

Sport, Leisure and Tourism Market Insights

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Sport, Leisure and Tourism Insights

Welcome to the sport, leisure and tourism issue of **Insights**, by DJS Research Ltd.

Olympic Athletes Outpace Brands in Branding Stakes

Recently released figures suggest that corporate sponsorship of the Olympic games may have been less effective than previously thought. Just prior to the London games, less than a quarter (24%) of Britons were able to...[Read More](#).

Poll Discovers UK's Best Heritage Attraction

In a survey to discover the UK's top heritage attraction - as opposed to tourist landmarks such as the Houses of Parliament or the Tower of London - Stirling Castle in Scotland has been rated top. The research considered several key points, including price, value for money...[Read More](#).

Research Shows Key Considerations When Britons Book Holidays Online

A survey of 1,049 adults who have been abroad in the last year has revealed that air conditioning is the most crucial necessity for people booking holidays online. The research also showed that, in the weeks before booking a holiday, individuals spend an large amount of time looking at holiday destinations - an average of...[Read More](#).



Our Mission: To Put A Smile On Our Client's Face

DJS Research Ltd is a full service market research agency which specialises in the [sport, leisure and tourism](#) sectors.

DJS News

DJS Industry Insights:

We are now able to provide sector specific market research insights on our website, available [here](#). For automated insights and news in the Industrial Sector, please follow: [DJS_Leisure](#)

DJS Shortlisted For Client Focus Award:

DJS Research Ltd have been shortlisted for the Customer Focus Award in the Cheshire Business Awards, along with two other companies. DJS were encouraged to enter after a decade of high quality feedback from clients. Click [here](#) to find out more, or visit our live client satisfaction [results](#).