

POWER-UP!



Arcade & Bar

Why open a bar-arcade in the West Island of Montreal?



Around 54% of Canadians play video games on a regular basis!

Out of these gamers...

45% are females

55% are males

80% of Canadians drink alcohol regularly



Canadians ages 18-34 drink the most of all age groups



Currently, there are **ZERO** arcades or bar-arcades in the West Island. However, in Downtown Montreal, there are approximately four, in which only two serve food and alcohol.

Conclusion

The greater Montreal area, including the West Island, is home to many young adults, due to the multiple CEGEPS and Universities situated here, and with Montreal being the **fifth largest video game hub in the world**, it is strange how little places around are video game centered. The West Island would be the perfect place to open an arcade-bar, where gamers could eat, drink, and enjoy playing both **retro and modern games**, without the hassle of travelling to Downtown Montreal.