

### Site Summary

## Royal Standard Hotel HU178DL

HU178DL

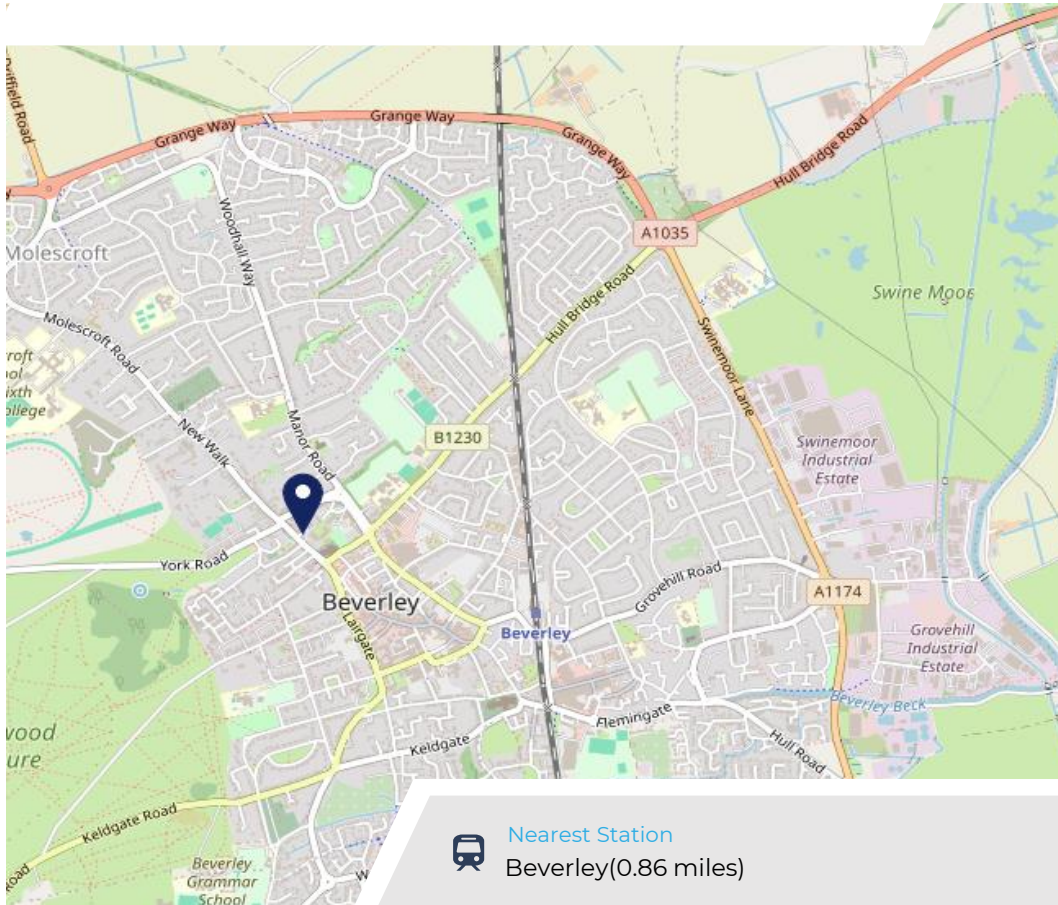
Punch T&L

**Work Area**  
Hull

**Region**  
Yorkshire and The Humber

**TV Region**  
Yorkshire

**Urbanicity**  
Urban city and town



**ATV**  
**£11.79**



**Gender**  
**85.76%**  
Male



**Affluence**  
**56.30%**  
Middle Income



**Segmentation**  
**29.15%**  
Paying The Mortgage



**Age Group**  
**25.35%**  
55 to 64



**Visit Day**  
**32.72%**  
Sat

### Top Competitors

**Rose & Crown (Beverley) #1**  
HU177AB  
 Pub Restaurant

**Pig And Whistle #2**  
HU178BG  
 Pub Restaurant

**#3**

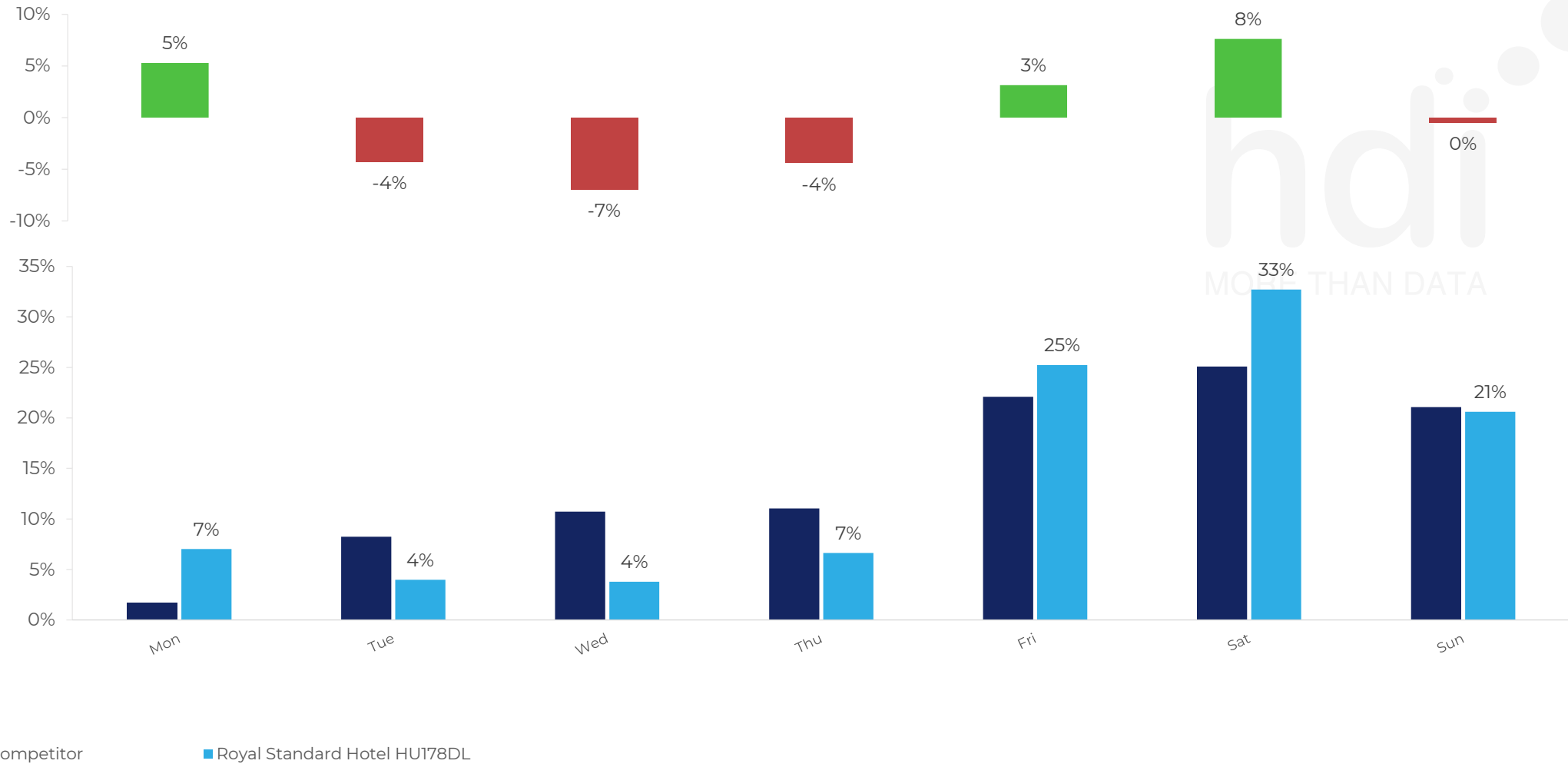


**Nearest Station**  
Beverley(0.86 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Royal Standard Hotel HU178DL versus its competitors?

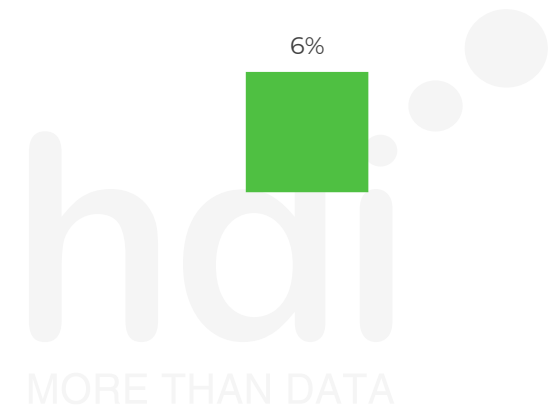
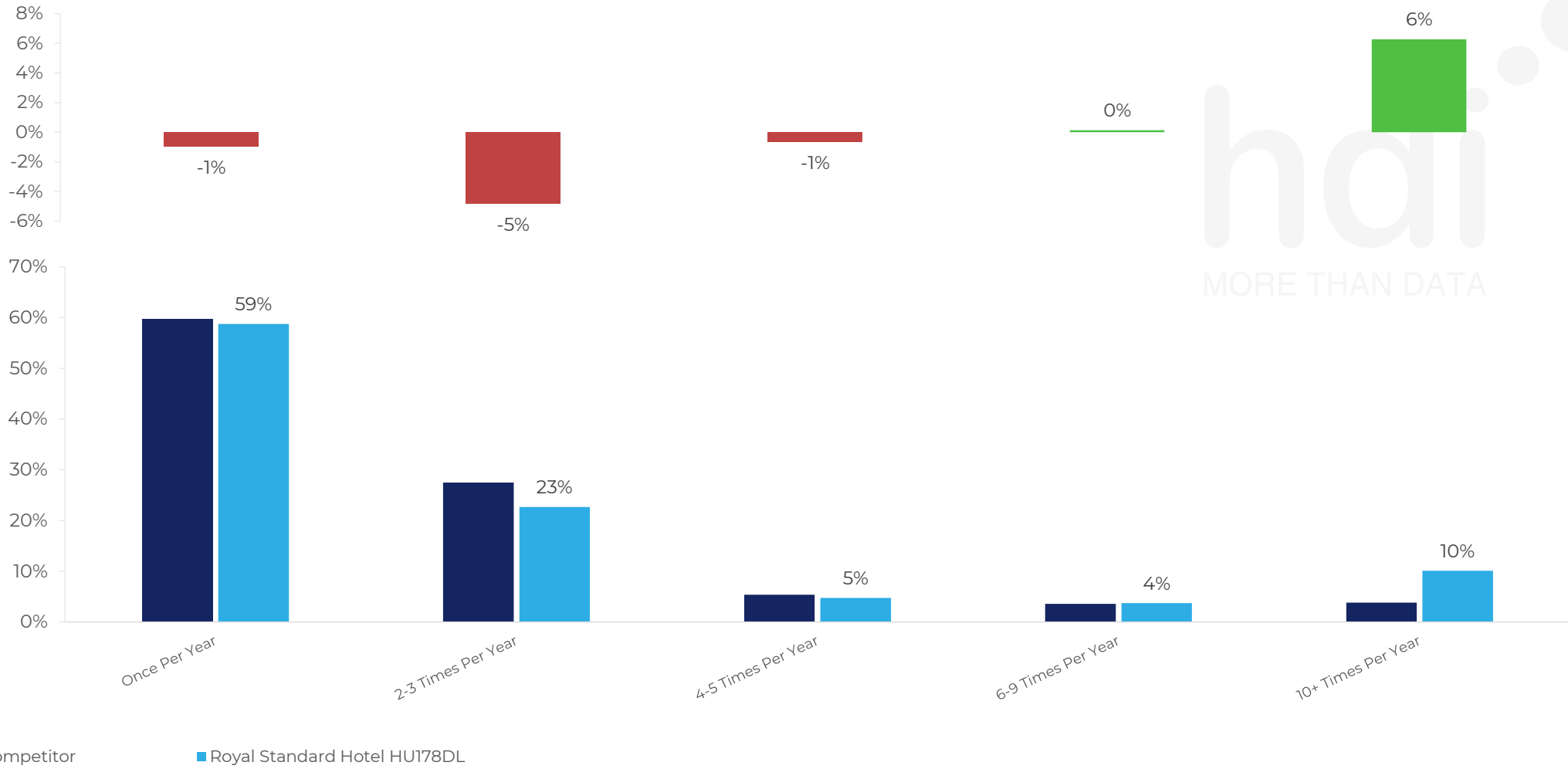
% of spend for Royal Standard Hotel HU178DL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week



Visit Frequency

How frequently per year do customers visit Royal Standard Hotel HU178DL versus its competitors?

% of customer numbers for Royal Standard Hotel HU178DL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum



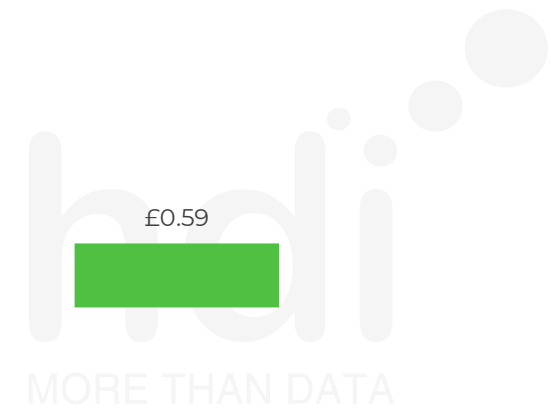
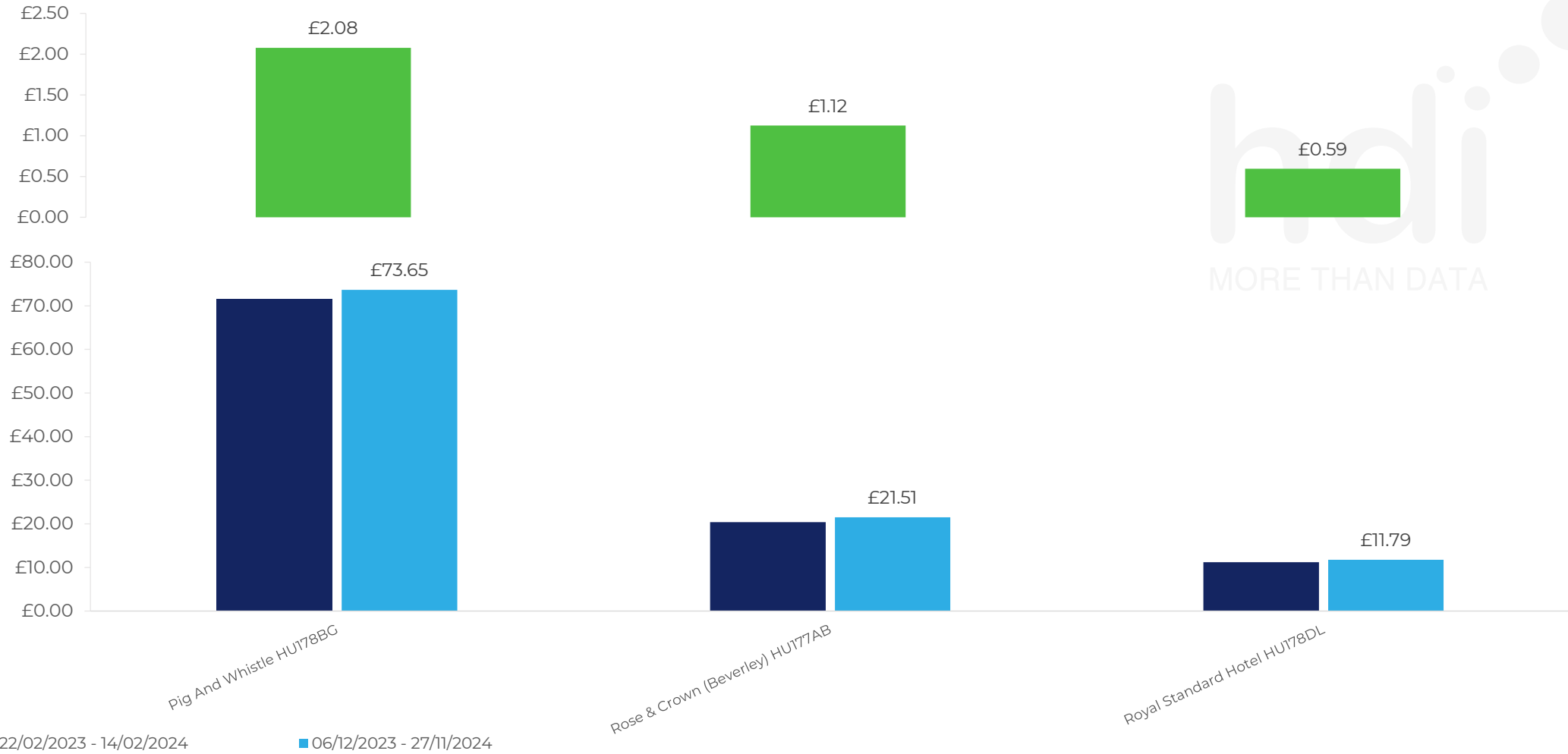
■ Competitor

■ Royal Standard Hotel HU178DL



ATV Change

How has ATV changed between two date ranges?

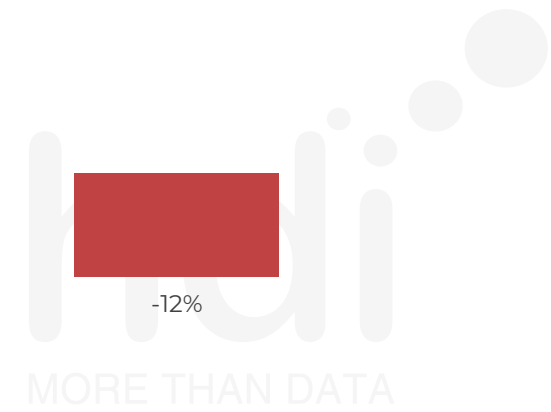
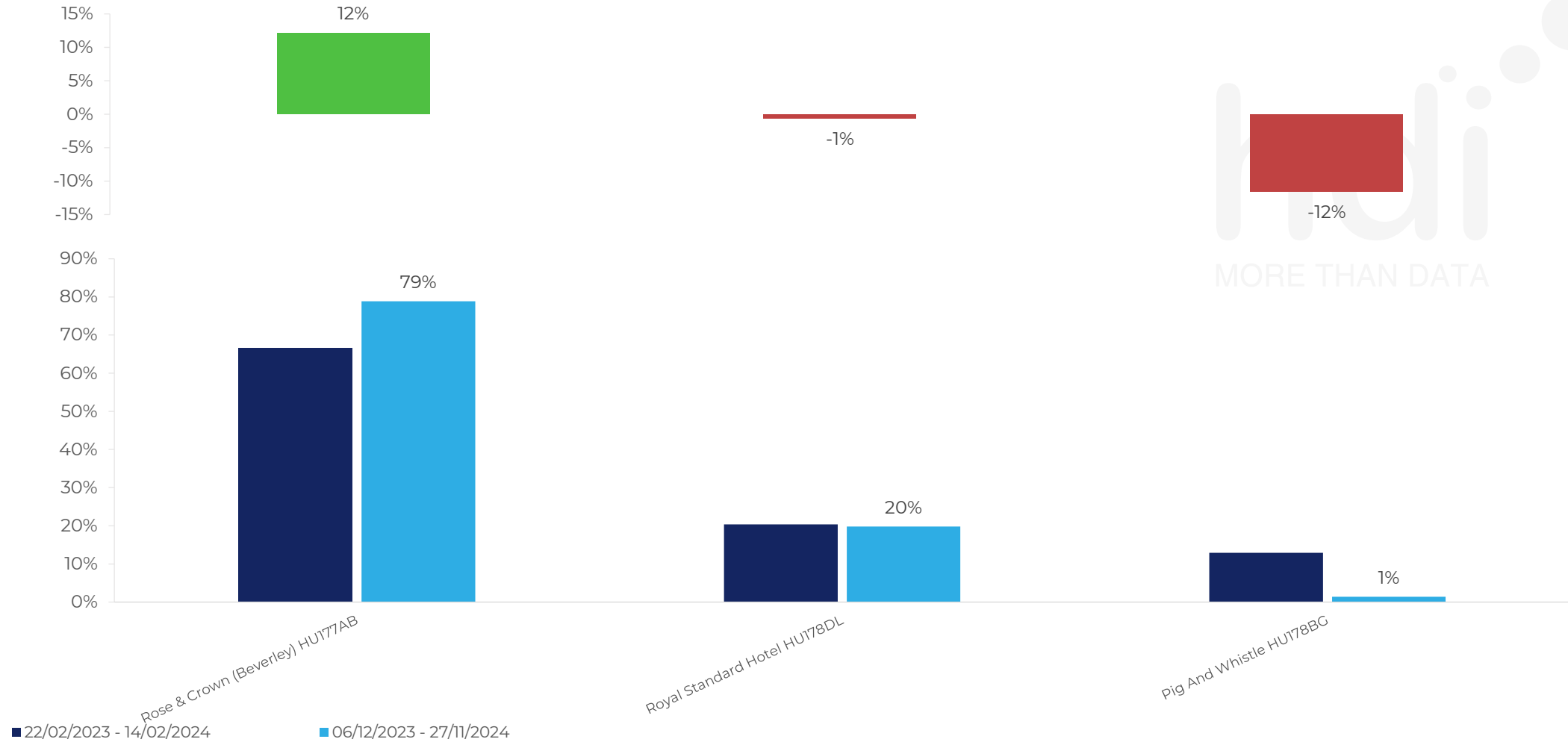




Market Share Change

How has market share changed between two date ranges?

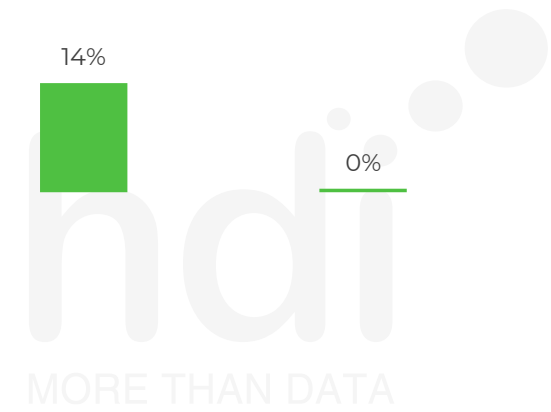
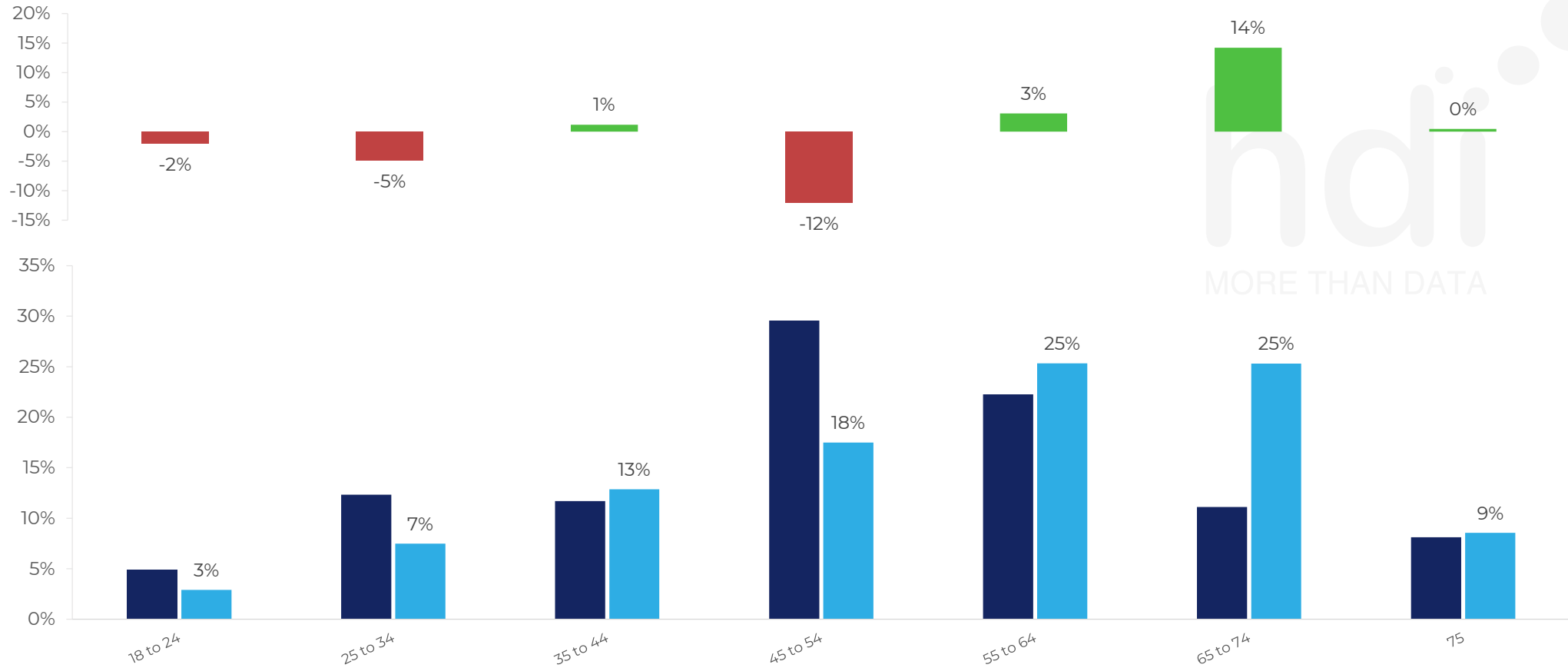
% of market share spend for Royal Standard Hotel HU178DL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024



Age

How does the age profile of customers who visit Royal Standard Hotel HU178DL compare versus its competitors?

% of spend for Royal Standard Hotel HU178DL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range



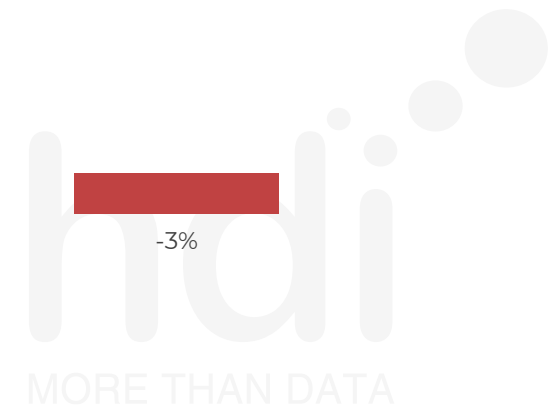
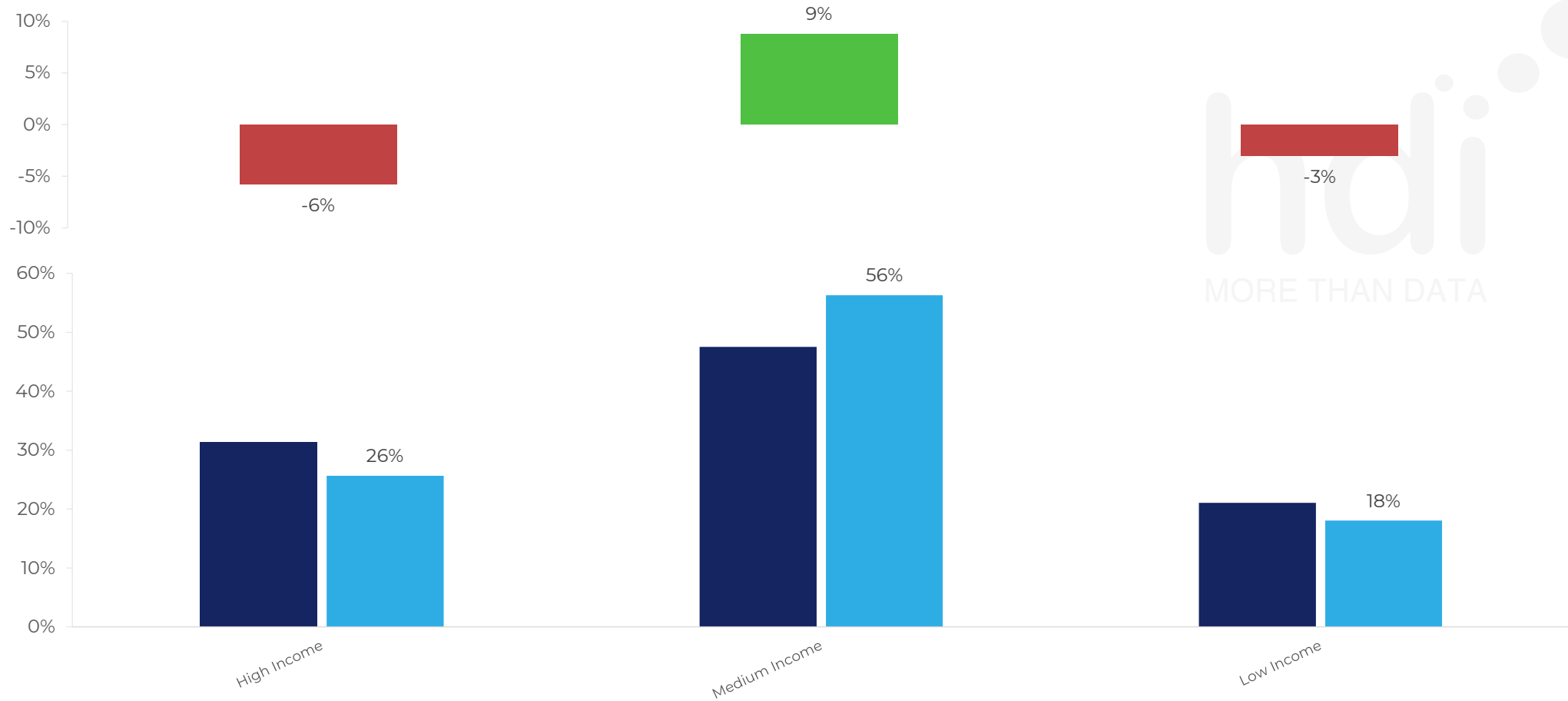
■ Competitor

■ Royal Standard Hotel HU178DL

Affluence

How does the affluence of customers who visit Royal Standard Hotel HU178DL compare versus its competitors?

% of spend for Royal Standard Hotel HU178DL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence



■ Competitor

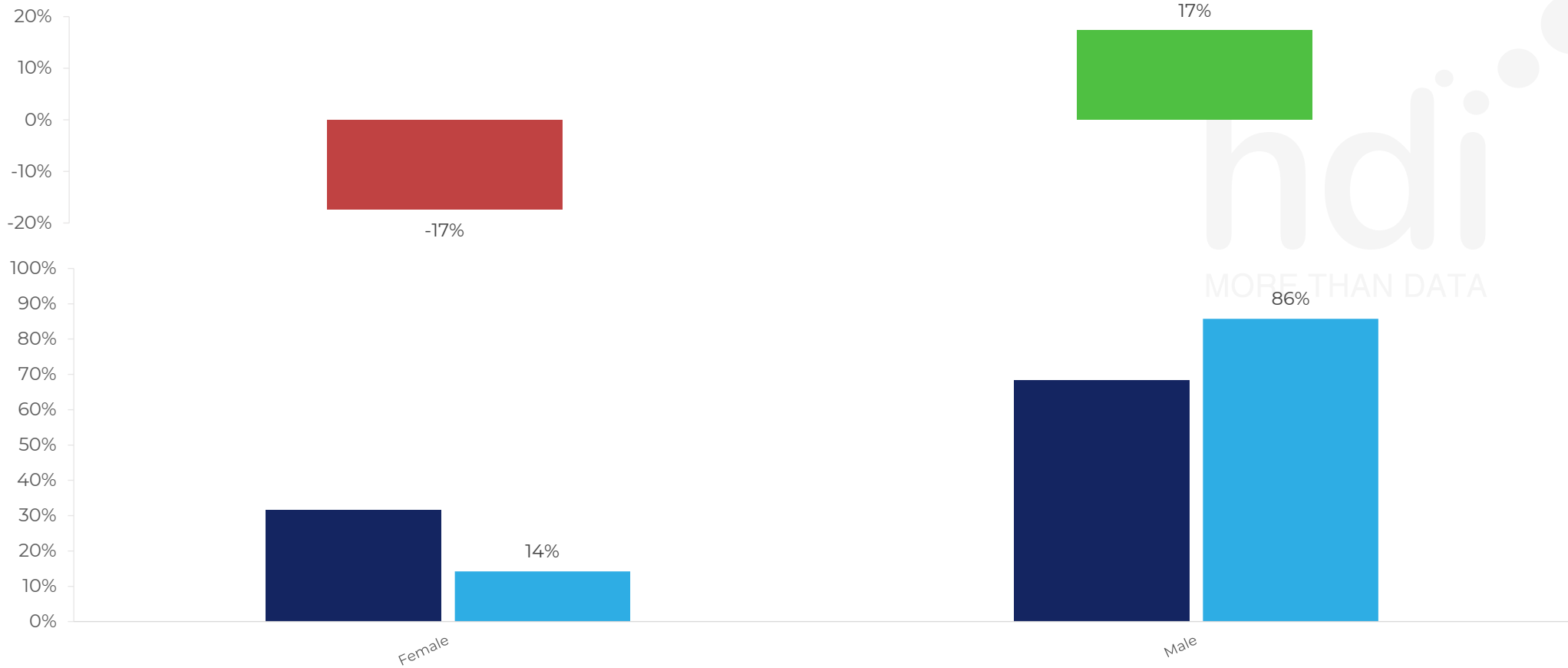
■ Royal Standard Hotel HU178DL



Gender

How does the gender profile of customers who visit Royal Standard Hotel HU178DL compare versus its competitors?

% of spend for Royal Standard Hotel HU178DL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



■ Competitor

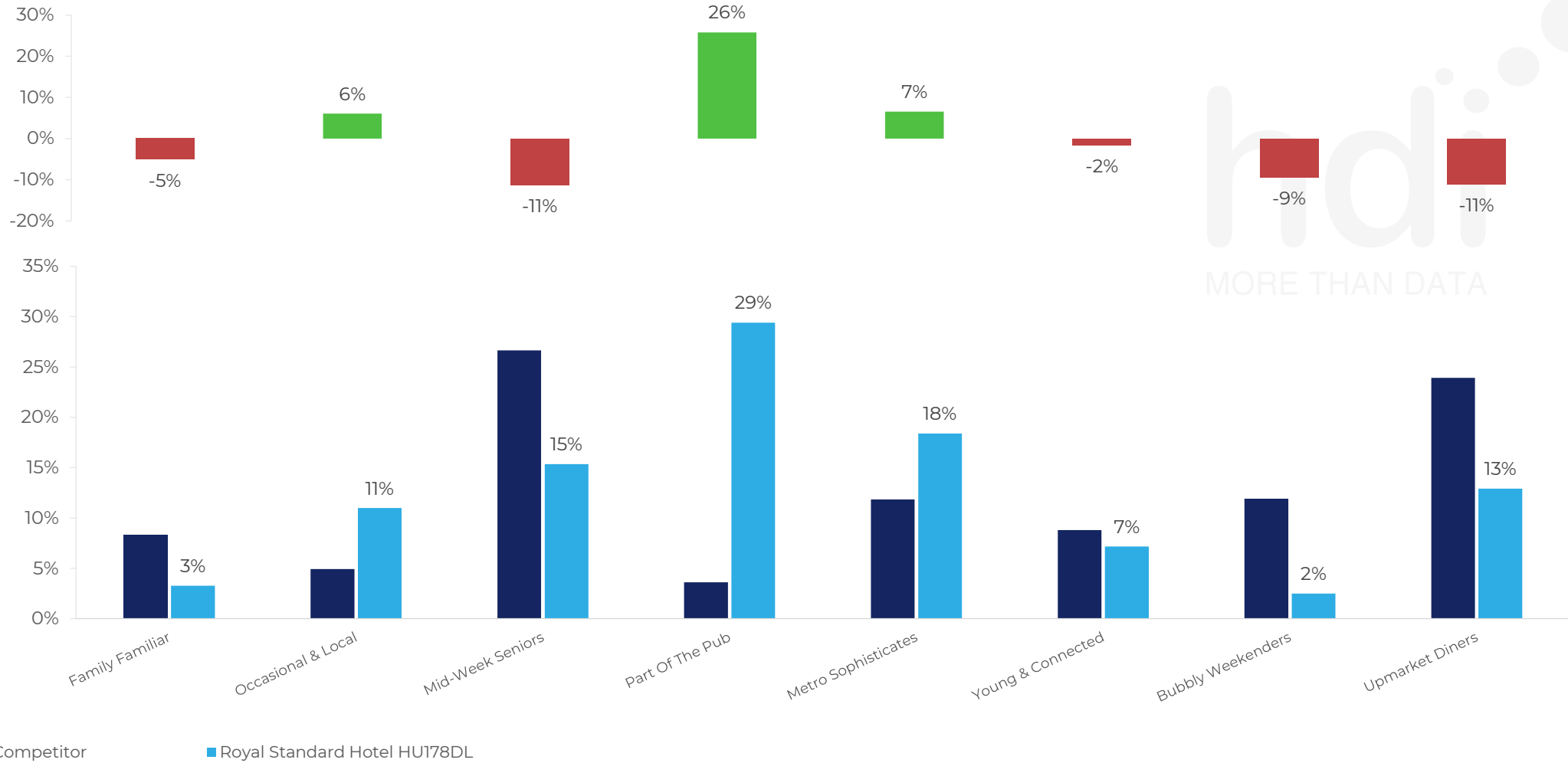
■ Royal Standard Hotel HU178DL



Punch Segmentation

How does the Custom segmentation profile of customers who visit Royal Standard Hotel HU178DL compare versus its competitors?

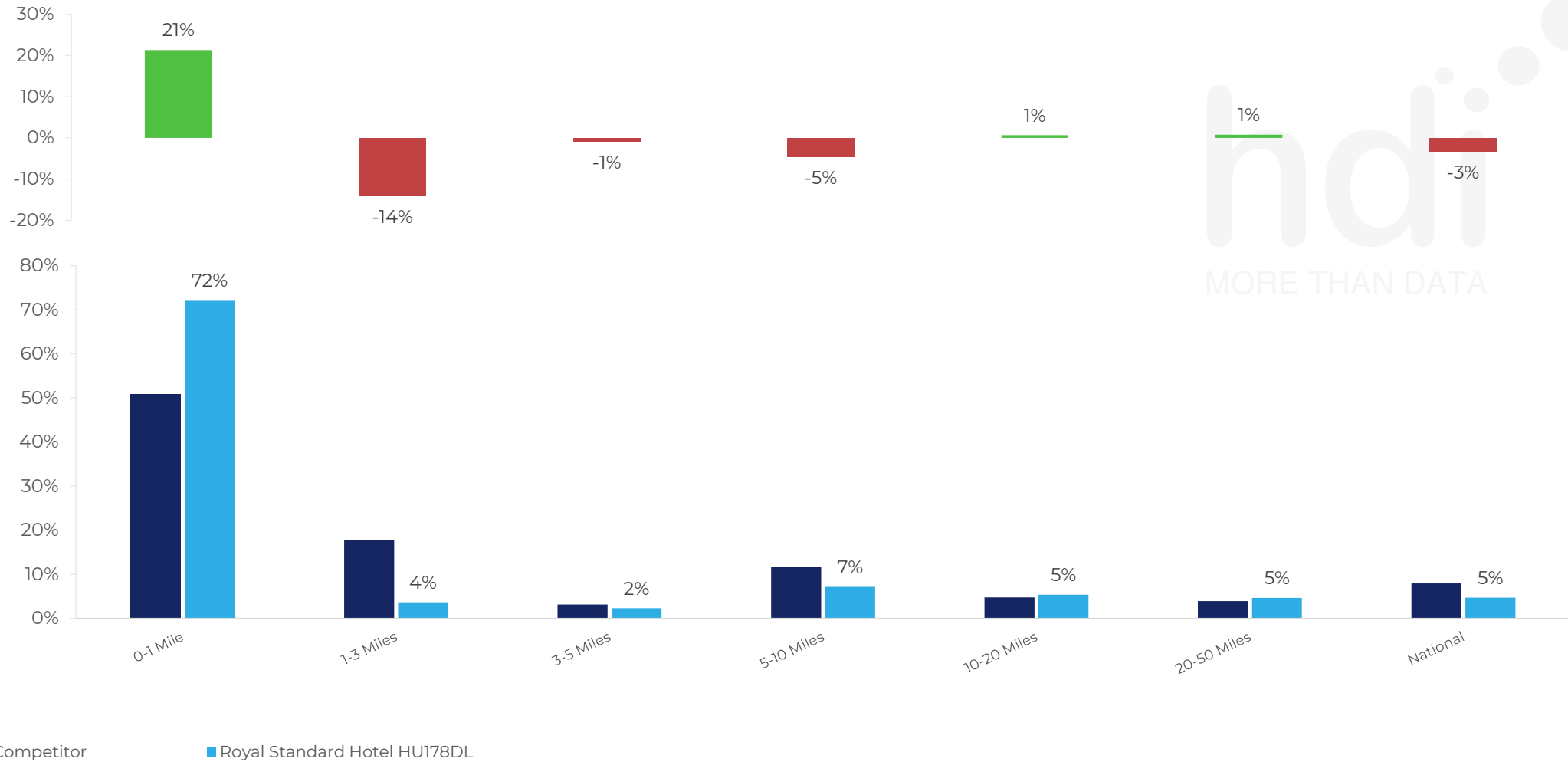
% of spend for Royal Standard Hotel HU178DL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment



Spend by Distance

How does the spend profile of Royal Standard Hotel HU178DL compare versus its competitors based on travel distances?

% of spend for Royal Standard Hotel HU178DL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

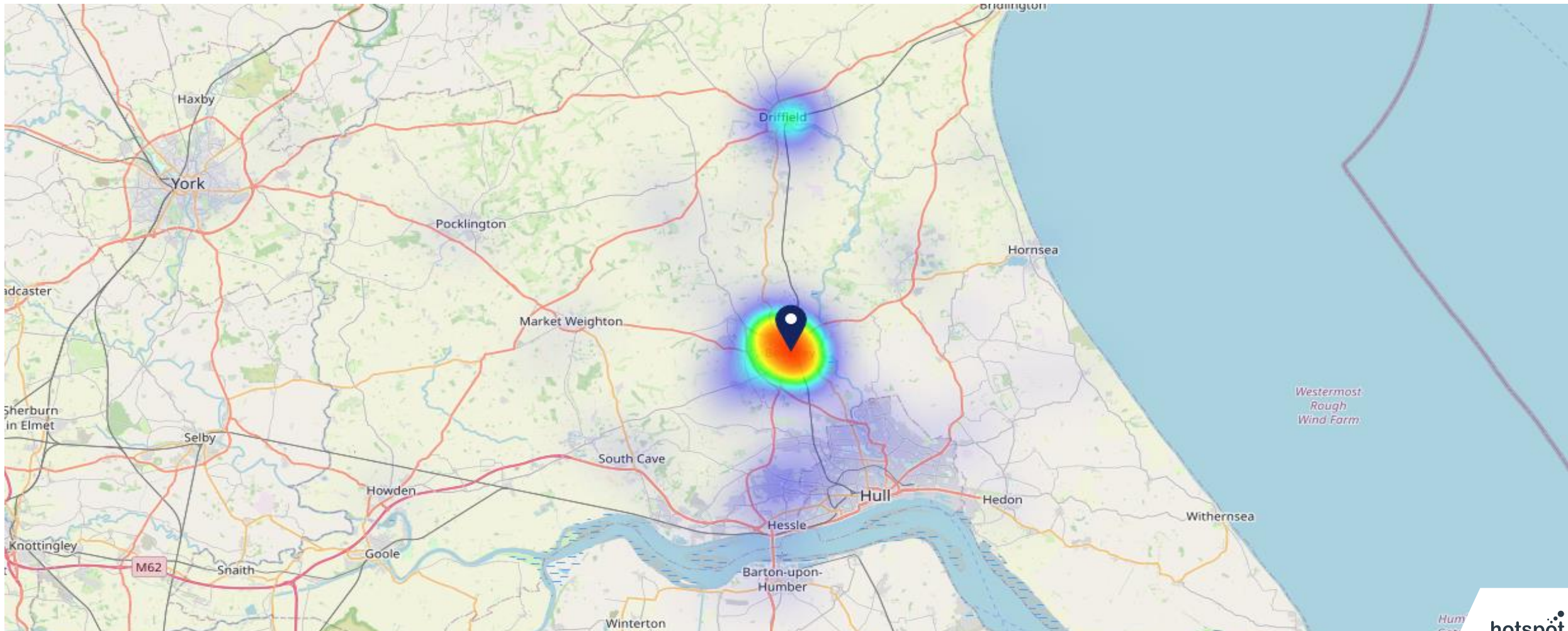




### Map of Guest Origin

Where do customers of Royal Standard Hotel HU178DL come from?

Where do customers of Royal Standard Hotel HU178DL for 06/12/2023 - 27/11/2024 live

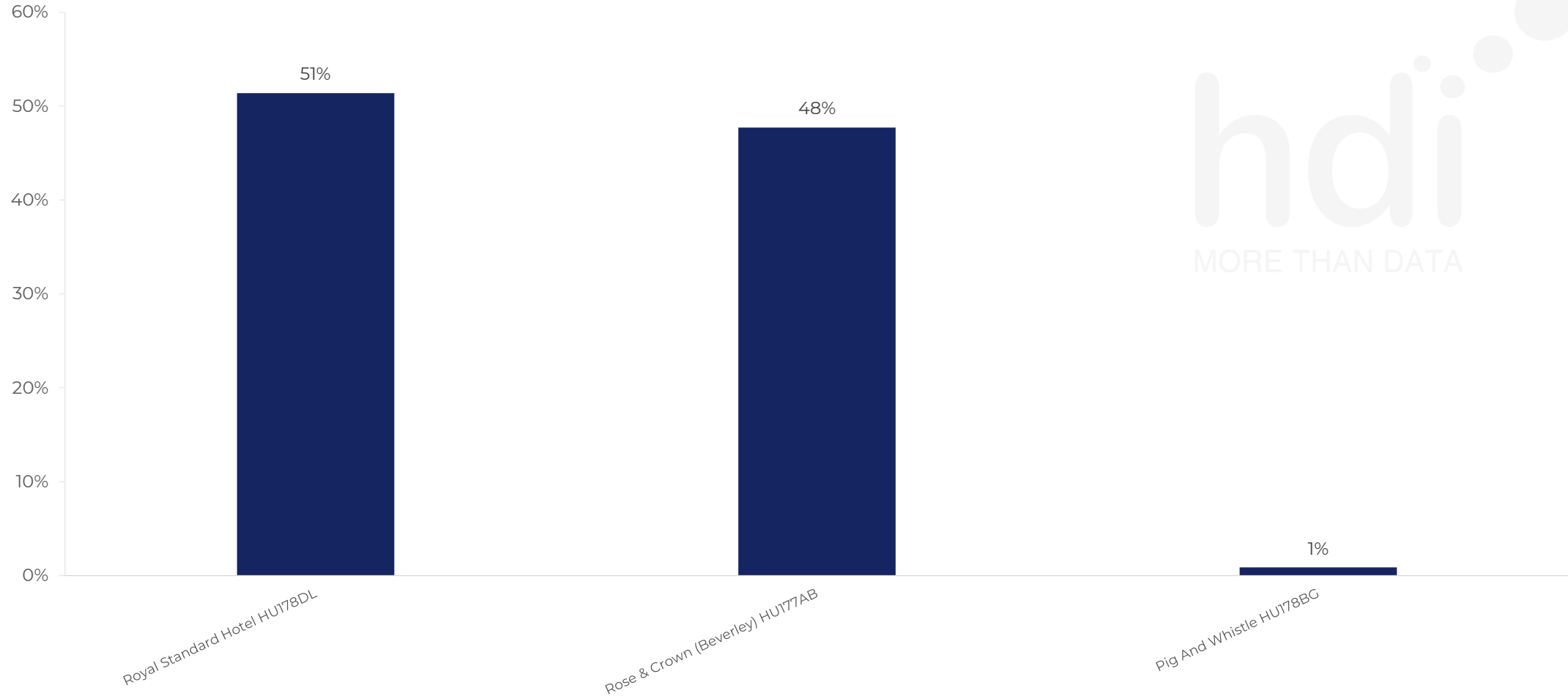




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Royal Standard Hotel HU178DL also visit?

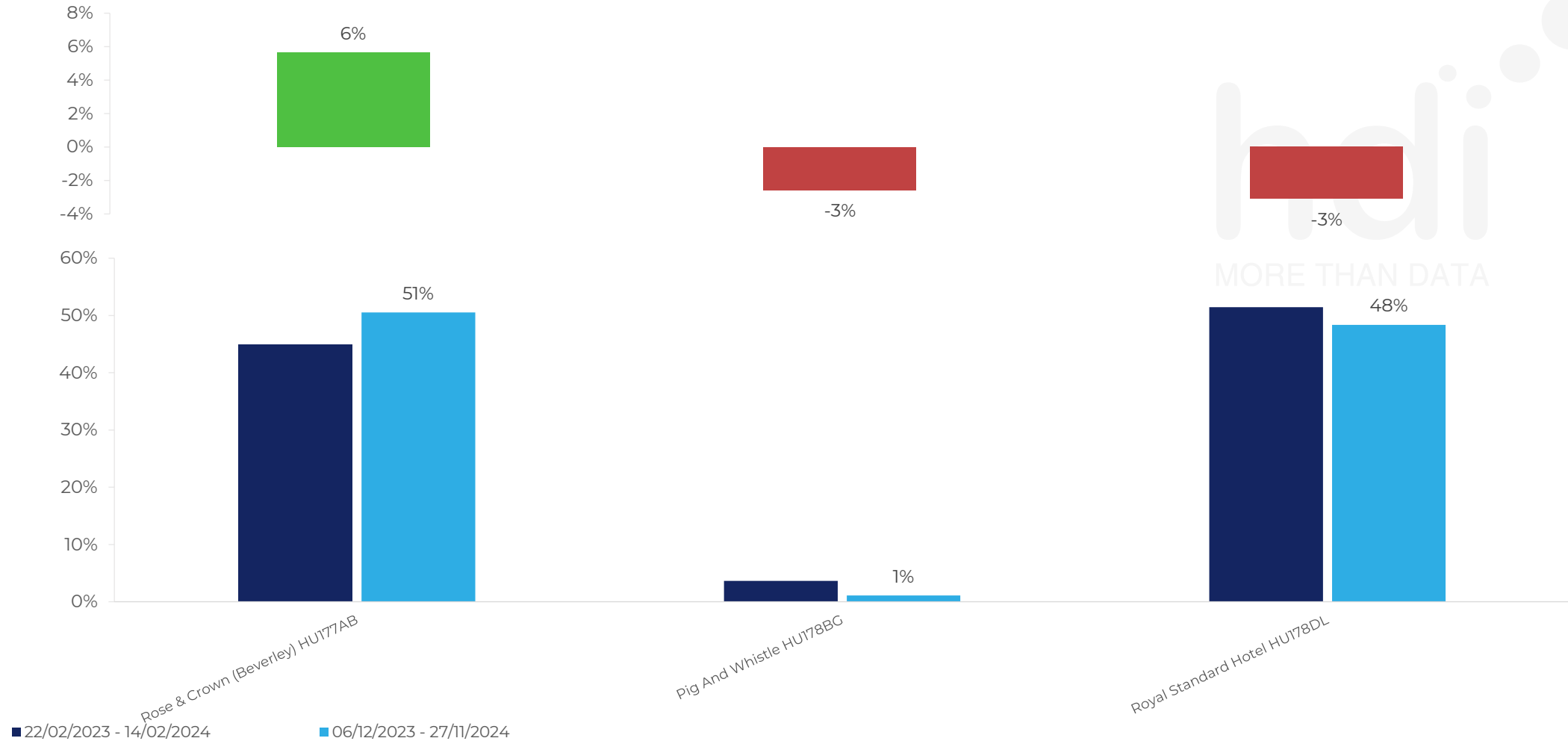
For customers of Royal Standard Hotel HU178DL, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Royal Standard Hotel HU178DL changed between two date ranges?





## Market Summary

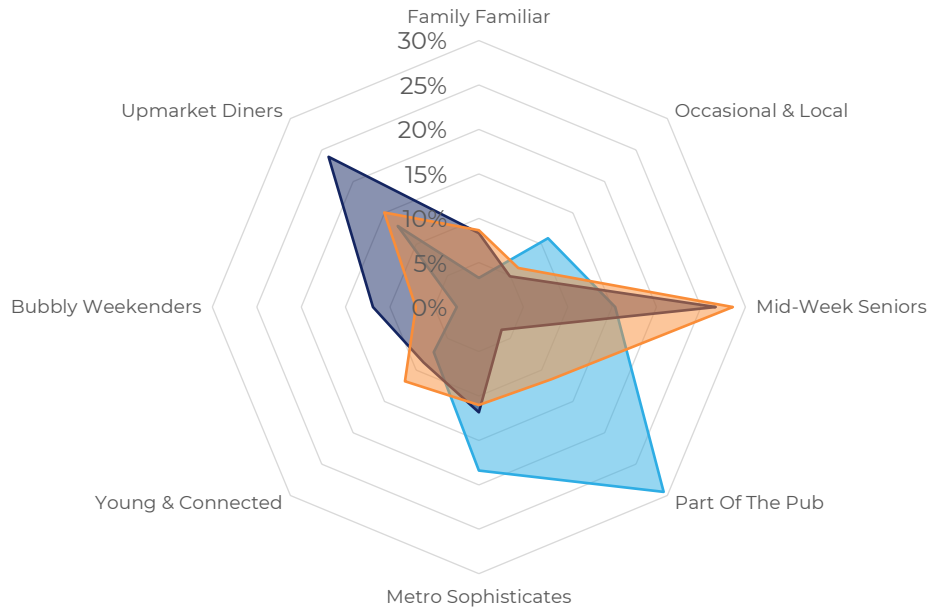
How does the local area for Royal Standard Hotel HU178DL compare to the national average (1 = low, 10 = high)

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	£14.22M	9	£32.99M	9	£54.44M	8	£69.38M	5
Weekpart	Mon - Thu	37.0%	3	37.8%	3	37.2%	2	39.0%	2
Weekpart	Fri - Sat	47.2%	7	47.8%	8	47.9%	9	45.6%	9
Weekpart	Sun	15.8%	7	14.4%	5	14.9%	5	15.4%	5
Age	18 to 24	3.4%	3	4.1%	4	4.3%	3	4.5%	2
Age	25 to 34	11.2%	1	12.0%	1	13.5%	1	14.2%	1
Age	35 to 44	14.9%	1	16.7%	1	18.2%	2	19.2%	2
Age	45 to 54	20.4%	6	20.4%	6	20.7%	6	20.4%	6
Age	55 to 64	23.8%	10	23.1%	10	21.6%	9	20.9%	10
Age	65 to 74	16.3%	10	14.8%	10	13.9%	10	13.1%	10
Age	75+	10.1%	10	8.8%	10	7.8%	10	7.7%	10
CAMEO	Business Elite	7.6%	6	6.9%	6	6.2%	5	5.8%	4
CAMEO	Prosperous Professionals	9.0%	8	7.1%	7	6.5%	6	6.1%	5
CAMEO	Flourishing Society	13.6%	6	11.7%	5	10.4%	4	10.0%	4
CAMEO	Content Communities	17.2%	9	17.0%	9	16.1%	9	16.6%	9
CAMEO	White Collar Neighbourhoods	11.3%	6	11.9%	6	11.5%	6	11.7%	5
CAMEO	Enterprising Mainstream	10.0%	7	10.9%	8	11.6%	8	11.4%	8
CAMEO	Paying The Mortgage	16.1%	7	19.1%	8	20.2%	9	20.0%	9
CAMEO	Cash Conscious Communities	9.0%	6	8.9%	5	9.4%	6	9.5%	6
CAMEO	On A Budget	2.4%	2	2.5%	1	3.2%	2	3.3%	1
CAMEO	Family Value	3.8%	7	4.0%	7	4.9%	7	5.6%	7
Affluence	AB	30.2%	6	25.6%	5	23.1%	4	21.9%	3
Affluence	C1C2	54.6%	8	59.0%	9	59.4%	10	59.7%	10
Affluence	DE	15.2%	4	15.4%	4	17.5%	4	18.4%	5



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
Royal Standard Hotel	131	3.27%	10.98%	15.35%	29.41%	18.39%	7.16%	2.49%	12.91%
Local Catchment	368	8.32%	4.92%	26.65%	3.62%	11.84%	8.79%	11.91%	23.92%
Punch T&L	104702	8.67%	6.24%	28.58%	11.49%	11.02%	11.79%	7.10%	15.06%
Royal Standard Hotel vs Local Catchment		-5.05%	6.06%	-11.30%	25.79%	6.55%	-1.63%	-9.42%	-11.01%
Royal Standard Hotel vs Punch T&L		-5.40%	4.74%	-13.23%	17.92%	7.37%	-4.63%	-4.61%	-2.15%
Local Catchment vs Punch T&L		-0.35%	-1.32%	-1.93%	-7.87%	0.82%	-3.00%	4.81%	8.86%