KEITH PROWSE

BEYOND THE GAME

How lifestyle trends and generational dynamics
are reframing the experience economy.

Background

There are potentially game-changing effects for the hospitality and experience sector as cultural relevance increasingly informs buyer preference.

In a world filled with choices, what drives individuals to purchase or to attend a live sports or entertainment event? Is it the sway of their social circle, the pull of cultural heritage, or does an event's conscientious stance around environmental, social, governance (ESG) inform a sellout success and a packed audience?

- Women's sport is reaching new heights, E-Sport attracts some of the biggest prize-pots in the world and even music tours are playing out on the geo-political stage with exclusivity deals and major impacts reported on local tourism.

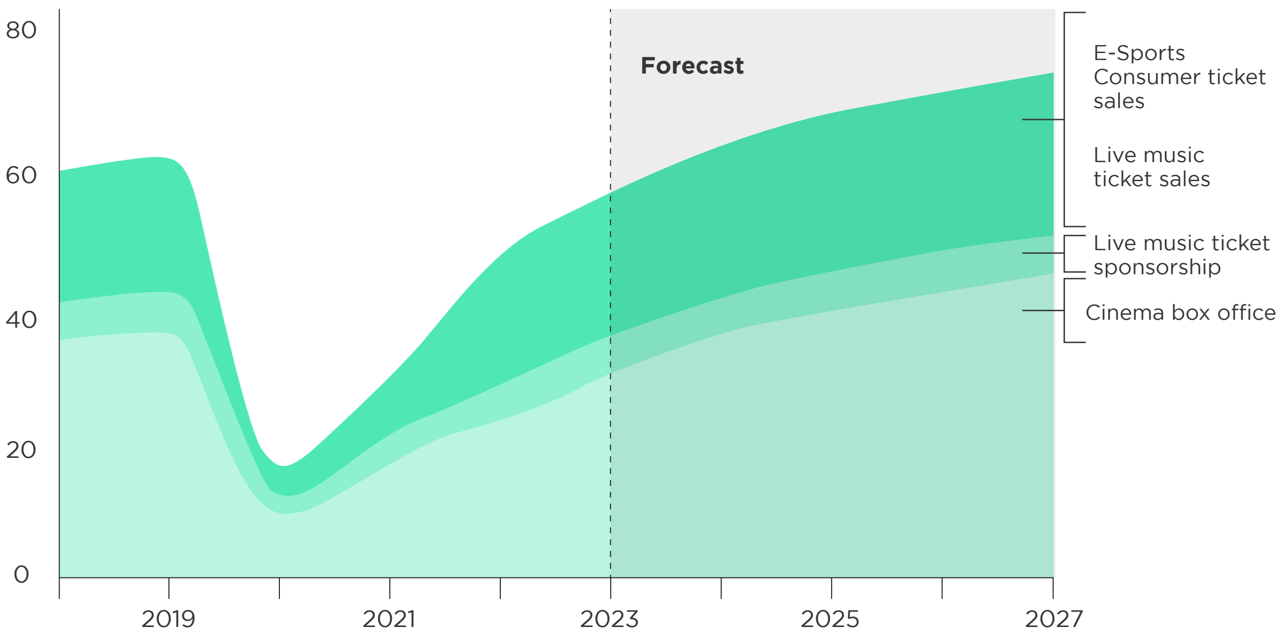
- Generational diversity in the workplace is broadening, music lineups are getting older and there's a societal shift to Boomers and Generation X being healthier, wealthier, and more focused on hedonistic pursuits than ever before.

Premium experiences, and VIP entertaining is no longer only for sponsors and corporates as the economics highlight. Spends on premium experience leisure pursuits continue to defy inflation: Going out is in!

Going out is in

Consumers remain eager to return to in-person events of all kinds.

Global live events revenue (US$ billion)



Note: 2022 is the latest available data. 2023 - 2027 values are forecast.
Source: PwC's Global Entertainment & Media Outlook 2023 - 2027, Omdia

The IPA Bellwether report* indicates that live experiences and events are thriving and as a consequence marketing spends are increasing. In Q1 2024, event budgets surged by 23.1%, up from 15.9% in Q4 2023 marking the ninth consecutive quarter of events marketing growth.

Just as there's a strong demand for face-to-face activity; today's audiences engage as much online as they do in person. To create impactful, lasting experiences the alignment of both live and virtual audiences is essential. An event's digital footprint transcends geographical boundaries and time zones, erasing traditional limitations and is reshaping travel and reframing traditional hospitality.

Events are recognised for encouraging connection, engagement and interaction and cut through the saturation of digital messaging. Conversely heightened digitisation and tech means they present a measurable marketing metric through quantifying the size of community, engagement and impact of the experience.

Add in new formats of sport, a new generation of fans and streaming services who are creating immersive activations to bring their communities together, and, brands and right holders are redefining how they reach their audiences.

*April 2024

As we go BEYOND THE GAME;
this wider diversity of events should attract more people - but what occasion is right, and for who? What motivates them to turn up and what validates their experience?

Methodology

BEYOND THE GAME research took place in Spring 2024 and drew on the insights of buyers of business hospitality and VIP events, family days out and premium lifestyle experiences. 260 individuals from a consumer and B2B background took part in the research with an estimated buying power on live events in excess of £40m per annum. Corporates who took part were from a broad range of industries including banking & finance, retail, marketing & IT and property & construction.

50.8% of the survey's respondents identified as female, 47.3% as male and 1.9% as non-binary.

Generations of respondents

Traditionalists (1928 – 1945)	2.7%
Baby Boomers (1946 - 1964)	30%
Generation X (1965 - 1979)	25.8%
Millennials (1980 – 1994)	30.4%
Generation Z (1995 – 2009)	10.8%
Generation A (2010- 2020)	NA

Age of respondents

18 - 24	10.8%
25 - 34	30.4%
35 - 44	25.8%
45 - 54	17.7%
55- 64	12.3%
65+	2.7%
Not say	0.4%

Respondents purchasing relates to experiences bought for one or more of the following

Family	53%
Friends	51%
Work related	27%
A day with fellow fans and supporters	6%

BEYOND THE GAME'S insights draw on four core nuances that frame our choice to purchase or participate as a guest at a sport or entertainment event:

Our motivations:
How do our perceptions, learning experiences, beliefs and attitudes drive our choices.

Personal demands:
Age and generation, occupation, economic circumstances, lifestyle, and personality.

Social Dynamics:
Reference groups, family ties, roles, and status—each thread contributes to the decision-making process.

Cultural Relevance:
From overarching cultural norms to subcultural nuances, and why we are connected to certain events.

Key Learnings

Attention spans are down, being a passive spectator in the sport and entertainment industry is out:
It means more engaging experiences must be curated and it's leading to the growth in premium experiences at events and even new forms of traditional games such as Vitality Blast T20.

Social media is giving direct access to talent:
We can follow and interact with our favourite player, singer and public face directly now. Equally they've learned to use their social networks and to grow their supporters. Online interaction can be as powerful as a live event and it's resulting in live experiences having to up their game.

Better connected – better interaction:
Venues and stadia are creating robust connectivity with greater bandwidth and generating the opportunity for AI and augmented reality technologies to innovate the spectator experience and interaction; ie) ABBA Voyage.

Experiential purchases contribute to personal happiness:
There's greater satisfaction and happiness from experiential consumption than from material possessions. The social and sociable nature of experiences contributes to meaningful feelings of relatedness and belonging.

Value sets and social issues:
Widening generational diversity means events are having to appeal to a far broader reach of age groups, each with their own values. Disparity in prize money between women and men is no longer accepted, sexual harassment along with chants and insults are being called out and today's guests and fans are committed to protecting the environment. Attendees and purchasers identify with rightsholders and event organisers who replicate their ethical values and, for many people, brands are more trusted than governments according to Edelman Trust Barometer.

Teen teams:
We develop our enthusiasm for a specific sport by the time we're 14. And for football fans 76% are fixated on their team by their early teens! These supporters are passionate about their sport, they're engaged, active and remain enthused throughout their lifetime.* For marketers, is this an opportunity to use pester power to drive sales? *Two Circles, Made by 14 Principle.

Impact informs decisions:
Generation Z and Alpha are conscious about their impact and the companies they interact with and it's set to fuel a new era for electric-based sports such as Formula E, eSkootr and E1 Powerboat Series.

Elevated experiences:
New workplace dynamics exacerbate the need to bring teams, clients, and stakeholders together to build face-to-face relationships. Experiences enable interaction, conversation and underline a brands value in the event or form of occasion they choose. Blue riband tennis at The Championships, Wimbledon, pacey short form cricket or bombastic at BST Hyde Park: bringing people together is good for business and with a big move to demonstrable ESG; experience makers are looking at their supply chain and elevating their impacts.

Insights

Working Routine

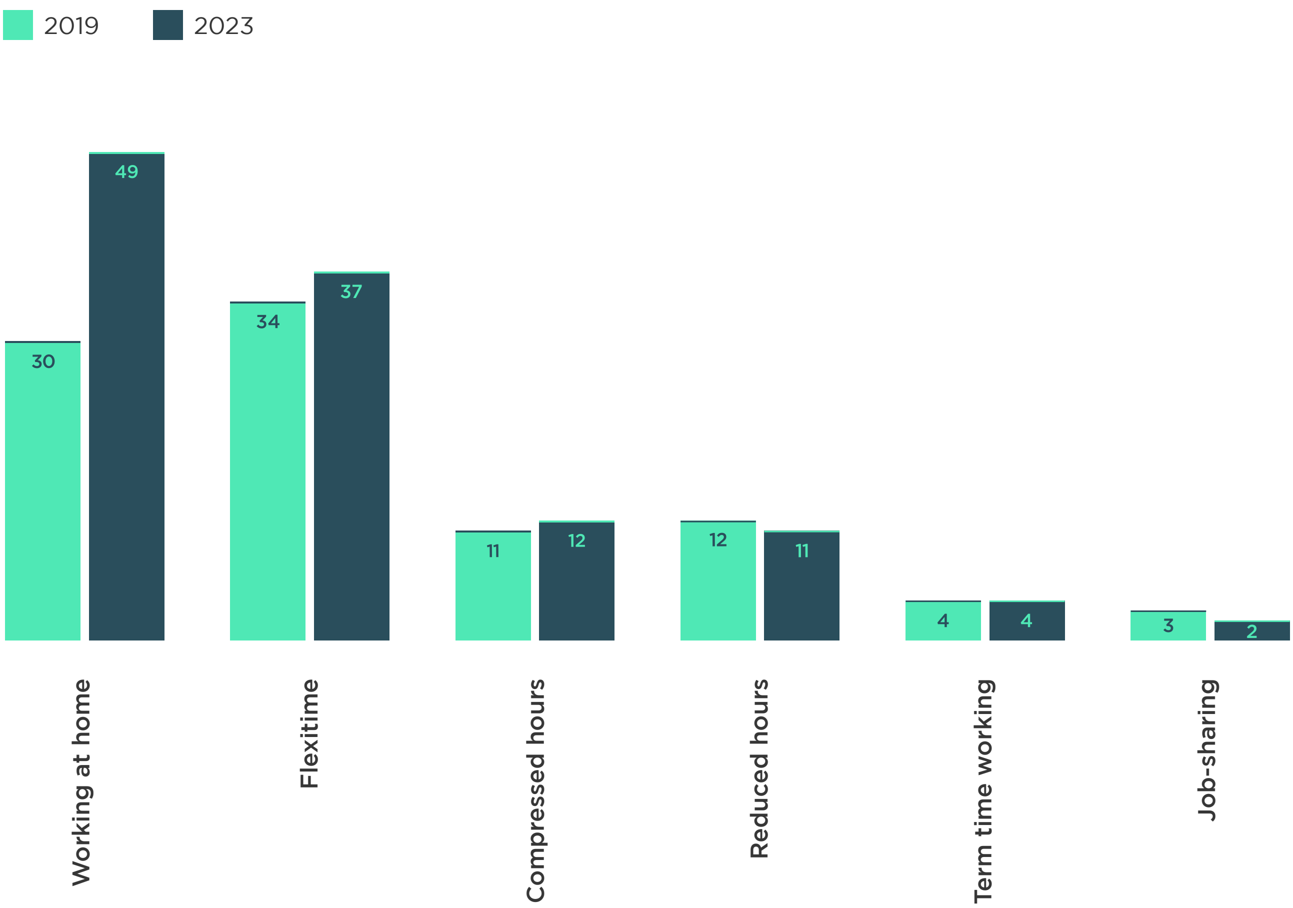
What is your predominant weekly working routine?
The majority of the sample work to a hybrid routine with 33% office based for 5 days a week and 17% based from home.

Respondents who are 18-34, Generation Z and Millennials indicated they were predominantly office based, while those in the 45-54 bracket worked to a hybrid and home office routine.

Organisations are recognising that teamwork requires a physical presence. And while Generation Z is resourceful and highly tech competent, they require development of their workplace interpersonal skills to enable a successful and adaptable workplace scenario.

Business entertaining, including premium experience occasions, is proving its worth by attracting clients, colleagues, and consumers together to interact in person and develop relationships.

Flexible working share in 2019 vs flexible working share in 2023 (%)



'Source: CIPD Good Work Index' Base: 2019 (n=4,546); 2023 (n=4,636).'

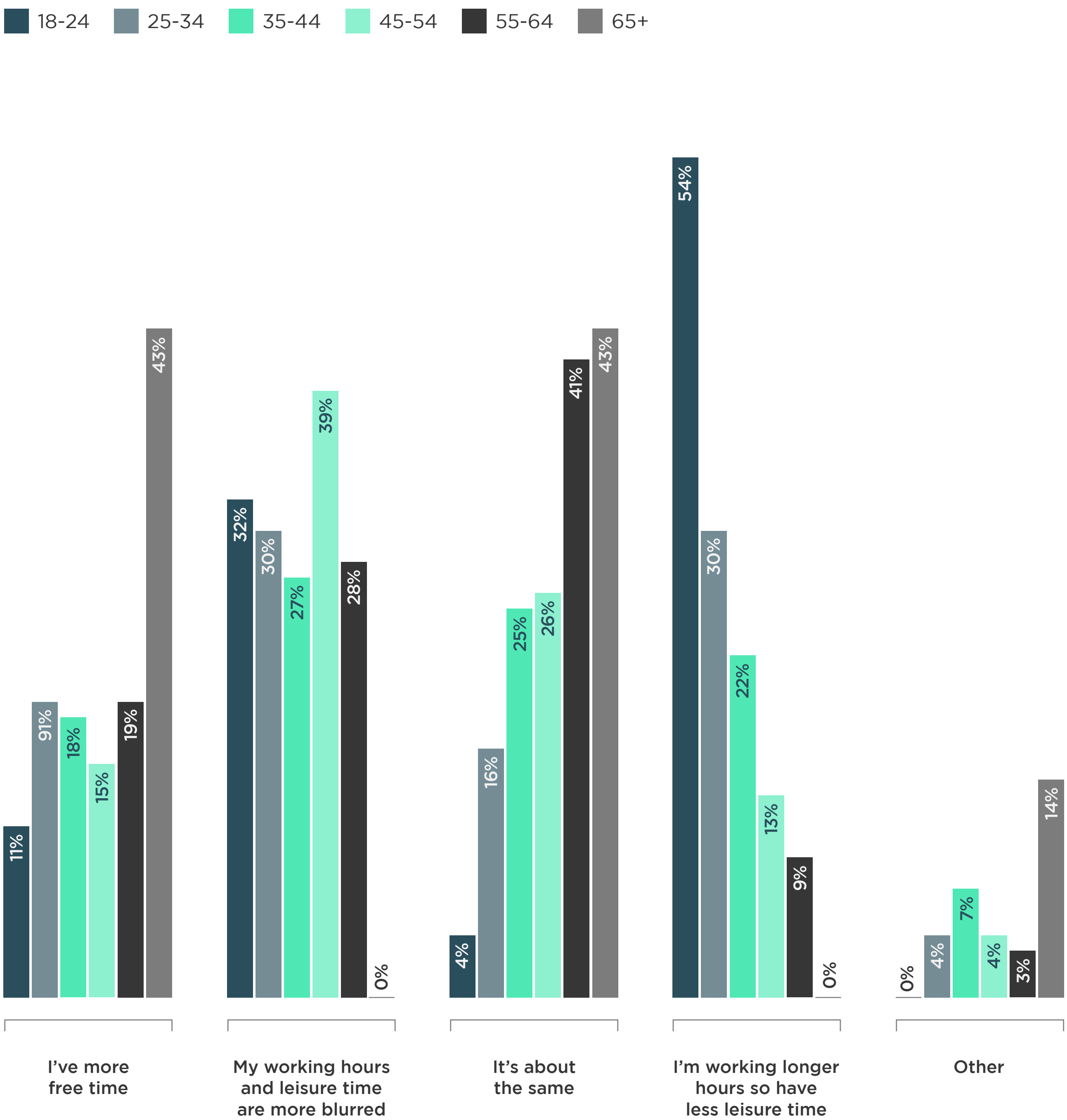
Insights

Leisure Time
How has your leisure time evolved?

My working hours and leisure time are more blurred	30.0%
I'm working longer hours so have less leisure time	24.2%
It's about the same	23.1%
I've more free time	17.7%
Other	5%

Insights

Since 2020, how has your leisure time evolved?



Longer hours are an apparent trend for 18-24- and 24–34-year-olds due to a shift in work patterns and heightened work intensity following the pandemic.

Generation Z joined the workforce amidst pandemic challenges and face a unique set of challenges and outcomes that are reflected in longer hours: they've witnessed layoffs, furlough, organisations folding and economic unease throughout their careers. As a result, to secure their positions, they put in extra hours as they fear instability, and want to demonstrate dedication and personal value.

What does the term 'leisure' mean to you?

TIME

FRIENDS AND FAMILY

ACTIVITIES

ENJOY

HOBBIES

RELAXING

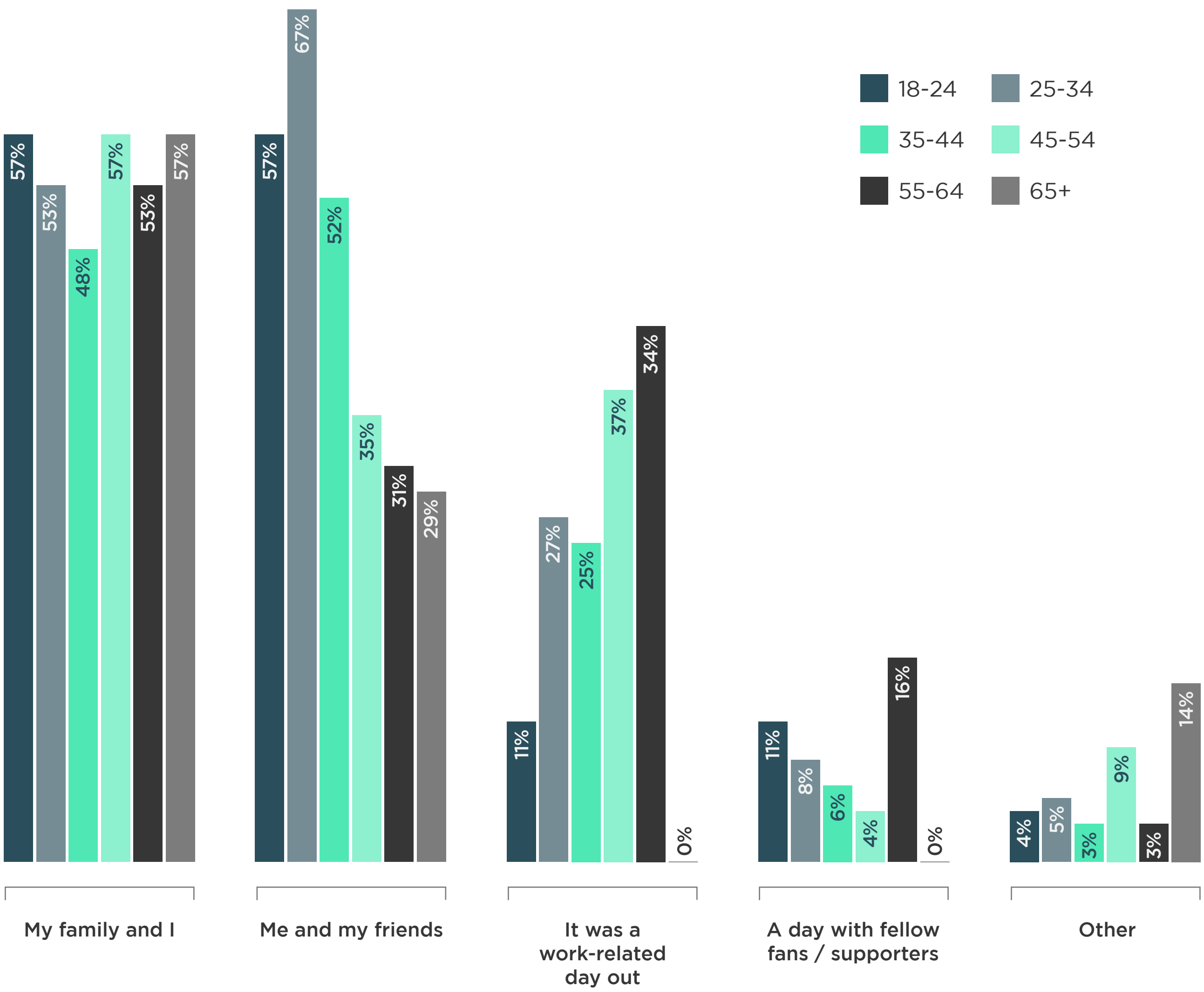
Playful, Fun, Sports, Talking, Outside, Love, Life, Going, Use, Spent, Unwind, Means, Relaxation, Happy, Away, Want, Home, Quality, Something, Go, Switch, Responsibilities, Reading, Hours, Chores, Office, Able, Free, Spend, Daily, Physical, Without, New, Personal, Leisure.

Insights

Purchasing
In the past, when you've bought an experience day or event, who was it for?

Family and I	53%
Friends and me	51%
Work related activity	27%
A day with fellow fans and supporters	6%

In the past, when you've bought an experience day or event, who was it for?



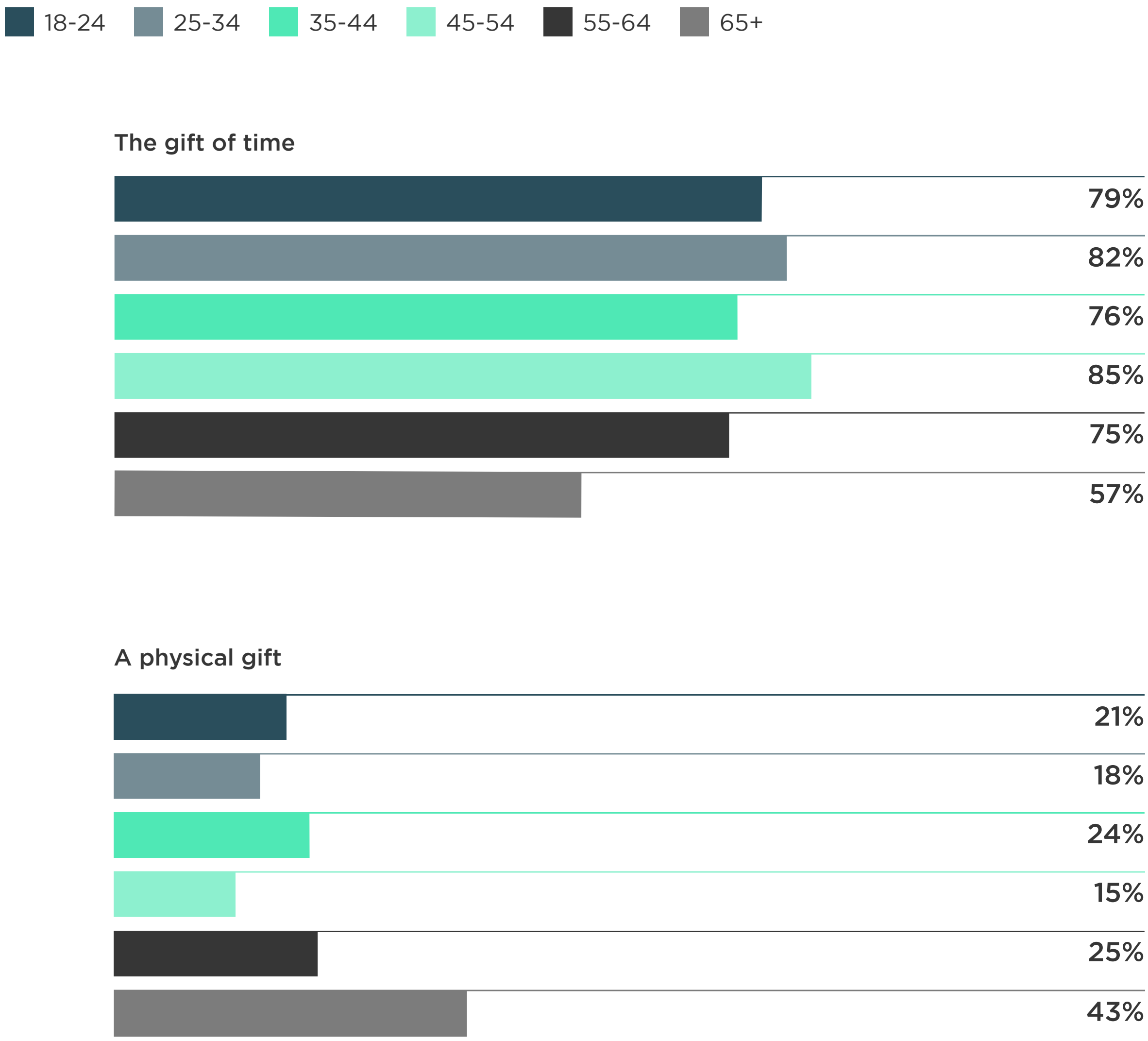
There's a clear pattern for personal purchases of experience days and premium experience events by 18-44 while those from 45 are using premium experience events for work and business entertaining.

It is males who are specifying experience days for work related events while females are using the opportunity to primarily gather their friends together.

The statistics are underlined by the question:
What do you value more: the gift of time or a physical gift?

The gift of time	78.7%
A physical gift	21.1%

What do you value more?



Millennials prefer to spend their money on experiences rather than material possessions. They seek memorable moments, shared activities, and social recognition. They are finding their identity through experiences and identify with brands and events that reflect their values and purpose.

Baby Boomers and Generation X consume based on quantity as they grew up in a world where material possession signified success, whereas Millennials place a greater ownership on fulfilling an emotional need.

Experiences, shared activities or events, can lead to stronger interpersonal relationships and emotional connections compared to material gifts as they enable shared memories and foster deeper bonds.

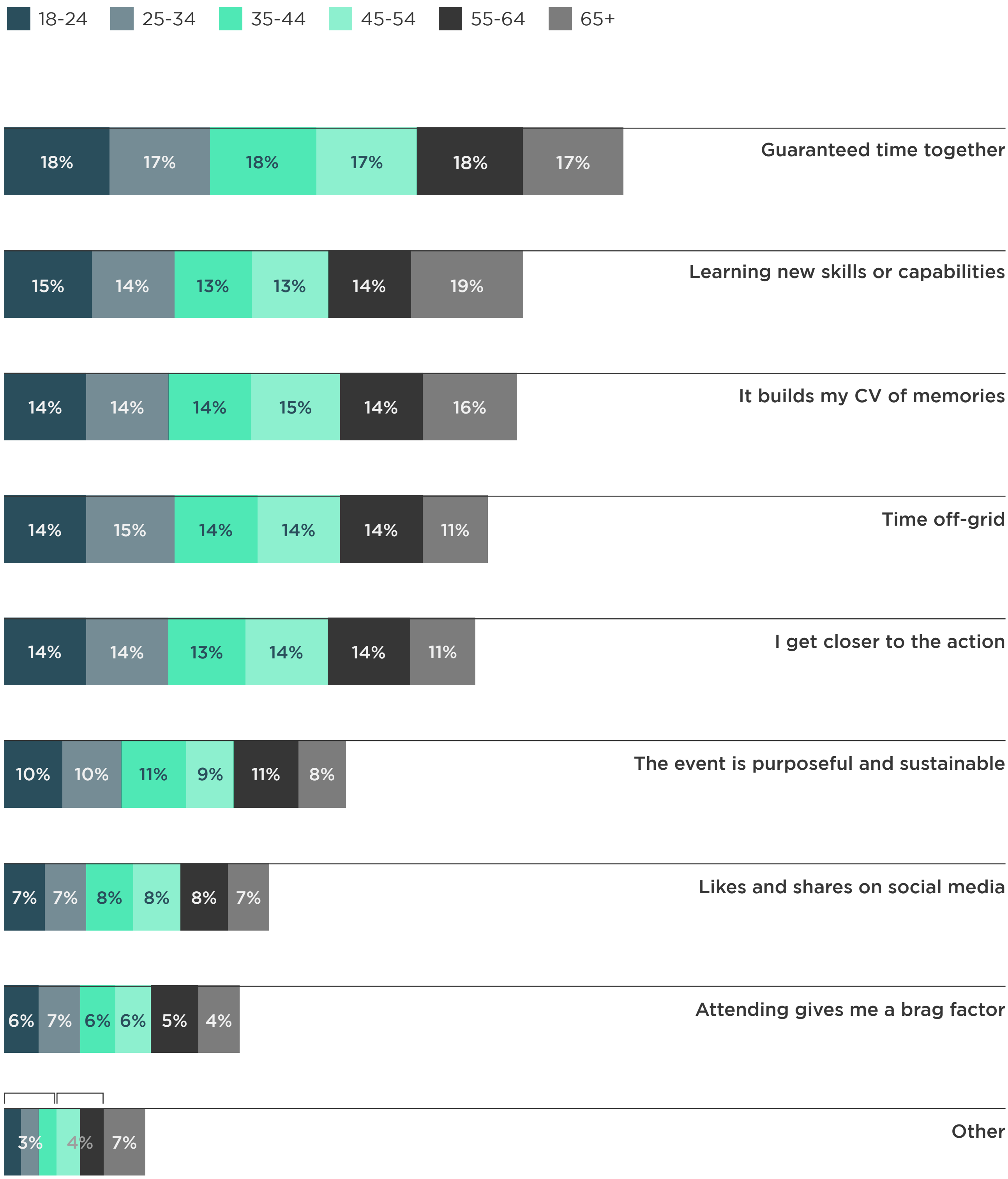
Our experiences are a bigger part of ourselves than our material goods. You can really like your material stuff. You can even think that part of your identity is connected to those things, but nonetheless they remain separate from you. In contrast, your experiences really are part of you. We are the sum total of our experiences.

Dr Thomas Gilovich,
psychology professor, Cornell University

Insights

Purchasing

What's most important to you when buying an experience?



Generation Z and Millennials hold distinct values and expectations that are reflected in their criteria when purchasing a lifestyle experience. Working hard, they play hard too and seek to balance their work and personal life:

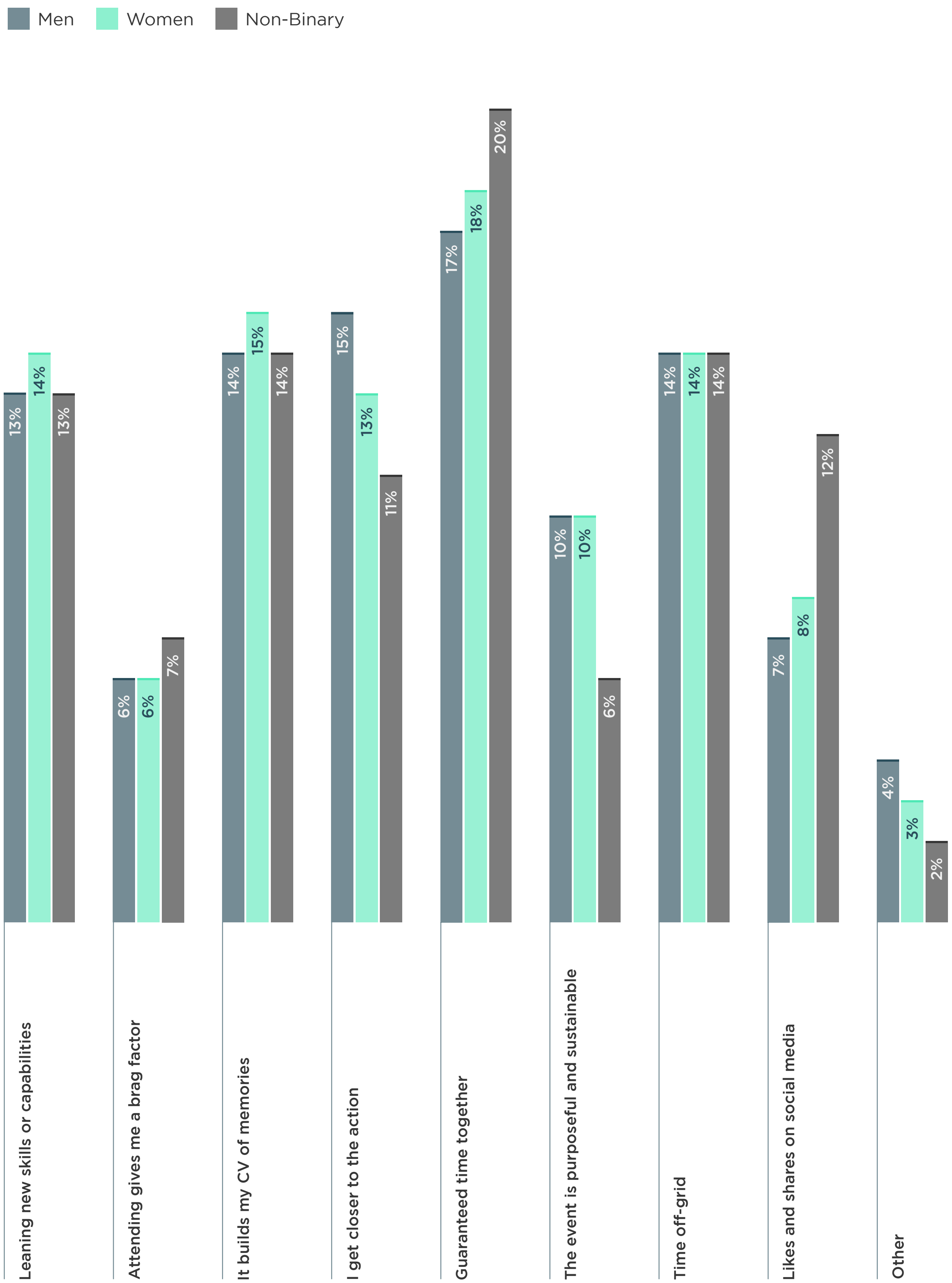
1. They prioritise family bonds, friendships and meaningful connections. They seek emotional support and shared activities.

2. They value experiences, adventure, and personal growth. Travel and exploration are key and the fear of missing out on global experiences drives them. They seek fulfilment beyond the workplace, and they are drawn to activities that have a purpose and underline their own personal values and preferences.

3. Spending guaranteed time together is a key driver for purchasing an experience across the generations. There is a recognition that enjoying an experience together will provide more substantial long-term benefits. Experiences connect people – they increase happiness by facilitating connections with others.

4. Concerts, football games, rugby, tennis matches are all social events, which will involve friends, family, or those who share your interests. And even after the actual event ends, reflecting on shared experiences makes us feel closer to others.

What's most important to you when buying an experience?

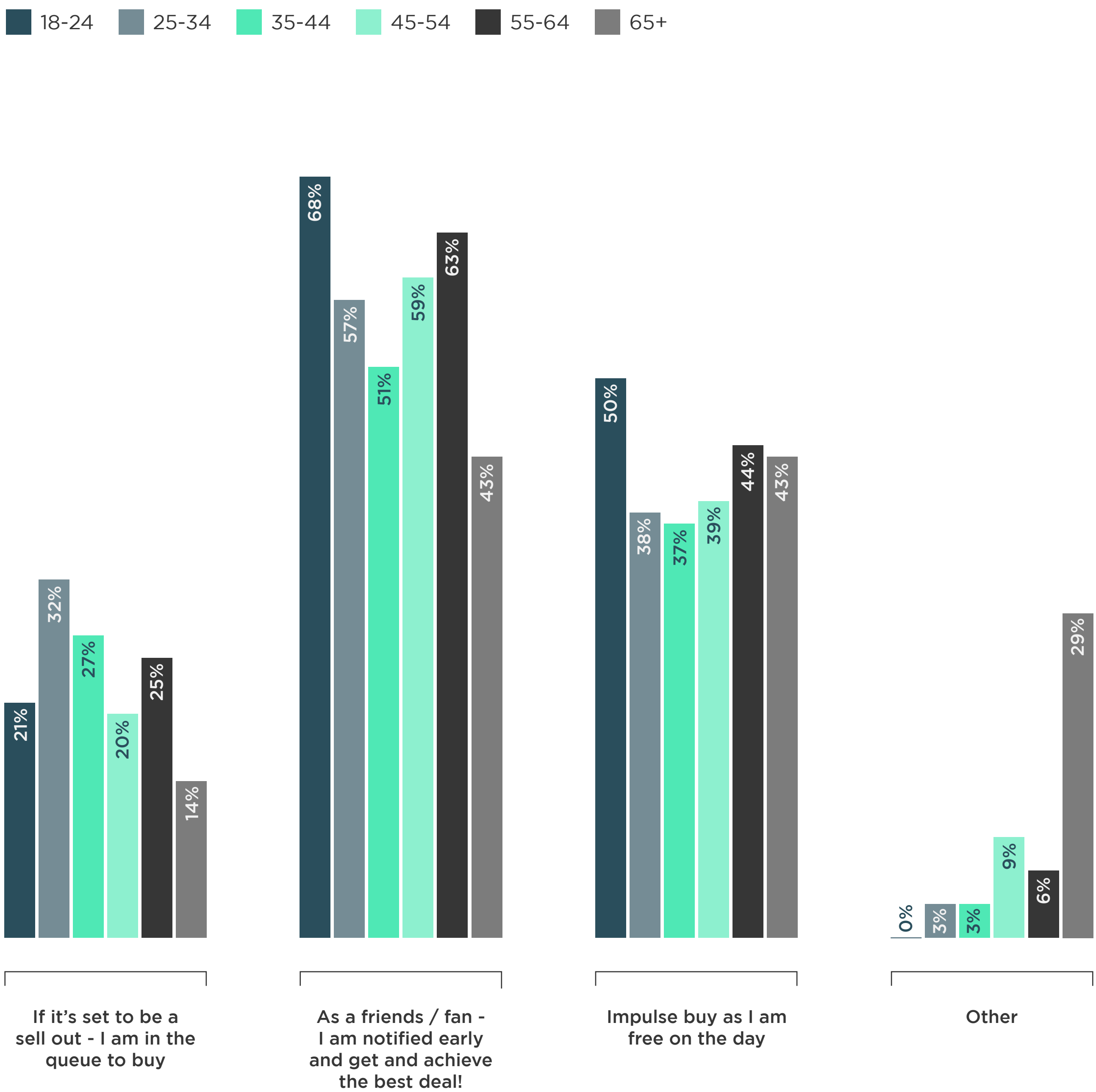


Insights

Purchasing
When it comes to experiences, what's your buying routine?

As a friend / fan – I am notified early and get and achieve the best deal	57.3%
Impulse buy as I'm free on the day	40%
If it's set to be a sell out – I'm in the queue to buy	25.8%

When it comes to experiences, what's your buying routine?



The sport and entertainment industries recognise the value of tribal marketing and bringing likeminded followers together to drive a deeper connection and lasting loyalty.

CRM, social platforms and push pull messaging means that fans, supporters and advocates can be targeted and retargeted to drive sales.

Contributor

Expressing passion and enthusiasm for sports, music, or the arts comes naturally to many people, making them ideal vehicles for brands seeking to connect with consumers on a deeper level. Undoubtedly, these pursuits serve as effective bridge builders.

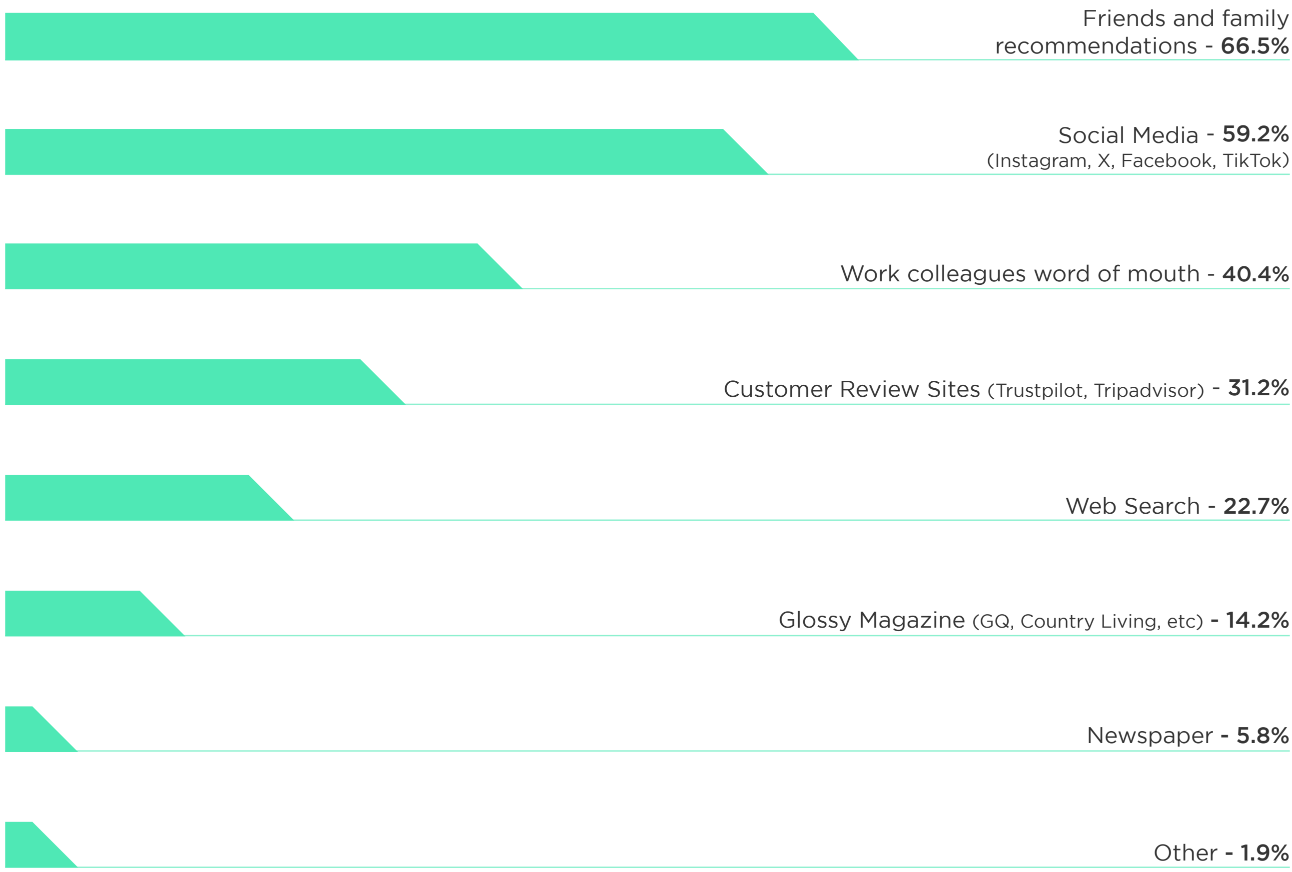
Engaging with individuals while they're in a state of happiness and excitement, supporting their favourite teams or artists, represents a next level of connection beyond merely being in the right place at the right time. However, true brand association with sports - which is my field of experience - transcends mere advocacy for health or teamwork. Crafting a meaningful narrative requires a genuine understanding of the values your brand represents, utilising resources thoughtfully to drive tangible impact, inspire better choices, and champion important social causes like gender equality and diversity. It's about leveraging every asset, from your company's values to marketing budgets and product development, to create a holistic approach.

In essence, it's not as simple as it may initially appear. Yet, if you authentically embrace the values of sports as a guiding force for your brand, there's a genuine opportunity to turn your consumers into passionate fans.

Fernanda Graeff,
Director, This is Mission

Insights

Purchasing
Where do you seek inspiration when buying an experience?



Boomers seek recommendations for experiences from more traditional resources by turning to web searches, customer review sites and print media as their key source for information.

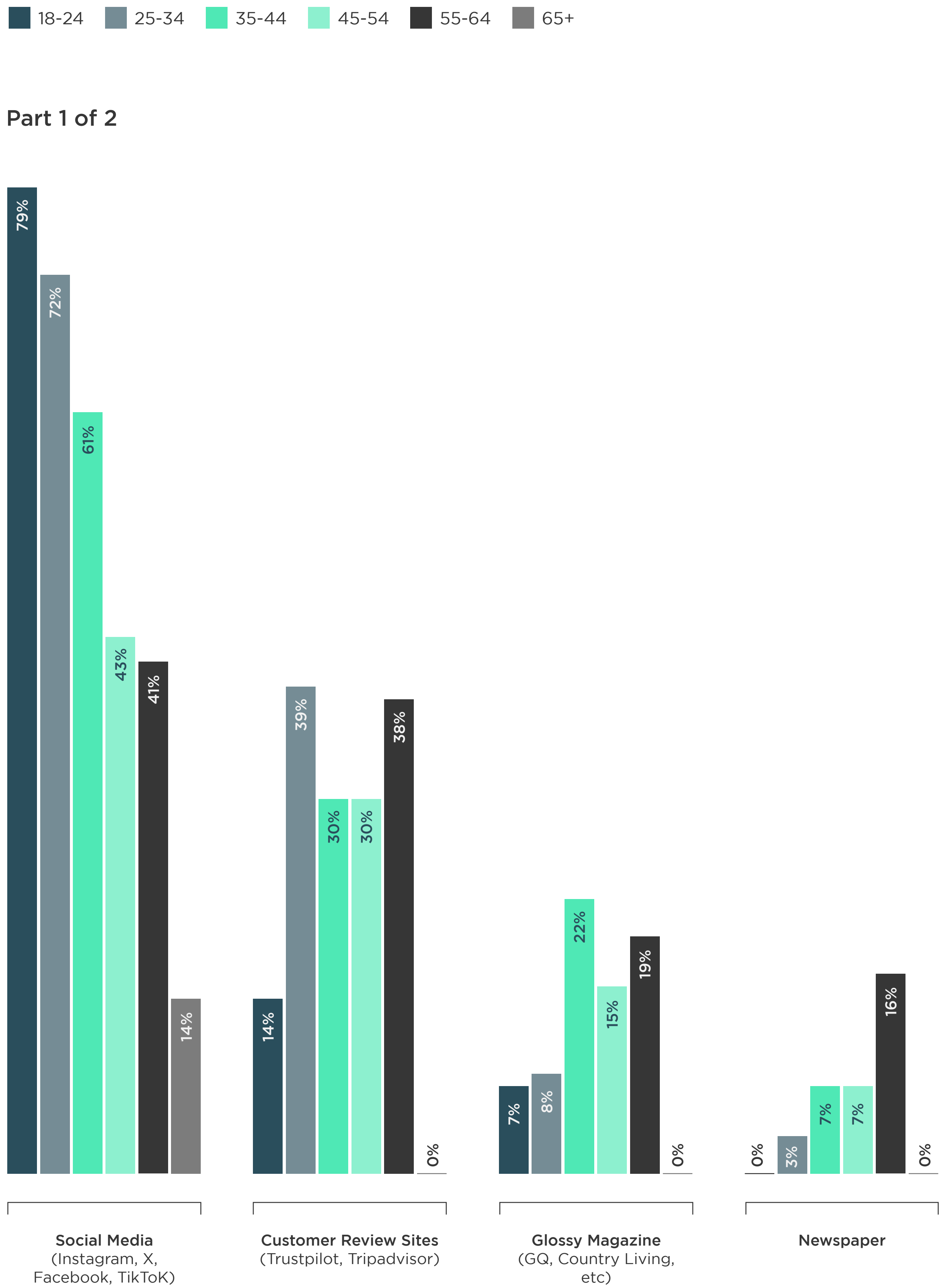
Generation Z devours Instagram, YouTube and TikTok and followers are swayed by influencer recommendations. They want organisations to have a stance on social issues such as the environment and gender inequality and when a company advocates around an issue it has a strong impact on purchasing behaviours.

Millennials favour Facebook, YouTube, and Instagram while Generation X discover new products through search, television ads, and in retail stores. While Generation X use social media only 18% have brought a product in the past three months compared to 33% of Generation Z.

Boomers rely on the internet, print and broadcast media with social media falling flat as a reference point. Boomers do not believe that organisations should take a stance on social issues and any reference would have no impact on making a purchasing decision.

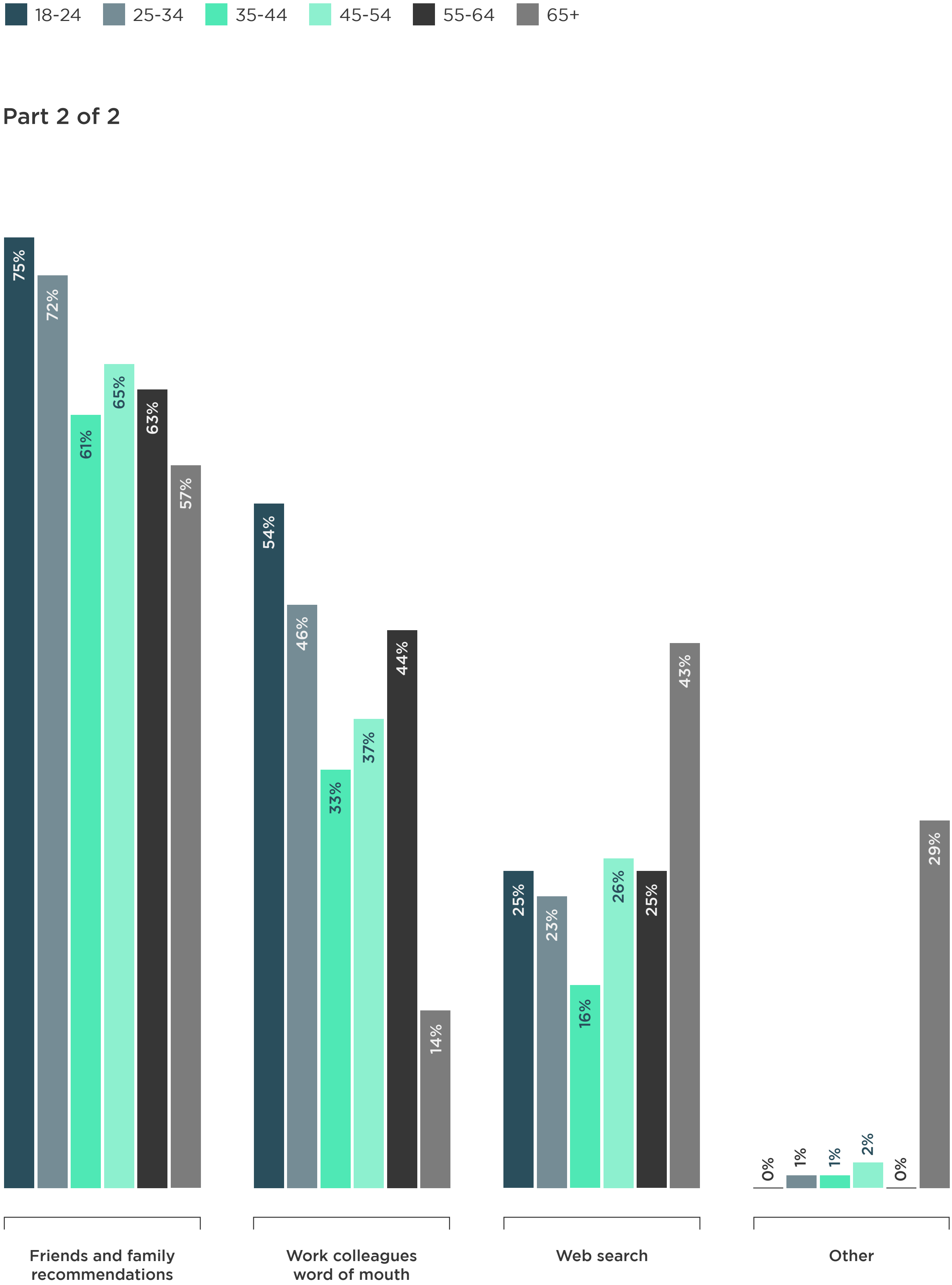
Where do you seek inspiration when buying an experience?

Part 1 of 2



Where do you seek inspiration when buying an experience?

Part 2 of 2

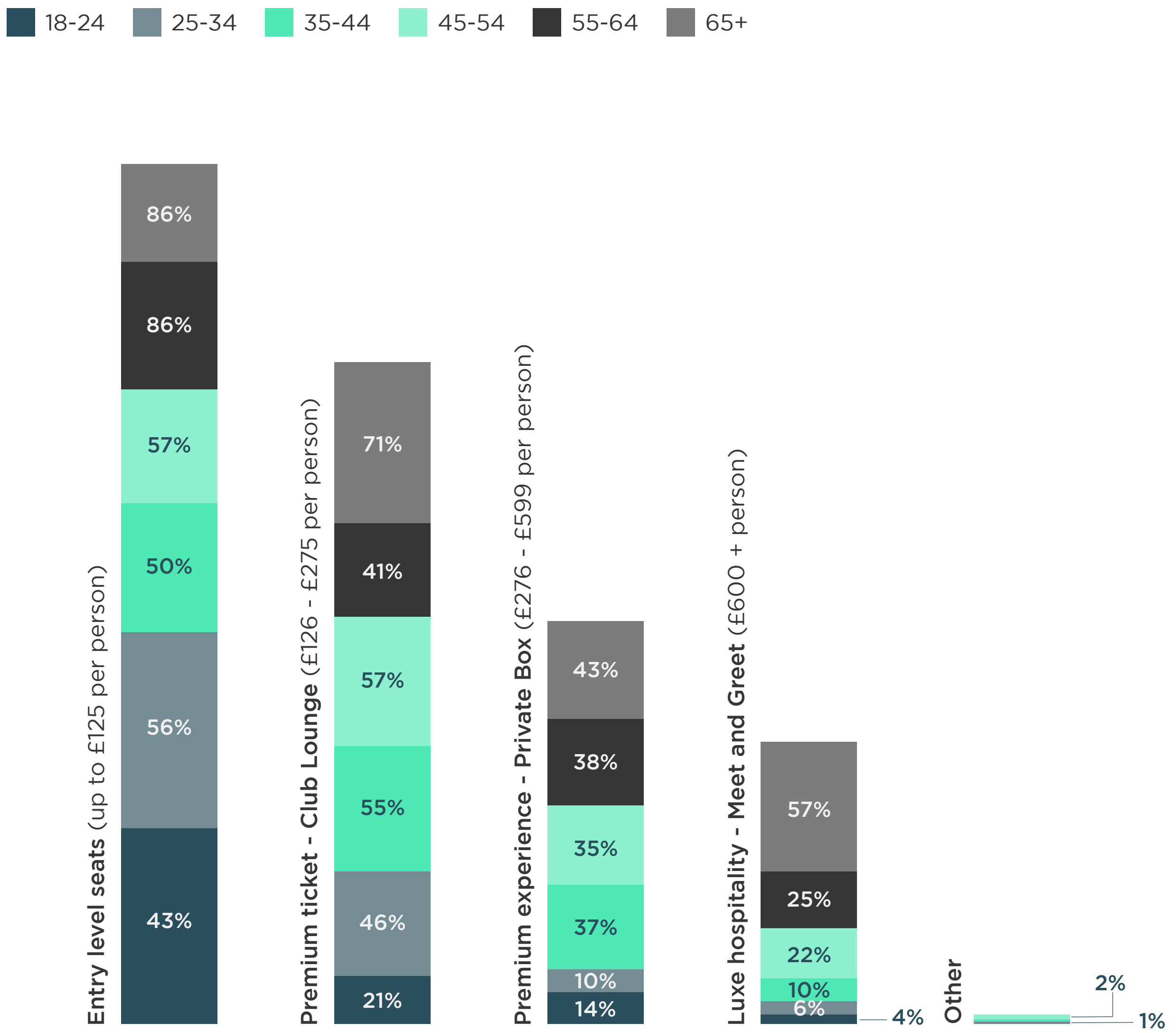


Insights

Purchasing
When booking an experience, what have you purchased?

Up to £125 per person	66.9%
£126 - £275	47.3%
£276 - £599	26.5%
£600 +	13.5%

When booking an experience what have you purchased?



As the wealth gap between generations widens, older generations who have more financial resources are increasingly having to support their less well-off children. This can mean they have less time and expenditure to spend on experiences and hence opt for entry level purchases. However, those in the older age bracket are purchasing more premium and luxe experiences and are more likely to include their extended family in their plans, leading to a new trend of multigenerational days out.

Contributor

This year, Knight Frank titled their respected annual report 'The Next Chapter' a theme which couldn't be more apt for 2024 as we, in their words, enter an era of critical change. It is a year we see the power shift in wealth dynamics. Over the next 25 years, as the Great Wealth Transfer takes hold, we bare witness as a staggering $100tn* is transferred from the baby boomer generation to their Gen-Z and Millennials heirs but it is not simply financial clout which will make these individuals powerful but the shift in their attitudes towards what they deem to be wealth. Their purpose, values and mindsets will affect, how and what they purchase. They are an audience the sports and entertainment sector ignore at their peril.

Cultural versus financial influence is now the new consideration. The annual Bain-Altagamma Luxury Goods Market Study 2024 projects a new record, as spending on experiences recovers post pandemic to historic highs, fuelled by a resurgence in social interactions and travel - the cultural cachet of these new audiences. Generation Z is positioned at the forefront of this social and cultural change, inspiring other generations' value systems, with a strong desire for lived experiences.

Personally, among other annual events, they crave the occasions offered by sports and entertainment rights holders. As global citizens, many of these Modern Affluents have a transient existence, occupying multiple homes or regular residences' worldwide leading to more disparate and diverse networks. Annual sporting and entertainment moments provide the opportunity for ritual meet ups, to feel connected and be a part of something that offers comfort and nostalgia. In a bid to nurture these relationships we often see this group prioritise time and commitments to attend a loved event or location each year.

Professionally, the same quality over quantity favour ratio of networking is apparent. As work from home and satellite team models remain post pandemic, many businesses now prioritise office-based time for internal face to face needs. Gone therefore is the time for frequent externally focused long breakfasts and lunches and instead we see executives and entrepreneurs, especially at top levels, more inclined to commit to take a day versus an hour to build and maintain external networks. Accepting invitations to attend events including sporting or entertainment occasions, or indeed organise their own branded events alongside.

For the sports and entertainment sector, knowing time spent at their events is both an asset and marker of an individual's personal and professional status offers the opportunity to extend beyond the core hospitality expectations sold directly to the consumer whilst also maximising investment from non-core advertisers knowing, if this is achieved authentically these new audiences welcome such collaborations and it will further strengthen the events' value.

To measure this value, it is necessary to recall the very basics, that events and the content they create (both owned and earned) have become a fundamental part of a brand marketing strategy. Directed well they have the ability to influence the cultural storytelling of a brand and furthermore that of its attendee via association. Modern Affluents are particularity susceptible to this if this communication targeted well at their niche needs.

Victoria Archbold,
Modern Affluence

*Figure quoted by veteran City financier Ken Costa in his book The 100 trillion-dollar wealth transfer: How the handover from boomer to Gen z will revolutionise capitalism but is also cited from $74tn upwards by a variety of financial sources.

Insights

Premium Experience
What would influence you to go premium?

Contributor

The use of credible measurement allows the event and hospitality industry to understand - and increase - impact over time.

Surveying buyers of experiences at the conclusion (or shortly after) their experience can provide useful insight. And, asking consistent questions will provide helpful average scores to compare results against.

We suggest four key areas to explore in participant surveys:

1. **Value for time.**
   Ask buyers to rate the value of their time spent in the experience.

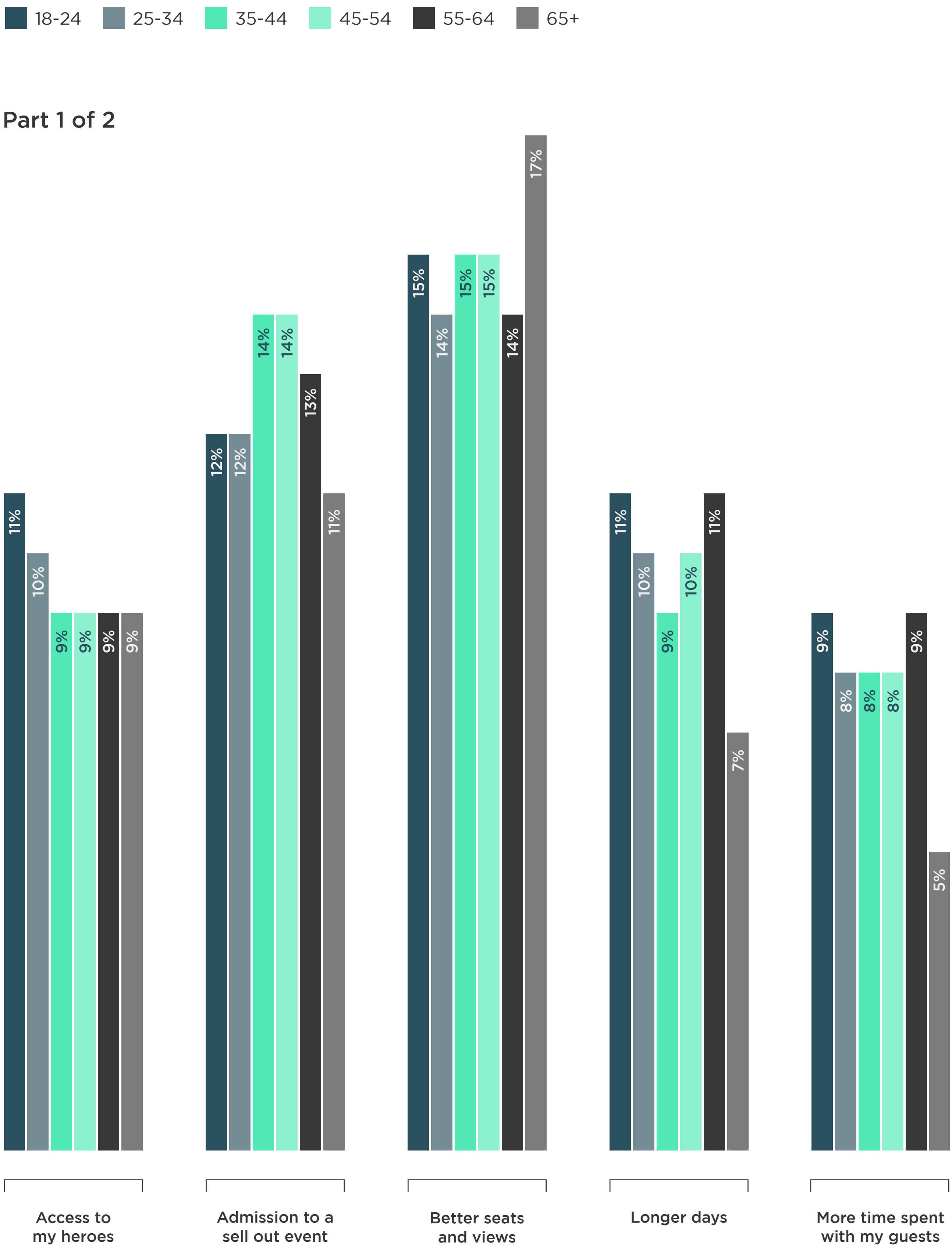
2. **Impact on future buying behaviours.**
   Ask participants if the experience has increased their likelihood to purchase future experiences.

3. **Brand loyalty.**
   Events should increase loyalty to the relevant brand, use the Net Promoter Score methodology to ask people their likelihood to recommend the brand to others, which is an indicator of loyalty.

4. **Accessibility.**
   Events must take into consideration many diverse needs. Ask participants if they, and those with them, were able to fully access the experience they purchased.

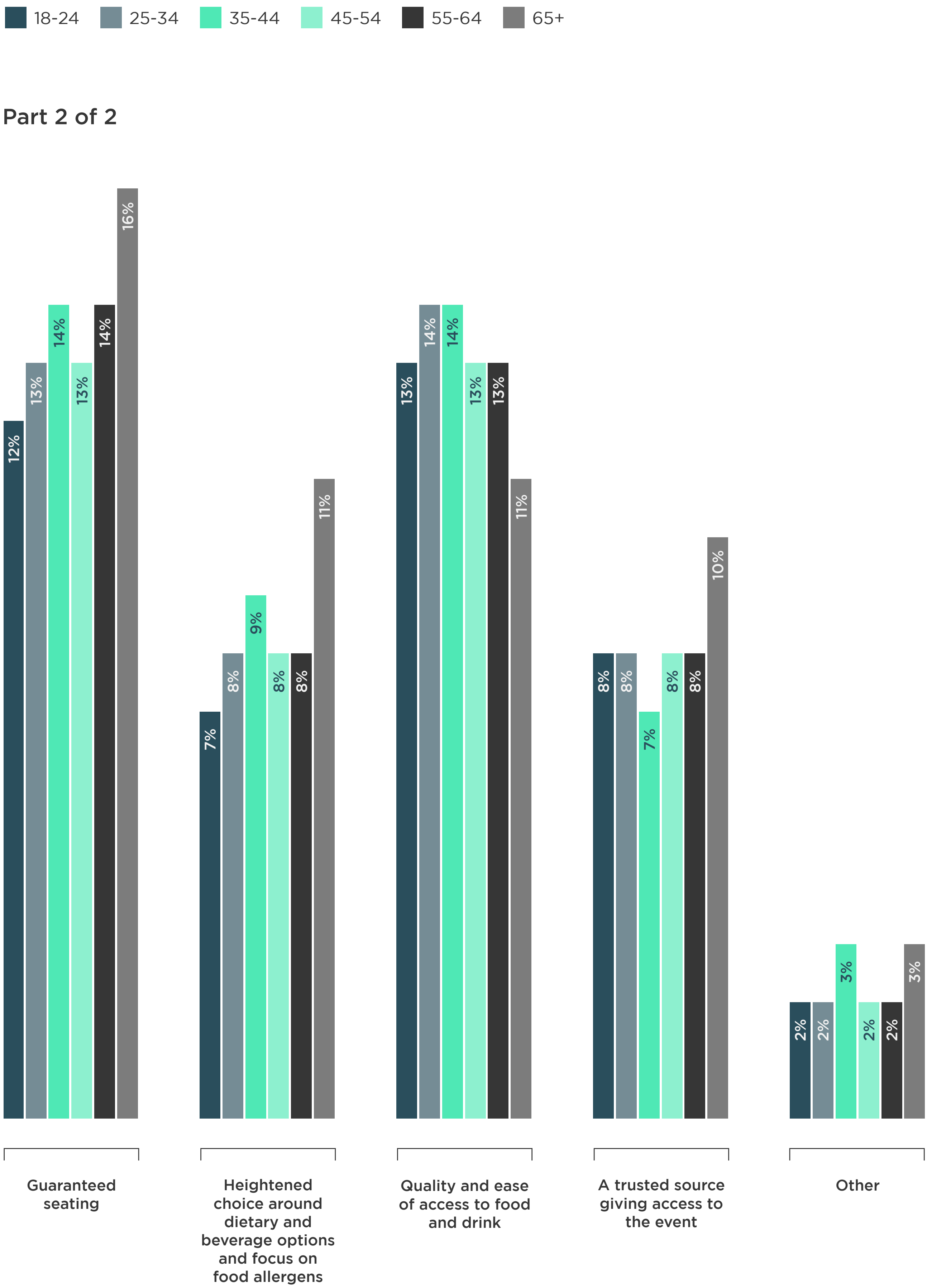
Dax Callner,
President Experiential Marketing Measurement Coalition and DAC Strategy.

What would influence you to choose a premium experience?



What would influence you to choose a premium experience?

Part 2 of 2



What event would be your ultimate experience day?

Quadrennial events are hot tickets and reflect a demand for 'big one off' landmark occassions.

AGE 18 - 24

FESTIVAL
F1 GRAND PRIX
OLYMPICS
FOOTBALL WORLD CUP
HOSPITALITY
E-SPORTS
WIMBLEDON

Access, Concerts, Ultra, Private, Grid, Mind, Motorsports,
Day, Scenes, Relax, Marathon, Drink, Ultra, Behind, Sports,
Full Access, Stadium, Twickenham, Champions, Running,
Stage, Lounge, GB3, League, Drivers, Box, VIP, Side, Package

What event would be your ultimate experience day?

Music and festivals are prominent for Millennials who want to share the experience, plus they have grown up with many of the bands and DJ's who regularly tour. They want access to music and they want a VIP experience and environment.

AGE 35 - 44

EXPERIENCE
MUSIC CONCERT
WIMBLEDON FINAL
HOSPITALITY
FOOTBALL WORLD CUP
ENTERTAINMENT

Quality, Events, Easy, Box, Family, Racing, Viewing, Twickenham, Great Memories, Best, Greet, Atmosphere, Attending, FIFA, Meet, Action, Company, New, Premium, Royal Ascot, Super, Band, Private, Live, Gig, Tennis, Area, Access, F1, Olympics, Seats, Platforms

Conclusion

The sport and entertainment industries are being shaped and informed by:

- Digital innovation and technology that's augmenting the fan experiences and venues' capabilities.
- The emergent fan base is putting DE&I at the fore and organisers are responding by promoting events that are inclusive and that champion diversity.
- The live event sector is experiencing significant growth, attracting new investors and formats presenting new opportunities to monetise and commercialise.

We're healthier, we're wealthier and it's having a big impact on how we choose to spend our leisure time.

These all impact engagement, purchasing decisions and participation at a time when the workplace is seeing significant disparity in workers' ages.

This generation diversity is resulting in new broader sets of values, interests and dynamics that are reframing the traditional experience economy **BEYOND THE GAME.**

Keith Prowse

Keith Prowse has a heritage in entertaining that dates back two hundred years. Originally founded to give access to London's theatre land, the company has continually evolved and is now recognised as Europe's pioneer and leading provider of hospitality experiences at live events.

Keith Prowse continues to re-frame hospitality through research and development of new products and services standards that reflect today lifestyles and high street trends.

www.keithprowse.co.uk

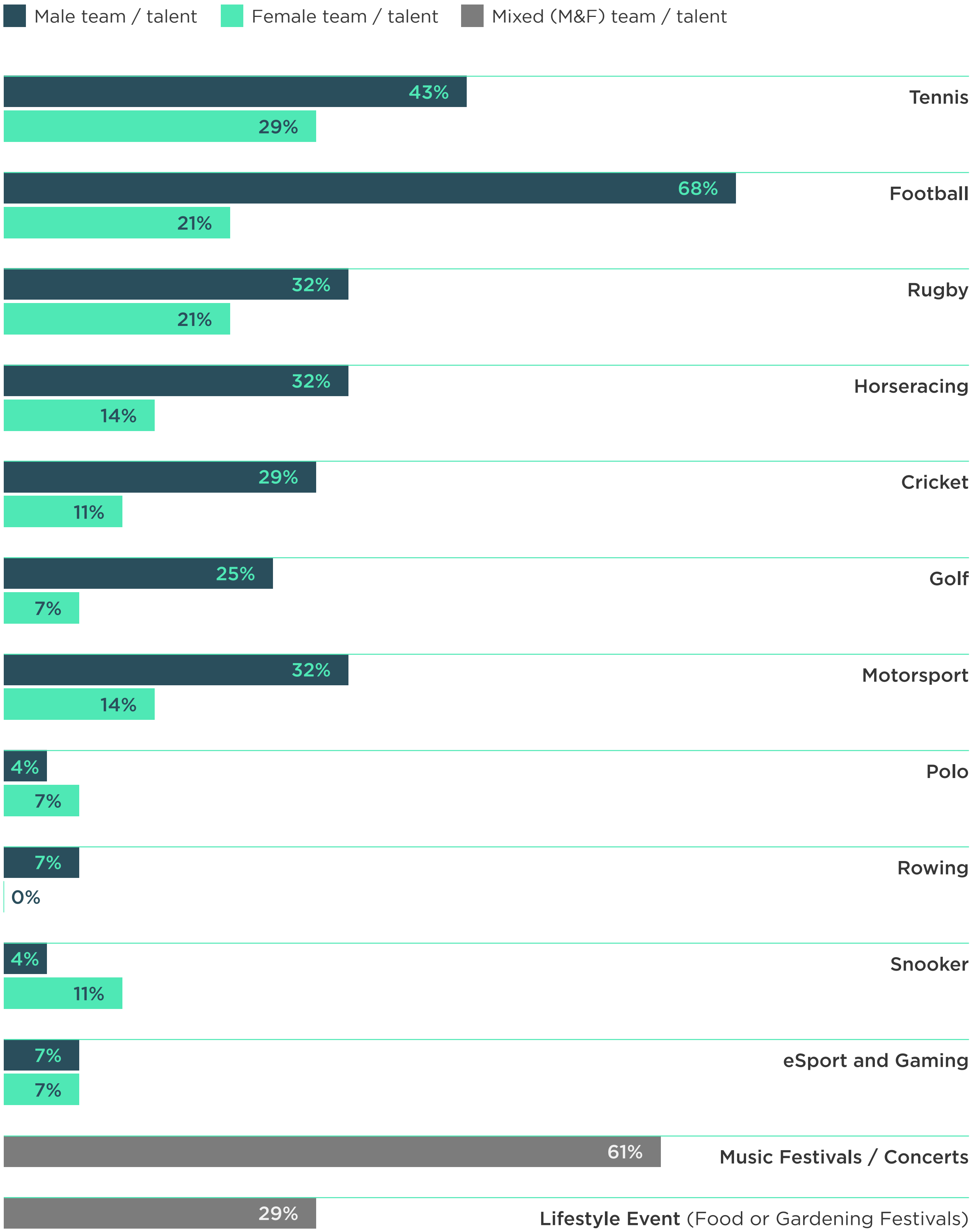
Appendices

"Women's sport is attracting more younger, female fans which is great news for the industry"

Tammy Parlour
The CEO and Co-Founder of Women's Sports Trust

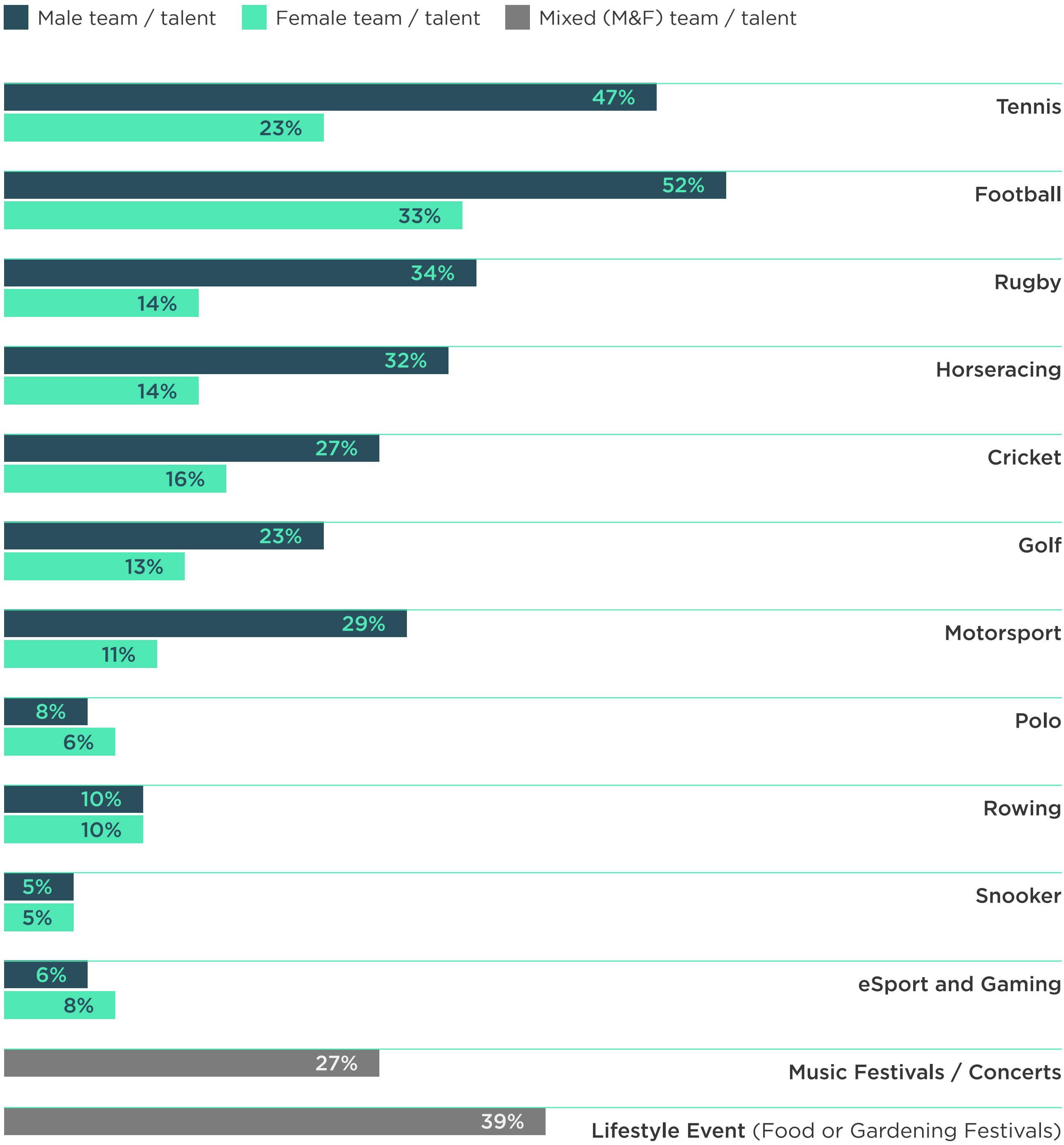
Events

Age: 18 - 24



Events

Age: 25 - 34

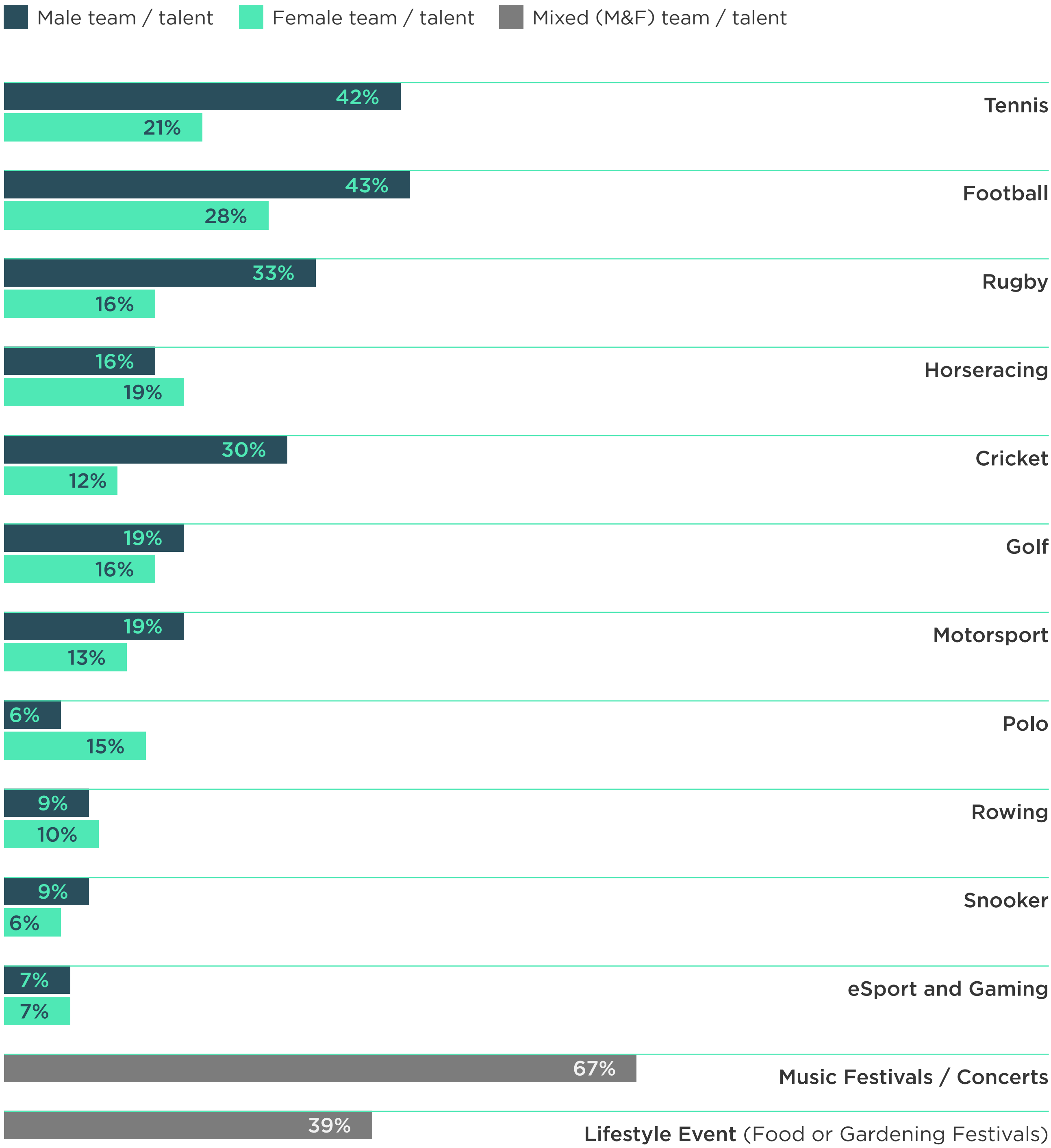


A record 46.7 million people watched women's sport on television in 2023.

Younger generations (Generation Z and Generation Alpha) are consuming sport differently to their parents, which is forcing sports organisations to work harder to attract and retain fan interest. Sports are responding by developing innovative new formats, content and experiences that appeal to new audiences, whilst also ensuring that they maintain their traditional fan base. For example, electric-based sports e.g., Formula E, eSkootr, E1 Powerboat Series, will increase in popularity, reflecting the preferences of Gen Z and Alpha, growing up in a more environmentally conscious world.

Events

Age: 35 - 44



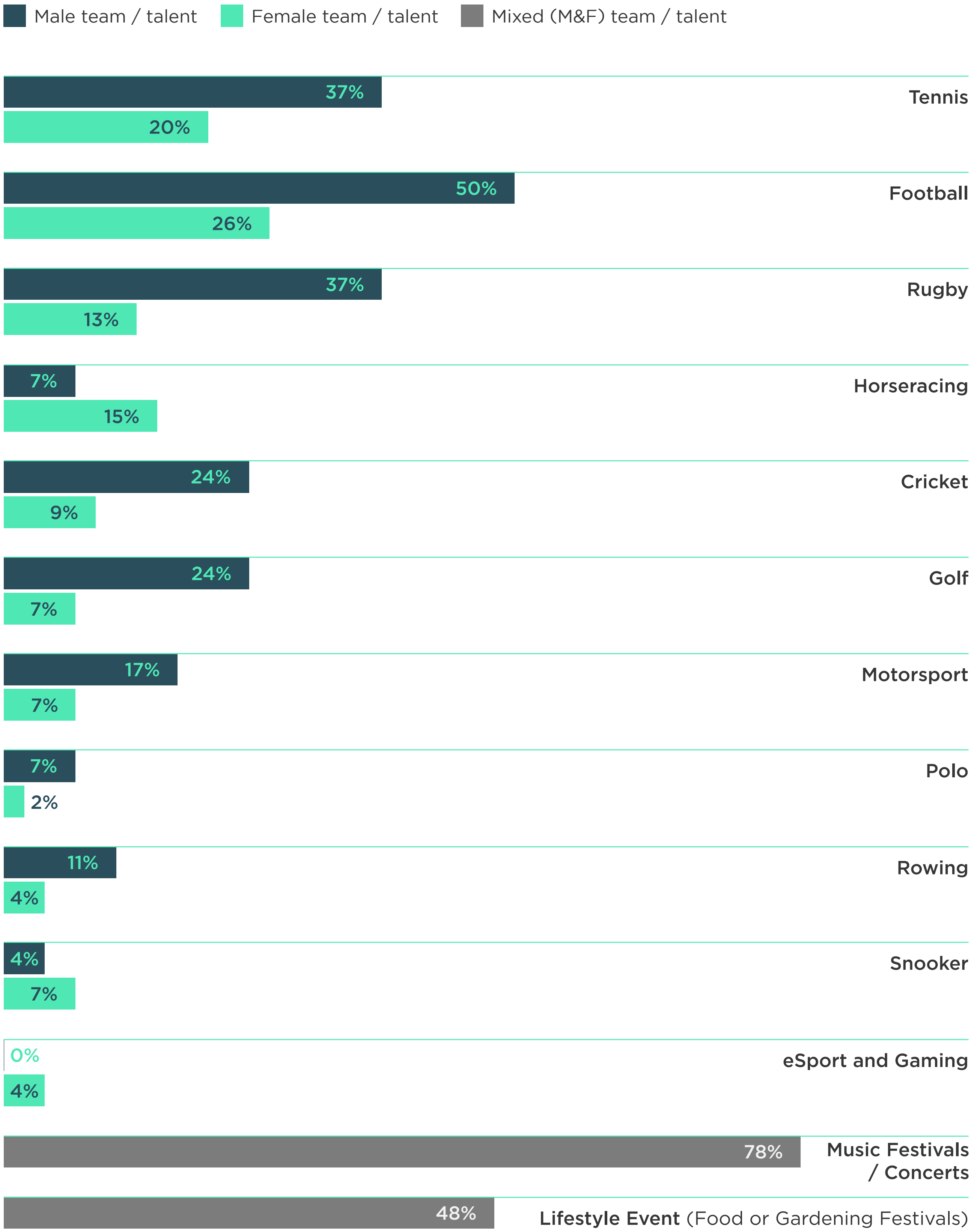
By 2030, women's sport in the UK is expected to generate £1bn revenue per year (Women's Sport Trust).

The Paris 2024 Olympic Games will have 20 mixed-gender events (IOC) and it's reported golf and cricket will introduce mixed-gender team competitions.

Generation Z will soon surpass Millennials as the most populous generation on earth, with more than one-third of the world's population counting themselves as Generation Z.

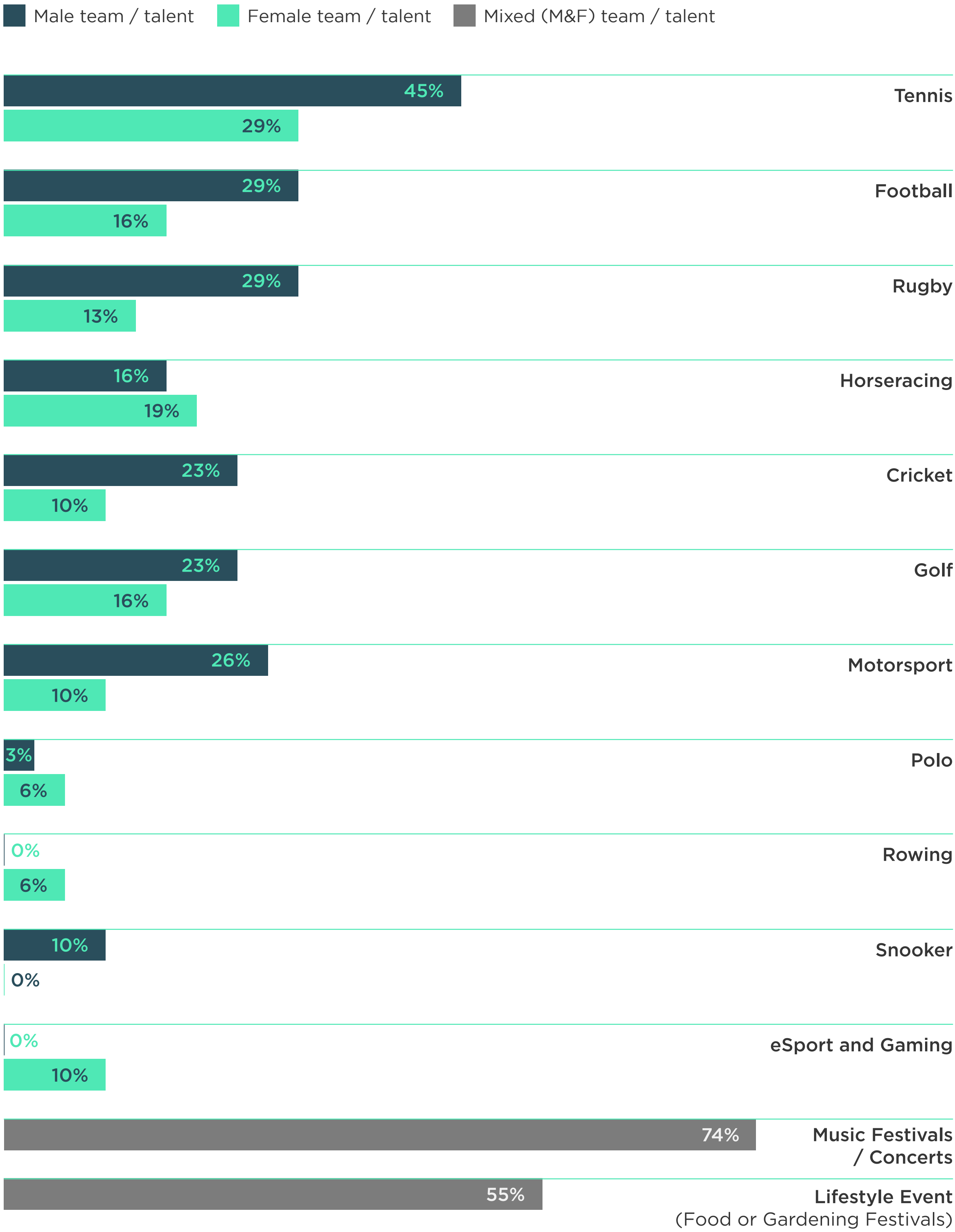
Events

Age: 45 - 54



Events

Age: 55 - 64



References

P. 2	PwC's Global Entertainment & Media Outlook 2023 – 2027
P. 3	IPA Bellwether Report
P. 6	Two Circles, Made by 14 Principle Edelman Trust Barometer
P. 7	CIPD Good Work Index
P. 13	Dr Thomas Gilovich, Cornell University
P. 19	Fernanda Graeff, This is Mission
P. 26	Victoria Archbold, Modern Affluence
P. 29	Dax Callner, DAC Strategy
P. 35	Tammy Parlour, Women's Sports Trust

About Keith Prowse

Keith Prowse is the UK's hospitality industry leader with official appointments at The Championships, Wimbledon, Twickenham Stadium, Edgbaston Stadium, The Kia Oval, cinch Championships, Rothesay International Eastbourne and American Express presents BST Hyde Park.

They're the multi award-winning Experience Experts and have been for over 200 years and counting. Keith Prowse are part of Levy UK, the sports, leisure and hospitality division of Compass Group UK & Ireland.

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