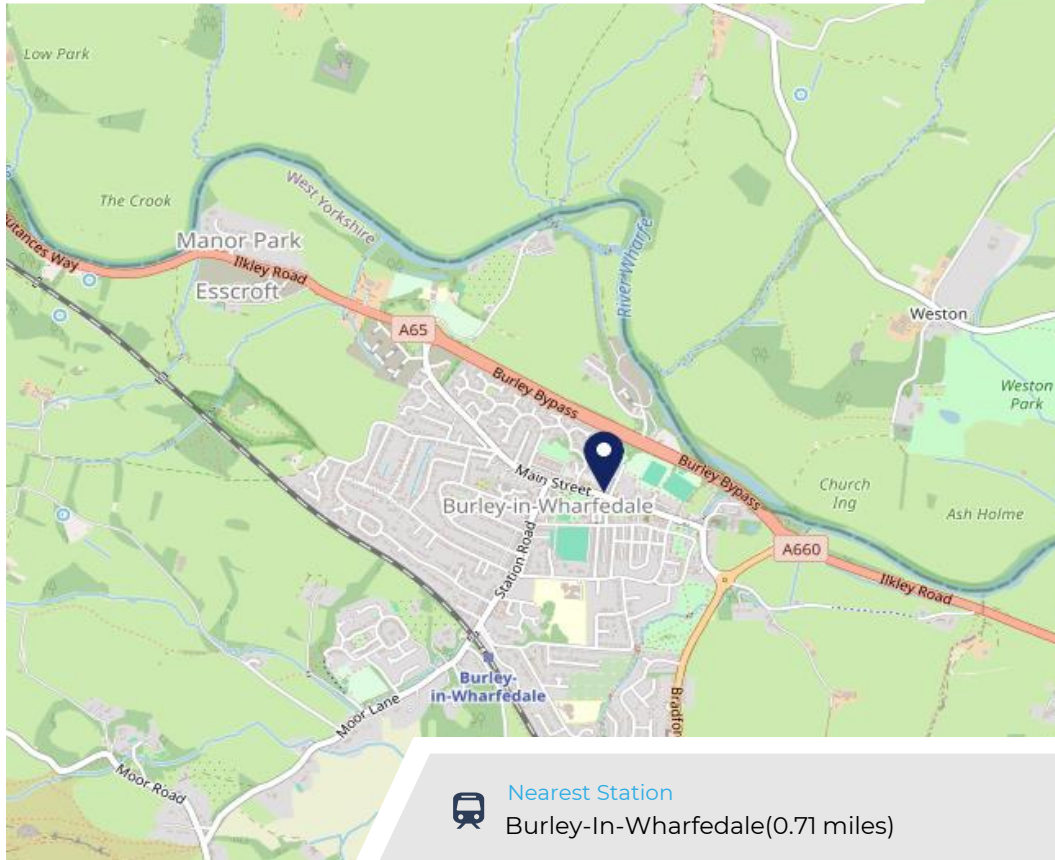




Red Lion Hotel LS297BT

LS297BT

Punch - Our Local

**Work Area**
Leeds**Region**
Yorkshire and The Humber**TV Region**
Yorkshire**Urbanicity**
Urban city and town**ATV**
£11.35**Gender**
78.56%
Male**Affluence**
45.33%
Middle Income**Segmentation**
16.13%
Cash Conscious Communities**Age Group**
30.15%
35 to 44**Visit Day**
25.43%
Sat

Top Competitors

**Hermit Inn**
LS297AS

#1

Pub Restaurant

**Queens Head**
LS297BU

#2

Pub Restaurant

**The Fox**
LS296EB

#3

PCP

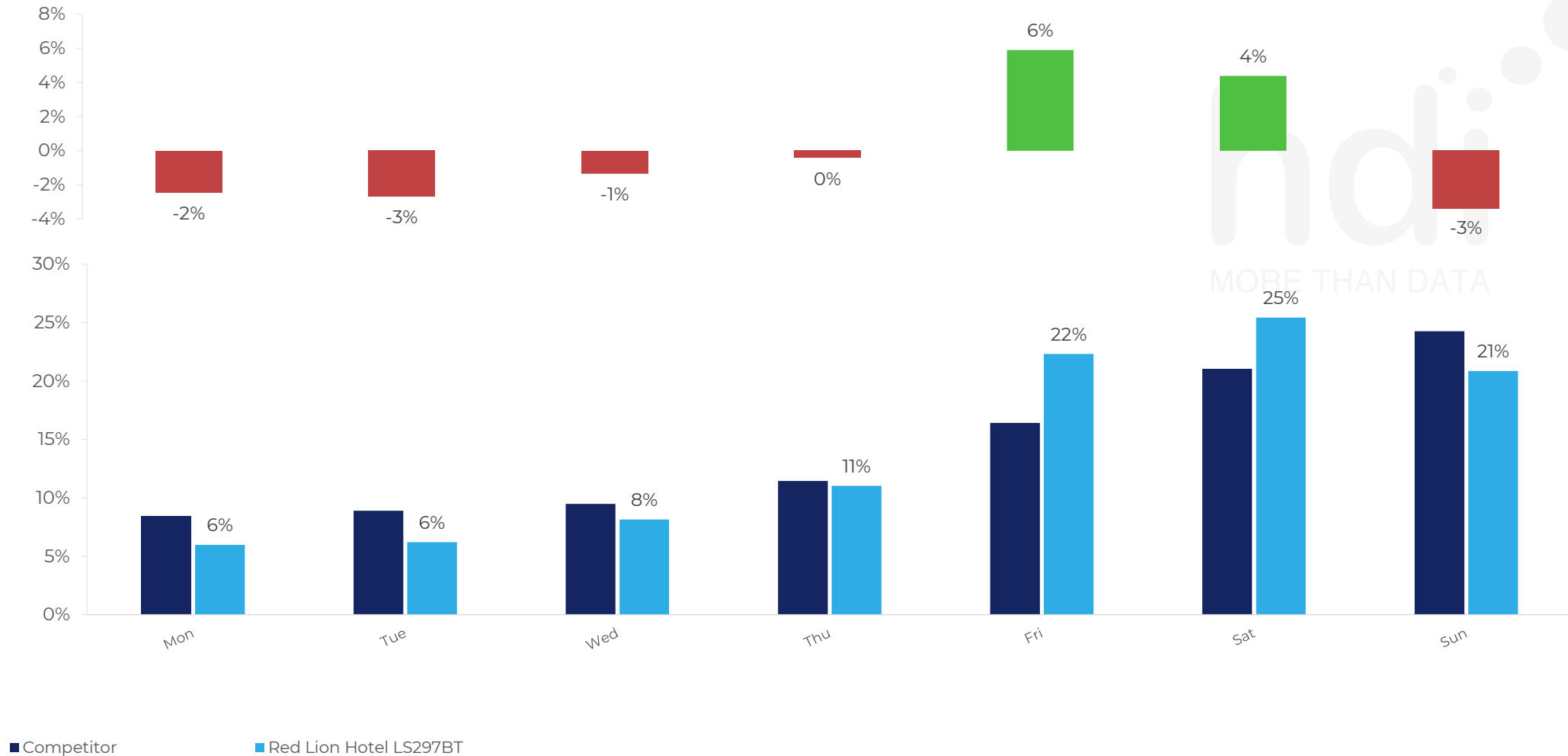
**Nearest Station**
Burley-In-Wharfedale(0.71 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Red Lion Hotel LS297BT versus its competitors?

% of spend for Red Lion Hotel LS297BT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

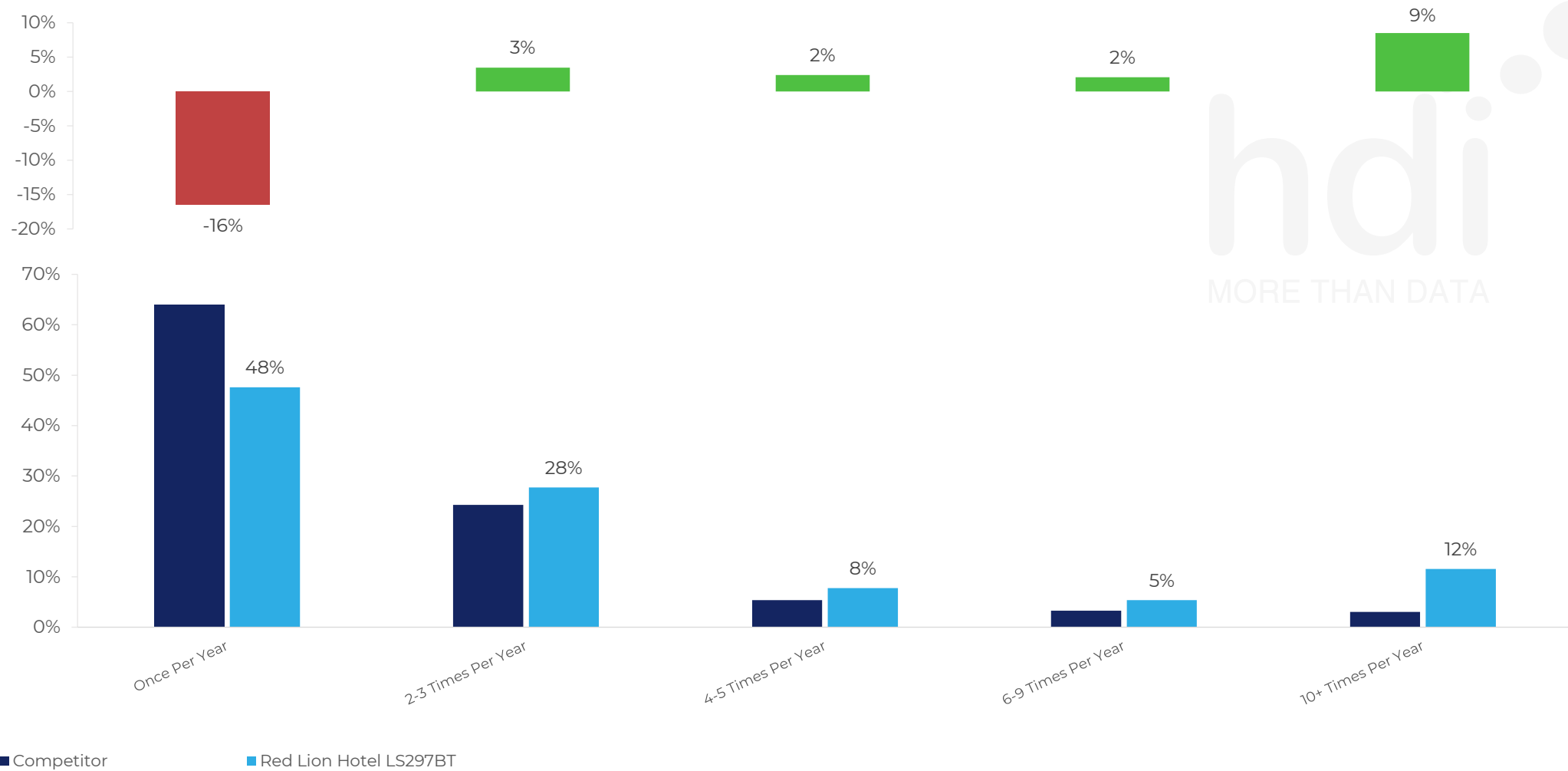




Visit Frequency

How frequently per year do customers visit Red Lion Hotel LS297BT versus its competitors?

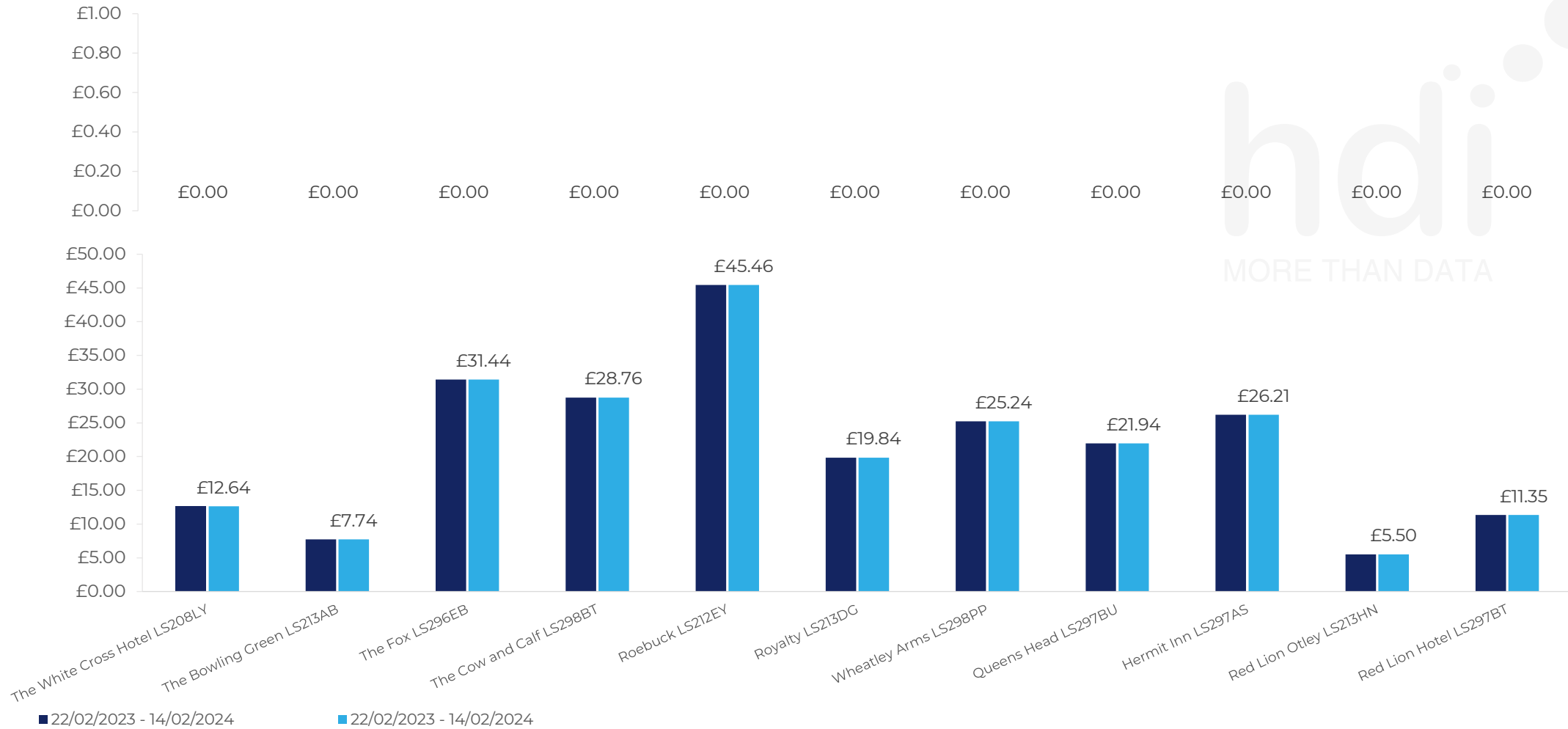
% of customer numbers for Red Lion Hotel LS297BT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

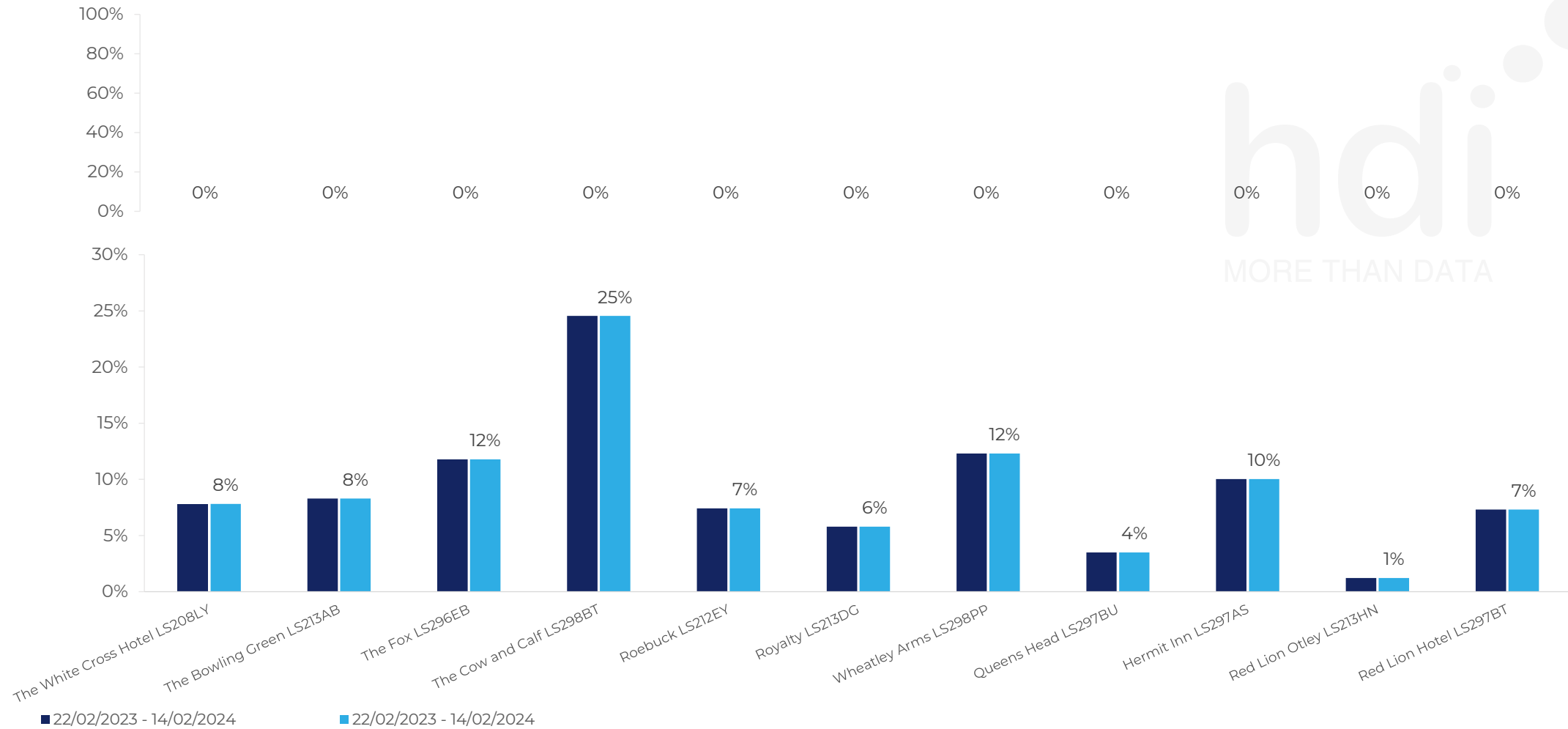




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Red Lion Hotel LS297BT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

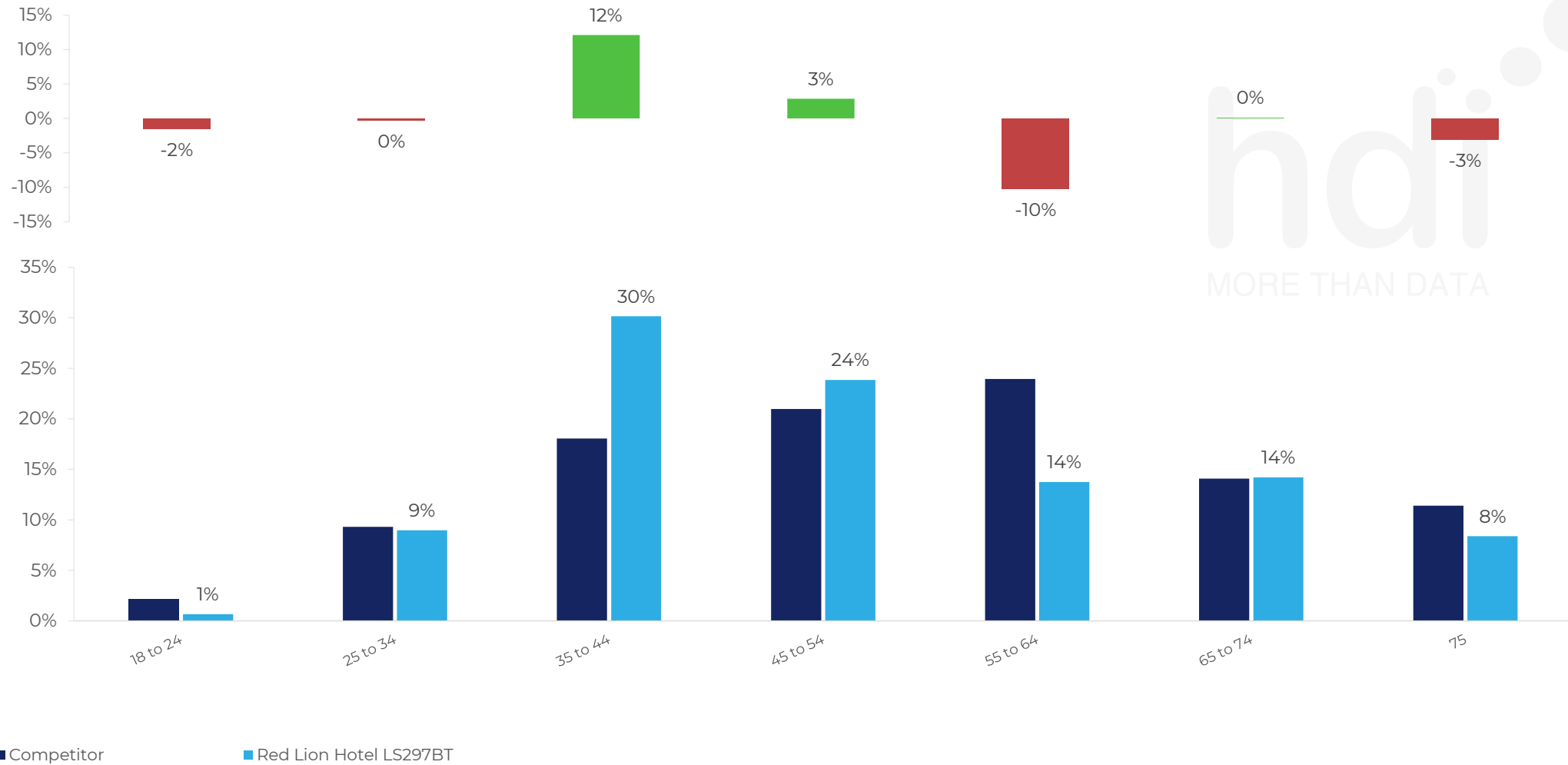




Age

How does the age profile of customers who visit Red Lion Hotel LS297BT compare versus its competitors?

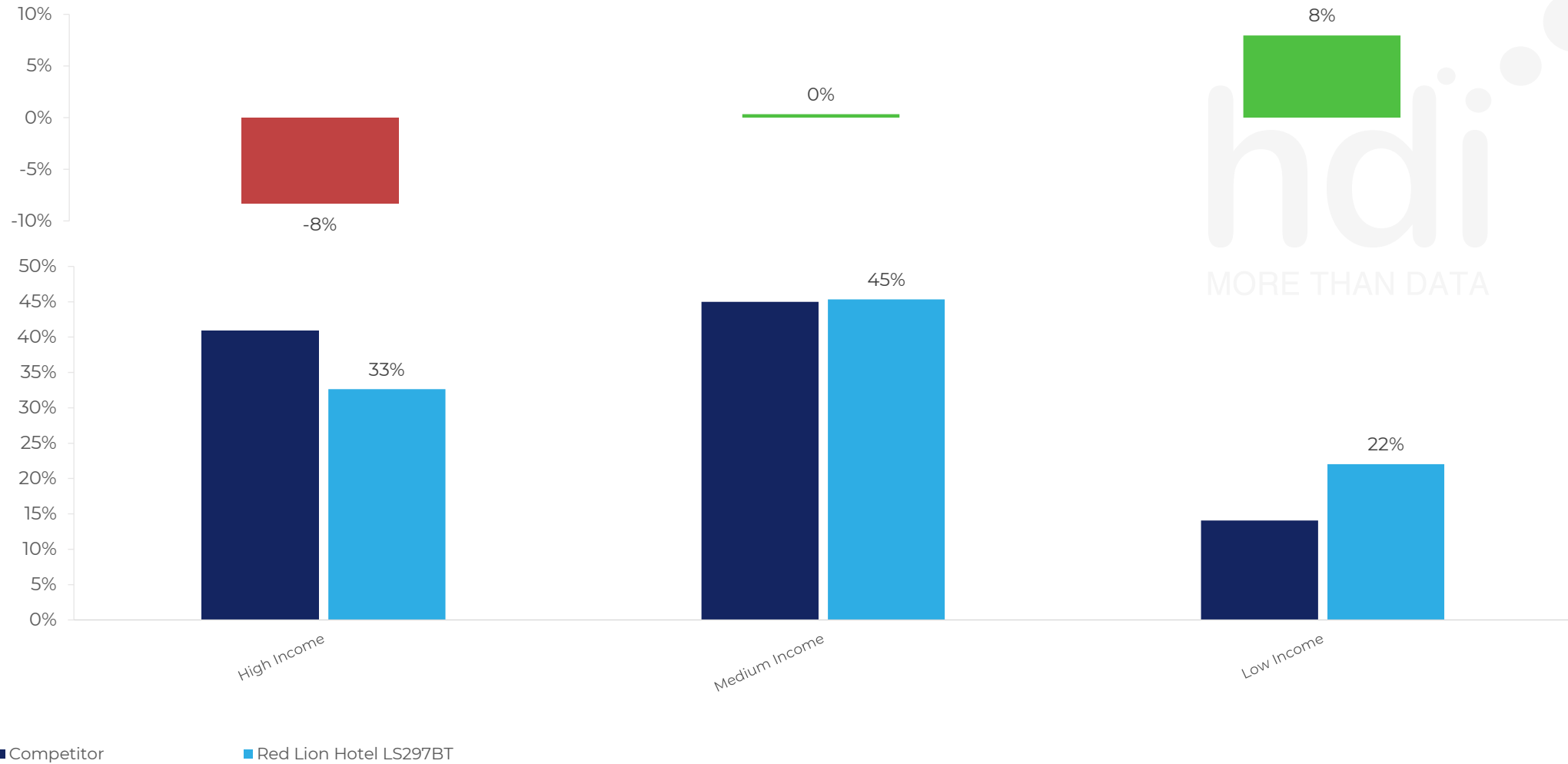
% of spend for Red Lion Hotel LS297BT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range





How does the affluence of customers who visit Red Lion Hotel LS297BT compare versus its competitors?

% of spend for Red Lion Hotel LS297BT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

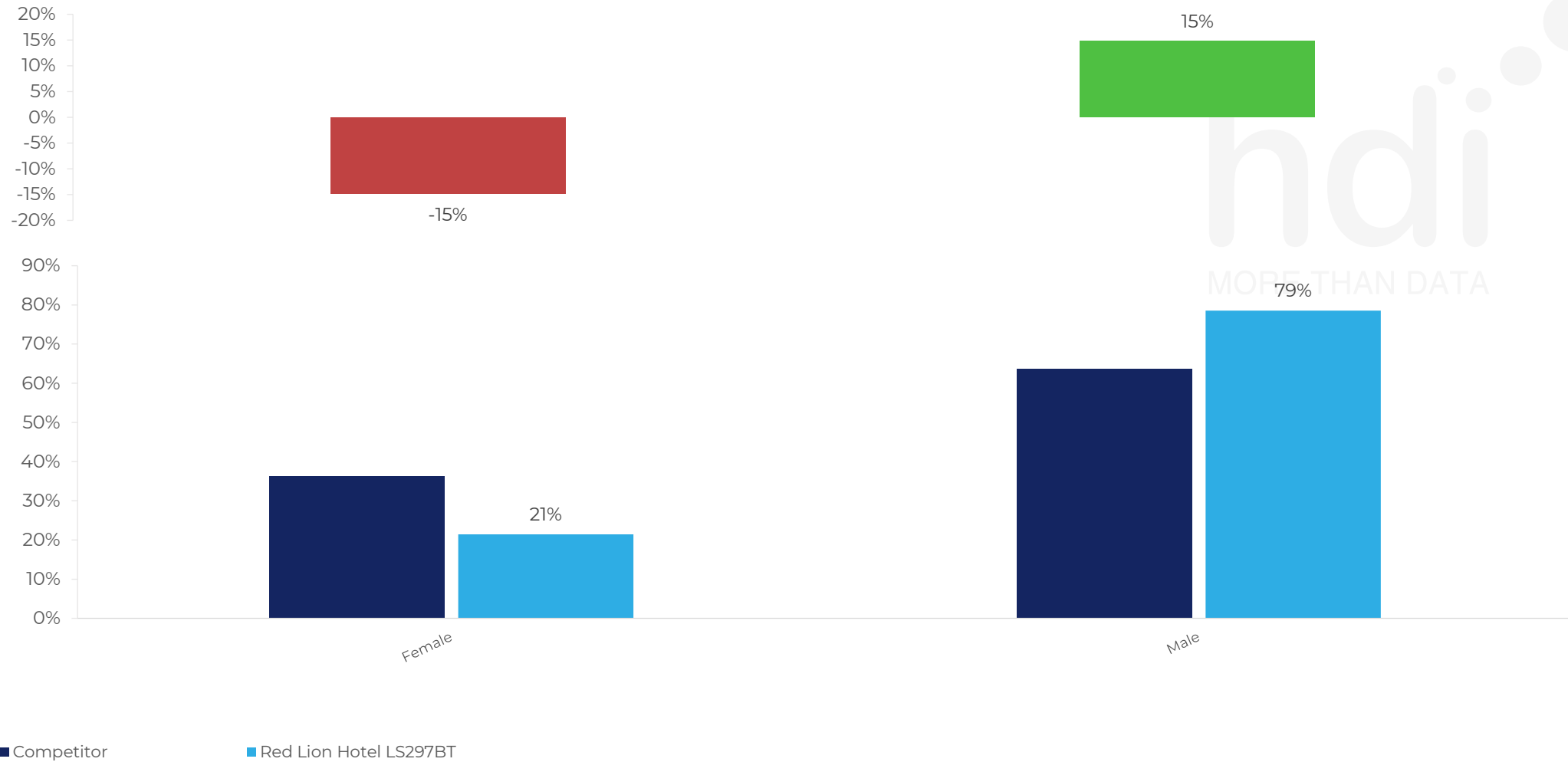




Gender

How does the gender profile of customers who visit Red Lion Hotel LS297BT compare versus its competitors?

% of spend for Red Lion Hotel LS297BT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

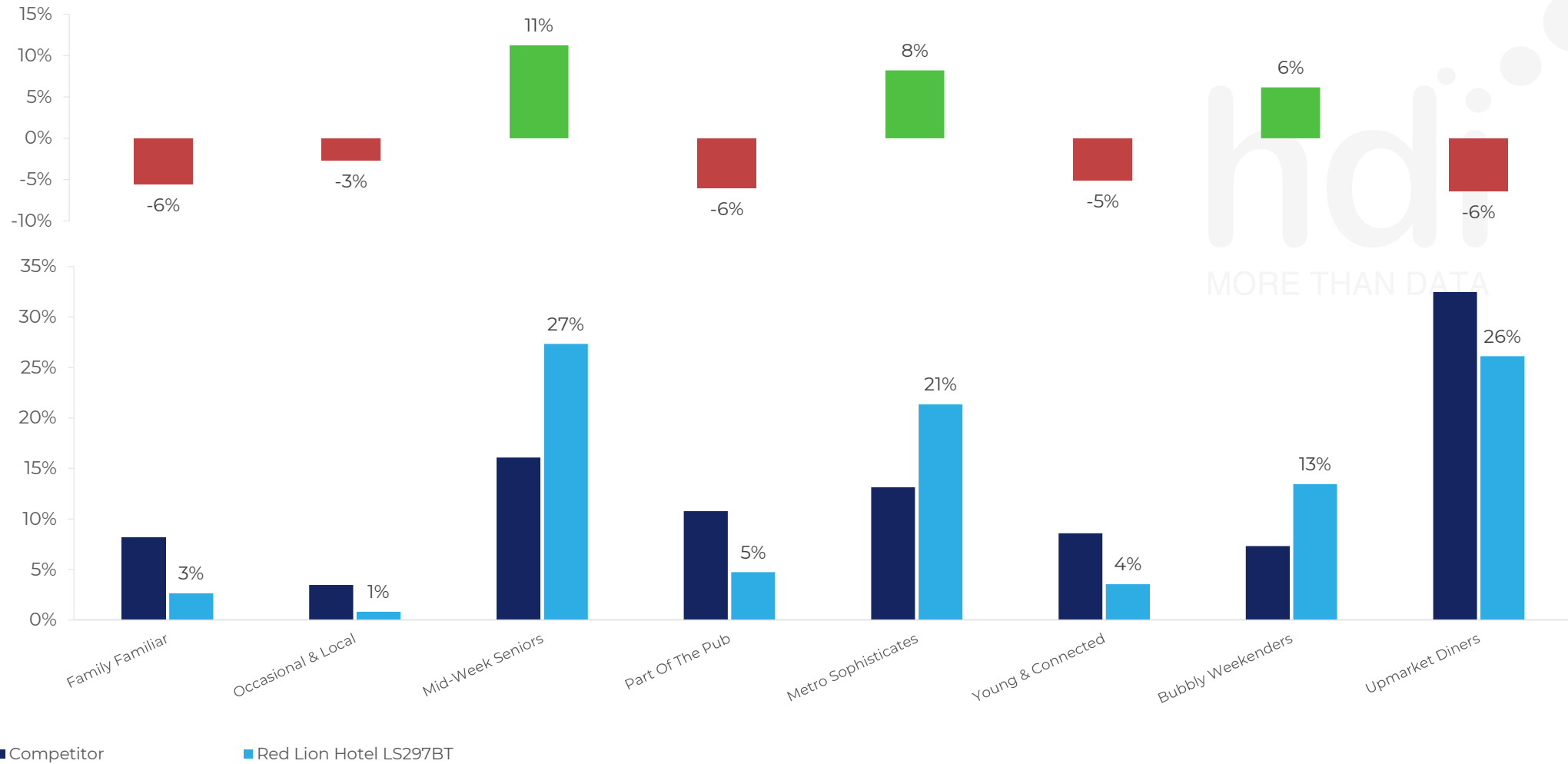




Punch Segmentation

How does the Custom segmentation profile of customers who visit Red Lion Hotel LS297BT compare versus its competitors?

% of spend for Red Lion Hotel LS297BT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

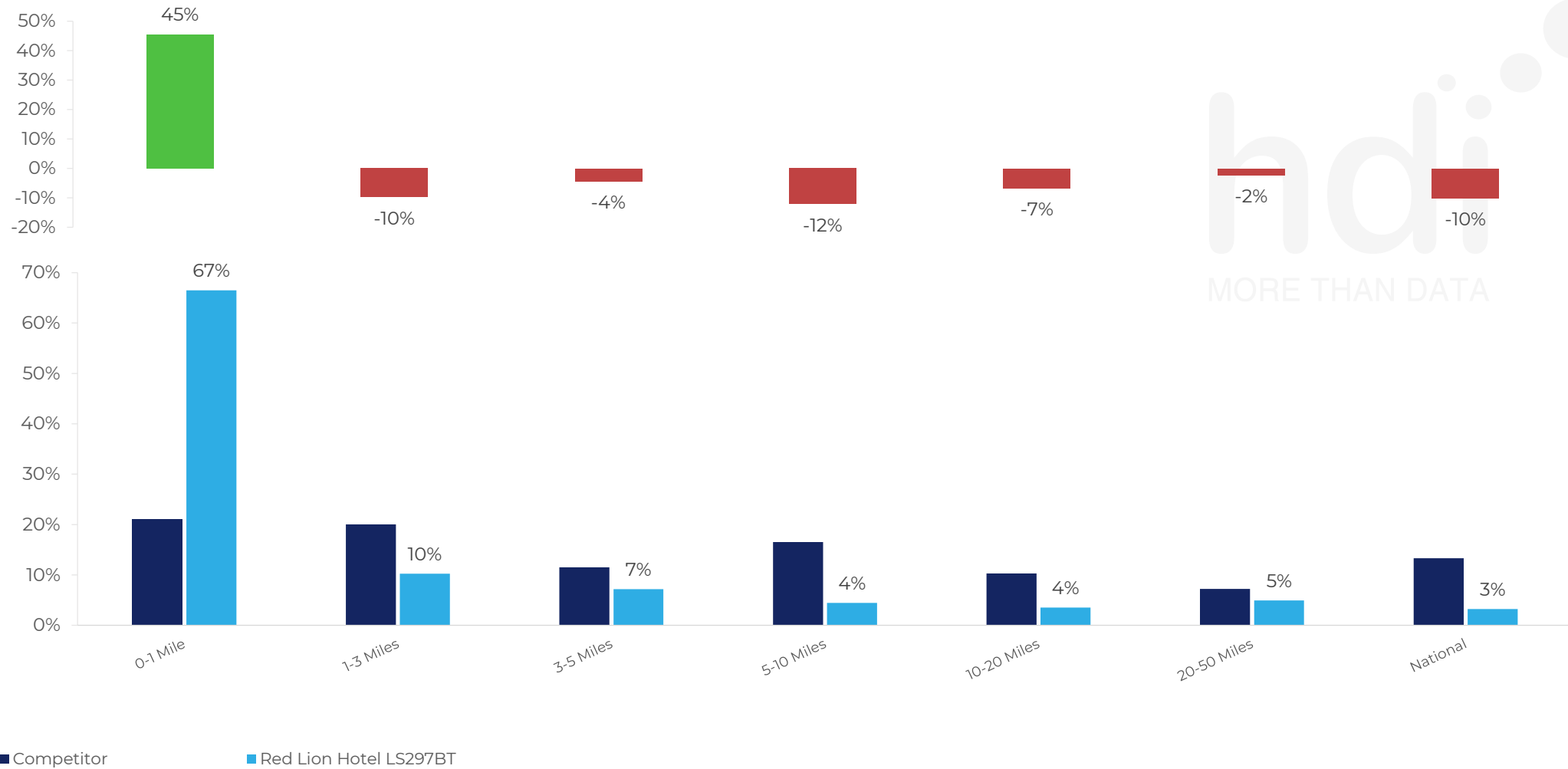




Spend by Distance

How does the spend profile of Red Lion Hotel LS297BT compare versus its competitors based on travel distances?

% of spend for Red Lion Hotel LS297BT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

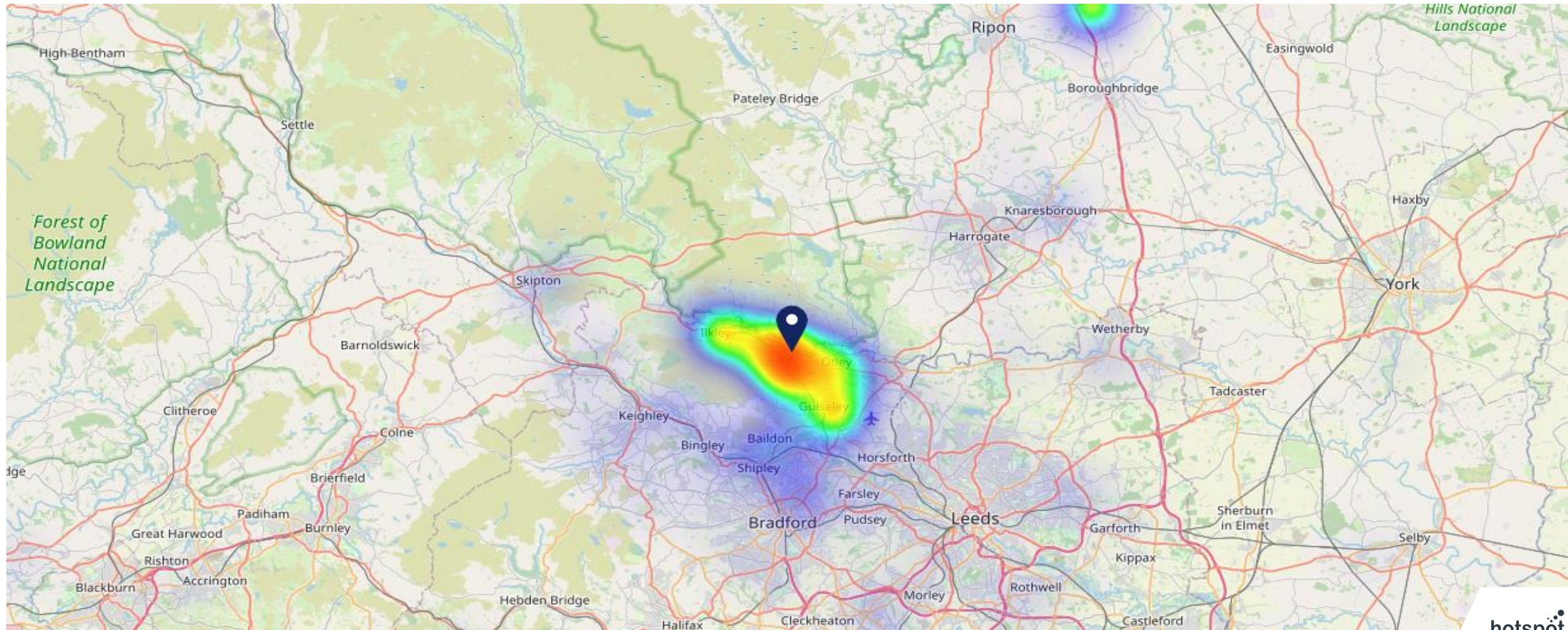




Map of Guest Origin

Where do customers of Red Lion Hotel LS297BT come from?

Where do customers of Red Lion Hotel LS297BT for 22/02/2023 - 14/02/2024 live

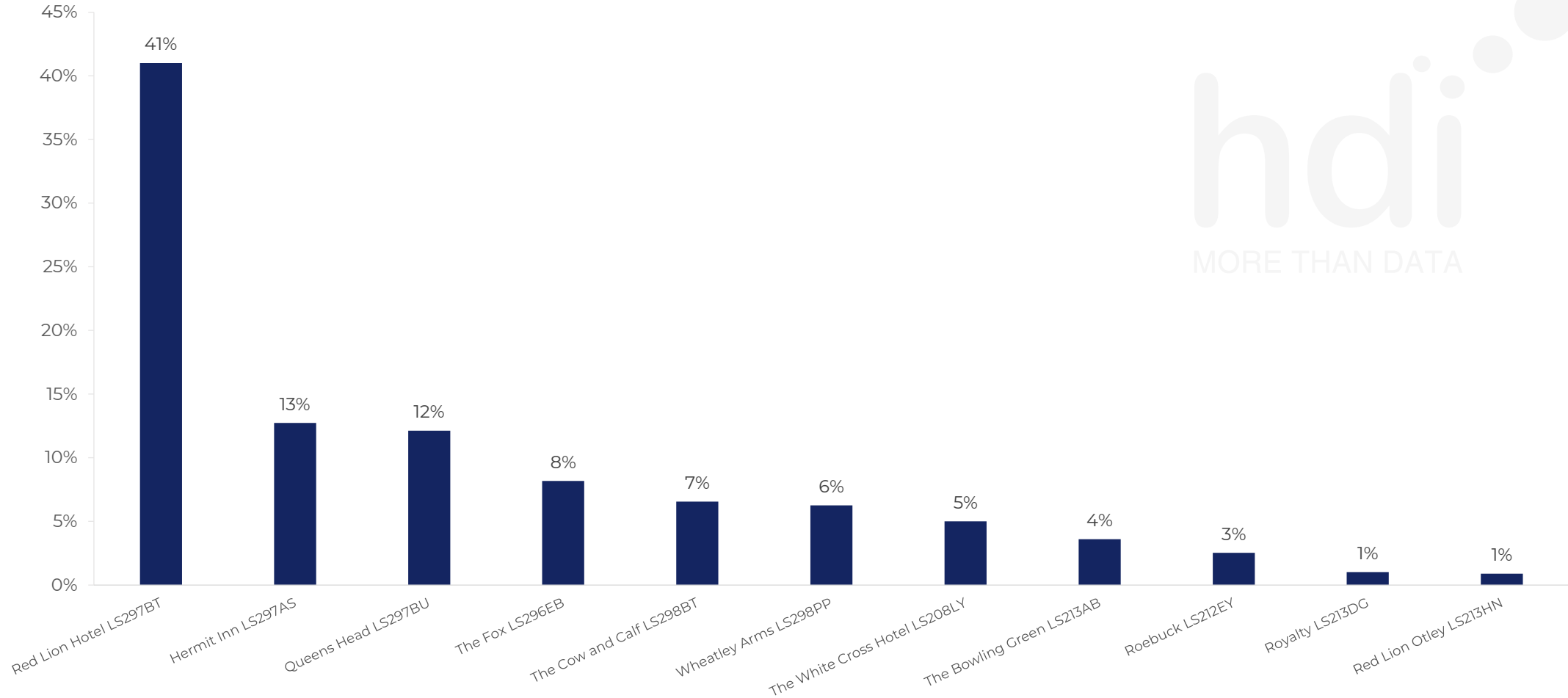




Share of Wallet

What are the Top 20 venues (by spend) that customers of Red Lion Hotel LS297BT also visit?

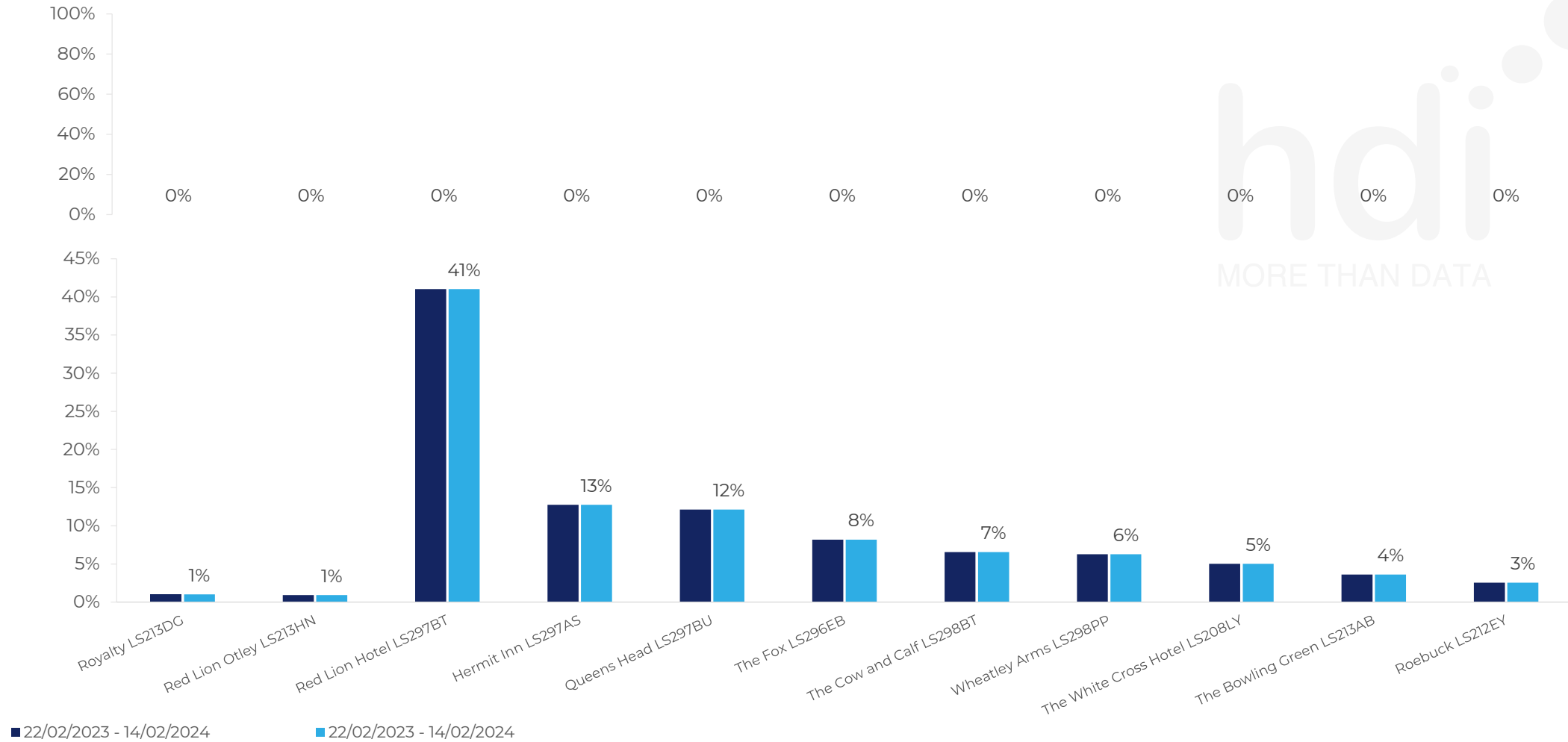
For customers of Red Lion Hotel LS297BT, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Red Lion Hotel LS297BT changed between two date ranges?





Market Summary

How does the local area for Red Lion Hotel LS297BT 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	£2.17M	6	£2.57M	5	£2.57M	2	£32.07M	4
Weekpart	Mon - Thu	33.1%	2	33.5%	1	33.5%	1	37.3%	1
Weekpart	Fri - Sat	46.0%	7	46.4%	7	46.4%	8	44.7%	8
Weekpart	Sun	20.9%	9	20.1%	9	20.1%	10	18.0%	10
Age	18 to 24	0.5%	1	0.5%	1	0.5%	1	2.2%	1
Age	25 to 34	7.1%	1	6.6%	1	6.6%	1	10.2%	1
Age	35 to 44	29.1%	9	29.9%	10	29.9%	10	22.3%	4
Age	45 to 54	21.9%	7	21.2%	6	21.2%	7	20.9%	7
Age	55 to 64	20.8%	8	19.2%	8	19.2%	8	21.5%	10
Age	65 to 74	13.5%	9	16.2%	10	16.2%	10	14.4%	10
Age	75+	7.1%	10	6.4%	9	6.4%	9	8.4%	10
CAMEO	Business Elite	19.2%	9	17.6%	9	17.6%	9	13.7%	8
CAMEO	Prosperous Professionals	15.2%	10	16.1%	10	16.1%	10	8.9%	9
CAMEO	Flourishing Society	9.8%	4	9.0%	4	9.0%	4	13.8%	6
CAMEO	Content Communities	10.4%	4	11.2%	4	11.2%	4	12.7%	6
CAMEO	White Collar Neighbourhoods	12.5%	7	12.6%	7	12.6%	7	12.0%	6
CAMEO	Enterprising Mainstream	8.1%	6	7.6%	5	7.6%	5	9.5%	6
CAMEO	Paying The Mortgage	9.9%	3	9.8%	3	9.8%	2	14.5%	5
CAMEO	Cash Conscious Communities	8.5%	5	9.9%	6	9.9%	6	9.0%	5
CAMEO	On A Budget	5.6%	5	5.6%	4	5.6%	4	3.1%	1
CAMEO	Family Value	0.8%	3	0.7%	2	0.7%	2	2.7%	5
Affluence	AB	44.2%	9	42.7%	8	42.7%	8	36.5%	7
Affluence	C1C2	40.9%	3	41.1%	3	41.1%	3	48.7%	6
Affluence	DE	14.9%	4	16.2%	4	16.2%	4	14.8%	3

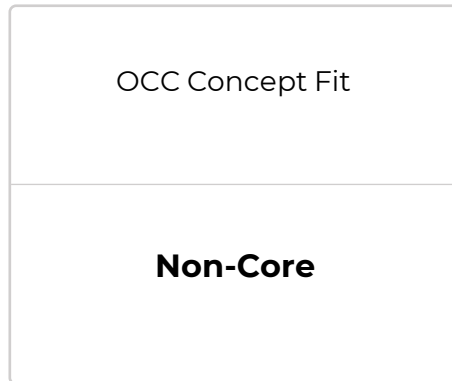


Site Potential 1

Site Characteristics

£3000

£18000



Achievable Average Weekly
Takings

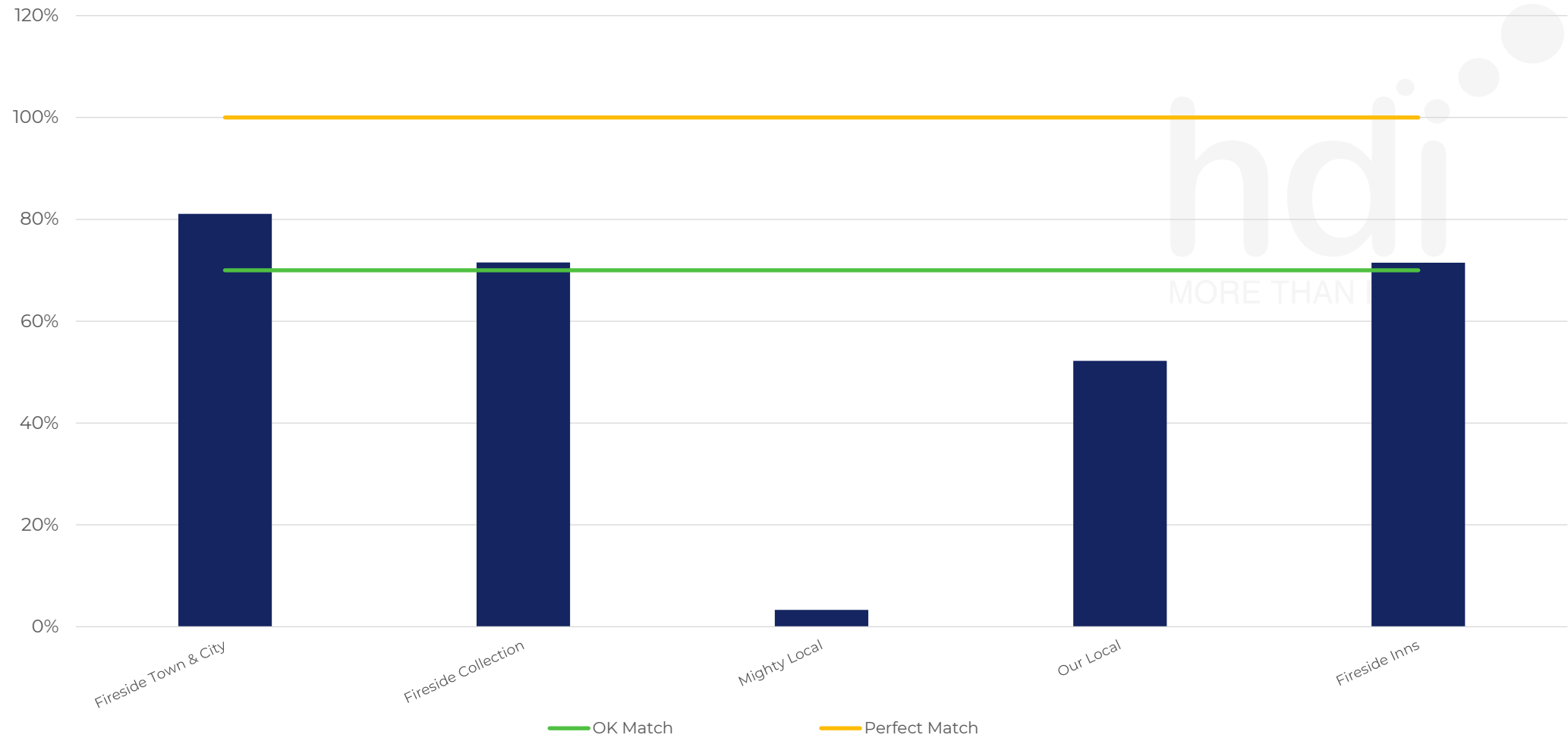
£10500

- 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

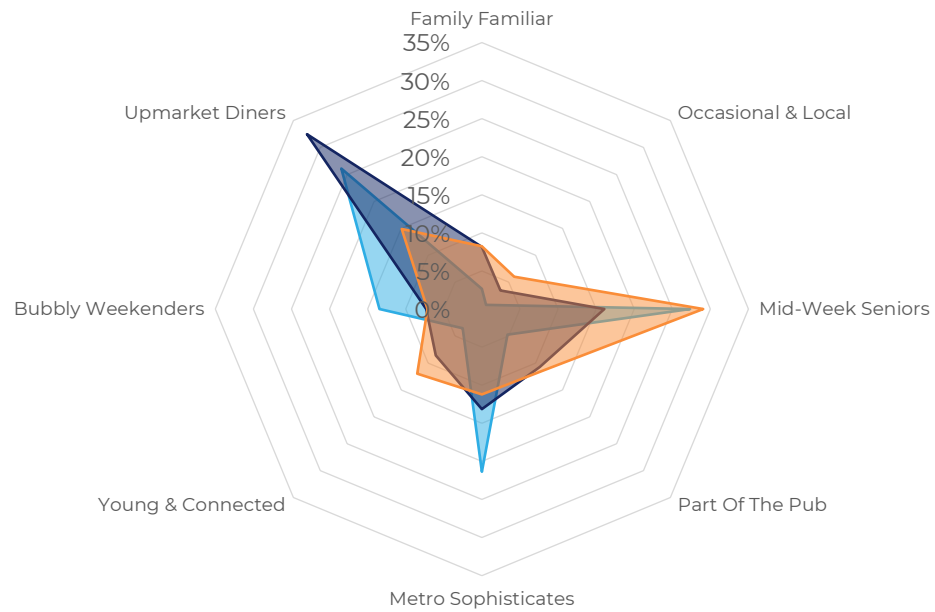
Concept Recommendation





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
Red Lion Hotel	200	2.64%	0.80%	27.34%	4.73%	21.35%	3.54%	13.45%	26.10%
Local Catchment	2456	8.18%	3.46%	16.08%	10.76%	13.13%	8.58%	7.30%	32.48%
Punch T&L	115592	8.26%	5.99%	29.06%	11.40%	11.20%	12.01%	7.15%	14.88%
Red Lion Hotel vs Local Catchment		-5.54%	-2.66%	11.26%	-6.03%	8.22%	-5.04%	6.15%	-6.38%
Red Lion Hotel vs Punch T&L		-5.62%	-5.19%	-1.72%	-6.67%	10.15%	-8.47%	6.30%	11.22%
Local Catchment vs Punch T&L		-0.08%	-2.53%	-12.98%	-0.64%	1.93%	-3.43%	0.15%	17.60%

Red Lion Hotel

Local Catchment

Punch T&L



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
Red Lion Hotel LS297BT	200	2.64%	0.80%	27.34%	4.73%	21.35%	3.54%	13.45%	26.10%
Hermit Inn LS297AS	326	3.27%	3.34%	14.44%	3.16%	15.02%	2.92%	7.52%	50.29%
Queens Head LS297BU	94	1.36%	5.21%	19.32%	3.08%	18.96%	0.55%	14.45%	37.03%
The Fox LS296EB	307	11.32%	4.57%	9.73%	5.66%	10.21%	9.43%	7.95%	41.09%
The Cow and Calf LS298BT	868	9.55%	1.75%	17.58%	3.36%	14.76%	8.86%	7.69%	36.40%
Wheatley Arms LS298PP	294	3.28%	2.52%	16.47%	12.51%	11.77%	5.17%	7.79%	40.44%
The White Cross Hotel LS208LY	234	9.09%	4.14%	21.24%	21.44%	16.95%	8.35%	3.87%	14.87%
The Bowling Green LS213AB	529	13.20%	6.37%	11.88%	29.58%	6.80%	20.90%	6.97%	4.26%
Roebuck LS212EY	182	4.94%	3.98%	15.59%	4.64%	15.09%	4.99%	7.79%	42.94%
Royalty LS213DG	349	15.97%	3.25%	27.40%	6.69%	12.65%	14.79%	5.73%	13.49%
Red Lion Otley LS213HN	66	2.30%	2.79%	0.42%	82.42%	3.49%	6.86%	1.43%	0.24%