



# ***Sustainability Study of Galaxy Bowl by using new strategies of marketing, promotions and statistics to improve sales of food and beverages.***



*Author: Gianfranco Mastrorosa.*

*Tutor: Victor Uribe PhD.*

*Department of Engineering Management*

## **Abstract**

This project focuses on informing people about the food and beverages sold at Galaxy Bowl (Universal Studios Orlando). In this project we worked in new marketing and promotion of their food and beverages to improve their sales based on those items. Cabana Bay is a popular resort since it is the only resort at Universal Studios which has a bowling alley, however people do not know that they are actually a full-service restaurant. Finally, lets Galaxy Bowl and its labors get a better sustainability based on food and beverages sales. After we did all the activities, we could obtain an increase on F&B sales by almost 15%.

## **Introduction**

Galaxy Bowl is a full-service restaurant located at Cabana Bay Beach Resort in Universal Studios Orlando. This restaurant offers food and drinks to their guests and also lets the people enjoy playing bowling since it has 10 bowling lanes. Statistics show that food and beverage sales have been going down since people is not very clear about all the items and services that Galaxy Bowl offers. This project is focused on informing people about the different items sold at Galaxy Bowl. Right now, the major sales are in retail things like for example bowling reservations, and the idea with this project is applying new marketing and promotions strategies they can improve their sales based on lunch or dinner or also drinks, and by that way their incomes are going to be higher, and servers and bartenders can get more tips or gratuity. Image 1 shows the main entrance of Galaxy Bowl.



Image 1. Front of Galaxy bowl at Universal Studios Orlando.

## **General Objective**

Improving the sales based on food and beverages to the point of being able to approach retail sales, having an economic balance between those two.

## **Specific Objectives**

- Informing the guests about the restaurant at the bowling alley through marketing and promotions.
- Enhancing the incomes in the restaurant by applying new marketing and promotions strategies.
- Increasing servers and bartenders tips while sales based on food and beverages are rising.

## **Background**

From late 2024 to mid 2025, a decrease on F&B sales was registered in about 35%, making the sales based on bowling or entertainment higher than F&B sales as we show in image 2. This also has made some servers and bartenders get less incomes since tips or gratuities are connected directly with Food and Beverages sales, image 3 shows how those tips had gone down in the past few months.

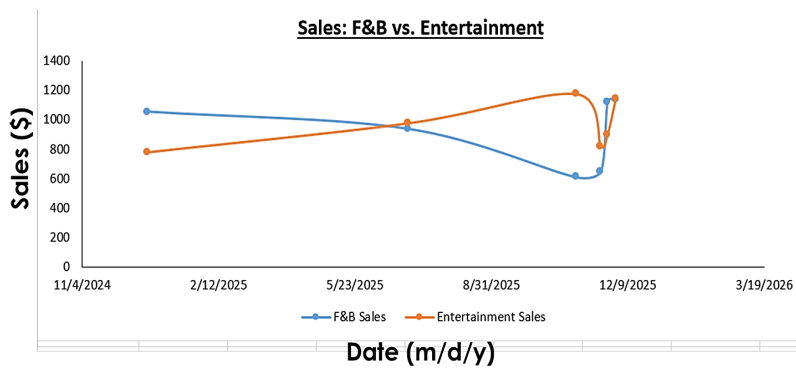


Image 2. Graph of Net Sales at Galaxy Bowl by 12/01/25.

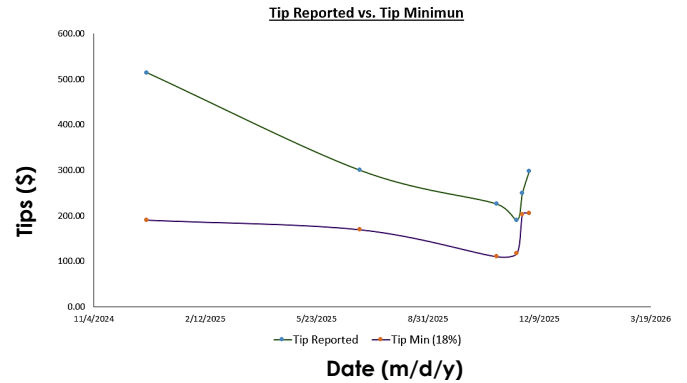


Image 3. Graph of Tips reported at Galaxy Bowl.

## Literature Review

For bowling restaurants or sport bars it is very important to focus on social media e.g.: Facebook, Instagram or TikTok. In addition, inviting people to celebrate their birthdays or offer coupons can be helpful to bring more customers to the establishment (Habibo, Z. V., 2020). At the same time, it is needed to update the websites constantly with new deals or promotions, and creating new flyers or brochures (Morazzani, R. et al, 2019). For another hand, making the names attractive on any menu could be a powerful tool to attract people's attention and make them more interested in getting some of the items (Thongompo, C., 1999).

## Methodology

The methodology in this project started by collecting data from the net sales day by day, so we could monitor how the items and services were being sold. Then we follow to sit down with the manager and supervisors to check what changes can be made for the menu.

In addition to what we just mentioned before, we continue to promote an event for kids so families could come to the restaurant in Christmas season. According to the literature review we decide to designee some combos and deals for people who celebrates their birthday with us or their anniversaries. Finally, we decided to do some updates on the menu, bringing new items, changing some of the old ones and making more attractive with names themed.

## Breakfast and Bowling with Santa

This event was made taking advantage of Christmas season and it consisted of to offer people an unlimited breakfast buffet including scramble eggs, pork sausages, waffles, bowl of fruits, multiple kind of cheeses, cookies, coffee and juices, plus 30 minutes bowling and then get a picture with Santa for only \$35 per person. In the image 4, we show the commercial post created for this event.



Image 4. Breakfast and Bowling with Santa post.

## New Deals

As part of the methodology we wanted to evaluate the effect of offering new deals to the customers who wanted to celebrate their birthdays or anniversaries, for example for people that they came to bowl and was celebrating a birthday their bowling was going to be free as far as they brought three more persons with them and also they could choose a free dessert so everybody could sing happy birthday (image 5). For another hand, for people who was celebrating an anniversary they could easily play 30 more minutes for free (image 6).



Image 5. Flyer of Promotional for Birthdays.



Image 6. Flyer of Promotional for Anniversaries.

## Updating Menu

As last strategy for marketing we decided to update their menu, making it more themed and offering some more choices. We rewrite some of the names to make look more attractive to people's view. For example, we changed "cheese curds" which are tiny balls of fried cheese with marinara sauce on side for "cheese meteors". These updates were rolled out on January 21<sup>st</sup>. In table 1, we show the items that we replace for the new ones with their respective price. Finally, we designed a new format of presentation on the menu to make it more themed also as we show in image 7.



Image 7. Flayer of new food items.

Table 1. Item changed on the menu at Galaxy Bowl by 01/21/2026.

Old Item		New Item	
Name	Price (\$)	Name	Price (\$)
Chicken Tenders	12.5	Space Chicken Bites	13.5
Garlic Knots	10.25	Alfredo and Breadsticks	10.5
American BBQ Burger	17.5	Interstellar – Triple Stack Burger	19
Caprese Salad	14	Andromeda Cob Salad	15
Seasonal Dessert	9	Mars Cheese Cake	12

## Results

The methodology could be applied in a proper way and easily, and the results for net sales (Food and Beverages and Entertainment), tips reported, and minimal tip expected are showed next in table 2:

Table 2. Net Sales at Galaxy Bowl by 02/02/2026.

Date	F&B Sales	Entertainment Sales	Tip Reported	Tip Min (18%)
11/19/25	649.75	820.00	189.31	116.96
11/23/25	904.80	1176.00	282.66	162.86
11/24/25	1122.55	900.00	248.98	202.06
11/26/25	523.15	1280.00	178.91	94.17
11/30/25	1135.20	1144.00	296.30	204.34
12/03/25	314.65	505.50	160.51	56.64
12/12/25	891.70	957.00	245.48	160.51
12/13/25	1076.15	1100.00	294.64	193.71
12/14/25	862.15	1200.00	168.13	155.19
12/15/25	638.80	1020.00	234.26	114.98
12/19/25	945.25	780.00	291.83	170.145
12/26/25	1035.80	1060.00	317.79	186.44
12/27/25	1101.80	1152.00	293.97	198.32
12/31/25	1306.50	1140.00	465.53	235.17
01/01/26	1157.75	920.00	381.50	208.40
01/02/26	1226.65	1340.00	320.13	220.80
01/04/26	841.35	1032.00	201.73	151.44
01/11/26	7736.00	3231.00	2652.78	1392.48
01/14/26	889.65	1016.00	303.14	160.14
01/23/26	545.60	804.00	215.68	98.21
01/26/26	515.94	788.00	138.94	92.87
02/02/26	1338.10	856.00	384.07	240.86

According to table 2, the results have been showed a notorious enhance about sales based on food and beverage mainly in January when the new menu came out. At the same time, Breakfast and Bowling with Santa could let us increase the sales of F&B to \$1076.15 and take them near to Bowling sales which were \$1100, this event was did on December 13th.

In addition, an anniversary event was made on January 11th, where F&B sales went over Bowling sales by more than double: \$7736 against \$3231, which let us think that making and promoting events is good strategy to improve the sales and sustainability. Finally, the process of collecting data stopped at February 2nd reporting \$1338.10 (60.99%) on F&B sales against \$856 (39.01%), as we mentioned

at the beginning once the new menu came out, we can notice that F&B sales have been going up step by step. In the next table (table 3) we show the averages of Net Sales by month of Galaxy Bowl:

Table 3. Sales averages from Galaxy Bowl by 02/02/2026.

Month	F&B Sales (\$)	Entert. (\$)
October	885.65	976.00
November	804.34	1050.43
December	871.75	959.45
January	1844.71	1304.43
February	1338.10	856.00

F&B sales have been increasing by almost 13.42% roughly between October 2025 and February 2026 as we can see on table 3 and image 8. In January the average was because we did an anniversary event for “Incident IQ” (a software company) which had 150 persons on January 11th, F&B sales were \$7736 and Entertainment (bowling) sales were \$2775, making January becomes in the month with the highest average on F&B sales so far.

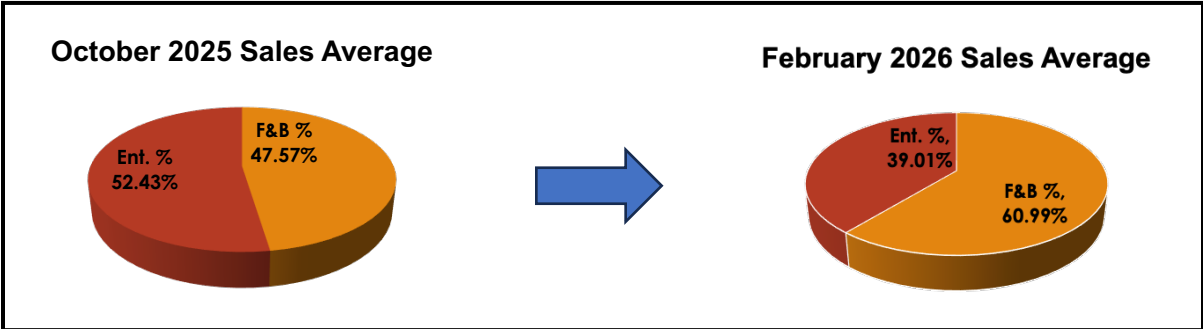


Image 8. Sales average chart from October 2025 to February 2026.

By another hand, the Tips reported were also increasing proportionally to F&B sales, the highest value of tips was registered on January 11th during the anniversary for “Incident IQ” with \$2652.78 against \$1392.48 which represents the 18% minimum based on F&B sales that servers and bartenders supposed to receive. Image 9 shows how Tips reported were increasing against the tip minimal (18%) that we were expecting receive:

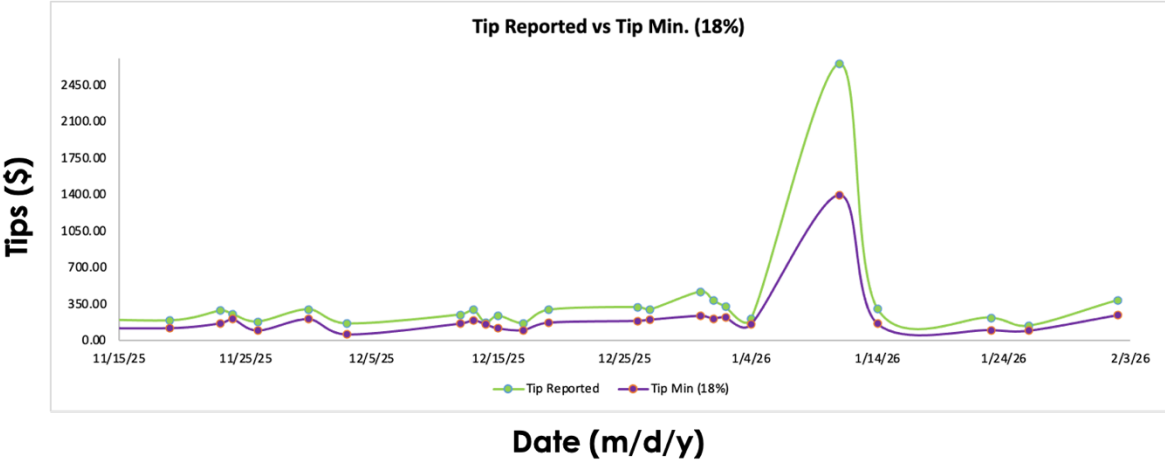


Image 9. Tips reported vs. Tips Minimal (18% of F&B Sales) from October 2025 until February 2026.

### Conclusions

Based on the literature consulted, all the strategies and techniques applied in this project and the result obtained we could conclude that for any full-service restaurant or sport bar as Galaxy Bowl it is necessary focus on marketing and promotion so they can be adapted to the environment and people can be aware about what are the items and services that those places may offer. In addition, making a menu totally themed could catch more customers as we noticed in this project, they will be more interested in try some of these items.

At the same time, doing events like anniversaries or birthdays is another way to improve F&B sales, managers should focus on the season like for example Christmas or Mardi Gras and do events or offer some special combos at that way people could enjoy more time at the restaurant and spend more money. We could provide that tips are directly proportional to the F&B sales, so if the last ones are

increasing then tips for bartenders and servers will also do it, making the restaurant a place really sustainable.

## **Recommendations**

Media e.g., videos or reels could not be used in this Project since we were waiting for the approve from directors at Universal Studios Orlando, however it would be recommendable for future projects trying to include these other tools to catch and informer more customers.

It would be also recommendable to offer or schedule some events based on seasons like Eastern or Mardi Gras since these are busy times and a major flow of customers could be around. Having a theme menu is a good resource to bring more people to any outlet, restaurant or sport bar.

## **Acknowledgments**

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