Subject: Re: Movie watching comfort
Posted by Adveser on Tue, 30 Nov 2010 21:19:36 GMT
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It depends.

Would I pay an extra dollar for a really comfy seat over a really uncomfortable one? Yes and almost everyone would.

Would I pay an extra dollar for something slightly better? No, not really.

It's just my opinion, but just make sure people are comfortable and not uncomfortable and squeeze as much capacity as you can get in there.

You aren't going to know until the place opens how many people will be in there consistently, but you can likely get something larger that wont affect your ability to maximize capacity for a cheaper price. Asses equals money due to the way everything is made two crappy things are generally more expensive than one good one because of the manufacturing costs, unless you are dealing with junk.

In my experience theaters rarely sell out. I don't think an extra 50 bucks pet show to squeeze another 20 seats in at the expensive of repeat business is wise.