

# 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!



Healthy



Variety



Regular change of menu



Mind says



Heart wants



Treats



Familiarity



Classic recipes

You already know whether your visitors really prefer exotic fruit salads to lemon drizzle cake!

## 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



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



Bundle deals



Better facilities

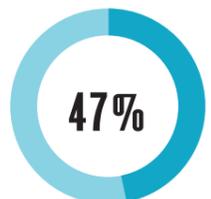


Option to prepay



Children's menu

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

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

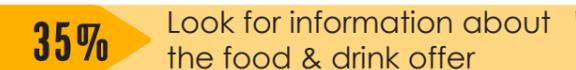


79%

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



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



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

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  
E: [retail&leisure@futurethinking.com](mailto:retail&leisure@futurethinking.com) | T: 03333 208 220 | [futurethinking.com](http://futurethinking.com)