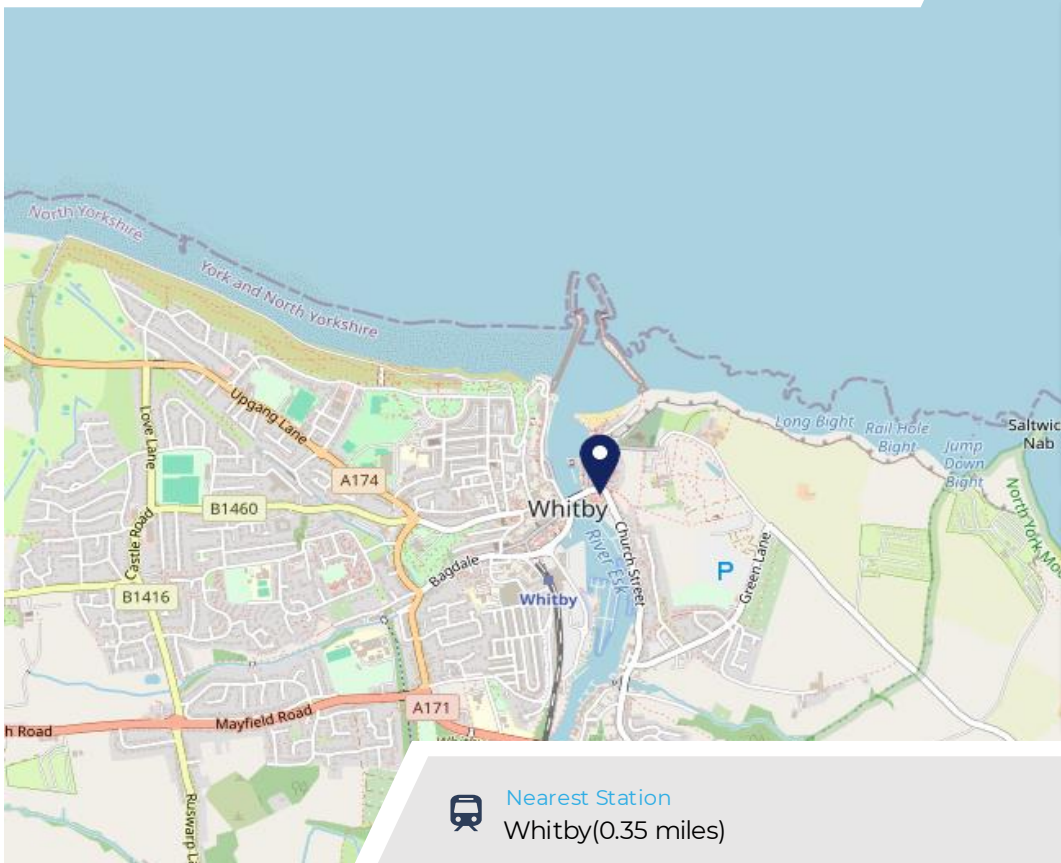




Dolphin Hotel YO224BG

YO224BG

[Punch - Our Local](#)**Work Area**
Whitby**Region**
Yorkshire and The Humber**TV Region**
Yorkshire**Urbanicity**
Urban city and town in a sp**Nearest Station**
Whitby(0.35 miles)**ATV**
£12.97**Gender**
68.32%
Male**Affluence**
55.83%
Middle Income**Segmentation**
19.21%
Paying The Mortgage**Age Group**
33.40%
55 to 64**Visit Day**
23.03%
Sat

Top Competitors

**The Angel Hotel**
YO211DH
[JD Wetherspoon](#)

#1

**Station Inn Whitby**
YO211DH
[Proper Pubs](#)

#2

**Duke Of York Whitby**
YO224DE
[Heritage Pubs](#)

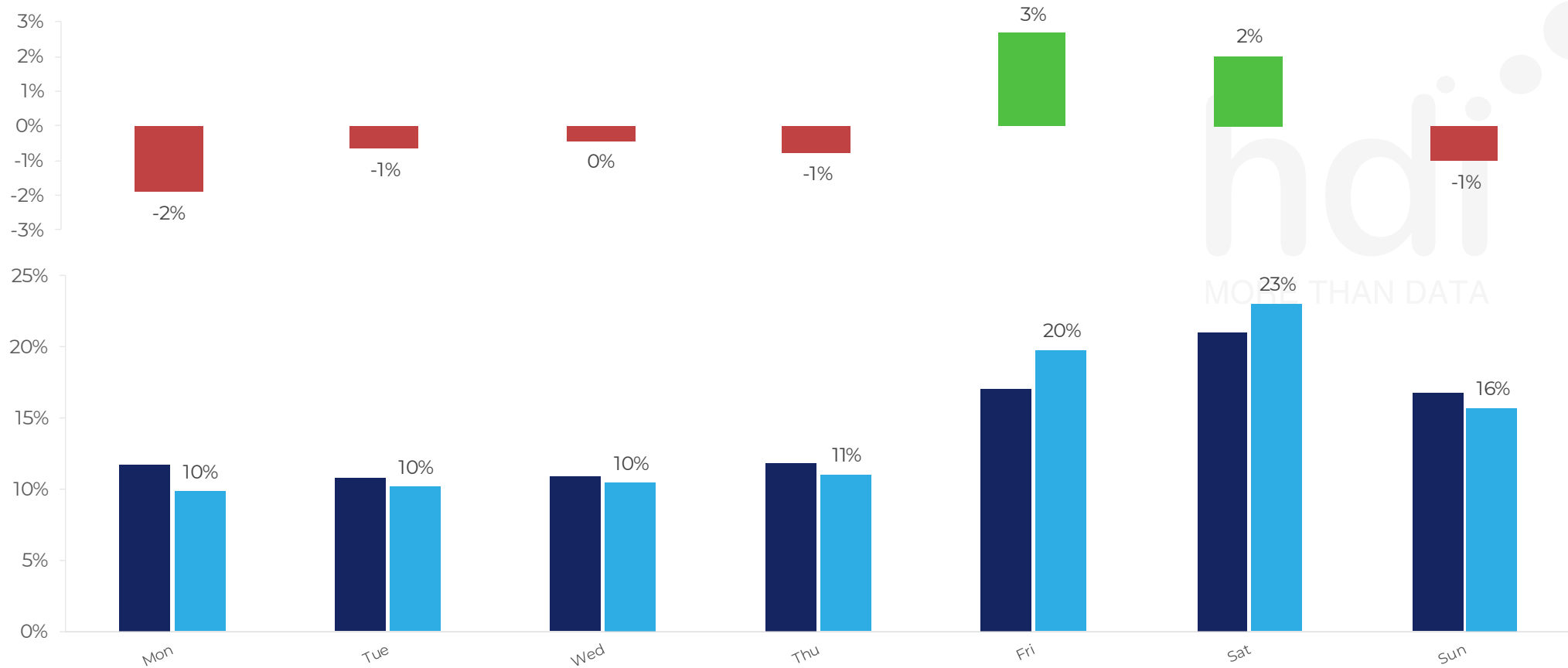
#3



Spend by Weekpart

How is customer spend distributed throughout the week for Dolphin Hotel YO224BG versus its competitors?

% of spend for Dolphin Hotel YO224BG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

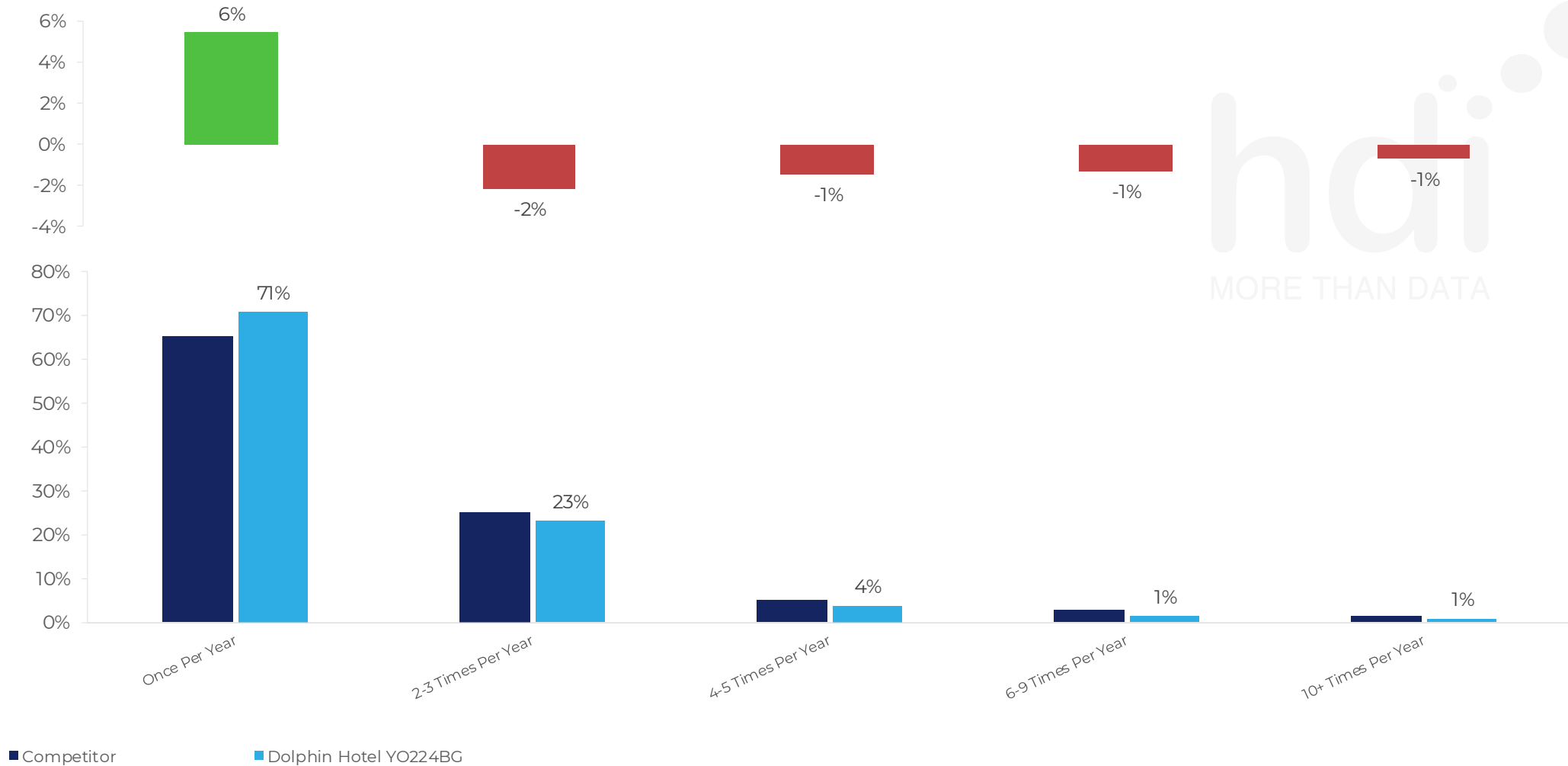
■ Dolphin Hotel YO224BG



Visit Frequency

How frequently per year do customers visit Dolphin Hotel YO224BG versus its competitors?

% of customer numbers for Dolphin Hotel YO224BG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

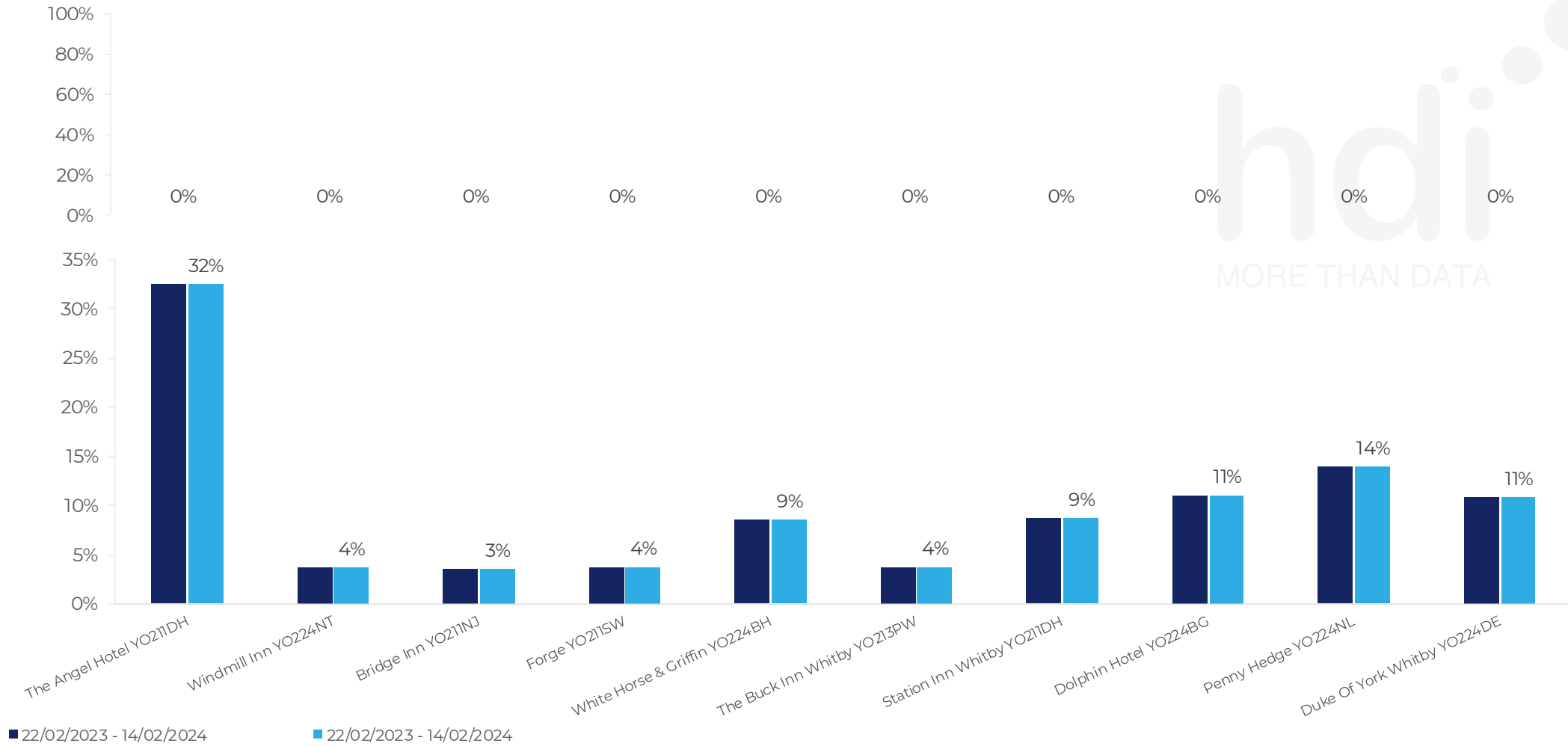
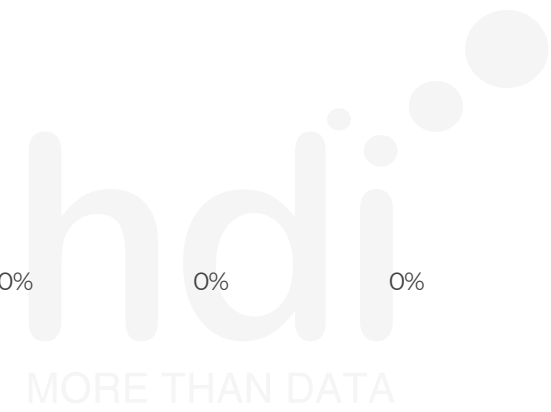




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Dolphin Hotel YO224BG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

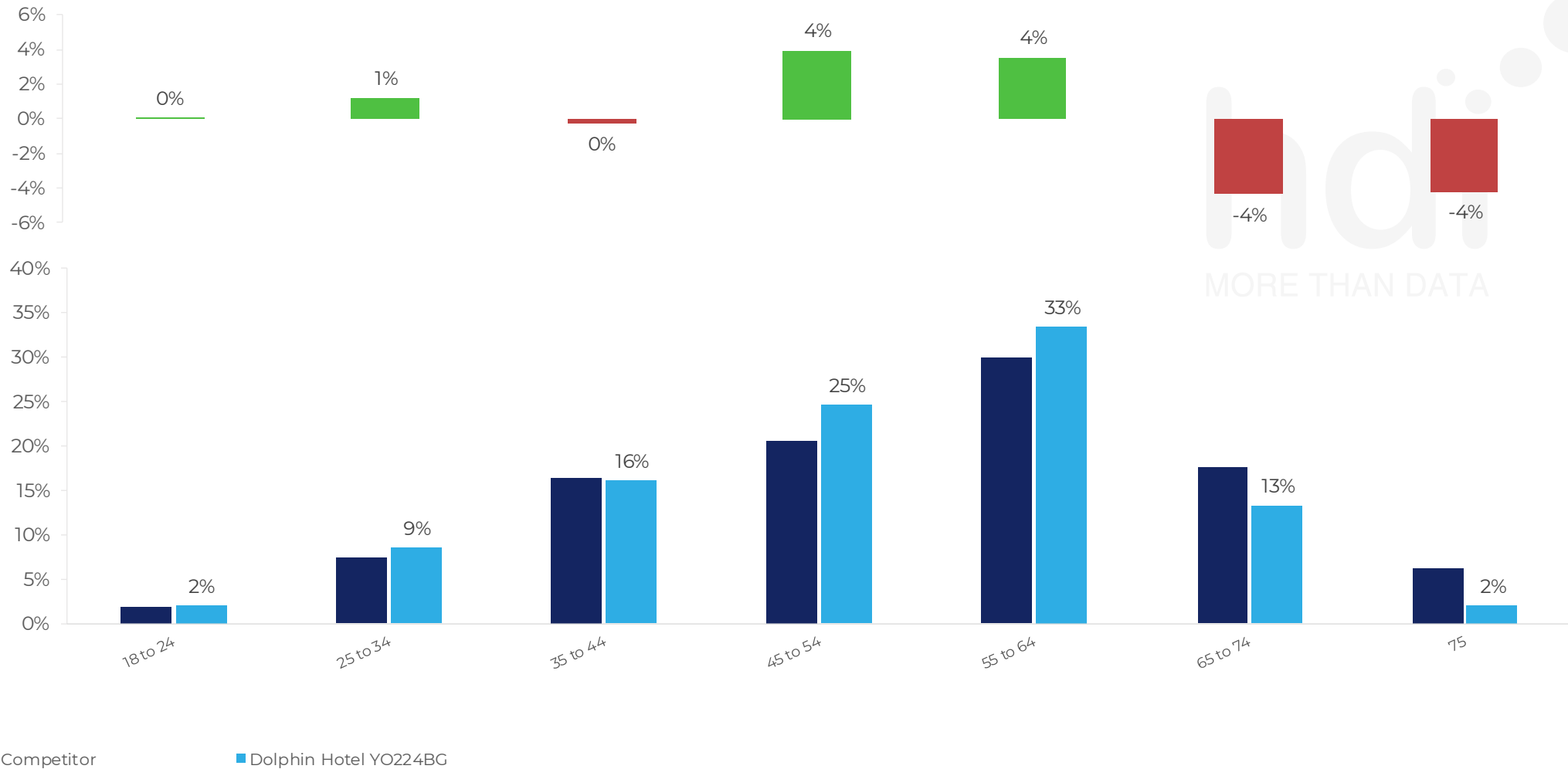




Age

How does the age profile of customers who visit Dolphin Hotel YO224BG compare versus its competitors?

% of spend for Dolphin Hotel YO224BG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

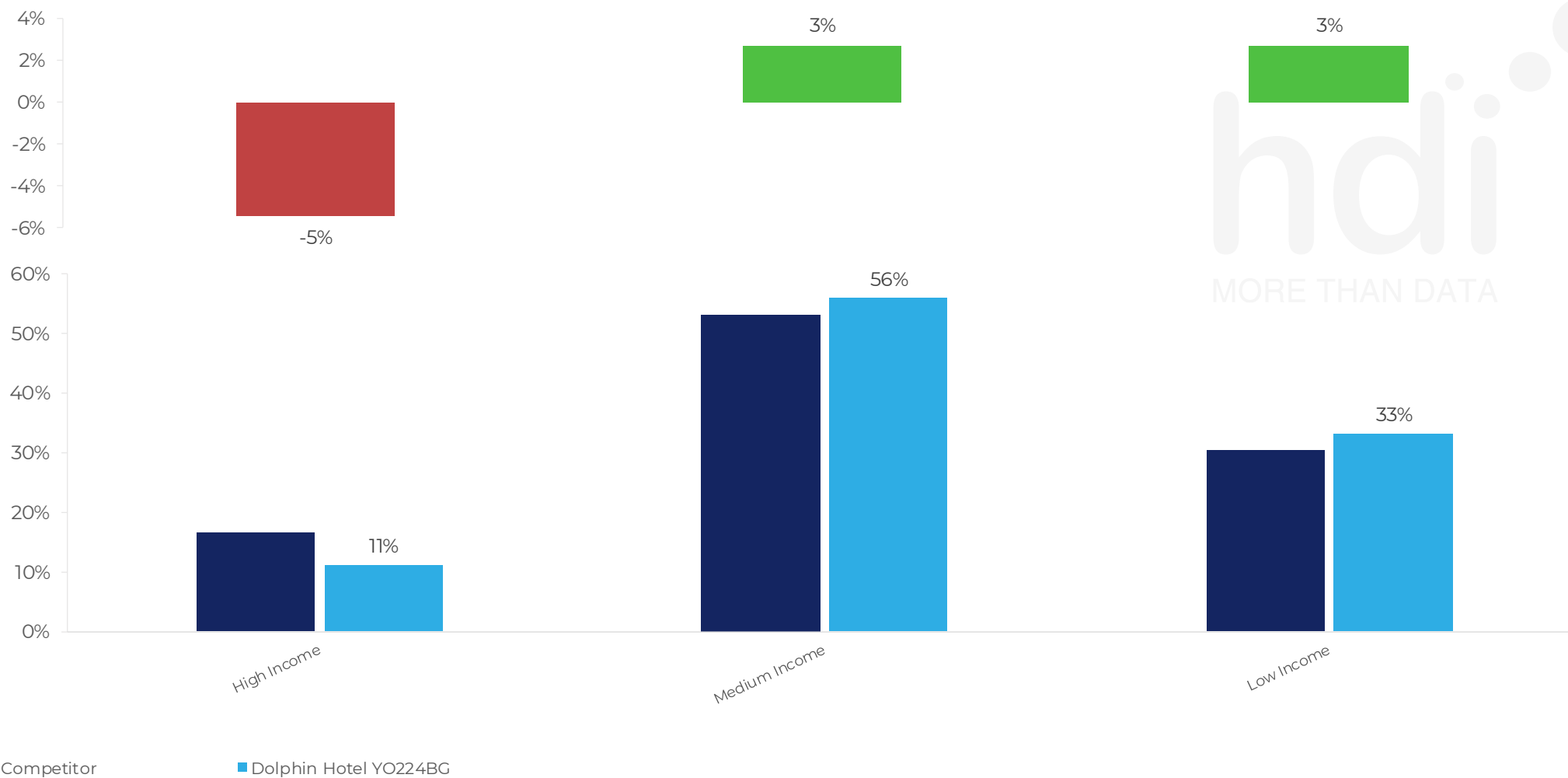




Affluence

How does the affluence of customers who visit Dolphin Hotel YO224BG compare versus its competitors?

% of spend for Dolphin Hotel YO224BG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

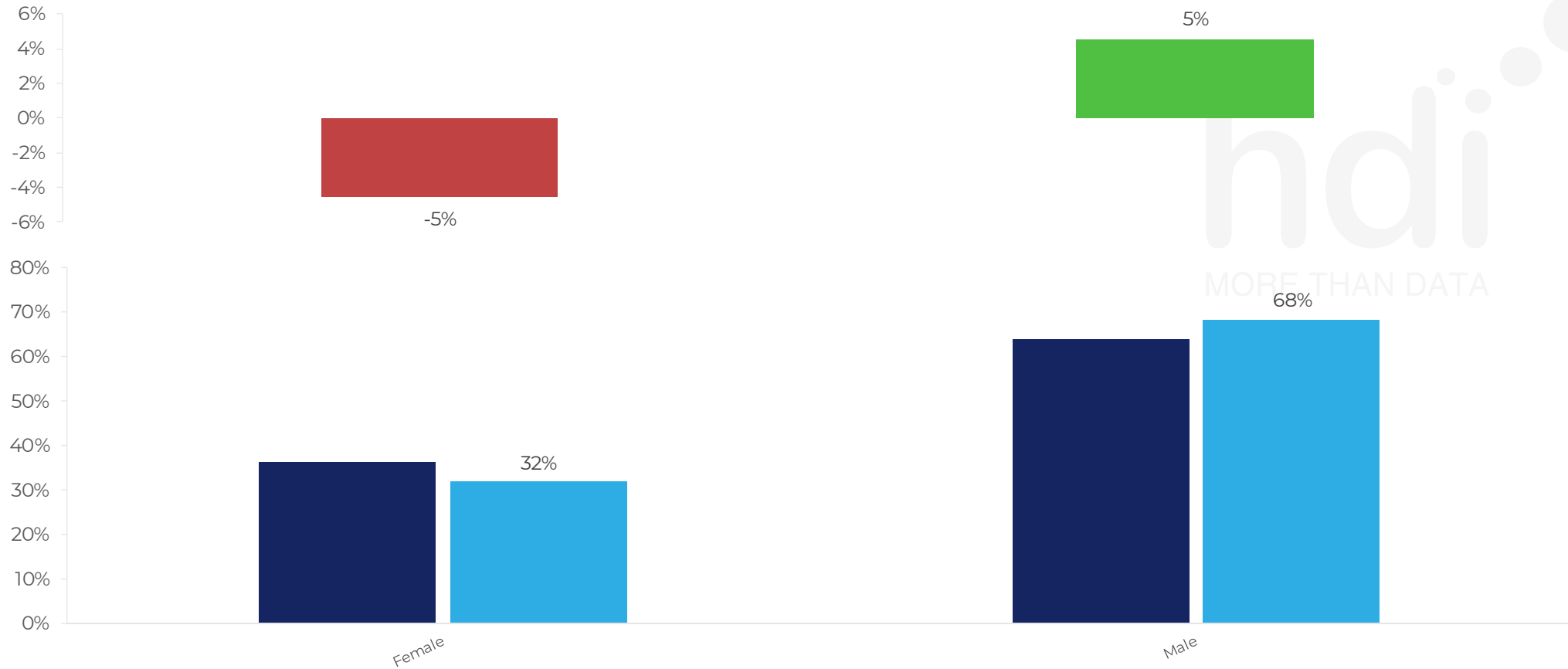




Gender

How does the gender profile of customers who visit Dolphin Hotel YO224BG compare versus its competitors?

% of spend for Dolphin Hotel YO224BG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

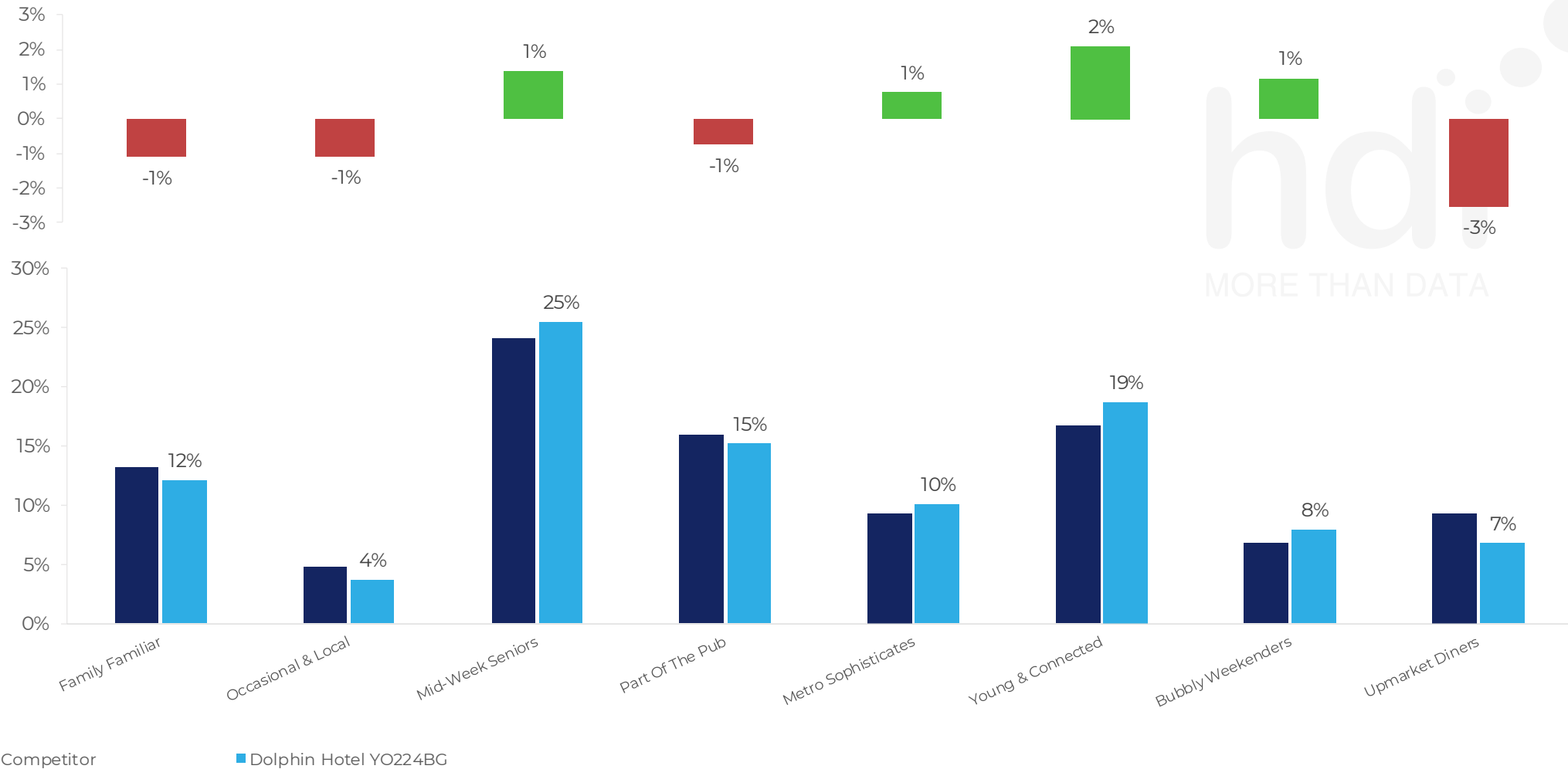
■ Dolphin Hotel YO224BG



Punch Segmentation

How does the Custom segmentation profile of customers who visit Dolphin Hotel YO224BG compare versus its competitors?

% of spend for Dolphin Hotel YO224BG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

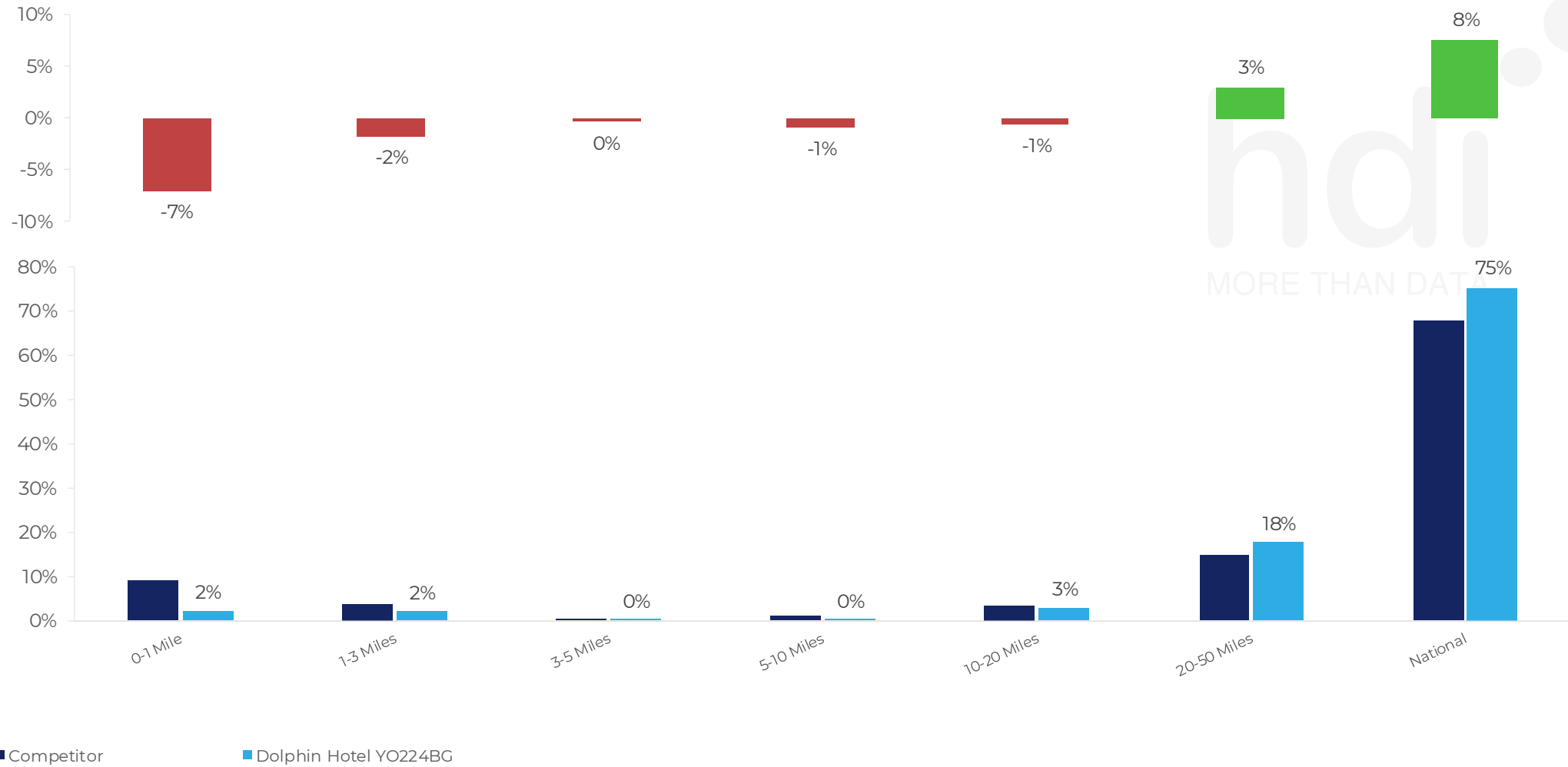




Spend by Distance

How does the spend profile of Dolphin Hotel YO224BG compare versus its competitors based on travel distances?

% of spend for Dolphin Hotel YO224BG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

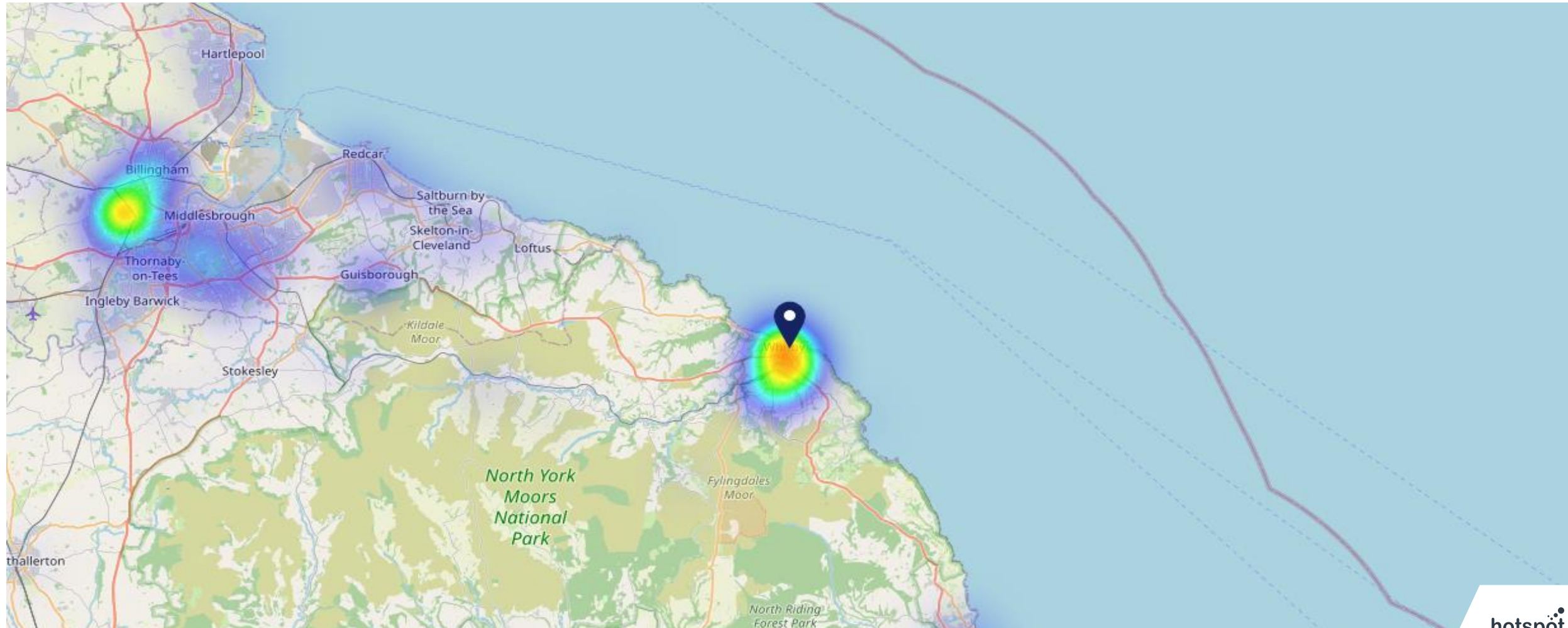




Map of Guest Origin

Where do customers of Dolphin Hotel YO224BG come from?

Where do customers of Dolphin Hotel YO224BG for 22/02/2023 - 14/02/2024 live

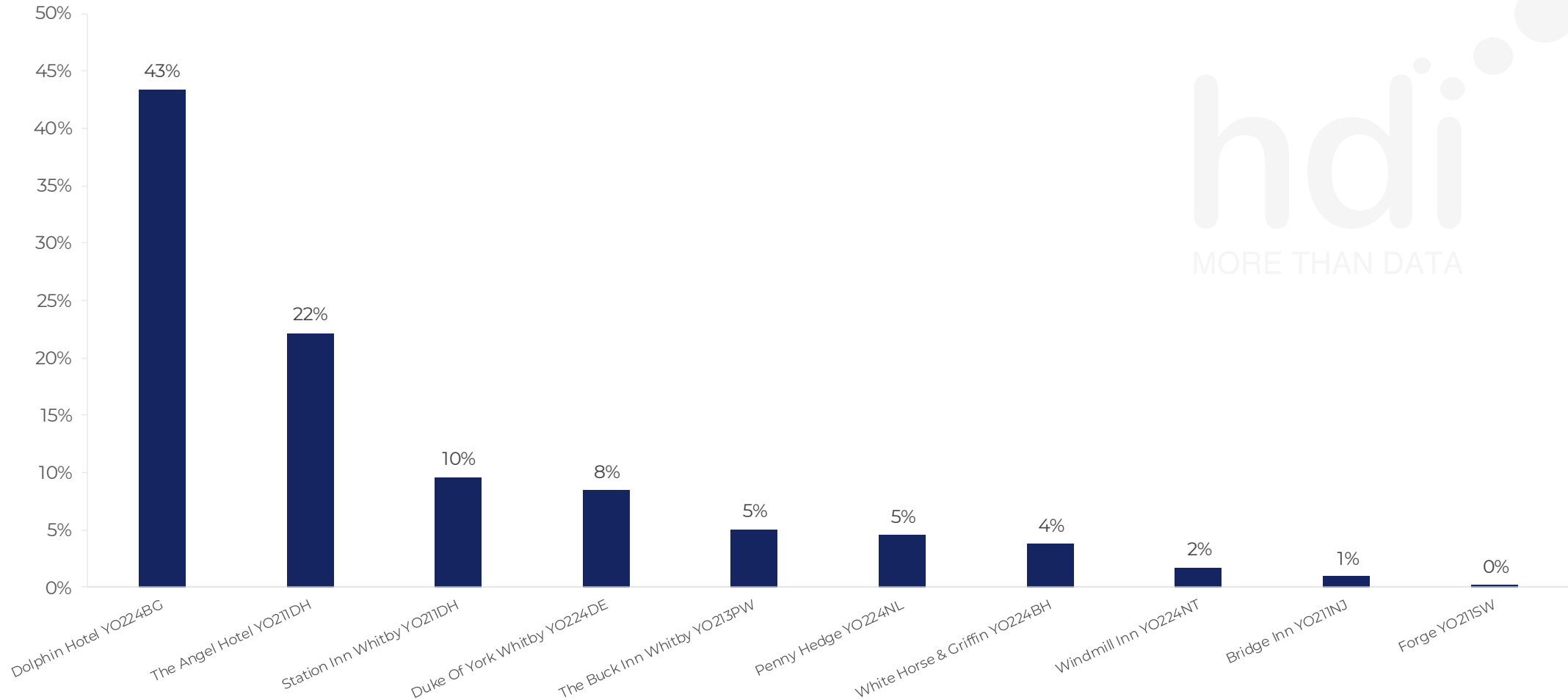




Share of Wallet

What are the Top 20 venues (by spend) that customers of Dolphin Hotel YO224BG also visit?

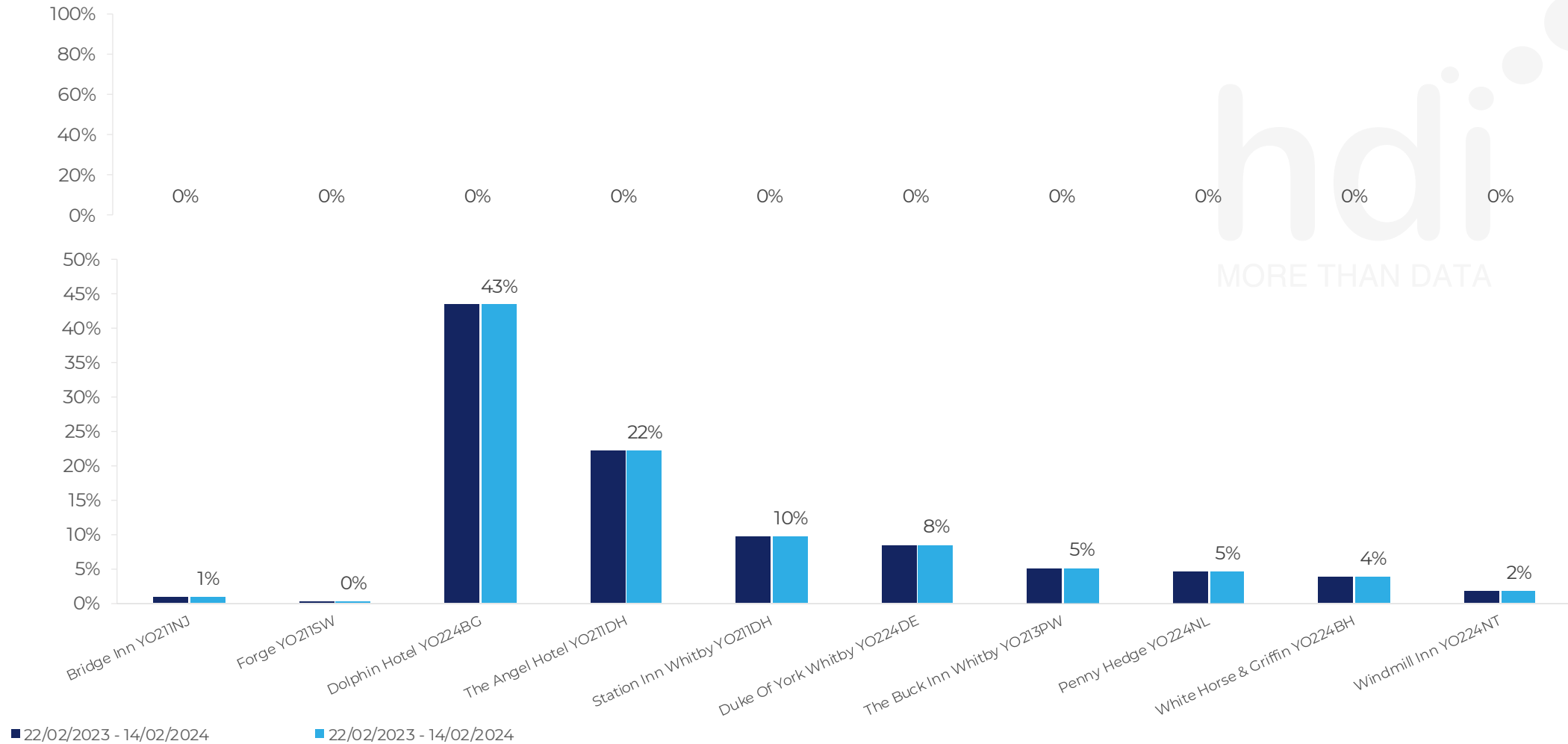
For customers of Dolphin Hotel YO224BG, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Dolphin Hotel YO224BG changed between two date ranges?





Market Summary

How does the local area for Dolphin Hotel YO224BG 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	£34.19M	10	£53.12M	10	£55.02M	8	£63.77M	5
Weekpart	Mon - Thu	42.2%	7	43.1%	7	43.1%	7	43.0%	7
Weekpart	Fri - Sat	42.2%	4	41.3%	4	41.4%	4	41.0%	4
Weekpart	Sun	15.5%	7	15.6%	7	15.4%	6	16.0%	6
Age	18 to 24	2.4%	2	2.1%	2	2.1%	1	1.9%	1
Age	25 to 34	8.7%	1	9.2%	1	9.3%	1	9.0%	1
Age	35 to 44	17.8%	2	18.8%	2	19.0%	2	18.7%	1
Age	45 to 54	23.5%	8	23.0%	8	22.9%	9	22.8%	9
Age	55 to 64	28.8%	10	28.1%	10	27.8%	10	27.7%	10
Age	65 to 74	14.4%	10	14.4%	10	14.3%	10	14.8%	10
Age	75+	4.4%	8	4.5%	8	4.5%	8	5.0%	9
CAMEO	Business Elite	4.1%	4	4.2%	4	4.3%	4	4.5%	3
CAMEO	Prosperous Professionals	4.9%	4	4.9%	4	5.1%	4	5.9%	5
CAMEO	Flourishing Society	9.1%	4	9.5%	4	9.7%	4	10.6%	4
CAMEO	Content Communities	12.6%	6	12.5%	6	12.5%	6	12.7%	6
CAMEO	White Collar Neighbourhoods	10.1%	4	10.0%	4	9.9%	4	10.0%	3
CAMEO	Enterprising Mainstream	13.1%	9	12.7%	9	12.8%	9	12.8%	9
CAMEO	Paying The Mortgage	17.8%	8	17.9%	8	17.7%	8	17.1%	8
CAMEO	Cash Conscious Communities	12.7%	8	12.5%	8	12.4%	8	12.0%	8
CAMEO	On A Budget	7.4%	6	7.1%	6	7.1%	6	6.8%	6
CAMEO	Family Value	8.3%	9	8.5%	9	8.3%	9	7.5%	8
Affluence	AB	18.1%	3	18.7%	3	19.2%	3	21.1%	3
Affluence	C1C2	53.6%	8	53.2%	7	53.0%	7	52.6%	7
Affluence	DE	28.4%	8	28.1%	8	27.8%	8	26.4%	8

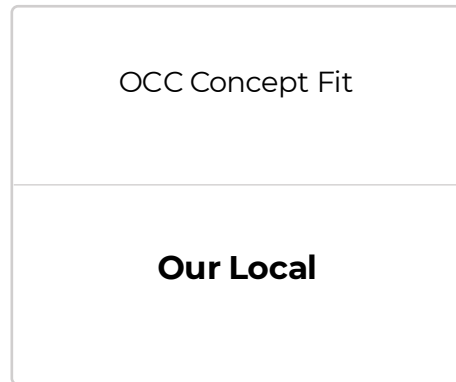


Site Potential 1

Site Characteristics

£3000

£18000



Achievable Average Weekly
Takings

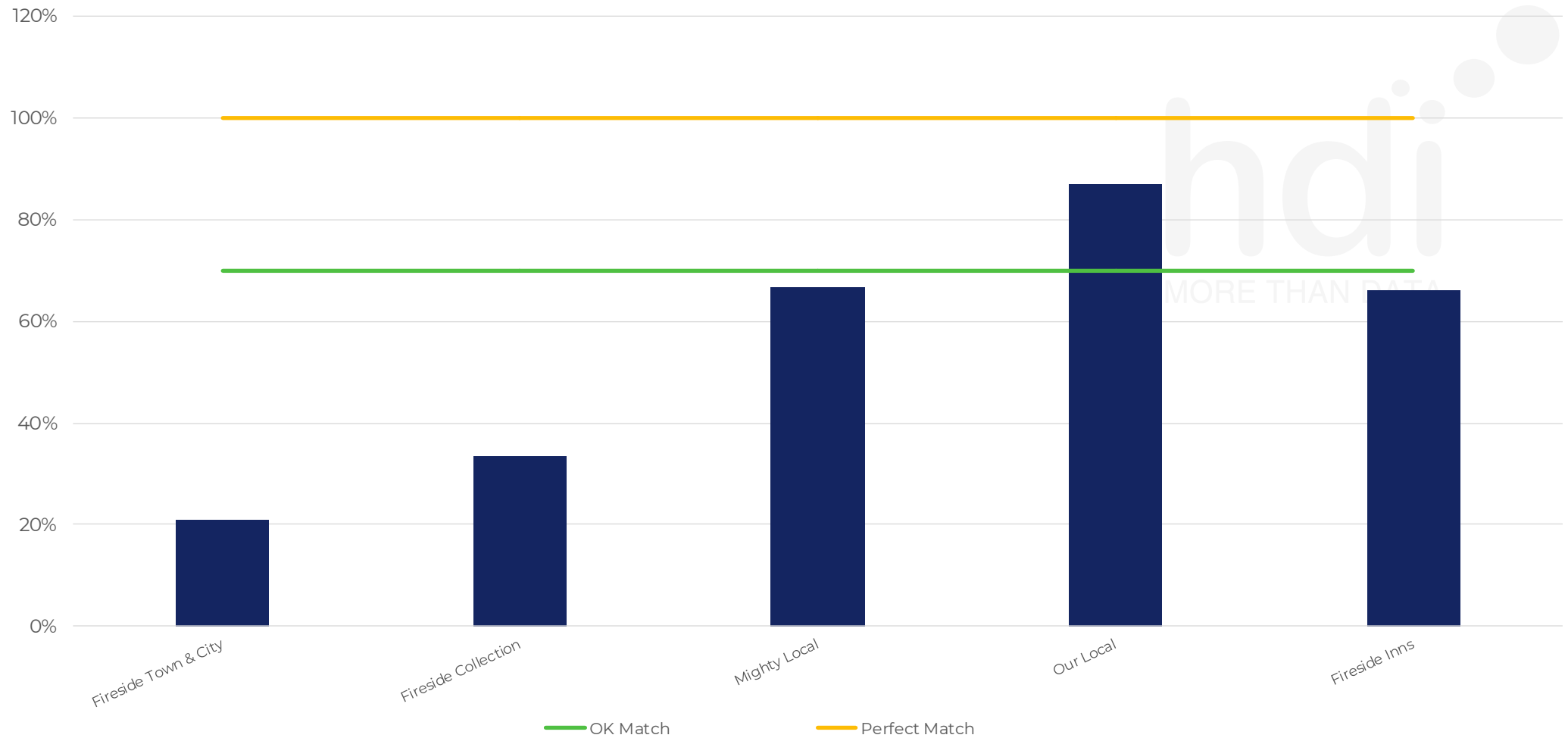
£19500

- A Food-Led High Affluence B Food-Led Mid Affluence C Wet-Led Mid/High Affluence D Wet-Led Low Affluence E Food-Led Low Affluence
- 1 AWT 2 Local Regulars 3 Local Passing Trade 4 Destination Wet-Led 5 Destination Food-Led 6 Destination Very Food-Led



Site Potential 2

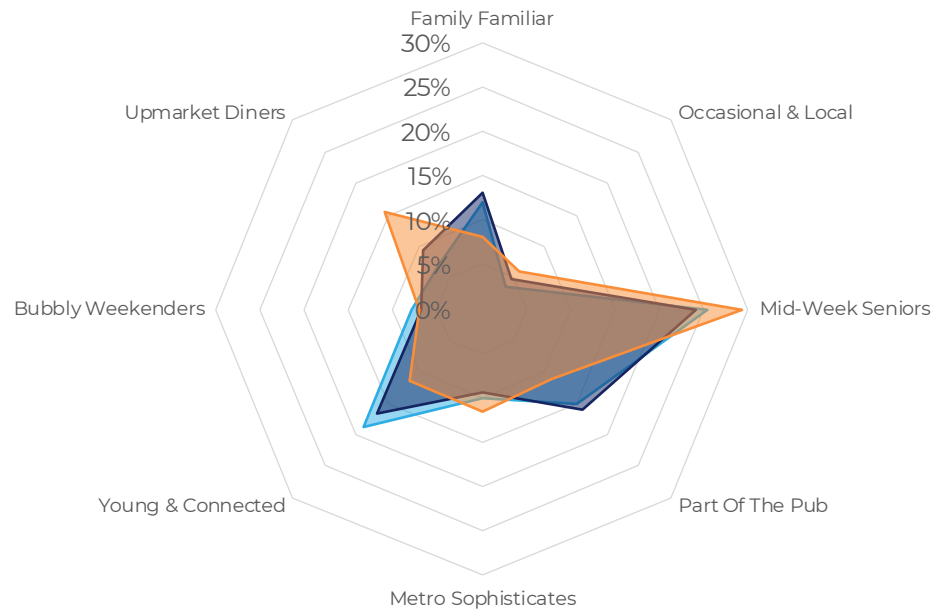
Concept Recommendation





Local Market Profile

Mix of spend by customer segment in Punch site and local market



	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Dolphin Hotel	1218	12.11%	3.70%	25.45%	15.18%	10.07%	18.72%	7.94%	6.78%
Local Catchment	4459	13.20%	4.76%	24.07%	15.92%	9.31%	16.63%	6.77%	9.31%
Punch T&L	11219	8.03%	5.92%	29.32%	11.26%	11.47%	11.50%	7.13%	15.33%
Dolphin Hotel vs Local Catchment		-1.09%	-1.06%	1.38%	-0.74%	0.76%	2.09%	1.17%	-2.53%
Dolphin Hotel vs Punch T&L		4.08%	-2.22%	-3.87%	3.92%	-1.40%	7.22%	0.81%	-8.55%
Local Catchment vs Punch T&L		5.17%	-1.16%	-5.25%	4.66%	-2.16%	5.13%	-0.36%	-6.02%



Local Competitor Profiles

Mix of spend by customer segment in Punch site and local competitors

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Dolphin Hotel YO224BG	1218	12.11%	3.70%	25.45%	15.18%	10.07%	18.72%	7.94%	6.78%
The Angel Hotel YO211DH	2228	17.75%	5.21%	19.26%	19.66%	4.99%	22.68%	7.36%	3.05%
Station Inn Whitby YO211DH	818	7.52%	2.34%	18.89%	34.79%	13.81%	13.79%	5.38%	3.44%
Duke Of York Whitby YO224DE	1129	11.09%	4.60%	24.04%	13.56%	11.02%	16.37%	8.55%	10.73%
The Buck Inn Whitby YO213PW	545	15.00%	6.61%	11.22%	16.95%	9.02%	25.20%	12.99%	2.97%
Penny Hedge YO224NL	279	18.83%	3.09%	34.69%	9.82%	6.80%	15.17%	3.94%	7.62%
White Horse & Griffin YO224BH	362	5.48%	5.72%	25.09%	4.75%	21.89%	7.24%	7.62%	22.17%
Windmill Inn YO224NT	127	12.21%	2.87%	17.27%	14.35%	8.96%	12.36%	2.87%	29.07%
Bridge Inn YO211NJ	171	4.80%	10.83%	48.59%	1.85%	4.19%	6.64%	6.13%	16.93%
Forge YO211SW	96	6.83%	1.16%	35.75%	4.06%	13.06%	5.23%	1.90%	31.97%