

## December 2013

### Entertainment Venues - US

“Live Nation and AEG have emerged as the dominant forces in live entertainment by controlling all aspects of the value chain. Yet, ticket prices have increased while ticket sales have remained relatively flat. There are opportunities for new business models to emerge to reduce ticket prices and increase attendance and ...

## November 2013

### Activities of Kids and Teens - US

“Compared to previous generations, kids and teens increasingly live a sedentary lifestyle. These digital natives are interconnected and tend to divide attentions across multiple platforms and channels, prompting impatient behaviors, quick-fix mentality, and instant gratification. Their loyalty is likely to mirror this trend, spreading thinly across brands, and easily switched ...

### Movie Theaters - US

“Going to the movies is an American pastime. However, movie theaters need to help moviegoers look beyond the cost of tickets by promoting the overall value of the theater experience. Advanced screen technology such as 3D and IMAX, new concession offerings, and loyalty promotions are likely to do this, especially ...

### Mobile Gaming - US

“The mobile gaming sector is new, widespread, and growing. Non-traditional demographics have taken to mobile gaming. App store listings and gaining good reviews at app stores are critical, and game makers exploring the optimum way to monetize of their product must keep in mind the increased likelihood of download if ...

## October 2013

### Cruises - US

“The cruise industry is the fastest growing travel segment and is expected to continue its expansion through added capacity. However, global per passenger revenues have remained essentially flat from 2008-13, which begs the question of whether growth is sustainable, and how cruise lines will ensure that demand—and revenues—will keep up ...

## August 2013

### State Tourism - US

“Travel marketers must consider the specific needs of different demographics when promoting state tourism. For example, understanding the unique tastes of Hispanic travelers, such as family-oriented travel and destinations and outdoor activities, will help reach this group. Similarly, anticipating the needs of women aged 18-34, who report specific preferences such ...

## June 2013

### Theme Parks - US

“The theme park industry is healthy and growth is forecast due to increasing attendance numbers and greater per diem expenditures in park. However, theme parks can grow revenues further by incorporating other forms of leisure entertainment – namely, gaming and the internet – into their offering. Theme parks also can ...

### Health and Fitness Clubs - US

“Though membership and revenues at health and fitness clubs have appeared to recover from the recession, locations are still under pressure to perform. The market of health and fitness clubs is up against several challenges, including increased free alternatives and high price points. Clubs that can meet a variety of ...

### Social Networking - US

“The bridge to greater efficacy in social network ads and the road to greater ad sales for networks are intertwined around a single segmentation that rises above industry verticals—how the networker feels about brand interactions on ‘her’ page or feed in general.”

## May 2013

### The Arts and Crafts Consumer - US

“The arts and crafts industry has room to grow in the U.S. To increase involvement, marketers must appeal to more consumers by positioning handmade items as conducive to financial, personal, and social gain. The most likely artists and crafters are those who can either save or make money by ...

## March 2013

### Marketing to Sports Fans - US

“While many Americans are drawn to professional sports, leagues and marketers have an ongoing opportunity to make sporting events more accessible to a wider array of fans. They should develop more ways

for fans to socialize through on-screen viewership, make it easier for ads to share the screen with more ...

## February 2013

### Millennials' Leisure Trends - US

“Compared with older generations, more Millennials want to spend leisure time connected to the internet, and can as such be dubbed the ‘online generation.’ However, marketers can make more inroads among these young adults by making them more comfortable in offline social situations as well as giving them opportunities ...

### Water Sports and Leisure - US

“Addressing consumers’ lack of access to waterways for water sports participation could translate to more water sports parks and other artificial waterways. Suppliers to the water sports market could pool their capital and collaborate with municipalities/developers to develop more parks in areas without access to waterways to help increase ...

## January 2013

### Family Entertainment - US

*“While spending recreational time with family is important to parents, the cost of entertainment activities continues to be a concern. Marketers have incentive to consider other ways to make budget-friendly home entertainment more appealing to families, as well as introduce activities that are educational as well as fun. Younger dads ...*

### Baby Boomers' Leisure Trends - US

*“Because the baby boom generation comprises nearly 76 million individuals born across a span of nearly two decades, the leisure habits and preferences within this group vary tremendously based not only on age, but also life stage, family responsibilities, and finances, to name just a few.”*