

Leisure Review - UK - October 2013

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"Incorporating an element of play when offering deals and discounts can help to engage under-35s and tap into their enjoyment of the search, for example through the use of 'Gamification' and encouraging people to share information about deals they're using or intending to use with friends."

– Michael Oliver, Senior Leisure and Media Analyst

This report looks at the following areas:

- How can operators most effectively use deals and offers to maintain footfall?
- How will changes in device ownership impact on how leisure operators communicate with their customers?
- How can operators maximize their appeal to young people?
- How can operators engage more effectively with the growing third age segment of the population?

Although the leisure industry showed modest growth in 2013, much of this is attributable to inflation and in real terms market value still declined by 2%. The main issue at present is the squeeze on consumer incomes being exerted by the combination of high inflation and low earnings growth, which means they are becoming worse off in real terms month by month.

However, with many other economic and consumer confidence indicators looking positive it seems the industry is on the verge of a recovery, if this last hurdle can be overcome.

This report provides an overview of the UK out-of-home leisure industry, including market value, segment performance and consumer visiting behaviour and attitudes. Mintel last reported on this subject in Leisure Review – UK, December 2012.

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