

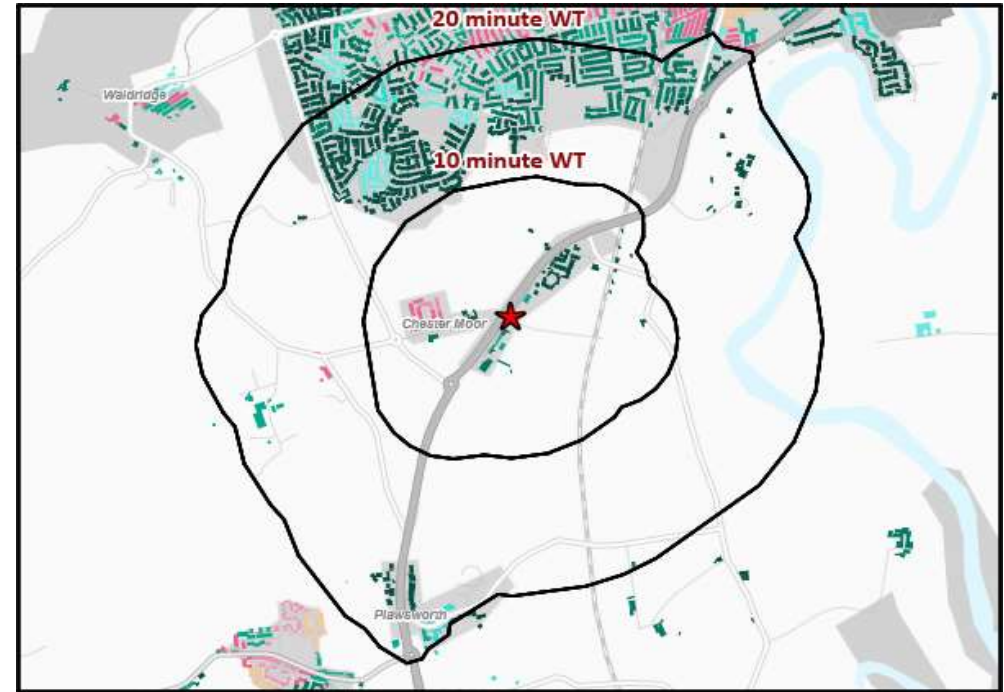
Catchment Summary - Travelodge

- Over GB Average
 - Around GB Average
 - Under GB Average
- *WT= Walktime
**DT= Drivetime

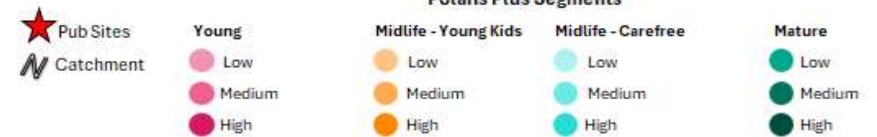
Catchment Size (Counts)		10 min WT*	20 min WT*	20 min DT**
Population		262	4,131	479,398
Adults 18+		206	3,420	390,016
Competition Pubs		3	5	486
Adults 18+ per Competition Pub		69	684	803
% Adults Likely to Drink		76,2%	80,9%	76,5%
Affluence	Low	14,6%	5,1%	48,9%
	Medium	54,4%	43,2%	35,9%
	High	31,1%	49,7%	13,4%
Mean Net Disposable income (£pa)		£21.533	£30.334	£18.639
Age Profile	18-24	20	263	47,506
	25-34	25	317	59,934
	35-44	20	453	61,580
	45-64	75	1,348	120,649
	65+	66	1,039	100,347

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
5	21	114
5	21	116
16	11	120
8	77	91
101	107	101
44	15	147
142	113	94
113	181	49
101	142	87
90	75	117
71	57	92
57	81	95
113	129	99
132	131	109

Pop. & Adl. 18+ index based on all pubs

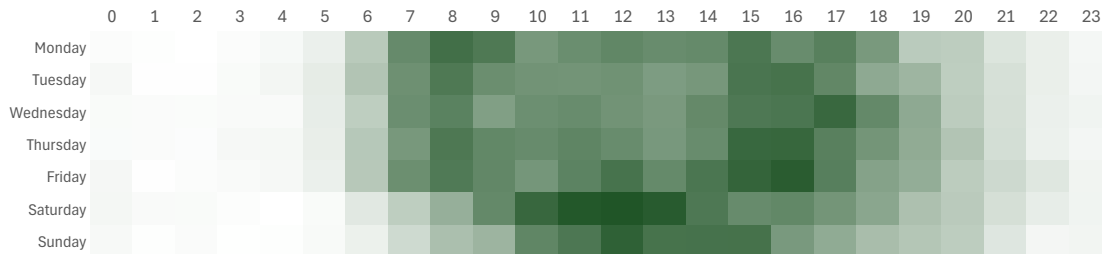


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Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	114	129	143.453	199	14	132
Midlife - Young Kids	0	0	36.318	0	0	85
Midlife - Carefree	0	334	35.681	0	62	58
Mature	92	2,888	167.419	101	191	97
<i>Not Private Households</i>	0	69	7.145	0	16.675	15.142
Total	206	3,420	390,016			

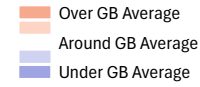


Per Pub - Travelodge

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

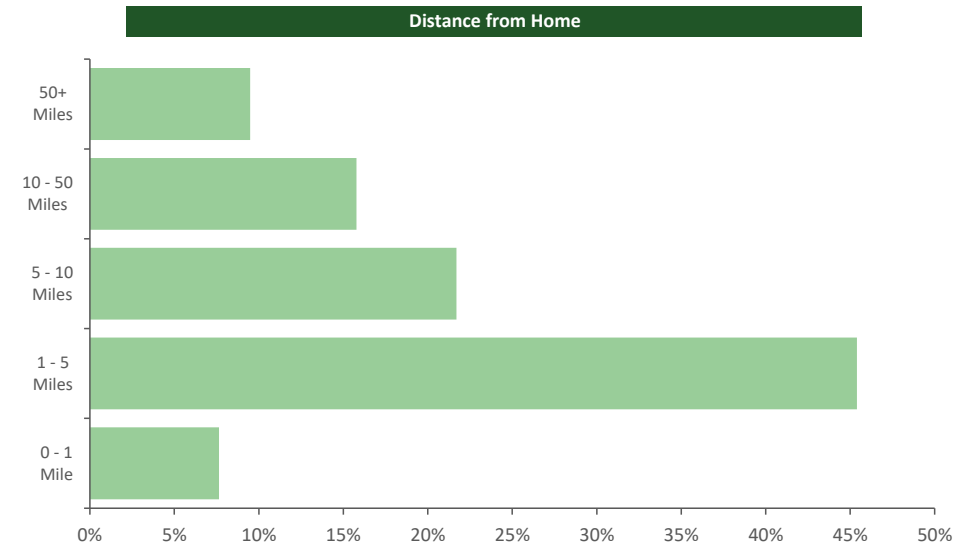
Adults 18+	206	3.420	390.016
Number of Competition Pubs	3	5	486
Adults 18+ per Competition Pub	69	684	803



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	22	10,7%	129
Circuit Bar	0	14	6,9%	165
Community Pub	1	24	11,5%	59
Craft Led	0	15	7,3%	205
Great Pub Great Food	0	49	23,8%	131
High Street Pub	0	30	14,8%	78
Premium Local	0	51	25,0%	147

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	141	4,1%	49
Circuit Bar	0	26	0,7%	18
Community Pub	1	420	12,3%	63
Craft Led	0	17	0,5%	14
Great Pub Great Food	0	1.063	31,1%	171
High Street Pub	0	419	12,3%	65
Premium Local	0	1.042	30,5%	180

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	6	24.131	6,2%	74
Circuit Bar	17	20.889	5,4%	128
Community Pub	117	99.358	25,5%	130
Craft Led	0	13.403	3,4%	96
Great Pub Great Food	4	46.617	12,0%	66
High Street Pub	75	96.057	24,6%	131
Premium Local	24	53.223	13,6%	81



Competition - Travelodge



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
0	Church Mouse	DH 2 3RJ	Mitchells & Butlers	Family Pub Din	20,8%	0,00
12	Wicket Gate	DH 3 3AX	Wetherspoons GB	Circuit Bar	20,2%	1,21
0	Chester Moor	DH 2 3RJ	Stonegate Pub Company	Community Pu	14,3%	0,00
7	Whitehills	DH 2 3AB	Stonegate Pub Company	Premium Local	8,8%	0,90
0	Le Raj	DH 2 3RJ	Independent Free	Restaurants	8,0%	0,00
9	Rumpot	DH 3 3LN	Independent Free	High Street Put	6,0%	1,08
15	High Crown	DH 3 3AZ	Stonegate Pub Company	High Street Put	5,4%	1,22
8	Roseberry Golf Club	DH 2 3NS	Independent Free	Clubland	5,3%	1,06
12	New Chesters	DH 3 3AX	Independent Free	High Street Put	4,2%	1,21
14	Cricket Club	DH 3 3PF	Independent Free	Clubland	3,3%	1,21
6	Garden Farm Hotel	DH 2 3EH	Independent Free	Community Pu	2,1%	0,76
11	Hollathans	DH 3 3PD	Independent Free	Restaurants	1,5%	1,16
0	Travelodge	DH 2 3RJ	Dubai International Capital	Hotel	0,0%	0,00
4	Chester Le Street Town Football C	DH 2 3RW	Independent Free	Clubland	0,0%	0,10
5	Red Lion	DH 2 3NL	Star Pubs & Bars	Family Pub Din	0,0%	0,67
10	Gainford Care Home	DH 2 2EP	Independent Free	Hotel	0,0%	1,16
15	Viaduct	DH 3 3AZ	Independent Free	High Street Put	0,0%	1,22

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Travelodge



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
812202	Travelodge	DH 2 3RJ	Dubai International Capital	Hotel	12



★ Pub Sites
 Ⓐ Catchments

Polaris Plus Segments

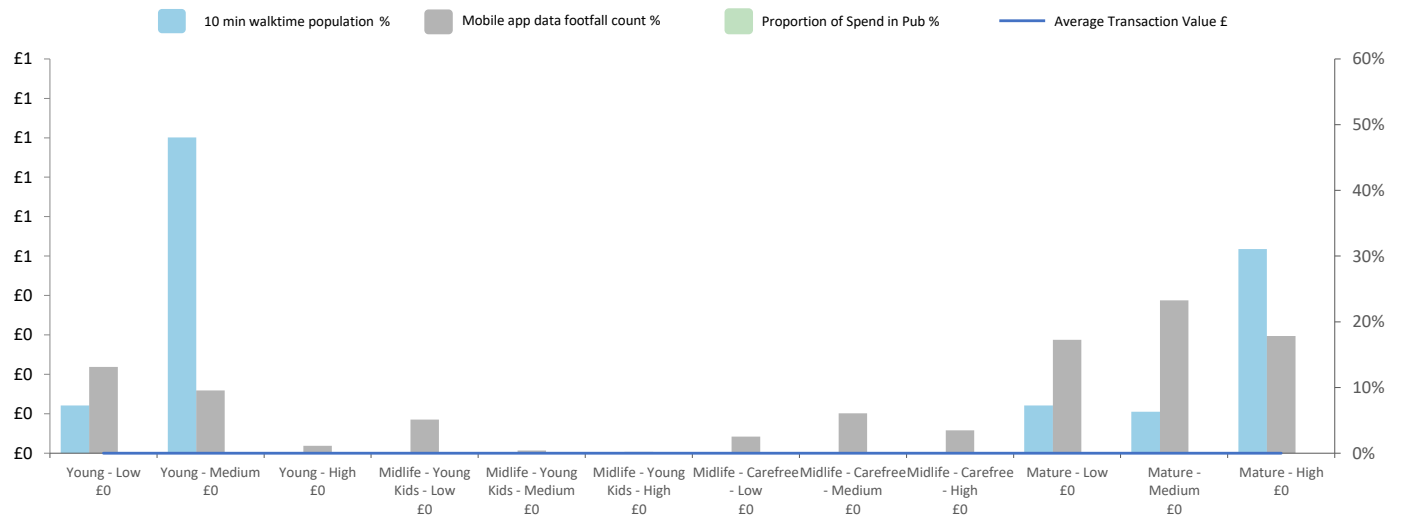
Young
 ● Low
 ● Medium
 ● High

Midlife - Young Kids
 ● Low
 ● Medium
 ● High

Midlife - Carefree
 ● Low
 ● Medium
 ● High

Mature
 ● Low
 ● Medium
 ● High

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Travelodge



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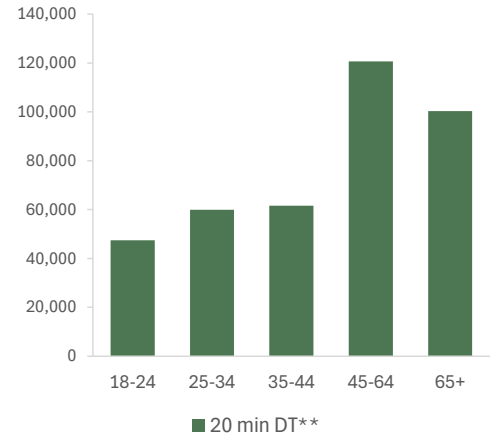
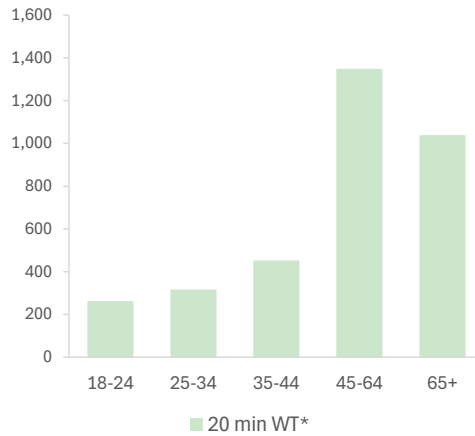
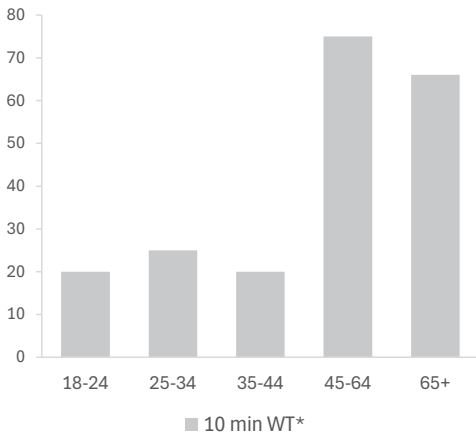
- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		262	4,131	479,398	5	21	114
Adults 18+		206	3,420	390,016	5	21	116
Competition Pubs		3	5	486	16	11	120
Adults 18+ per Competition Pub		69	684	803	8	77	91
% Adults Likely to Drink		76,2%	80,9%	76,5%	101	107	101
Affluence	Low	14,6%	5,1%	48,9%	44	15	147
	Medium	54,4%	43,2%	35,9%	142	113	94
	High	31,1%	49,7%	13,4%	113	181	49
Mean Net Disposable income (£pa)		£21.533	£30.334	£18.639	101	142	87
Age Profile	18-24	20	263	47,506	90	75	117
	25-34	25	317	59,934	71	57	92
	35-44	20	453	61,580	57	81	95
	45-64	75	1,348	120,649	113	129	99
	65+	66	1,039	100,347	132	131	109

Population & Adults 18+ index is based on all pubs

Affluence does not include Not Private Households



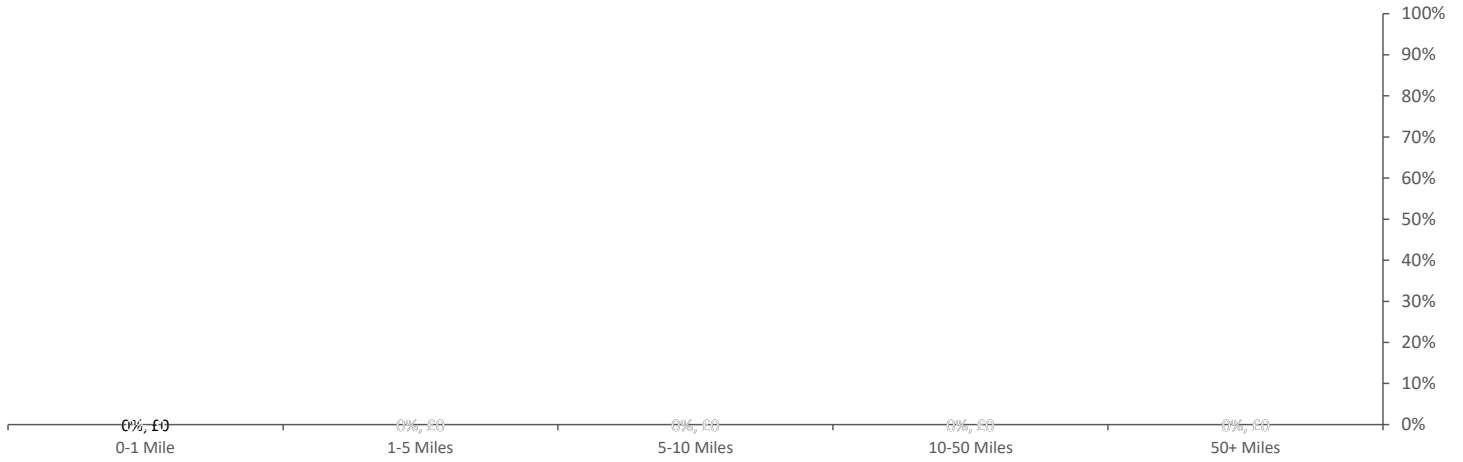
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	127 (48%)	2,056 (50%)	234,128 (49%)	99	102	100
	Female	135 (52%)	2,075 (50%)	245,270 (51%)	101	99	100
Economic Status (16+)	Employed: Full-time	71 (34%)	1,190 (34%)	130,804 (33%)	99	98	95
	Employed: Part-time	24 (11%)	379 (11%)	47,350 (12%)	94	88	97
	Self employed	7 (3%)	252 (7%)	23,276 (6%)	36	78	63
	Unemployed	6 (3%)	55 (2%)	10,500 (3%)	112	61	103
	Full-time student	2 (1%)	64 (2%)	8,644 (2%)	40	77	91
	Retired	67 (32%)	1,208 (34%)	96,820 (24%)	145	156	110
	Other	33 (16%)	383 (11%)	83,124 (21%)	90	62	119
Total Worker Count		103	514	250,322			

See the Glossary page for further information on the above variables

Transactional Data Summary - Travelodge

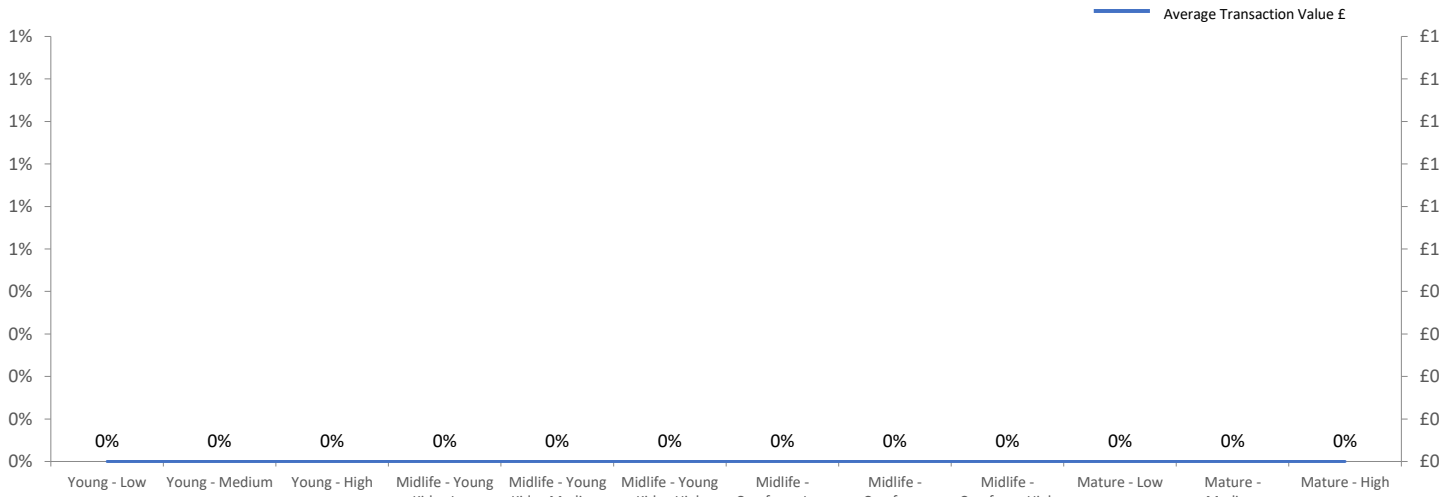
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Spend by Polaris and Distance from Home



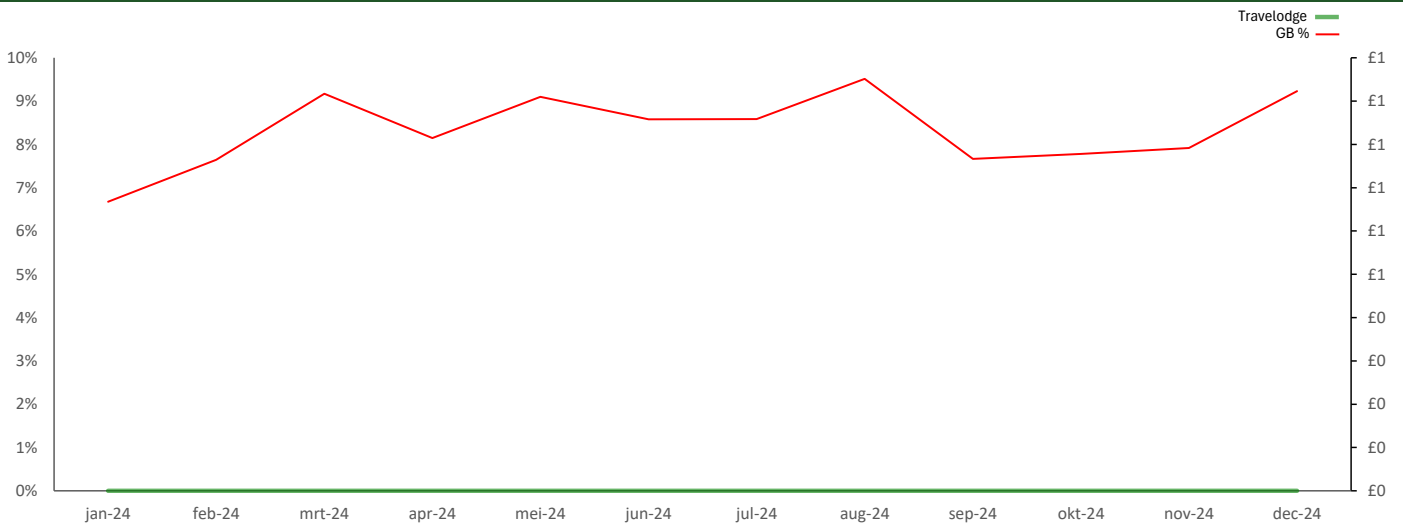
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus



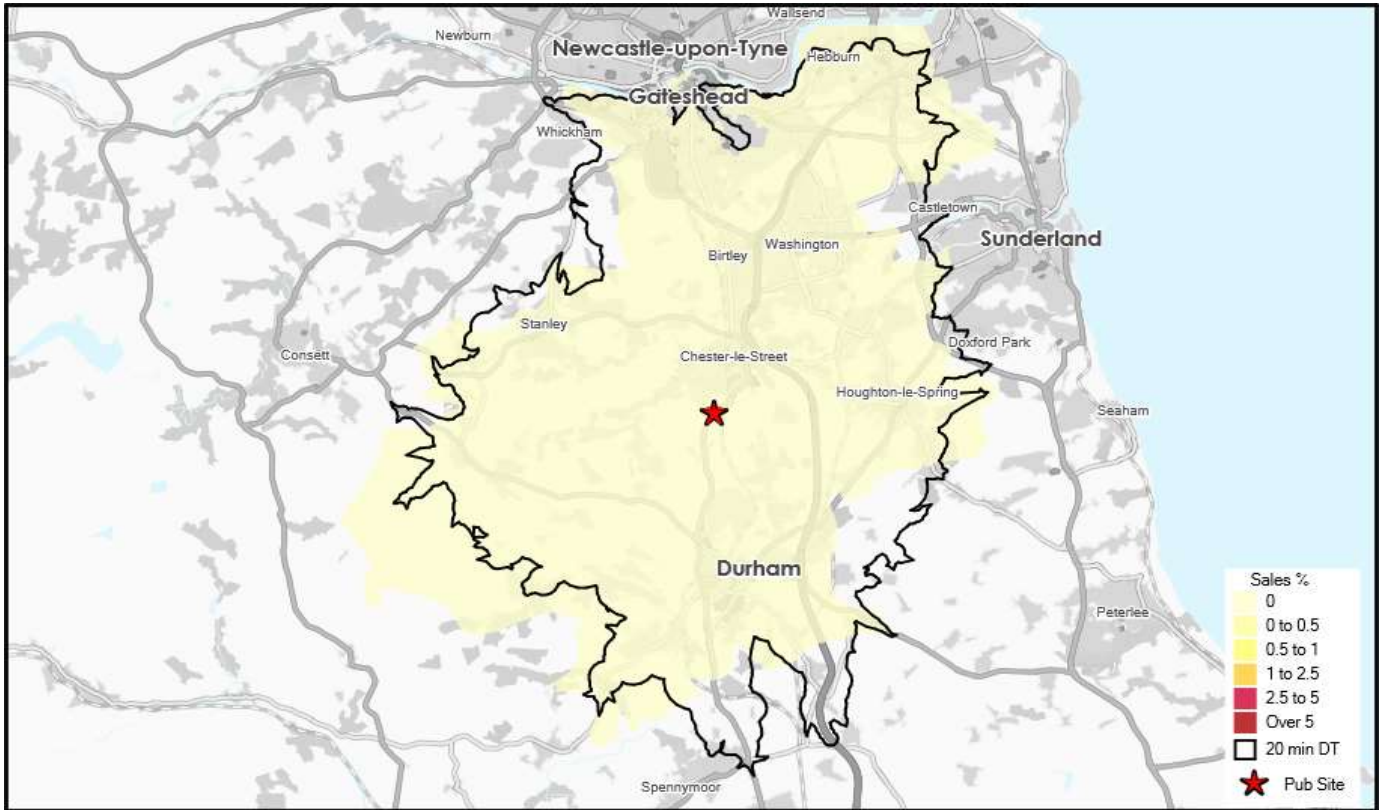
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



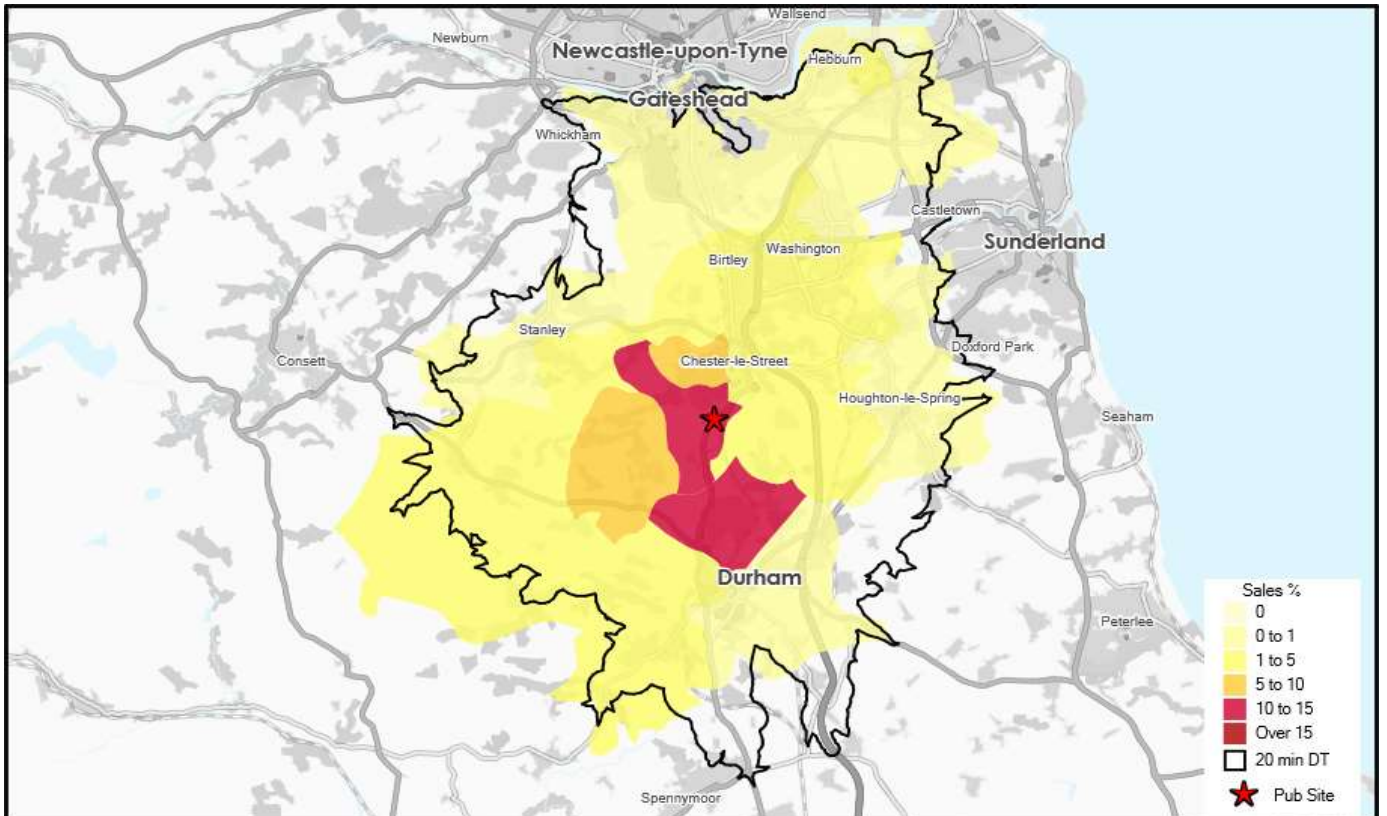
Seasonality of the spend split by month

Travelodge Share of Spend from Postcode Sectors within 20 minute Drive



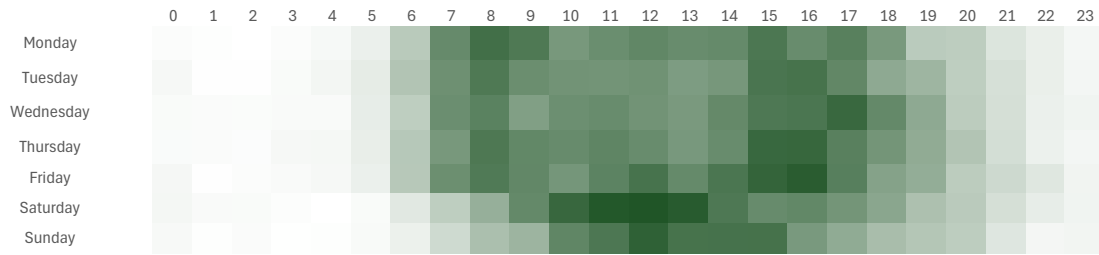
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Travelodge



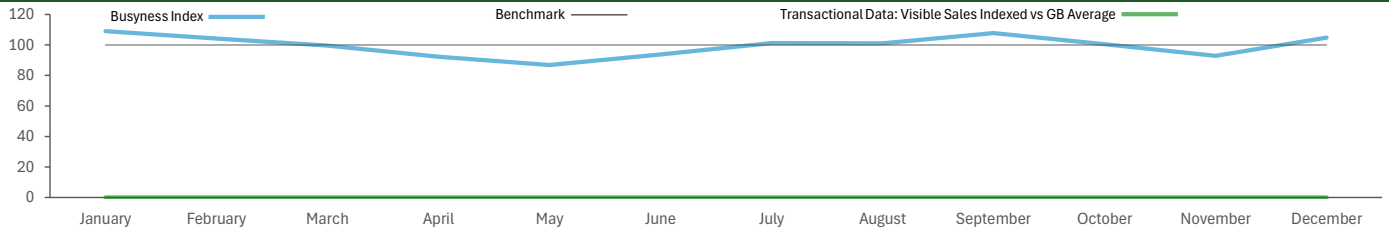
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



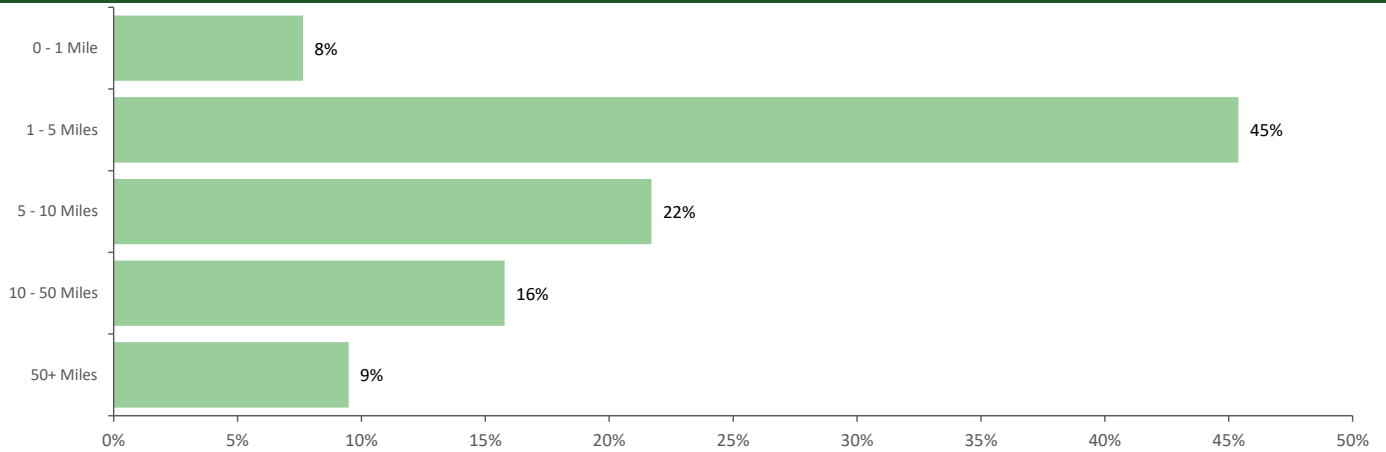
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index > 100 indicates it is busier than average. Transactional: Index > 100 indicates month's sales higher than month's GB average

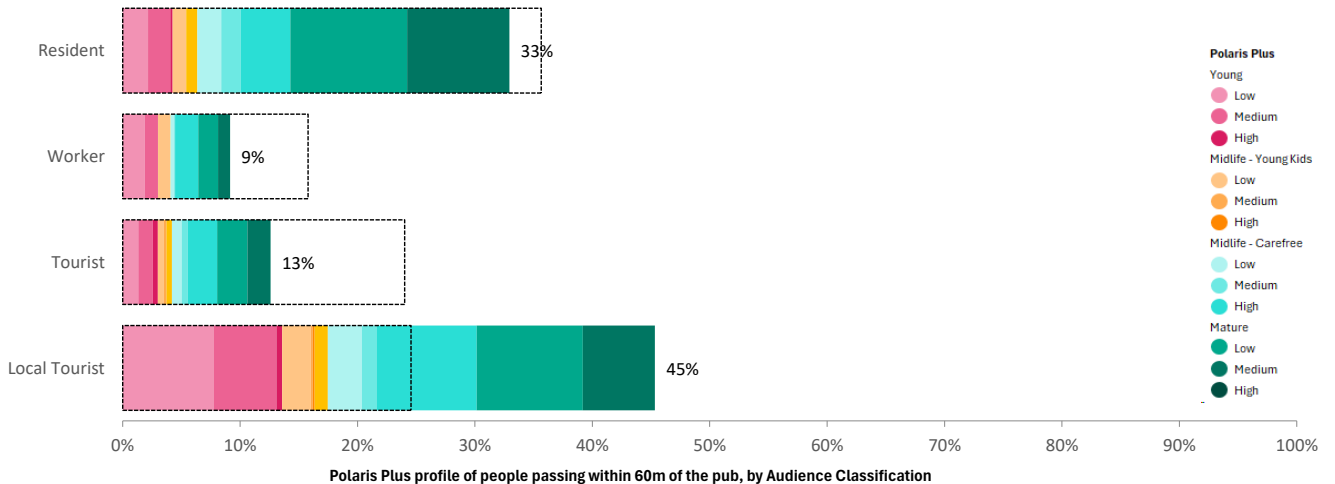
Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

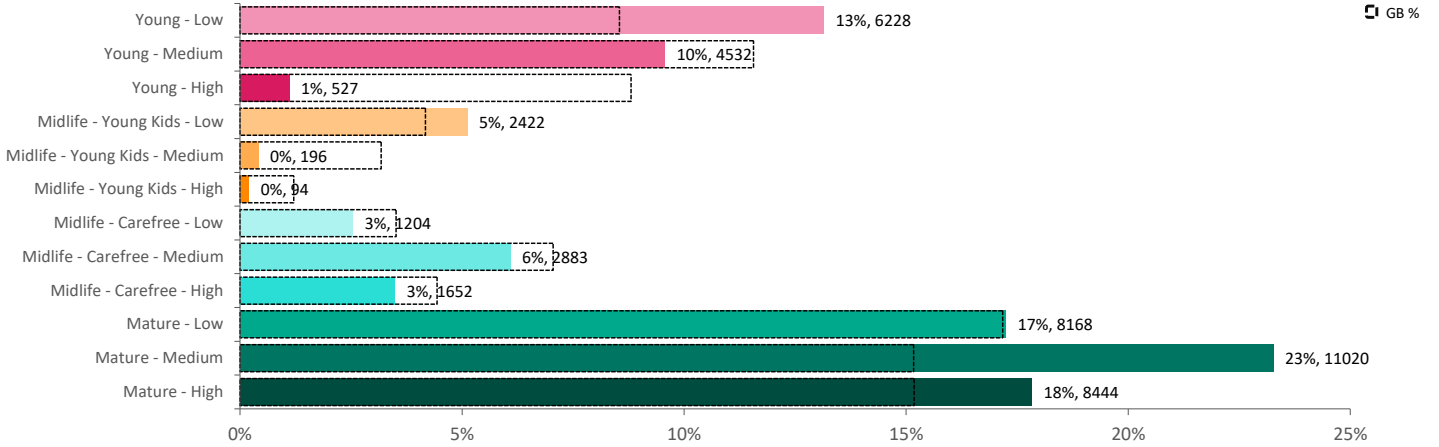
Audience Classification by Polaris Plus

Base: GB



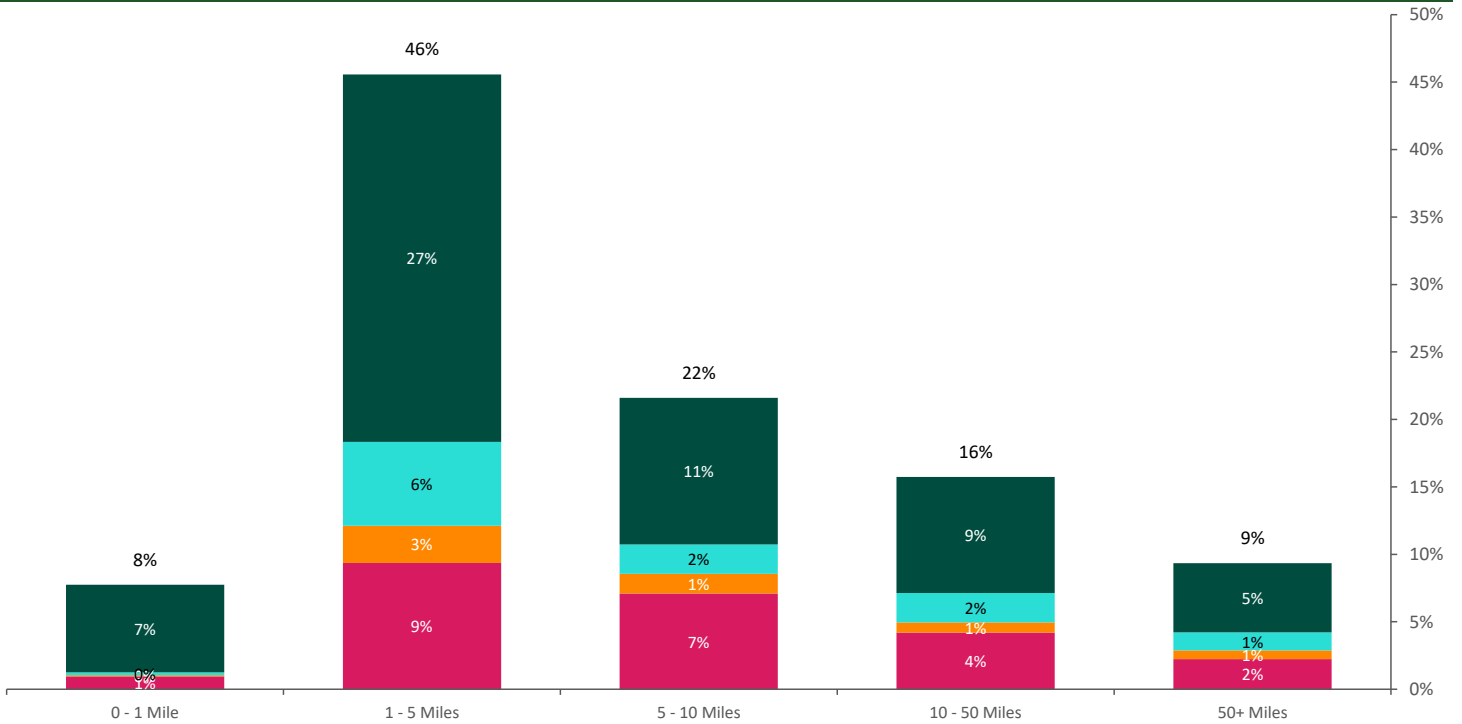
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile



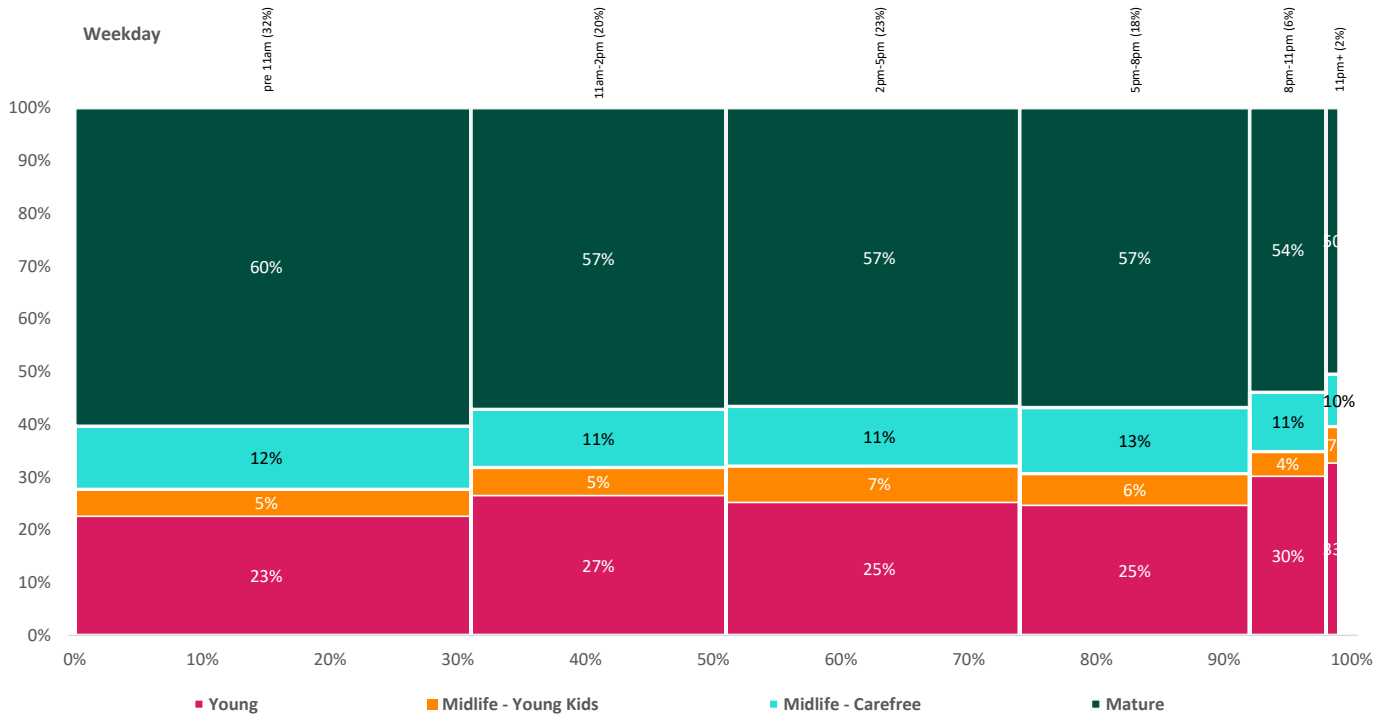
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Time of Day by Polaris: Weekday (Monday to Friday)



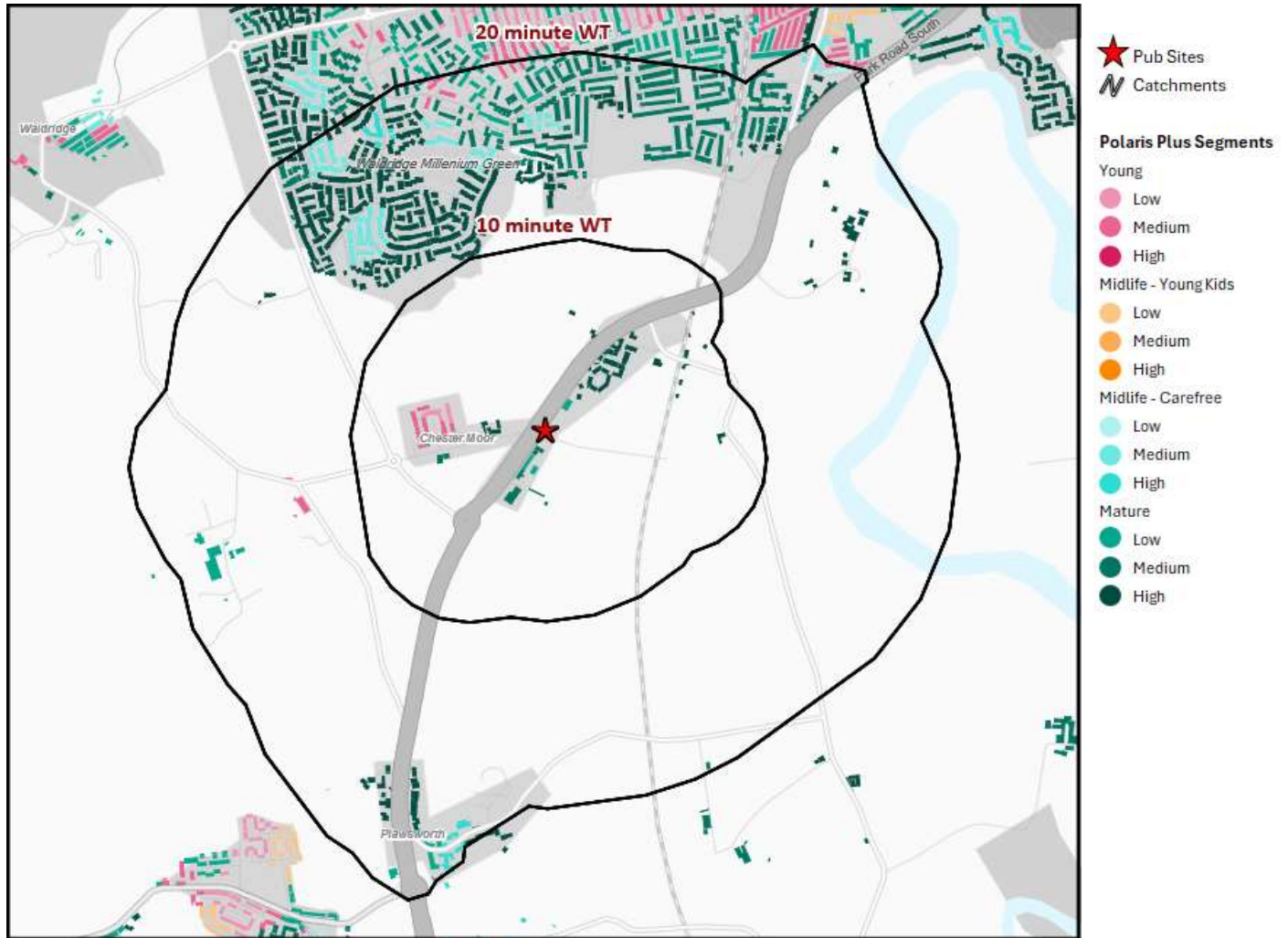
Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	7,419	4,330	5,031	3,861	1,244	344	22,230
Midlife - Carefree	1,471	836	1,004	852	260	68	4,491
Midlife - Young Kids	614	394	599	400	104	46	2,156
Young	2,791	2,017	2,253	1,684	700	224	9,668
All	12,294	7,578	8,886	6,797	2,309	682	38,545

Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	1,880	2,252	1,812	1,247	471	176	7,839
Midlife - Young Kids	368	529	349	237	98	19	1,599
Midlife - Carefree	191	254	166	72	31	21	737
Mature	894	1,066	964	531	256	89	3,801
All	3,333	4,102	3,291	2,087	857	306	13,977

Time of day and busyness from within a 60m radius of the pub calculated using GPS data

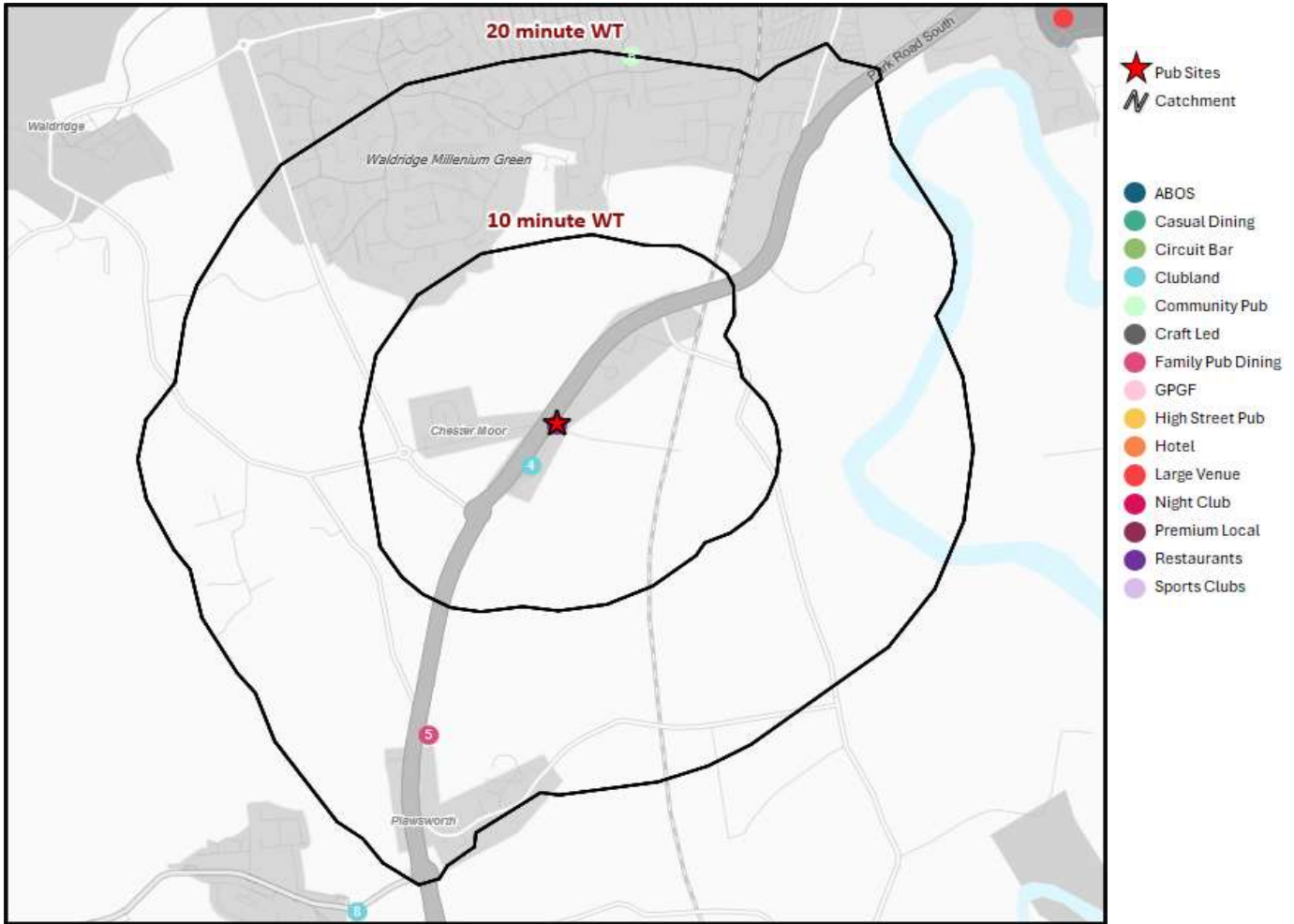


Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

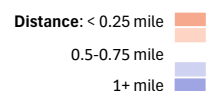
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	15	15	80.825	74	4	210
Medium	99	114	52.722	429	30	121
High	0	0	9.906	0	0	37
Midlife - Young Kids						
Low	0	0	33.632	0	0	157
Medium	0	0	997	0	0	6
High	0	0	1.689	0	0	38
Midlife - Carefree						
Low	0	12	11.963	0	8	73
Medium	0	211	17.231	0	87	62
High	0	111	6.487	0	73	37
Mature						
Low	15	148	64.216	53	32	120
Medium	13	1.152	68.918	41	217	114
High	64	1.588	34.285	206	309	58
Not Private Households	0	69	7.145	0	167	151
Total	206	3.420	390.016			

Over GB Average (Orange)
 Around GB Average (Light Blue)
 Under GB Average (Dark Blue)



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Church Mouse	DH 2 3RJ	Mitchells & Butlers	Family Pub Dining	20,8%	58,6%	0,00
0	Chester Moor	DH 2 3RJ	Stonegate Pub Company	Community Pub	14,3%	72,0%	0,00
0	Travelodge	DH 2 3RJ	Dubai International Capital	Hotel	0,0%	0,0%	0,00
0	Le Raj	DH 2 3RJ	Independent Free	Restaurants	8,0%	70,1%	0,00
4	Chester Le Street Town Football Club	DH 2 3RW	Independent Free	Clubland	0,0%	0,0%	0,10
5	Red Lion	DH 2 3NL	Star Pubs & Bars	Family Pub Dining	0,0%	0,0%	0,67
6	Garden Farm Hotel	DH 2 3EH	Independent Free	Community Pub	2,1%	90,8%	0,76
7	Whitehills	DH 2 3AB	Stonegate Pub Company	Premium Local	3,8%	88,6%	0,90
8	Roseberry Golf Club	DH 2 3NS	Independent Free	Clubland	5,3%	85,1%	1,06
9	Rumpot	DH 3 3LN	Independent Free	High Street Pub	6,0%	91,7%	1,08
10	Gainford Care Home	DH 2 2EP	Independent Free	Hotel	0,0%	0,0%	1,16
11	Hollathans	DH 3 3PD	Independent Free	Restaurants	1,5%	91,0%	1,16
12	New Chesters	DH 3 3AX	Independent Free	High Street Pub	4,2%	84,8%	1,21
12	Wicket Gate	DH 3 3AX	Wetherspoons GB	Circuit Bar	20,2%	87,7%	1,21
14	Cricket Club	DH 3 3PF	Independent Free	Clubland	3,3%	81,7%	1,21
15	High Crown	DH 3 3AZ	Stonegate Pub Company	High Street Pub	5,4%	91,3%	1,22
15	Viaduct	DH 3 3AZ	Independent Free	High Street Pub	0,0%	0,0%	1,22



* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

■ Over GB Average
■ Around GB Average
■ Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	206	3,420	390.016
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Adults 18+ per Competition Pub	69	684	803

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Circuit Bar	0	14	6,9%	165
Community Pub	1	24	11,5%	59
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Great Pub Great Food	0	49	23,8%	131
High Street Pub	0	30	14,8%	78
Premium Local	0	51	25,0%	147

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	141	4,1%	49
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Craft Led	0	17	0,5%	14
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High Street Pub	0	419	12,3%	65
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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Circuit Bar	17	20.889	5,4%	128
Community Pub	117	99.358	25,5%	130
Craft Led	0	13.403	3,4%	96
Great Pub Great Food	4	46.617	12,0%	66
High Street Pub	75	96.057	24,6%	131
Premium Local	24	53.223	13,6%	81

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	<p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																																								
Over GB Average	Index value is >= 120																																								
Around GB Average	Index value is >= 105 and < 120																																								
	Index value is >= 95 and < 105																																								
	Index value is >= 80 and < 95																																								
Under GB Average	Index value is < 80																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																																									
Competition Pubs																																									
Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																																									
Mobile data																																									
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																									
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<p>Resident: Lives in the area. Worker: Works in the area but doesn't live there.</p> <p>Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.</p>																																									
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Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																																									
Transactional data																																									
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at a pub level. The data shows who from a Polaris segmentation is spending in the pub.																																									
Sparsity																																									
Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
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