

## Attitudes towards Leisure Venue Catering - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Secondary spending at leisure venues remains in the line of fire, with most diners willing to cut back on their food and drink spend if ticket prices rise. The pressure therefore remains on operators to justify the catering spend. Initiatives like themed events and menus and produce from local suppliers offer potential to engage diners, in light of the consumer research.”  
– Ashleigh Kirk, Foodservice Analyst

### This report looks at the following areas:

- Technology can help caterers engage users and improve the food and drink service experience
- Themed food and drink can offer much-needed support to position catering as more central to leisure venue visits
- Wider foodservice can offer cues for steps needed to combat poor perceptions on quality and freshness

While leisure venue catering is a very fragmented market, it reaches the majority of Britons, underlining the significant potential of catering as a source of secondary revenue for operators and in enhancing the visitor experience.

Secondary spending, however, remains in the line of fire, with most diners willing to cut back on their food and drink spend if ticket prices rise, while only a few leisure sectors succeed in converting most visitors to use catering. The appeal of discounts and set price bundles exemplifies how a savvy shopping mentality prevails. The pressure therefore remains on operators to justify the catering spend, with their quality credentials and freshness key areas to address.

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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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Wider foodservice can offer cues for steps needed to combat poor perceptions on quality and freshness

The facts

The implications

## The Market – What You Need to Know

Leisure industry forecast to grow over 2015-20 as economy improves

National Living Wage puts pressure on margins

Rise in the number of children is a positive, high usage among families

## Market Drivers

Leisure industry forecast to grow over 2015-20 as the economy improves

Days out benefit from consumers' extra spending power and tourism

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National Living Wage puts pressure on margins

The rise in children is a positive, high usage among families

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Cinemas aim to make the occasion more special

Themed food and drink creates theatre around catering

Better-for-you choices aim to appeal to health-conscious consumers

Three players dominate cinema sector

National Trust leads by visits among visitor attractions

Gala retains the lead as bingo admissions fall further

ATG in the lead in a fragmented theatre sector

Top three account for half of lanes in tenpin bowling

Leading catering/hospitality groups have a presence at leisure venues

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Cinemas aim to make the occasion more special

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Themed food and drink initiatives create theatre around catering

Pop-up catering seen at leisure venues, particularly at night

Better-for-you choices aim to appeal to health-conscious consumers

Digital technology targets today's connected consumer

Beacon technology is being introduced

Pre-order app explored by selected venues

## The Consumer – What You Need to Know

Two in three adults use leisure venue catering

Family and friends are top companions for using leisure venue catering

Discounts can help manage footfall

Balancing the demand for quick and leisurely experiences

Secondary spend remains in line of fire

## Leisure Venue Catering Usage

Two in three adults use leisure venue catering

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Half of diners use leisure venue catering with friends

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## Leisure Venue Catering Enticements

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Discounts appeal widely

Off-peak discounts can manage footfall

Interest in off-peak discounts among nightclub visitors

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## Attitudes towards Leisure Venue Catering

Secondary spend remains in line of fire

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