

# LEISURE OUTLOOK – UK – AUTUMN 2023

Leisure venues should offer a complete package of entertainment, food, and drink to appeal to consumers who are looking for a fun and exciting day and night out.



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# Report Content



## KEY TAKEAWAYS

- Opportunities for the leisure market
- Cinemas, theatres, and good food and drink top the list of popular leisure activities
- Nights out and new experiences

## RECENT LEISURE ACTIVITY PARTICIPATION

- Leisure participation dominated by foodservice activities
  - Graph 1: recent leisure activity participation, 2023
- Strong demand for foodservices, even in the face of the cost of living crisis
  - Graph 2: percentage change in food/drink leisure activities from October 2022 to October 2023
- Live sports attendance gets a boost in 2023
  - Graph 3: percentage change in participation in non-food/drink leisure activities from October 2022 to October 2023
- Traditional leisure activities remain more popular, especially during uncertain times

## FACTORS INFLUENCING CHOICE OF LEISURE ACTIVITY

- Activities suited to socialising are most likely to appeal to leisure consumers
- Social aspects for Gen Z and Millennials, and family time for Gen X and Baby Boomers
  - Graph 4: factors influencing choice of leisure activity, by generations, 2023
- Friends and family occasions are the backbone of the leisure industry
- Good food and drink a priority despite cost crisis
- Competitive socialising: Gen Zers' desire for skill-based socials

## LEISURE BEHAVIOURS AND PREFERENCES

- Leisure consumers want high-quality experiences, promotions, and adventure
  - Graph 5: leisure behaviours and preferences, 2022-23
- Consumers are looking for premium experiences that are also affordable
- The leisure industry caters to consumers who enjoy fun and are spontaneous
- Netflix House set to be a one-stop shop for entertainment and eating out

## APPENDIX

- Market definition
- Consumer research methodology

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