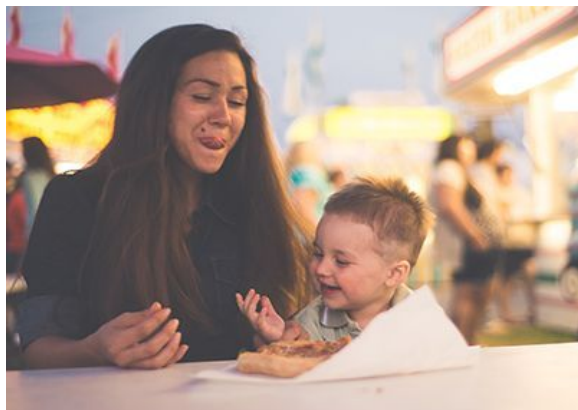


Attitudes towards Leisure Venue Catering - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“UK consumers are taking part in leisure activities more frequently than in recent years. With the value of the pound being affected by Brexit venues should see further increases in both UK and overseas visitors. Catering facilities at these venues are in a prime position to take advantage of this.”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- What can leisure venue caterers learn from the wider foodservice industry?
- How can leisure venue catering facilities utilise technology to increase usage?
- What can leisure venues do to create more of an experience for diners?

Leisure venues are benefiting from increased visitor numbers. This is set to grow as UK consumers choose to stay in the country due to the weak exchange rate, and tourists from overseas are attracted because of this being in their favour.

Catering operators at leisure venues need to focus on the main barriers to using such facilities which are long queues and high price. Ordering apps are becoming mainstream which can address the former. Meal deals and set price bundles will help with the latter as they show value for money. Health is becoming of increasing importance to consumers with the wider foodservice industry slowly turning its attention to vegan/vegetarian menus.

Venues and events that provide unique experiences are increasing in response to consumer demand. The use of VR, immersive environments, themed menus and late night events will further grow to tap into this trend. Operators are introducing initiatives which help to manage the growing issue of food waste. It is likely that more menus will appear that make use of such produce.

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