

Leisure Review - UK - October 2015

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“Apps are continuing to be a major focus of innovation because they offer the dual benefit of improving the customer’s experience and also providing operators with rich data about their customers’ behaviour and spending patterns”

- Michael Oliver, Senior Leisure and Media Analyst

This report looks at the following areas:

- Where are the opportunities for apps in the leisure industry?
- Extending their brands into new spaces offers opportunities for operators

The UK leisure industry has continued to grow in current price terms during the past five years, despite a difficult trading environment which saw nearly five years of declining living standards before they started to grow again at the end of 2014. The industry is expected to be worth just over £80 billion in 2015, some 15% higher than the 2010 total.

Potentially one of the biggest challenges to the industry in the next few years is the introduction of the National Living Wage in 2016, which promises to increase living standards for low-paid workers but in the process seems certain to push up leisure operators’ wage costs, since they largely rely on unskilled workers.

Despite a lot of focus on the part of leisure operators on developing apps to be used on smartphones and tablets, consumer preferences for communicating with operators and for receiving details of deals and offers remain centred around the more traditional digital channels of websites and email.

However, more than two in five leisure consumers are open to receiving offers and deals through a leisure operator’s app when near or in their venue, so it appears that there is potential for apps to deliver useful and relevant content to customers, which could see increased app adoption rates in the future.

This report covers the leisure industry, which Mintel defines as including the cinema, gambling, live sports, visitor attractions, music concerts/festivals, nightclubs, private health and fitness clubs, public leisure centres and swimming pools, pubs/bars, restaurants/takeaways, tenpin bowling and theatre sectors.

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DID YOU KNOW?

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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Table of Contents

Overview

What you need to know

Covered in this report

Executive Summary

An £80 billion industry

Figure 1: Forecast UK leisure industry* market value, 2010-20

Live music sees fastest growth in past five years

Figure 2: Value of the UK leisure industry*, by segment, 2015

Apps continue to dominate innovation

Let's get social

Figure 3: Leisure activity participation in the past 12 months – Overview, August 2015

Most consumers interact with operators via their website

Figure 4: How consumers communicate or interact with leisure venue operators, August 2015

People still prefer desktops and laptops for visiting websites

Figure 5: Devices used to visit leisure venue operators' websites, August 2015

Unsubscribing from emails polarises among youngest and oldest

Figure 6: Attitudes towards digital communication/interaction with leisure venue operators, August 2015

Email is the preferred channel but others on the rise

Figure 7: Consumer preferences regarding receiving information on special offers/deals from leisure venue operators, August 2015

In-home equivalents of eating out and cinema are most popular in-home leisure activities

Figure 8: Leisure activities done at home in the past 12 months, August 2015

Convenience is seen as major attraction of going out

Figure 9: Attitudes towards going out and staying in, August 2015

What we think

Issues and Insights

Where are the opportunities for apps in the leisure industry?

The facts

The implications

Extending their brands into new spaces offers opportunities for operators

The facts

The implications

The Market – What You Need to Know

Leisure industry set to break through £80 billion barrier in 2015

Live music shows strongest growth in past five years

Leisure operators' staff costs set to rise

Technology ownership changes offer opportunities for operators

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Income squeeze of recent years comes to an end

Market Size and Forecast

Leisure industry set to break through £80 billion barrier in 2015

Figure 10: Value of the UK leisure industry*, 2010-15

Forecast

Figure 11: Forecast UK leisure industry* market value, 2010-20

Segment Performance

Live music sees fastest growth in past five years

Figure 12: Value of the UK leisure industry*, by segment, 2010-15

Figure 13: Value of the UK leisure industry*, by segment, 2015

Figure 14: Value growth rates for leisure industry* sectors, 2010-15

Figure 15: Value growth rates for leisure industry* sectors, 2014-15

Market Drivers

Leisure operators' staff costs set to rise

Technology ownership changes herald a new era for leisure operators

Figure 16: Trends in personal ownership of selected digital devices, November 2014-April 2015

Legislation continually altering leisure landscape

New Bill will see pub ties broken

Greater transparency in ticket reselling

VAT Club campaigns for lower rates for leisure businesses

Mergers and acquisitions

Economic drivers

UK economy forecast to grow steadily

Figure 17: Forecasts for UK GDP growth, 2014-20, July 2015

Income squeeze of recent years comes to an end

Figure 18: Trends in inflation and average weekly earnings, January 2010-June 2015

Consumer confidence bounces back

Figure 19: Trends in UK consumer confidence, January 2010-August 2015

Youth unemployment

Figure 20: Trends in UK unemployment rates* (seasonally adjusted), by age group, 2010-15

Other factors

Figure 21: Trends in utility prices* paid by non-domestic consumers, 2010-15

Key Players – What You Need to Know

Apps continue to dominate innovation

Restaurant and pub operators seek to develop new meal occasions

Leisure operators turn to crowdfunding as alternative to banks and private equity

Launch Activity and Innovation

Apps continue to dominate innovation

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Easier payment for foodservice operators
 Integrated event discovery, ticketing and in-venue commerce
 Apps could help venues to stop serving inebriated customers
 Mobile food and drink ordering for bingo customers
 Apps and tourism development
 Eddystone beacon format offers more scope for location-specific, real-time targeting
 Restaurant and pub operators seek to develop new meal occasions
 Growth in new formats focusing on rotisserie and seafood
 Bricks and mortar operators looking to give consumers a reason to visit
 Virgin seeks to exploit growth in wearable tech
 Leisure operators turn to crowdfunding as alternative to banks and private equity
 Crowdsourcing on the rise

The Consumer – What You Need to Know

Let's get social
 Most consumers interact with operators via their website
 People still prefer desktops and laptops for visiting websites
 Unsubscribing from emails polarises among youngest and oldest
 Email is the preferred channel but others on the rise
 In-home equivalents of eating out and cinema are most popular in-home leisure activities
 Maximising convenience

Leisure Activity Participation

Let's get social
 Figure 22: Leisure activity participation in the past 12 months – Overview, August 2015
 Figure 23: Leisure activity participation in the past 12 months – Detailed analysis, August 2015

How Consumers Communicate/Interact with Leisure Venue Operators

Most consumers interact with leisure venue operators via their website
 Social media holds potential for further growth
 Personal interaction still seen as important
 Giving people a reason to visit
 Figure 24: How consumers communicate or interact with leisure venue operators, August 2015

Devices Used to Visit Leisure Venue Operators' Websites

Desktops and laptops preferred for visiting leisure venue operators' websites
 Tablet use is encouraging
 A good case for encouraging app downloading
 Figure 25: Devices used to visit leisure venue operators' websites, August 2015

Attitudes towards Digital Communication/Interaction

Youngest and oldest age groups most likely to unsubscribe because of too many emails
 Consumers open to location-based marketing via an app

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Appetite for contactless payment

Figure 26: Attitudes towards digital communication/interaction with leisure venue operators, August 2015

Consumer Preferences Regarding Special Offers/Deals

Email is the preferred channel

Figure 27: Consumer preferences regarding receiving information on special offers/deals from leisure venue operators, August 2015

Leisure Activities Done at Home

In-home equivalents of eating out and cinema are most popular in-home leisure activities

Benefits to be had from migrating customers from phone to digital?

Opportunity to bring fitness brands into the home

Figure 28: Leisure activities done at home in the past 12 months, August 2015

Figure 29: whether ordered delivery from takeaway/restaurant or watched film at home in the past 12 months, by whether eaten out or visited cinema in the past 12 months, August 2015

Attitudes towards Going Out and Staying In

Convenience is seen as major attraction of going out

A nation of deal-hunters

Drunkenness and disorder continues to put people off going out

Figure 30: Attitudes towards going out and staying in, August 2015

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

Market size and forecast

Figure 31: UK leisure industry*, value forecast scenarios, 2015-20

Fan chart forecast

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