

The Impact of COVID-19 on Leisure and Entertainment - US - June 2020

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“During the stay-at-home period, out-of-home activities were not an option for most consumers, which gave in-home leisure alternatives a chance to thrive. Activities that typically involve on-site experiences, such as visiting museums and working out at fitness facilities, also found clever ways to shift to digital options for their members.”

– **Kristen Boesel, Senior Lifestyles & Leisure Analyst**

This report looks at the following areas:

As consumers begin to move about more freely, brands need to pivot again in a way that helps consumers hold on to the positive habits they developed during quarantine; out-of-home brands must assuage consumer fears around social interaction and over-communicate their diligence around cleanliness and safety.

For both in-home and out-of-home leisure brands, though, the key to success will be moving in-step with consumers. Consumers won't be ready to wholeheartedly jump back into their old leisure routines. Brands should be prepared to continue to meet consumers where they are as they take baby steps back into the public sphere.

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