



Site Summary



Westwood Park Hotel SY217EA

SY217EA

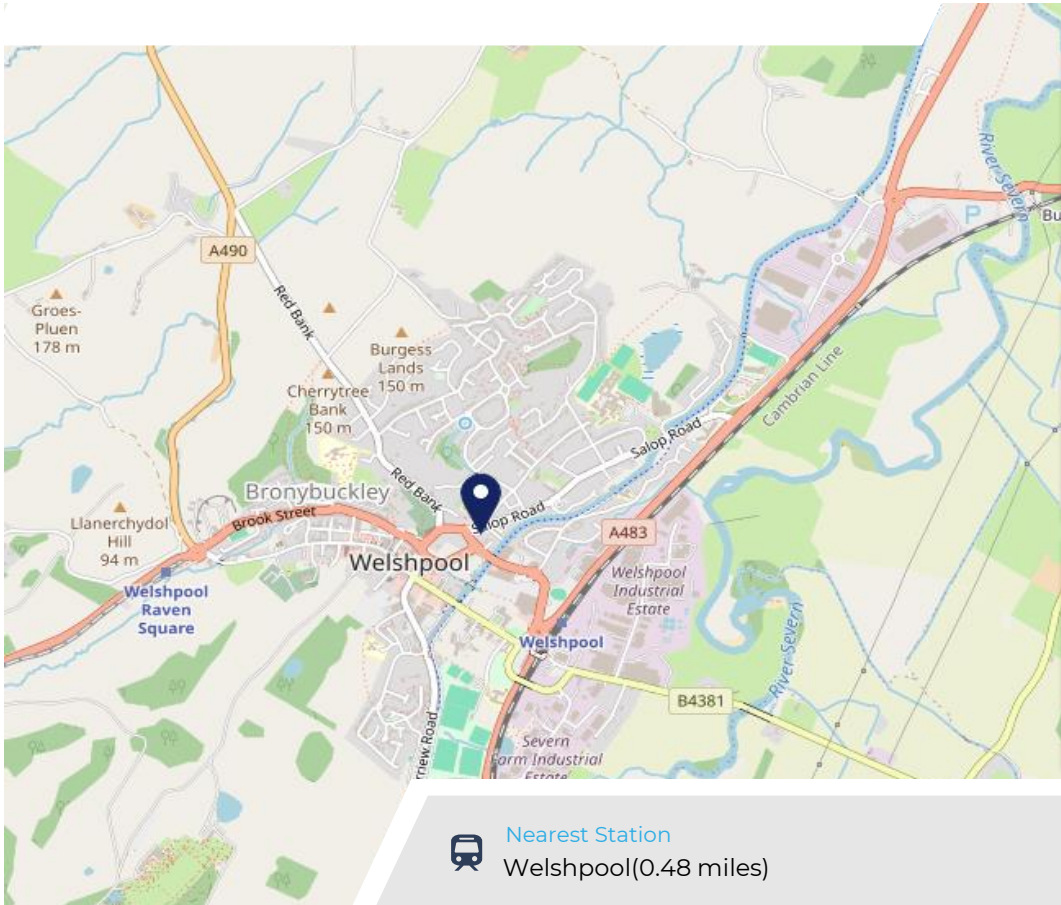
Punch T&L

Work Area
Newtown and Welshpool

Region
Wales

TV Region
Central

Urbanicity
Rural town and fringe in a s



ATV
£9.15



Gender
74.73%
Male



Affluence
63.13%
Middle Income



Segmentation
29.54%
Paying The Mortgage



Age Group
36.21%
55 to 64



Visit Day
42.62%
Sat

Top Competitors

Raven Inn **#1**
SY217LT
 Pub Restaurant

Royal Oak Hotel **#2**
SY217DG
 Coaching Inn Group

Smithfield Bell **#3**
SY217BL
 Marstons Community Food

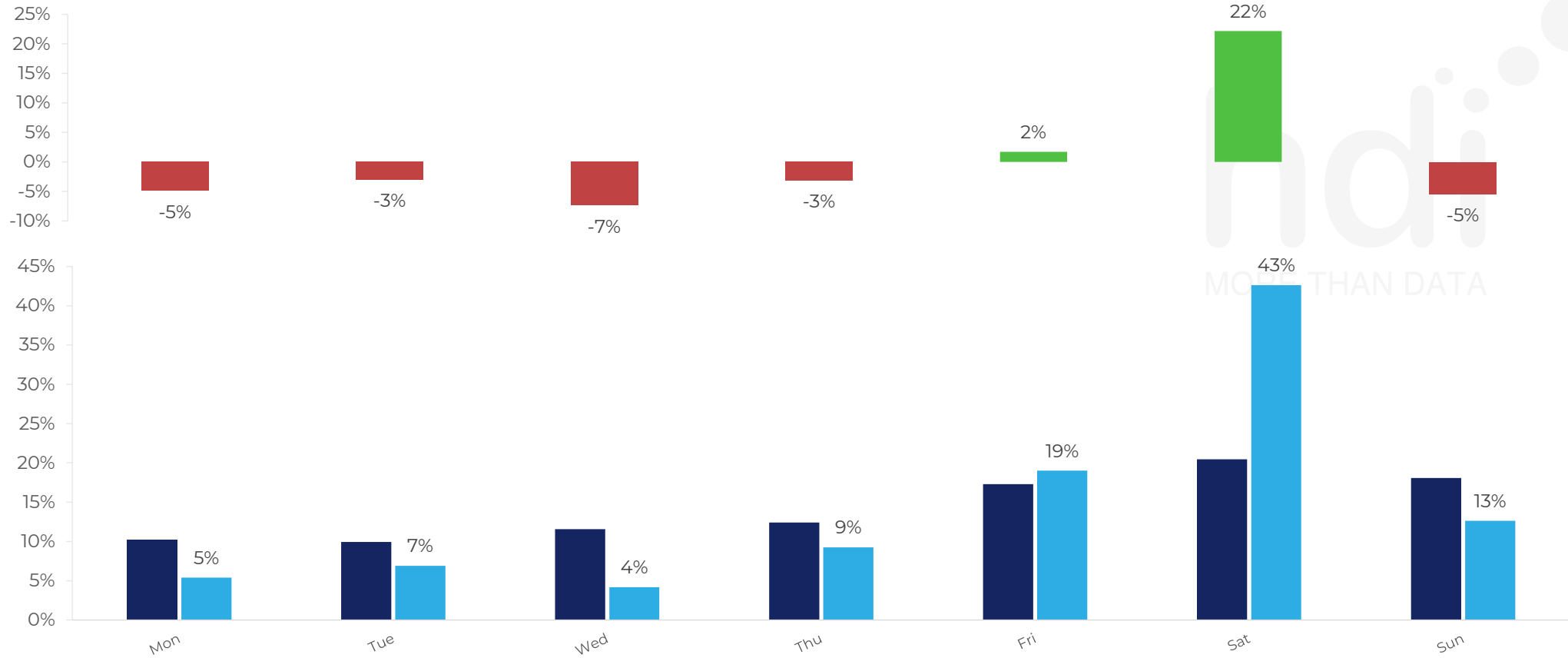


Nearest Station
Welshpool(0.48 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Westwood Park Hotel SY217EA versus its competitors?

% of spend for Westwood Park Hotel SY217EA and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week



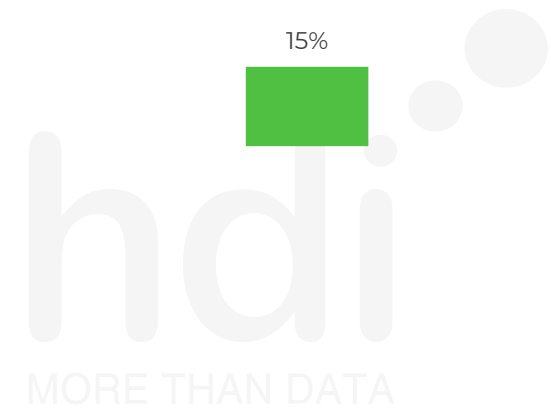
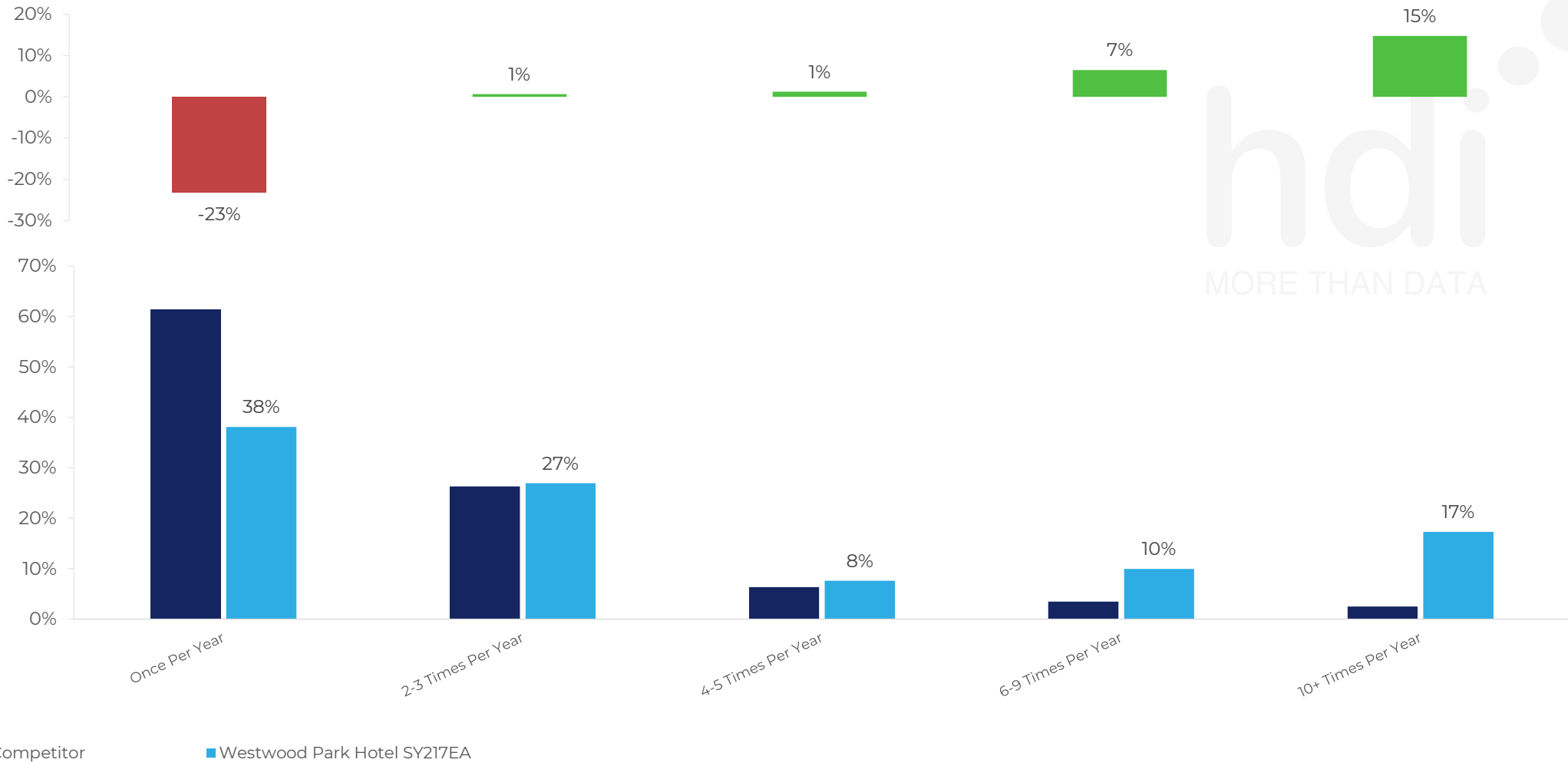
■ Competitor

■ Westwood Park Hotel SY217EA

Visit Frequency

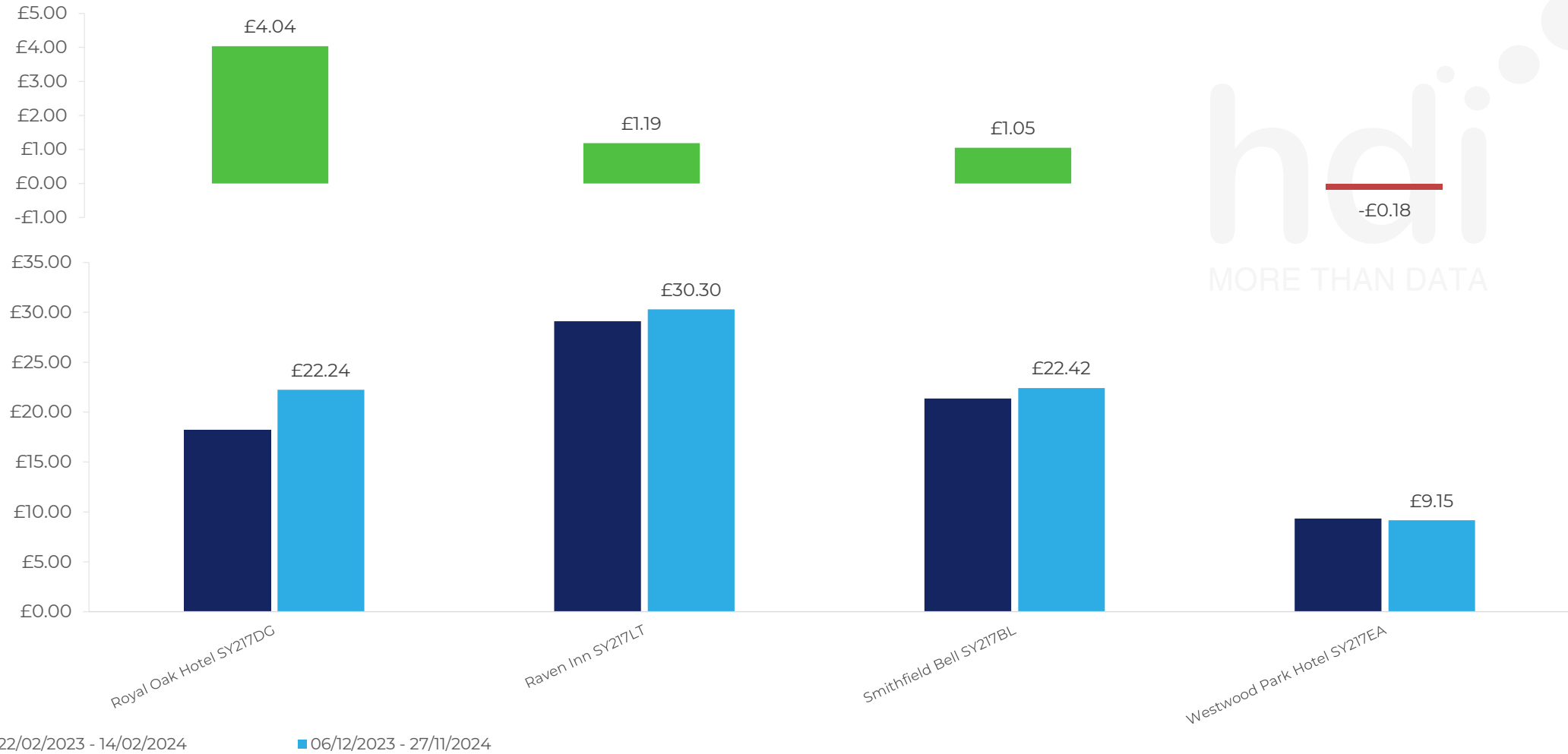
How frequently per year do customers visit Westwood Park Hotel SY217EA versus its competitors?

% of customer numbers for Westwood Park Hotel SY217EA and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

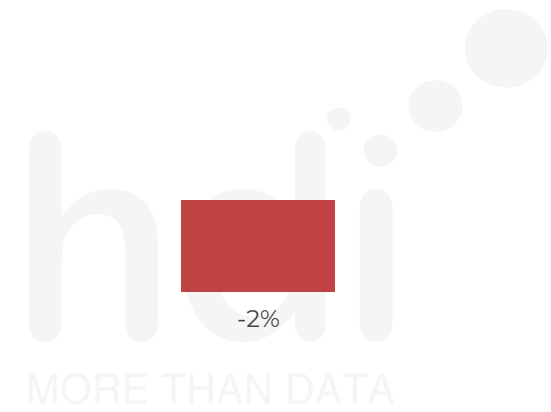
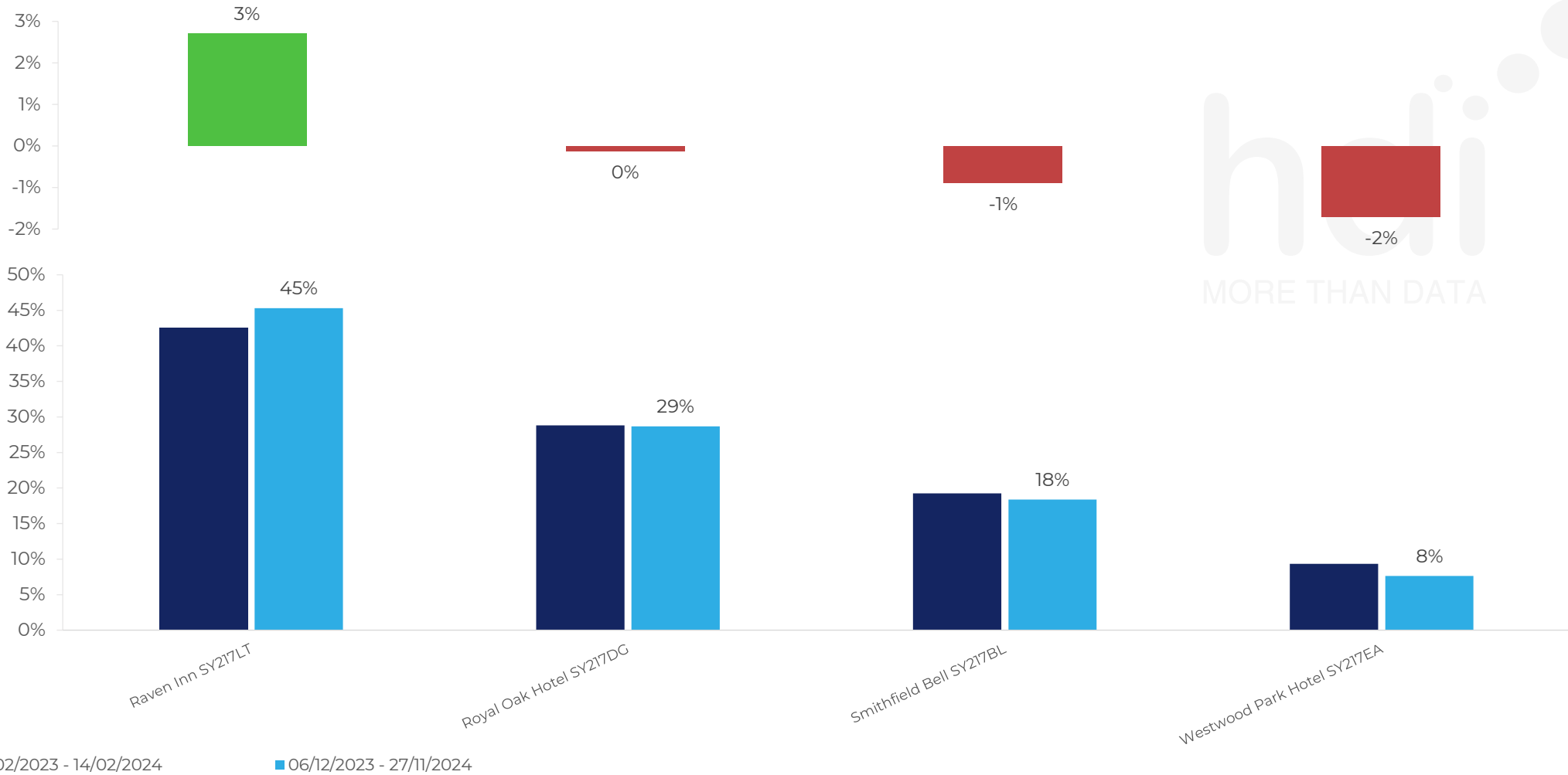




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Westwood Park Hotel SY217EA and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024



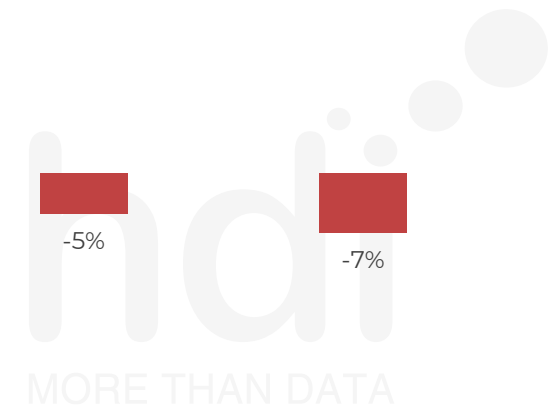
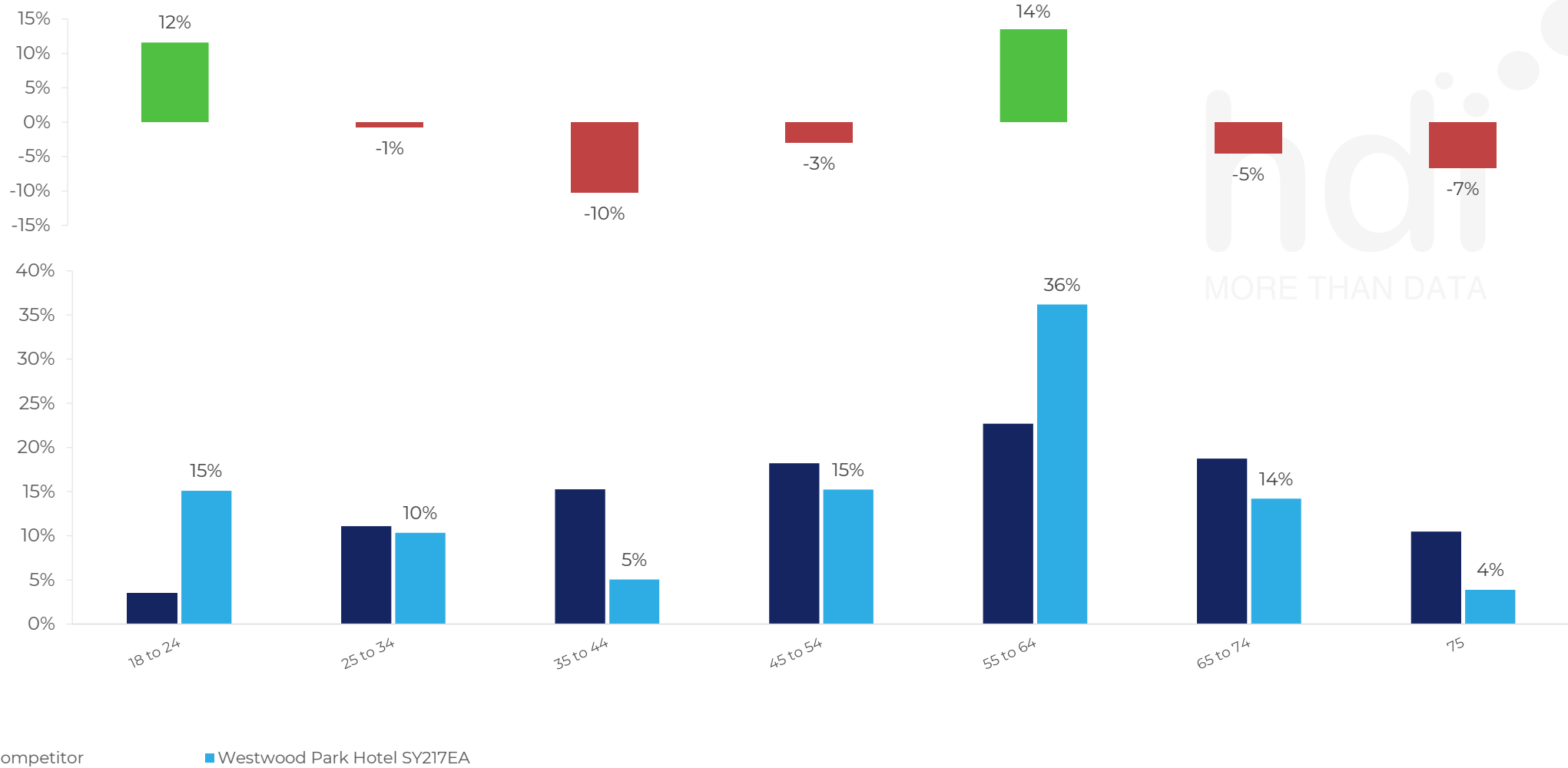
■ 22/02/2023 - 14/02/2024

■ 06/12/2023 - 27/11/2024

Age

How does the age profile of customers who visit Westwood Park Hotel SY217EA compare versus its competitors?

% of spend for Westwood Park Hotel SY217EA and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range

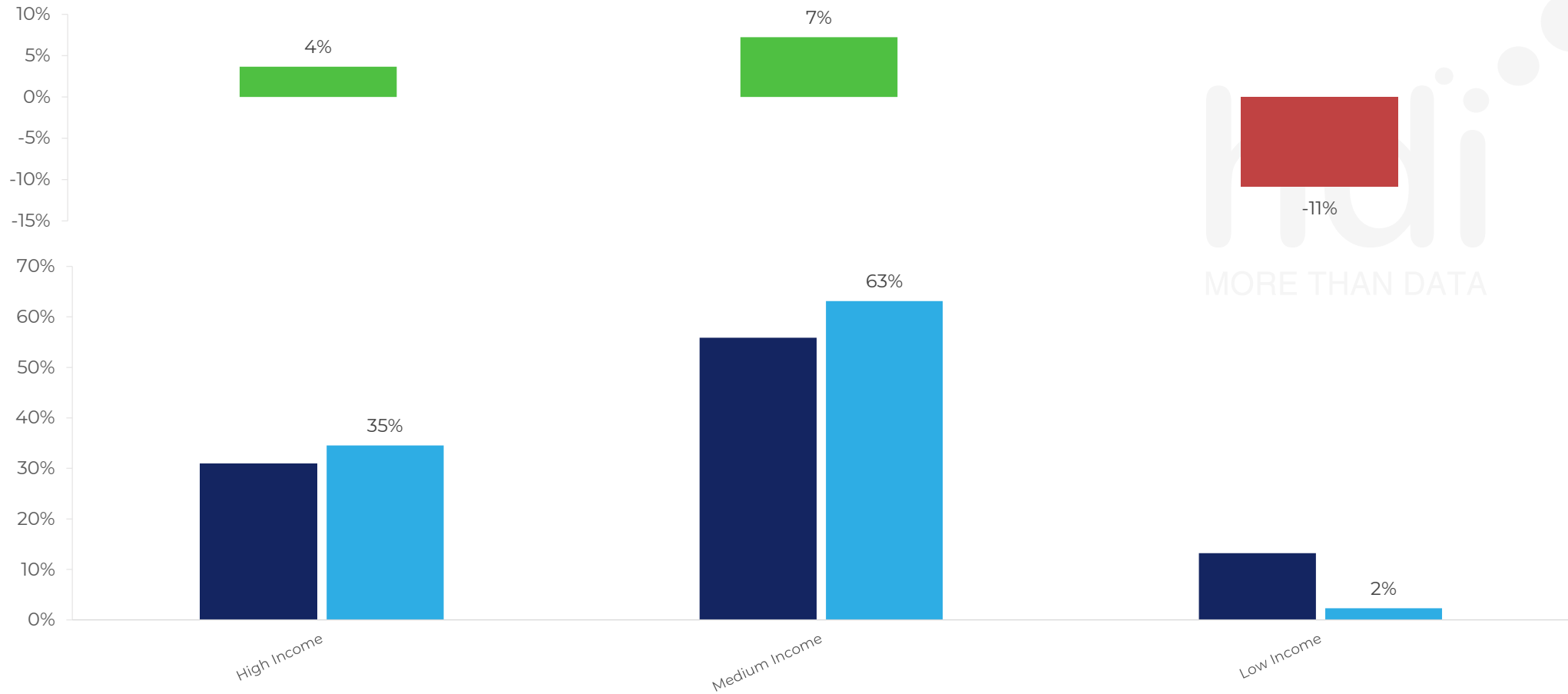


■ Competitor ■ Westwood Park Hotel SY217EA

Affluence

How does the affluence of customers who visit Westwood Park Hotel SY217EA compare versus its competitors?

% of spend for Westwood Park Hotel SY217EA and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence



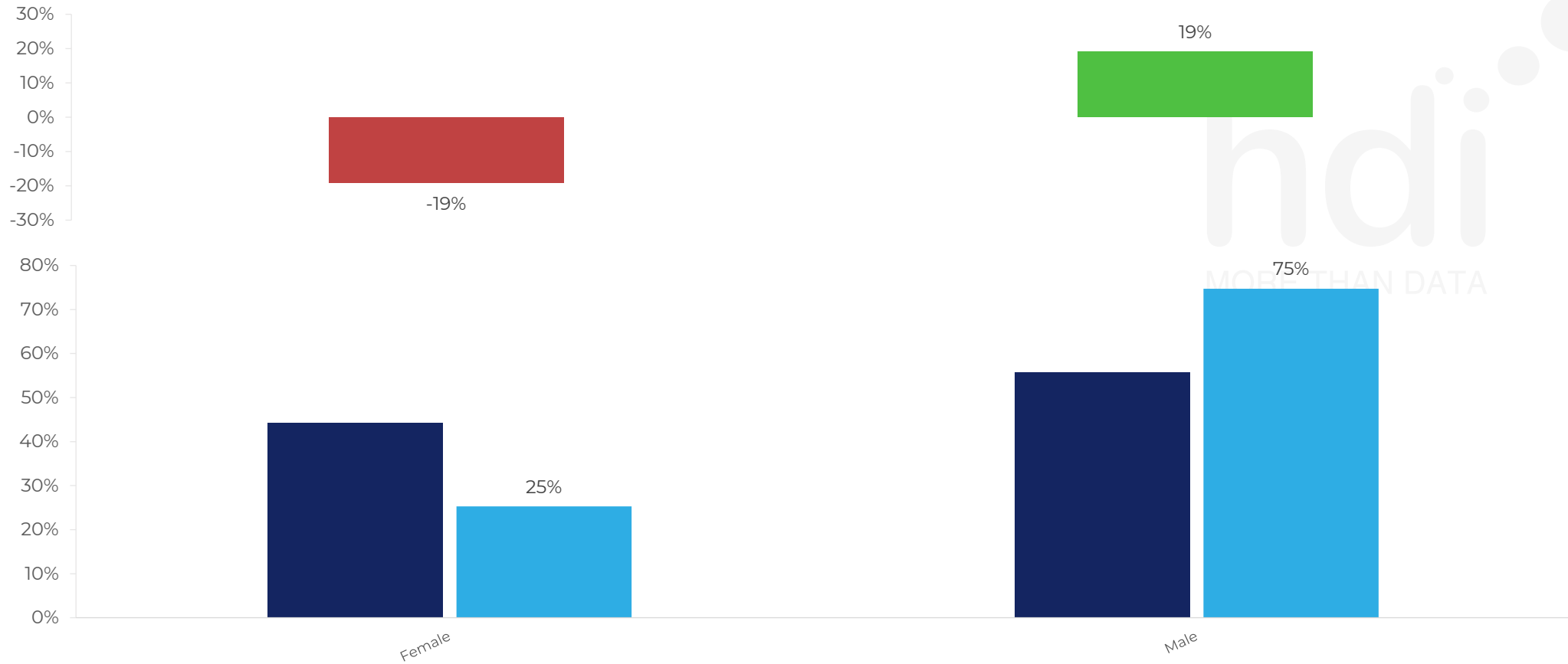
■ Competitor

■ Westwood Park Hotel SY217EA

Gender

How does the gender profile of customers who visit Westwood Park Hotel SY217EA compare versus its competitors?

% of spend for Westwood Park Hotel SY217EA and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



■ Competitor

■ Westwood Park Hotel SY217EA

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

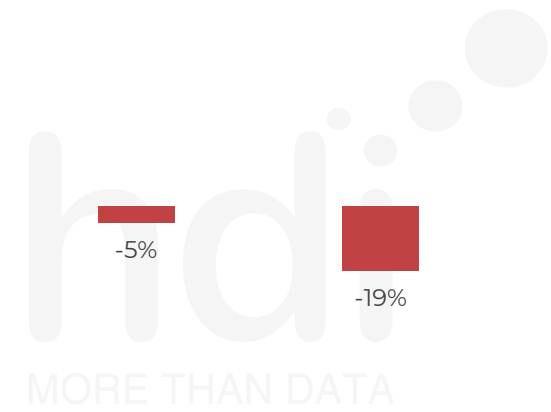
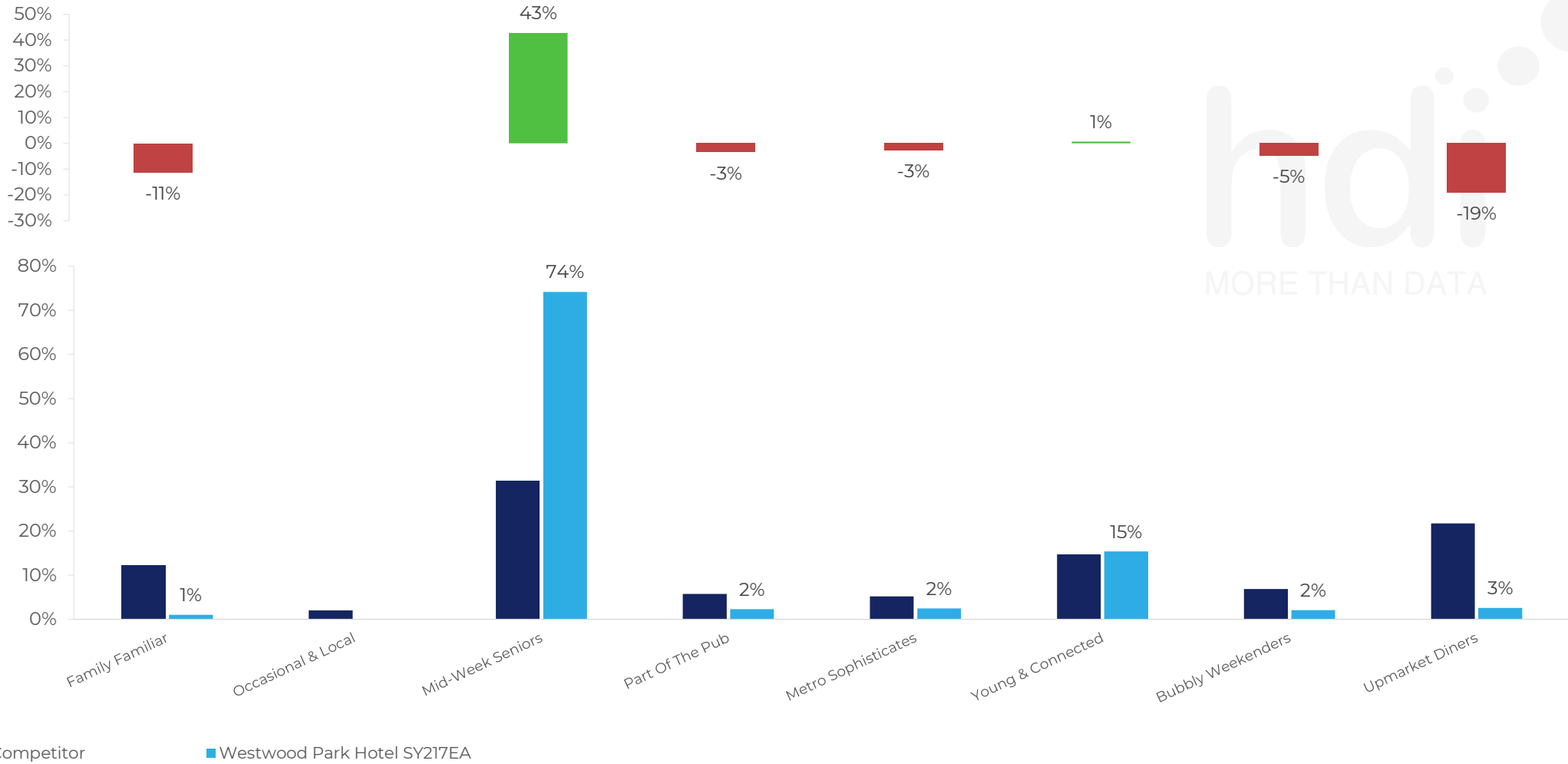
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Westwood Park Hotel SY217EA compare versus its competitors?

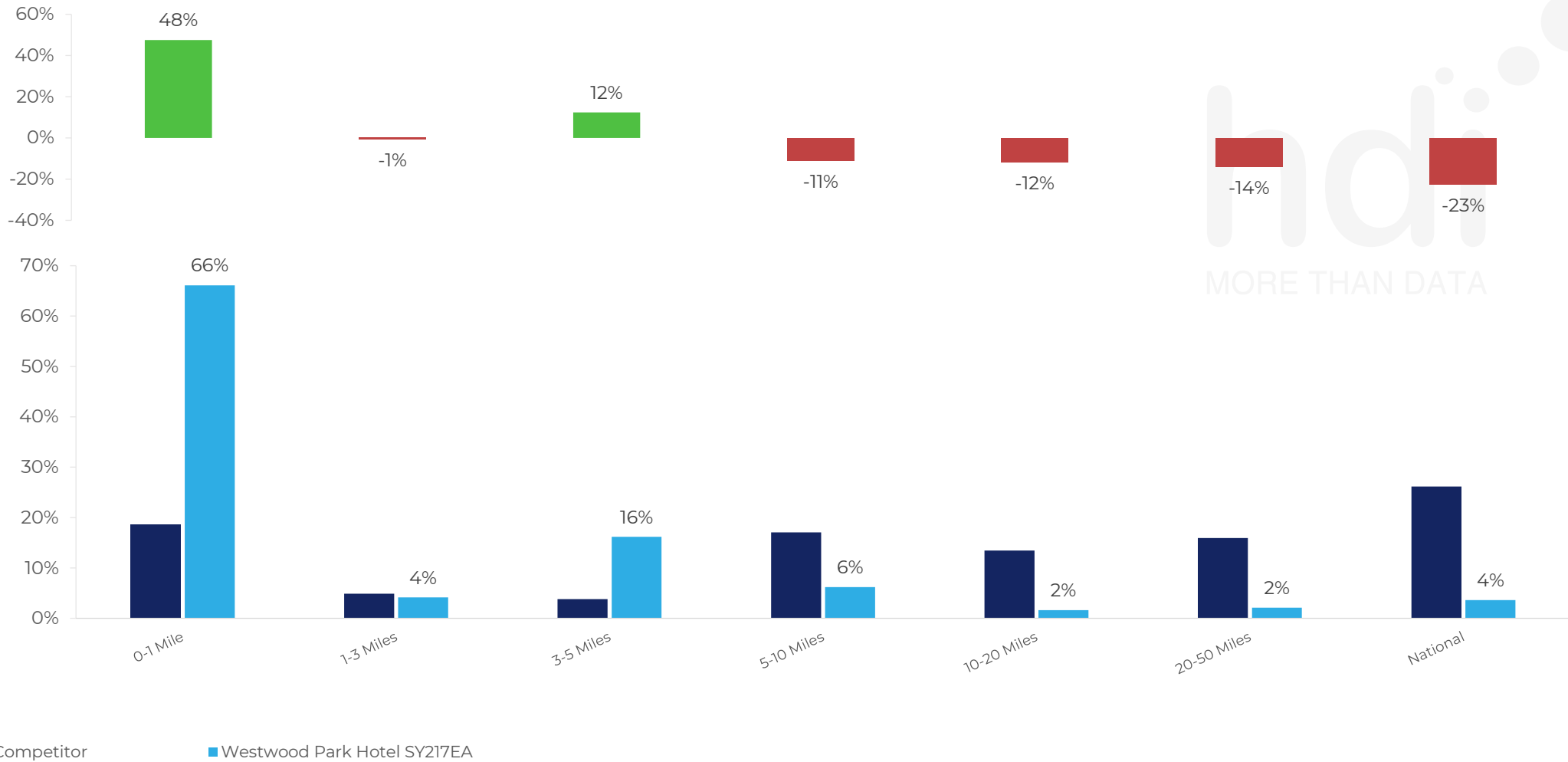
% of spend for Westwood Park Hotel SY217EA and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment



Spend by Distance

How does the spend profile of Westwood Park Hotel SY217EA compare versus its competitors based on travel distances?

% of spend for Westwood Park Hotel SY217EA and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

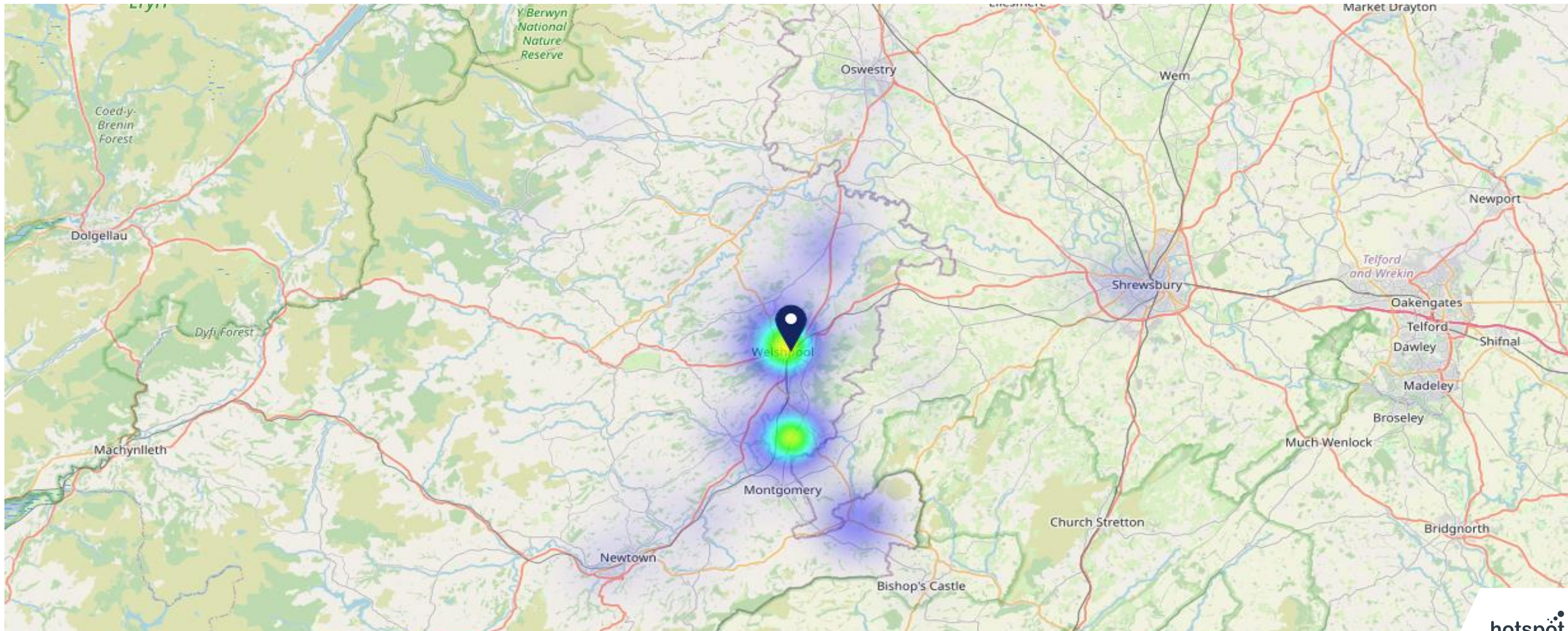




Map of Guest Origin

Where do customers of Westwood Park Hotel SY217EA come from?

Where do customers of Westwood Park Hotel SY217EA for 06/12/2023 - 27/11/2024 live

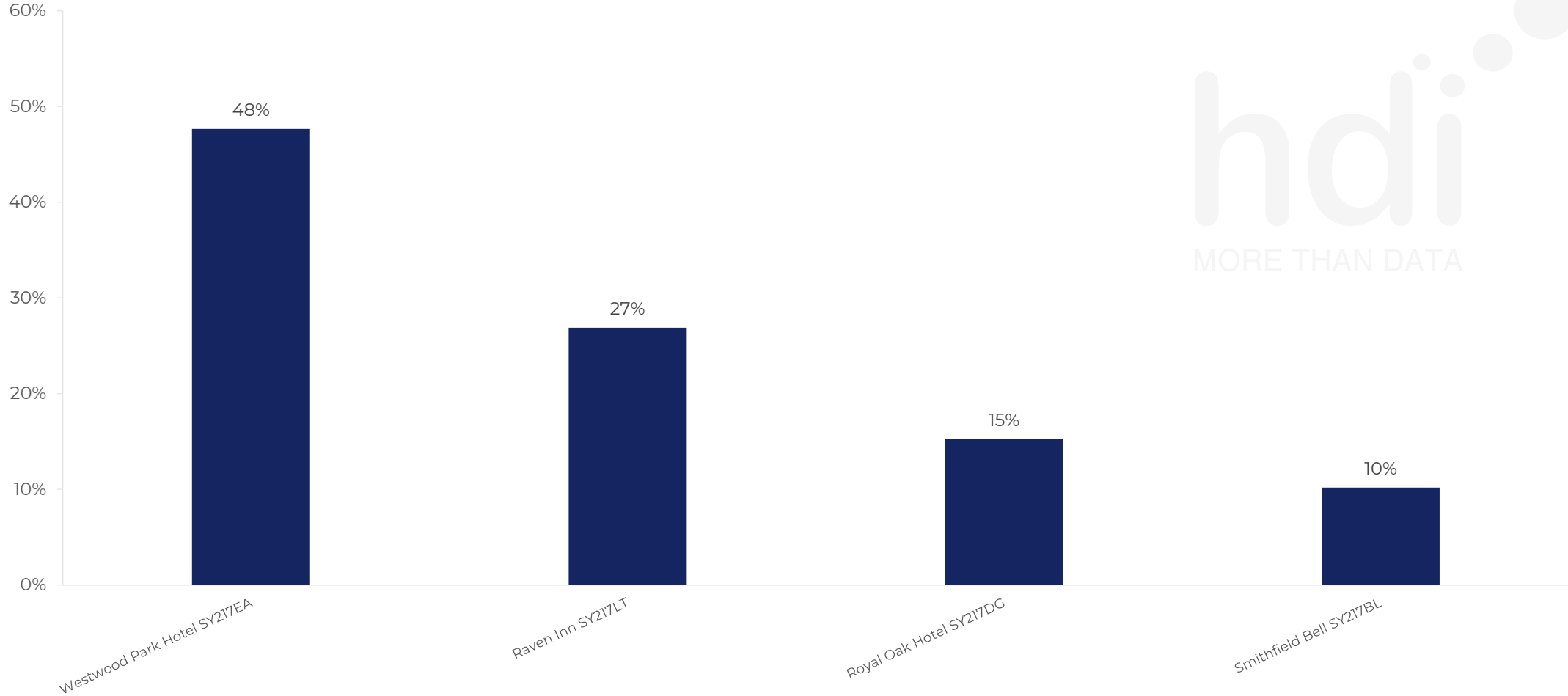




Share of Wallet

What are the Top 20 venues (by spend) that customers of Westwood Park Hotel SY217EA also visit?

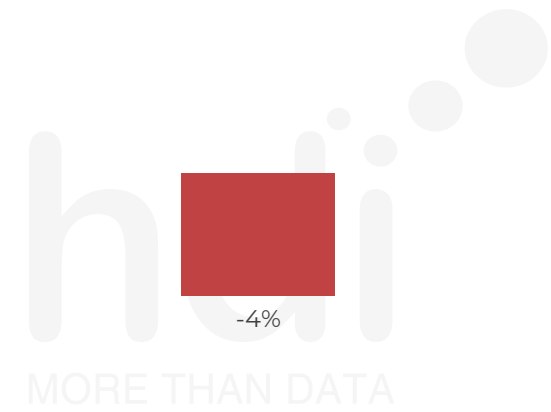
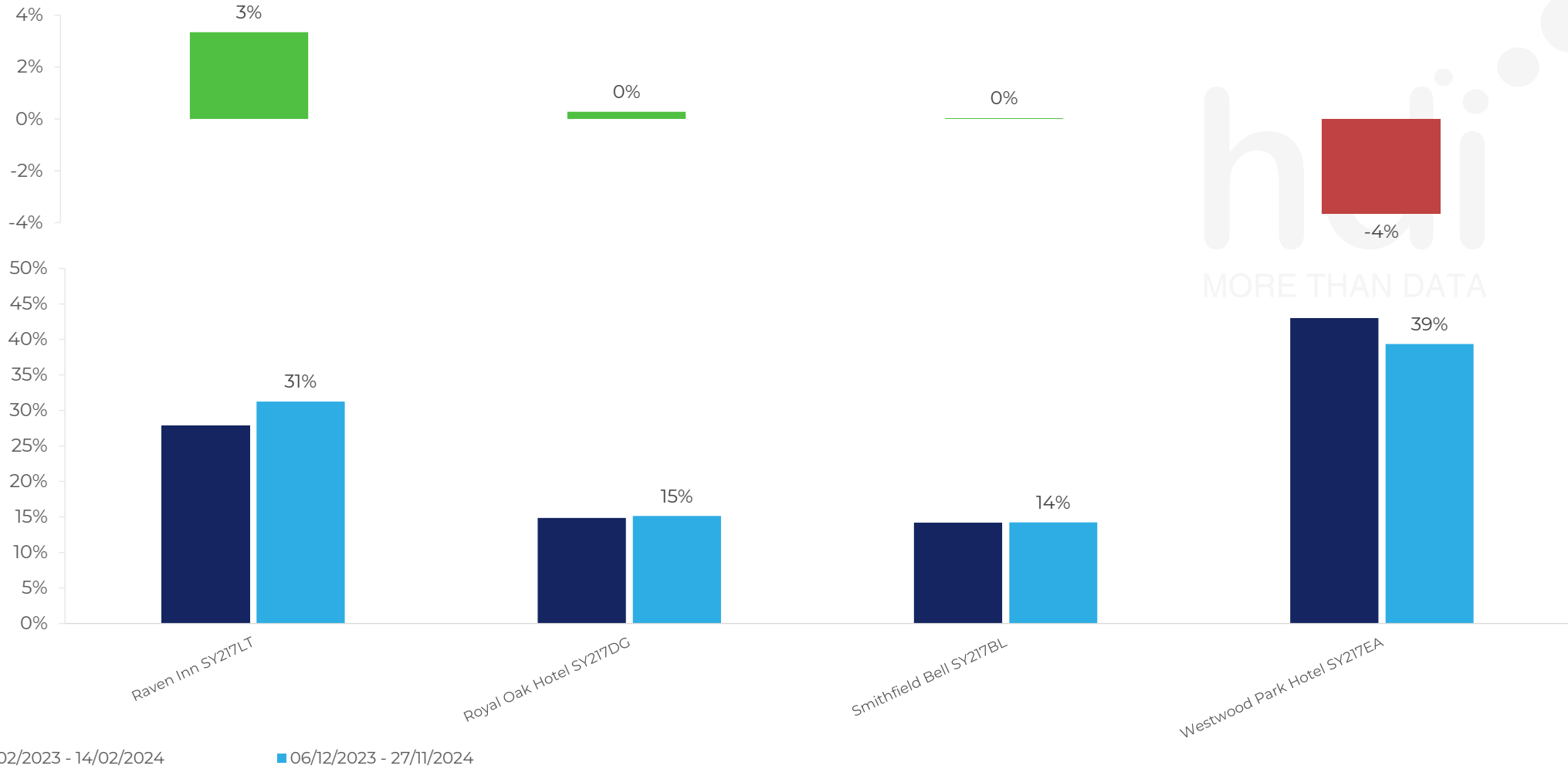
For customers of Westwood Park Hotel SY217EA, who are the top 20 competitors from 112 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Westwood Park Hotel SY217EA changed between two date ranges?



■ 22/02/2023 - 14/02/2024

■ 06/12/2023 - 27/11/2024



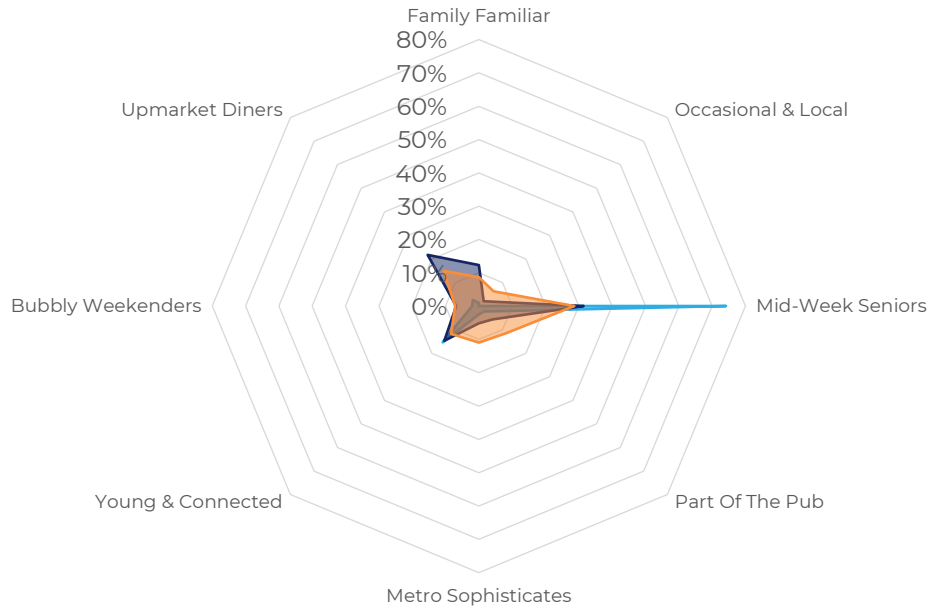
Market Summary

How does the local area for Westwood Park Hotel SY217EA 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 | £3.60M | 7 | £8.02M | 7 | £10.50M | 5 | £19.55M | 3 |
| Weekpart | Mon - Thu | 40.7% | 6 | 38.8% | 4 | 38.7% | 3 | 41.8% | 6 |
| Weekpart | Fri - Sat | 42.9% | 5 | 45.7% | 7 | 45.2% | 7 | 41.5% | 5 |
| Weekpart | Sun | 16.4% | 7 | 15.5% | 6 | 16.1% | 7 | 16.7% | 8 |
| Age | 18 to 24 | 4.7% | 5 | 7.5% | 7 | 6.8% | 6 | 7.5% | 6 |
| Age | 25 to 34 | 11.2% | 1 | 15.0% | 2 | 14.6% | 2 | 18.0% | 3 |
| Age | 35 to 44 | 15.7% | 1 | 17.0% | 2 | 16.3% | 1 | 20.9% | 3 |
| Age | 45 to 54 | 20.2% | 5 | 20.5% | 6 | 19.7% | 5 | 19.5% | 4 |
| Age | 55 to 64 | 23.5% | 9 | 21.0% | 9 | 21.2% | 9 | 18.2% | 8 |
| Age | 65 to 74 | 16.8% | 10 | 13.1% | 9 | 14.4% | 10 | 11.1% | 9 |
| Age | 75+ | 7.9% | 10 | 5.9% | 9 | 7.1% | 10 | 4.8% | 9 |
| CAMEO | Business Elite | 4.2% | 4 | 2.6% | 2 | 2.5% | 2 | 2.2% | 1 |
| CAMEO | Prosperous Professionals | 7.4% | 7 | 7.3% | 7 | 7.4% | 7 | 7.4% | 7 |
| CAMEO | Flourishing Society | 21.5% | 9 | 21.5% | 9 | 20.9% | 9 | 21.7% | 9 |
| CAMEO | Content Communities | 21.3% | 10 | 20.7% | 10 | 21.3% | 10 | 20.5% | 10 |
| CAMEO | White Collar Neighbourhoods | 5.7% | 1 | 6.1% | 1 | 6.1% | 1 | 6.0% | 1 |
| CAMEO | Enterprising Mainstream | 5.4% | 4 | 5.0% | 3 | 5.3% | 3 | 6.3% | 4 |
| CAMEO | Paying The Mortgage | 23.7% | 10 | 22.4% | 9 | 21.9% | 10 | 20.2% | 10 |
| CAMEO | Cash Conscious Communities | 6.3% | 3 | 8.1% | 5 | 8.2% | 5 | 8.4% | 5 |
| CAMEO | On A Budget | 2.8% | 2 | 5.1% | 4 | 4.9% | 3 | 5.0% | 3 |
| CAMEO | Family Value | 1.8% | 5 | 1.3% | 4 | 1.6% | 4 | 2.2% | 5 |
| Affluence | AB | 33.0% | 7 | 31.3% | 6 | 30.7% | 6 | 31.3% | 6 |
| Affluence | C1C2 | 56.1% | 8 | 54.1% | 8 | 54.6% | 8 | 53.1% | 8 |
| Affluence | DE | 10.8% | 2 | 14.5% | 3 | 14.7% | 3 | 15.6% | 3 |

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 |
|--|----------------|-----------------|--------------------|------------------|-----------------|---------------------|-------------------|-------------------|-----------------|
| Westwood Park Hotel | 69 | 1.00% | 0.00% | 74.17% | 2.30% | 2.47% | 15.38% | 2.05% | 2.59% |
| Local Catchment | 824 | 12.27% | 2.03% | 31.43% | 5.73% | 5.21% | 14.71% | 6.85% | 21.74% |
| Punch T&L | 104653 | 8.69% | 6.30% | 28.64% | 11.50% | 10.95% | 11.79% | 7.11% | 14.98% |
| Westwood Park Hotel vs Local Catchment | | -11.27% | 0.00% | 42.74% | -3.43% | -2.74% | 0.67% | -4.80% | -19.15% |
| Westwood Park Hotel vs Punch T&L | | -7.69% | 0.00% | 45.53% | -9.20% | -8.48% | 3.59% | -5.06% | -12.39% |
| Local Catchment vs Punch T&L | | 3.58% | -4.27% | 2.79% | -5.77% | -5.74% | 2.92% | -0.26% | 6.76% |