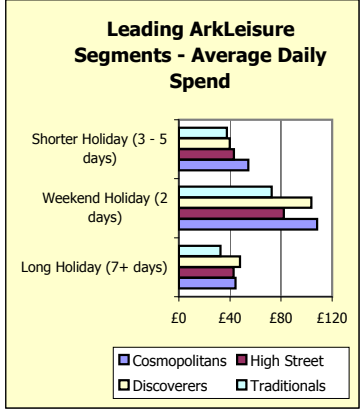
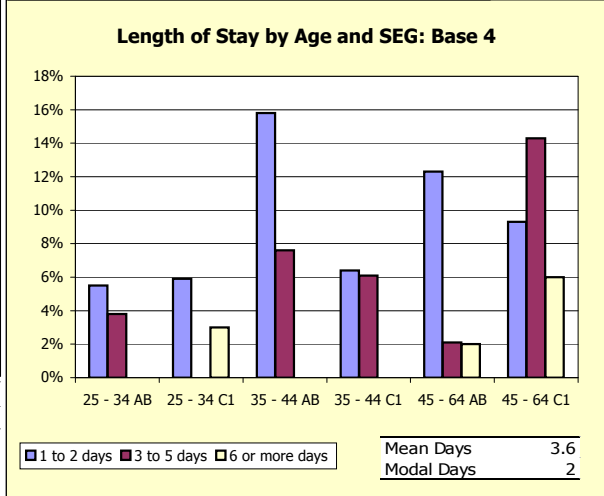
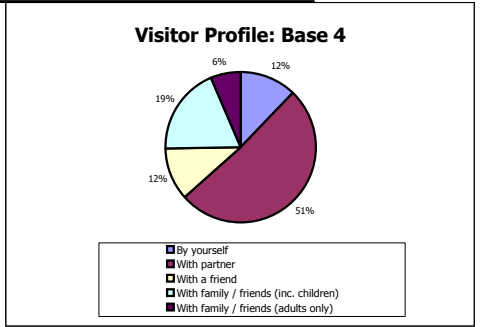
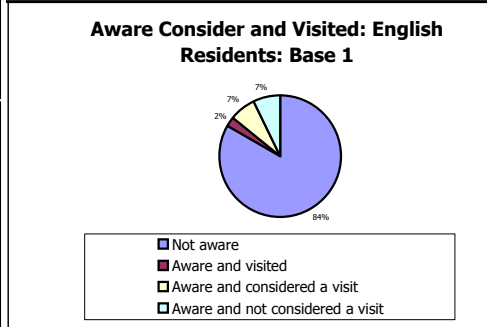


Leading ArkLeisure Segments	Market Share	
	Base 1	Base 4
High Street	27.3%	7.2%
Cosmopolitans	15.8%	17.1%
Traditionals	14.7%	25.4%

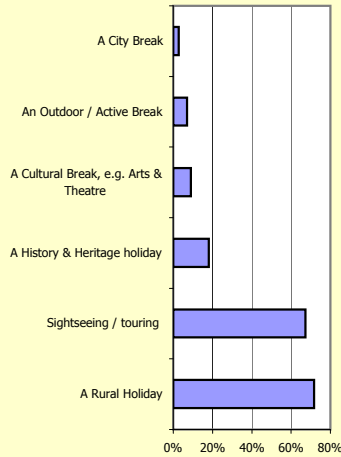
ArkLeisure Yorkshire Destination Brand Map - Holmfirth August 2005

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	84
Base 4: All visited destination in last 5 years	36

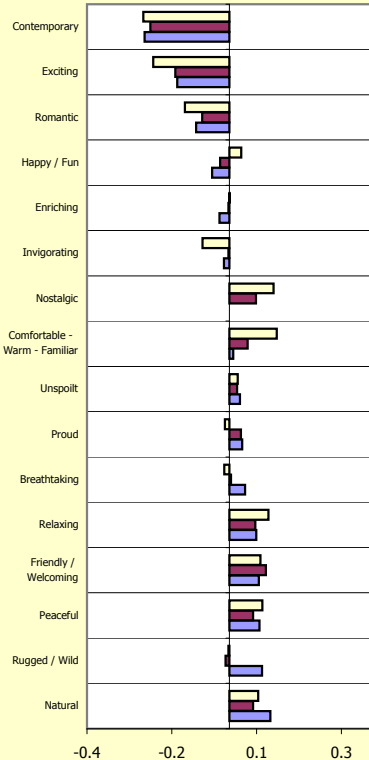
All Bases Exclude Yorkshire Residents
All Bases comprise English residents within ABC1 socioeconomic group, aged 25-64 years only



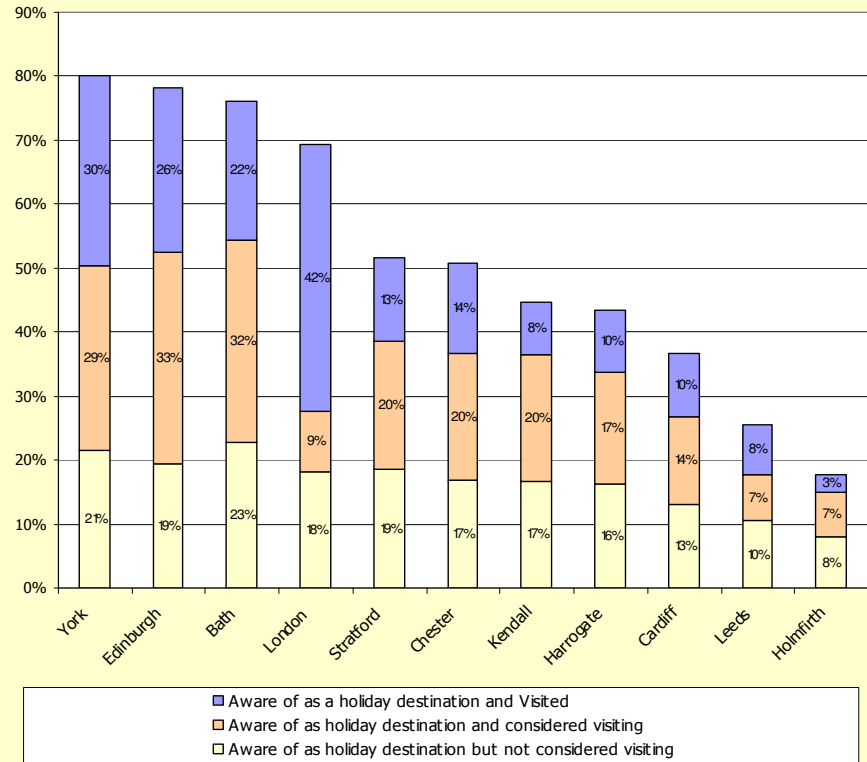
Type of Holiday: Base 4



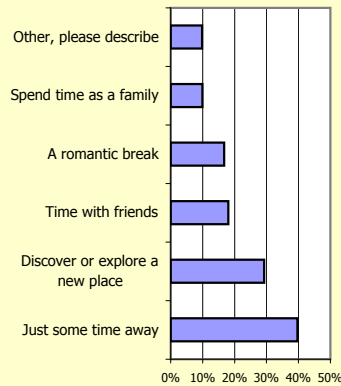
Brand Perceptors Yorkshire vs Holmfirth



All Respondents - Top 10 Town Destination Awareness



Reason for Visiting: Base 4



Leading Brand Descriptors	Base 3	Base 4
Natural	6.57	7.18
Rugged / Wild	6.07	6.60
Peaceful	6.57	7.26
Friendly / Welcoming	6.80	7.22
Relaxing	6.61	7.38

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

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

Joanna Royle - Yorkshire Tourist Board - 01904 773321
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