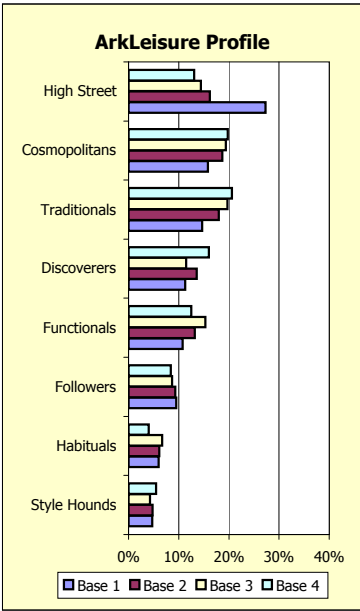
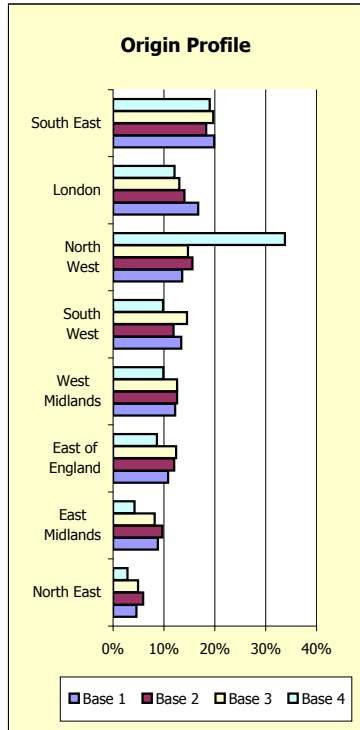


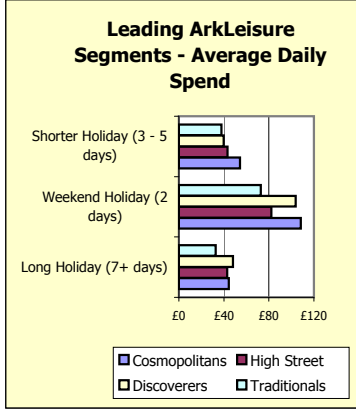
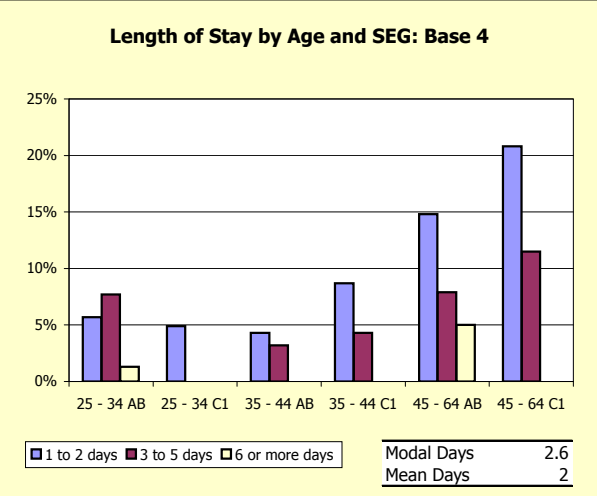
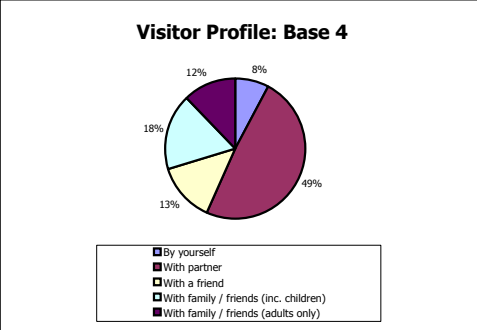
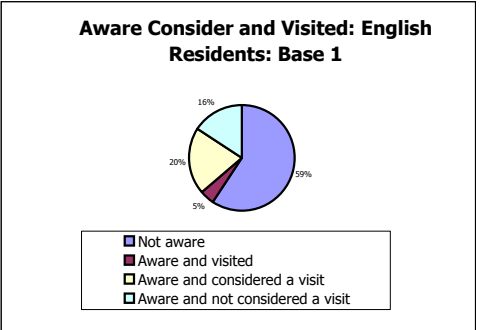
## ArkLeisure Yorkshire Destination Brand Map - Bronte Country August 2005

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	407
Base 4: All visited destination in last 5 years	49

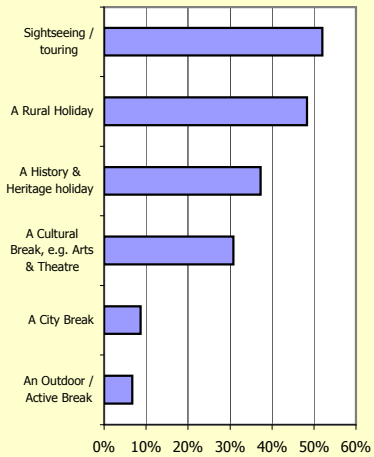
All Bases Exclude Yorkshire Residents  
All Bases comprise English residents within ABC1 socioeconomic group, aged 25-64 years only



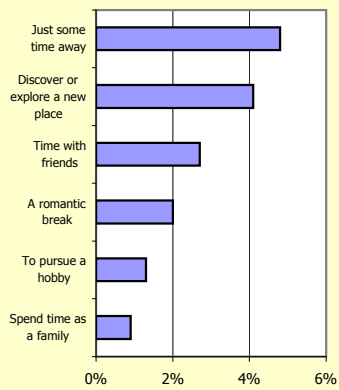
Leading ArkLeisure Segments	Market Share	
	Base 1	Base 4
High Street	27.3%	13.1%
Cosmopolitans	15.8%	19.8%
Traditionals	14.7%	20.6%



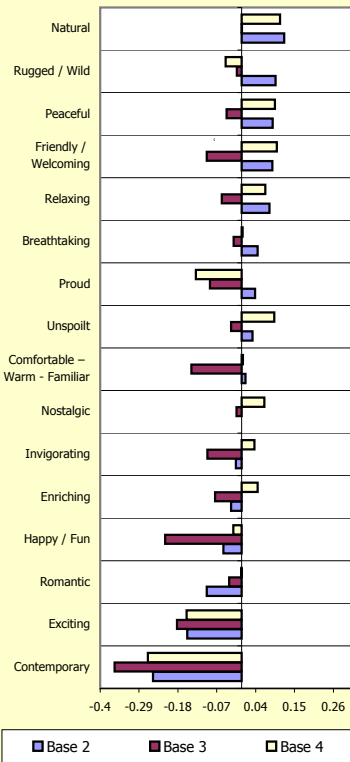
### Type of Holiday: Base 4



### Reason for Visiting: Base 4



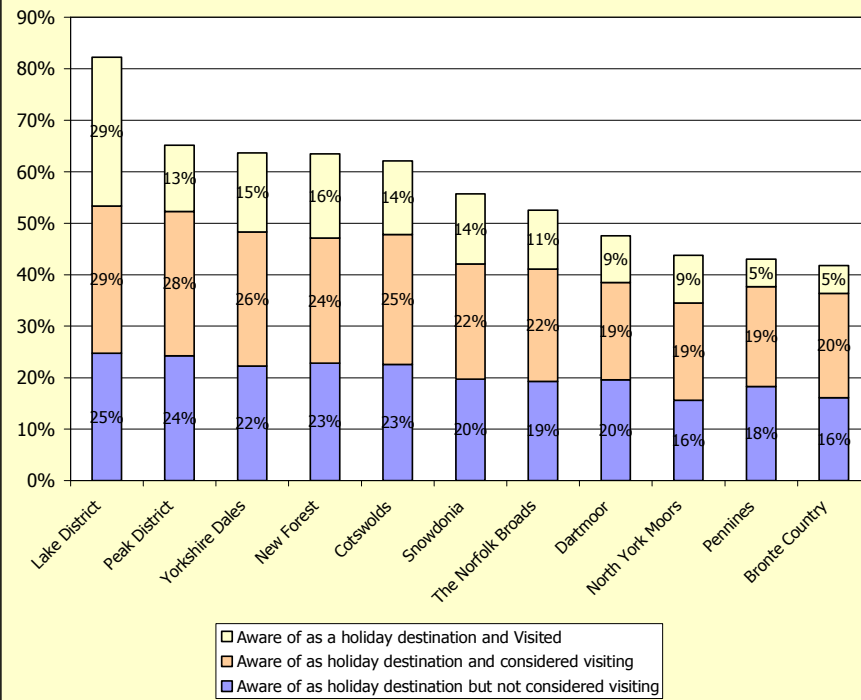
### Brand Perceptors Yorkshire vs Bronte Country



Leading Brand Descriptors	Base 3	Base 4
Natural	7.10	7.87
Rugged / Wild	7.00	6.78
Nostalgic	7.00	7.56
Breathtaking	6.94	7.12
Unspoilt	6.89	7.75

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

### All Respondents Top 10 Rural Destination Awareness



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

Joanna Royle - Yorkshire Tourist Board - 01904 773321  
Ben Moxon - Arkenford Ltd - 01483 510310



