

## Leisure Review - UK - December 2011

Report Price: £1750 / \$2837 / €1995



“Three in four adults say they are always on the lookout for special offers and deals when it comes to visiting leisure venues and this becomes even more of a factor among the heaviest users. It is important for venues looking to protect their market position to roll their sleeves up and jump in with deals of their own if they are not to lose custom to their competitors.”

– **Michael Oliver, Senior Leisure and Media Analyst**

### In this report we answer the key questions:

- **What are consumers going to be looking for going forward?**
- **What opportunities are being created by increasing social media usage?**
- **What opportunities are being created by increased digital device ownership?**
- **How can operators respond to rising overheads?**

This report will cover the following sectors in the UK:

pubs/bars/nightclubs

restaurants

cinema

gambling (eg bingo, casinos, AWP's etc)

public leisure centres and swimming pools & private health and fitness club (eg David Lloyd, LA Fitness)

theatre

museums/art galleries

live sports events (eg football, rugby, cricket matches etc)

tenpin bowling

music concerts/festivals

zoos/wildlife parks

theme parks.

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### Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

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