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Owning an arcade has benefits that often outweigh the startup costs and it can become a lucrative business with some effort and marketing.

Recurring Revenue Arcades can generate recurring revenue through the sales, and customers saving tickets for prizes creates a loyalty program.

[Opening An Arcade In 2024: How To Do It - Pinnacle Entertainment Group](#)

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Organized Play You can leverage the game space to host game leagues and tournaments. Offer prizes from your own inventory or take advantage of game manufacturer-sponsored events. These events often bring new players to your store, increase the amount these players spend, and encourage players to visit more often.

[Business of Gaming Retail #8: The Pros & Cons of a Game Room](#)

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