

January 2017

Leisure Review - UK

“Social media has become increasingly image-based, which leisure venues need to take into account as they look to utilise social media for promotion and engagement. Leisure venues should be looking to offer creative, visually rich experiences that people will want to post pictures and videos of online.”

– Rebecca ...

Sports Participation - UK

“Participation sport is turning to technology to help it kick on from the plateau it has inhabited since the London 2012 Olympics, with its first target being to move beyond the individual focus of performance tracking and develop new products and services that promote the fun and social sides of ...

Visitor Attractions - UK

“Visitor attraction numbers should continue on their growth path towards 2021. People are looking to escape the political and economic uncertainty that dominates the news at the moment. This means that they will be looking for forms of escapism close to home. The fall in value of the pound makes ...

November 2016

Online Gaming and Betting - UK

“Smartphones and tablets are changing online gaming and betting habits within the home rather than expanding activity outside it as consumers embrace the ‘anytime’ nature of these technologies ahead of their ‘anywhere’ potential.”

– David Walmsley, Senior Leisure Analyst

Cinemas - UK

“The industry as a whole is looking in good stead to continue to grow as more and more innovation from technology and the independent sector keep movie goers keen to visit the cinema. Developments in 3D and 4D technology are likely to draw in crowds of children and hard-core movie ...

October 2016

Spectator Sports - UK

“Television sports coverage is making an instant expert of the armchair fan – but leaving stadium operators needing to do more to keep spectators in the same loop.”

– David Walmsley, Senior Leisure Analyst

Free Leisure - UK

“A long period of economic downturn, slow wage recovery and ongoing uncertainty over recent years has triggered a shift in attitudes towards leisure spending. While many consumers have reduced their out-of-home leisure spending in favour of cheaper forms of home entertainment, free out-of-home leisure has also become a deliberate money-saving ...