

Success in the NETHERLANDS

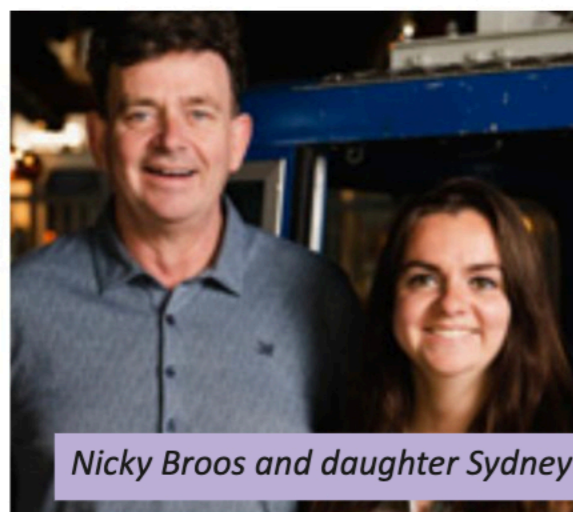
By Paul Lane

A recipe for success at Playdome Roosendaal

Nicky Broos, a highly successful entrepreneur, owned and operated indoor ski halls in the Netherlands from 1983 to 2019. He started by using plastic mats for ski runs before becoming the first to build an indoor ski hall with snow-covered ski runs, enabling skiing and snowboarding year-round. He made a second track adding indoor ice karting, plus an indoor skydive center in Roosendaal.

In 2019 Nicky sold the businesses to a group called Snowworld. Subsequently, Nicky and his daughter, Sydney, developed a concept for an FEC called Playdome. They renovated an existing building and opened its doors in August of 2021. As one would expect, Playdome was a resounding success from the outset.

The Alpine-themed attractions at Playdome include bowling, go-karting, and laser gaming, the basis of a concept they felt would be successful. They added curling and axe throwing and a large restaurant. The ten QubicaAMF Boutique Series white lanes continue the mountain theme with custom-made ice-shaped pins and snowball house balls.



Nicky Broos and daughter Sydney

Bowltech International, the exclusive distributor for QubicaAMF in the Netherlands, provided and installed the bowling-related equipment, including QubicaAMF's Hyperbowling, Edge string pinspotters, BES X Ultimate Scoring, and Harmony ball returns.

Bowling is one anchor of the business. The other is go-karting. Bowling represents 12% of the business, while go-karting represents 23%. Curling, axe throwing, and laser gaming represent another 10% collectively. Most of their business is derived from food and beverage served lane-side, the curling rinks, and the beer garden. The restaurant has a 360-person capacity with a warm Alpine-themed schnitzel menu, with a view of the activities in the various attractions and beer garden. Food and beverage sales represent 55% of the overall business at Playdome.

Regardless of which attractions guests choose as an activity at Playdome, they typically migrate through the complex during their visit. 45% of guests participating in one or more attractions also include dining in the restaurant during their visit.

Go-karting is the most popular attraction at Playdome, which features a 350-meter (1,200-foot) multi-level track and a spiral ramp, the first in the Netherlands. The go-karts are fully electric, so there's no smell of petrol or the sound of engines roaring. The go-karts are sleekly

designed and resemble scaled-down Formula1 racing cars.

Nicky and Sydney are driven by a passion for the hospitality business and a desire to provide the best possible experience to their guests. Nicky's famous quote is, "The guest, the guest, the guest. First, say yes, then think nothing is impossible. Guests expect more than normal. We cannot be mediocre. We must excel."

That mission statement imbues everything at Playdome, from hiring employees to employee training to marketing, all designed to ensure that the guest experience will guarantee their return.

The sales and marketing team at Playdome maximizes a wide range of options in their marketing mix, excelling in social media, mass mailings to guests in their database, direct mail advertising, local radio spots, billboard advertising, outside sales calls, and in-house sales. They cover all the bases. The strongest marketing tools are in-house sales, social media, and mass mailing to customers in the database. In-house sales success is driven by employees chosen for their exceptional communication and people skills.

Employees at Playdome are recruited through the website, billboard advertising, and through sites at schools to develop internships. Interns and employees have a voice in the marketing message, and they are featured prominently on the Playdome website, where they describe their learning, work experience, and personal goals.

The various offerings and attractions are mostly reserved online, with just 20% of business from walk-in traffic. Playdome has a mix of packages, from buying a single pass for one attraction to an all-inclusive package that includes dining. Party packages for birthdays to corporate team-building programs are trendy.

According to Nicky, the price structure at Playdome is more expensive than most alternative recreation choices



available in the marketplace. "It's all about the guest experience we offer and the level of theming," he adds.

It's evident that Nicky and Sydney will continue to be successful in the family entertainment industry in the long haul as they maintain the standard they expect of themselves and their employees to ensure guest satisfaction. ●

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