

The Leisure Outlook - UK - November 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Displaying comprehensive online details of food and drink menus, and even daily specials and current guest ales, could be a deciding factor in securing a customer visit.”
— Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- Economic revival will give people the confidence to trade up

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Key Findings

Economic revival will give people the confidence to trade up

Participation in Leisure Activities

The rejuvenation of 'pub grub' continues

Figure 1: "How often have you done the following leisure activities in the past month?" October 2015

Who does what?

Spending and Companions for Leisure Activities

Spending on pub food goes toe-to-toe with restaurants

Figure 2: "Thinking about the last time you took part in one of these activities, approximately how much did you personally spend?" October, 2015

Craft beer could help gastropubs draw business from restaurants

Dinner with a partner, drinks with friends

Figure 3: "Who did you do each of these activities with?" October 2015

Pub Activities

High quality food can be an effective footfall driver

Figure 4: "Thinking specifically about pubs/bars, which, if any, of the following have you done within the last month?" October 2015

Pubs and the divisive issues of children, sport and smoking

What It Means

Leisure activities set to continue to thrive

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