
Subject: Movie watching comfort

Posted by [Scots Rich](#) on Tue, 30 Nov 2010 17:24:11 GMT

[View Forum Message](#) <> [Reply to Message](#)

I'm designing a small indie cinema. Would you, as a user, prefer to pay a little more for luxury seats (headrests, drink holders, adjustable angle etc) or less for a normal cinema seat ?

Subject: Re: Movie watching comfort

Posted by [Adveser](#) on Tue, 30 Nov 2010 21:19:36 GMT

[View Forum Message](#) <> [Reply to Message](#)

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 won't 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 per show to squeeze another 20 seats in at the expense of repeat business is wise.

Subject: Re: Movie watching comfort

Posted by [Hoptoit](#) on Wed, 01 Dec 2010 01:58:55 GMT

[View Forum Message](#) <> [Reply to Message](#)

If I had the money I would certainly pay extra for comfortable chairs, especially if you like to watch a lot of movies. Will you also be playing games in there too on the TV? I would make it as comfy as I could.

Subject: Re: Movie watching comfort

Posted by [Lancelot](#) on Tue, 18 Jan 2011 16:25:47 GMT

[View Forum Message](#) <> [Reply to Message](#)

Place an extra charge on the chairs with added features. This way, people have the option on whether or not to get the better seats than the normal ones.

Subject: Re: Movie watching comfort

Posted by [Danny](#) on Tue, 01 Mar 2011 14:10:50 GMT

[View Forum Message](#) <> [Reply to Message](#)

I have to honestly say that I sometimes avoid going to the movies altogether, just because I know that the seats are so uncomfortable. If I knew that the seats were better, I would go to the movies more, period.

Subject: Re: Movie watching comfort

Posted by [Jenny76](#) on Tue, 01 Mar 2011 22:11:07 GMT

[View Forum Message](#) <> [Reply to Message](#)

I have been trying to cut back on my spending so my answer would have to be no at this point. I love being comfortable, but I would like that comfort without an increase in prices.

Subject: Re: Movie watching comfort

Posted by [GoodVibrations](#) on Fri, 01 Apr 2011 05:30:42 GMT

[View Forum Message](#) <> [Reply to Message](#)

Lancelot wrote on Tue, 18 January 2011 10:25Place an extra charge on the chairs with added features. This way, people have the option on whether or not to get the better seats than the normal ones.

I agree with Lancelot. You could have a special section for the comfy chairs and this would be a great way to spend a little money to see if it is worth it or not. If the seats are always filled, then you can increase the number of comfy chairs.

Subject: Re: Movie watching comfort

Posted by [Jenna](#) on Sun, 28 Aug 2011 04:44:29 GMT

[View Forum Message](#) <> [Reply to Message](#)

I also avoid theaters if the seats are uncomfortable, especially if I am sitting down for a movie that is over two hours long. I agree that you could charge a bit more for special seating and try to recoup the added costs.

Subject: Re: Movie watching comfort
Posted by [Christy](#) on Wed, 14 Sep 2011 17:53:07 GMT
[View Forum Message](#) <> [Reply to Message](#)

I think everyone agrees here, go for the comfy seats! Why make your own theatre room, and then skimp on seats? It just would not make sense! If you can not afford a bunch of the comfy seats, buy one at a time. At least you will have a nice seat to start with!

Subject: Re: Movie watching comfort
Posted by [Freddy](#) on Thu, 08 Dec 2011 03:35:46 GMT
[View Forum Message](#) <> [Reply to Message](#)

Lancelot wrote on Tue, 18 January 2011 10:25Place an extra charge on the chairs with added features. This way, people have the option on whether or not to get the better seats than the normal ones.

That's an interesting idea, but I think that could be complicated. It might be difficult to decide how many of each seat to make. I can also see people getting irritated if the section they want is sold out.

I think most people would prefer a comfortable chair for a little more money. How far you should go probably depends on the economic conditions of your town.

Subject: Re: Movie watching comfort
Posted by [Carson](#) on Wed, 08 Feb 2012 00:32:14 GMT
[View Forum Message](#) <> [Reply to Message](#)

When you say indie cinema, do you mean you are opening your own business? If this is the case, get the comfy chairs. Your customers will appreciate it, and come back.
