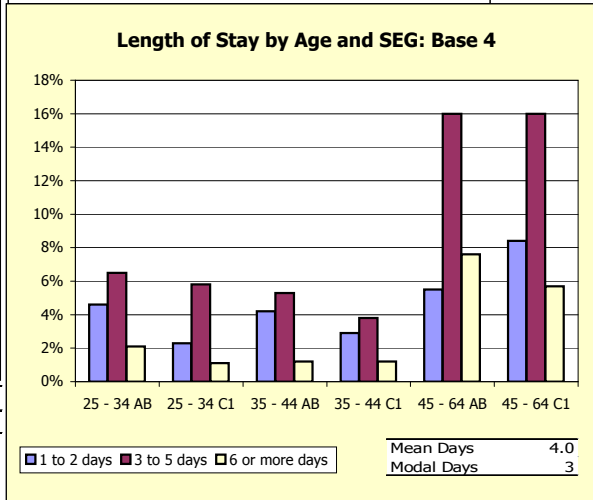
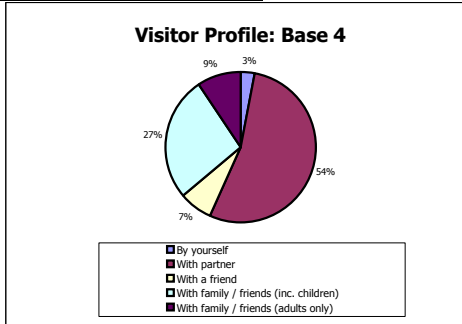
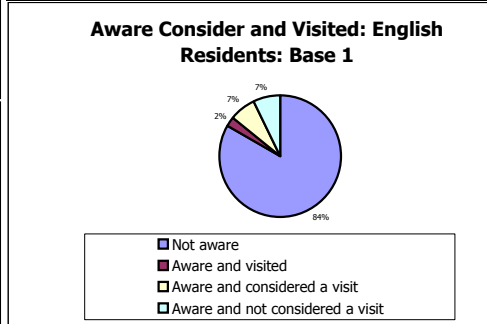


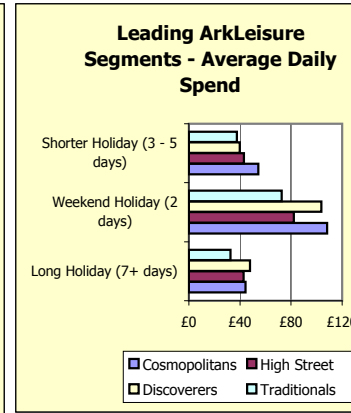
Leading ArkLeisure Segments	Market Share	
	Base 1	Base 4
High Street	27.3%	17.6%
Cosmopolitans	15.8%	19.2%
Traditionals	14.7%	18.3%

ArkLeisure Yorkshire Destination Brand Map - Pennines Yorkshire August 2005

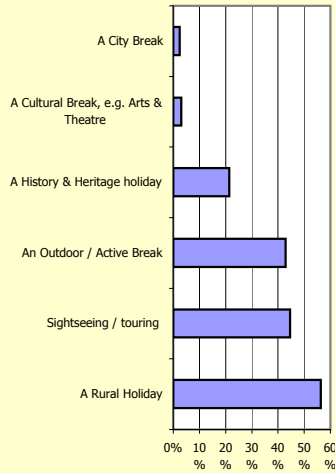
Base 1: English Residents	2554
Base 2: All consider Yorkshire a holiday destination	1737
Base 3: All consider as a holiday destination but not visited in last 5 years	112
Base 4: All visited destination in last 5 years	194
All Bases Exclude Yorkshire Residents	
All Bases comprise English residents within ABC1 socioeconomic group, aged 25-64 years only	



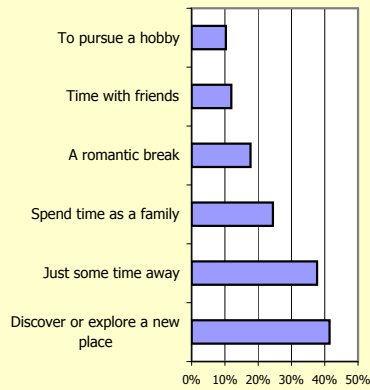
Mean Days 4.0
Modal Days 3



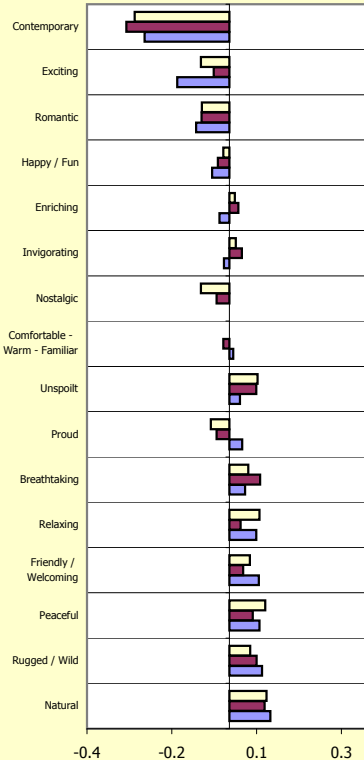
Type of Holiday: Base 4



Reason for Visiting: Base 4



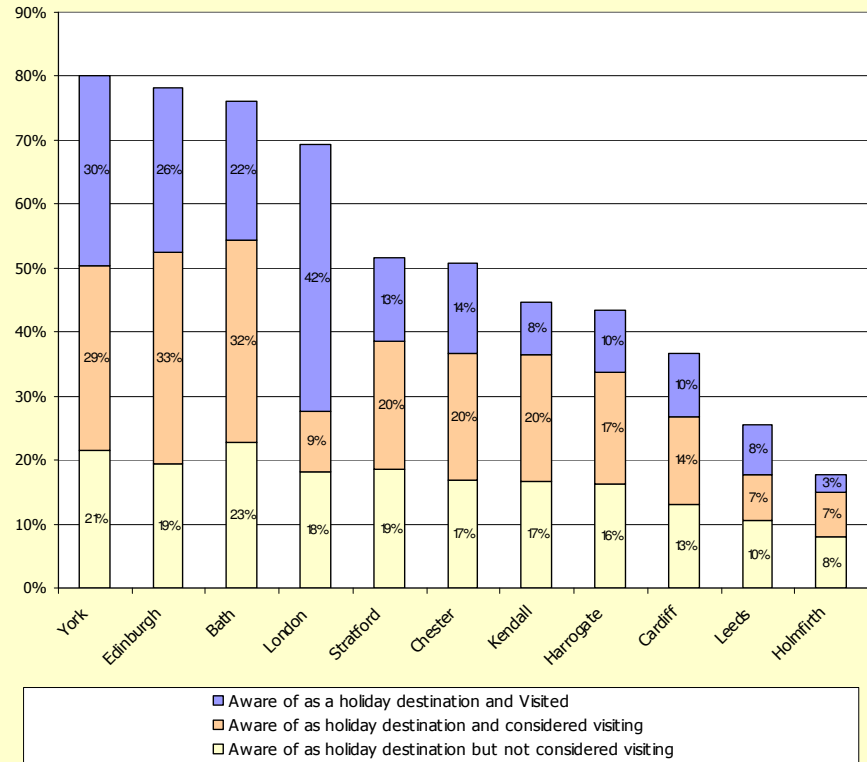
Brand Perceptors Yorkshire vs Pennines



Leading Brand Descriptors	Base 3	Base 4
Natural	7.72	8.10
Breathtaking	7.63	7.71
Rugged / Wild	7.56	7.75
Unspoilt	7.55	7.91
Peaceful	7.48	8.07

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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