

Sports and Entertainment Arena Foodservice Trends in the U.S.

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Abstracts

Facing stagnating seating capacity, attendance challenges, and a difficult ticket pricing environment, the U.S. sports and entertainment industry has sought to increase per capita guest spending by enhancing amenities and improving suite and club seat programs. In both cases, foodservice plays a central role, according to Packaged Facts' *Sports & Entertainment Venue Foodservice Trends in the U.S.*

Borrowing from the restaurant industry—and with significant input from foodservice contractors—venue operators, managers and promoters are aggressively improving food selection, food quality, menu flexibility, and better customer service to enhance the fan experience. Our analysis shows that improved concessions and higher-end suite and club seat foodservice programs are transforming the guest experience—and transforming many major venues into food destinations.

To fully leverage sports and entertainment foodservice operations, industry participants should understand how generational shifts in venue attendance shape the kinds of food and drink they provide patrons, keep abreast of restaurant trends that are quickly reshaping consumers' expectations about sports and entertainment venue foodservice, and monitor the competitive landscape to help keep on trend. *Sports & Entertainment Venue Foodservice Trends* provides the guidance industry participants need to navigate these issues, and much more. Key content includes:

A market size and forecast for the U.S. sports and entertainment foodservice market, as well as supporting analysis on foodservice contractor sales and venue revenue estimates.

Analysis of macroeconomic trends shaping sports and entertainment foodservice

growth, including an economic forecast through 2014; consumer confidence and unemployment trends; consumer recreation spending trends; travel and leisure spending trends; sports and entertainment attendance trends; major league cost of attendance analysis; and suite and club seat analysis.

Assessment of trends affecting food service in the sports and entertainment industry, with an emphasis on sports stadiums and arenas, including menu additions, enhancements, and upscaling; health trends; and mobile technology.

Sports event usage, mean usage & foodservice usage (food, non-alcoholic beverage, and alcoholic beverage) trends for MLB, the NFL, the NBA, the NHL, NASCAR and college football.

Entertainment event usage & foodservice usage trends for music performances and theatrical performances, as well as attendance trends (with generational analysis) for rock/pop, country, classic, and R&B/hip-hop/rap music.

Analysis of a cross-section of major foodservice operations at major U.S. sports and entertainment venues, including Cowboy Stadium, Daytona International Speedway, the L.A. Live complex, Madison Square Garden, and Oriole Park.

This report also includes in-depth owner, operator & contractor sports and entertainment foodservice analyses for ARAMARK, Compass Group, PLC/Levy Restaurants, Delaware North Companies/Sportservice, International Speedway Corporation, Live Nation Entertainment, Inc., and Madison Square Garden, Inc.

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