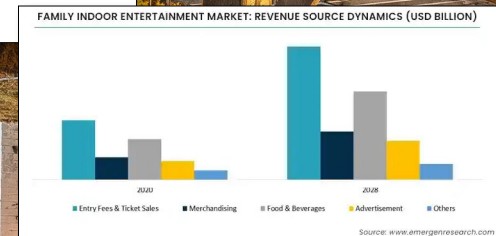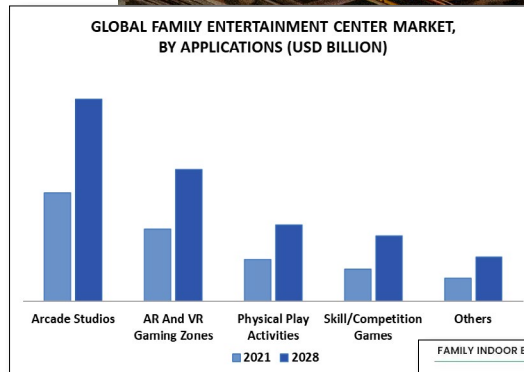**DRIVING OPERATIONAL EXCELLENCE:**

Strategic Insights for Eatertainment Venue Leaders

GoTab

The rise of "eatertainment" venues marks a significant evolution in the hospitality industry, merging dining, entertainment, and recreational activities to create vibrant, multifaceted destinations. As these dynamic spaces grow in popularity, they face the challenge of delivering high-touch hospitality without over-relying on labor-intensive service models.

*Disclaimer: This guide is for informational purposes only and is not intended as a substitute for any audit, tax or other professional advice, consultation or service.

GLOBAL FAMILY ENTERTAINMENT CENTER MARKET, BY APPLICATIONS (USD BILLION)

Arcade Studios | AR And VR Gaming Zones | Physical Play Activities | Skill/Competition Games | Others

■ 2021 ■ 2028

FAMILY INDOOR ENTERTAINMENT MARKET: REVENUE SOURCE DYNAMICS (USD BILLION)

2020 | 2028

■ Entry Fees & Ticket Sales ■ Merchandising ■ Food & Beverages ■ Advertisement ■ Others

Source: www.emergenresearch.com

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The Evolution of Eatertainment Venues

The concept of eatertainment combines food, beverages, and entertainment under one roof, creating a dynamic and engaging environment for guests. With an increasing number of players flocking to courts and numerous new developments, venues must balance providing excellent service and maintaining operational efficiency. Traditional service models often struggle to keep up with high demand, leading to long wait times, crowded bars, and frustrated customers. Hybrid service models offer a solution, integrating technology to enhance service delivery and improve overall venue management.

Elevating Hospitality at Every Interaction

When it comes to guest experiences in eatertainment venues, the difference between good and great lies in the details. Those small, personal touches of service can make all the difference in attracting and retaining guests. It all starts by asking a simple question:

> *"What can we do better to go the extra mile for our guests?"*

By answering this question and implementing the identified practices, you can create a truly unique experience for your guests. A practical way to begin is through a straightforward guest journey mapping exercise.

Mapping the Guest Journey

Guest journey mapping is an exercise that helps you visualize and understand the entire experience from your guests' perspective. This process involves identifying key touchpoints and interactions that guests have with your venue, from the moment they discover your establishment to their post-visit reflections. Here's how you can get started:

Identify Touchpoints

List all the potential touchpoints where guests interact with your venue. This includes online interactions (website, social media), pre-visit communications, the arrival experience, activity booking, dining and beverage service, entertainment activities, the overall ambiance, service quality, and follow-up communications.

Mapping the Guest Journey Strategy

01 Identify Touchpoints
02 Gather Feedback
03 Analyze the Journey
04 Implement Improvements
05 Continuously Improve

PRE-ARRIVAL

By engaging guests with personalized communications and exclusive offers, you can set the stage for an exceptional visit. Offering early access to event tickets, personalized dining recommendations, or exclusive discounts allows you to anticipate guest needs and foster loyalty.

Creating unique moments before arrival can transform preparations into opportunities for delight. For example, personalized welcome messages, tailored activity suggestions, or sneak peeks of new attractions can elevate the guest experience. These thoughtful touches encourage social media engagement, boosting the venue's visibility and reinforcing its reputation as a leader in hospitality and entertainment.

Key Pre-Arrival Engagement Strategies

Send personalized communications with offers based on previous visits.

Provide exclusive pre-arrival packages or early access to attractions.

Enable seamless pre-ordering of meals, drinks, and services.

Offer exclusive VIP clubs or loyalty programs for access to special deals or packages.

ON-SITE

Ensuring a seamless and enjoyable experience is crucial once guests arrive at your venue. A smooth check-in process sets the tone, allowing guests to quickly begin enjoying their visit without delays. Streamlined payment transactions support this convenience, enabling guests to easily order food and drinks from anywhere in the venue using RFID passes or QR codes with their mobile devices. This flexibility ensures that hospitality is always at their fingertips.

Features like shared tabs make splitting payments easy and stress-free, allowing groups to focus on fun. By offering convenience without compromise, guests can immerse themselves in your venue's entertainment offerings while you focus on operational efficiency. Mobile ordering and seamless transactions create a relaxed environment where guests can fully enjoy their time without disruptions.

Key On-Site Guest Experience Strategies

Implement seamless check-in processes to minimize wait times.

Enable mobile ordering and payment options for ultimate convenience.

Focus on operational efficiency to enhance guest satisfaction.

Increase hospitality touchpoints and surprise and delight moments for guests.

POST-VISIT

Maintaining engagement after a guest's visit is a crucial part of building long-term relationships and encouraging repeat visits. Offering membership options with exclusive benefits can create a sense of value and provide incentives for guests to return. Personalized thank-you messages and tailored follow-ups based on their visit further strengthen their connection to your venue.

Enhancing the post-visit experience can include sharing memorable photos from their visit, offering discounts or special deals for their next trip, and providing vouchers for feedback. These strategies help guests feel appreciated and foster loyalty, ensuring they remain enthusiastic about returning and engaging with your brand.

Key Post-Visit Engagement Strategies

Offer membership options with exclusive benefits for loyal guests.

Send personalized thank-you messages to show appreciation.

Share photos from their visit to create lasting memories.

Provide discounts or vouchers for their next visit and encourage feedback.

Gather Feedback

Use surveys, reviews, and direct conversations to gather feedback from your guests. Understand what they appreciate and what areas need improvement.

Analyze the Journey

Look at each touchpoint from the guest's perspective. Identify any pain points or areas where the experience could be enhanced.

Implement Improvements

Based on your analysis, implement small changes that can have a big impact. This could include better signage, rebalancing staff coverage, streamlined booking and ordering processes, or enhanced communication.

Continuously Evaluate

Guest expectations and industry standards evolve, so it's important to continuously evaluate and update your guest journey map.

By focusing on the details and continuously seeking ways to improve, you can transform good guest experiences into great ones. This dedication to excellence not only attracts new guests but also fosters loyalty, turning first-time visitors into regulars and brand advocates.
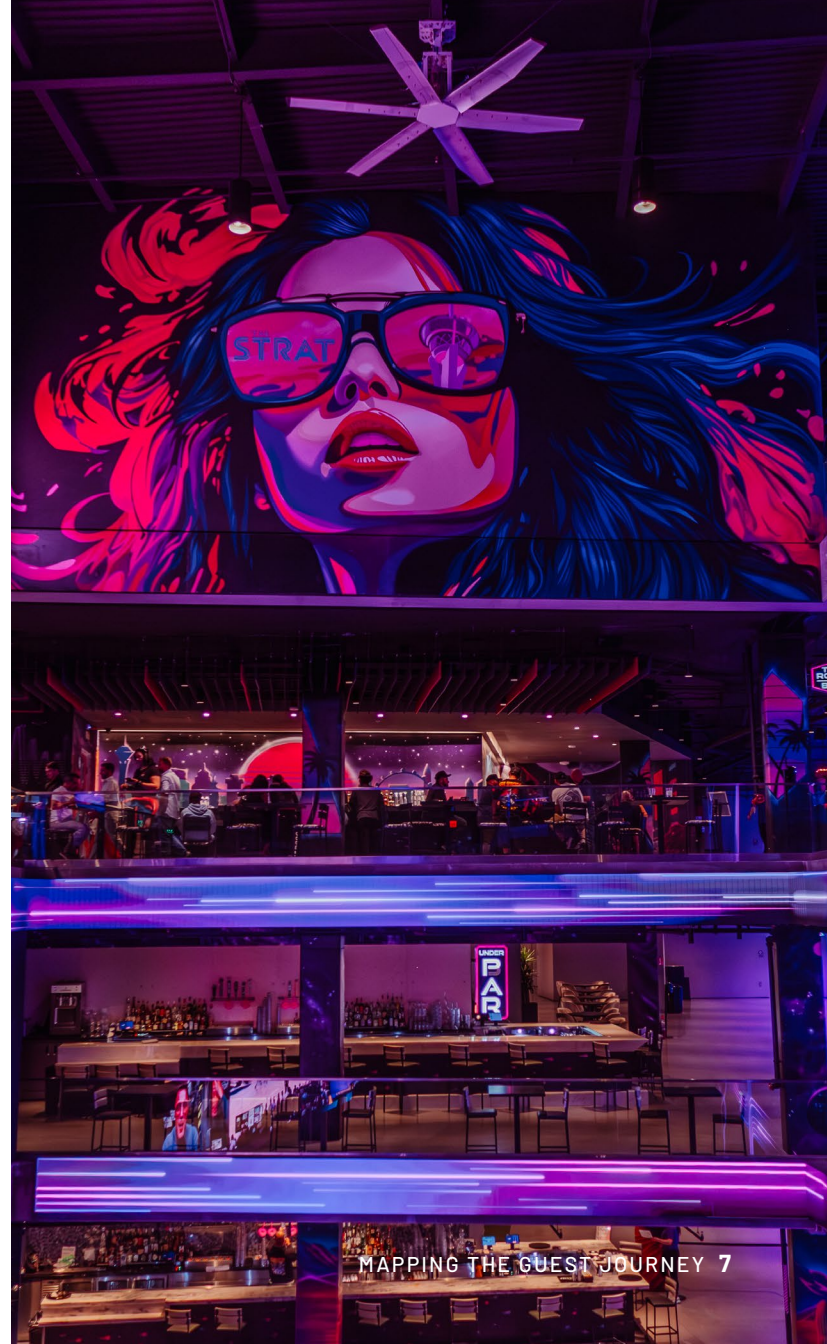
Optimizing Efficiency and Managing Costs

Labor is one of the biggest costs for hospitality businesses—sometimes as much as 40% of total expenses. And with prices going up in every category, eatertainment venues need to ask:

- **How can we lower labor costs?**
- **How can we give guests a better experience?**
- **How can we make more money while serving guests more efficiently?**

GoTab venues spend less on labor—just 25.82% on average—and make more money per hour worked, bringing in $83 per labor hour. That's over 1.5x more than the industry average.

Labor needs vary by business type. A restaurant doesn't need the same setup as a 20,000-square-foot brewery, restaurant and pickleball venue. But more space doesn't always mean more staff. Big venues can still run smoothly by focusing on speed, convenience, and smart tech.

GoTab helps by offering:

- Kiosks and mobile ordering and payment
- Self-pour beverage integrations with systems like Pour My Beer, iPourIt and WineEmotion
- RFID technology for quick, easy payments via cards and wristbands

These tools can cut labor costs by up to 20% while still allowing you to offer great service. **The goal isn't to replace your staff—it's to free them up to do what matters most: interact with your guests and provide an awesome experience.** With the right tech, staff can move around easily, reduce wait times, and focus on real connections. And guests get to seamlessly merge their entertainment with their F&B orders, simplifying ordering, payment and checkout processes for all involved.

How GoTab Fuels FlyeCo Tower's Flow

FlyteCo Tower isn't your average brewery. Built inside a former air traffic control center, this 40,000-square-foot Denver hotspot offers everything from bowling and mini-golf to axe throwing and arcade games—all paired with craft brews and creative bites. But running such a massive space came with big challenges: keeping service smooth across three bars, multiple zones, and nonstop guest activity. Traditional POS systems couldn't keep up.

Enter GoTab. With stationary POS, handheld POS for high-touch table service, and QR code ordering and payment, FlyteCo Tower created a hybrid service model that keeps guests happy and lines short. Behind the scenes, GoTab's Kitchen Display System and text updates ensure every order gets where it needs to go—fast. The result? Faster service, lower labor costs, and a guest experience as smooth as their signature pours.

" Managing such a large space without GoTab would make staffing ridiculous. GoTab allows us to implement a hybrid-service model, seamlessly using both Handheld POS devices and QR Codes throughout our venue to serve large volumes of customers in both our outdoor and indoor areas."

—Morgan O'Sullivan, Co-Owner, FlyteCo Tower

Read More Here

Conclusion: Powering Growth Through Smart Hospitality

As eatertainment continues to evolve, success depends on delivering standout guest experiences while running efficient, scalable operations. The most forward-thinking eatertainment leaders are blending hospitality and technology to reduce costs, boost revenue, and keep guests coming back.

Whether you're launching a new concept or rethinking your current setup, start by mapping the guest journey and identifying where tech can elevate service. GoTab is here to help you bring it all together—with tools that streamline operations, empower your team, and delight your guests.

GoTab at FlyteCo Tower - Denver

GoTab

Ready to transform your venue?

Let's create a smarter, smoother guest experience—together.

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