

Leisure Review - UK - December 2014

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“Innovation within the leisure industry is dominated by technological developments, especially the use of apps to aid venue and menu discovery, driving footfall, the making of reservations, pre-ordering and payment. Reducing queues, speeding up payment and making payment cashless are key elements of these developments.” – Michael Oliver, Senior Leisure & Media Analyst

This report looks at the following areas:

- Sharing economy offers opportunities for leisure operators
- Trend of automation can benefit businesses and consumers
- Crowdsourcing enables stronger engagement with leisure customers

The UK leisure market has continued to grow during 2014, increasing in value by 2.9%. Although much of this growth is attributable to inflation, there have been the first signs of benefits from improving consumer confidence and falling unemployment, although consumers' disposable incomes are still under considerable pressure after years of decline and have only recently started to increase again.

This report looks at trends in the leisure industry, as well as the factors that are driving these trends and also examines innovations, particularly in the key area of technology. Additionally, it provides extensive consumer research into participation in leisure activities, days of the week when people do each activity, how far in advance people book, how consumers find out about leisure venue promotions, what they intend to spend any extra money on, and general attitudes towards leisure.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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