BAKERRICHARDS

Nobody spends a Saturday being 45

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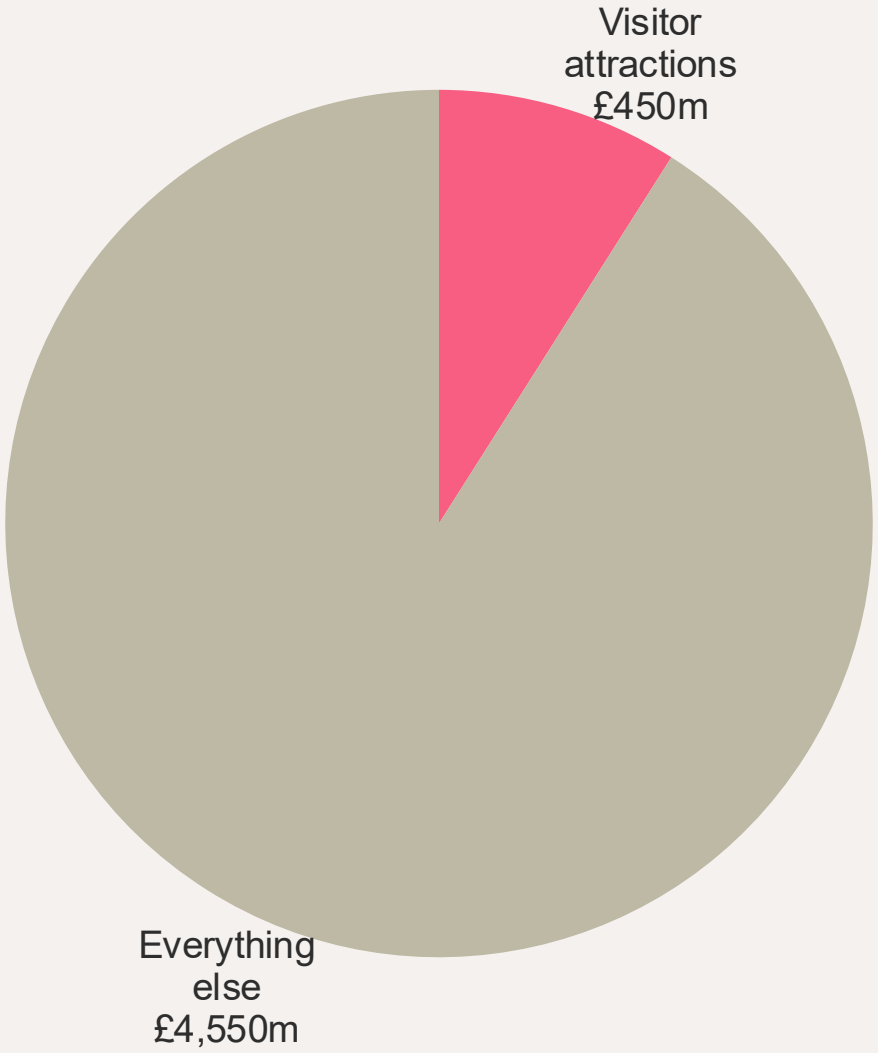
Research commissioned by ALVA

£5bn to spend on leisure, and only a tenth comes your way



7.6 million adults aged 35 to 54 with no children at home. They overtake households with children in 2030.

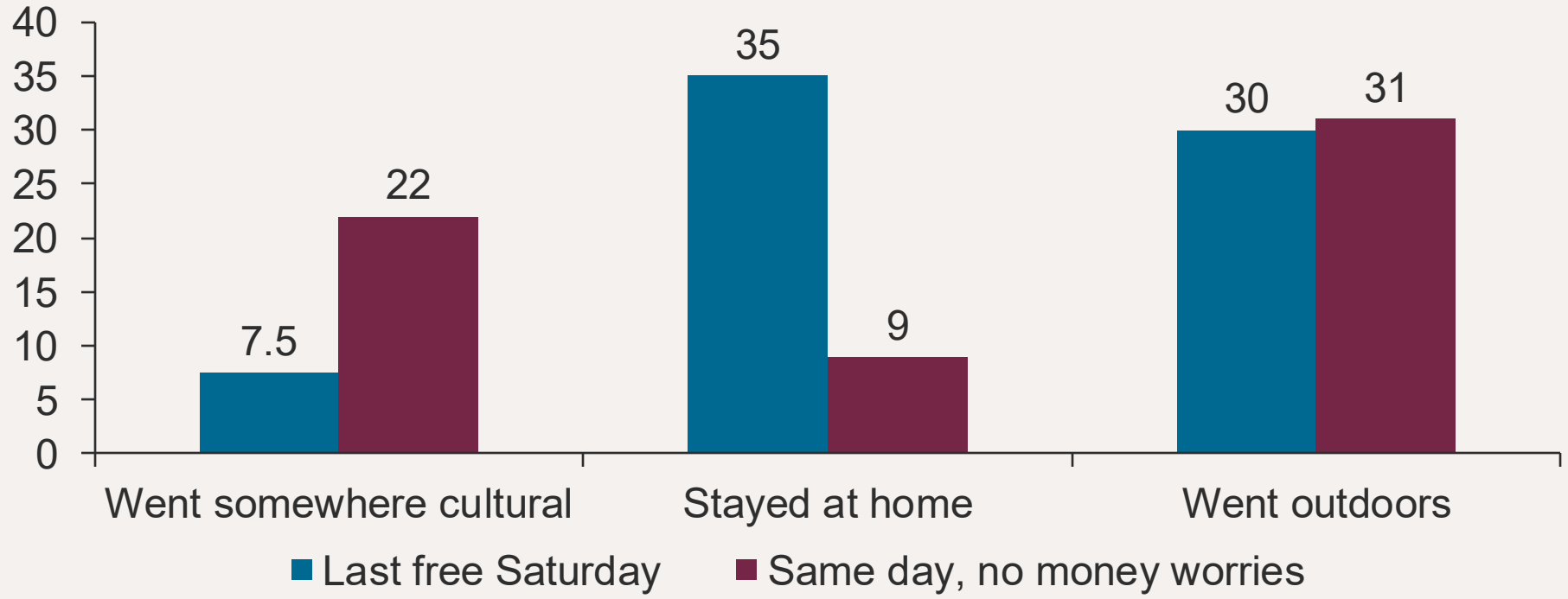
£5bn a year between them on leisure.

About £450m of it reaches visitor attractions.

Act one

Ask what happened. Then ask what would have happened.

Take money out of it and cultural visiting trebles.

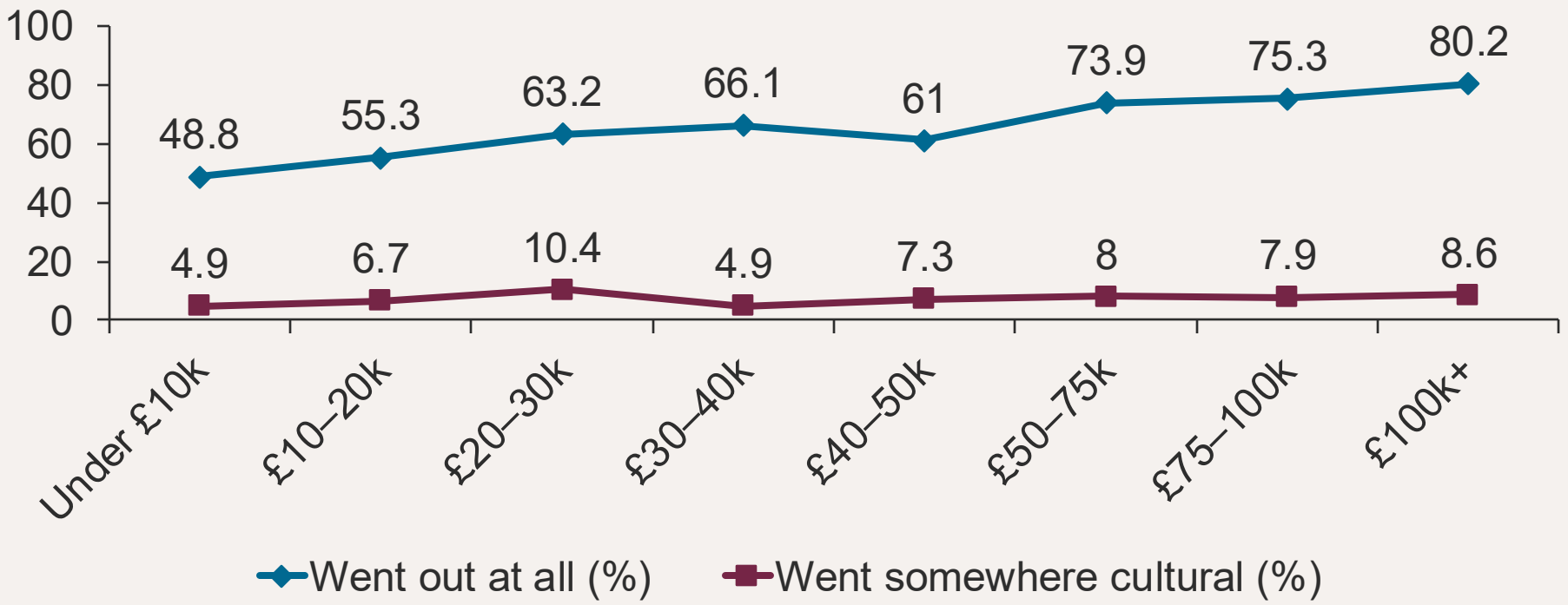


Staying at home almost disappears.

Time outdoors barely shifts, because that was free anyway.

Going out at all climbs steadily with income

Both lines are the same thing: the share of people in that income band who did each of these on their last free Saturday.



Going out at all climbs steadily with income, from about half of the poorest households to four in five of the richest.

Going somewhere cultural does not climb at all. It bounces between 5% and 10% with no trend: 7% below £40,000, 8% above.

Money gets people out of the house.

It doesn’t bring them to you.

But the reason people give is the price

37.5% of this audience say admission price is the single most decisive thing in whether they go. Here is how often they actually visit, in visits a year.

Among households on £75,000 or more, it is still a third (32.9%).

Barely half a visit between them.

21% of them made no visit last year, against 19% of everyone else.

“Too expensive” is the polite way of saying “I’m not sure it’ll be worth it”.

Act two

Four people who look identical on a spreadsheet

Explorers

Open to most things, want it curated

Want somebody to show them the best bits. 92% would book an expert-led half day at £25.

26% of the audience

Purists

Depth and substance, price sensitive

Somewhere quiet, 89%. Want to leave knowing more, 66%. Food beside the point, 85%.

23% of the audience

Sociables

Buzzy and food-led, pay the most

Buzzy and social, 63%. Food and drink at the centre, 69%. £40 to £60 for an evening.

23% of the audience

Restorers

Switch off, familiar, close to home

Close to home, decided that morning. 43% would rather put £40 into a good lunch.

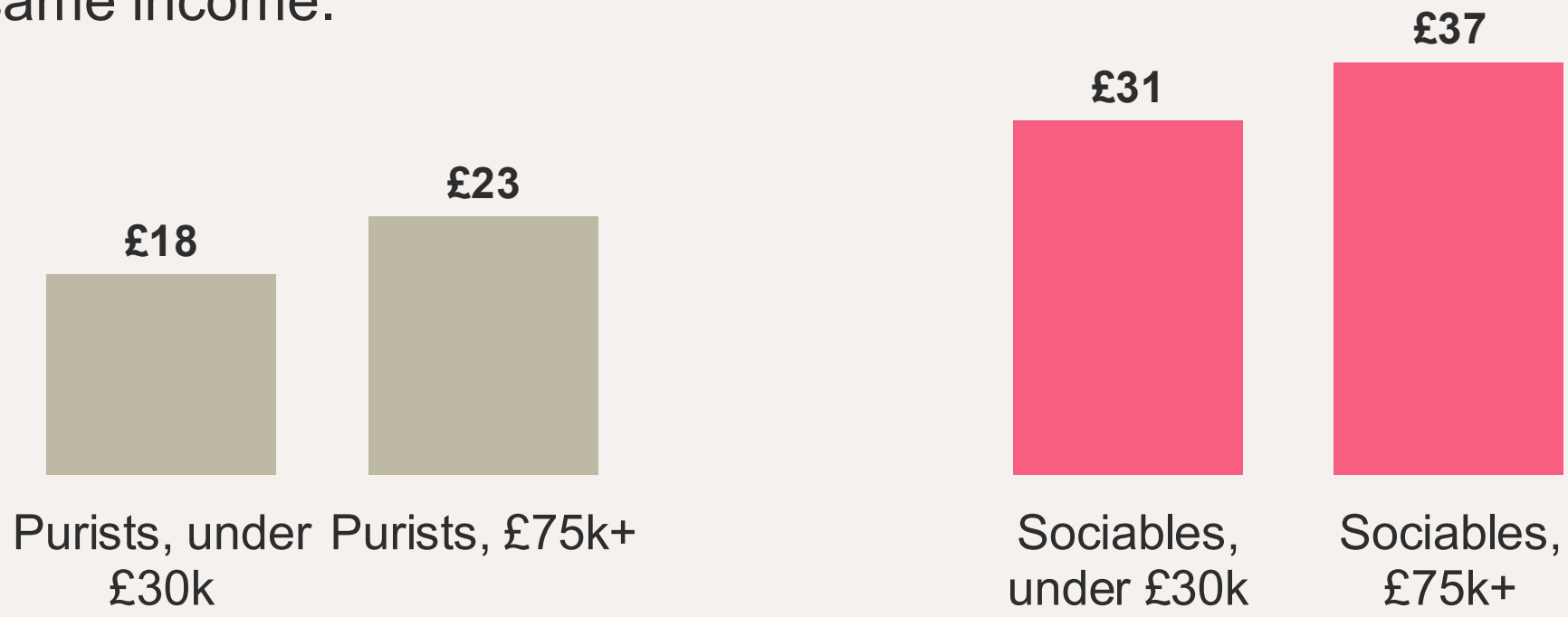
28% of the audience

What predicts the segment: leisure spend, membership and what people say they want from a day out.

What does not: age, gender, income or region.

What they are after sets what they will pay

What people say is a fair price for a standard visit. Going from under £30,000 to £75,000 plus adds about £5. Going from Purist to Sociable adds about £14, at the same income.



Grey: Purists, by household income.

Pink: Sociables, by household income.

A Sociable on under £30,000 will pay more than a Purist on £75,000 plus.

None of this is about life stage. The same questions, asked of a much older group, come back within a point or two.

Act three

Money is moving to the unmissable and automatic

Unmissable

Where the money is going

+68%

on live music since 2019, now £7.6bn. Booked once, months out, and nobody queries the price.

Automatic

Where the money is going

7%+

growth in subscription spending, every month of 2026. It renews without anyone deciding.

The ordinary day out

-7%

visits to ALVA sites in 2025 against 2019.

Entertainment ticket prices up 6.5% this year, the fastest rise in leisure.

Your unmissable

What attractions already have

Lates, seasons, experts

Christmas trails, seasonal programmes, expert-led half days. 69% are interested in the half day.

Your automatic

What attractions already have

Membership

Frequent visitors are 11 points more likely to want membership across several venues.

Four segments, four occasions, four prices

Four different days out, and most of them already exist somewhere.

Segment	What they want	What to put on	Price
Sociables	An evening, social, food-led	Lates and ticketed evening events	£40–£60
Explorers	Expert-led and in depth	Half days, courses, behind the scenes	£25
Purists	Quiet and unhurried	Membership, weekday adult hours	£20 and an annual commitment
Restorers	Familiar, local, spur of the moment	Small reasons to come back	About £20

What it adds up to

They want to come.

Price is the reason they give. The worry is whether it will be worth it.

What they are after sets what they pay.

The Saturdays being won are booked ahead or renew by themselves.

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Plan around what people are after. Then give them an occasion to book or a habit to keep.

Thank you

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