

Panmure Gordon

AND COMPANY



SCALING UP THE FUN IN LEISURE

Consumer Sector | September 2019

Established 1876

Key factors

CONSUMER SHIFT TO EXPERIENTIAL LEISURE

FAMILY FUN IS RISING

IMPACT OF SOCIAL MEDIA

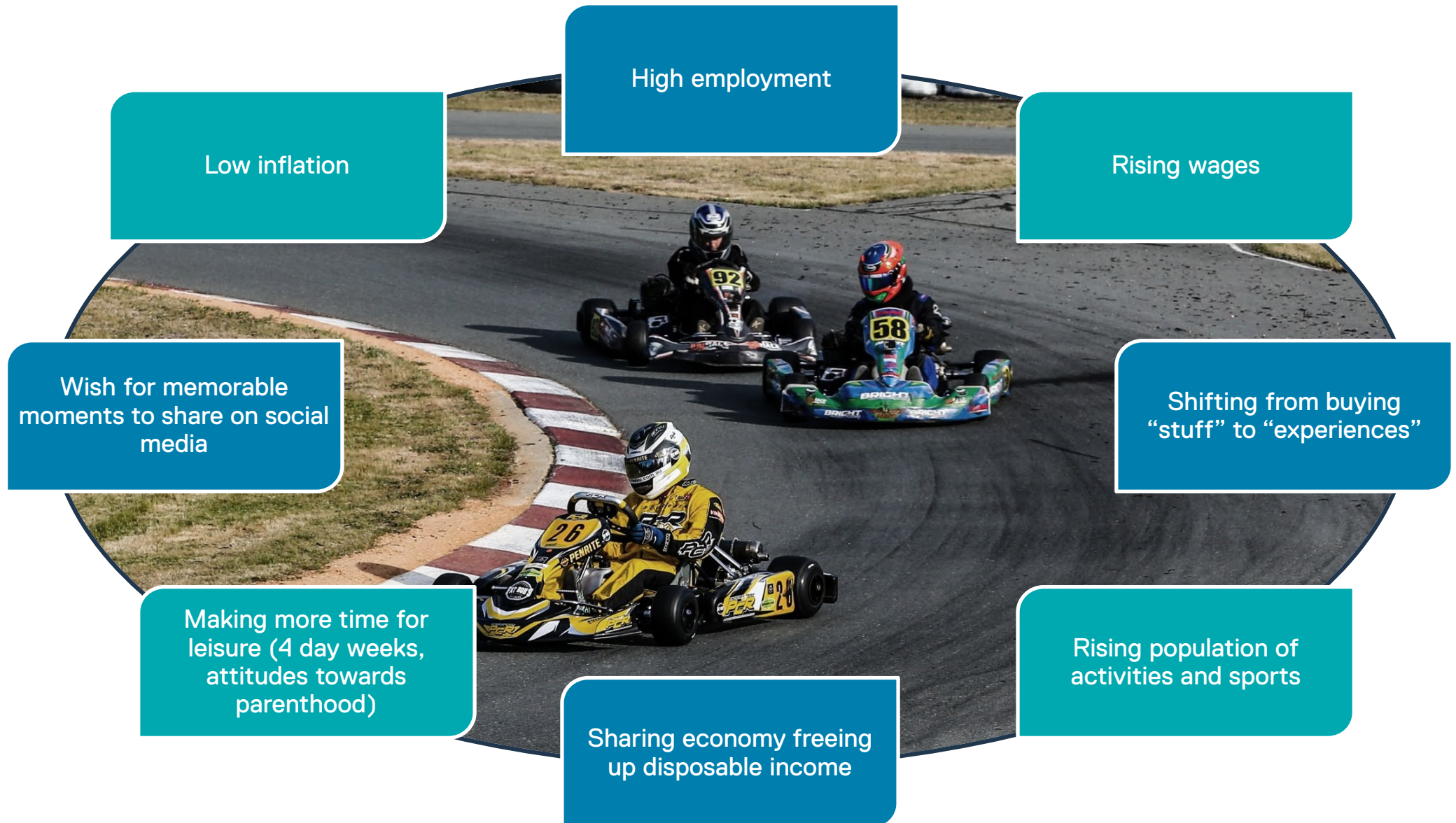
SCALE IS A CHALLENGE



DELIVER LEISURE ANSWERS WITHOUT BEING ASKED THE QUESTION



The positive dynamic for the leisure industry...



Increasing frequency is a key challenge

The One-off



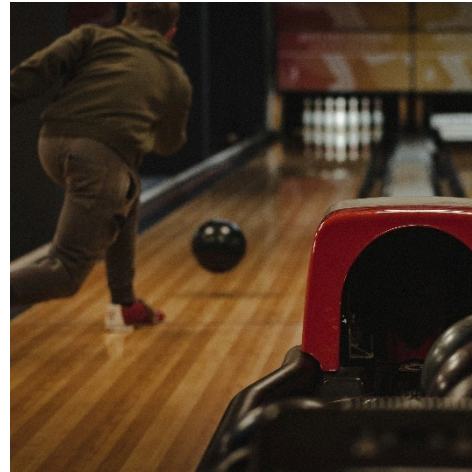
The Occasional



The Regular



The Fan



The opportunity in leisure

1

Leisure operators capitalising on consumer megatrend switch to experiential

2

Key challenge is ability to scale up without putting strain on the balance sheet

3

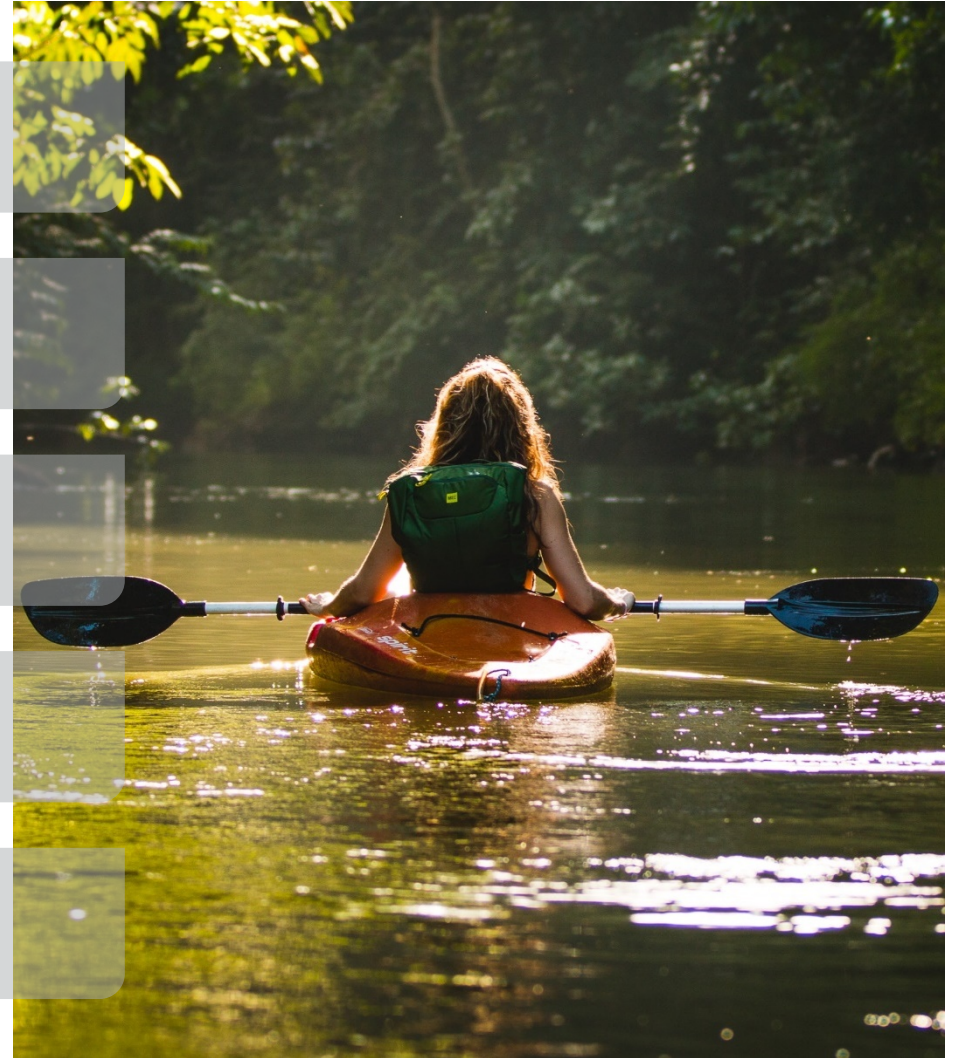
Expanding internationally should offer significant opportunities and fewer challenges than retail

4

Tech platform and targeted marketing are key in maximising CRM yield

5

Leisure and Travel should become more closely aligned as customer curation increases



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