

Entertainment

Component Factor

Yes, part of Non-Retail Offer ([view](#))

Ranking

Entertainment	Rank	Score	Descriptor
Influence	111 th out of 237	3.75 out of 5	Influential
Control	18 th out of 237	3.71 out of 4	Controllable
Priority	29 th out of 237	13.93	Very high priority

Description/Definition

Entertainment refers to all the activities that can provide enjoyment and amusement to consumers in a centre. This includes venues where visitors spend time being entertained or pampered such as restaurants, bars, cinemas etc. (Teller, 2008).

Why does it matter? (Influence)

Tenant mix is one of the most important factors contributing to attractiveness of the high street and this also includes venues for entertainment. Entertainment venues can help mediate a retail heavy offer and meet different needs of the visitors and thus increasing satisfaction and lengthening of shopping stays, ultimately leading to more money being spent (Kang and Kim, 1999).

What can you do about it? (Control)

Place managers can aim to attract a broader non-retail offer that includes facilities for entertainment and encourage later opening hours to boost the centre's evening economy. This will compliment a more multifunctional high street that is not solely depended on retail. Vacant units could also be considered potential venues for entertainment to take place, potentially in terms of arts and recreation. The centre could also facilitate entertainment in form of events such as festivals and concerts etc. to increase the leisure offer. These types of entertainment can help generate value for the local community and enjoyment for both visitors and the catchment area.

See also

Attractions; Leisure offer; Non-retail offer

References

Teller, C. (2008). 'Shopping streets versus shopping malls—determinants of agglomeration format attractiveness from the consumers' point of view'. *The International Review of Retail, Distribution and Consumer Research*, 18(4), pp. 381-403.

Kang, J. and Kim, Y.-K. (1999) 'Role of entertainment in cross-shopping and in the revitalization of regional shopping centers'. *Journal of Shopping Center Research*, 6(2), pp. 41-71.