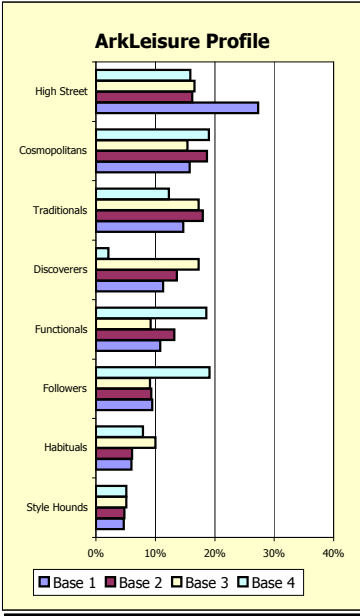


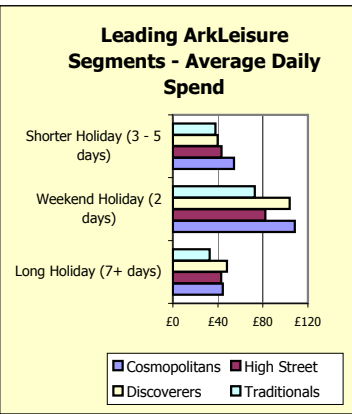
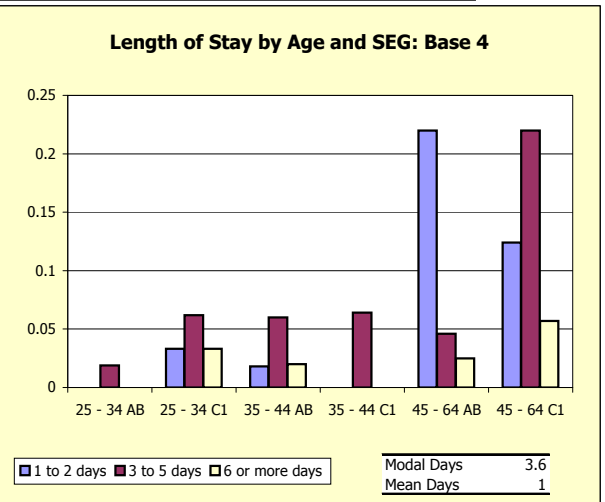
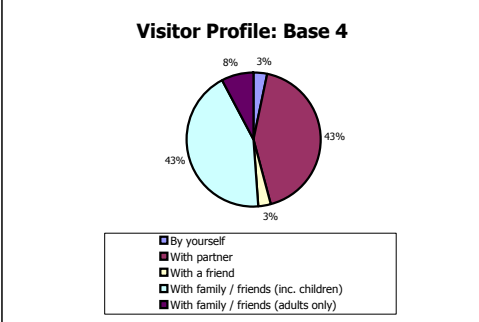
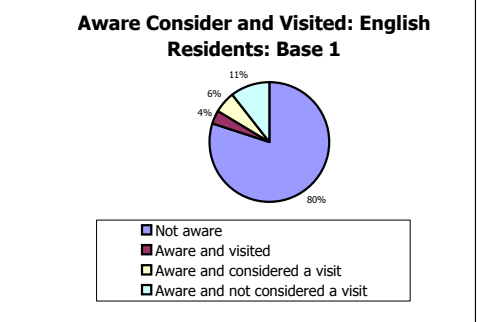
ArkLeisure Yorkshire Destination Brand Map - Filey August 2005

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	166
Base 4: All visited destination in last 5 years	35

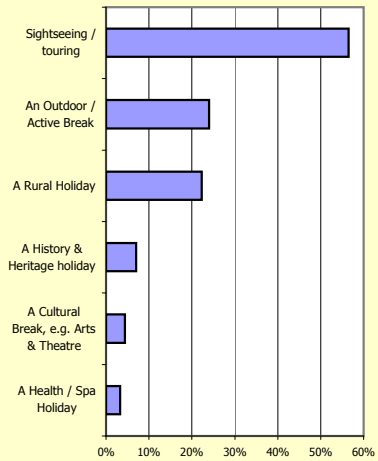
All Bases Exclude Yorkshire Residents
All Bases comprise English residents within ABC1 socioeconomic group, aged 25-64 years only



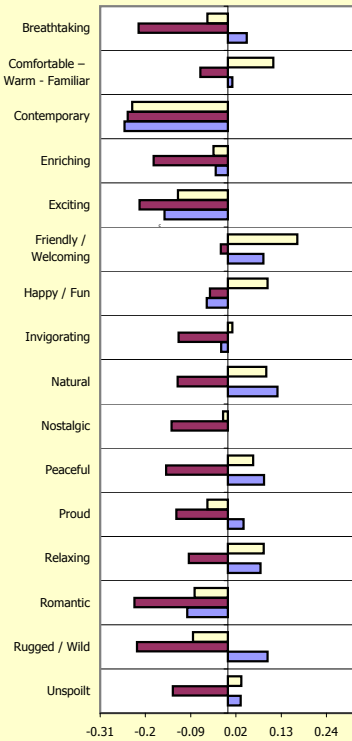
Leading ArkLeisure Segments	Market Share	
	Base 1	Base 4
High Street	27.3%	15.9%
Cosmopolitans	15.8%	19.0%
Traditionals	14.7%	12.3%



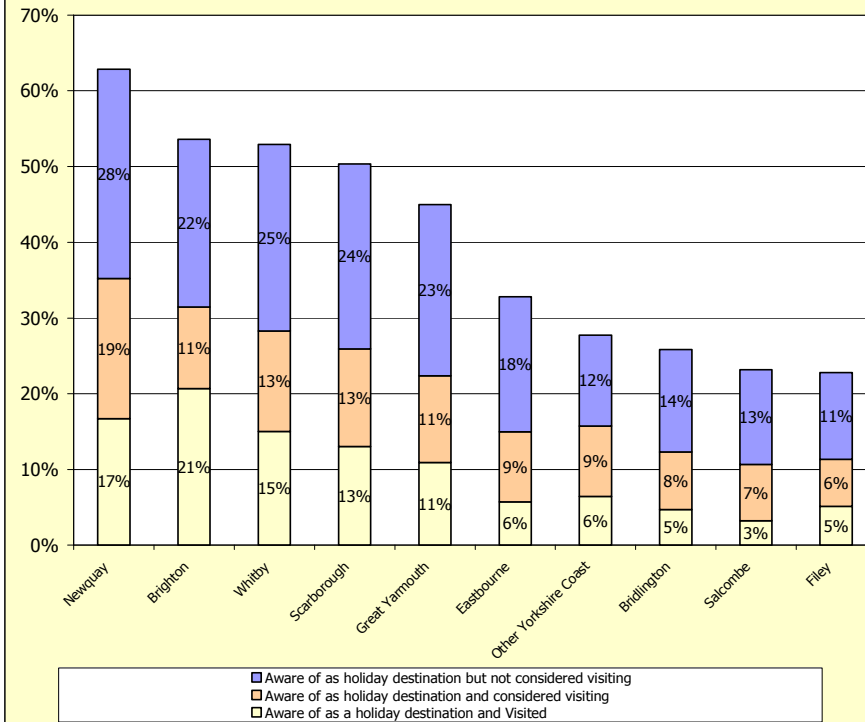
Type of Holiday: Base 4



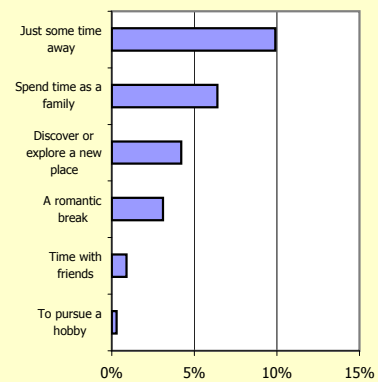
Brand Perceptors Yorkshire vs Filey



All Respondents - Top 10 Seaside Destinations



Reason for Visiting: Base 4



Leading Brand Descriptors	Base 3	Base 4
Friendly / Welcoming	6.19	7.36
Happy / Fun	6.03	6.91
Comfortable – Warm - Familiar	5.88	7.00
Relaxing	5.70	6.85
Invigorating	5.55	6.37

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:

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