

Leisure Venue Catering - UK - January 2013

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"Leisure venue operators should reflect trends in snacking NPD such as for varied popcorn flavours in order to ensure that their own snacking ranges live up to expectations in terms of being treat purchases."

– Helena Spicer – Senior Foodservice Analyst

In this report we answer the key questions:

- How can operators explore snacks to limit their vulnerability to downturns in consumer expenditure?
- How can operators maximise revenues from their current consumer base?
- How can operators make the most of their current catering offer?
- How important are ethical considerations?

Prospects for the leisure venue catering market remain mixed: as an area of secondary expenditure within the larger leisure experience, catering in venues such as cinemas etc is particularly vulnerable to a downturn in consumer spending. It is also at risk where operators try to counteract falls in admission rates by raising ticket prices, as seen in cinemas. Meanwhile, tenpin bowling operators have been focused on chasing lower-value spenders through heavy discounting on game fees who are likely to spend little on catering.

However, opportunities do exist for improvements in catering revenues if operators are prepared to risk the investment. For example, catering has the potential to play a central role in re-emphasising the experience of bricks-and-mortar bingo halls to help the sector compete more effectively with the growing online gaming.

Overall, leisure venue catering operators need to ensure that they are keeping up with trends in the high street and wider eating out environment to ensure that they don't lose further ground in terms of perceptions of value for money.

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