

Leisure Time - China - September 2013

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“Due to the slowing consumer economy in China, competition is increasing in many leisure services sectors, and this is forcing leisure service providers to look beyond their immediate consumer bases and develop more business among middle and lower income groups, and in lower tier cities.”

– Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

- How is the slowing consumer economy in China making the leisure services market more competitive?
- What are consumers increasingly looking for to fill their leisure time, and how much more, or less, time do they have?
- What can leisure service providers do to engage more with a wider consumer audience, and what is it that consumers would respond most positively to?
- Which consumer groups are spending the most on which leisure activities, and where are the opportunities for growth?
- How significant is the work-life balance in determining how Chinese people spend and plan their leisure time, and what can leisure service providers do to turn this into opportunities?

As the industry looks to widen its potential consumer base, it must adapt its service offering to suit the needs of a wider variety of consumer groups, and develop more discounts and special packages suited to them. Key consumer groups to whom leisure service providers can do more to provide tailored services include families with children, young people, the elderly and students.

Tailoring more services and packages to a wider variety of consumer groups is only part of the task. Leisure service providers also need to better target their service marketing and communication to consumers, many of whom are spending much more time searching online for leisure pursuit ideas, and following personal recommendations from other people. Because of this, building online marketing around social media and word-of-mouth recommendation is becoming increasingly important.

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