

Leisure Review - UK - December 2017

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“Consumers are seeking experiences more than ever so activities that provide this in a unique, immersive and active way are likely to be popular. Activities needn’t be highly technological or obscure but rather bring people together and allow them to reconnect in an increasingly digitised world.”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- Millennials are a key target market for leisure spend
- How to tap into the healthy lifestyle trend
- How to meet the needs of parents

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market
UK leisure market in good growth
Figure 1: Forecast UK leisure industry* market value, 2012-22
Private gyms thriving in a polarised industry
Figure 2: Value growth rates for leisure industry* sectors, 2016-17
Boundaries are blurring
Increase in 'doing'
Consumer confidence beginning to stabilise
Companies and brands
Rise in physically immersive events...
...as well as technologically immersive activities
Adults just want to play
'Premiumisation' across many sectors
Digital technology helping customers and operators
The consumer
Brits love to dine out
Figure 3: Participation in leisure activities, September 2017
Pub drinking and dining in decline but health-related activities on the rise
Figure 4: Leisure activity participation in the last 12 months, 2016 and 2017
A third using discounts and vouchers more but also doing more
Figure 5: Changes in leisure activity habits compared to last year, September 2017
Majority don't book in advance
Figure 6: Advance booking of selected leisure activities, September 2017
Figure 7: Time of advance booking of selected leisure activities, September 2017
Most parents plan activities for school holidays
Figure 8: Leisure activity planning behaviour, parents of under-18s, September 2017
Figure 9: Agreement with attitudes towards leisure activity-related statements, October 2017
New physical and immersive activities most appealing
Figure 10: Previous participation and interest in new types of leisure activities, September 2017
Millennials on the hunt for new activities
Figure 11: Attitudes towards new leisure activities, September 2017
What we think

Issues and Insights

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Millennials are a key target market for leisure spend

The facts

The implications

How to tap into the healthy lifestyle trend

The facts

The implications

How to meet the needs of parents

The facts

The implications

The Market – What You Need to Know

UK leisure market in good growth

Live music events continue to grow but nightclubs still in decline

Private gyms thriving in a polarised industry

Tenpin bowling makes a U-turn

Boundaries are blurring

Increase in 'doing'

Consumer confidence beginning to stabilise

Market Size and Forecast

UK leisure market in good growth

Leisure market forecast to reach £114 billion

Figure 13: Forecast UK leisure industry* market value, 2012-22

Forecast methodology

Market Segmentation

Online gaming and betting sees huge growth

Music festivals and concerts growth continues

Figure 14: Value growth rates for leisure industry* sectors, 2012-17

Private gyms thriving in a polarised industry

Tenpin bowling makes a U-turn

Nightclubs yet to make a comeback

Figure 15: Value growth rates for leisure industry* sectors, 2016-17

Figure 16: Value of the UK leisure industry*, by segment, 2017

Market Drivers

Boundaries are blurring

Increase in 'doing'

Social media coverage

Exchange rate impact

Staffing costs and shortages

Consumer confidence beginning to stabilise

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Companies and Brands – What You Need to Know

Rise in physically immersive events...
...as well as technologically immersive activities
Adults just want to play
'Premiumisation' across many sectors
Digital technology helping customers and operators

Launch Activity and Innovation

Rise in physically immersive events...
Cinema and theatre
Health and Fitness
Escape rooms
...as well as technologically immersive activities
VR Experiences
VR Fitness
Adults just want to play
Trampoline parks and Ball pits
Inflatables
'Premiumisation' across many sectors
Tenpin Bowling
Health and Fitness
Music Festivals and Cinema
Digital technology helping customers and operators
Apps
Chatbots
Cashless technology

The Consumer – What You Need to Know

Brits love to dine out
Gambling and exercising most frequently done
Pub drinking and dining in decline
Increase in health-related activities
A third using discounts and vouchers more but also doing more
Majority don't book in advance
New physical activities currently most popular
4DX cinema and immersive theatre most enticing

Leisure Activity Participation

Brits love to dine out
Gambling and exercising most frequently done
Figure 17: Participation in leisure activities, September 2017

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Most common activities not always most frequently done

Figure 18: Participation in leisure activities, September 2017

Pub drinking and dining in decline

Increase in health-related activities

Figure 19: Leisure activity participation in the last 12 months, 2016 and 2017

A third using discounts and vouchers more...

...but also doing more leisure activities

Figure 20: Changes in leisure activity habits compared to last year, September 2017

Planning and Booking of Leisure Activities

Majority don't book in advance

Figure 21: Advance booking of leisure activities, September 2017

Figure 22: Advance booking of selected leisure activities, September 2017

Expected variation in advance bookings

Figure 23: Time of advance booking of selected leisure activities, September 2017

Most parents plan activities for school holidays

Figure 24: Leisure activity planning behaviour, parents of under-18s, September 2017

Participation and Interest in New Leisure Activities

Physical activities currently most popular

Figure 25: Participation in new types of leisure activities, September 2017

4DX cinema and immersive theatre most enticing

Figure 26: Previous participation and interest in new types of leisure activities, September 2017

Millennials on the hunt for new activities

Figure 27: Attitudes towards new leisure activities, September 2017

Cost is a barrier to some

Parents are a prime audience for new activities

Figure 28: Attitudes related to affordability and cost of leisure activities, parents versus non-parents, September 2017

Figure 29: Agreement with statement 'I am actively seeking new leisure activities to try', parents versus non-parents, September 2017

Figure 30: Agreement with statement 'I prefer to spend money trying new leisure activities rather than ones I have tried', parents versus non-parents, September 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Market Forecast

Figure 31: UK leisure industry*, value forecast scenarios, 2017-22

Forecast methodology

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