

Site Summary



# Travellers Rest WA66SL

WA66SL

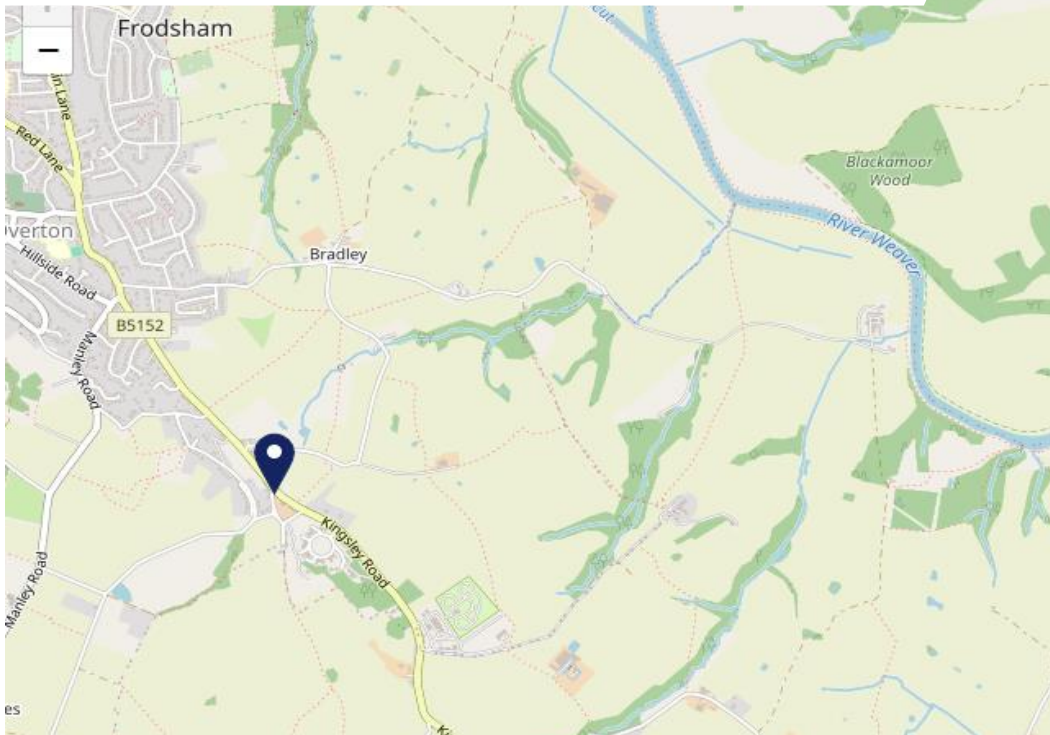
Punch T&L

**Work Area**  
Warrington and Wigan

**Region**  
North West

**TV Region**  
North West

**Urbanicity**  
Rural town and fringe



ATV  
**£25.77**



Gender  
**61.86%**  
Male



Affluence  
**53.88%**  
Middle Income



Segmentation  
**21.85%**  
White Collar Neighbourhoods



Age Group  
**23.96%**  
35 to 44



Visit Day  
**25.28%**  
Sun

### Top Competitors

Ring o' Bells **#1**  
WA66BS  
 Pub Restaurant

Queens Head Frodsham **#2**  
WA67AR  
 Pub & Dining

Bulls Head **#3**  
WA66BS  
 Red Oak



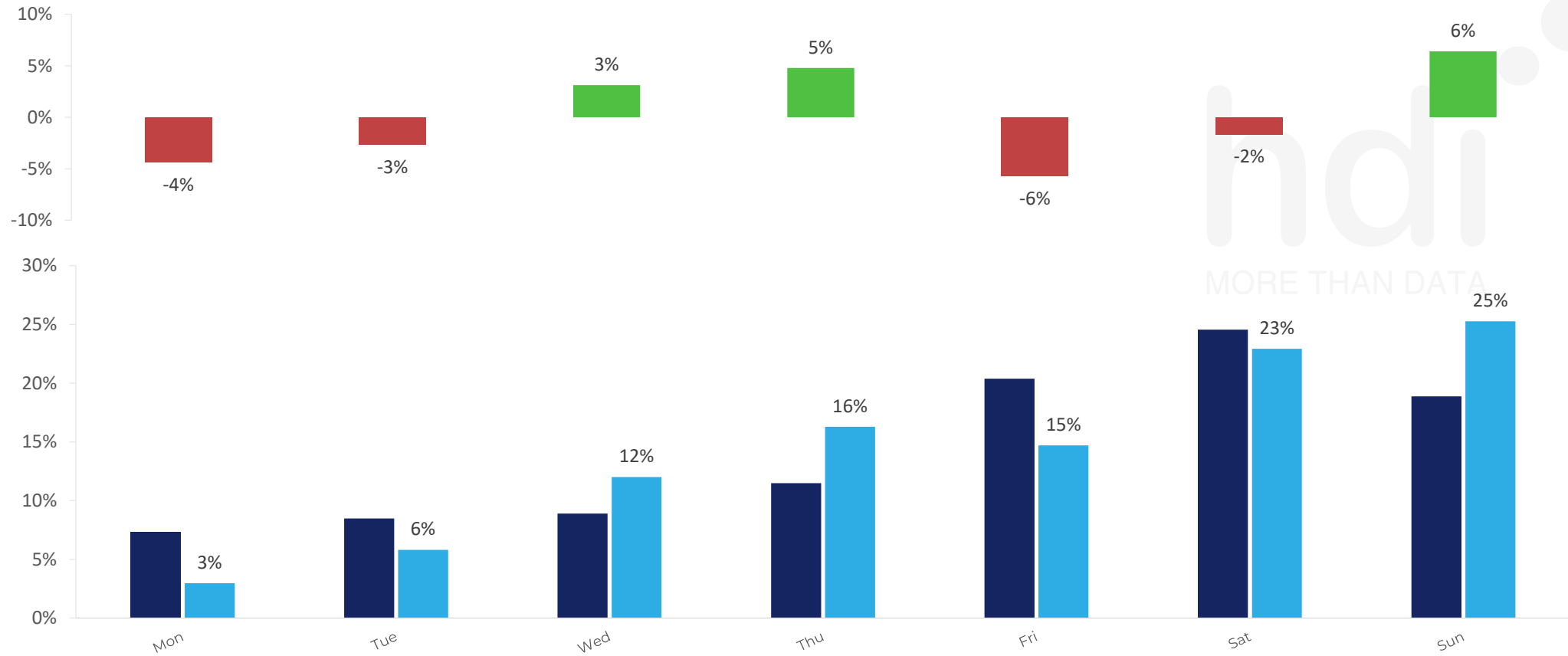
**Nearest Station**  
Frodsham(2.01 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Travellers Rest WA66SL versus its competitors?

% of spend for Travellers Rest WA66SL and 97 Chains in 3 Miles from 01/02/2023 - 24/01/2024 split by Day of Week



■ Competitor

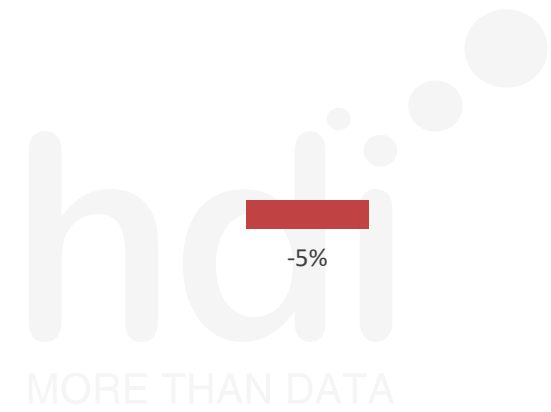
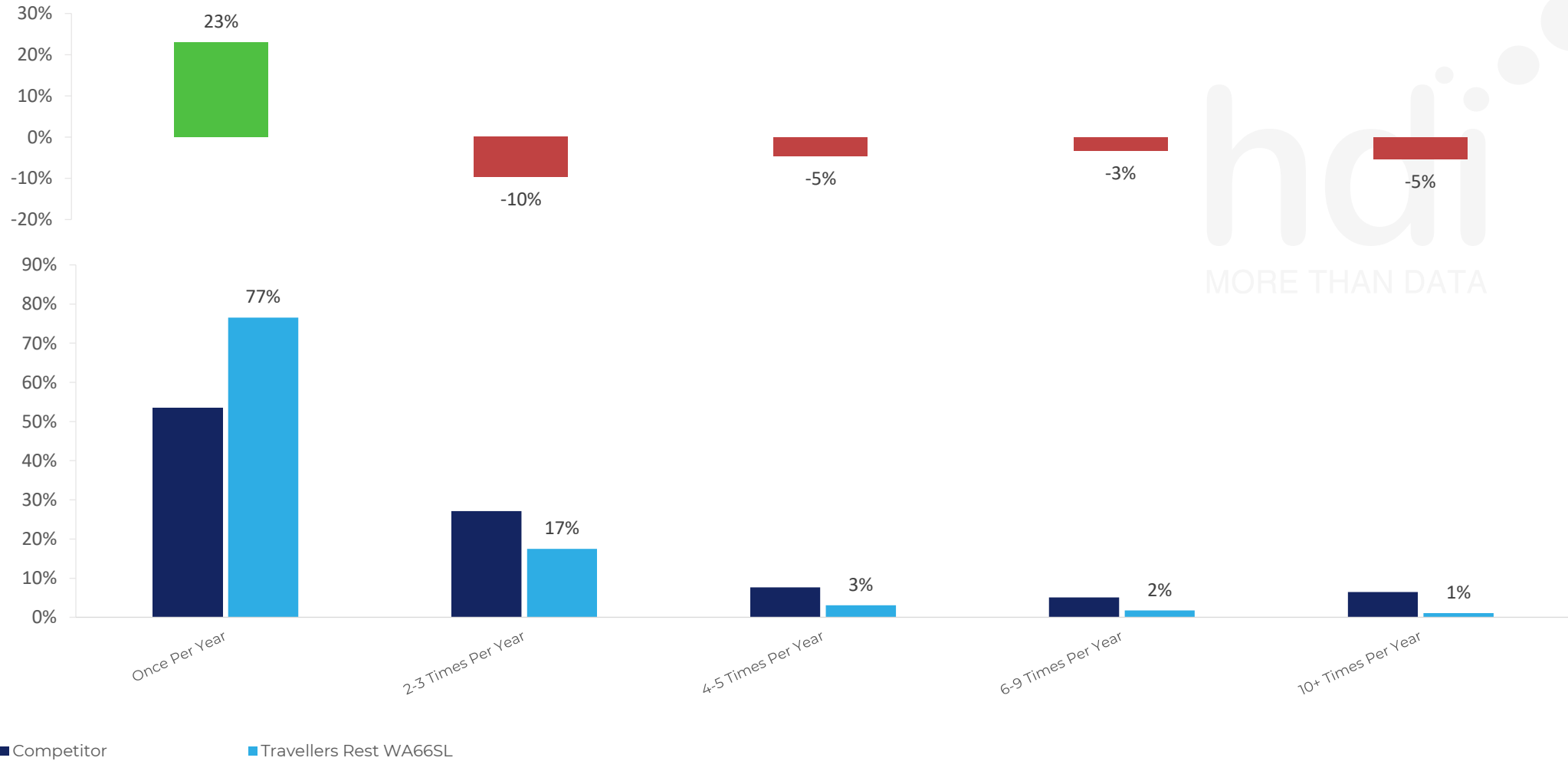
■ Travellers Rest WA66SL



Visit Frequency

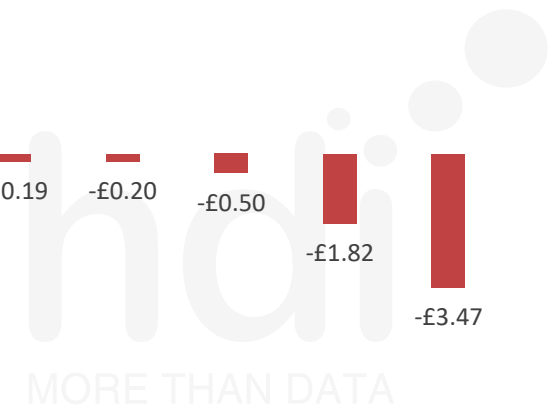
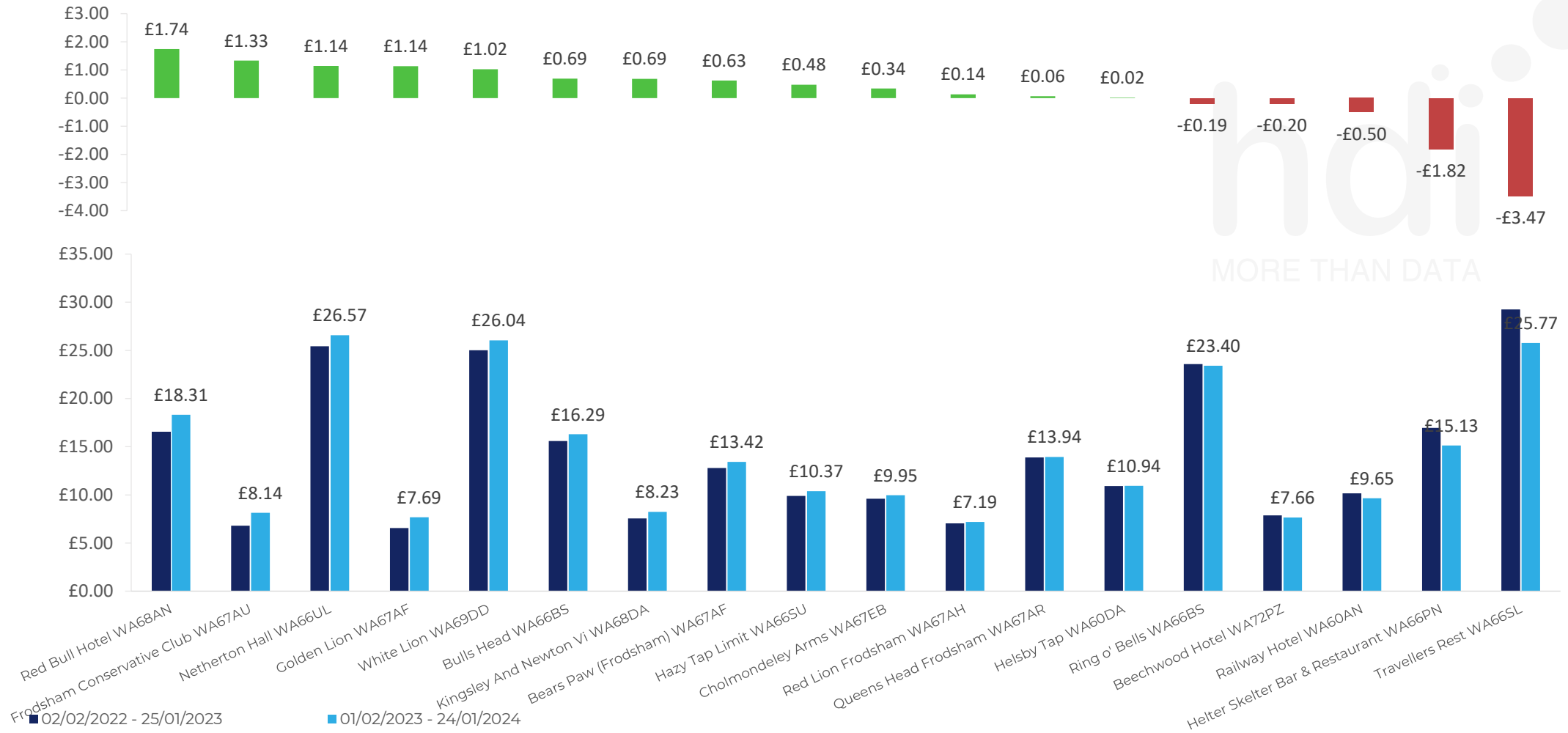
How frequently per year do customers visit Travellers Rest WA66SL versus its competitors?

% of customer numbers for Travellers Rest WA66SL and 97 Chains in 3 Miles from 01/02/2023 - 24/01/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

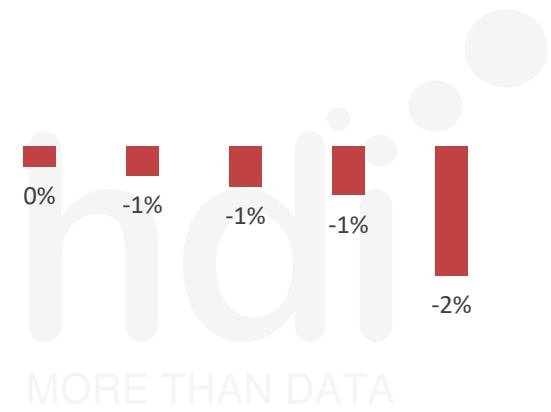
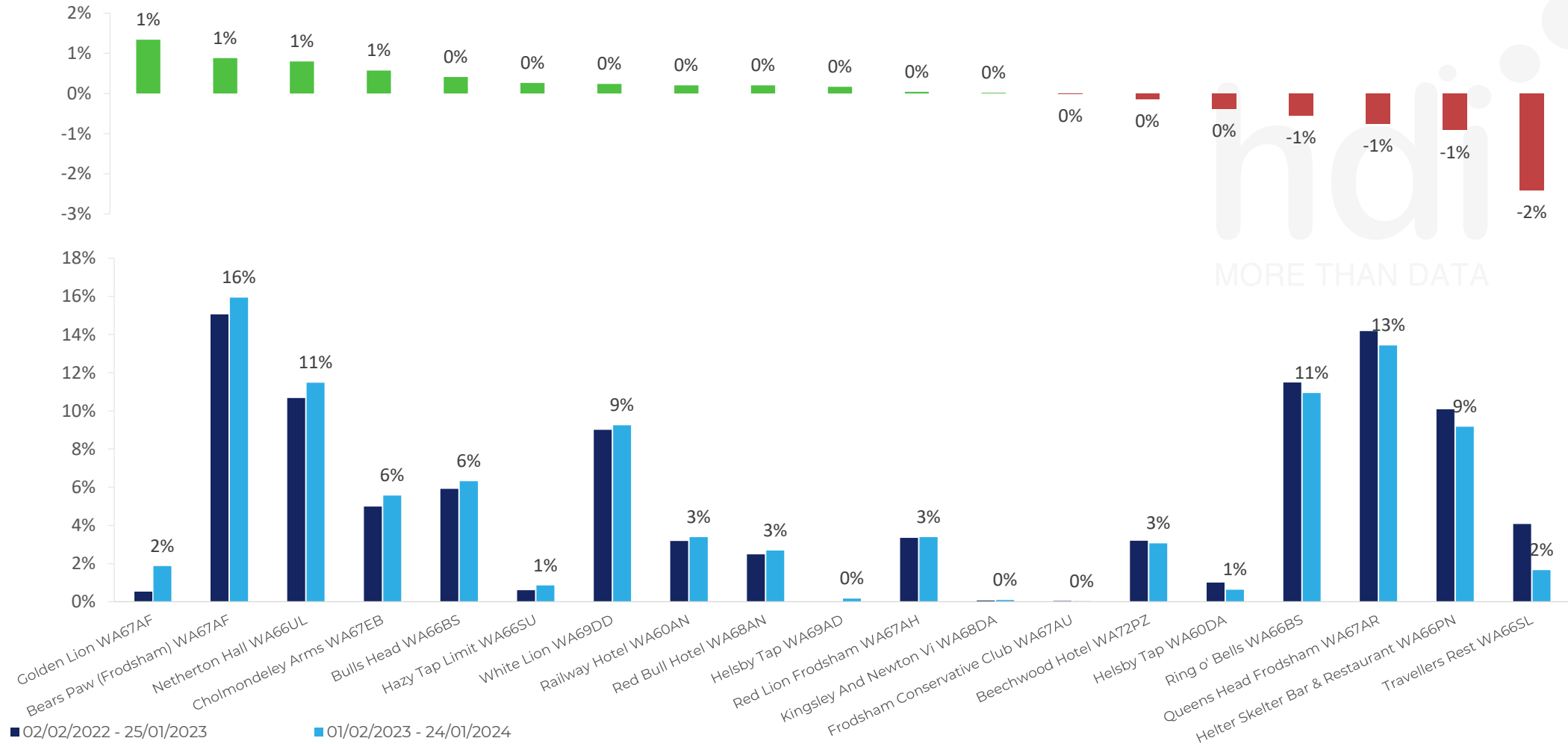




Market Share Change

How has market share changed between two date ranges?

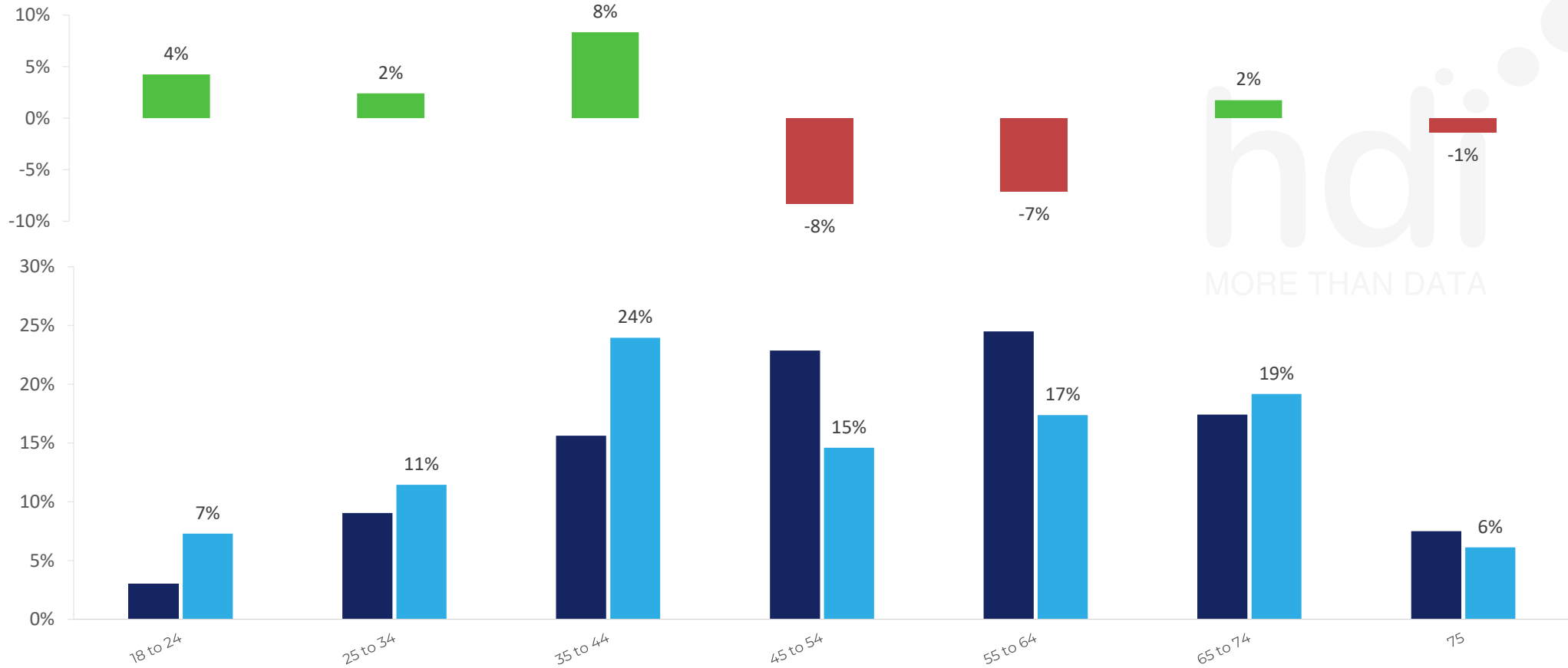
% of market share spend for Travellers Rest WA66SL and 97 Chains in 3 Miles from 01/02/2023 - 24/01/2024



Age

How does the age profile of customers who visit Travellers Rest WA66SL compare versus its competitors?

% of spend for Travellers Rest WA66SL and 97 Chains in 3 Miles from 01/02/2023 - 24/01/2024 split by Age Range



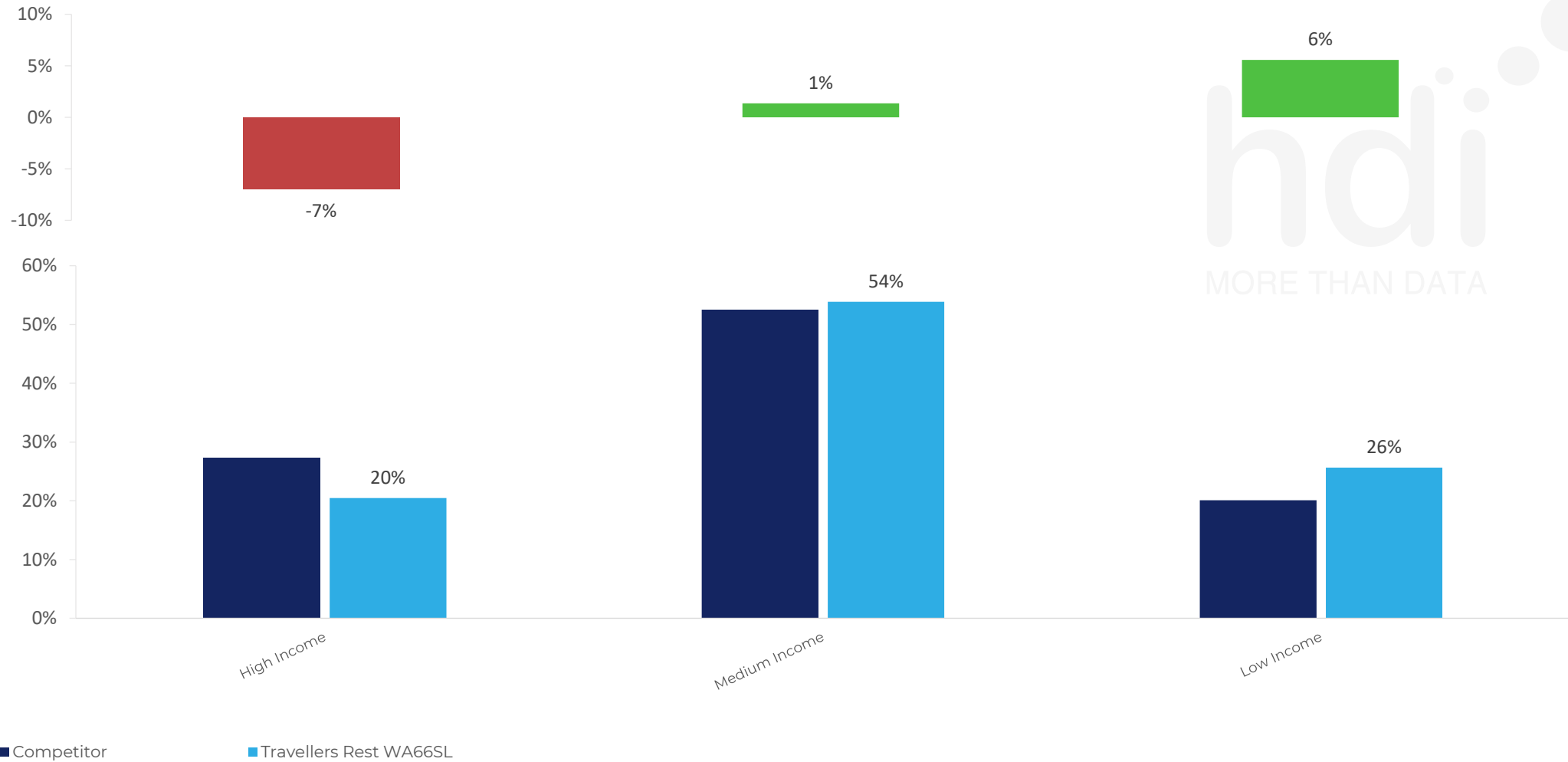
■ Competitor

■ Travellers Rest WA66SL

Affluence

How does the affluence of customers who visit Travellers Rest WA66SL compare versus its competitors?

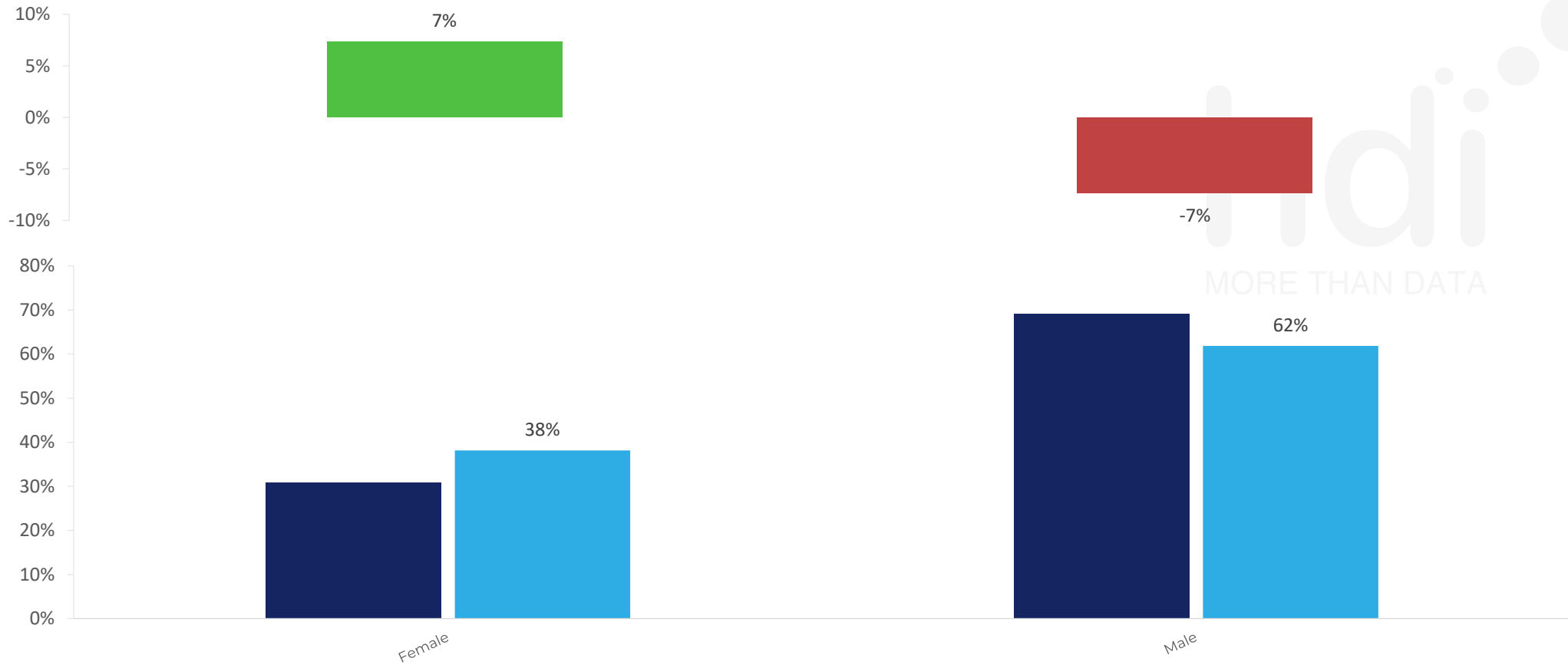
% of spend for Travellers Rest WA66SL and 97 Chains in 3 Miles from 01/02/2023 - 24/01/2024 split by Affluence



Gender

How does the gender profile of customers who visit Travellers Rest WA66SL compare versus its competitors?

% of spend for Travellers Rest WA66SL and 97 Chains in 3 Miles from 01/02/2023 - 24/01/2024 split by Gender



■ Competitor

■ Travellers Rest WA66SL



# SEGMENT SNAPSHOTS

## 1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.



## 2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.



## 3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.



## 4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.



## 5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.



## 6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.



## 7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.



## 8 – UPMARKET DINERS

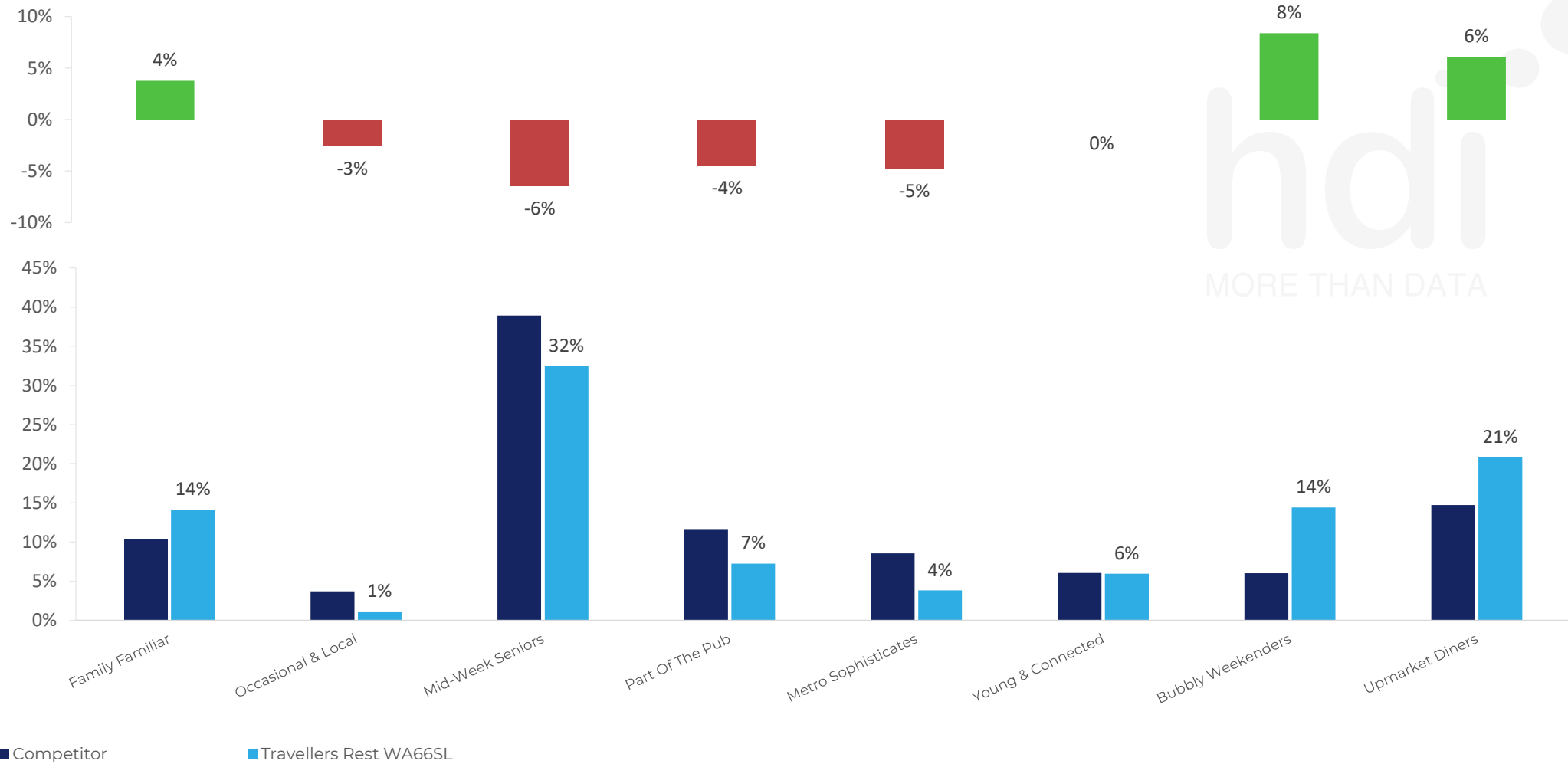
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.



Punch Segmentation

How does the Custom segmentation profile of customers who visit Travellers Rest WA66SL compare versus its competitors?

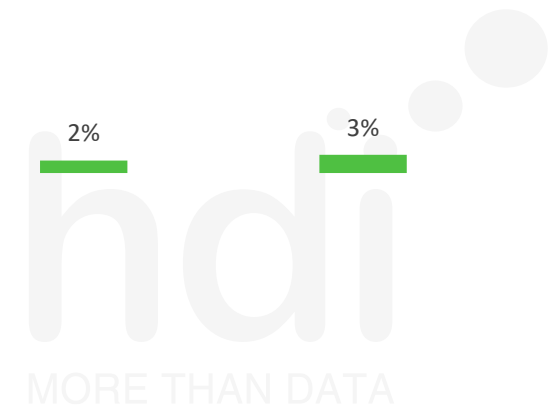
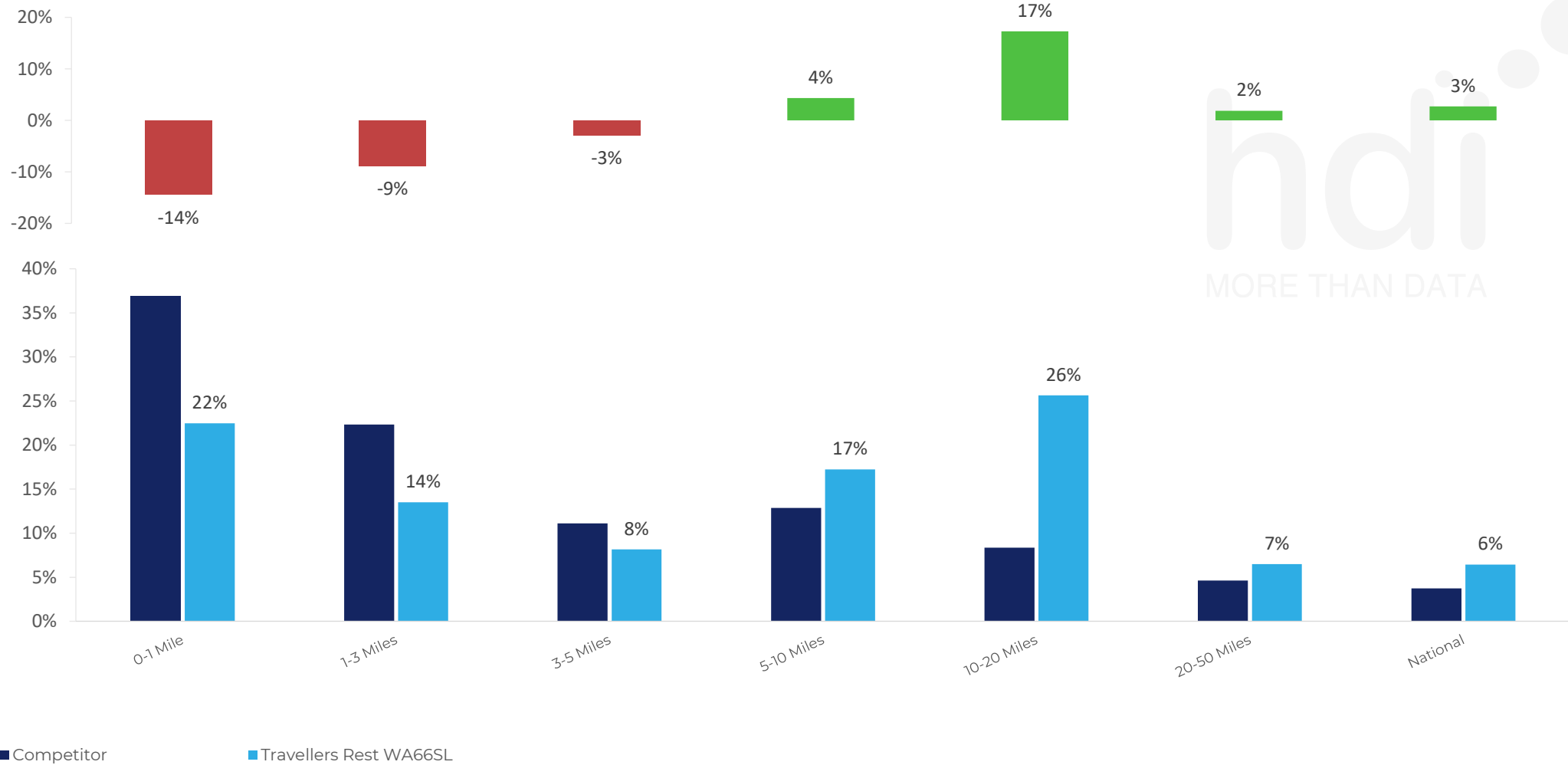
% of spend for Travellers Rest WA66SL and 97 Chains in 3 Miles from 01/02/2023 - 24/01/2024 split by Segment



Spend by Distance

How does the spend profile of Travellers Rest WA66SL compare versus its competitors based on travel distances?

% of spend for Travellers Rest WA66SL and 97 Chains in 3 Miles from 01/02/2023 - 24/01/2024 split by Distance travelled

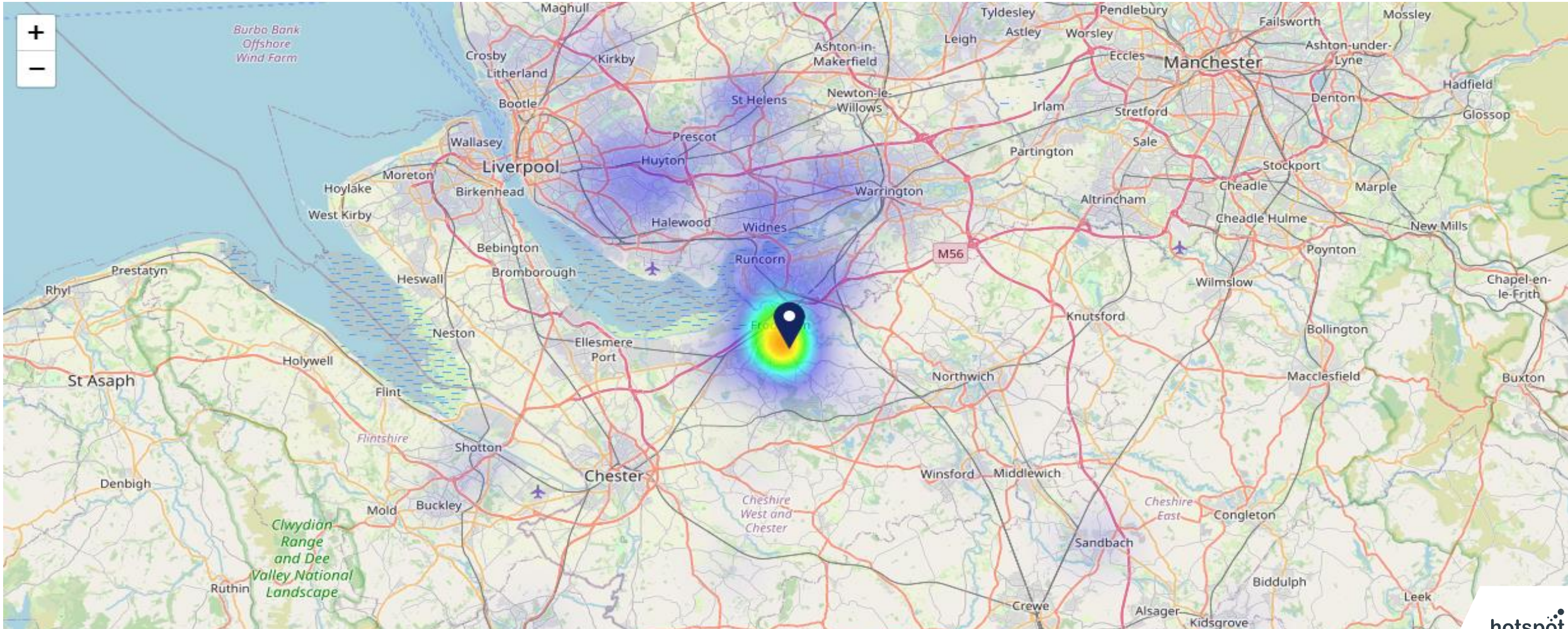




### Map of Guest Origin

Where do customers of Travellers Rest WA66SL come from?

Where do customers of Travellers Rest WA66SL for 01/02/2023 - 24/01/2024 live

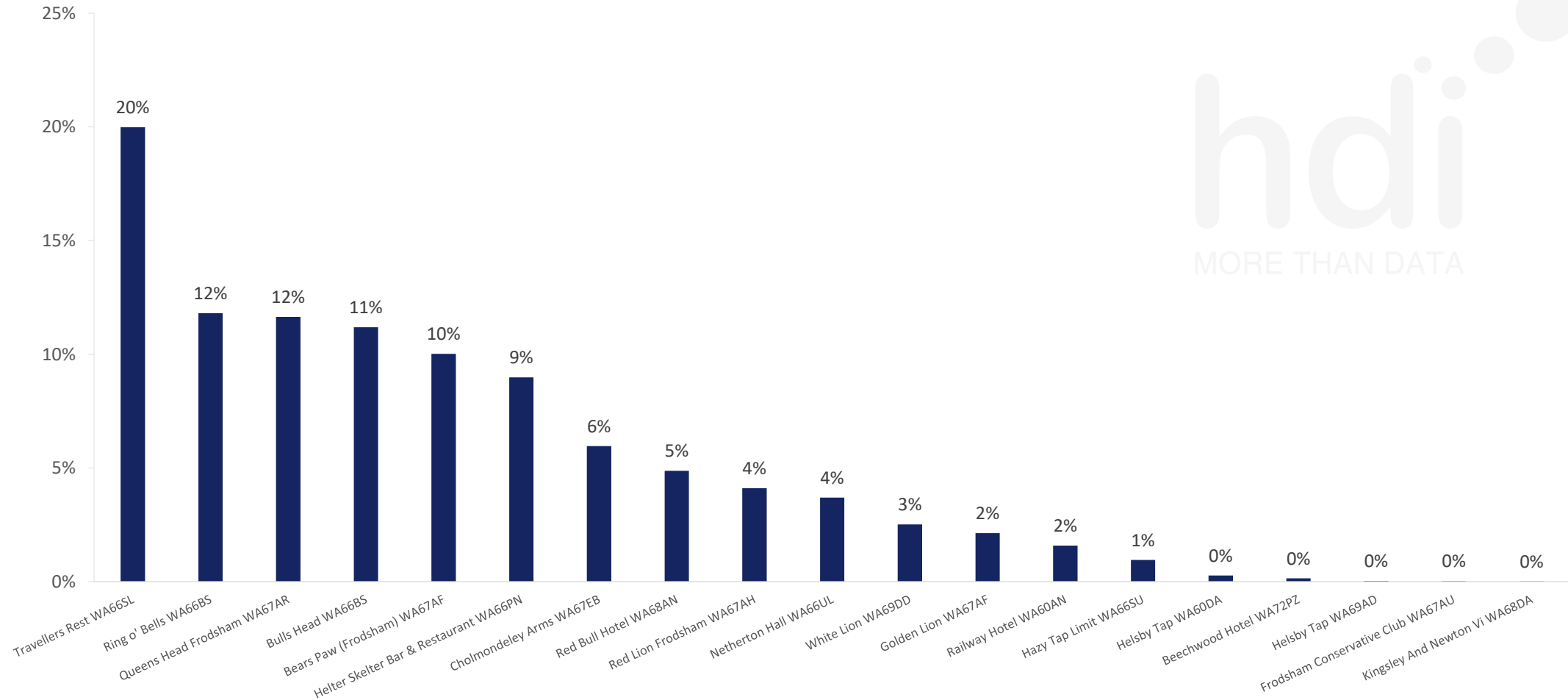




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Travellers Rest WA66SL also visit?

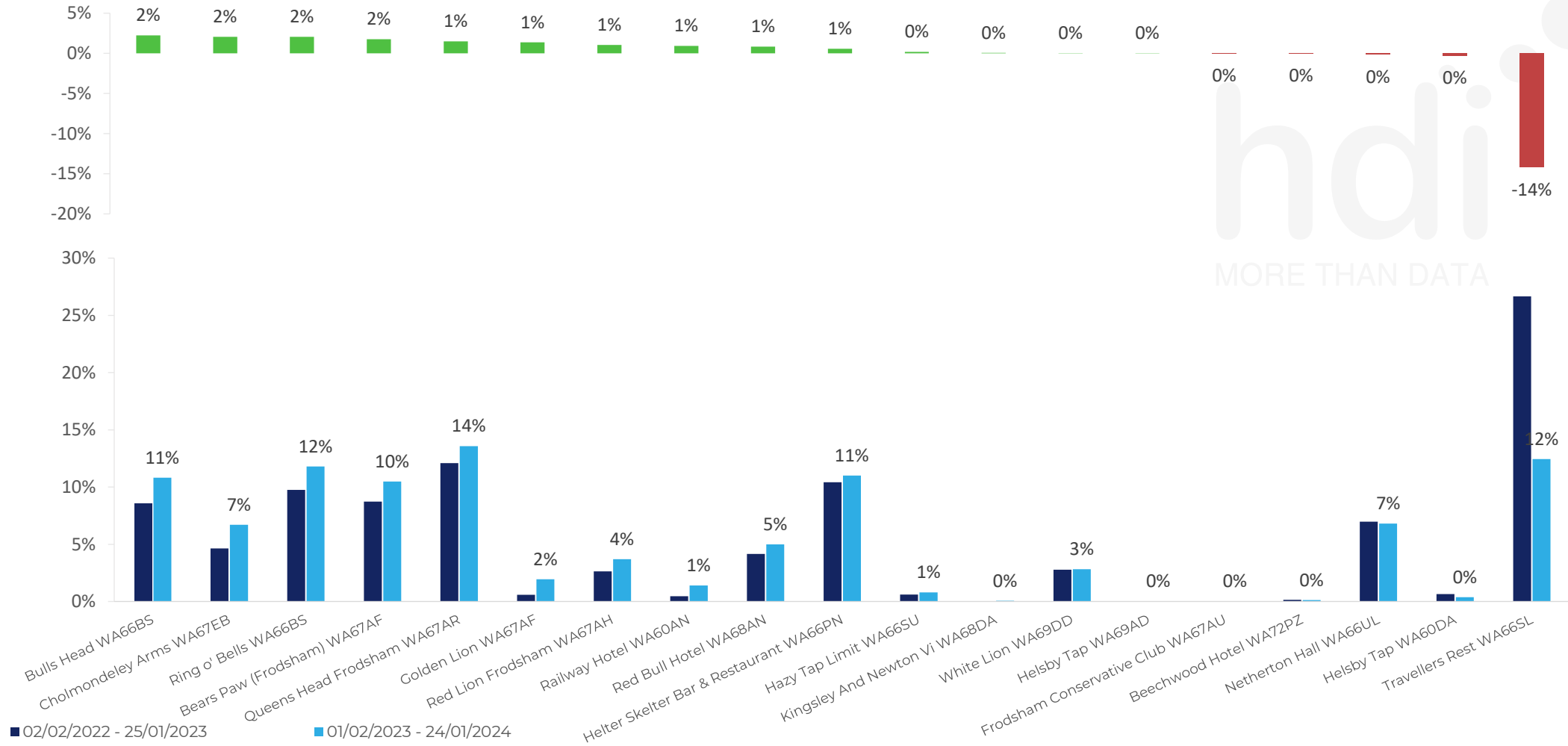
For customers of Travellers Rest WA66SL, who are the top 20 competitors from 97 Chains in 3 Miles for 01/02/2023 - 24/01/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Travellers Rest WA66SL changed between two date ranges?





## Market Summary

How does the local area for Travellers Rest WA66SL compare to the national average (1 = low, 10 = high)

Data Type	Name	Spend in 250m	250m Spend vs National	Spend in 500m	500m Spend vs National	Spend in 1 mile	1 mile Spend vs National	Spend in 3 miles	3 mile Spend vs National
Total	Annual Sales	£271K	3	£271K	2	£2.78M	2	£26.89M	3
Weekpart	Mon - Thu	38.8%	4	38.8%	4	39.4%	4	38.4%	1
Weekpart	Fri - Sat	37.4%	2	37.4%	2	40.1%	3	45.5%	9
Weekpart	Sun	23.8%	10	23.8%	10	20.5%	10	16.2%	7
Age	18 to 24	3.1%	3	3.1%	3	1.4%	1	4.0%	2
Age	25 to 34	11.7%	1	11.7%	1	8.3%	1	10.8%	1
Age	35 to 44	22.3%	5	22.3%	5	17.6%	1	19.3%	2
Age	45 to 54	12.6%	1	12.6%	1	18.3%	3	22.6%	9
Age	55 to 64	15.2%	5	15.2%	5	21.2%	9	22.3%	10
Age	65 to 74	29.3%	10	29.3%	10	22.3%	10	14.2%	10
Age	75+	5.9%	9	5.9%	9	10.9%	10	6.8%	10
CAMEO	Business Elite	7.9%	6	7.9%	6	7.2%	6	6.9%	5
CAMEO	Prosperous Professionals	7.8%	7	7.8%	7	12.4%	10	8.7%	8
CAMEO	Flourishing Society	4.7%	2	4.7%	2	10.0%	4	11.2%	4
CAMEO	Content Communities	7.1%	2	7.1%	1	13.4%	7	14.2%	8
CAMEO	White Collar Neighbourhoods	31.2%	10	31.2%	10	15.4%	9	10.9%	5
CAMEO	Enterprising Mainstream	8.4%	6	8.4%	6	7.0%	5	8.6%	6
CAMEO	Paying The Mortgage	11.9%	4	11.9%	4	18.1%	8	16.1%	7
CAMEO	Cash Conscious Communities	10.2%	6	10.2%	6	6.9%	3	9.0%	5
CAMEO	On A Budget	6.8%	6	6.8%	6	5.7%	4	8.4%	8
CAMEO	Family Value	4.0%	7	4.0%	7	3.8%	6	6.1%	7
Affluence	AB	20.4%	4	20.4%	4	29.6%	6	26.7%	5
Affluence	C1C2	58.6%	9	58.6%	9	54.0%	8	49.8%	6
Affluence	DE	21.0%	6	21.0%	6	16.4%	4	23.5%	7



Site Competitors

