



Hospitality ROI & Deployment Overview

UNEVN BASE: Ready-Made Gaming Stations for Hotels

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Intended audience: Hotel ownership, operations, asset management and innovation teams evaluating new revenue streams and guest experience activations using existing indoor space.

Snapshot (What UNEVN enables in hotels)

What it is	Ready-made stations (desk + integrated PC + monitor) deployed as a flexible activation layer for shared spaces.
What it unlocks	Multiple monetisation models (sessions, packages, groups, events) and measurable uplift (F&B, dwell time, reviews).
Deployment model	Plug-in, no permanent construction, foldable for storage and multi-use rooms.
Operations	Minimal staff impact. Optional GG layer for timed sessions, access control and reporting.
Typical start	4–6 station pilot → scale to 6–12+ based on property size and demand.

1. What it can become in your hotel (Examples + revenue routes)

Below are common, proven ways hotels activate UNEVN BASE. Most properties start with **one primary use case** and add one or two supporting revenue streams once demand is visible.

Activation	Where it fits	How it generates value / revenue
Gaming Lounge	Lobby lounge, bar adjacency	Pay-to-play sessions, longer dwell time (F&B uplift), modern “reason to stay” in shared spaces.
Groups & Private Bookings	Events, meetings, team-building	Time-block bookings for groups, birthdays, conferences and off-peak activations.
Room & Package Add-on	Suites, weekends, extended stay	Paid upgrade per night or bundle into packages to increase conversion and perceived value.
Family Zone / Kids Weeks	Resorts, family hotels	Rainy-day programming, seasonal schedules, package uplift, positive reviews and family differentiation.
Esports Teams & Event Alignment	Cities with tournaments, arenas and venues	Team accommodation, bootcamps, practice stations, extended stays and group bookings tied to esports events.
Tournaments & Branded Events	Lifestyle, seasonal peaks	Ticketed events, sponsor/partner support, social visibility and repeated marketing moments.

Quick rule (Simple and realistic)

Start with a **named activation** (e.g., *Weekend Lounge*, *Kids Week*, *Conference Add-on*), **make it bookable**, measure demand for 30–90 days, then scale the model that performs.

2. Practical deployment path (From pilot to scaled formats)

The approach below reflects how hotels practically deploy and expand UNEVN BASE, starting with minimal risk and evolving based on observed demand, usage patterns and game formats.

Pilot (Low risk)	2–3 stations used as shared gaming points in the lobby or lounge, with the option to deliver units to guest rooms on request. Focus is on observing demand, guest profiles and preferred use cases rather than maximising revenue.
Expanded Lounge	4–6 stations introduced once demand is visible. Supports 2v2 play, casual social gaming and light pay-to-play models. Often remains flexible between lounge use and private bookings.
Team & Group Formats	8–10 stations enabling structured formats such as 5v5 team play, group sessions and small tournaments. Typically paired with booking rules and clearer operating windows.
Events & Tournaments	8–12 stations (fixed or pop-up) used for programmed events, competitions or branded activations. Best suited for peak periods, conferences or lifestyle-driven properties.
Multi-property replication	is typically introduced once one site has validated demand, operating logic and preferred game formats.

3. ROI logic (Direct revenue + measurable uplift)

The ROI model for UNEVN BASE is structured to develop progressively. Hotels first focus on understanding usage patterns and guest interest, then introduce **one clearly defined primary revenue model**, supported by **one or two complementary value drivers**, once preferred formats and operating logic are established.

Primary revenue models that hotels can introduce include:

- **Pay-to-play access:** timed sessions (30/60 min) positioned as a casual leisure service
- **Groups and private bookings:** fixed time-block pricing for meetings, team-building and group stays
- **Room and package add-ons:** paid upgrades or bundled offers designed to increase booking appeal

Additional value creation typically focuses on:

- **Incremental F&B contribution:** increased dwell time in activated public areas near bar or café flow
- **Events and programmed moments:** scheduled activations that create visibility, demand peaks and marketing content

Soft ROI (Measurable business impact)

Guest satisfaction and feedback, dwell time in shared areas, repeat visitation and off-peak relevance, clear differentiation versus competing properties, and improved utilisation of existing indoor space.

4. Example ROI structure (Illustrative)

The example below illustrates how UNEVN BASE can be evaluated in a hotel environment using a small lounge-based deployment. All figures are indicative and intended to support early-stage feasibility discussions, not to represent a final or guaranteed business case.

Example setup

- **6 gaming stations** placed in a lounge or shared public area
- Casual pay-to-play access combined with optional group usage
- Minimal additional staffing, leveraging existing front desk and F&B operations

Indicative revenue potential

The table below illustrates one possible base-level revenue layer using session-based access as a starting point.

Average session price	€15 per 30–60 minute session
Illustrative utilisation	18 paid sessions per day across all stations
Operating days	26 days per month
Illustrative monthly session revenue	€7 020 per month
Optional F&B contribution	Incremental €2 per session; at 65% margin this equates to approximately €600 per month

The following table shows how additional activation formats can complement session-based usage and introduce flexible upside.

Activation example	Indicative frequency	Indicative monthly revenue
Gaming Lounge sessions	Daily usage	Included in session revenue above (~€7 000 per month).
Room & Package Add-on	8–12 room-nights per month	Approx. €800–1 200 (e.g. €99 per night as an add-on).
Groups & Private Bookings	2–4 group bookings per month	Approx. €1 200–2 400 (e.g. €600 per booking).

Sensitivity snapshot (base revenue layer). The table below illustrates how changes in utilisation and pricing affect the session-based revenue layer. Other activation formats shown above provide flexibility and upside rather than being required for baseline viability.

Scenario	Sessions/day	Price/session	Interpretation
Conservative	10	€12	Early pilot phase or quieter weekdays
Base	18	€15	Steady demand with light promotion
Upside	26	€18	Peak periods, group usage and programmed events

Indicative cost structures

Direct purchase (CAPEX)	UNEVN BASE Gamer configurations are commonly suited for standard hotel lounges, while higher-spec Supreme configurations align well with resorts or premium destinations. Indicative unit pricing ranges from approximately €3 000 to €3 800 per station, excluding optional software and services.
Software (OPEX)	Optional GG software for session management and reporting is typically priced at approximately €7–9 per station per month, depending on configuration and scope.
Leasing (OPEX alternative)	Leasing is available as an alternative to upfront purchase. As an example, a 6-unit UNEVN BASE Gamer deployment leased over 36 months results in an indicative monthly cost in the range of €600–700, including installation and basic onboarding.

Interpretation

Even under conservative utilisation assumptions for the base revenue layer, a small lounge deployment can generate meaningful monthly revenue relative to both leasing-based and direct-purchase cost structures. Hotels can use pilot performance to determine whether to scale station count, introduce additional formats (groups, rooms, events), or replicate the model across multiple properties.

6. How to run this successfully (Operations, marketing & investment logic)

Successful deployments focus on simplicity, visibility and clear commercial logic. The goal is not to “run gaming hardware”, but to introduce a bookable guest experience that fits existing hotel operations.

- **Start with one named activation:** A clearly defined offer such as *Weekend Lounge*, *Kids Week* or *Conference Add-on* performs better than generic, always-on access.
- **Make it bookable, not technical:** Sell sessions, time blocks or package add-ons. Guests should never be “renting equipment” – they are purchasing an experience.
- **Choose a visible location:** Lounge, lobby or bar-adjacent areas benefit from natural footfall and support incremental F&B spend through increased dwell time.
- **Minimal staff impact:** Daily operation typically requires only basic checks and housekeeping integration. Front desk staff handle bookings and guest guidance as part of normal service flow.
- **Optional GG software layer:** GG enables timed sessions, access control, usage reporting and multi-station management when manual operation becomes inefficient.
- **Use existing hotel marketing channels:** Lobby screens, front desk scripting, room TV, WiFi splash pages, pre-arrival emails and event calendars are usually sufficient for demand generation.
- **Buy or lease based on risk preference:** Leasing can reduce upfront friction and align monthly cost with observed performance, while direct purchase favours long-term ROI once demand is validated.
- **Map relevant local activity:** Identify esports events, tournaments, gaming venues or youth-focused activations in the surrounding area. Aligning the hotel offering with existing events (teams, visitors, spectators) can support occupancy, visibility and targeted marketing without creating new demand from scratch.

7. Typical next steps (From idea to live pilot in 30–90 days)

Most hotel projects follow a simple and repeatable path from initial discussion to a live pilot. The focus is on learning quickly and scaling only what performs.

- **Select the target space and activation:** Identify one location (lounge, family area, conference zone) and one primary activation format to launch.
- **Define a pilot period:** Typically 30–90 days, long enough to observe demand across weekdays, weekends and at least one peak period.
- **Agree on success metrics (3–5):** Common metrics include session volume, dwell time, incremental F&B spend, guest feedback and repeat usage.
- **Confirm operating model:** Decide between manual operation or GG-enabled session management and reporting.
- **Confirm investment model and delivery:** Finalise purchase or leasing structure, delivery timeline, onboarding scope and first activation date.

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