

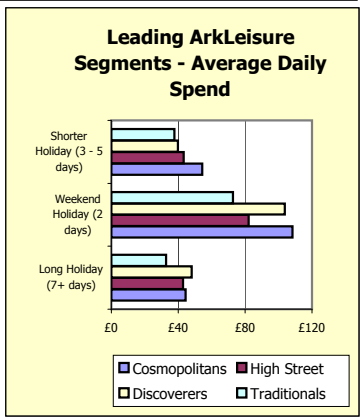
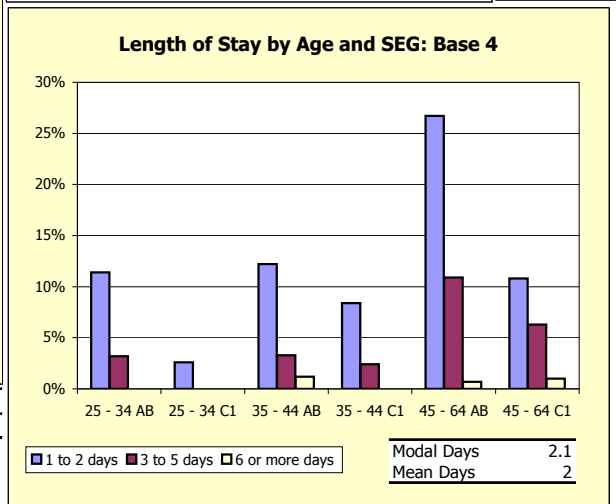
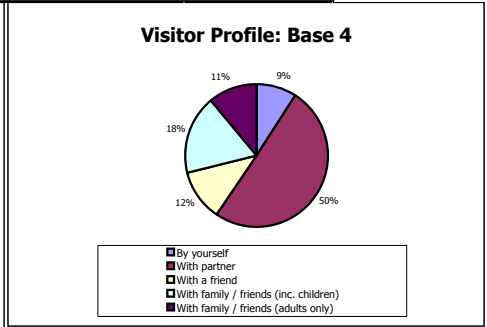
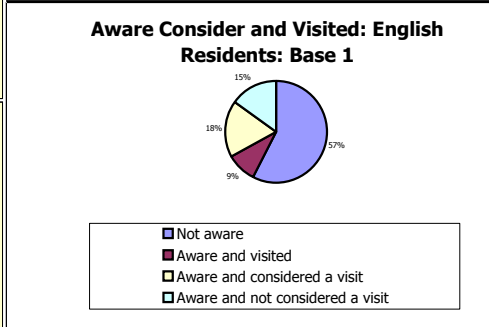
#### Leading ArkLeisure Segments Market Share

Segment	Base 1	Base 4
High Street	27.3%	16.2%
Cosmopolitans	15.8%	22.3%
Traditionals	14.7%	17.2%

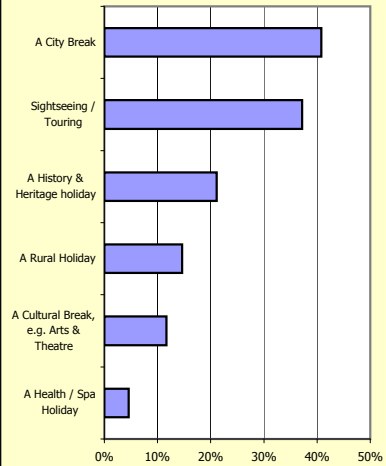
## ArkLeisure Yorkshire Destination Brand Map - Harrogate August 2005

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	380
Base 4: All visited destination in last 5 years	130

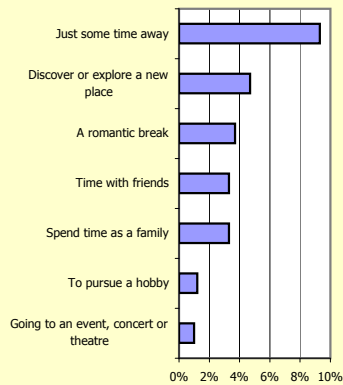
All Bases Exclude Yorkshire Residents  
All Bases comprise English residents within ABC1 socioeconomic group, aged 25-64 years only



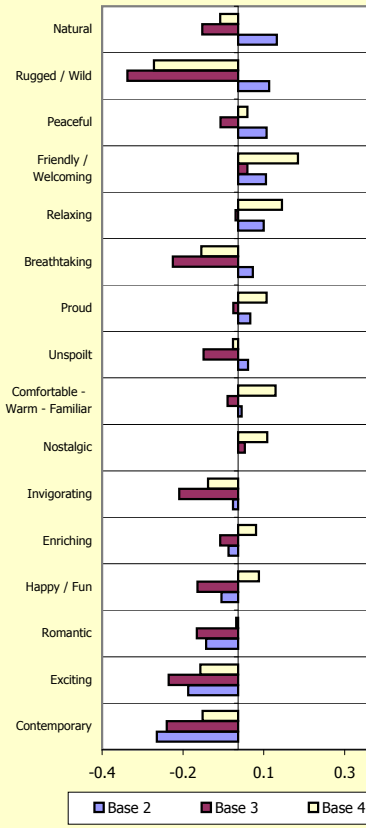
### Type of Holiday: Base 4



### Reason for Visiting: Base 4



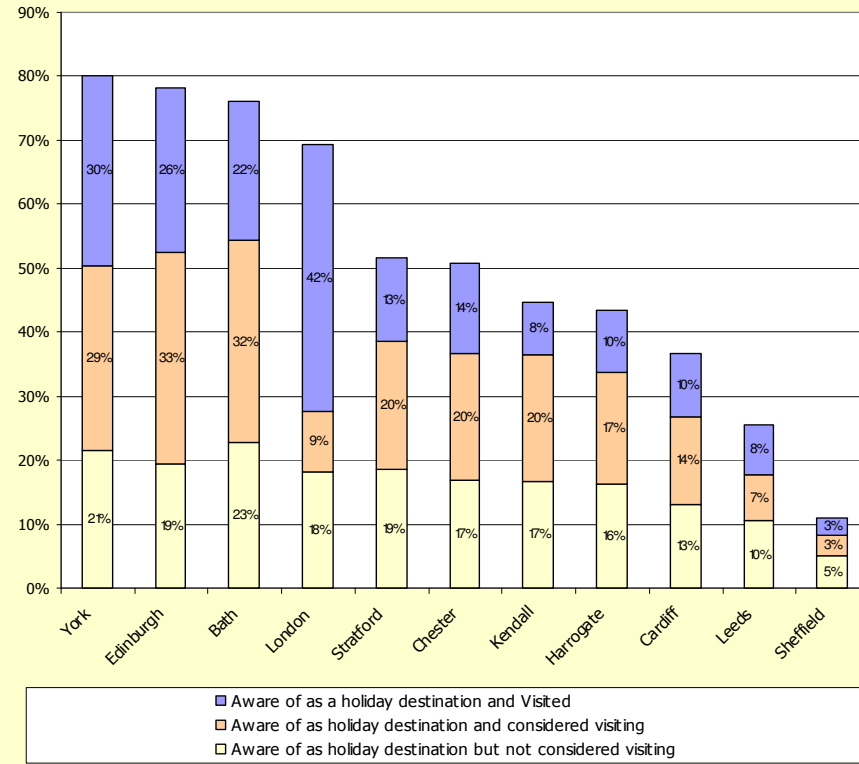
### Brand Perceptors Yorkshire vs Harrogate



Leading Brand Descriptors	Base 3	Base 4
Friendly / Welcoming	6.18	7.12
Nostalgic	6.13	6.55
Relaxing	5.96	6.82
Proud	5.92	6.54
Comfortable - Warm - Familiar	5.81	6.70

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:

Joanna Royle - Yorkshire Tourist Board - 01904 773321  
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