

Leisure Review - UK - December 2019

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This report looks at the following areas:

- Go where the people are
- Multi-dimensional leisure concepts are now the norm, not the exception

The UK leisure sector continues to enjoy healthy growth and is valued to be worth £111 billion in 2019. The live music sector has earned the position of fastest-growing leisure segment, jumping 6% since 2018.



“More options than ever mean consumers are at a crossroads when it comes to leisure activities. The choice is no longer between which restaurant or pub to visit, but whether to go out at all. Operators must tap into the experience economy to entice consumers to venues, or utilise technology to meet them at-home.”

- Lauren Ryan, Leisure Analyst

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- Google announces Fitbit acquisition
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- Website still primary point of contact...
- ...while app use grows the fastest
- Live entertainment seen as most expensive
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