

Attitudes towards Leisure Venue Catering - UK - May 2016

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"Secondary spending at leisure venues remains in the line of fire, with most diners willing to cut back on their food and drink spend if ticket prices rise. The pressure therefore remains on operators to justify the catering spend. Initiatives like themed events and menus and produce from local suppliers offer potential to engage diners, in light of the consumer research."

– Ashleigh Kirk, Foodservice Analyst

This report looks at the following areas:

- Technology can help caterers engage users and improve the food and drink service experience
- Themed food and drink can offer much-needed support to position catering as more central to leisure venue visits
- Wider foodservice can offer cues for steps needed to combat poor perceptions on quality and freshness

While leisure venue catering is a very fragmented market, it reaches the majority of Britons, underlining the significant potential of catering as a source of secondary revenue for operators and in enhancing the visitor experience.

Secondary spending, however, remains in the line of fire, with most diners willing to cut back on their food and drink spend if ticket prices rise, while only a few leisure sectors succeed in converting most visitors to use catering. The appeal of discounts and set price bundles exemplifies how a savvy shopping mentality prevails. The pressure therefore remains on operators to justify the catering spend, with their quality credentials and freshness key areas to address.

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