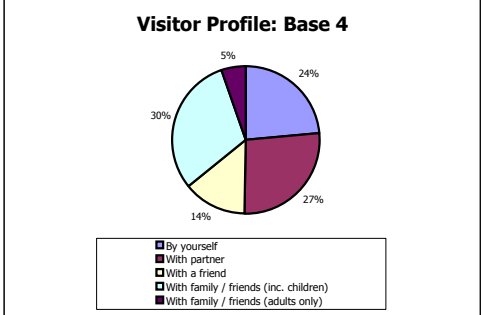
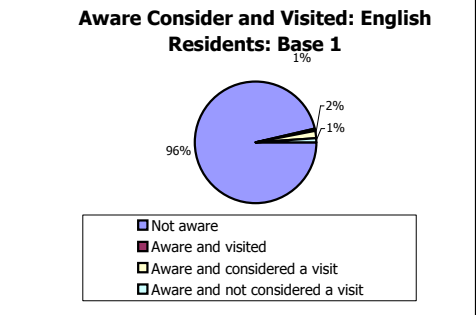
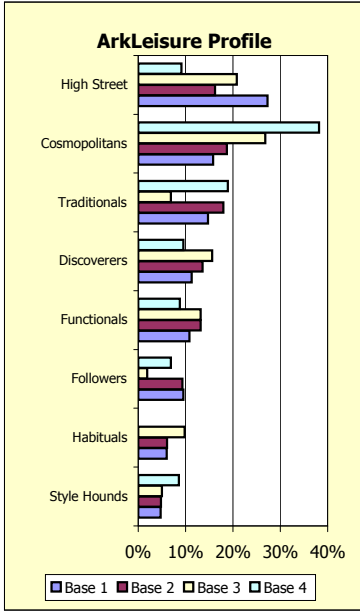


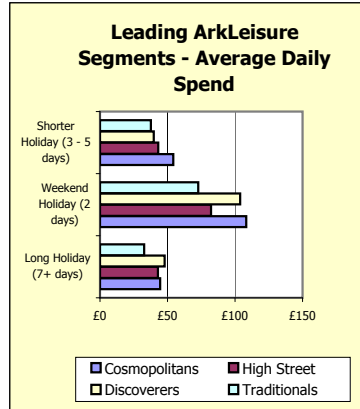
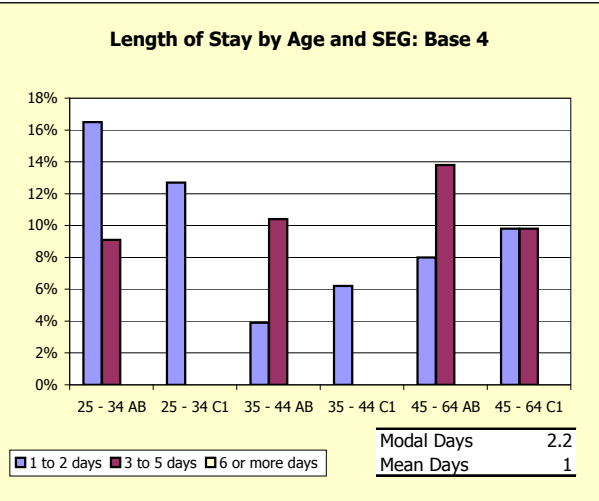
## ArkLeisure Yorkshire Destination Brand Map - Bradford August 2005

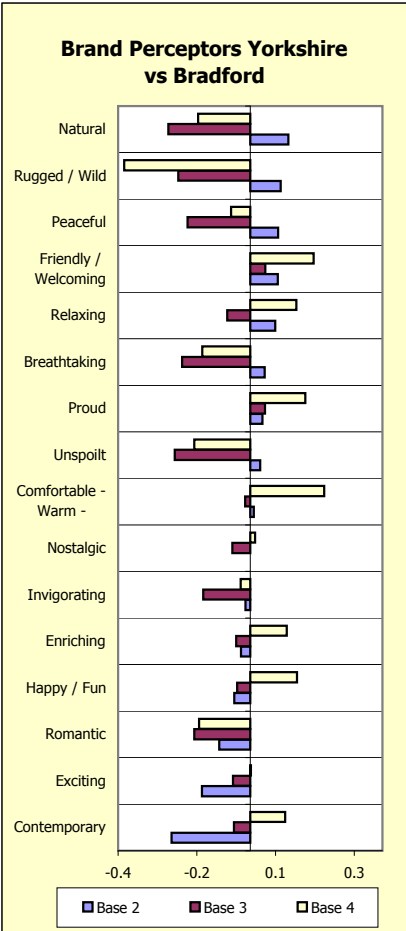
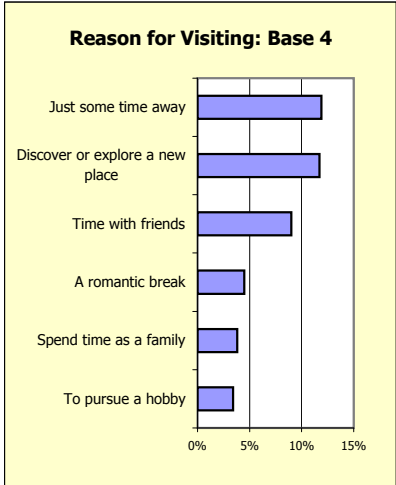
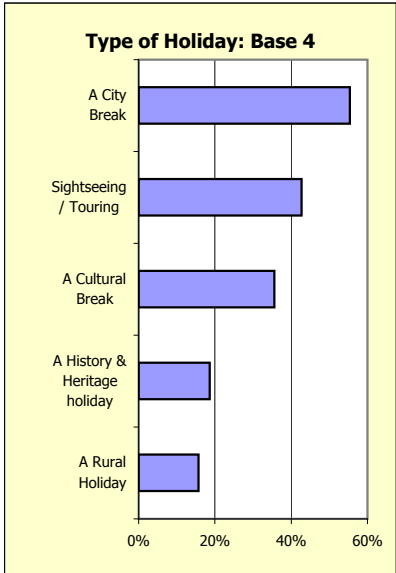
Base 1: English Residents	2554
Base 2: All consider Yorkshire a holiday destination	1737
Base 3: All consider as a holiday destination but not visited in last 5 years	34
Base 4: All visited destination in last 5 years	18

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



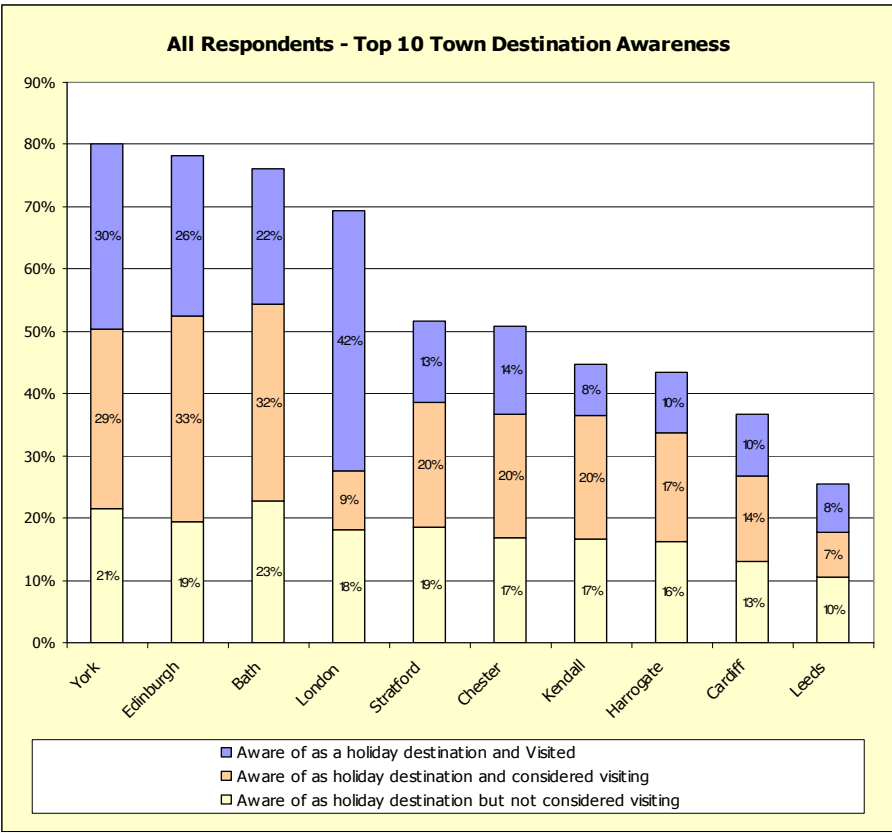
Leading ArkLeisure Segments	Market Share	
	Base 1	Base 4
High Street	27.3%	9.1%
Cosmopolitans	15.8%	38.2%
Traditionals	14.7%	18.9%





Leading Brand Descriptors	Base 3	Base 4
Friendly / Welcoming	6.15	7.06
Proud	6.15	6.90
Comfortable – Warm - Familia	5.78	7.25
Happy / Fun	5.63	6.74
Enriching	5.61	6.55

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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