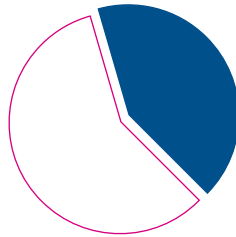


KEY LEARNINGS

Leisure and entertainment are key activities to attract young adults

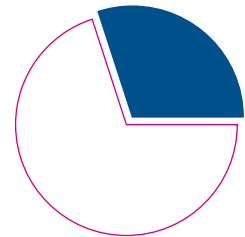
To attract young adults

Competitive socialising venues & quality food and beverage offer



42%

of 18 to 35 year olds would like to have a competitive socialising venue in a town/city centre or shopping centre near them



30%

have visited one in the past two years

Gen z and Millenials are key targets

Gen Zs and millennials are key target markets when developing attractions in a city centre or shopping centre. Mostly interested in socialising with friends, millennials looking for experiences to enjoy as a family.



80 percent would stay longer



They spend more
Gen Zs on average spend £34.11 and millennials spend £43.23 on entertainment (including F&B) per visit to a shopping centre



They visit more frequently
49 percent of Gen Zs & 35 percent of millennials



Gen Zs and millennials are considerably more likely to be motivated to visit a shopping centre or city centre by the availability of entertainment opportunities than older generations



77 % of Gen Zs and 69 % of millennials are encouraged to visit a shopping centre or city centre if it has fun, entertainment or socialising opportunities vs. 50 % across the entire sample



63 % of millennials report that the availability of children's entertainment is very or quite important to them when deciding to visit a town/city centre or shopping centre