

**Embargoed for Wednesday 13 November**

**From Wellness Centres, Climbing Walls and Dancing Schools to Casinos.**

**Leisure and Entertainment motivate CEE consumers to leave the world**

**of online shopping and go to shopping centres**

**Mapic, November 13-15, 2019** – According to the new CEE research from Colliers International, which looks at entertainment sector in 13 CEE countries[[1]](#footnote-1), the leisure offer in shopping centres is dominated by multiplex cinemas and fitness clubs, but there are also other concepts that are being added to the mix. Czech consumers spend the most on recreation and culture, the average is 38.23 EUR/month.

Key findings of the report include:

**Dynamic growth of entertainment industry**

The entertainment industry is one of those that has been developing dynamically over the last several years. Shopping centre developers and owners are increasingly aware that an innovative and attractive entertainment offer is an indispensable part of each shopping centre, regardless of its geographical location.

**Multiplexes and fitness clubs dominate the entertainment market in shopping centres**

The reported data reveals that we have over 452 cinemas and multiplexes in shopping centres in 13 CEE countries, the highest number of which was recorded in Poland (over 125). In most countries of the region, both network and local cinemas owned by domestic operators are still dominant. An example of a cinema operator is Polish Helios, which is the leader in terms of the number of multiplexes in Poland.

Kevin Turpin, Regional Director of Research, CEEadds: *“Many countries, such as Czechia, Belarus, Hungary, Bulgaria, Croatia or Romania maintain small local cinemas, which are an integral part of the culture and traditions of the regions. Their work is supported by grants from local government budgets*”.

**Unique concepts doing well**

Despite the fact that the entertainment market in SC is dominated mainly by multiplexes and fitness clubs, some countries have characteristic concepts only for themselves and  that are not present or almost not found of in other countries such as:

* Poland – dance school e.g. Egurolla Dance Studio
* Czechia – wellness centres e.g. Saunia
* Slovakia, Latvia, Belarus – casinos, e.g. Olympic Casino

Dominika Jędrak, Director, Research and Consultancy Services adds: “*In Poland one of the most dynamically developing concepts are complexes which offer a variety of escape rooms and labyrinths, for example TEPfactor and Jump World entertainment centers.  The largest number of this type of tenants (121) is observed in Ukraine, which is the region's leader in this respect*”.

**Who likes to entertain most?**

Among all the inhabitants of the CEE countries, the Czechs spend the most on recreation and culture, the average is 38.23 EUR/month followed by Latvia (35.6 EUR), Slovakia (22.46 EUR) and Poland (17.89 EUR).

The lowest density of tenants representing the entertainment & leisure sector in shopping centres (taking into account the number of inhabitants per one tenant in the centre) looks as follows:

* Cinema / multiplex - Belarus
* Fitness Clubs – Albania
* Kids plays - Czechia

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1. Albania, Belarus, Bulgaria, Croatia, Czechia, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia and Ukraine [↑](#footnote-ref-1)