



Welcome Inn PE252LJ

PE252LJ

Punch T&L



Work Area
Skegness and Louth



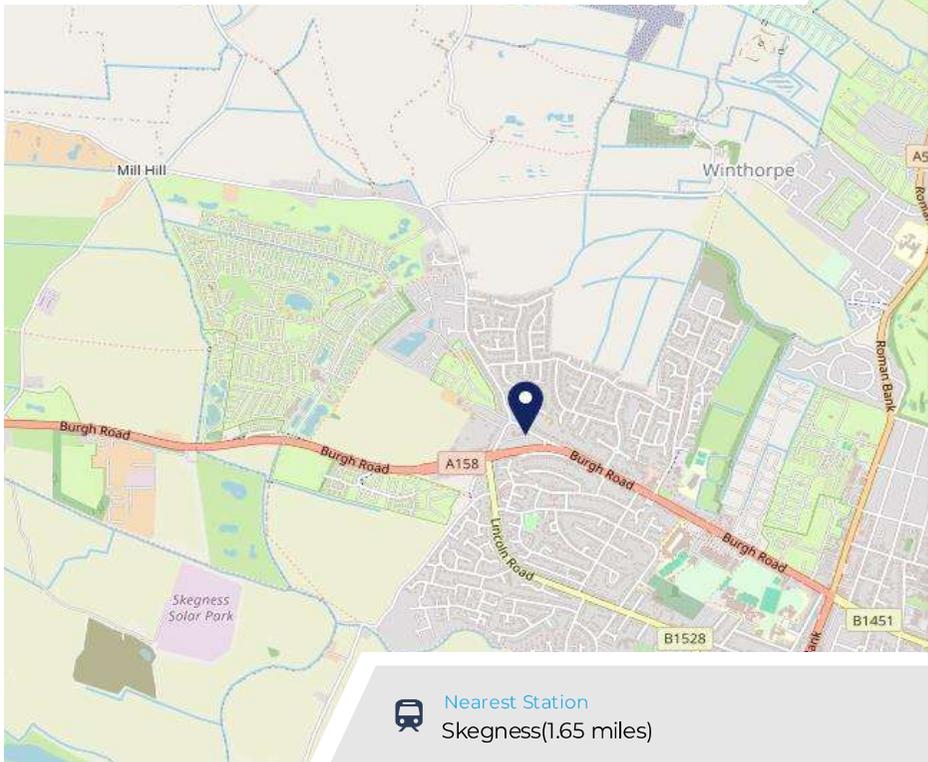
Region
East Midlands



TV Region
Yorkshire



Urbanicity
Urban city and town



ATV
£18.00



Gender
59.58%
Male



Affluence
55.97%
Low Income



Segmentation
27.00%
Family Value



Age Group
32.90%
55 to 64



Visit Day
28.27%
Sun

Top Competitors

White Horse Skegness #1
PE252RT
 Marstons Community Wet

The Jolly Fisherman Skegness #2
PE252UG
 Proper Pubs

The Steamboat (Skegness) #3
PE253HH
 Cookhouse & Pub



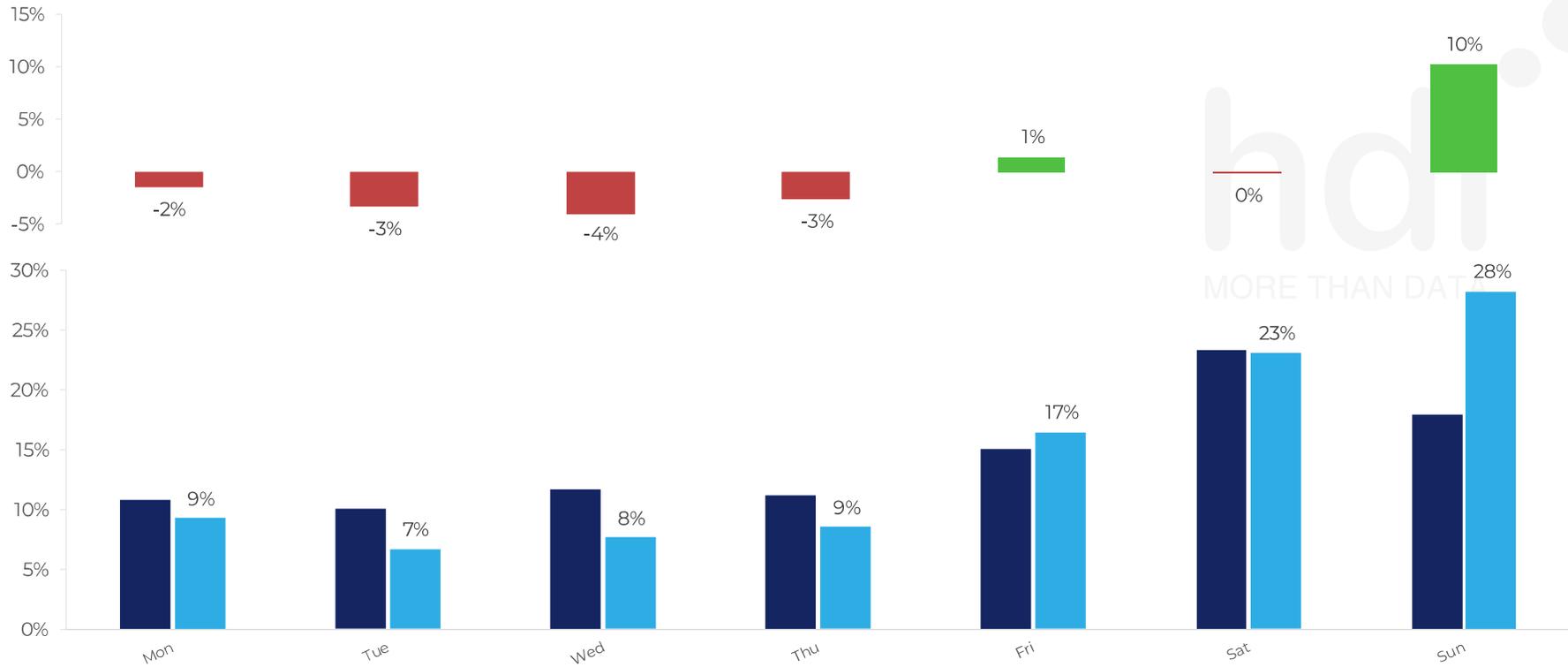
Nearest Station
Skegness(1.65 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Welcome Inn PE252LJ versus its competitors?

% of spend for Welcome Inn PE252LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

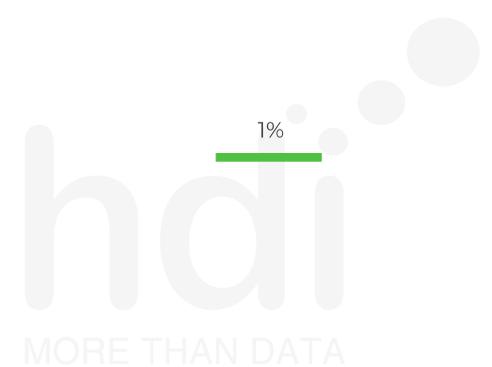
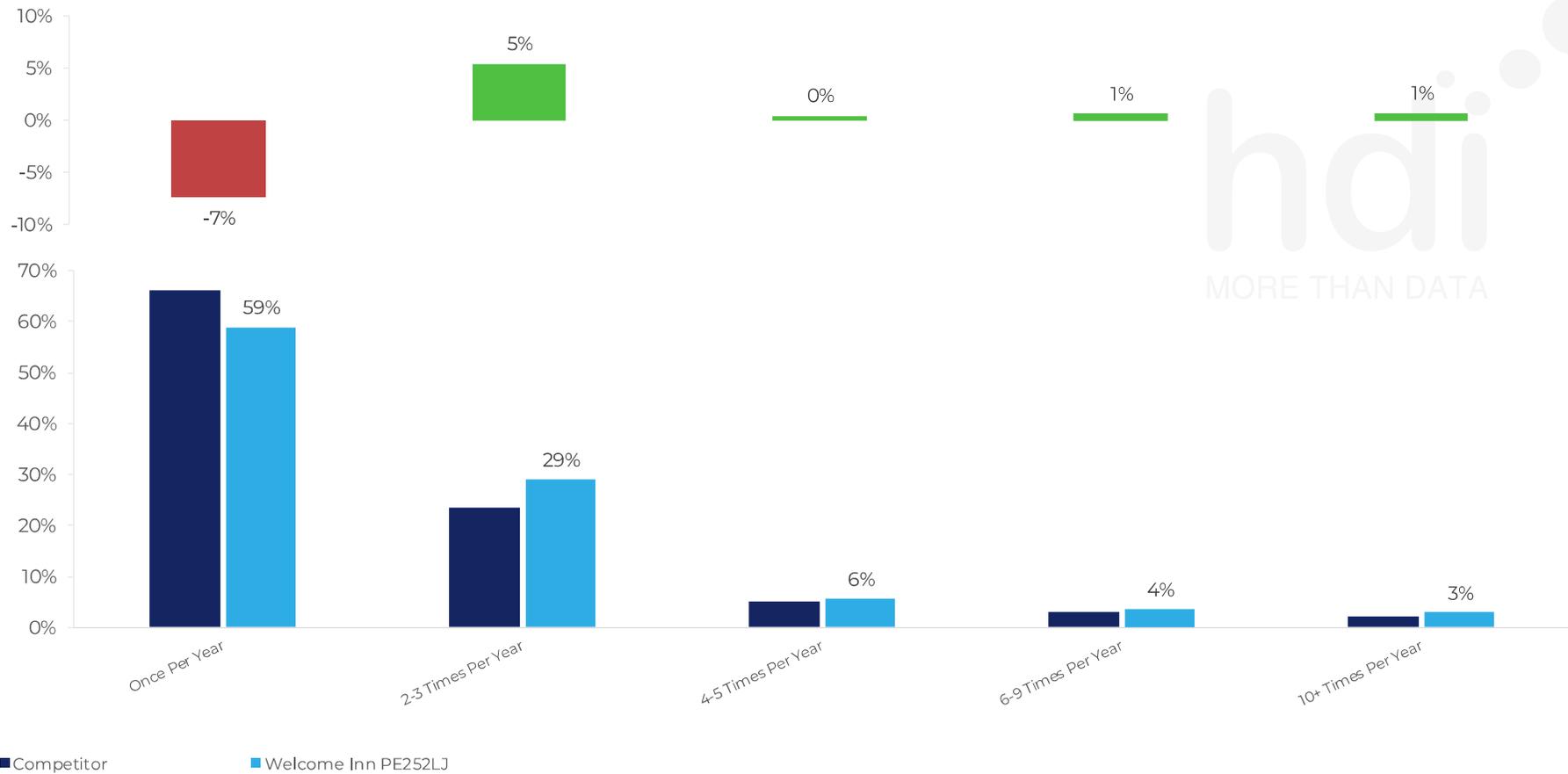
■ Welcome Inn PE252LJ



Visit Frequency

How frequently per year do customers visit Welcome Inn PE252LJ versus its competitors?

% of customer numbers for Welcome Inn PE252LJ 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?



■ 22/02/2023 - 14/02/2024

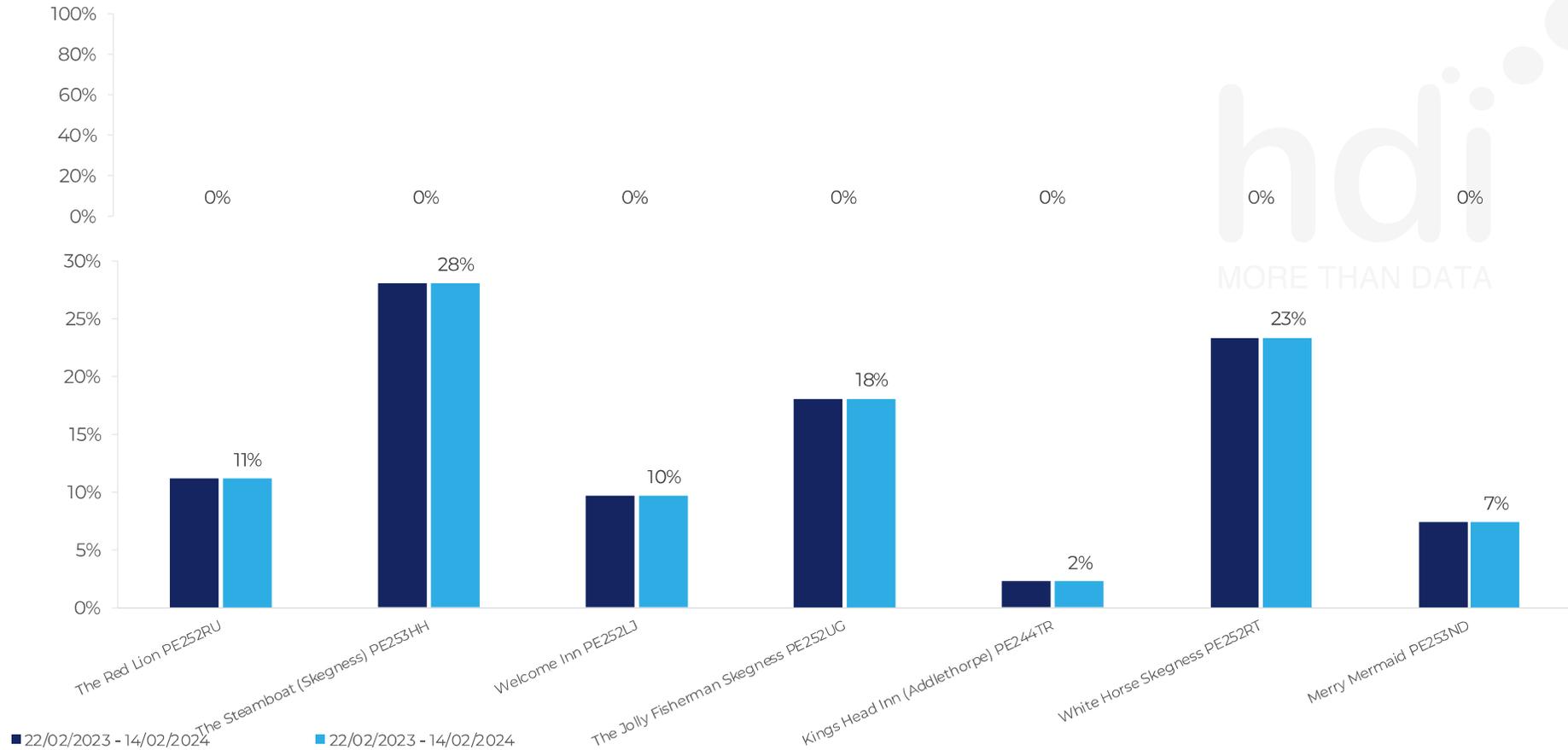
■ 22/02/2023 - 14/02/2024



Market Share Change

How has market share changed between two date ranges?

% of market share spend for Welcome Inn PE252LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

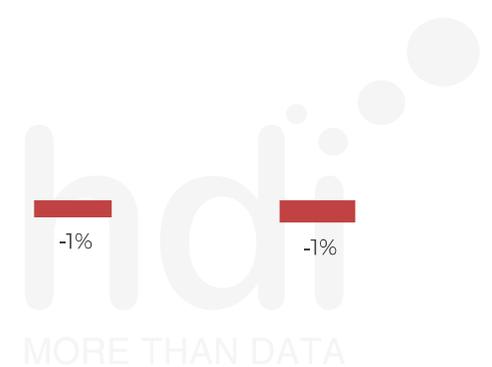
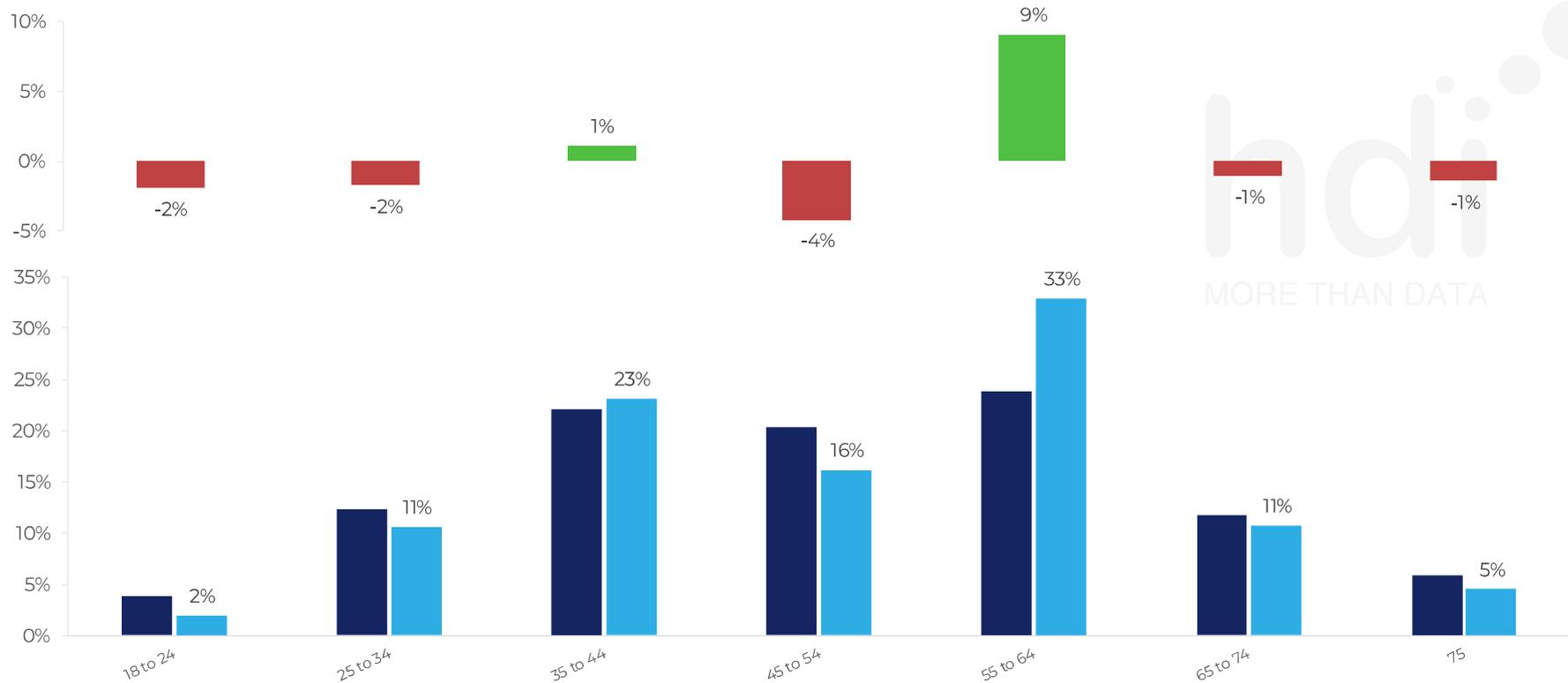




Age

How does the age profile of customers who visit Welcome Inn PE252LJ compare versus its competitors?

% of spend for Welcome Inn PE252LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



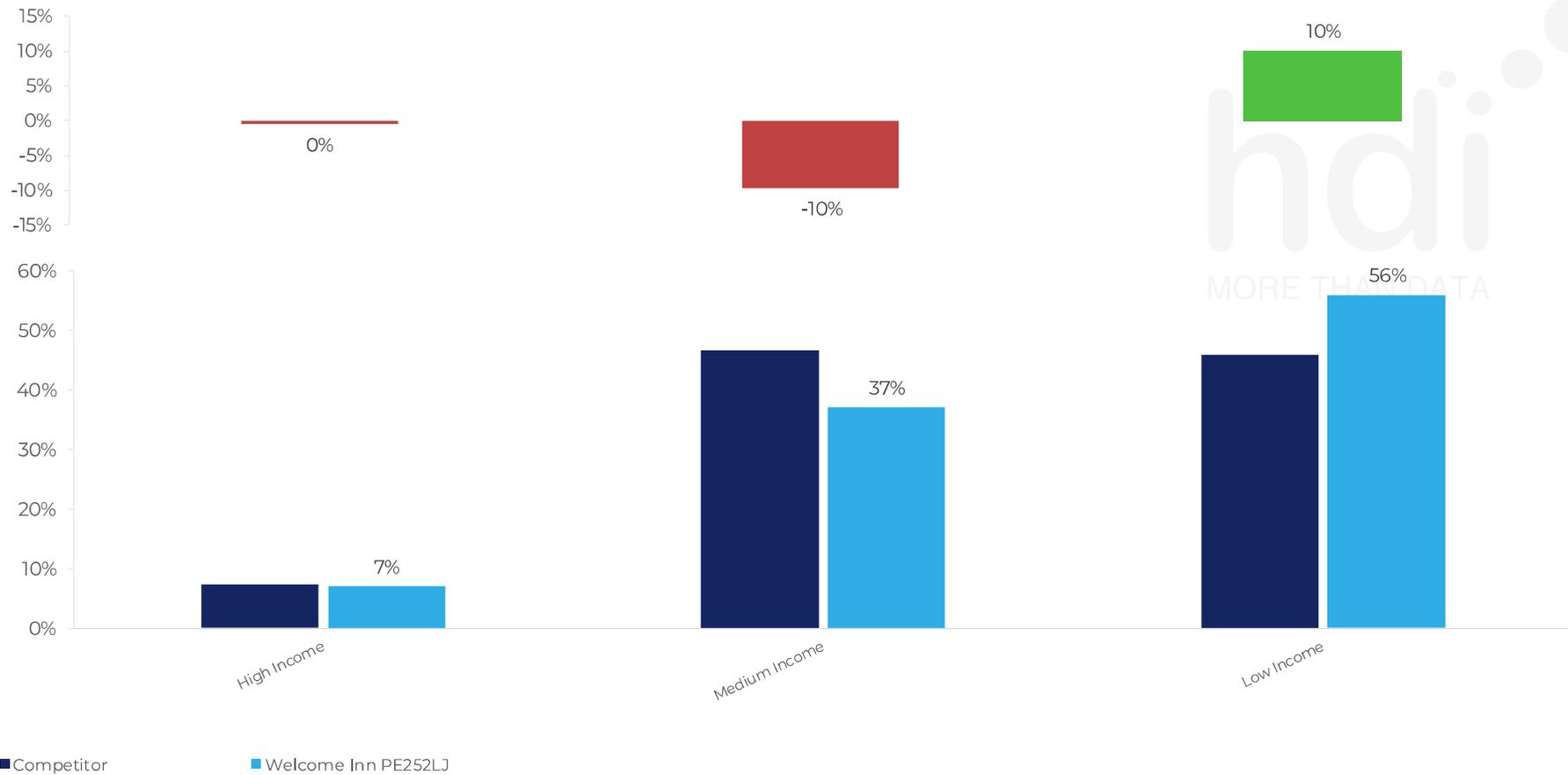
■ Competitor

■ Welcome Inn PE252LJ



How does the affluence of customers who visit Welcome Inn PE252LJ compare versus its competitors?

% of spend for Welcome Inn PE252LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



566 Site Customers

6 Competitors

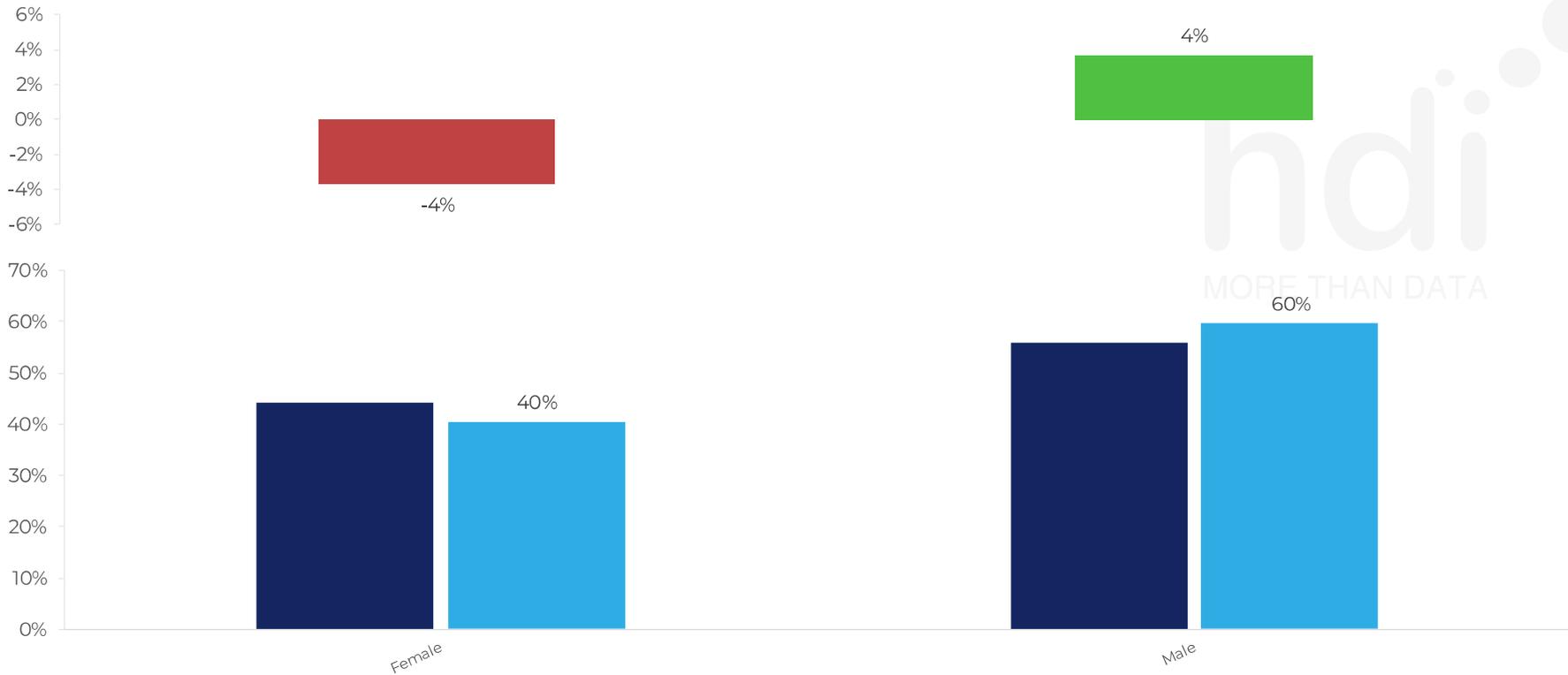
6457 Competitor Customers



Gender

How does the gender profile of customers who visit Welcome Inn PE252LJ compare versus its competitors?

% of spend for Welcome Inn PE252LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

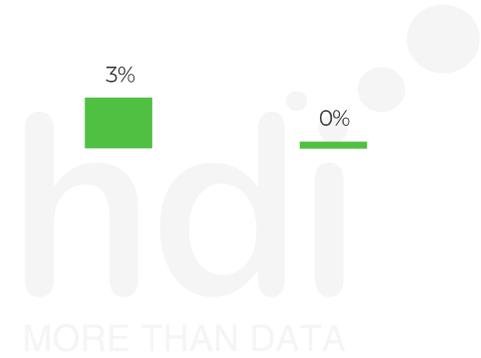
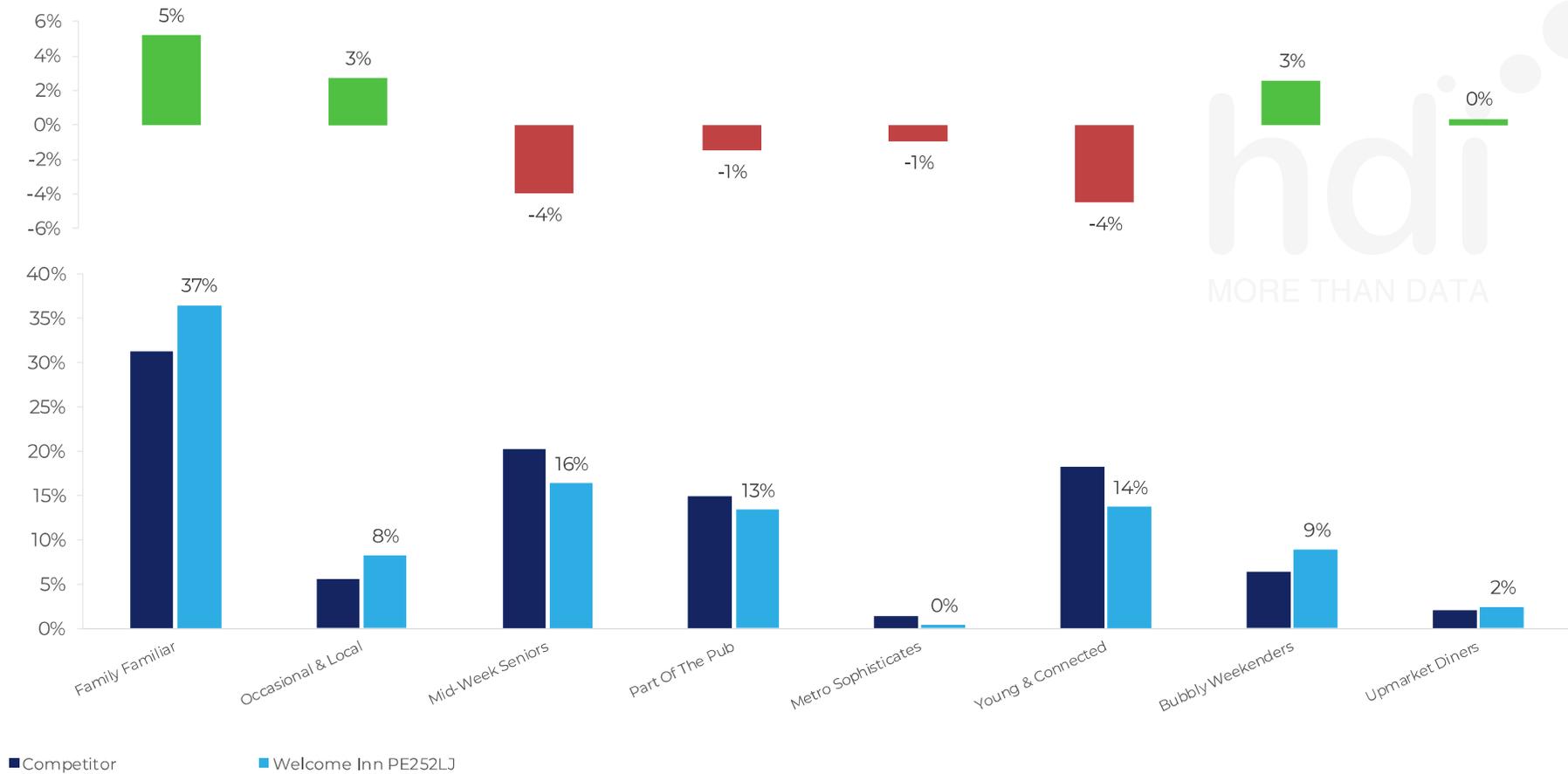
■ Welcome Inn PE252LJ



Punch Segmentation

How does the Custom segmentation profile of customers who visit Welcome Inn PE252LJ compare versus its competitors?

% of spend for Welcome Inn PE252LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



1317 Site Customers

6 Competitors

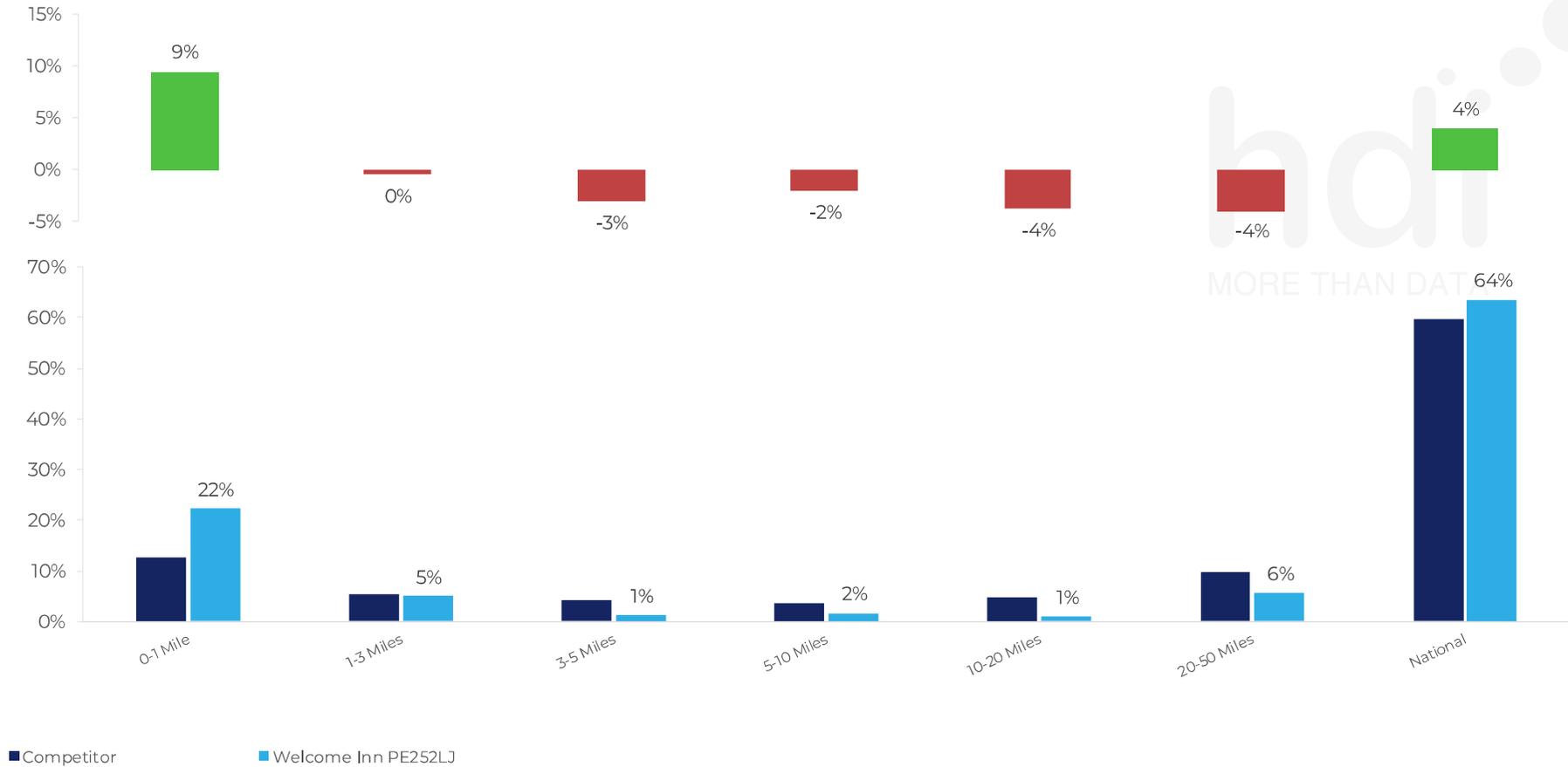
15325 Competitor Customers



Spend by Distance

How does the spend profile of Welcome Inn PE252LJ compare versus its competitors based on travel distances?

% of spend for Welcome Inn PE252LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



■ Competitor

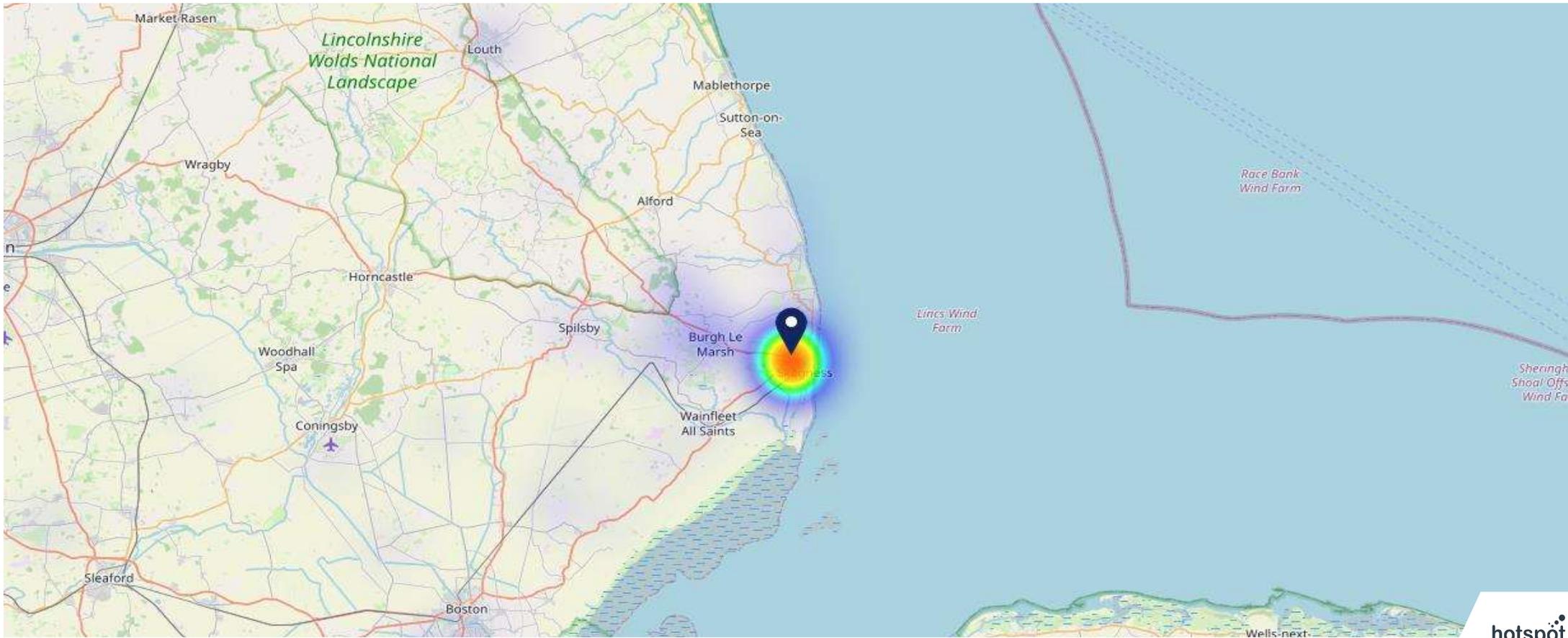
■ Welcome Inn PE252LJ



Map of Guest Origin

Where do customers of Welcome Inn PE252LJ come from?

Where do customers of Welcome Inn PE252LJ for 22/02/2023 - 14/02/2024 live



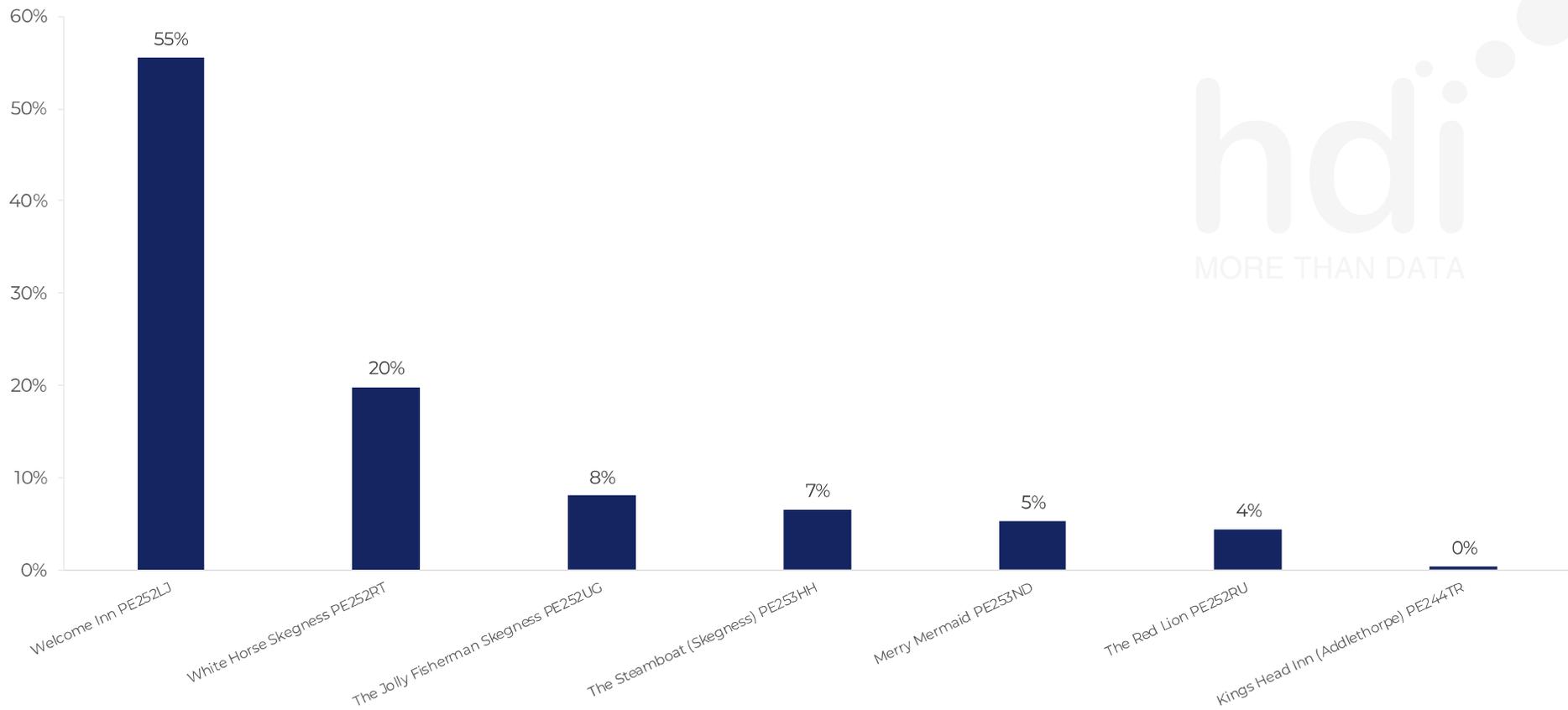
586 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of Welcome Inn PE252LJ also visit?

For customers of Welcome Inn PE252LJ, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue

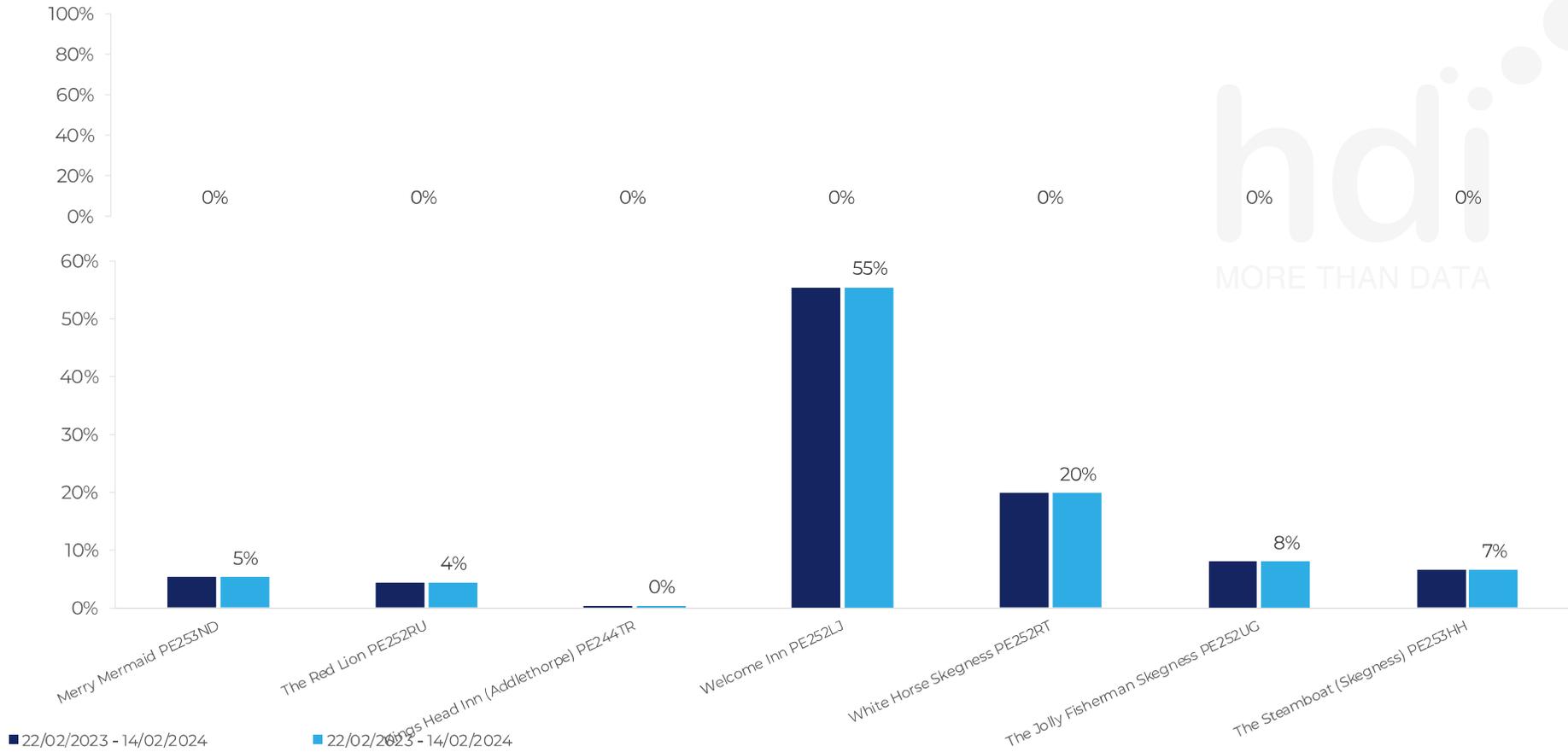
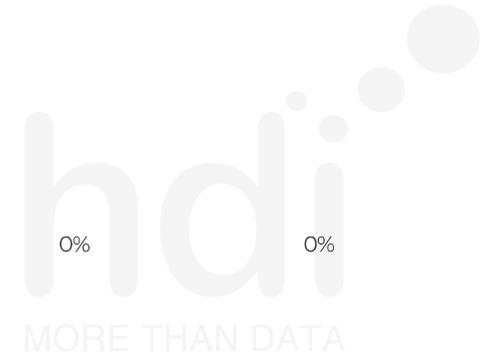


1317 Site Customers



Share of Wallet Change

How has share of wallet of customers of Welcome Inn PE252LJ changed between two date ranges?



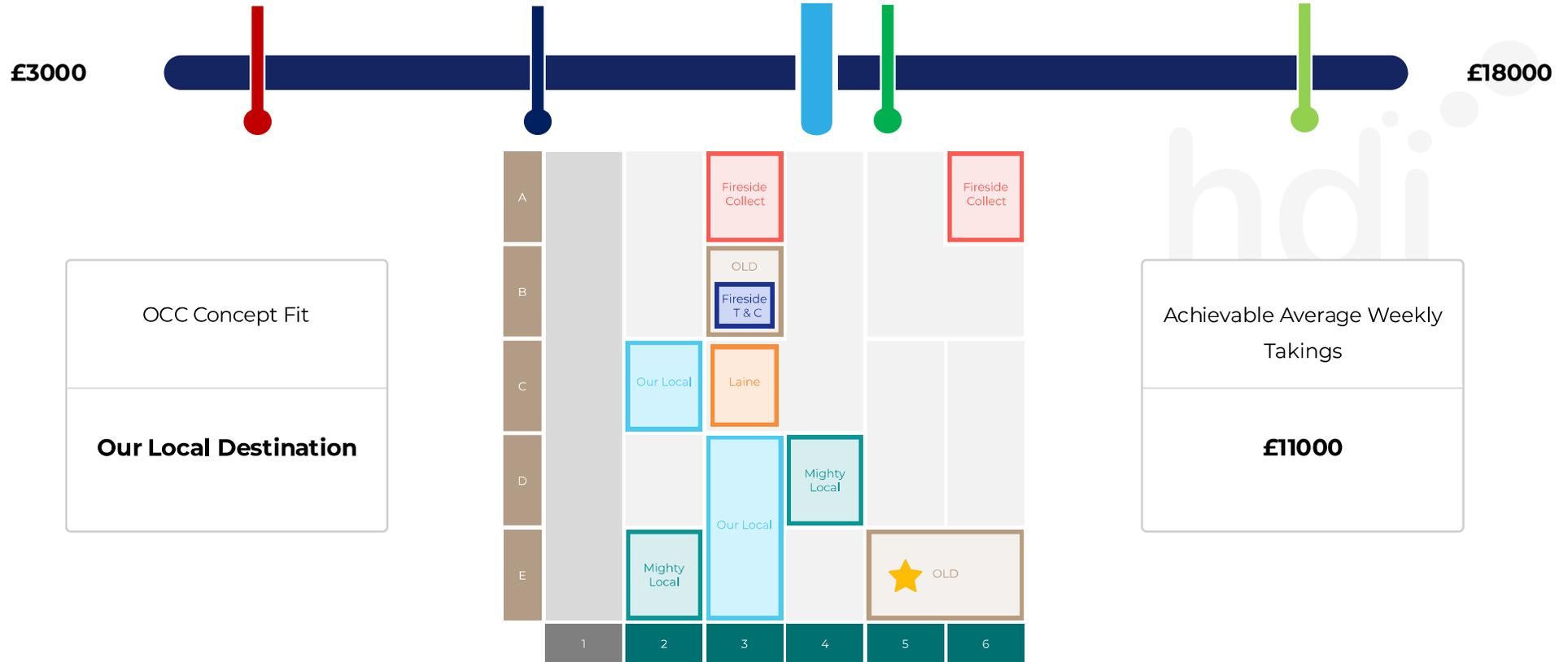
1317 Site Customers



Market Summary

How does the local area for Welcome Inn PE252LJ 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	£188K	2	£188K	2	£9.17M	4	£66.53M	5
Weekpart	Mon - Thu	34.7%	2	34.7%	2	4.34%	7	40.7%	4
Weekpart	Fri - Sat	36.4%	2	36.4%	2	39.8%	3	41.6%	5
Weekpart	Sun	29.0%	10	29.0%	10	16.8%	8	17.8%	9
Age	18 to 24	1.5%	2	1.5%	1	4.1%	3	52%	3
Age	25 to 34	12.2%	2	12.2%	1	12.9%	1	15.2%	2
Age	35 to 44	21.8%	5	21.8%	4	22.7%	5	25.4%	8
Age	45 to 54	17.1%	3	17.1%	2	20.1%	5	19.0%	3
Age	55 to 64	30.6%	10	30.6%	10	23.0%	10	19.5%	9
Age	65 to 74	12.9%	9	12.9%	9	13.4%	10	11.6%	9
Age	75+	3.9%	8	3.9%	8	3.7%	7	4.1%	8
CAMEO	Business Elite	0.9%	1	0.9%	1	0.8%	1	0.9%	1
CAMEO	Prosperous Professionals	3.2%	3	3.2%	3	1.8%	1	1.9%	1
CAMEO	Flourishing Society	2.9%	1	2.9%	1	4.6%	1	4.4%	1
CAMEO	Content Communities	13.9%	7	13.9%	7	8.3%	2	8.1%	1
CAMEO	White Collar Neighbourhoods	2.7%	1	2.7%	1	7.1%	1	7.0%	1
CAMEO	Enterprising Mainstream	10.9%	8	10.9%	8	22.2%	10	16.3%	10
CAMEO	Paying The Mortgage	14.1%	5	14.1%	5	12.7%	4	14.9%	6
CAMEO	Cash Conscious Communities	26.3%	10	26.3%	10	18.2%	10	18.7%	10
CAMEO	On A Budget	10.8%	8	10.8%	9	10.4%	9	9.8%	9
CAMEO	Family Value	14.1%	10	14.1%	10	14.0%	10	18.0%	10
Affluence	AB	7.0%	1	7.0%	1	7.2%	1	7.2%	1
Affluence	C1C2	41.7%	3	41.7%	3	50.2%	6	46.3%	4
Affluence	DE	51.3%	10	51.3%	10	42.6%	10	46.5%	10



OCC Concept Fit

Our Local Destination

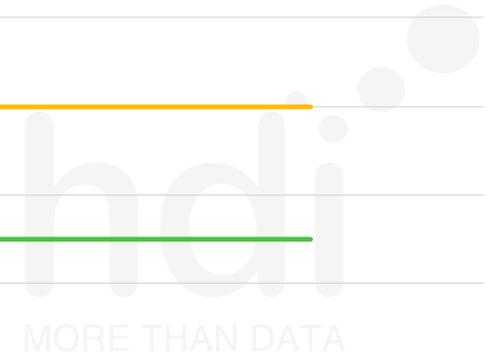
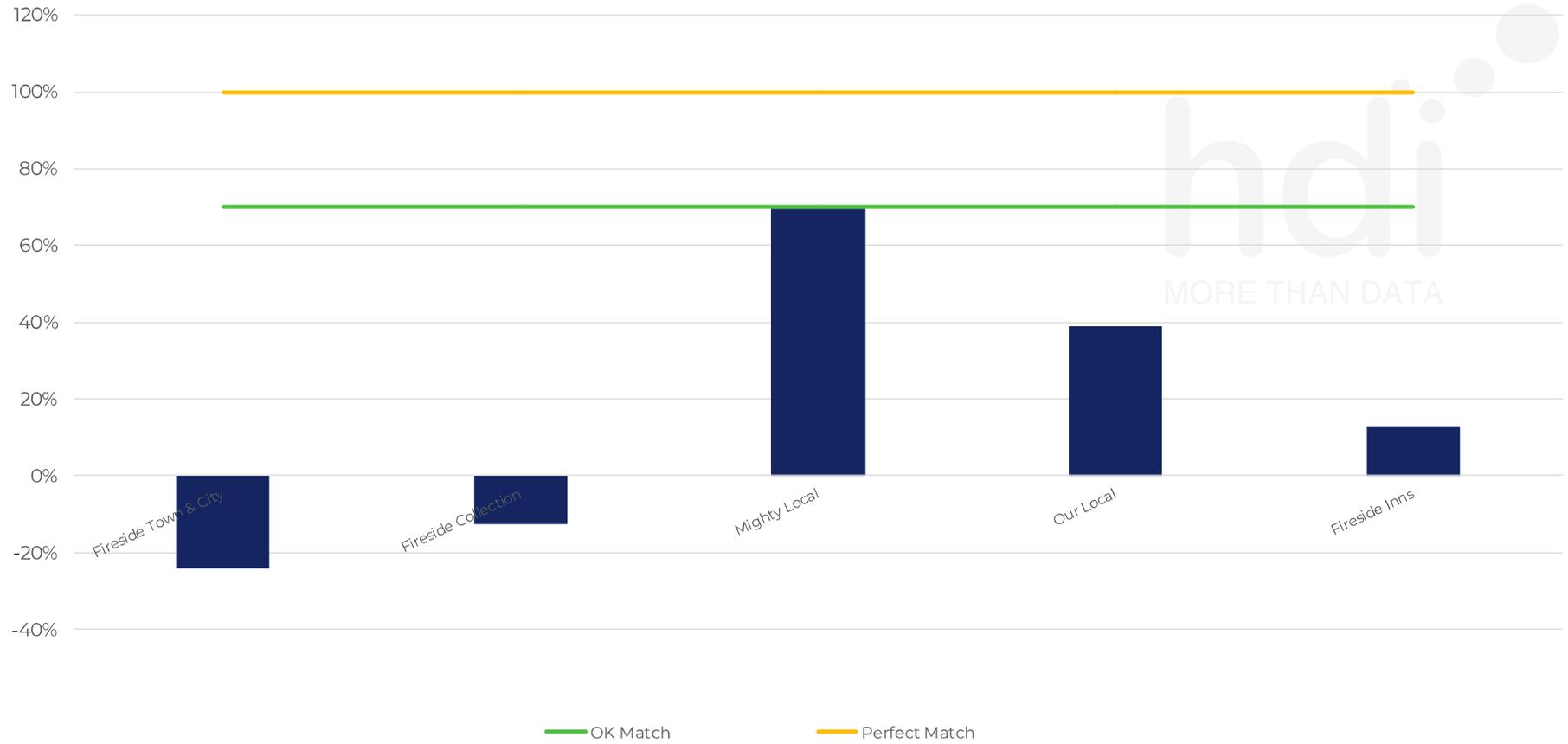
Achievable Average Weekly Takings

£11000

- 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

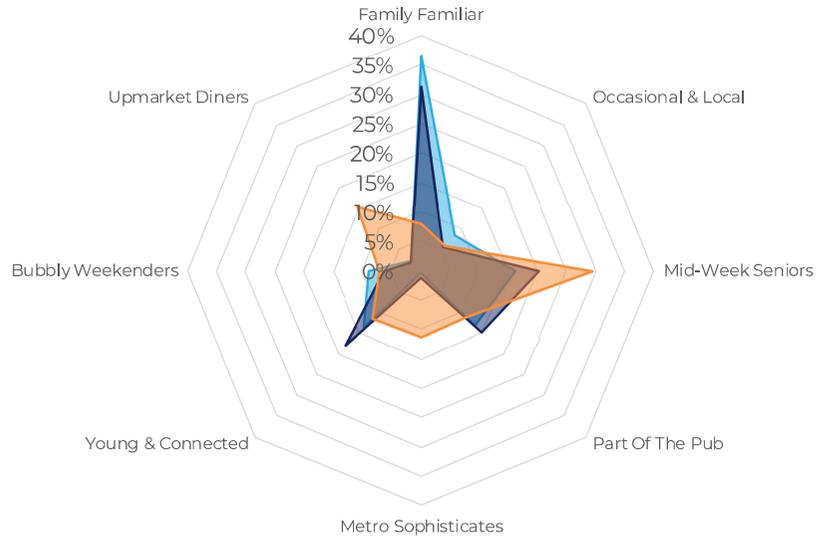


Concept Recommendation





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
Welcome Inn	219	36.51%	8.25%	16.37%	13.36%	0.40%	13.70%	8.91%	2.45%
Local Catchment	2169	31.32%	5.54%	20.32%	14.83%	1.34%	18.19%	6.34%	2.08%
Punch T&L	110522	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Welcome Inn vs Local Catchment		5.19%	2.71%	-3.95%	-1.47%	-0.94%	-4.49%	2.57%	0.37%
Welcome Inn vs Punch T&L		28.43%	2.33%	-13.17%	2.18%	-10.89%	2.08%	1.76%	-12.74%
Local Catchment vs Punch T&L		23.24%	-0.38%	-9.22%	3.65%	-9.95%	6.57%	-0.81%	-13.11%

■ Welcome Inn

■ Local Catchment

■ Punch T&L



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
Welcome Inn PE252LJ	219	36.51%	8.25%	16.37%	13.36%	0.40%	13.70%	8.91%	2.45%
White Horse Skegness PE252RT	349	36.22%	5.84%	20.62%	13.83%	1.25%	13.66%	6.40%	2.15%
The Jolly Fisherman Skegness PE252UG	806	29.60%	4.11%	10.46%	19.98%	2.34%	22.33%	8.71%	2.43%
The Steamboat (Skegness) PE253HH	507	36.28%	2.84%	28.71%	6.03%	0.72%	18.95%	4.49%	1.93%
Merry Mermaid PE253ND	286	28.98%	5.63%	20.57%	17.44%	1.93%	15.94%	8.93%	0.53%
The Red Lion PE252RU	610	21.75%	13.05%	13.81%	25.03%	1.01%	19.01%	5.41%	0.89%
Kings Head Inn (Addlethorpe) PE244TR	39	18.11%	2.10%	49.76%	5.76%	0.00%	11.20%	2.93%	10.11%