

Leisure Review - UK - December 2016

Report Price: £1995.00 | \$2460.23 | €2338.14

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Social media has become increasingly image-based, which leisure venues need to take into account as they look to utilise social media for promotion and engagement. Leisure venues should be looking to offer creative, visually rich experiences that people will want to post pictures and videos of online.”

– **Rebecca McGrath, Research Analyst**

This report looks at the following areas:

- **Leisure venues look to boost app use**
- **Utilising online reviews and social media**

The UK leisure industry has continued to grow in real terms as living standards improve and more consumers feel financially secure. The industry is expected to be worth just over £85 billion in 2016, some 15% higher than the 2011 total.

One of the biggest challenges facing the leisure industry currently, along with the economic uncertainty created by Brexit, is the introduction of the National Living Wage in 2016. The leisure industry is very labour-intensive with many low-paid workers, meaning that leisure operators may ultimately be forced to compensate by raising prices.

Technological innovations are, however, bringing interesting changes to leisure sectors, with apps continuing to open up many opportunities in terms of personalised promotion, engagement and sales. Virtual reality and augmented reality also continue to develop, presenting many options for leisure venues to integrate smartphones into leisure activities by creating exciting new immersive experiences.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Leisure Review - UK - December 2016

Report Price: £1995.00 | \$2460.23 | €2338.14

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

Executive Summary

Issues and Insights

The Market – What You Need to Know

Market Size and Forecast

Market Segmentation

Market Drivers

Key Players – What You Need to Know

Launch Activity and Innovation

The Consumer – What You Need to Know

Leisure Activity Participation

Research Methods for Leisure Activities

Influence of Online Reviews

Activities Performed on an App

Behaviour after a Leisure Activity

Attitudes towards Leisure Activities

Encouraging Visits to Leisure Venues

Appendix – Data Sources, Abbreviations and Supporting Information

Appendix – Market Size and Forecast

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com