

## Leisure Venue Catering - UK - February 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Operators could look to more specific targeting of particular consumer groups to ignite interest. Investing in enticements such as healthier and faster payments options, both of which are of interest to households with children, would offer tangible benefits to parents, potentially encouraging them to spend more and feel that they getting better value for money.”

– Amy Price, Senior Food & Drink Analyst

### This report looks at the following areas:

- How can leisure venues appeal to price-conscious consumers?
- How can the leisure venue market encourage consumers to spend?
- How can the market continue to be relevant to households with children?
- What factors can the market leverage to engage older age groups?

Seven in ten UK adults buy food and drink from leisure venues, signalling the significant role that catering plays in servicing customers and the opportunities for driving secondary spend as a way to increase revenue.

Consumers have been cautious when it comes to spending on leisure venue catering over the last few years, with discounts being an attractive proposition to coax them out of their caution. With consumer confidence on the rise and consumer spending forecast to grow at a greater rate over 2013-18 than 2008-13, operators may, for example, look to more innovative menus to prompt purchase without just relying on discounts which can damage margins.

Placing food and drink as a significant part of the overall leisure experience can help to add a sense of excitement to proceedings, potentially allaying perceptions among the 61% of adults who believe the food and drink at leisure venues is overpriced.

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