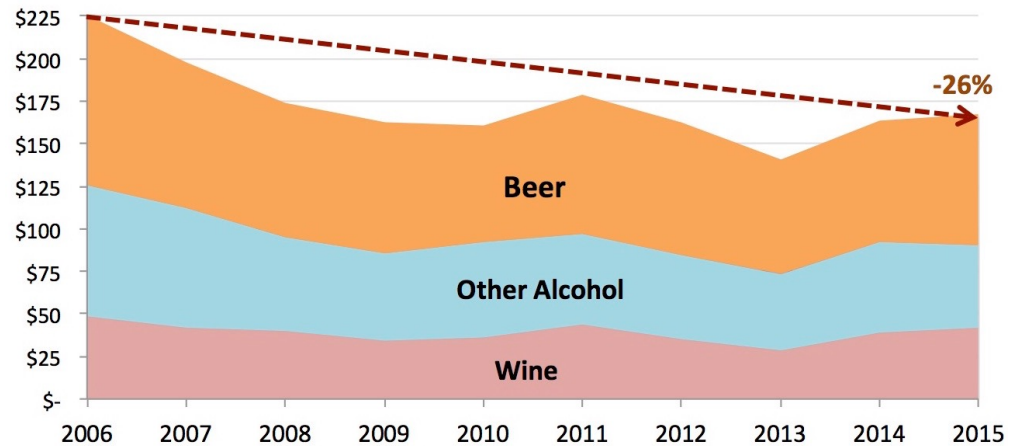
Source: Census County Business Patterns

Bars per 10,000 adults 21+ 2004-2014



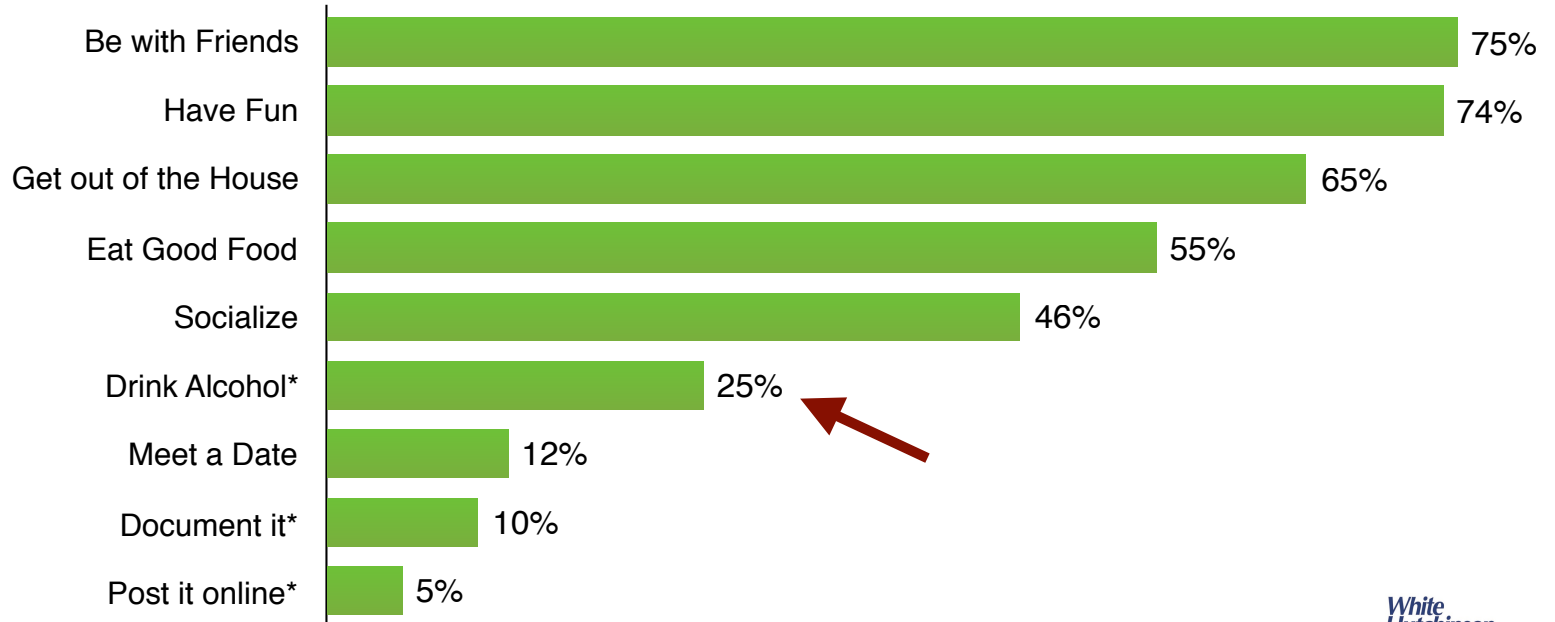
Source: U.S. Census Bureau County Business Patterns

Average away-from-home household spending on alcohol (not on trips, in 2015\$)



Source: U.S. Department of Labor, Consumer Expenditure Survey & White Hutchinson Leisure & Learning Group

Millennials go out to...



*Millennials age 21+ Source: YPulse

Would rather drink wine at home than at social gatherings, restaurants or wineries:

Millennials - 47%

GenX & Boomers - 61%

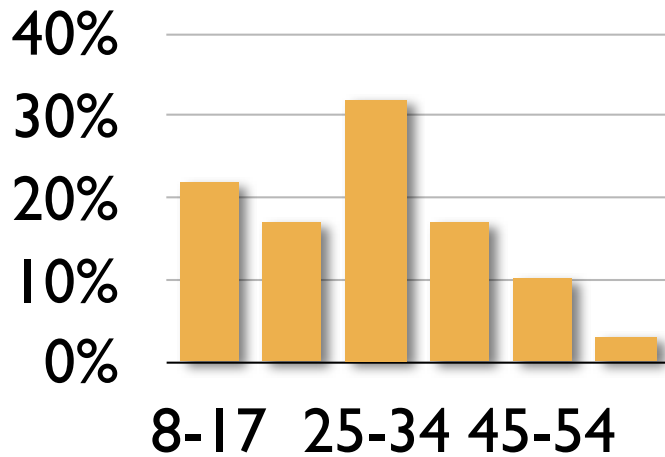
Vivino

On a night out,
86% would rather hang out with people they know than meet new people

New lifestyle trend



Super Digital Hiving



JOMO - joy of missing out & just staying home



Welcome to Generation Homebody



Let's go out
and ...

Let Us Socialize



**Drinking
Entertainment
Attractions**

Social Leisure

We're biologically hard-wired to seek socialization



The fidelity trade-off



HIGH
FIDELITY



Fidelity
Belly



High
Convenience

Consumers make decision based on two key dimensions:

- ✓ Fidelity – Quality of experience
- ✓ Convenience – Ease of access in time, money & effort

Trade off - the fidelity swap

NORDSTROM



amazon.com



Fidelity
Quality of the Experience



Convenience
Time & Ease of Getting & Paying

Trade off - the fidelity swap

MCCORMICK & SCHMICK'S
SEAFOOD RESTAURANT

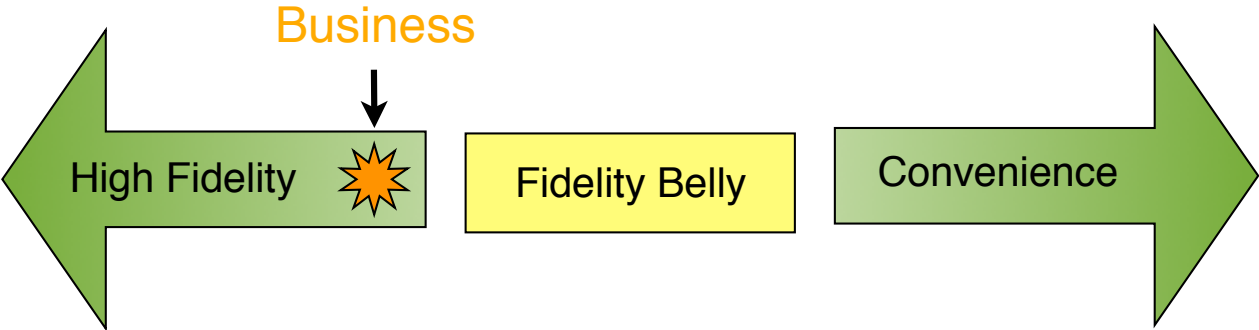


Fidelity
Quality of the Experience

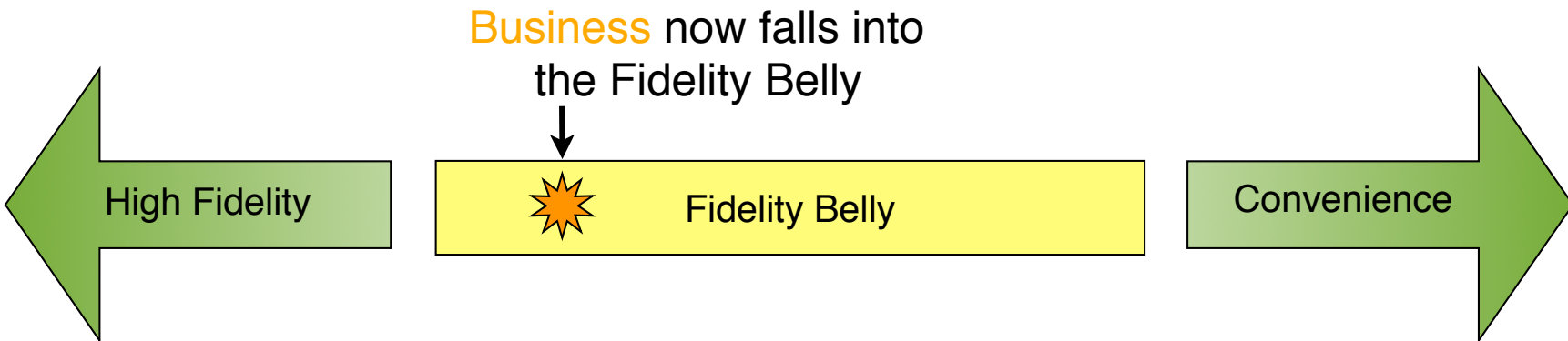


Convenience
Time & Ease of Getting & Paying

A Business is Considered High Fidelity

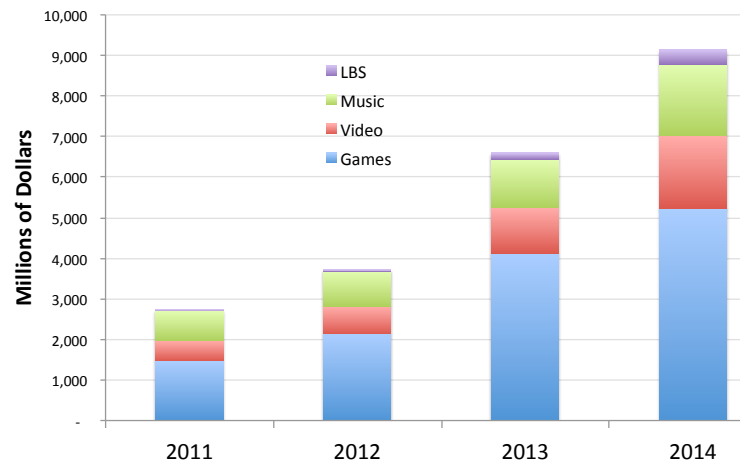


Over Time Technology Moves the Boundaries

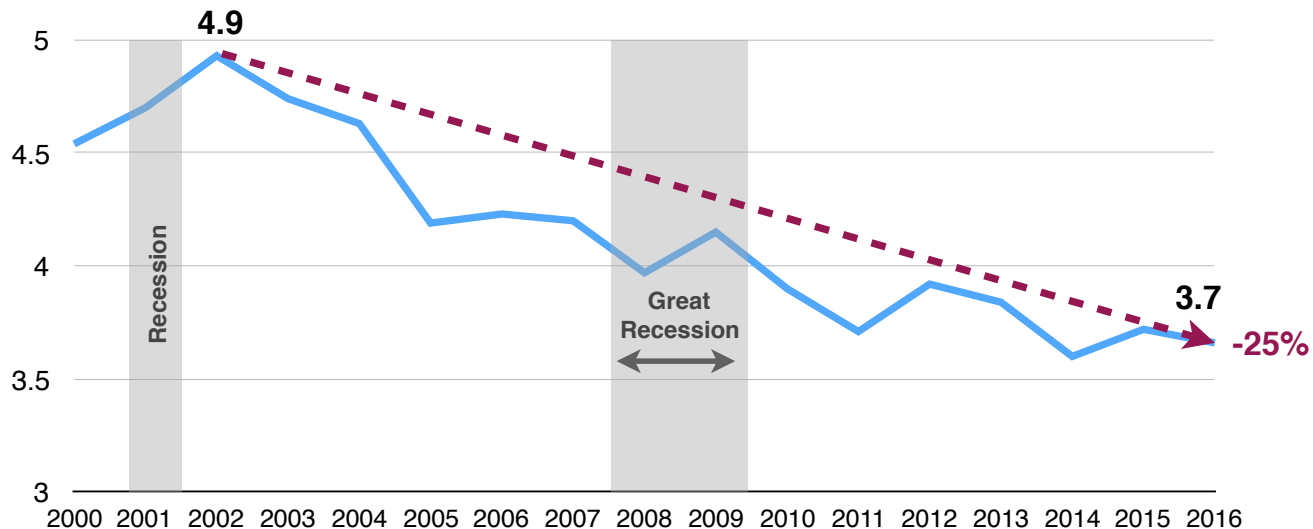




U.S. Mobile Entertainment Revenue by Type



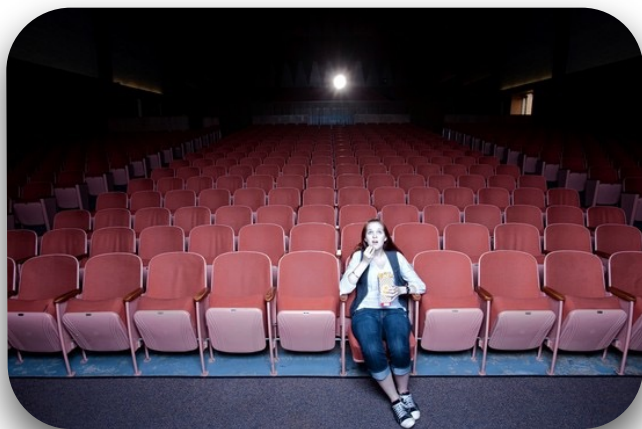
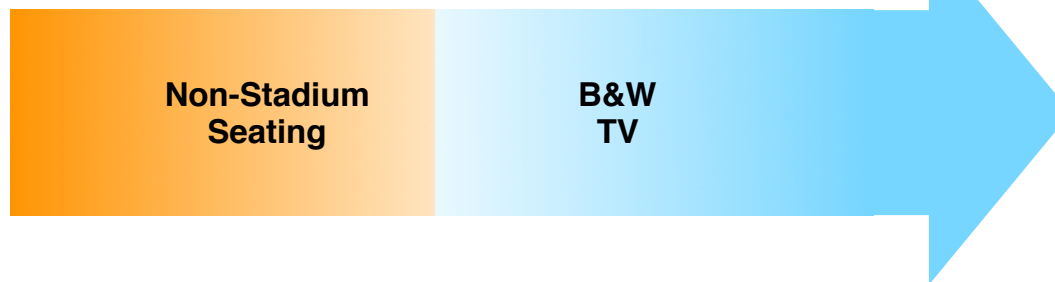
North America cinema annual per capita attendance



Sources: White Hutchinson Leisure & Learning Group, Box Office Mojo, MPA Theatrical Market Statistics, U.S. Census Bureau & Statistics Canada.

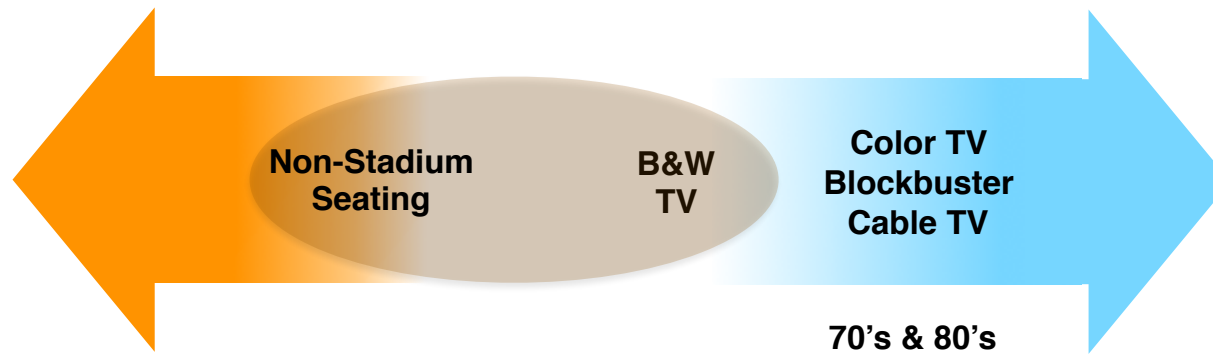
The fidelity trade-off

High Fidelity Convenient

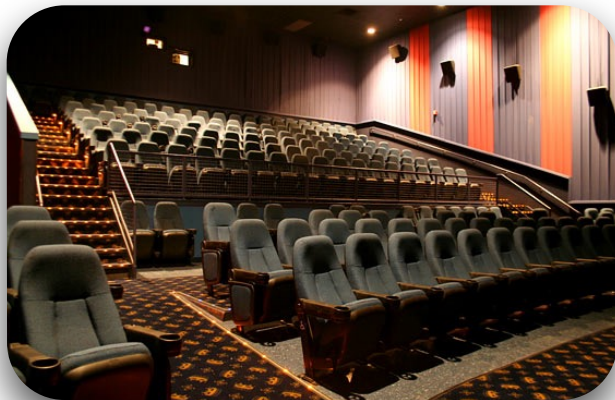
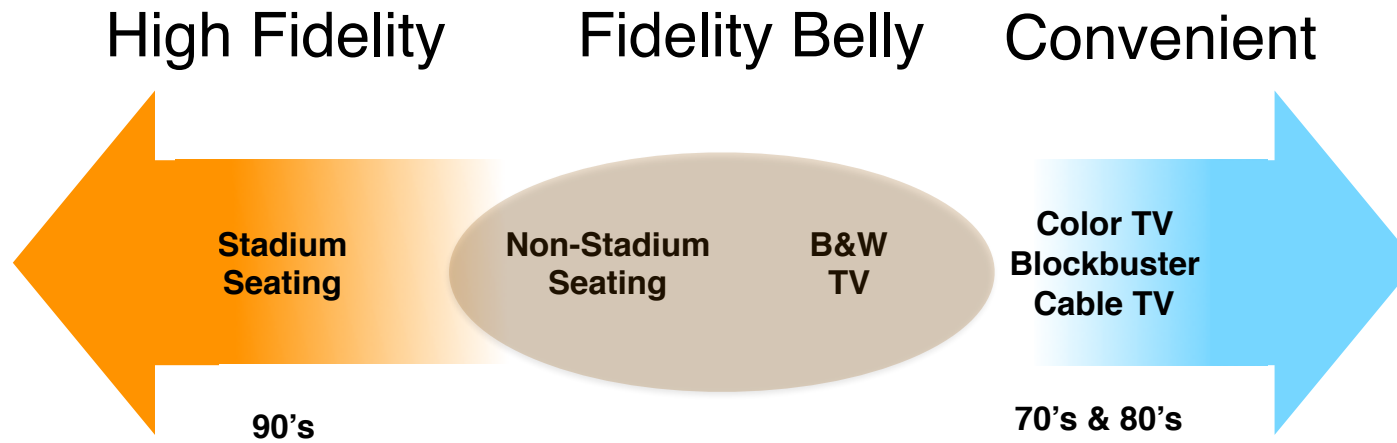


The fidelity trade-off

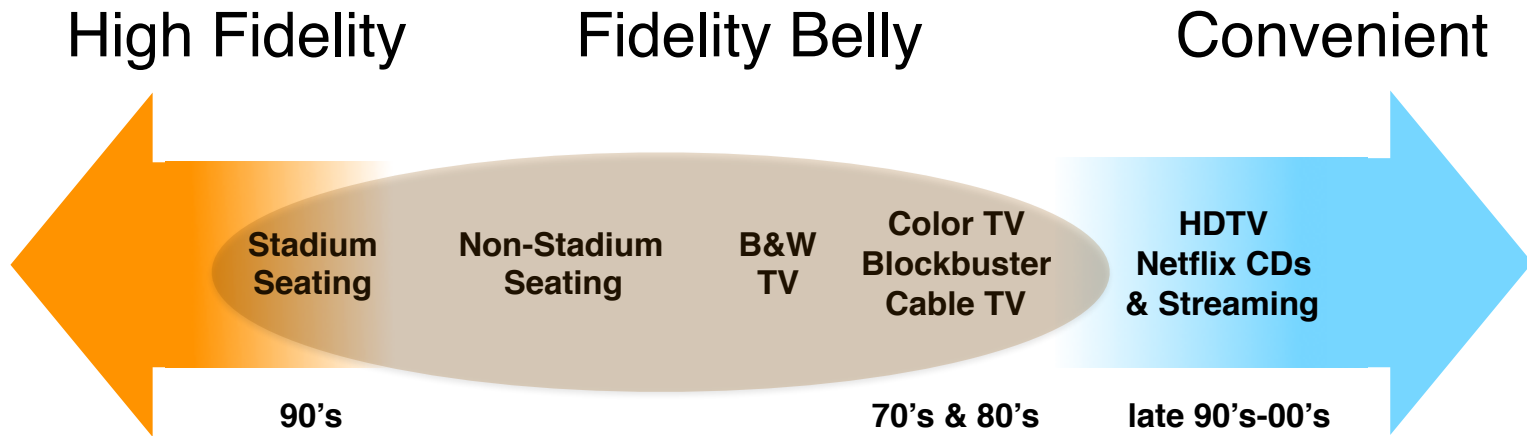
High Fidelity Fidelity Belly Convenient



The fidelity trade-off



The fidelity trade-off

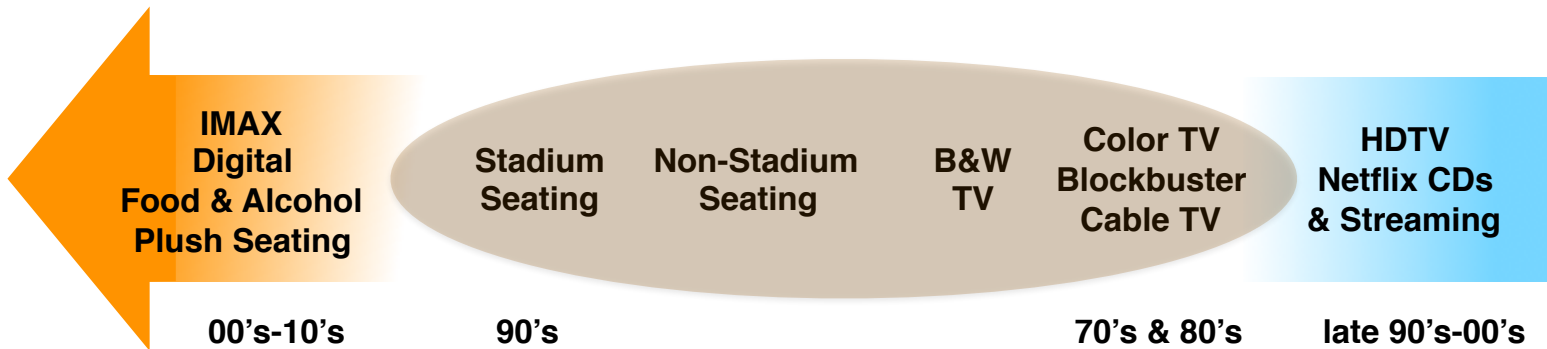


The fidelity trade-off

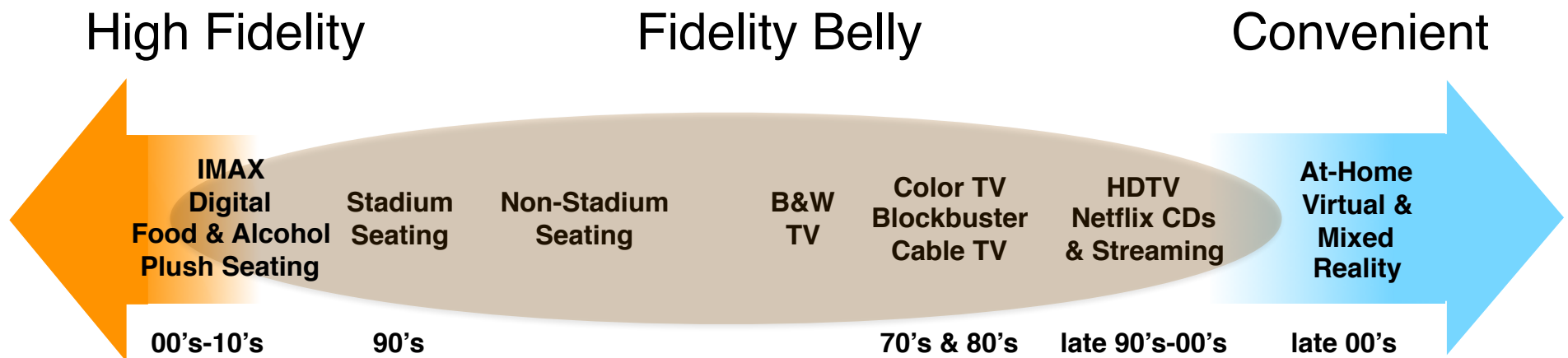
High Fidelity

Fidelity Belly

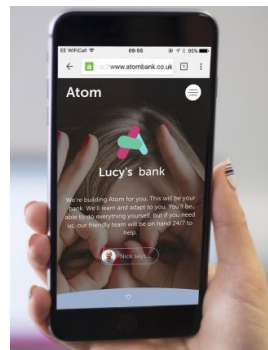
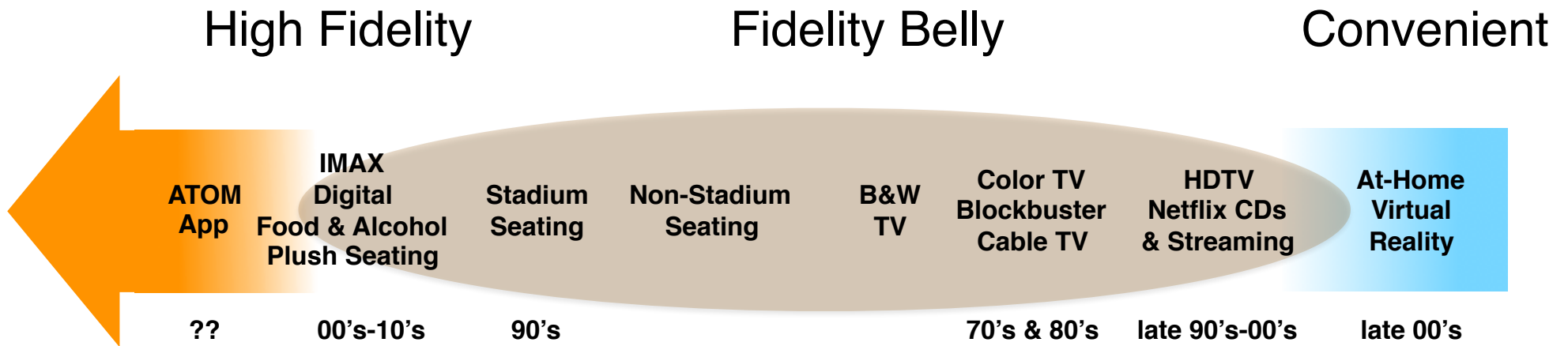
Convenient



The fidelity trade-off



The fidelity trade-off



Raise the fidelity of the experience

AMC THEATRES



Decreased # seats by 64% = Attendance up 80%



+ increase per capita F&B

Surviving Bar Disruption with Bar-tainment

- ✓ *Interactive games*
- ✓ *Nostalgic games*
- ✓ *Interactive social games*

Interactive Games

- ✓ *Expands nature and appeal of venue*
- ✓ *Increase length-of-stay & F&B spending*
- ✓ *Raises social fidelity of experience*
- ✓ *Can create addition entertainment revenue*

The social power of the ball



Boozecades



Up-Down, Kansas City, MO

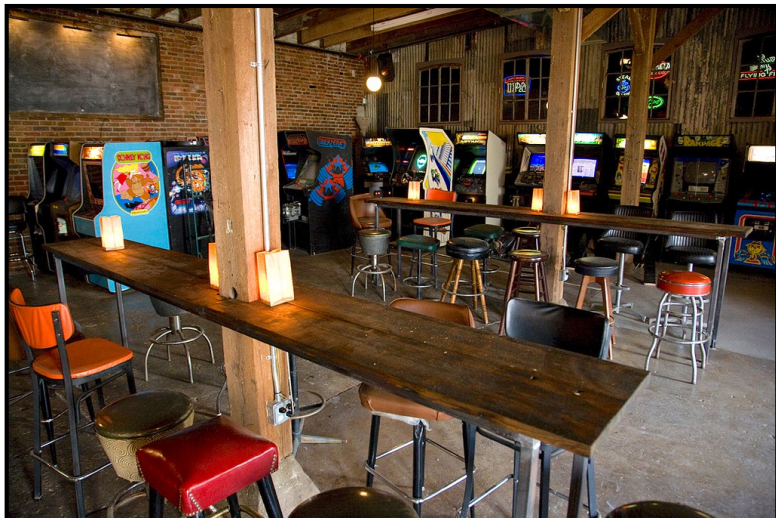


Tapcade, Kansas City, MO



Headquarters Beercade, Omaha





Barcade, Philadelphia

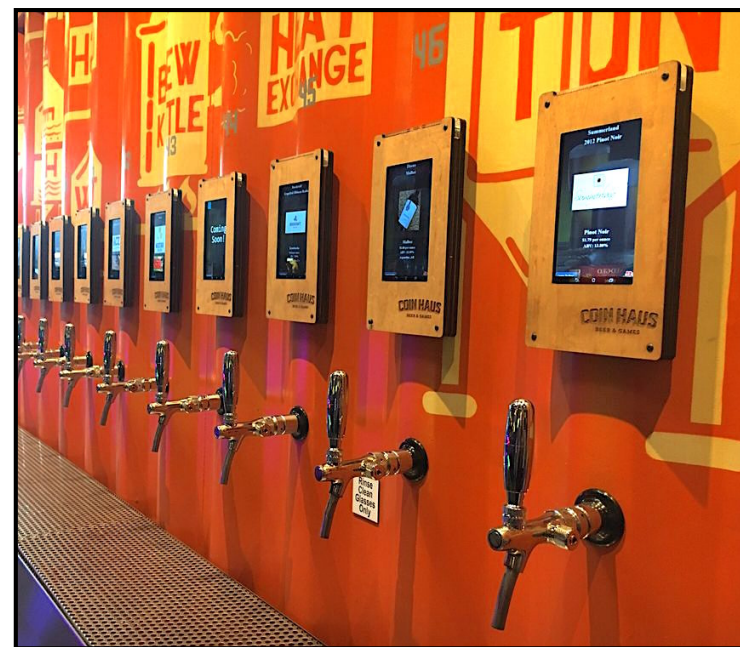
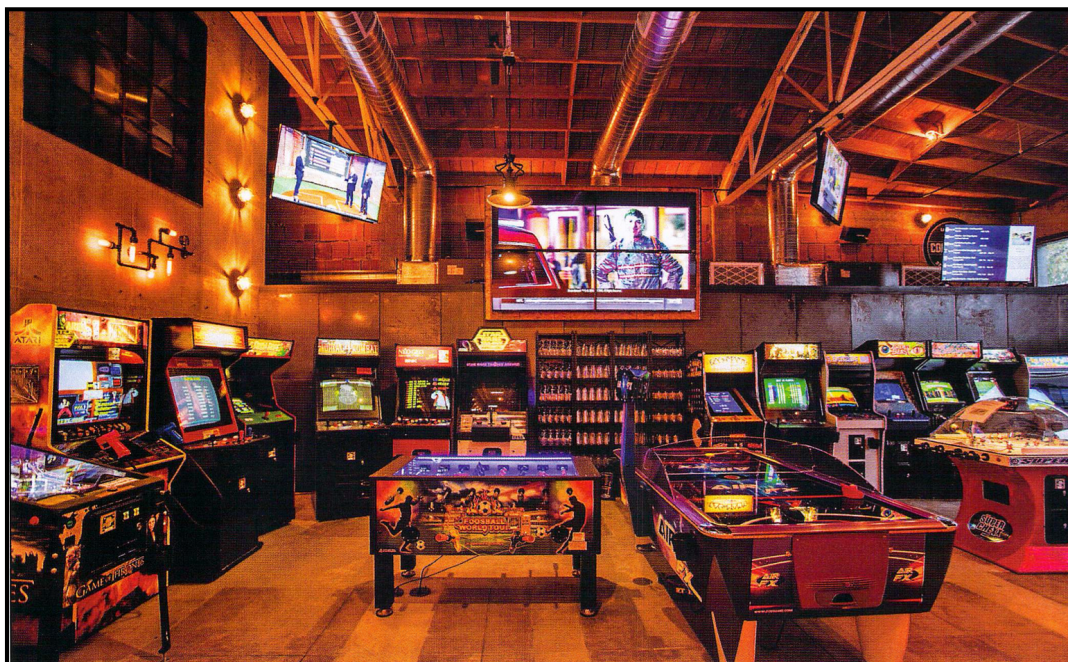


Barcadia, Dallas



COIN HAUS

BEER & GAMES





Interactive Gaming Lounge





Virtual Shooting Lounge



Sports Bar, Gaming Parlor & Social Lounge



Video Gaming Theater



Ping Pong Social Clubs



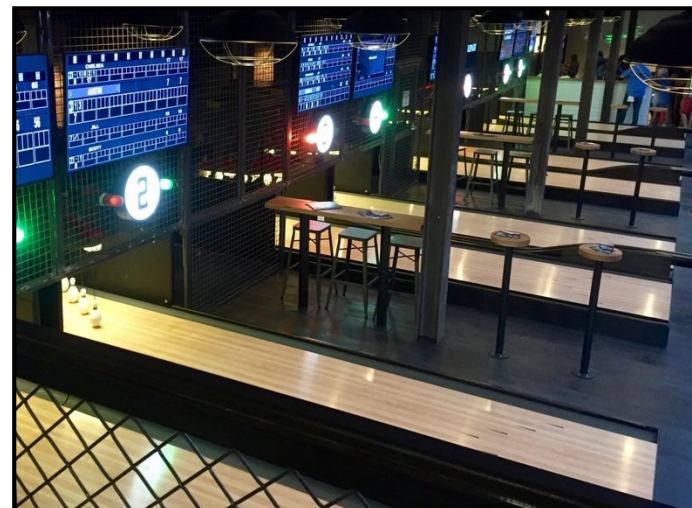
SPiN
A PING-PONG SOCIAL CLUB
NEW YORK
TORONTO
LOS ANGELES
CHICAGO
SAN FRANCISCO





Royal
PALMS

SHUFFLEBOARD

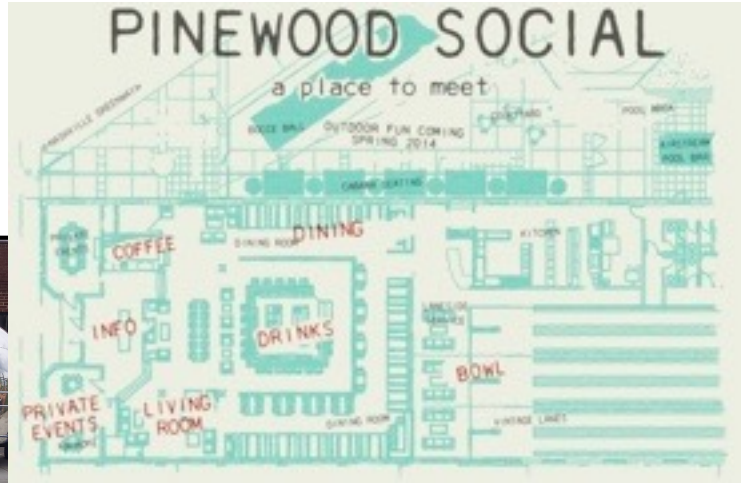




PUNCH BOWL

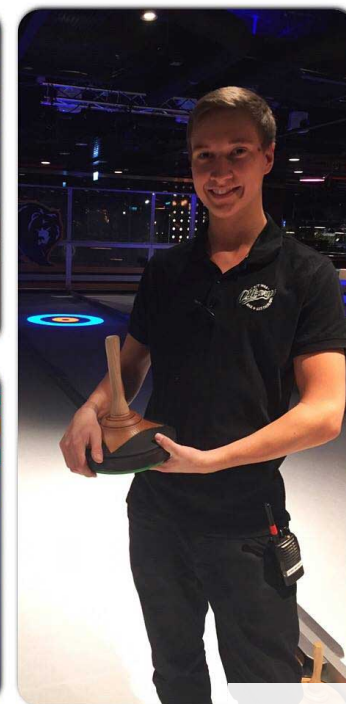
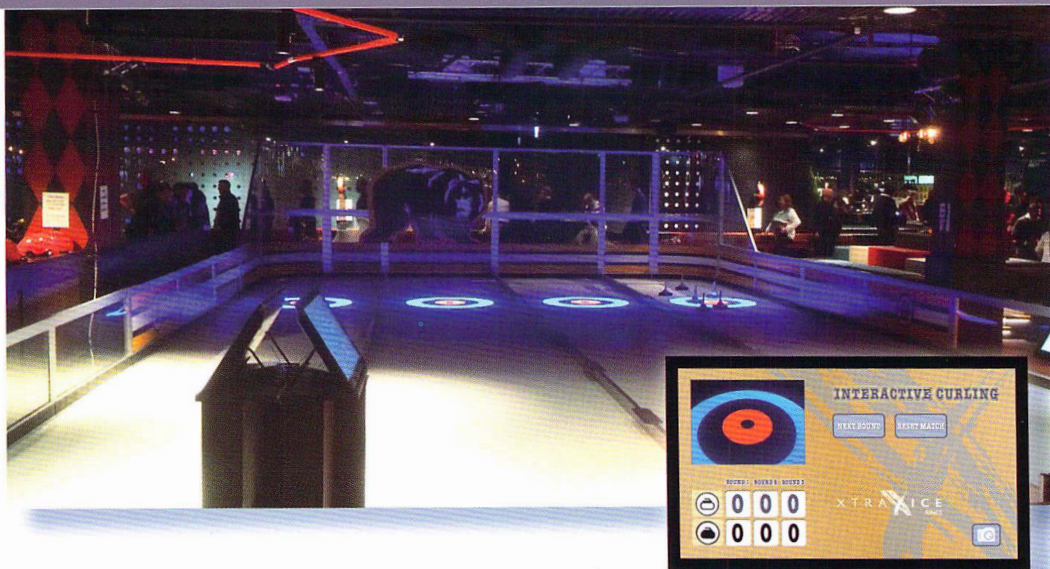
FOOD | SOCIAL | DRINK





Curling

INTERACTIVE CURLING



The economics

- Bowling
- Arcade Games
- Billiards
- Curling
- Shuffleboard
- Ping Pong
- Darts
- Beer Pong

Big challenge today is:

- Creating a compelling, unachievable at-home or on the screen experience
- Creating a highly social experience
- Creating a share-worthy experience
- Offering a High Fidelity experience that is a great value for the price

Randy White, CEO

Randy is considered to be one of the world's foremost authorities on feasibility, concept development, design and production of community-based leisure, entertainment and eatertainment venues. Over the past 28 years, his company has worked for over 500 clients in 36 countries.

Over 100 of Randy articles have been published in leading entertainment/leisure magazines. Randy was featured on the Food Network's *Unwrapped* television show as an eatertainment expert, quoted as an entertainment/edutainment center expert in the *Wall Street Journal*, *New York Times*, *USA Today* and *Time* magazine and received recognition for family-friendly designs by *Pizza Today* magazine. One of the company's projects was featured as an example of an edutainment project in the book *The Experience Economy*. Randy is the editor of his company's *Leisure eNewsletter*, he blogs and tweets.

Randy has been a featured keynoter and speaker at numerous entertainment and leisure industry conferences throughout the world. Randy is presently a co-Regent and presenter at the 15-year-old *Foundations Entertainment University*.



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