

Redefining high-class entertainment

Brunswick Bowling says that the Middle East values premium experiences more than any other region

FOR Brunswick Bowling, the Middle East represents more than just growth. It represents alignment with a market that values innovation, premium design and world-class execution.

The bowling provider says that the Middle East is not simply expanding its entertainment footprint, it is redefining what premium entertainment looks like.

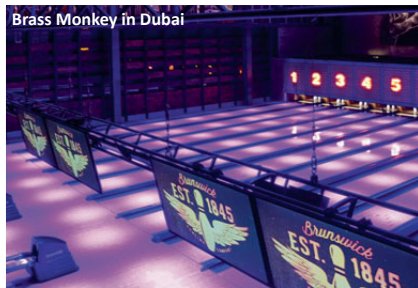
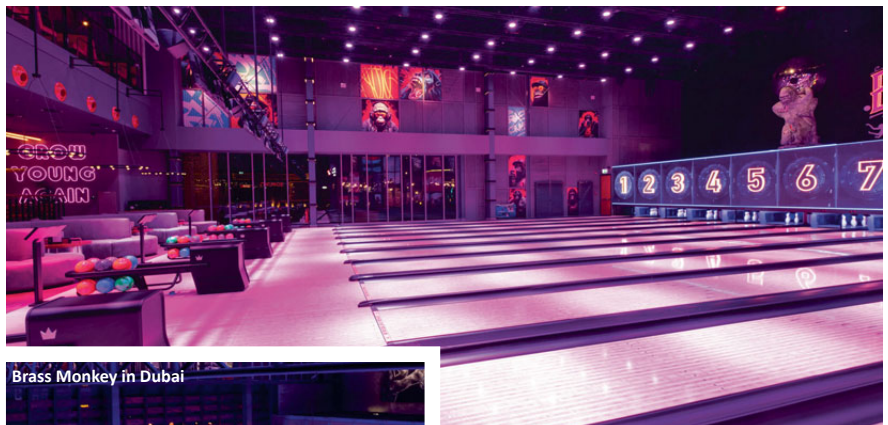
Luchi Nelson, the company's worldwide event and marketing manager, says that she believes that the region will continue to grow, and not just in the short term.

"Across the GCC, entertainment has evolved from a retail complement to a central economic driver," she said. "Governments in the UAE, Saudi Arabia, Qatar and beyond continue to prioritise leisure and tourism within long-term national development plans. This structural commitment is creating sustained demand for high-quality attractions that engage families, youth, corporate groups and social audiences alike.

"The market is shifting toward experiential, destination-driven venues. Boutique bowling, interactive attractions and hybrid FEC concepts align naturally with the region's appetite for premium social entertainment. Developers are focused on measurable returns: increased dwell time, stronger food and beverage revenue, repeat visits and social media engagement. Premium bowling and social entertainment venues consistently deliver on these objectives while appealing to a broad demographic base.

"Concepts such as Duckpin Social, designed for compact footprints with strong visual impact, are resonating in hospitality-driven environments. Larger-scale operators are investing in premium lane environments supported by advanced scoring platforms like Sync, enabling personalisation, seamless integration and actionable analytics."

Away from the premium venues that the Middle East is known for, Nelson says that private installations are growing in popularity. She said: "A significant and rapidly expanding segment within the region is the private residential market. Across the Middle East, there is a growing demand for premium home leisure installations, particularly in luxury villas and private estates where privacy,



exclusivity and personalised entertainment are highly valued. Home bowling environments, private game rooms and integrated entertainment suites are becoming defining features of high-end residential design. For many clients, entertainment is no longer limited to public venues; it is curated within the home itself. This shift represents a substantial growth opportunity, reflecting both the region's wealth concentration and its cultural appreciation for private social spaces."

While the Middle East is known for large developers and conglomerates, there remains meaningful opportunities for independent and small-scale operators. Nelson explained: "Success depends on a clearly defined concept, disciplined execution and an uncompromising commitment to quality.

"A compelling example is Brass Monkey, which began as a single-site operator at Bluewaters Island in Dubai. With a focused vision, strong brand identity and meticulous attention to guest experience, Brass Monkey established itself as a distinctive destination combining boutique bowling, immersive entertainment and elevated F&B. What started as one carefully executed venue has evolved into a growing footprint across Dubai, with further expansion underway across the UAE.

"Consumers are discerning and expect elevated design, advanced technology and consistent service standards. Boutique bowling concepts, when thoughtfully executed and supported by robust infrastructure, can thrive within mixed-use communities, resort destinations and urban lifestyle centers.

"With decades of experience not only in

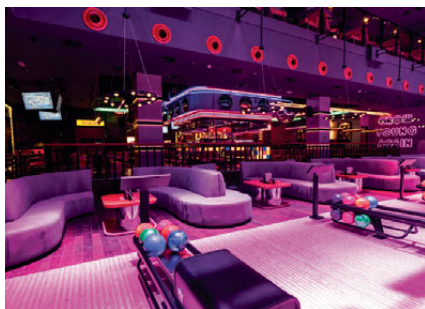
the entertainment space but also in the sport and competitive side of bowling, Brunswick understands performance at every level, from elite tournament play to high-volume entertainment environments. Brunswick's legacy of innovation, from precision lane systems to advanced pinsetter technology and remote diagnostics, gives operators confidence that their investment is built for sustained performance, reliability and long-term growth."

The Middle East market is one that demands authenticity. The population there is no longer happy with a sloppily imported brand that doesn't take into account the nuances that make the region special.

"The Middle East continues to raise global expectations for entertainment environments. Architectural ambition, hospitality excellence and experiential design converge to create destinations that compete on an international stage," explained Nelson. "In this environment, premium solutions are foundational. Developers and operators are focused on long-term brand equity, asset durability and differentiated guest experiences. Authentic innovation and engineering credibility matter.

"Brunswick's role extends beyond supplying equipment. We serve as a strategic partner in delivering entertainment environments that combine design impact with proven performance. Our global experience, research-driven development and service infrastructure support projects from concept through sustained operation.

"In the Middle East, our presence is supported by Befit, an Al Khayyat Investments company, serving the GCC, Levant and Pakistan markets, alongside Amusement Services International, representing Brunswick in Saudi Arabia. Saudi Arabia is a shared market supported by both Befit and ASI, ensuring strong local representation and service coverage. Together, they deliver localised expertise, project management support and responsive aftersales service aligned with Brunswick's global standards."





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Now pair it with Spark Immersive Bowling for a whole new level of engagement. Dynamic visuals and interactive gameplay projected directly onto the lane elevate the experience and unlock greater revenue potential.

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