

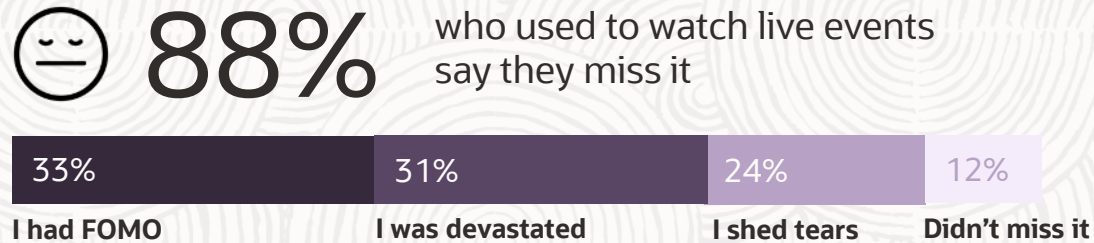
# Back in the Arena: Consumer Trends in the UK

For many people, nearly a year has passed since their last outing to a major sports or music event. But while caution remains, research by Oracle shows that the public longs for a return to stadiums and arenas.

*Research conducted by independent consultancy, Untold Insights with 3,000 consumers in the UK, US and Australia in January 2021*



Data shows that people have really missed live events, and their desire to get back out has intensified in the last 6 months.



**23% of UK consumers plan to go back to stadiums as soon as they're deemed safe**



However, this isn't true for all groups (particularly Boomers) and it doesn't mean that events should look exactly the same as pre-pandemic.



64%

would prefer distancing measures to continue, even when large events are deemed safe to attend



28%

of event-goers have no plans to return in 2021

Boomers are the largest generation planning to stay away this year

39% will not attend a sporting event



# The future of stadiums

So what should the stadium outing of the future look like? Based on our research, it's about providing a 360°-degree experience that helps customers plan ahead of time, makes attendees feel in control of their experience, and creates a lasting impact beyond the event itself.



## 01 Before the event

# Let visitors plan ahead

While many long for a return to spontaneous fun, customers aren't quite ready to play it by ear - they want to be able to plan their itinerary and experience ahead of time in order to reduce stress on the day.

Offering pre-purchase options for food, drinks and merchandise will become key in driving sales for the foreseeable future.



**60%**

said they would buy more if they could pre-order.

**49%**

think it would be awesome to plan their itinerary for the day in advance

**38%**

would exchange personal info in exchange for personalised game-day offers

**57%**

would like to be able to schedule food and drink orders before arrival



## 02 Inside the stadium

# Make guests feel like VIPs

Harness the capabilities of digital and omnichannel technology to make guests feel like VIPs, by offering a variety of premium services and add-ons to meet the demands of various types of consumers.

Help families feel like VIPs with a 'fast pass' option

54%

say this would be awesome compared with 48% for those without kids



Help Millennials feel like VIPs with priority access

50%

of Millennials say priority access so they can jump the queue is worth paying more for compared with 36% of Boomers



Help Gen Z's feel like VIPs with contactless kiosks to order hot food

43% of Gen Z's

missed hot food the most (compared with 37% on average) and 32% of all consumers would prefer to pay contactless via a kiosk



### 03 During the show

## Anticipate a shift in *standards*

Consumer expectations for cleanliness, safety measures and personal space are at their peak. Socially distanced seating arrangements for example are expected as a given in the current climate. But, with the right mix of personalization, preferences management and real-time data on inventory and transactions, it's possible to improve crowd management and still grow game-day revenue.

51%

Pre-planning the day should be a standard feature



52%

Pre-ordering food and beverages should be included as standard



44%

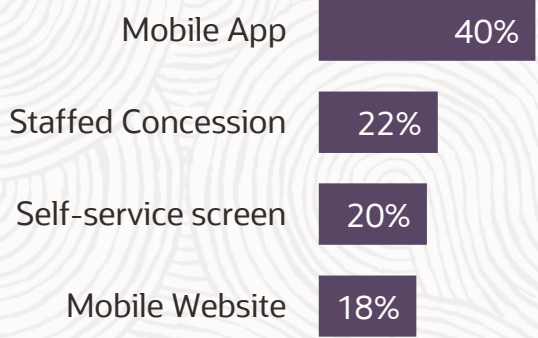
would love to pay more to jump the queue



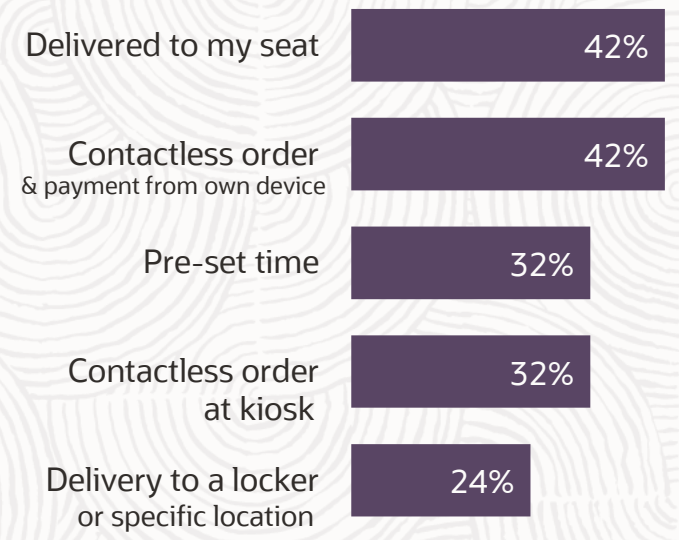
### 03 During the show

# How people want to interact

**When attending an event at a stadium, which would be your preferred way to order food and drinks?**



**Which of the following would make you feel more comfortable ordering refreshments at a stadium?**





## 04 After the event

# Extend your reach

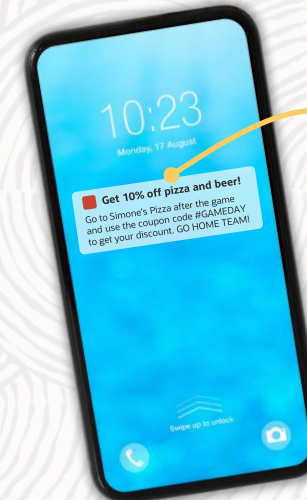
Audiences are more eager than ever to make a full-day experience of any outing. But as customers are keen to avoid peak times and crowd bottlenecks, many will be looking for additional food and leisure options.

Building a substantial partner network around the arena and at strategic transport locations can create additional revenue streams.



59%

would typically go out after the event for more food or drinks



51%

would be more likely to visit nearby restaurants before or after the event if they had a compelling offer or promotion



## 05 Beyond the stadium

# Cater to fans everywhere

The past year has made many people more open to digital viewing experiences, offering opportunities to create secondary revenue streams through top-notch home-viewing options enhanced with real-life experiences to let home audiences feel more involved.



41%

would love to buy a "game-day" food and beverage package, delivered prior to the game



READY FOR HALF-TIME!

47%

think it would be awesome to integrate the viewing experience with food delivery apps to get food deliveries during the game



1 in 3

think it would be cool to get deliveries of food, drink and merchandise by drone while watching the game



## 05 Beyond the stadium

# Stay connected anywhere



**58%** say the biggest loss is the atmosphere and buzz



Bring a sense of atmosphere and community into the home through digital experiences



**30%** say it would be awesome

to participate as part of a virtual crowd, sending support to my team digitally.



**28%** say it would be awesome

to join live chats or communities with other fans so we can talk about the game live





# ORACLE

Food and Beverage

Learn how Oracle can help you design the stadium experience of the future: [www.oracle.com/sports-entertainment](http://www.oracle.com/sports-entertainment)

