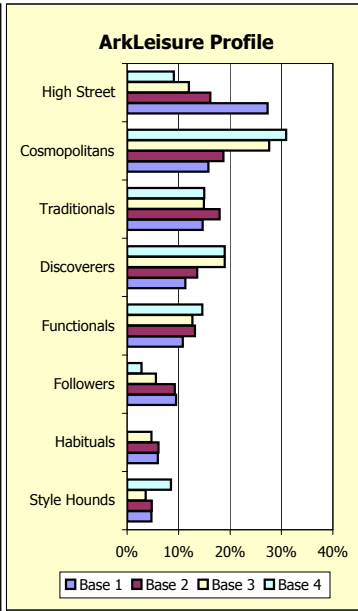


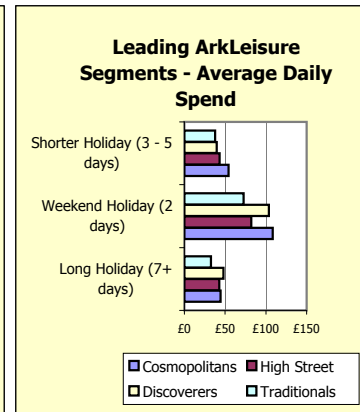
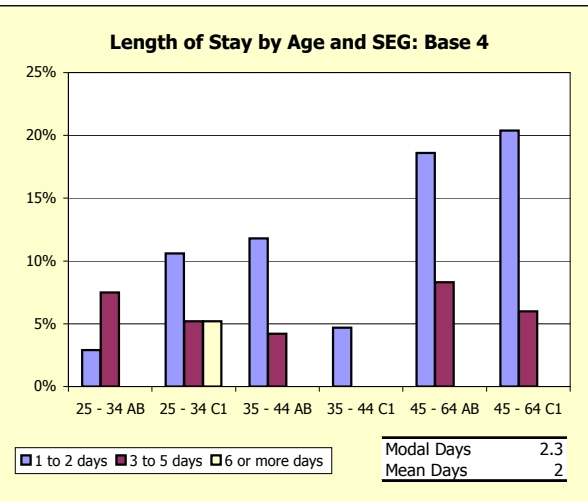
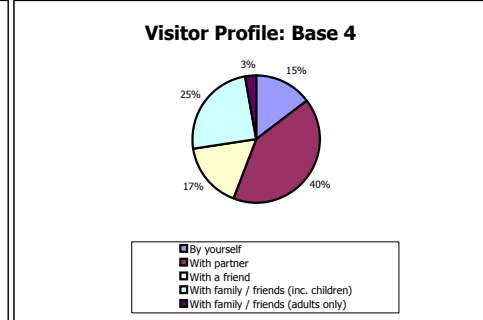
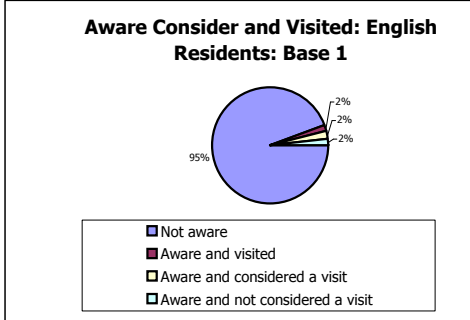
## ArkLeisure Yorkshire Destination Brand Map - Hull August 2005

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	53
Base 4: All visited destination in last 5 years	23

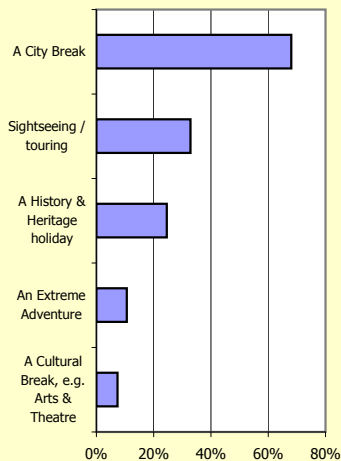
All Bases Exclude Yorkshire Residents  
All Bases comprise English residents within ABC1 socioeconomic group, aged 25-64 years only



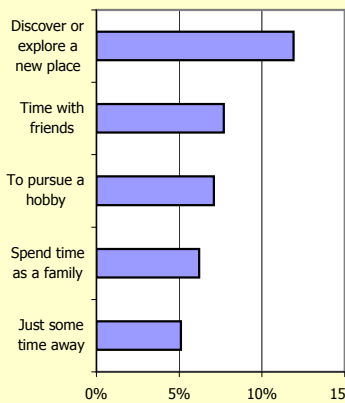
Leading ArkLeisure Segments	Market Share	
	Base 1	Base 4
High Street	27.3%	9.1%
Cosmopolitans	15.8%	30.9%
Traditional	14.7%	15.0%



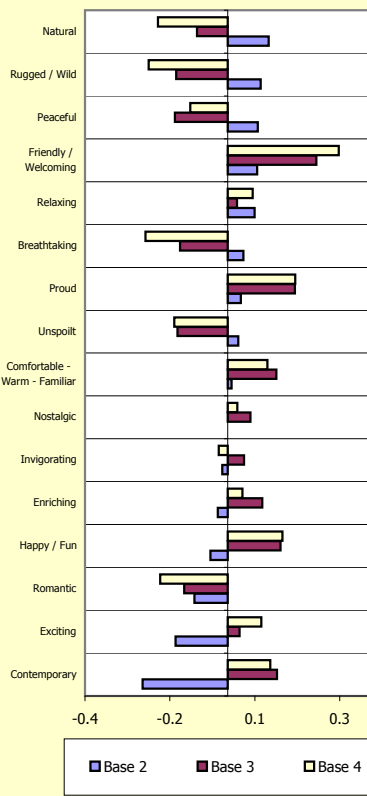
**Type of Holiday: Base 4**



**Reason for Visiting: Base 4**



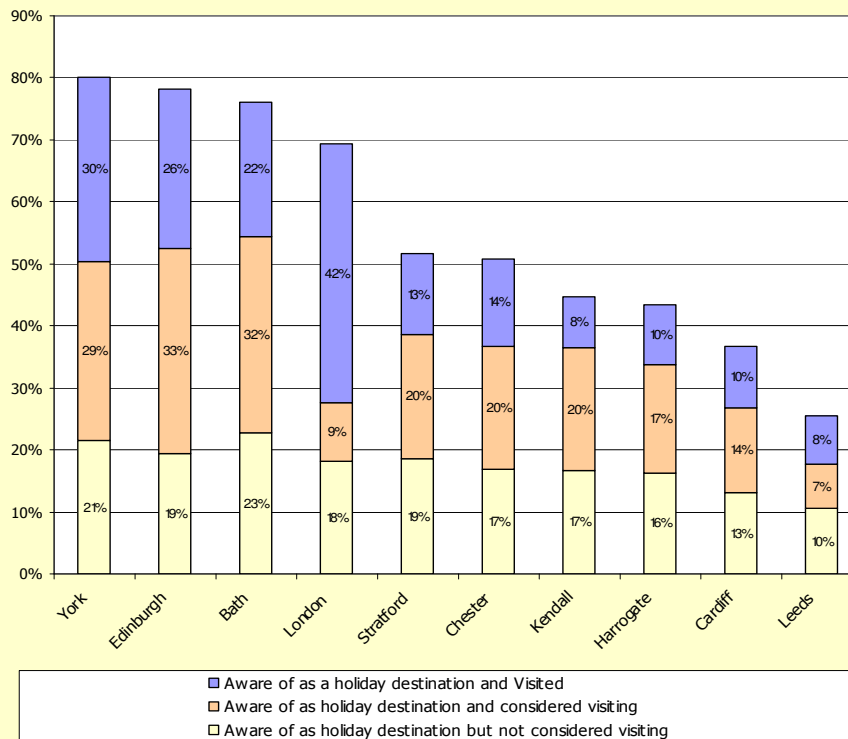
**Brand Perceptors Yorkshire vs Hull**



Leading Brand Descriptors	Base 3	Base 4
Friendly / Welcoming	6.92	7.28
Proud	6.58	6.58
Happy / Fun	6.34	6.37
Contemporary	6.28	6.18
Comfortable - Warm - Familiar	6.28	6.13

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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