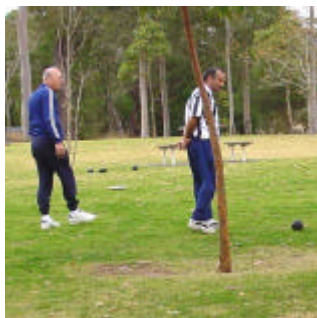


Crisis, uncertainty and leisure choice



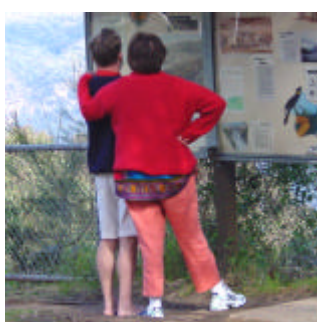
How are our leisure choices affected by world events that threaten personal safety? What changes do we make in times of economic and political uncertainty?

1. We choose to go to safe places. For most people there is nowhere safer than home.
2. We choose comfort over challenge.
3. We choose recovery over exertion.
4. We choose the familiar over the new.
5. We choose to spend time with family and friends.
6. We choose flexibility and contact — places with good communication and transport options.



Promotion tips for leisure destinations and venues

- Promote your destination or venue to past users. Remind them of the pleasures of the familiar and invite them to get to know you better.
- Point at the ways your destination or venue can provide for groups of family and friends to spend time together. You could promote facilities for physical activities or spaces for social exchange.
- Position your destination or venue as a home away from home.
- Put the emphasis on the 'comfort' aspects your offer.
- Emphasise the simple pleasures of life which can be experienced at your destination or venue.
- Remind people about the transport and communication options available.
- Offer promotions which reward repeat visitors or those bringing others.



Contact:

Gillian Savage

Email
gillian@environmetrics.com.au

Tel (02) 9966 1326
Fax (02) 9954 9046

www.environmetrics.com.au/cvs/cvs.html

Nov/01