

March 2013

Marketing to Sports Fans - US

“While many Americans are drawn to professional sports, leagues and marketers have an ongoing opportunity to make sporting events more accessible to a wider array of fans. They should develop more ways for fans to socialize through on-screen viewership, make it easier for ads to share the screen with more ...

February 2013

Millennials' Leisure Trends - US

“Compared with older generations, more Millennials want to spend leisure time connected to the internet, and can as such be dubbed the ‘online generation.’ However, marketers can make more inroads among these young adults by making them more comfortable in offline social situations as well as giving them opportunities ...

Water Sports and Leisure - US

“Addressing consumers’ lack of access to waterways for water sports participation could translate to more water sports parks and other artificial waterways. Suppliers to the water sports market could pool their capital and collaborate with municipalities/developers to develop more parks in areas without access to waterways to help increase ...

January 2013

Family Entertainment - US

“While spending recreational time with family is important to parents, the cost of entertainment activities continues to be a concern. Marketers have incentive to consider other ways to make budget-friendly home entertainment more appealing to families, as well as introduce activities that are educational as well as fun. Younger dads ...

Baby Boomers' Leisure Trends - US

“Because the baby boom generation comprises nearly 76 million individuals born across a span of nearly two decades, the leisure habits and preferences within this group vary tremendously based not only on age, but also life stage, family responsibilities, and finances, to name just a few.”