

"The Activation" for Squash Court Conversion

Currently

Squash was invented in 1830 at Harrow School in England, it soon became popular spreading to other schools, once outdoor courts were developed as well. There was even a Squash Court on G-Deck for first class passengers, on the fatal RMS Titanic in 1912. It was not until 1928 that the Squash Rackets Association formed the rules and regulations though. Squash is played by 2 or 4 players, with matches generally taking around 1 to 3 hours. The first player(s) to reach 11 points wins each set, with there being 5 sets per match.

Research shows that the sport is good for burning calories, providing good upper and lower body exercise, for players. It is an inappropriate form of exercise for anyone over 50, as there is a high rate of fatal cardiac arrest, especially for anyone suffering heart disease. The court dimensions are standardised as stated beneath the drawing. As of 2009 there were 49,908 squash courts in the world, with 188 countries having at least one court. England has the greatest number of courts at 8,500, followed by Germany, Egypt, United States, Australia, South Africa, Canada, Malaysia, France, the Netherlands, and Spain. Today, The United States has the fastest growing squash participation. There are an estimated 20 million squash players worldwide.

Squash missed out as a participating event at the 2020 Olympic Games, with the IOC in Buenos Aires voting for Wrestling instead. The usual reason cited for the failure of the sport to be adopted for Olympic competition is the difficulty of spectators to follow the action, especially via television.



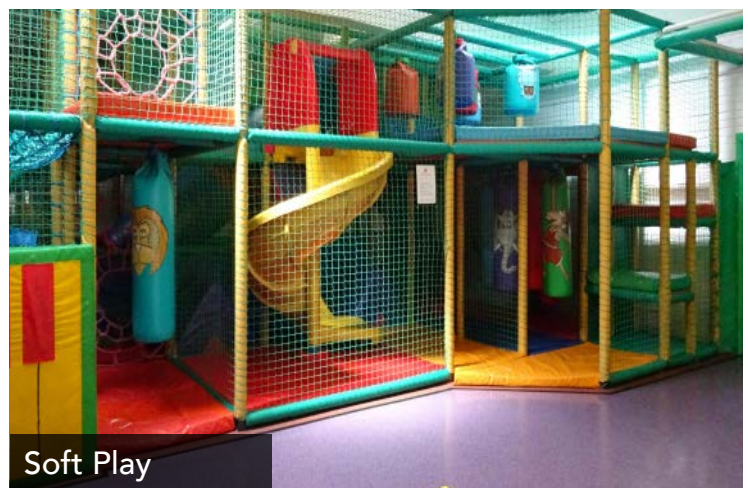
Requirement

Squash is a declining sport in most countries, for many reasons such as it has not been popular with younger people for many years, high number of joint injuries and the risk of heart attacks. As the sport becomes less popular the courts are often remaining empty, for instance in England the average player is now over 40. Mainly due to the lack of publicity, by not being an Olympic sport.

Operators are now needing to generate much higher levels of income from the area that a squash court takes up. Courts are typically installed within leisure facilities, so converting them into decent generating facilities is very important. There are several options available depending upon the building, the existing sports offered and the financial aims of the operator.

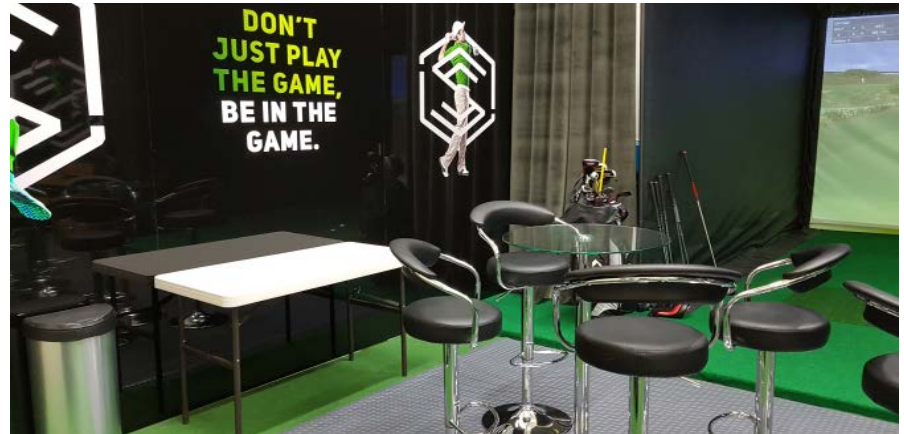
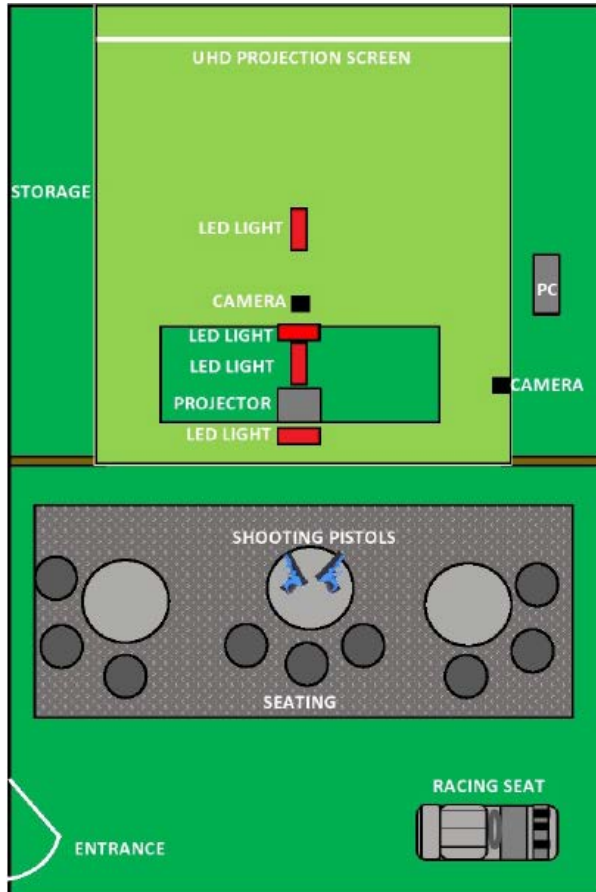
Conversions have often varied between Training Centre, Pilates Studio, Fitness Centre, Health Club, Soft Play, Yoga Clubs, Spin Classes and Amusement. The requirement is to now target a larger range of customers; attracting all age groups and both sexes equally. So that the converted facility generates very decent revenues, over the largest number of hours, seven days a week.

This ensures that the conversion generates a quicker return on investment for the operator, with continual profits by having a continually evolving facility. The room hire rate increases with the much larger target audience and with food and drink revenues, profits soon rise significantly.



Solution

It is relatively easy to convert an existing squash court into an Interactive Entertainment Centre, with the proven simulator technology developed by Sports Coach Simulators. Leisure operators normally choose to either install one or two single screen Ultimate Simulators, with seating being fitted to the wall or stand alone. Alternatively, they can install a Surround Simulator with HD Racing and HD Shooting into a projected setup off the side wall. Both affordable setups offer decent profits, the very popular Interactive Entertainment also raises the centres profile. Sports Coach have several planned layout drawings, that can be discussed with prospective clients.



The Future of Interactive Entertainment is Available Today

By installing the Surround Ultimate HD or the Premium UHD Ultimate Simulators, "Ultimate Family Entertainment Activation" is ensured, with over 525+ Game Challenges and over 1,525+ Famous Sporting Venues from around the World. Sports Fans are continually entertained by playing regular new Game Challenges, which are downloaded for free. Staff can easily run in-house promoted competitions, especially for Birthday Parties, Corporate Entertainment, Club Contests which are popular throughout the day; during the week and at weekends for all age groups.

Currently 25+ Sports are playable including Football, Gridiron, GSX Golf, Tennis, Cricket, Rugby Union, Rugby League, Baseball, Basketball, Softball, Ice Hockey, Field Hockey, Foot Golf, Mini Golf, Contest Golf, Aussie Rules, Netball, Gaelic Football, Bandy, Handball, Softball, Disc Golf, GPS Golf, Motor Racing, Shooting with another 15+ Future Sports currently under development.

