

IMMERSIVE LEISURE: NEW WORLD ORDER?



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RETAIL DESTINATION 2025

immersive leisure: new world order?

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EXP ERI ENT IAL

“involving or
based on
experience
and
observation”



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01

Competitive Socialising

2019: An emerging market

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COMPETITIVE SOCIALISING



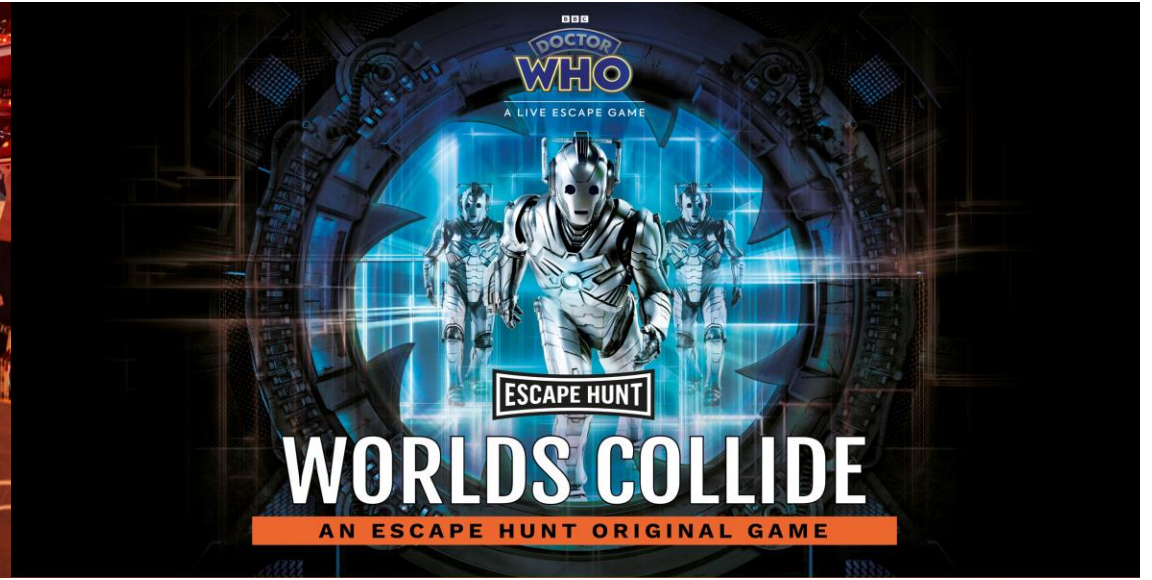
350 UK locations

170 new leisure brands in 5 years.

+200% provision next 18 months

What happened next?

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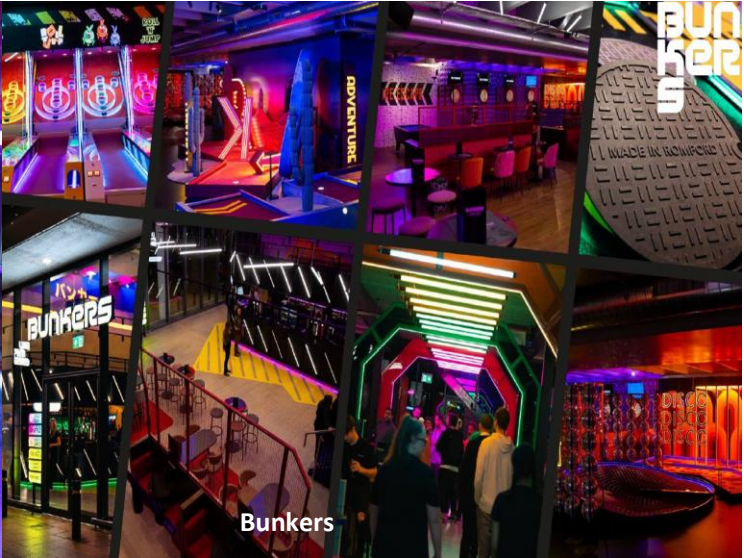
Expansion of **combo** operators



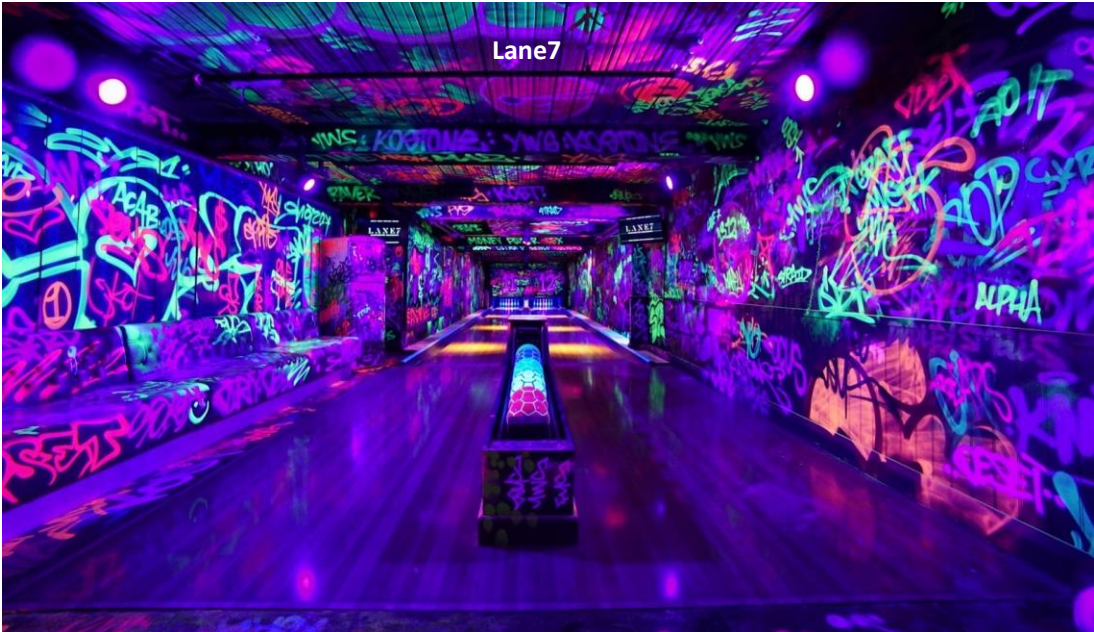
Roxy



Gravity



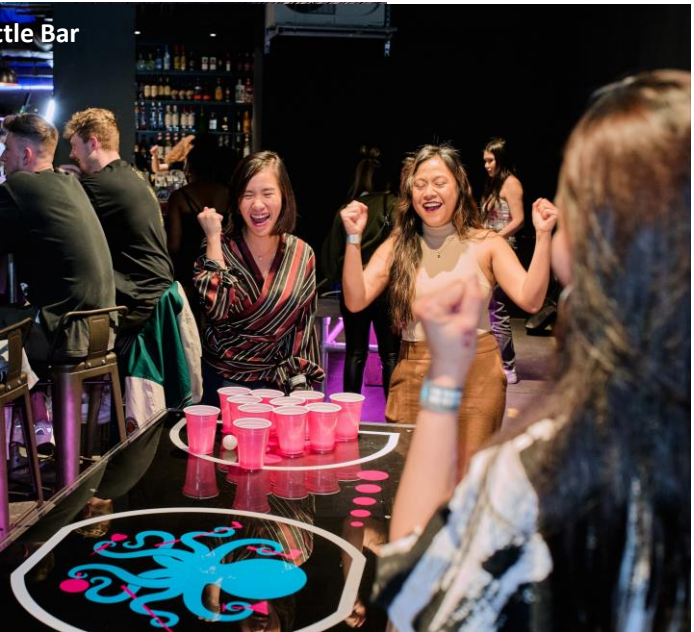
Bunkers



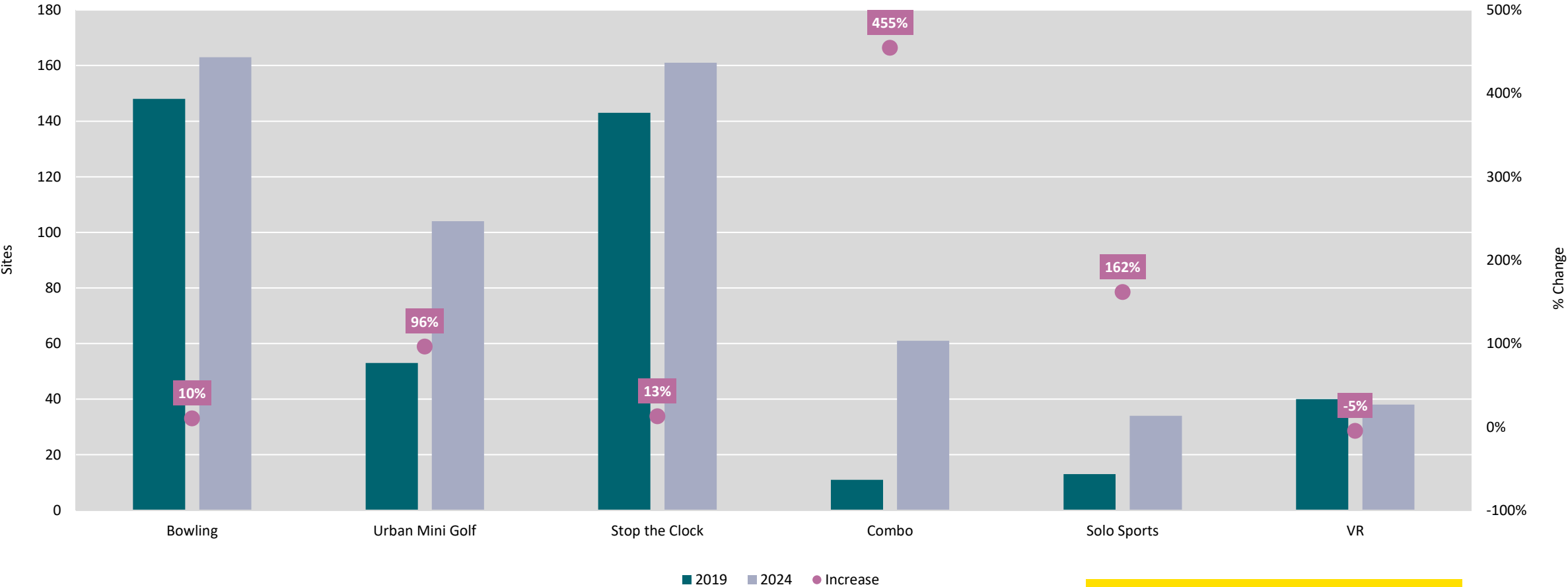
Lane7



Boom Battle Bar



2025: Competitive socialising is here to stay



+40% increase
in CS supply since 2019

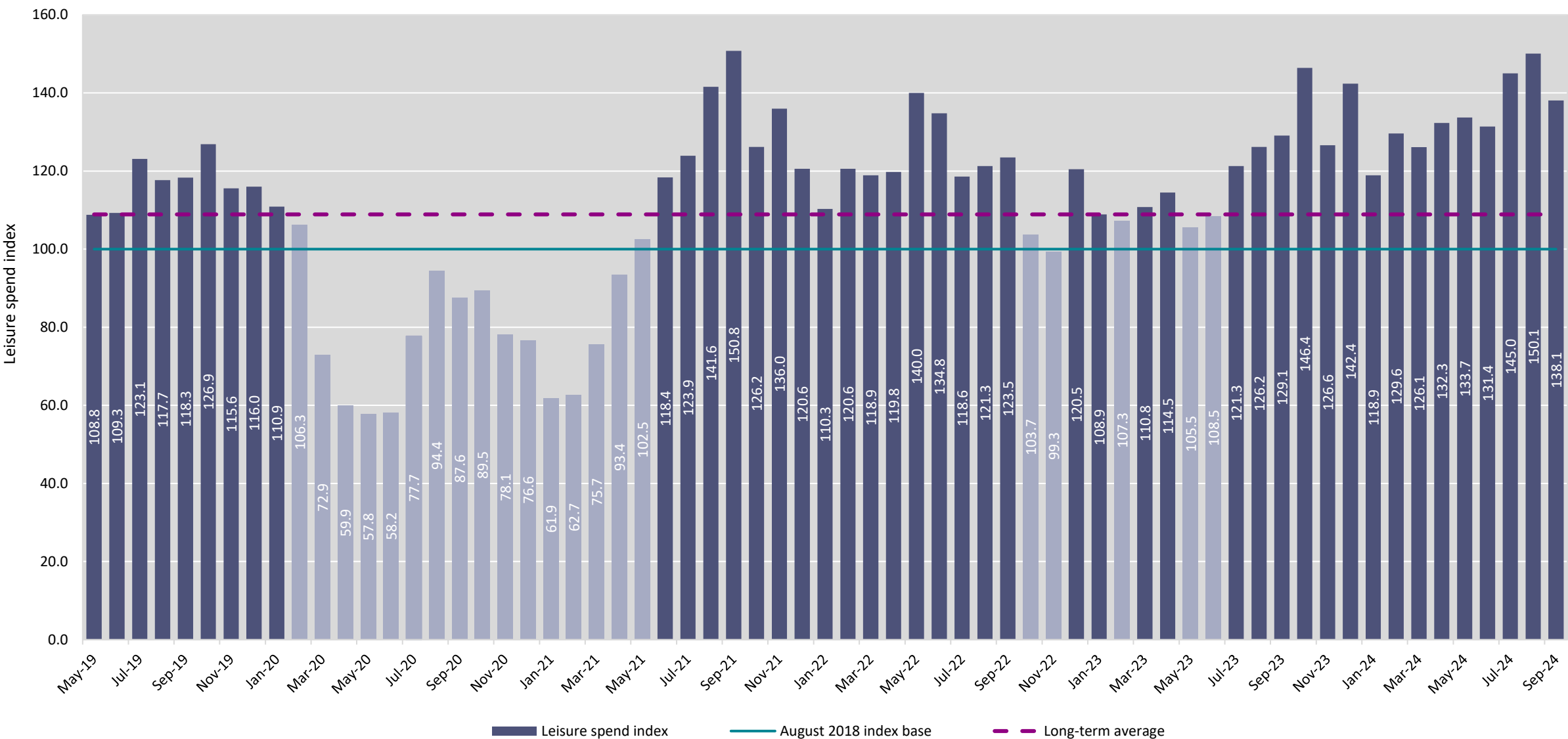
+500 UK
locations

+30% increase
in CS supply by 2030

COMING SOON. REALLY SOON.  COMING SOON. REALLY SOON.  COMING SOON. REALLY SOON.

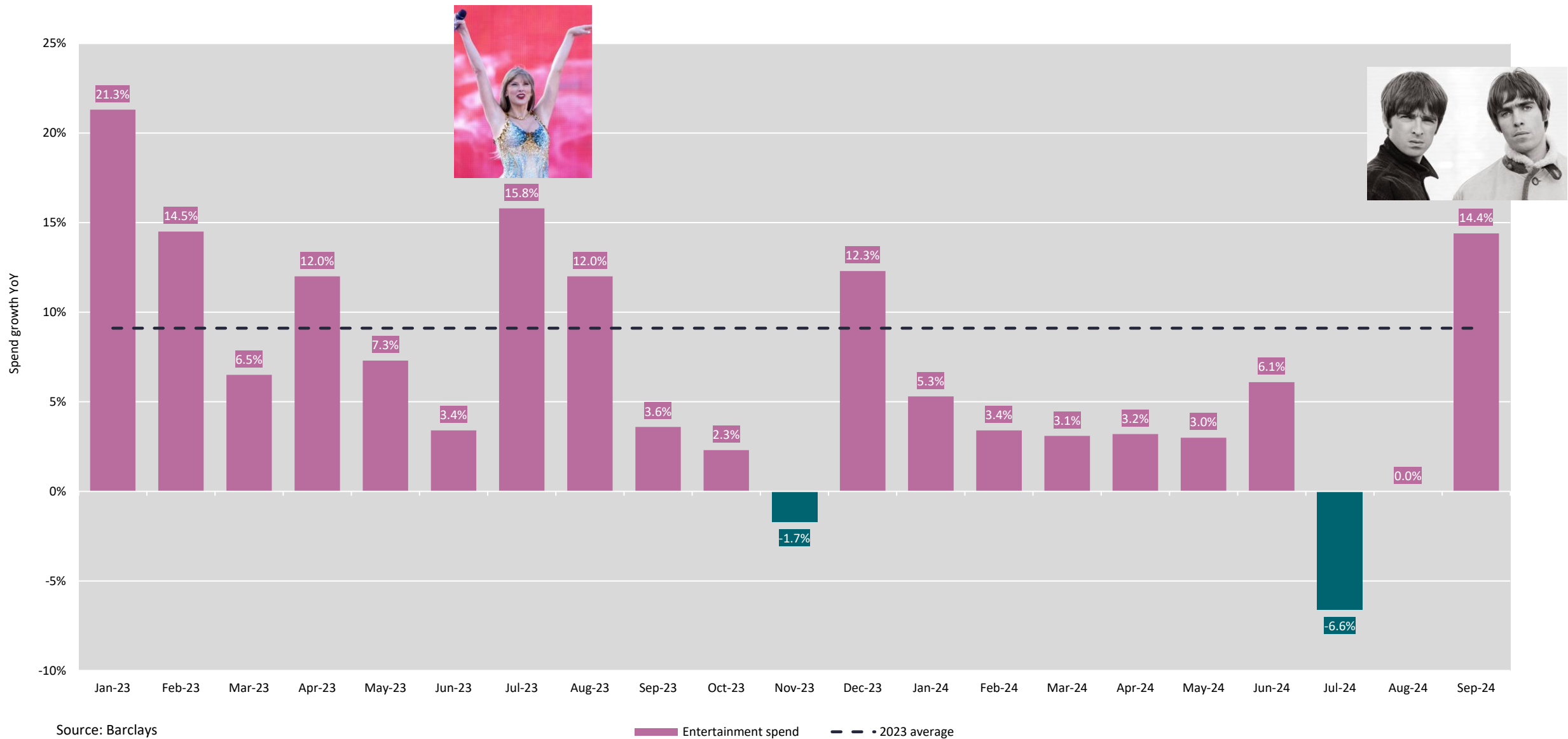
Changing places

Leisure spend is increasing



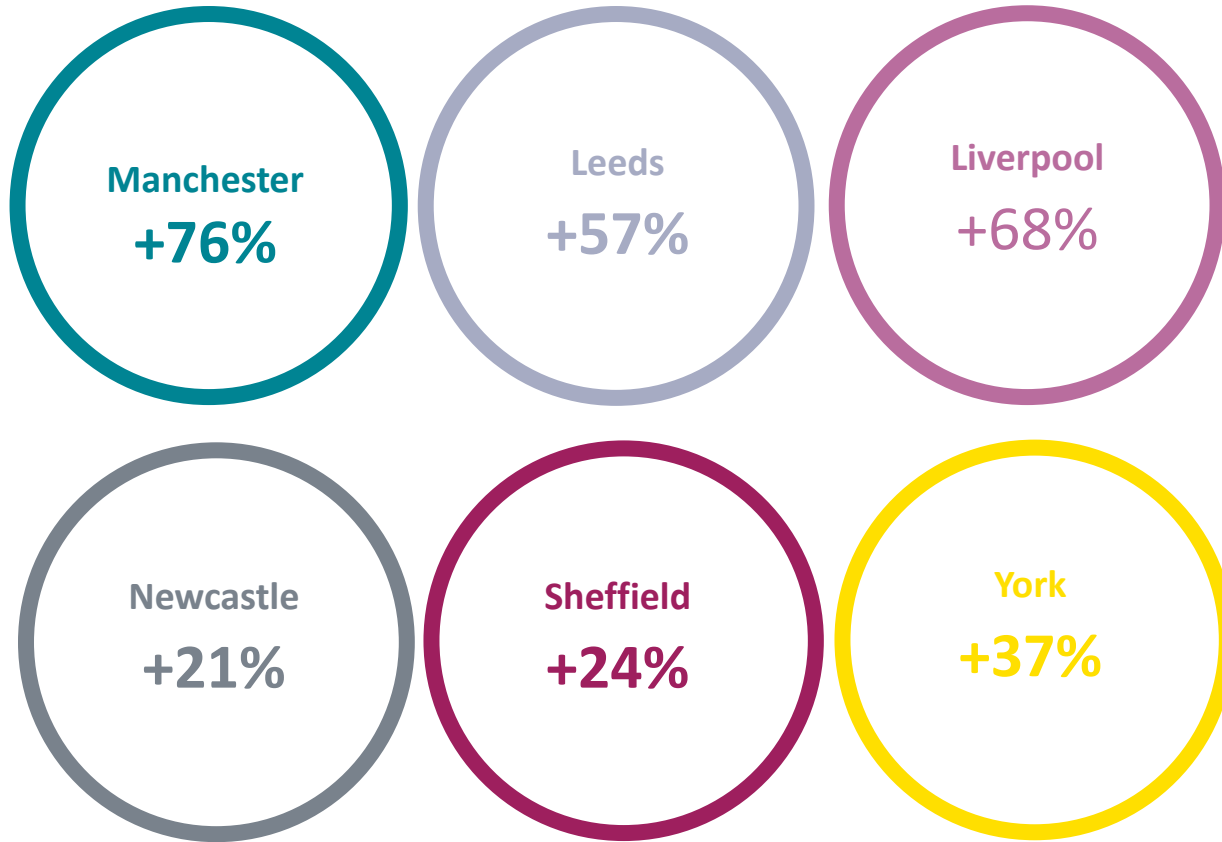
Source: Savills, GlobalData

Fewer transactions, more big-ticket purchases?

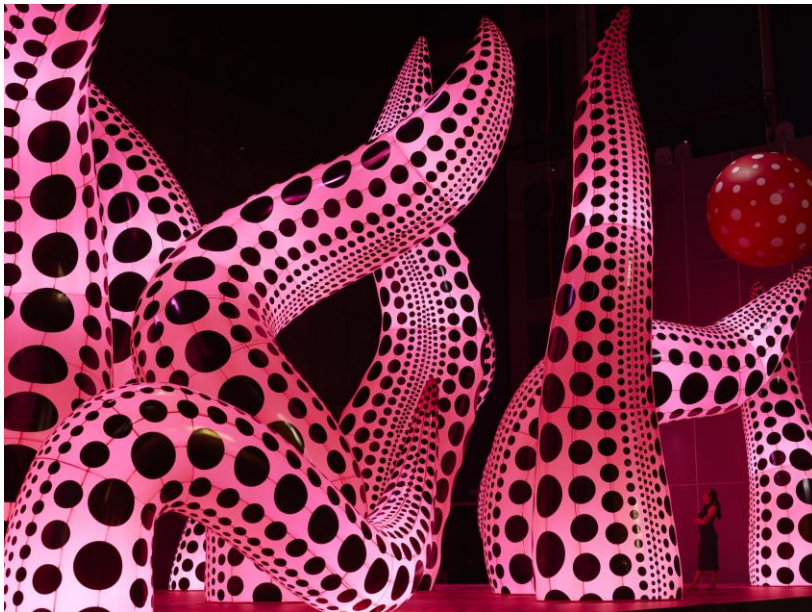


City centres are evolving

Increase in food & beverage and leisure units, 2014-2024



Manchester's cultural revolution



Repositioning retail to leisure





03

The future is immersive

What is immersive?

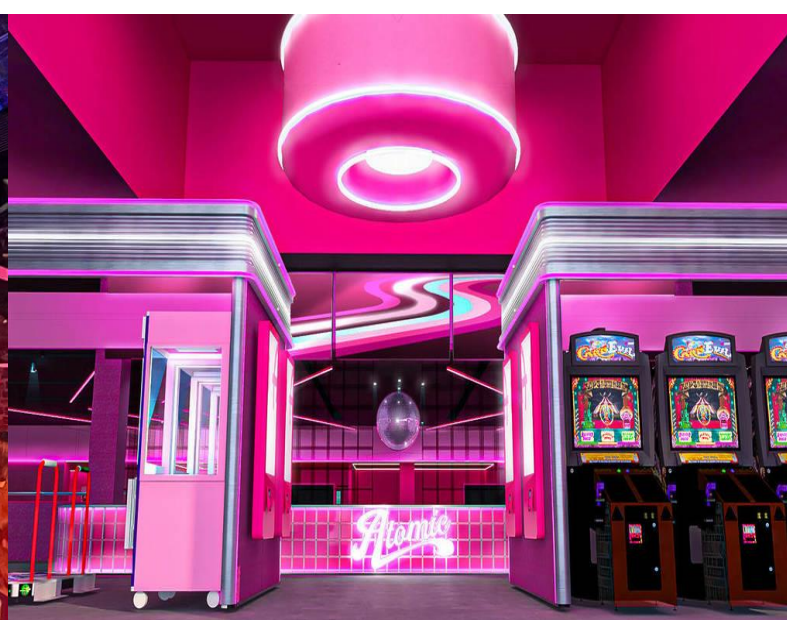






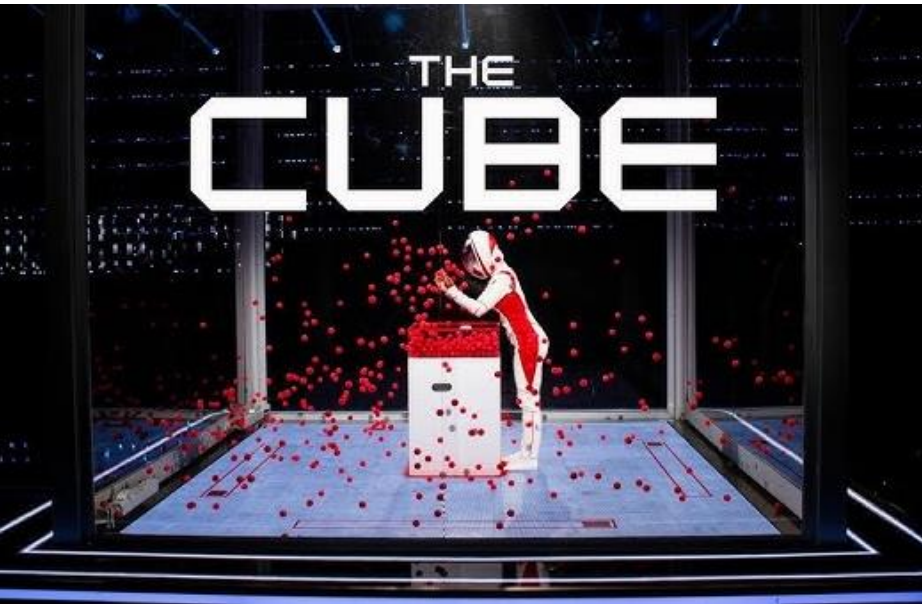


The fastest-growing sub-sector?



The power of IP

savills



THE FUTURE IS IMMERSIVE

Eatertainment

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Diecast



Mama Mia The Party



The Lost Estate



Avora

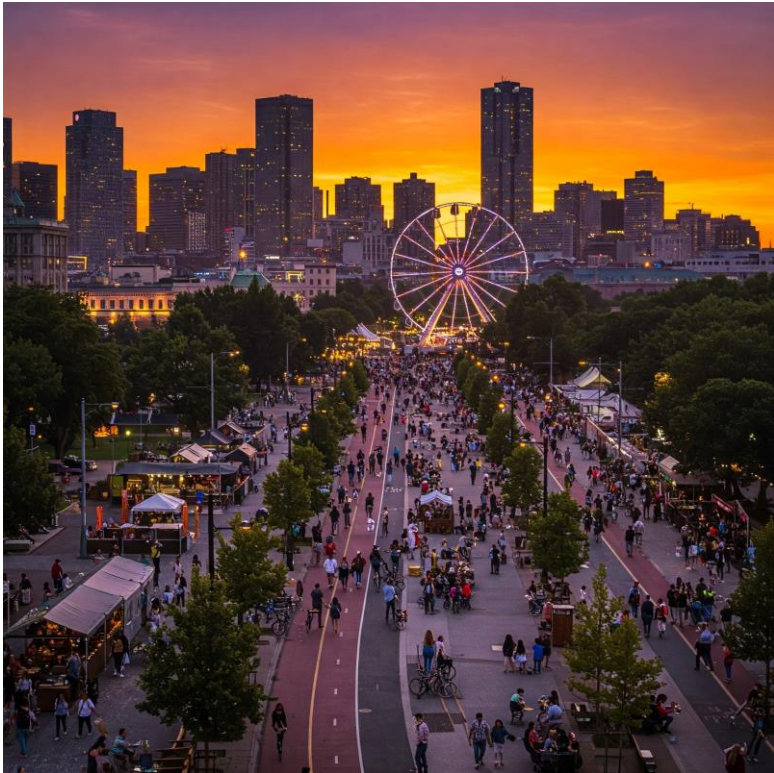


Traditional leisure formats are following suit

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What next?



The image shows a futuristic or artistic retail space. The walls, ceiling, and a long tufted sofa are covered in dense, colorful graffiti in various styles and colors (red, green, blue, yellow, orange). A long, dark bar counter runs down the center of the room. On the right side of the counter, several soccer balls are lined up. The floor is dark and reflective. The overall atmosphere is energetic and creative, with bright, colorful lighting. The text "Thank you" is overlaid in the center in a large, white, sans-serif font.

Thank you

[www.Savills.com/reimagining retail](http://www.Savills.com/reimagining%20retail)

RETAIL
DESTINATION

live

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