

Impact of Technology on Out-of-Home Leisure - UK - November 2009

Report Price: £1500 / \$3000 / €2250



What is this report about?

New technology is increasingly playing a pivotal role in determining how consumers plan, organise and partake in leisure outside of the home. The growth of the internet and advancing mobile phone technology have been the key factors in changing the face of leisure, but venue operators themselves are increasingly getting in on the act, incorporating the likes of electronic menus and Bluetooth promotions among many other types of innovation to enhance the leisure experience for consumers.

This report examines some of the most recent developments in technology and leisure markets, determining how and why consumers use technology, as well as assessing the potential for future growth.

What have we found out?

- More than a quarter of consumers already use mobile internet to look up travel information while they're out, highlighting the huge potential of mobile phones as a leisure research tool once the technology catches up with demand.
- Consumers are much more willing to leave making leisure plans until the last minute because of mobile technology. A quarter say they often 'chop and change plans at the last minute', with around a fifth saying they plan less in advance.
- Women are more likely than men to use the web to research potential new leisure venues and receive updates and special offers by email or text, despite men being generally more enthusiastic about technology.
- Four in ten respondents are confused by the wealth of information available online, saying that it makes it complicated to choose where to go. Surprisingly, perhaps, it is net-savvy under-25 year olds who are most likely to feel this way.
- The idea of using new technology in leisure venues, such as mobile payments and electronic menus, is met with overwhelming scepticism by the half of consumers who feel that mobile payments wouldn't be secure and the two-thirds who would be wary if they couldn't get a physical copy of a receipt.
- On the positive side, a quarter of consumers are not only interested in using new technology in venues, but are prepared to pay extra for the privilege, if it improves the experience for them.

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