

RESEARCH REPORT

COMPETITIVE SOCIALISING 2024



1-in-3 UK adults have visited a Competitive Socialising venue.

34% of Competitive Socialising customers visit a venue at least once a month.



64% say word of mouth is the primary method of hearing about a venue, followed by social media.

No.1 Waiting too long between games is the no.1 frustration for customers.



££ The biggest barrier to visiting Competitive Socialising venues more frequently is 'cost'.

33% say food options are limited in most Competitive Socialising venues.



ACCESS FULL REPORT VIA
KAM KNOWLEDGE HUB :



KAM

www.kaminsight.com