

Leisure Review - UK - December 2018

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“Consumers are actively seeking the ‘new’ and they’re willing to pay for it. Activities which encourage them to step outside of their comfort zones and exert themselves both mentally and physically will appeal.”

- Zameira Hersi, Leisure Analyst

This report looks at the following areas:

- Millennials remain the key target market
- How to tap into the market seeking the ‘new’
- How to appeal to parents with young children

The UK leisure industry continues to enjoy healthy growth and is estimated to be worth £108 billion in 2018. Its value is projected to rise at a faster rate in the coming five years and reach £126 billion by the end of 2023.

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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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