SAVOURING THE VISITOR EXPERIENCE

LEISURE SPEND IS TIGHT BUT WHEN WE GO OUT, WE WANT IT TO FEEL SPECIAL!

STAY HOME - 15%
Expect to cut down on days out this year

BUY REFRESHMENTS - 59%
Usually buy food or drink while visiting attractions

A WORTHY TREAT - 67%
Believe that leisure and cultural activities are a treat, but don’t mind spending a bit more for a great experience

DIFFERENT AUDIENCES HAVE DIFFERENT NEEDS
Know what your visitors want but use your judgment too!

SO WHAT IS THE ROLE OF FOOD & DRINK IN THIS CHALLENGING ENVIRONMENT?

1. Creating secondary audiences: Make the food & drink offer a draw in itself to drive footfall

   Award Winning Afternoon Tea

   Bundle deals
   Better facilities
   Option to prepay
   Children’s menu

2. Becoming a point of differentiation to encourage repeat visits

   1 in 5 would visit more regularly if the F&D offer better met their needs

3. Being known as the attractive destination where they know there’s a nice kids menu or a great café for a chat with friends after the visit

   47% often bring their own food and drink

   With 1/3 of them buying complementary food and drink on site

   How many packed lunches are due to lack of information and concern about the offer? How many could be converted?

DON’T FORGET THAT VISITORS WANT THEIR FOOD & DRINK EXPERIENCE TO BE BEFITTING OF THE VENUE

There should be no disconnect between their venue and food & drink experiences

79%

LET THEM KNOW ABOUT IT BEFORE THE VISIT. MOST WILL DO THEIR RESEARCH

91% Look for information to prepare their visit

35% Look for information about the food & drink offer

The Retail & Leisure Barometer is an annual independent study of trends and habits for the year ahead. At Future Thinking, we can help you understanding your audiences and work with you to uncover the true barriers and drivers of behaviour fully explore visitors needs at all stages of their journey. We also love talking about food!

If you’d like to know more, please contact a member of the Retail & Leisure team

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