

The Impact of COVID-19 on Out-of-home Leisure - UK - June 2020

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This report looks at the following areas:

- The impact of COVID-19 on the out-of-home leisure market.
- How consumers' leisure habits will change in the short, medium and long term.
- How a COVID-19 recession will reshape the out-of-home leisure market.
- What lessons UK leisure operators can learn from post COVID-19 developments in other regions.

Prior to COVID-19 young consumers were prioritising experiences over material possessions, which had helped insulate the market from some of the wider economic and political uncertainty witnessed in recent years. Even a crisis as momentous as this one will not cause a sea change in consumers' core lifestyle motivations. In fact it may even spur on their need to socialise and enjoy communal experiences, which work in favour of those leisure venues that can survive the short-term pain.

However it is clear that the vast majority of leisure operators will have to dramatically adapt their venues, services and price plans in order to turn a profit whilst social distancing measures are enforced.



"COVID-19 will inflict severe damage to the out-of-home leisure industry over the next few years, whilst sectors that were already struggling, such as nightclubs, may never fully recover."

– **Paul Davies, Category Director – Leisure, Foodservice, Travel and B2B Research – 24 June 2020**

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