

Mobile Escape Games Pricing – Strategies and Cost Recovery

Figuring out your mobile escape game pricing strategy can be tricky, but it can also be pretty easy. I was just pitching a potential client on how easy it is to get started and thought this deserved its own post.

Think it through:

- 15-minute game, 5 minutes to reset and prepare next group.
- That's 20 minutes each game rotation meaning 3 games an hour.
- 4 players each game at \$5 a head.
- That's $(4 \times 5) \times 3 = \$60/\text{hour}$
- Say you spend \$100 on design, \$200 on supplies, and \$50 for the site/location where you are running the game
- $\$350/60 = 5.8 \sim 6$ hours. So you need to run the game for 6 hours to cover your basic costs.
- Go to a farmer's market, or an all-day event (8 hours) and you'll even make yourself some profit!
- Plus now you can take that game to another event, and it's all profit from there!



This obviously doesn't consider many factors:

- Staffing cost – because who pays themselves?
 - But you should definitely have 2 people working said event.
- Transport – how far away is the event? Should you consider mileage costs?
- Do you have a tent?
- How do you draw them in? How do you get them back to your facility?
- Low-balling these costs? For me, no they're pretty accurate – but they may not be for you! If you're planning on setting up at a Comic Con style event, you may be looking at a few hundred dollars+ for your 10×10 space.

Other things you could do?

- \$10 a head, but \$5 off if you book at your facility
- \$5/10 for 2 players, with a 2-player game
- Play for a donation – if it's a charity focused event. No profit made but it's for charity so suck it up.
- Instead of a full game, have some puzzle boxes set up and players can play for \$1 or \$2. In Canada we call that a Loonie or a Toonie.
- Have the event pay you! Charge a flat fee for being at an event, and then players play for free.
 - This is a post all on its own
 - How do you price it?
 - Who provides what?
 - Custom or standard game?

- What types of events?

Aaaanywho. Just thought I'd throw these thoughts down on a Friday afternoon. Hopefully, you're moving into a game-booked weekend at your escape facility!

Check out these other posts on mobile/mini-games:

[Business of Pop-Ups – Critical Analysis Stream of Consciousness](#)

[Portable Pop-Up Escape Room Games](#)

[Running a Mini Escape Game](#)