



# THE CHALLENGE

WORLD CLASS ACTION ROOMS



## ABOUT THE CHALLENGE

A new and exciting concept where friends, colleagues and family compete as teams in different action rooms.

### The best of two worlds

The challenge developed from a unique collaboration between Sweden's most employed television studio creators, Thoros Creative Studio, and entertainment company, Event Center Knock 'em Down.

The activity is created with personnel efficiency and maximum use of surface in focus.







## Target audience

The Challenge is an attractive activity for both companies, groups of friends and families. The ten action rooms have the capacity of fifty people per hour and at the same time provides good opportunities for additional sales of both food and drinks.

## Revenue & comparison

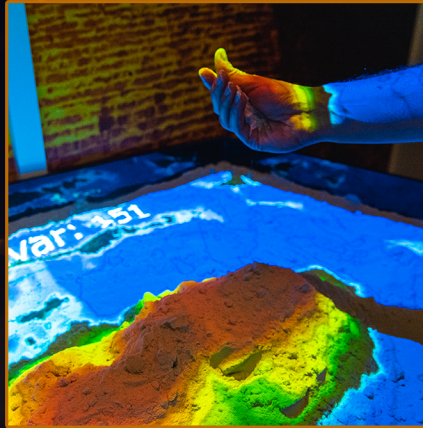
Activity:	The Challenge	VR-arena	Prison Island	Bowling
Max cap./h	50 ppl	18 ppl	60 ppl	8 lanes (48 ppl)
Price ex. tax	183 sek/pp	80 sek/pp	120 sek/pp	320 sek/per lane
<b>Max. revenue/h</b>	<b>9150 sek</b>	<b>1440 sek</b>	<b>7200 sek</b>	<b>2560 sek</b>
Area	180 m <sup>2</sup>	60 m <sup>2</sup>	500 m <sup>2</sup>	420 m <sup>2</sup>
<b>Revenue/h/m<sup>2</sup></b>	<b>50,8 sek</b>	<b>24 sek</b>	<b>14,4 sek</b>	<b>6,1 sek</b>

\*prices and area differ between different facilities and the figures from The Challenge are based on the facility in Växjö, Sweden



## Unique opportunity

We say that The Challenge provides the best return on the market calculated per square meter and is at the same time digitized to be almost self-propelled in operation.



## Development and support

An important focus to attract repeat guests is new experiences. The technology in the ten action rooms is therefore being updated continuously and several of the rooms already today offer different gaming opportunities, which means that guests return often. The activity shall always be top notch and during start-up we therefore offer free support during all business hours