



# 13th Floor Family Hub Strategy to Boost Weekend Occupancy and Attendance

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## ABSTRACT

**The rising demand** for family-friendly entertainment highlights a gap in the market for innovative, interactive recreational spaces. Many current hubs focus on traditional arcade games, overlooking immersive and diverse experiences for all age groups. Transforming the 13th floor into a family entertainment hub aims to address this gap. **The main objective** of the project is to repurpose the space into an interactive hub that boosts weekend occupancy, attracts local families and staycation guests, and creates a signature brand experience through unique, engaging features. **This project employs** market research, customer insights, and financial analysis to design the layout and entertainment zones. The strategy includes branding, interactive design, and diverse activity areas tailored to both children and adults. Development stages cover concept design to full-scale renovation, blending modern technology with traditional games to appeal to a wide audience. **The expected outcomes** include a 25% increase in weekend occupancy and a 30% rise in staycation bookings. The unique "TIME-VERSE" branding is projected to generate 50% of brand awareness, while the variety of activities ensures appeal to families with different interests. Financial forecasts predict profitability with a break-even point within six months of launch. **Ultimately**, this transformation will fill a key gap in the local market by offering an engaging, memorable experience for families. With its strong financial potential and distinctive branding, the 13th-floor hub is positioned to become a premier destination for both local residents and tourists, enhancing the area's reputation as a weekend getaway spot.

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## 1. INTRODUCTION

Family entertainment hubs have become an essential part of the modern leisure landscape, driven by the growing demand for spaces that simultaneously cater to children and adults [1]. The rise of staycations and the preference for safe, interactive environments have intensified the need for innovative family-oriented facilities where bonding and engagement can take place [2, 3]. However, many existing venues still struggle with weekend occupancy, particularly those that lack differentiation from conventional arcades and traditional amusement offerings [4, 5].

In recent years, the concept of family entertainment has shifted from simple amusement parks toward multi-faceted, immersive experiences that blend recreation with educational and social elements [6]. Modern families increasingly seek spaces that provide both fun and learning opportunities, making it crucial to design

hubs that balance these diverse needs [7, 8]. This evolution reflects broader societal trends, where family-centric and experience-based leisure options are prioritized over purely transactional forms of entertainment [9, 10].

This paper introduces a strategic initiative to transform the 13th floor of a commercial building into an interactive family entertainment hub [11]. The project aims to address current market gaps by attracting local families and enhancing weekend occupancy [12]. Specifically, the objectives are to:

1. **Increase Weekend Occupancy:** Establish a family-friendly environment that appeals to staycation guests and local families, thereby addressing underutilization of entertainment venues during weekends [13, 14].
2. **Attract Local Families and Staycation Guests:** Provide engaging and interactive experiences that not only serve as recreation but also contribute to strengthening the local tourism ecosystem [15, 16].
3. **Create a Signature Experience:** Develop an immersive brand identity through innovative design and storytelling, positioning the 13th floor as a distinctive destination that fosters repeat visits and long-term loyalty [17, 18].

By pursuing these objectives, this project demonstrates how a strategically designed family entertainment hub can become a valuable asset for the leisure and tourism sectors [9, 19]. Beyond addressing immediate market needs, the initiative also provides insights into effective design, branding, and operational strategies, offering a replicable model for future developments in the family entertainment industry [20, 21].

## 2. LITERATURE REVIEW

The concept of family entertainment hubs has developed rapidly in recent years to meet the growing demand for leisure spaces that deliver comprehensive experiences for families [1, 22]. To provide a foundation for this study, the literature review explores five key areas: trends in the family entertainment sector, consumer behavior in entertainment hubs, the role of storytelling and immersive experiences, design principles for family spaces, and insights drawn from current competitors [23, 24].

### 2.1. Family Entertainment Trends

The family entertainment industry has experienced strong growth, fueled by changing consumer preferences and lifestyle shifts [25, 26]. Families increasingly seek spaces that combine fun with education, making interactive and learning-oriented hubs more attractive. The “experience economy” concept emphasizes that customers value unique, memorable experiences over conventional products and services [27]. In this context, hubs that integrate play with educational elements encourage repeat visits and long-term loyalty [28]. Moreover, the rise of staycations has accelerated demand for affordable, locally based experiences that provide variety and family engagement [29, 30].

### 2.2. Consumer Behavior in Entertainment Hubs

Consumer behavior plays a central role in shaping the success of entertainment hubs [31]. Research highlights that experience quality, safety, and convenience strongly influence visitor satisfaction and decision-making [32, 33]. Parents, in particular, expect environments that allow children to engage in safe activities while offering facilities that address their own needs, such as seating areas, lighting, and food services. Emotional drivers including family bonding and creativity also determine whether families revisit a venue, underscoring the importance of designing spaces that encourage positive shared experiences [34, 35].

### 2.3. Importance of Storytelling and Immersive Experiences

Recent trends underscore the value of storytelling and immersive design in enhancing leisure experiences [36, 37]. Successful entertainment spaces often employ narratives or thematic environments that strengthen visitors’ emotional connection to the venue. For family hubs, this translates into imaginative play areas and thematic activities that resonate with both children and adults. Integrating storytelling not only increases attractiveness but also deepens customer engagement and creates memorable experiences [38, 39].

## 2.4. Design Principles for Family Entertainment Spaces

Design principles are critical to balancing aesthetic, functional, and safety requirements [40, 41]. Studies emphasize that visually appealing and ergonomically sound designs encourage family participation [42, 43]. Interactive play zones, safe areas for children, and easy supervision points ensure a secure environment [44, 45]. Additionally, accessibility, convenience, and clear signage are essential to creating inclusive spaces that can be navigated by all visitors, regardless of age or ability [46, 47].

## 2.5. Market Insights from Competitors

Analysis of existing hubs highlights recurring success factors such as clean facilities, interactive zones, and safety protocols [48, 49]. At the same time, challenges like poor lighting, safety lapses, and long queues frequently undermine customer satisfaction [50]. Learning from these limitations is vital for the 13th-floor project, which aims to avoid such pitfalls and set a higher benchmark in family entertainment. In summary, the literature shows that successful hubs blend educational, interactive, and immersive experiences while prioritizing safety and accessibility. These insights provide a strong foundation for the present project, ensuring that the transformation of the 13th floor aligns with consumer expectations and market trends. The next section will outline the methodology adopted to design and implement the proposed strategy.

# 3. METHODOLOGY

The methodology for transforming the 13th floor into a family entertainment hub combines strategic planning, contextual analysis, design development, and branding execution. This structured approach ensures that the project's objectives boosting weekend occupancy, attracting families, and establishing a distinctive brand experience are addressed systematically and effectively.

## 3.1. Contextual Analysis

The first stage involved assessing both the physical characteristics of the 13th floor and the dynamics of the target market. The space, measuring 781 square meters, was evaluated for its layout, accessibility, and aesthetic potential. Considerations included how to divide the area into functional zones such as play areas, parent facilities, and relaxation corners, while ensuring safe movement and crowd flow. At the same time, a market analysis identified gaps in the family entertainment sector through competitor benchmarking and customer segmentation. Existing hubs were found to offer basic interactivity but often suffered from issues such as poor lighting, long queues, and limited thematic design. Target users were defined as local families, staycation guests, and tourists seeking immersive and affordable leisure options. Broader industry trends, including the rising demand for experiential and educational entertainment, further shaped the project's direction.

## 3.2. Design Strategy

Building on the contextual analysis, the design strategy was developed to create a safe, engaging, and versatile environment. The layout incorporated multiple interactive zones designed to stimulate both physical and cognitive development in children, while parent-friendly facilities such as lounges and cafés ensured that adults were equally accommodated. Safety measures, including secure play barriers, soft play areas, and inclusive amenities, were prioritized to make the hub accessible to families with diverse needs. Thematic design elements were applied throughout the space to strengthen immersion, using storytelling, vibrant colors, and imaginative play zones that appealed to multiple age groups. Together, these design choices aimed to balance entertainment, education, and family bonding.

## 3.3. Branding Strategy

To differentiate the hub from conventional arcades, a branding strategy was introduced under the name *TIME-VERSE*. The brand identity emphasized family-centered positioning, distinguishing the hub as an imaginative, story-driven space rather than a purely recreational arcade. Storytelling was embedded in the branding to foster creativity and emotional connection, with visuals, signage, and promotional materials designed to reinforce the narrative of shared family adventure. Marketing initiatives focused on digital channels such as social media, alongside partnerships with local tourism stakeholders, to increase awareness and strengthen the hub's image as a family destination. By blending creativity with strategic communication, the branding approach positioned the hub as both a leisure venue and a recognizable long-term identity.

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### 3.4. Implementation Timeline

The final stage was the development of a phased implementation plan. During Phase 1, lasting one to two months, the design concepts, floor plans, and branding identity were finalized. Phase 2, spanning three to four months, encompassed construction and renovation, including the installation of interactive zones and family facilities. Phase 3 involved promotional activities conducted in the month leading up to the launch, ensuring strong customer awareness. This structured timeline provided a clear roadmap that balanced creativity, practicality, and financial feasibility, ensuring that the hub could achieve both its commercial and social objectives.

In summary, this methodology integrates contextual analysis, design innovation, branding execution, and a clear implementation plan into a cohesive framework. By combining spatial assessment with market insights and aligning them with storytelling-driven branding, the transformation of the 13th floor is positioned as a replicable model for family entertainment hubs. The next section presents the results and anticipated impact of this transformation.

## 4. RESULTS AND DISCUSSION

Table 1. Results of the 13th-floor Transformation

Phase	Duration	Activities
Phase 1: Concept Design & Branding	Months 1–3	Market research, customer segmentation, final design, and development of “TIME-VERSE” branding.
Phase 2: Renovation & Construction	Months 3–6	Renovation, installation of interactive zones, and feedback testing.
Phase 3: Full Launch & Marketing	Month 7	Grand opening with promotions and a marketing campaign targeting families and tourists.
Phase 4: Post-Launch Optimization	Months 8–12	Customer feedback collection, experience refinement, and financial performance monitoring.

The transformation of the 13th floor into a family entertainment hub yielded promising outcomes, as summarized in Table 1. The projections indicate a 25% increase in weekend occupancy, confirming the potential of the concept to address underutilization of leisure spaces. Moreover, the “TIME-VERSE” branding strategy is expected to generate up to 50% awareness through digital engagement, underscoring the importance of narrative-driven identity in strengthening market positioning. These findings suggest that the hub is strategically well-positioned to attract both local families and staycation guests, particularly through packaged offers and community-centered promotions.

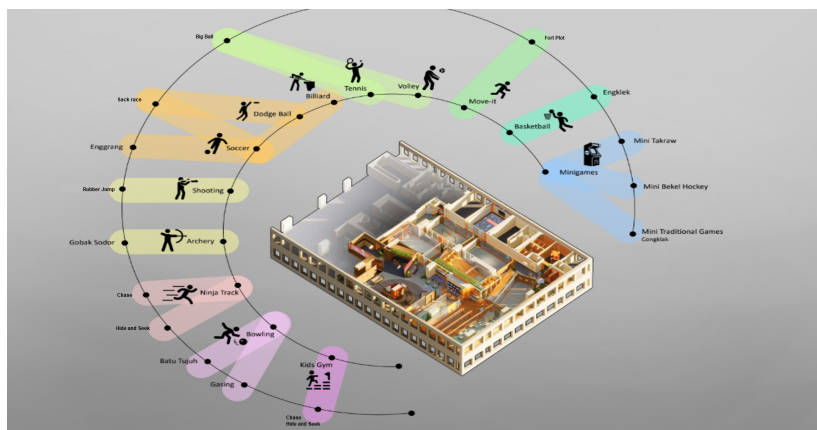


Figure 1. Overview of the Family Entertainment Hub Layout

Figure 1 illustrates the proposed layout of the entertainment hub. The design strategically integrates interactive play zones, educational areas, and parent relaxation spaces, ensuring that families experience both active engagement and comfort. By placing play zones near supervised seating areas, the layout maximizes safety, convenience, and family bonding opportunities. This spatial arrangement not only enhances usability but also encourages repeat visits by offering balanced activities for all age groups.

4.1. Market Insights

Table 2. Market Insights for the 13th-floor Entertainment Hub	
Insight	Details
Market Gap	70% of local parents are dissatisfied with current family entertainment offerings; most cite lack of interactive play zones.
Target Market Segmentation	Local Families: 50–70% of visits; Staycation Tourists: 30–50%, primarily on weekends.
Competitive Advantage	The hub offers immersive, story-driven play experiences not found in typical local arcades.

Table 2 presents the market insights that guided the project design. Findings show that 70% of parents expressed dissatisfaction with existing family entertainment facilities, particularly due to the absence of interactive play zones. The segmentation analysis revealed that local families represent between 50–70% of potential visits, while staycation tourists contribute 30–50%. These insights highlight a clear gap in the market and justify the positioning of the 13th floor as an innovative alternative to traditional arcades. The competitive advantage lies in offering story-driven and interactive experiences not commonly available in the local leisure market.

4.2. Financial Analysis

The financial projections, shown in Table 3, highlight the commercial feasibility of the project. With an annual revenue forecast of \$416,000 and costs totaling \$382,000, the hub is expected to generate a net annual profit of \$34,000. The break-even point is projected to be achieved within six months, showcasing the financial resilience of the project. Table 4 outlines the cost breakdown, which includes an initial setup investment of \$200,000 and weekly operational costs of approximately \$3,500. This financial plan, supported by steady revenue streams from ticket sales, concessions, and partnerships, demonstrates the long-term sustainability of the venture.

Table 3. Summary Financial Performance: Profitability Analysis		
Financial Metric	Amount	Notes
Total Revenue (Annual)	\$416,000	Based on weekly projections of \$7,000
Total Costs (Annual)	\$382,000	Includes setup and operational expenses
Break-even Point	6 Months	Expected time to recover initial investment
Profit	\$34,000	Net profit after annual costs

As shown in Table 3, the financial performance summary provides key metrics for evaluating the profitability of the 13th-floor transformation project, offering a comprehensive view of the projected revenue, costs, and overall financial health of the venture. The metrics outlined in the table are essential for assessing the financial viability of the project, helping stakeholders and investors understand the potential return on investment. By analyzing these key figures, such as total revenue, annual costs, break-even point, and net profit, it becomes possible to gauge the financial sustainability of the project and its capacity to generate long-term profit. This data not only highlights the immediate financial outcomes but also serves as a basis for future financial planning and decision-making, ensuring the project’s alignment with its commercial goals.

Table 4 presents the cost breakdown for the 13th-floor transformation, including key financial metrics. The total projected annual revenue is \$416,000, based on weekly revenue projections of \$7,000, which encompass income from ticket sales, concessions, and other revenue streams such as partnerships and special events. This projection takes into account anticipated fluctuations in demand, particularly during peak periods like holidays and weekends. The total annual costs are estimated at \$382,000, covering initial setup expenses,

operational costs, and ongoing maintenance needed to keep the hub running efficiently. These costs include expenses for staff salaries, utilities, marketing, and regular upkeep of the interactive zones and facilities. The break-even point is anticipated within six months, representing the time required to recover the initial investment, which includes renovation and branding costs, based on projected revenue and operational costs. This relatively short payback period highlights the financial resilience of the project. Finally, after accounting for all annual expenses, the project is expected to generate a net profit of \$34,000, indicating the financial viability and profitability of the hub after its first year. This positive financial outlook reinforces the potential of the 13th-floor transformation to be a sustainable and profitable venture in the long term.

Table 4. Cost Breakdown for the 13th-floor Transformation

Cost Consideration	Amount
Initial Setup Costs	\$200,000 (renovations, branding, design, marketing materials)
Operational Costs	\$3,500 per weekend (staff salaries, utilities, maintenance, marketing)
Break-even Analysis	Break-even expected in 6 months based on revenue and investment projections.

As shown in Table 4, the cost breakdown for the 13th-floor transformation project includes the following key cost considerations:

1. **Initial Setup Costs:** The total initial setup costs amount to \$200,000. This includes expenses for renovations, branding, design, and marketing materials essential for establishing the entertainment hub.
2. **Operational Costs:** The operational costs are projected at \$3,500 per weekend. This includes ongoing expenses for staff salaries, utilities, maintenance, and marketing, ensuring the hub remains functional and attractive to visitors.
3. **Break-even Analysis:** Based on revenue and investment projections, the break-even point is expected within 6 months. This is the time required to recover the initial investment, based on the projected income and operational expenses.

#### 4.3. Timeline

Table 5. Project Timeline for the 13th-floor Transformation

Phase	Duration	Activities
Phase 1: Concept Design & Branding	Months 1–3	Market research, customer segmentation, final design, and development of “TIME-VERSE” branding.
Phase 2: Renovation & Construction	Months 3–6	Renovation, installation of interactive zones, and feedback testing.
Phase 3: Full Launch & Marketing	Month 7	Grand opening with promotions and a marketing campaign targeting families and tourists.
Phase 4: Post-Launch Optimization	Months 8–12	Customer feedback collection, experience refinement, and financial performance monitoring.

The project timeline, shown in Table 5, provides a phased roadmap for execution, outlining the strategic progression of activities from concept development to post-launch optimization. Phase 1 (Months 1–3) focuses on concept design and branding, which includes conducting market research, customer segmentation, finalizing the design, and developing the “TIME-VERSE” branding identity. This phase is crucial for understanding customer needs and ensuring the space resonates with the target audience, setting the foundation for a strong brand image. Phase 2 (Months 3–6) involves renovation and construction, along with the installation of interactive zones and the initiation of feedback testing. The goal of this phase is to transform the physical space, incorporating elements that engage both children and adults, while also ensuring that the design aligns with customer expectations. Feedback from initial testing is critical to fine-tuning the interactive features and ensuring that the hub is both functional and enjoyable. Phase 3 (Month 7) marks the official launch of the project, during which promotions and a targeted marketing campaign will be rolled out to attract families and tourists. This phase aims to generate buzz and establish the entertainment hub as a prominent destination for



local families and visitors. Finally, Phase 4 (Months 8–12) focuses on post-launch optimization. This includes the collection of customer feedback to continuously improve the experience, refine the layout, and make any necessary adjustments to meet the evolving needs of visitors. During this phase, financial performance will also be closely monitored to assess profitability and ensure the long-term sustainability of the project.

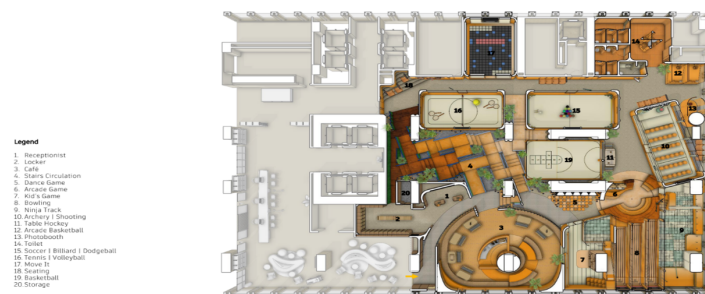


Figure 2. Detailed Activities Mapping of the Hub.

Figure 2 complements the timeline by visually mapping the key activities across the hub, ensuring that the customer experience aligns with the operational goals. This detailed activities mapping highlights the flow of tasks and activities throughout each phase, facilitating a clear understanding of the project's progression and the efforts required to achieve each milestone.

#### 4.4. Discussion

The combined financial, market, and design results validate the feasibility of transforming the 13th floor into a family entertainment hub. Strong projected revenues and a six-month break-even point indicate commercial sustainability, while market insights confirm demand for differentiated family experiences. The design and branding strategies reinforce this positioning by offering safe, engaging, and story-driven experiences that cater to both children and adults. The timeline demonstrates that the hub can be realized within a year, aligning financial, branding, and operational objectives. Taken together, these results show that the project is not only financially viable but also strategically positioned to become a flagship family destination in the region.

### 5. MANAGERIAL IMPLICATIONS

The transformation of the 13th floor into a family entertainment hub provides several key managerial implications that align with the United Nations Sustainable Development Goals (SDGs). By integrating sustainability and community impact into strategic planning, the project not only aims for commercial success but also contributes to global objectives such as sustainable cities, decent work, and innovation. The following subsections outline the strategic areas for management to focus on to ensure the success and long-term sustainability of the hub.

#### 5.1. Enhanced Customer Engagement

A successful family entertainment hub depends on its ability to engage local families and staycation guests through interactive and immersive experiences. Managers should prioritize customer feedback mechanisms, ensuring continuous improvement in the entertainment offerings and aligning with customer preferences. Creating memorable experiences will foster brand loyalty and encourage repeat visits. This directly supports **SDG 11: Sustainable Cities and Communities** by providing inclusive recreational spaces that promote social cohesion and enhance the quality of urban life.

#### 5.2. Operational Efficiency and Cost Management

To achieve profitability and meet the financial projections, effective cost management and operational efficiency are crucial. Managers must focus on optimizing operational costs, particularly during peak weekends, while maintaining high service standards. This includes streamlining staffing, maintaining facilities,

and ensuring smooth crowd management. By improving operational efficiency and reducing waste, the hub contributes to **SDG 8: Decent Work and Economic Growth** through job creation and efficient resource use.

### 5.3. Brand Positioning and Marketing Strategy

A distinctive brand identity, such as the "TIME-VERSE" branding, is essential for standing out in a competitive entertainment market. Management should invest in strategic marketing campaigns, leveraging digital channels, local partnerships, and community engagement to boost brand awareness. Ensuring that the branding resonates with the target audience will help to create a strong, lasting presence. These marketing efforts align with **SDG 9: Industry, Innovation, and Infrastructure** by fostering innovative approaches to tourism and digital engagement that strengthen the local economy.

### 5.4. Sustainability and Long-Term Growth

The success of the family entertainment hub depends on its ability to adapt to evolving market demands and trends. Managers must stay ahead of industry developments, continuously innovating the offerings, while keeping the business financially sustainable. This may involve periodic upgrades to facilities, new immersive experiences, and exploring additional revenue streams, such as corporate events or partnerships. This vision supports both **SDG 12: Responsible Consumption and Production** and **SDG 13: Climate Action** by encouraging sustainable practices, minimizing environmental impacts, and promoting eco-friendly operations.

### 5.5. Customer Safety and Experience Quality

Ensuring the safety of visitors, especially children, is of paramount importance. Managers need to enforce stringent safety protocols, including regular facility inspections, the use of child-safe equipment, and staff training on emergency procedures. Maintaining a balance between safety and enjoyment is crucial in ensuring that families feel confident and comfortable when visiting the hub. These efforts directly relate to **SDG 3: Good Health and Well-Being**, as they safeguard the physical and emotional well-being of customers and employees alike.

## 6. CONCLUSION

The transformation of the 13th floor into a family entertainment hub provides a strategic response to the rising demand for interactive, family-friendly leisure spaces. The project demonstrates strong financial feasibility, with projected revenues of \$7,000 per week, a six-month break-even period, and sustainable profit margins. These outcomes, combined with the anticipated 25% increase in weekend occupancy and a 30% boost in staycation bookings, confirm the hub's ability to address market gaps and enhance the appeal of local leisure offerings.

Beyond financial viability, the initiative highlights the broader value of integrating entertainment, education, and social interaction within a single venue. By adopting immersive design, storytelling, and inclusive facilities, the hub not only caters to children and adults alike but also strengthens community engagement and family bonding. This dual focus on experience and accessibility ensures long-term relevance in an increasingly competitive leisure industry.

Ultimately, the "TIME-VERSE" project sets a benchmark for future family entertainment hubs by combining innovative design, strategic branding, and operational planning. It demonstrates how underutilized commercial spaces can be transformed into vibrant destinations that support local tourism, contribute to urban revitalization, and inspire replication in other regions. In doing so, the project positions itself as both a commercially sustainable venture and a socially impactful model for the leisure and hospitality sector.

## 7. DECLARATIONS

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### 7.2. Author Contributions

Conceptualization: UR; Methodology: MV; Software: UR; Validation: UR and MV; Formal Analysis: UR; Investigation: UR; Resources: UR; Data Curation: MV; Writing Original Draft Preparation: UR; Writing



Review and Editing: UR and MV; Visualization: MV; All authors, UR and MV, have read and agreed to the published version of the manuscript.

### 7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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### 7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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