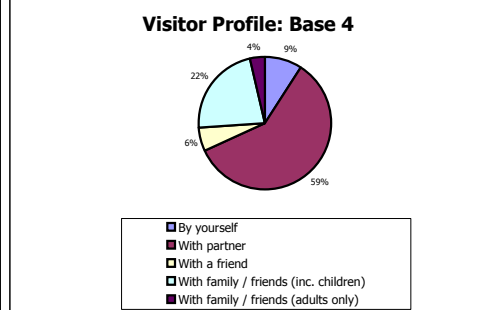
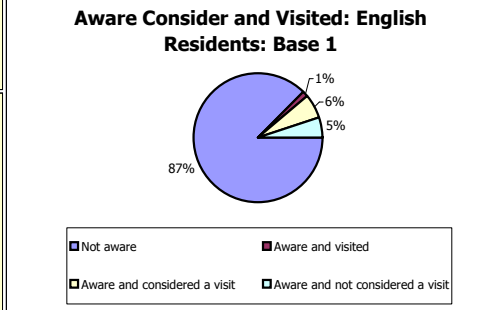
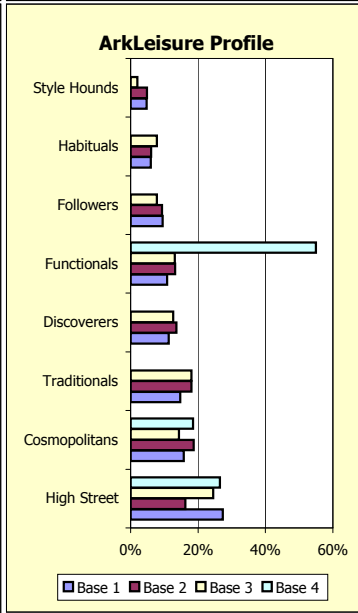


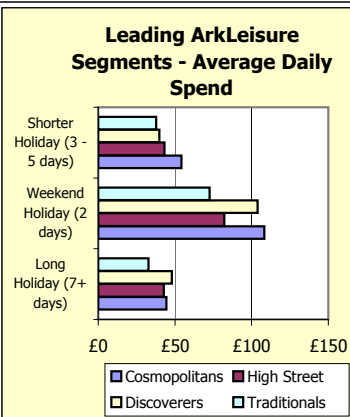
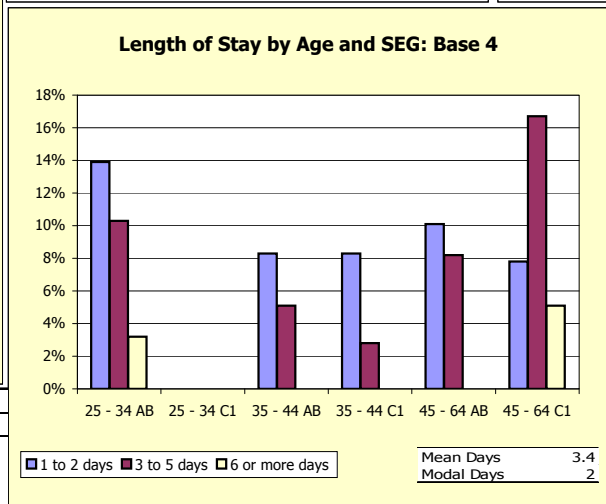
## ArkLeisure Yorkshire Destination Brand Map - Kirklees August 2005

Base 1: English Residents	2554
Base 2: All consider Yorkshire a holiday destination	1737
Base 3: All consider as a holiday destination but not visited in last 5 years	47
Base 4: All visited destination in last 5 years	4
All Bases Exclude Yorkshire Residents	
All Bases comprise English residents within ABC1 socioeconomic group, aged 25-64 years only	

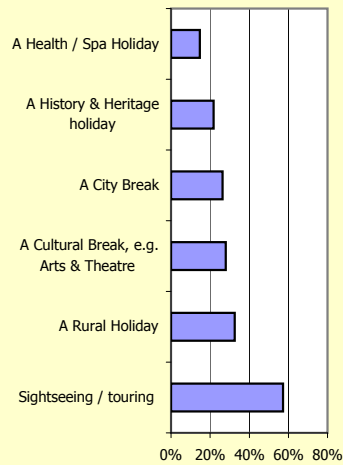


### Leading ArkLeisure Segments Market Share

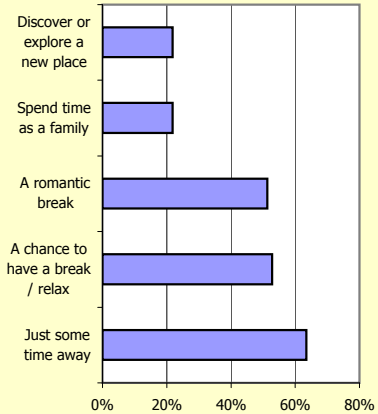
	Base 1	Base 3
High Street	27.3%	24.5%
Cosmopolitans	15.8%	14.3%
Traditionals	14.7%	18.0%



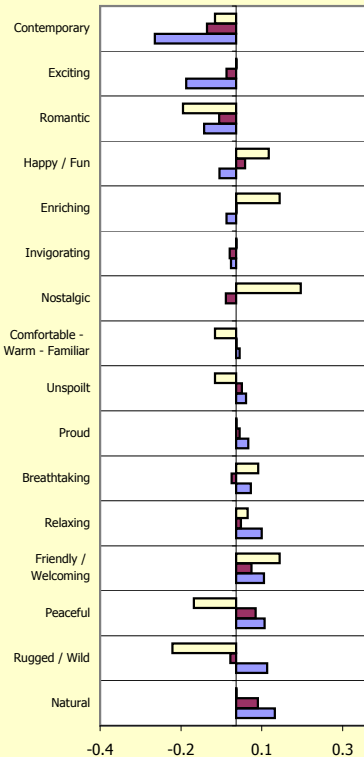
**Type of Holiday: Base 3**



**Reason for Visiting: Base 3**



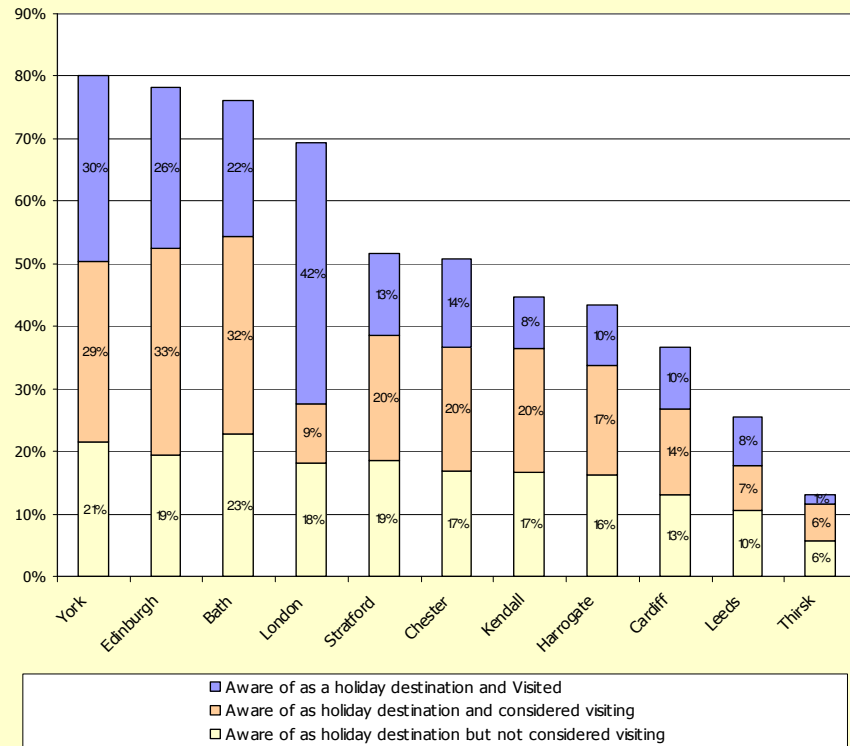
**Brand Perceptors Yorkshire vs Kirkles**



Leading Brand Descriptors	Base 3	Base 4
Natural	6.52	5.55
Peaceful	6.48	4.82
Friendly / Welcoming	6.40	6.29
Happy / Fun	6.28	6.10
Unspoilt	6.22	5.18

Mean Scores (0-10 rating scale where 0 is totally disagree and 10 is totally agree)

**All Respondents - Top 10 Town Destination Awareness**



For further information relating to this destination brand map please contact:

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