

## Leisure Review - UK - December 2017

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Consumers are seeking experiences more than ever so activities that provide this in a unique, immersive and active way are likely to be popular. Activities needn’t be highly technological or obscure but rather bring people together and allow them to reconnect in an increasingly digitised world.”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- Millennials are a key target market for leisure spend
- How to tap into the healthy lifestyle trend
- How to meet the needs of parents

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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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Millennials are a key target market for leisure spend

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## The Market – What You Need to Know

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Private gyms thriving in a polarised industry

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Boundaries are blurring

Increase in 'doing'

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Consumer confidence beginning to stabilise

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### Companies and Brands – What You Need to Know

Rise in physically immersive events...  
 ...as well as technologically immersive activities  
 Adults just want to play  
 'Premiumisation' across many sectors  
 Digital technology helping customers and operators

### Launch Activity and Innovation

Rise in physically immersive events...  
 Cinema and theatre  
 Health and Fitness  
 Escape rooms  
 ...as well as technologically immersive activities  
 VR Experiences  
 VR Fitness  
 Adults just want to play  
 Trampoline parks and Ball pits  
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 'Premiumisation' across many sectors  
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 Health and Fitness  
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Brits love to dine out  
 Gambling and exercising most frequently done  
 Pub drinking and dining in decline  
 Increase in health-related activities  
 A third using discounts and vouchers more but also doing more  
 Majority don't book in advance  
 New physical activities currently most popular  
 4DX cinema and immersive theatre most enticing

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Brits love to dine out  
 Gambling and exercising most frequently done  
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