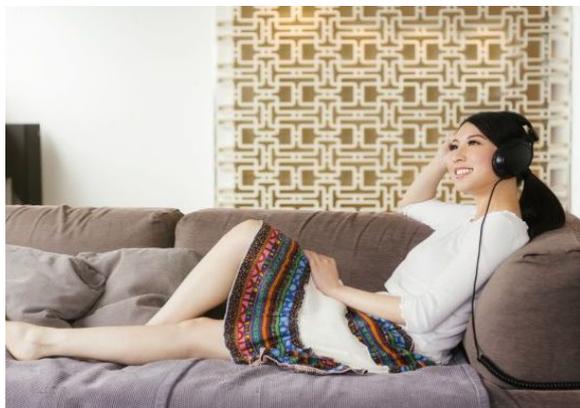


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“As people are working longer and more flexible hours, leisure operators may want to come up with creative products and services to fit into people’s busier lifestyles – eg, things that can allow people to exercise or relax while working, depending on their leisure preferences.”

—
Laurel Gu, Research Manager

This report looks at the following areas:

- Are people having more or less leisure time? How can brands grow their business via helping consumers “create” more leisure time?
- Which types of leisure products/activities are consumers most interested to use/take part in? What consumer needs are they fulfilling?
- How can brands tap into consumers’ in-home leisure needs?
- From an executional perspective, how can brands effectively catch consumers’ attention when marketing leisure events? How can they further drive people into participation?

Leisure time refers to time outside of work or study (for students only), doing household chores (eg childcare) and sleep. This includes leisure time spent both in home and out of home. Travel and holidays are not included in this report. They are covered in a separate report: Marketing to Chinese Tourists – China, May 2015.

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