Passion for leisure
UK Leisure Consumer – Q2 2017

A more cautious leisure consumer is emerging in Q2, as overall consumer confidence has declined. However, confidence in leisure spending remains more robust than other areas of discretionary spending.

Chasing the sun
Both short and long haul holidays and going to the gym saw an improvement in discretionary spend quarter on quarter, with eating/drinking out seeing a decline.

Leisure consumers reported spending more on...
- Long break holidays +4
- Short break holidays +3
- The gym +1

Leisure consumers reported spending less on...
- Culture and entertainment -2
- Pubs and bars -3
- Eating out -4
- Coffee shops -4

Tightening their belts
Consumers expect to spend less in Q3 2017 than they expected to spend in the same quarter last year, however holidays are still a priority.

Consumers expect to spend less in almost every category
- Pubs and bars -1
- Eating out -1
- Culture and entertainment -1
- The gym -2

Apart from...
- Long break holidays +1
- Short break holidays +1
- Coffee shops No change
- In-home leisure No change

Up, up and away
There are clear signs that consumers continue to prioritise their spending on holidays, with the majority of age groups intending to spend more on holidays in Q3 2017 compared to last year.

18-34 year-olds
Expected to spend more on long breaks and less on short breaks
- Long break holidays +1
- Short break holidays -4

35-54 year-olds
Intend to spend more on both long and short holidays
- Long break holidays +1
- Short break holidays +2

55+ year-olds
Intend to increase their spend on long and short holidays
- Long break holidays +2
- Short break holidays +3

Clouds on the horizon?
Are consumers starting to decide to cut back on going out to save their pennies for a rainy day?
- Long break holidays -4

Are consumers unwilling give up their everyday leisure spend, such as daily coffee or TV subscription?
- Coffee shops No change

Will consumers spend as they intended to on holidays or will we see a decline in this area?
- In-home leisure No change