

## Nightclubs - UK - January 2012

Report Price: £1750 / \$2837 / €1995

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“As well as utilising social media for building stronger relationships with customers (rather than simply trying to blatantly use it as another sales tool), clubs can also tap into the gamification trend through loyalty products like Foursquare and Gowalla which encourage people to visit venues over and over again to receive rewards.”

– Michael Oliver, Senior Leisure and Media Analyst

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

- How can nightclubs broaden their appeal?
- How prevalent is pre-loading and how can clubs counter this trend?
- What can clubs do to attract customers from competitors?
- What opportunities are being created by the growth in social media usage and digital device ownership?

#### Definition

- All data within this report focus purely on nightclubs (ie excluding late-night bars and pubs whose primary business is the retailing of liquor, rather than the provision of dancing).
- Where hybrid concepts are included, ie bar/nightclubs, it is because these have a separate dedicated club section where an admission fee is normally levied for a substantial proportion of users. This report does not include nightclubs that are part of hotels or casinos nor does it cover lap-dancing clubs.
- Where reference is made to DCMS data on ‘regulated entertainment’, this covers the provision of entertainment as well as the provision of entertainment facilities.
- Entertainment is ‘regulated entertainment’ when it takes place in the presence of a public audience or members and guests of a qualifying club, whether a charge is made or not. Entertainment which takes place in the presence of a private audience is only regulated entertainment when a charge is made with a view to making a profit.
- The performance of live music and incidental playing of recorded music is not regarded as regulated entertainment under the 2003 Act where they are incidental to another activity which is not regulated.
- The spontaneous performance of music, singing or dancing does not amount to the provision of regulated entertainment and is not a licensable activity.

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