



GUEST SURVEY

July 2020



#WORKINGTOWARDSRECOVERY

July 2020

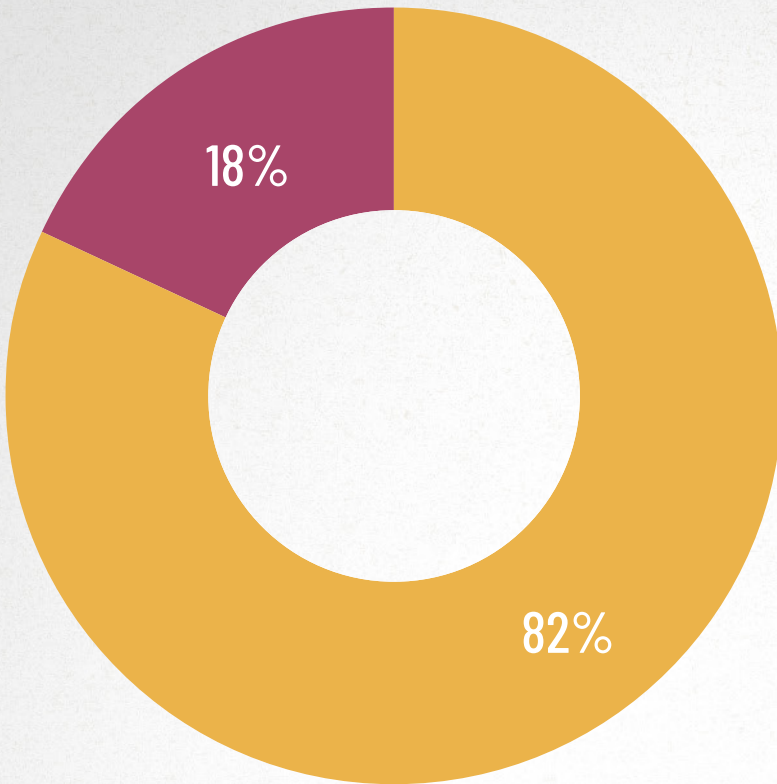
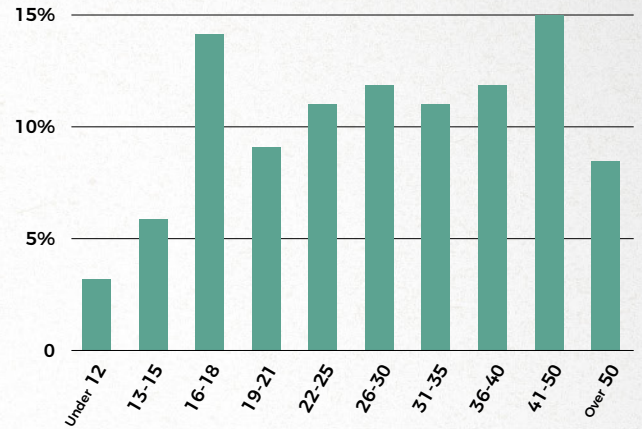
Thank you to everyone who contributed their time and input to the Player's Voice Amusement Industry Survey, which was aimed at understanding consumer thoughts before and after COVID-19. The survey collected responses from over 500 consumers (parents and players) around the world during the last week of June 2020.

The information collected and displayed in this report is aimed at assisting amusement industry business owners and operators, to understand and address the concerns of guests. We recommend it is considered together with other valuable information provided by our leading industry associations so locations can reopen safely and successfully when the time is right for them.

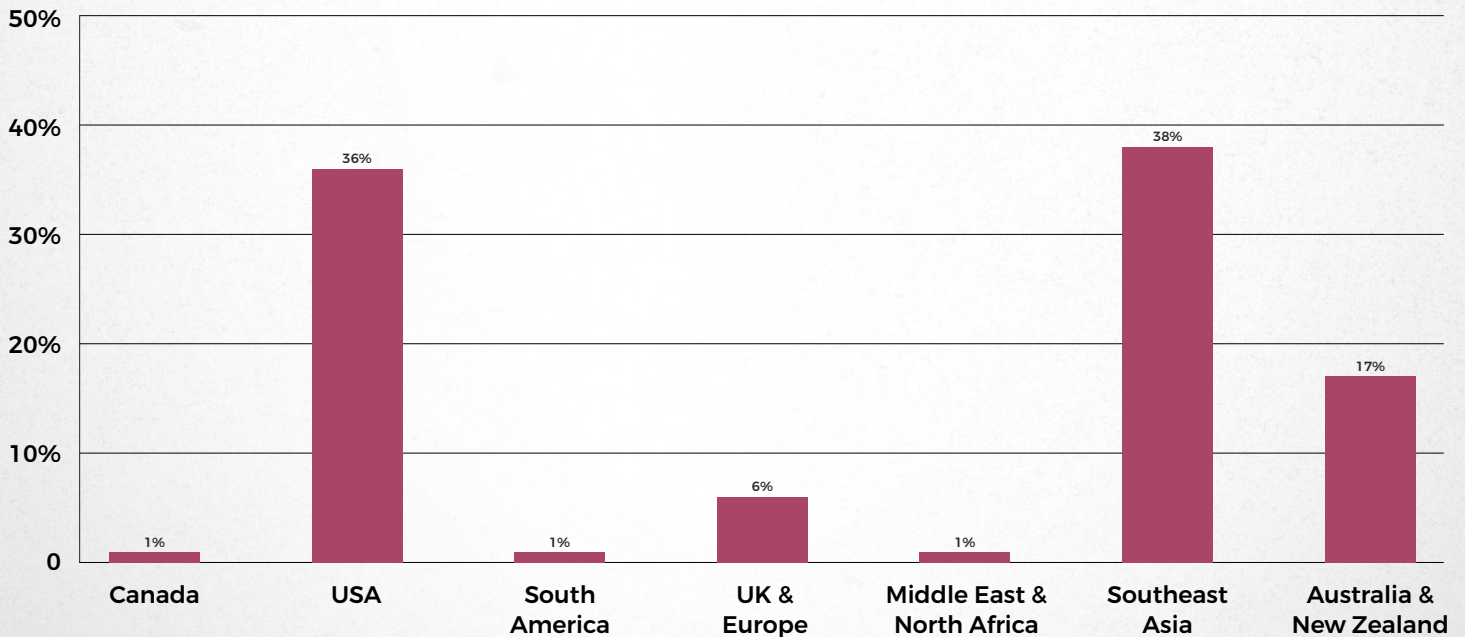
Regards,
The entire team at LAI Games

Participant Breakdown by Type and Age

- Player / I make my own decisions about what I do for entertainment
- I am a parent / carer who decides entertainment options for others



Participant Breakdown by Region

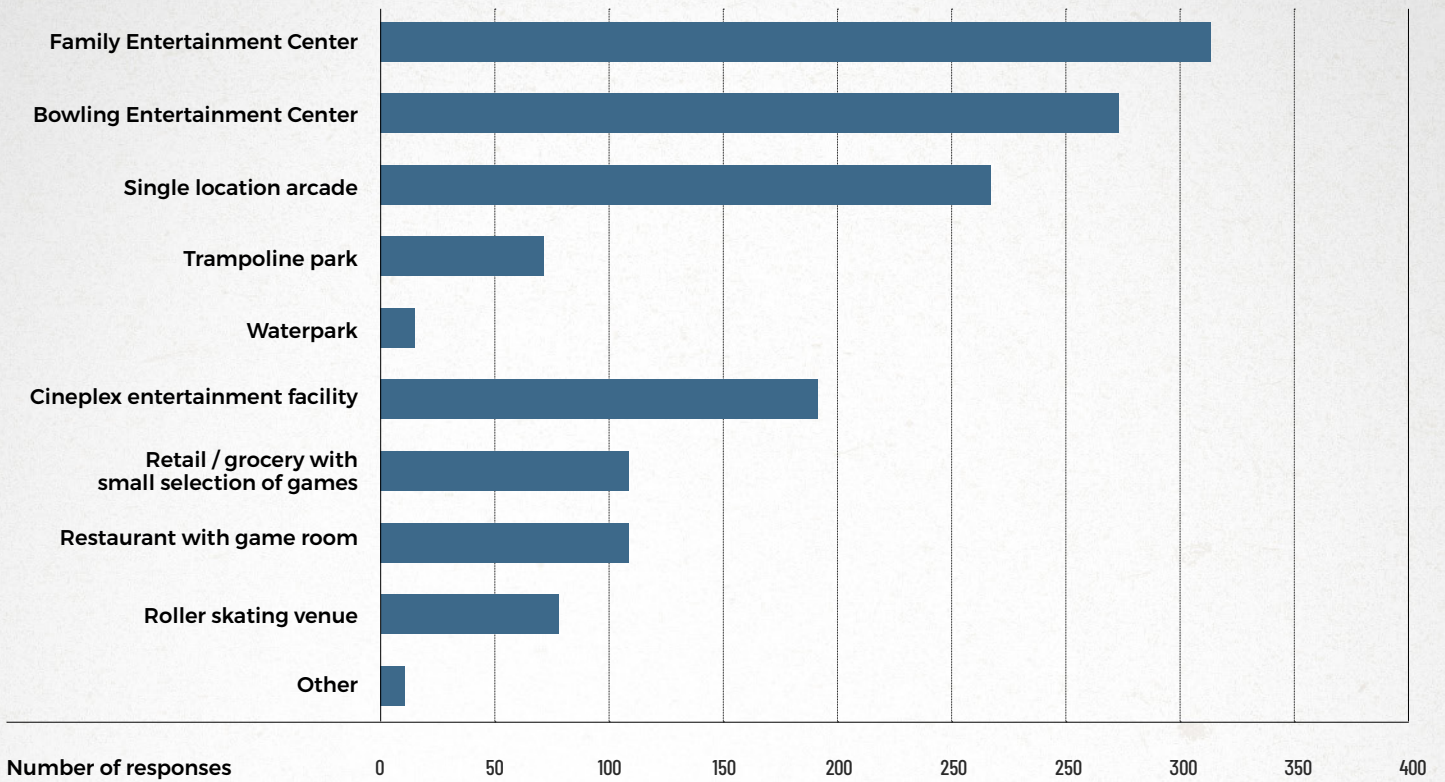


Southeast Asia represents Japan, Singapore, South Korea, Philippines, Vietnam and Taiwan

UK & Europe also includes data from 2 respondents from Russia.

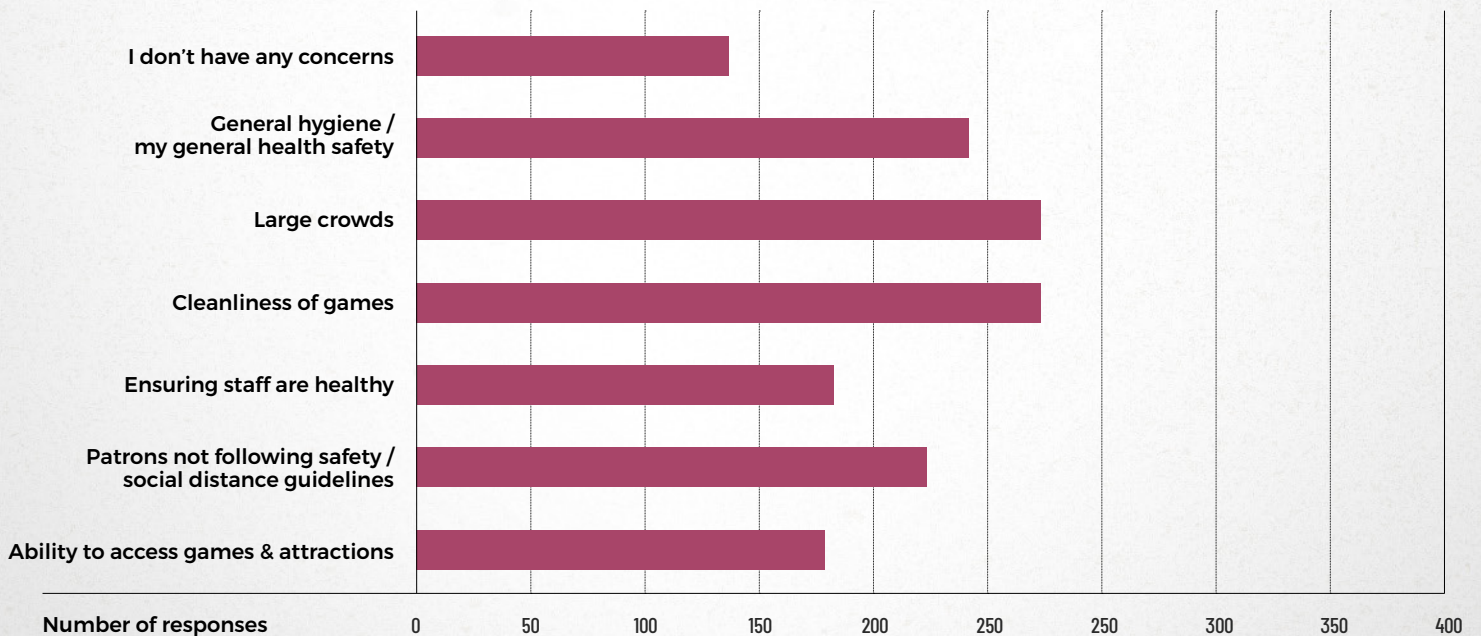
Types of locations represented (respondents say they visit)

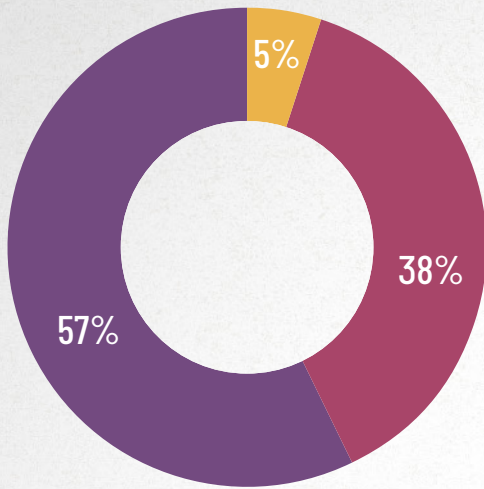
Note: respondents were allowed multiple choice on this question. Does not represent a percentage amount.



Concerns about visiting out-of-home entertainment venues

Note: respondents were allowed multiple choice on this question. Does not represent a percentage amount.



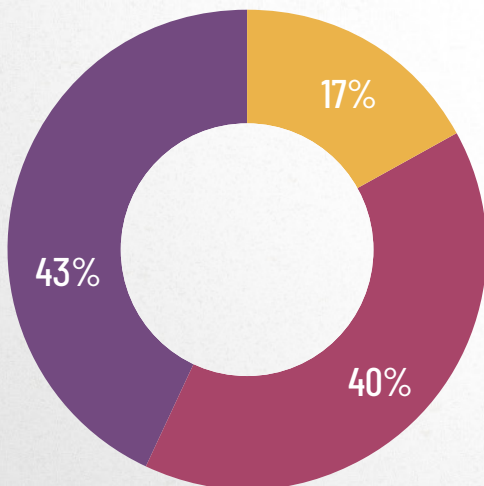
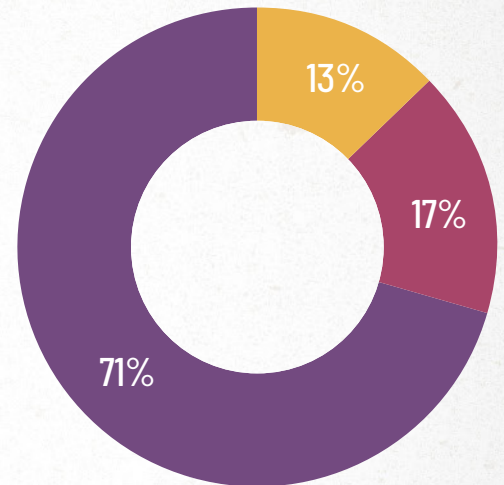


Do you believe guests should wear personal hygiene equipment?

- I don't think people need to wear masks or gloves
- I believe its up to the individual to choose what they wear
- I believe the location should insist on masks and gloves

Do you plan on bringing your own personal hygiene gear to the venue?

- I believe the location should supply personal hygiene equipment
- I'm not planning on wearing any personal hygiene equipment
- I plan on bringing my own personal hygiene equipment



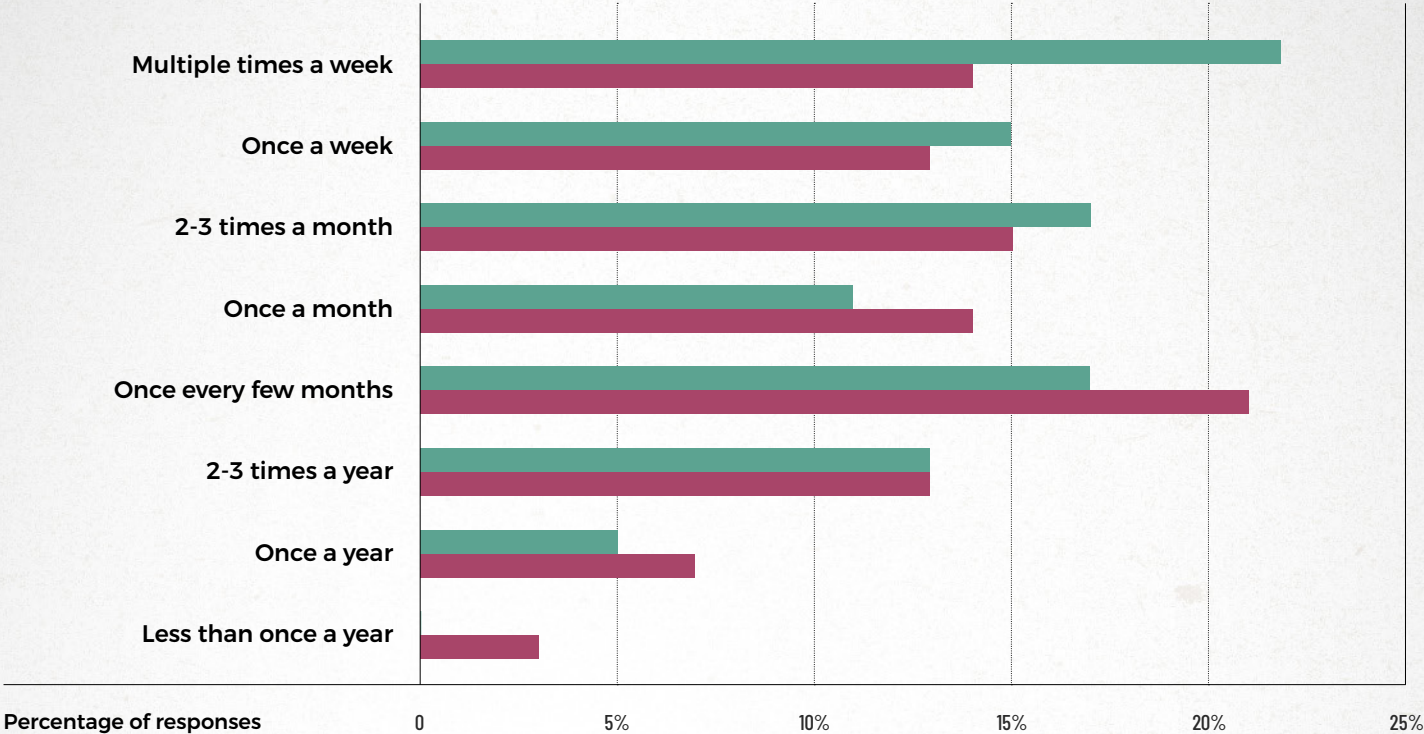
How do you think locations should approach social distancing?

- I'm not worried about social distancing, locations should operate as usual
- I'm slightly concerned, but the location should decide how to handle it
- Take it very seriously, anything necessary to ensure social distancing

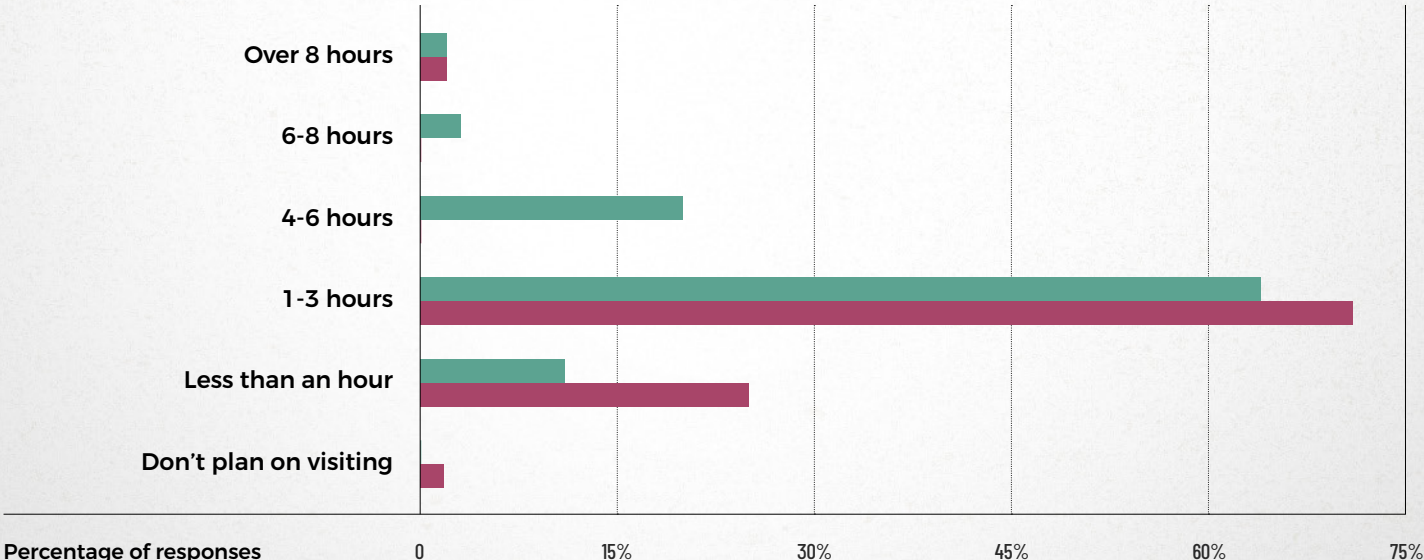
Before and after COVID-19 visit length expectations

■ Before COVID-19
 ■ After COVID-19

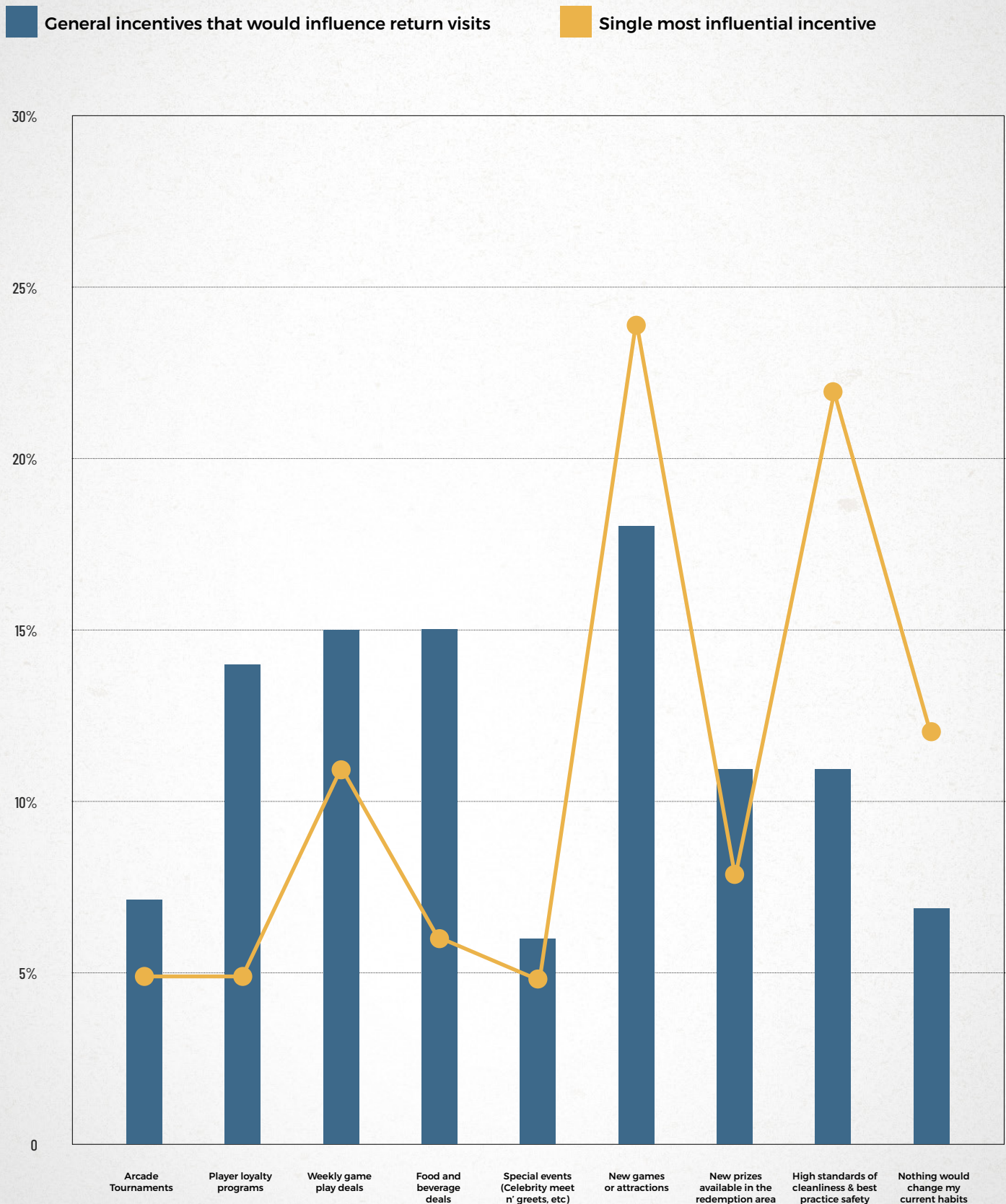
Number of average visits to a venue



Length of average single visit to a venue



Which of the following incentives might make you come back to a venue more often?



Follow @LAIGames
across social media

Click any of the icons below to
follow us on your favorite channels.



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Visit laigames.com/support