

December 2014

Performing Arts - UK

“Performing arts organisations’ digital focus should be on their expertise as creators, and enabling their growing online audience to act as curators of the content they produce.”

Visitor Attractions - UK

“Technological advances are providing the opportunity for attractions to innovate in terms of the experience they can offer. They are able to create far more sensory and immersive experiences that will further blur the lines between fun and learning”.

– **Rebecca McGrath, Research Analyst**

November 2014

Cinemas - UK

“Further integrating mobile into the cinema experience presents many opportunities for operators, including improving the efficiency of booking systems, boosting additional purchases and creating targeted marketing campaigns.”

– **Rebecca McGrath, Research Analyst**

October 2014

Music Concerts and Festivals - UK

“With companies like Live Nation promoting thousands of concerts and festivals each year, or AEG having such a strong position in London in terms of the sheer number of major venues that it operates, there is the potential for promoters to offer a season ticket, which could be used mainly ...

Online Gaming and Betting - UK

Leisure Review - UK

“With any leisure business, revenues and profits are dictated by capacity and the ability of that business to maximise efficiencies from that capacity; if automation offers a way of increasing throughput, this can have a beneficial effect on profitability because the core overheads essentially remain unchanged.”

– **Michael Oliver ...**

Football - UK

“Football’s offerings across the digital platforms that are the game’s new frontier are so far preaching primarily to the converted rather than building a new audience beyond its core match-going support.”

– **David Walmsley, Senior Leisure Analyst**

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

“Political and public pressure for new restrictions on television gambling ads comes at an opportune moment for an industry looking to wean itself off free money promotions and move to more sophisticated marketing strategies around brand, product and experience.”

September 2014

Books and e-books - UK

“In order to solve the problem of men’s lower reading rates a cultural shift is necessary, with books specifically highlighted as a worthy pastime for young boys starting from primary school and continuing onwards into secondary education. This would need to be accomplished through idolised cultural icons or sporting heroes ...

Sports Participation - UK

“While Britons may be increasingly willing to do the right thing for the good of their health, their preference for doing the easy thing means sports participation will not automatically gain as consumers change their dietary habits before their activity ones.”

– David Walmsley, Senior Leisure Analyst

July 2014

Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

Sports Goods Retailing - UK

“While specialist sports goods retailers are not yet projecting their traditional in-store expertise online and through social media, closer links with participation facilities could extend their dominance of the shop-bought segment.”

– David Walmsley, Senior Leisure Analyst

June 2014

Health and Fitness Clubs - UK

“Operators are going to have to start looking at ‘infilling’ with smaller clubs in the same way that the major supermarket chains have switched to building smaller convenience stores serving local neighbourhoods.”

– Michael Oliver, Senior Leisure and Media Analyst

May 2014

Social and Media Networks - UK

“It is possibly the breadth of content that users are habituated to sharing on social networks that leads them

Sports Betting - UK

“While regulatory change may close a number of doors to sports marketing operators, the opportunities being

Leisure - UK

to push content there more frequently. It is easier to post to, for example, Facebook with a link, thought, picture or video indiscriminately, than it is to find specific visual ...

created by technological advances and consumer responses to these should continue to open up plenty of new ones.”

Pub Visiting - UK

“Times have changed for the pub industry and publicans should be carefully working out how to tailor their food menus, for example by using local ingredients and tiering prices, to their customers to stave off competition from other pubs and restaurants.”

Tenpin Bowling - UK

“Successful bowling centres will be those that cater for the industry’s two main target groups – families with young children and groups of young adults. Given that these groups tend to visit at different times, and generally have different ideals of what an entertainment venue should offer, it is vital ...

April 2014

Gambling Review - UK

“Remote competition and the threat of increased regulation vary in strength from segment to segment but all can use new technology to first level the playing field with online and then enhance and differentiate the live venue experience itself.”

Spectator Sports - UK

“App developers should now look to create customised apps to facilitate consumers’ unique second-screening habits. Broadcasters could develop bespoke apps to accompany their televised events; letting users pull in content from social media, sports news websites, or even from completely unrelated sources.”

March 2014

Bicycles - UK

“If safety concerns around cycling on the roads can be definitively tackled, it could open the floodgates to a new era of mass cycling participation.”

Lotteries - UK

“The biggest issue facing the lottery industry over the last 12 months has been the impact of the £2 Lotto ticket. Unfavourable economic conditions surrounding its launch mean a true picture will take time to emerge but initial indications are that while around half of players have reassessed their habits ...

February 2014

Leisure Centres and Swimming Pools - UK

“Technology (whether in the form of an app or wearable products) can be a powerful tool to boost motivation and increase retention levels, because it allows regular and accurate measurement of performance and fitness.”

Leisure Venue Catering - UK

“Operators could look to more specific targeting of particular consumer groups to ignite interest. Investing in enticements such as healthier and faster payments options, both of which are of interest to households with children, would offer tangible benefits to parents, potentially encouraging them to spend more and feel that they ...

Betting Shops - UK



Leisure - UK

“Gaming machines are now embedded within shops’ culture and all-round offering, contributing to the formation of social circles in shops, one of the few things that is difficult to replicate online. Any further legislation that limits machine play would see regular visitors spend less time and money in shops, which ...