

PRICING MODEL DEVELOPMENT

During the survey period, guests were also asked what price point they would feel comfortable paying for a rental period. They were given options of \$20, \$25 and \$30 per hour. Additionally, other guests were asked what price per game they felt was appropriate. They were not given any guidance as to potential prices for this question and were allowed to simply state what they felt was an appropriate price. This survey question yielded the following results:

- A \$20/hour rental price was concluded by all surveyed to be a great bargain.
- A \$25/hour rental price was concluded to be a bargain by a wide margin of guests; approximately 90% felt this price point was very acceptable.
- A \$30/hour rental price point was viewed as too high by most guests. A \$30/hour price is not unrealistic however. It should be noted that shoes would not have to be rented (approximately \$3.75/person). Survey takers agreed with this assessment and concluded because of shoe rental not being required, a slightly higher price may be justified.

Regarding the price per game question, \$3 per game per person was thought by most to be appropriate.