

March 2009

Edutainment - UK

The blending of learning and educational experiences with leisure is a technique that has been gathering pace within this sector for some years. It is a highly valuable concept which allows educational and entertainment providers to increase their perceived worth in the eyes of the consumer, based on their preference ...

Golf - UK

Golf is a sport and leisure pastime that is affected more by economic conditions than most, and given the severity of the current recession, the game is facing an uncertain 2009. A widely held view in the industry is that golf is recession-proof, and while this has proven to be ...

Market Re-forecasts - Leisure - UK

Mintel's re-forecasting puts markets in realistic light

February 2009

Sport and The Media - UK

Sport is one of the most popular of all leisure interests among UK consumers, and particularly among men – yet only a small minority of fans actually pursue this interest through live event attendance. For the large majority, the bulk of their engagement with sport comes through the media. The ...

January 2009

Motor Sports - UK

The motor sports market has experienced solid growth in consumer revenues during the past five years, although there are expectations that, with the current economic climate, the market could flatten off or even decline during 2009. However, in the longer term, the outlook remains positive, and interest in motor sport ...