

ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM
Introducing Travel and Tourism

G720/CS

CASE STUDY

Thursday 14 January 2010
Morning

Duration: 2 hours



INFORMATION FOR CANDIDATES

- This is a clean copy of the Case Study which you should already have seen.
- You should refer to it when answering the examination questions which are printed in a separate booklet.
- You may **not** take your previous copy of the Case Study into the examination.
- You may **not** take notes into the examination.
- This document consists of **12** pages. Any blank pages are indicated.

Document 1

Transport and Links to the Isle of Wight



The Isle of Wight is extremely well connected to the mainland by car, lorry, fast jet passenger ferries and hovercraft.



RED FUNNEL



WIGHTlink
Isle of Wight Ferries



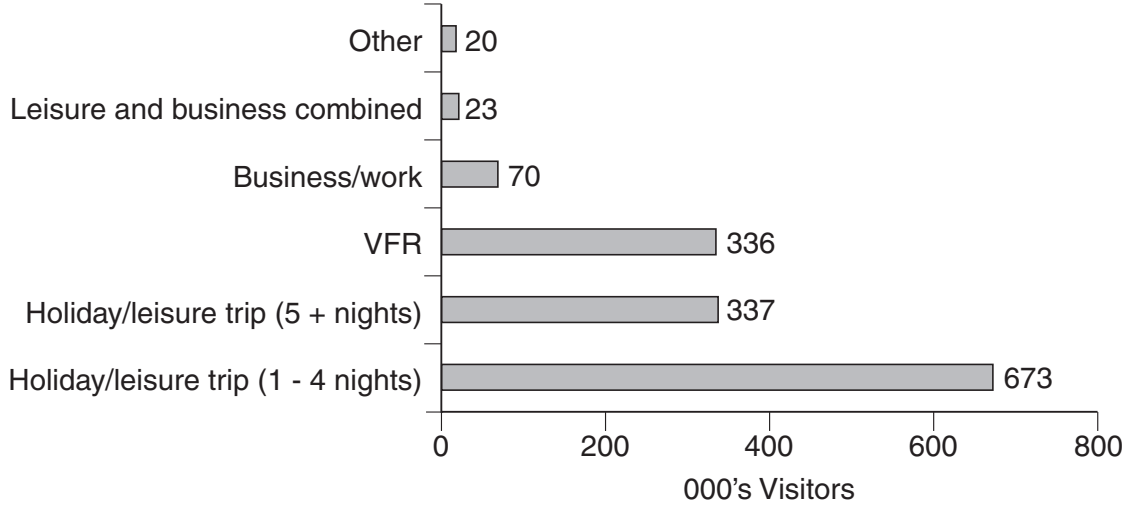
HOVERTRAVEL

The journey times to the various ports are as follows:

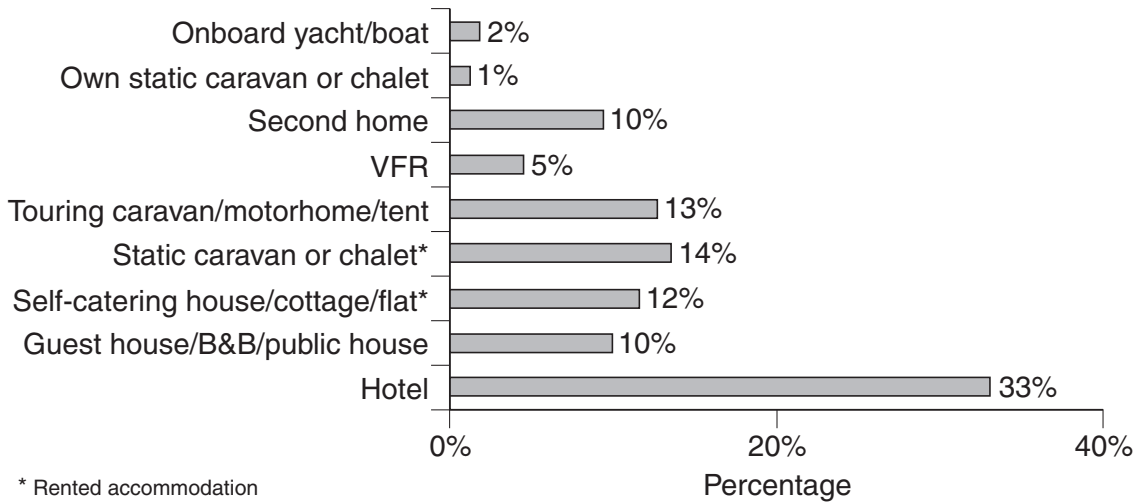
- Southampton to Cowes fast passenger service – 22 minutes (Red Funnel);
- Portsmouth to Ryde fast passenger service – 18 minutes (Wightlink);
- Southsea to Ryde hovercraft service – 10 minutes (Hovertravel);
- Lymington to Yarmouth car ferry – 30 minutes (Wightlink);
- Portsmouth to Fishbourne car ferry – 30 minutes (Wightlink);
- Southampton to Cowes car ferry – 60 minutes (Red Funnel).

Key Tourism Facts and Figures – Isle of Wight

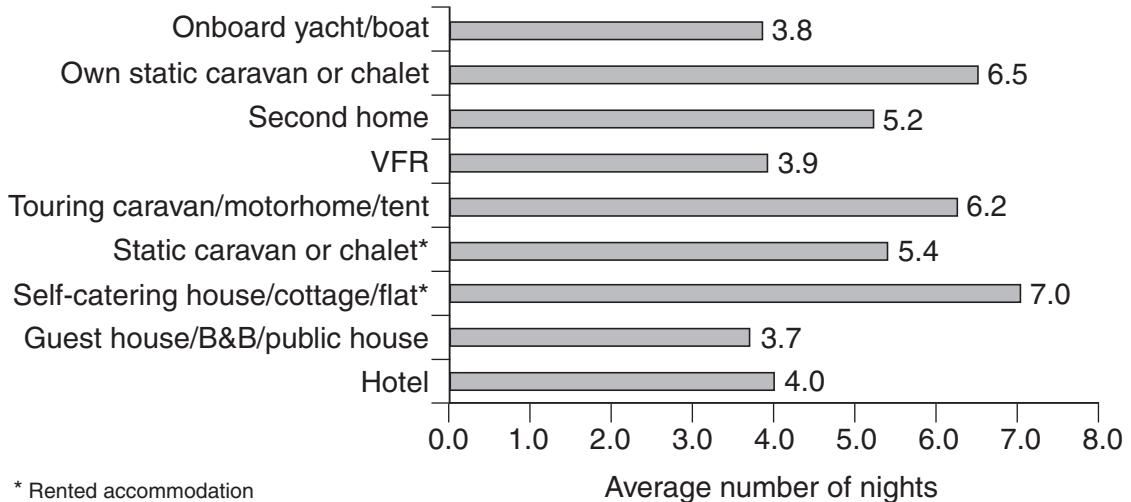
**Fig. 2a Purpose of staying trips amongst domestic visitors:
Tourism year 2006/2007**



**Fig. 2b Type of accommodation used by staying visitors
on short breaks and holidays: Tourism year 2006/2007**



**Fig. 2c Length of stay in different types of accommodation
staying visitors: Tourism year 2006/2007**





A Carisbrooke donkey

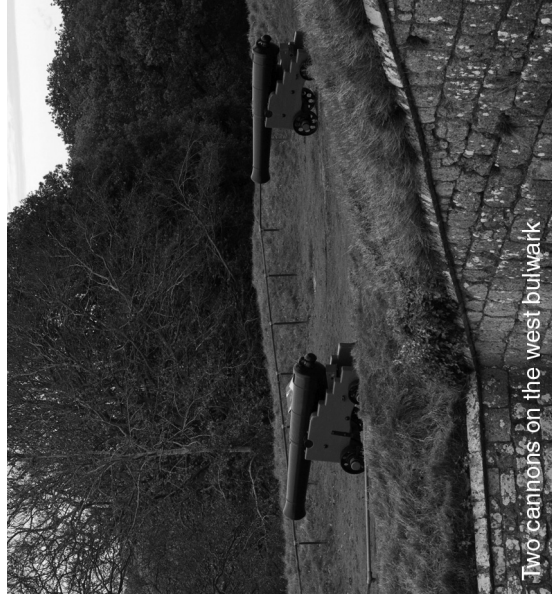
Nevertheless he made two attempts to escape: the first was foiled only when he became wedged in the window bars. Today the Charles I room is furnished as a typical bedroom of the Stuart period. The well house and tread wheel are still in working order and open to visitors. Prisoners may have originally worked the wheel, but from the late 17th century donkeys were used. These hard-working animals can now be found giving demonstrations.

The on-site Carisbrooke Museum (managed by the Carisbrooke Museum Trust) provides more historical information about the castle, as well as memorabilia and artefacts relating to Charles I.

With its keep, battlements and working well house, Carisbrooke Castle is an exciting site for the whole family to explore. There has been a fortress here since at least Saxon times, but the present castle was built on the site in c.1100, when the island was granted to the de Redvers family.

When the Spanish Armada passed alarmingly close in 1588, Carisbrooke became enormously significant for the defence of the realm. It was suspected that the Spanish might attempt to seize the island, and in response the castle was transformed into an artillery fortress.

Charles I was imprisoned here in 1647. He was comfortably accommodated in the Constable's Lodging, and a bowling green was constructed for his recreation.





























Two cannons on the west bulwark

Carisbrooke Castle Isle of Wight – PO30 1XY
 Crowning a hilltop south of Newport, Carisbrooke Castle has held the dominant defensive position on the Isle of Wight for over 900 years
www.english-heritage.org.uk/carisbrookecastle

Guide to Symbols

Properties and Facilities

- | | | | | | |
|---|---|---|---|---|---|
|  | Audio Tours
Subject to availability. Included in the admission price. May not be available during events |  | Film/TV location |  | Restaurant |
|  | Available for hire for corporate and private events. Properties showing this symbol may be closed at certain times for private events so please ring in advance |  | Gardens |  | Shop |
|  | Baby changing facilities |  | Guidebooks |  | Suitable for people with disabilities |
|  | Dogs allowed on leads |  | Holiday cottage available to let |  | Tearoom |
|  | Educational resources available |  | Licensed for civil wedding ceremonies |  | Sites with this symbol contain features which could be hazardous due to their historic nature. Please pay attention to safety notices on site |
|  | Events
A charge may apply to some events |  | Local railway station | | |
|  | Exhibition |  | Male/female toilet | | |
|  | Family learning resources available |  | Museum | | |
| | |  | No dogs allowed | | |
| | |  | OVP
Admission free for Overseas Visitor Pass holders | | |
| | |  | Park | | |
| | |  | Parking | | |
| | |  | Picnic area | | |

NON-MEMBERS

Adult	£5.50
Concession	£4.10
Child	£2.80
Family ticket	£13.80

OPENING TIMES

1 Apr-30 Sep, daily	10am-5pm
1 Oct-31 Mar, daily	10am-4pm
Closed	24-26 Dec and 1 Jan

HOW TO FIND US

Direction: 1¼ miles SW of Newport. Follow signs for Carisbrooke village and then the castle

Train: Ryde Esplanade 9 miles; Wootton (Isle of Wight Steam Railway) 5 miles

Bus: Southern Vectis 6, 7, 7A, 7B, 38 from Newport, West Wight and Ventnor, all to within ¼ mile

Ferry: West Cowes 5 miles, East Cowes 6 miles (Red Funnel – 0870 444 8898); Fishbourne 6 miles, Ryde 8 miles, Yarmouth 9 miles (Wightlink 0870 582 7744; Hovercraft Ryde 01983 811000)

Tel: 01983 522107

Local Tourist Information:
01983 813813



Disabled access (grounds and lower levels only)
 Tearooms (open Apr-Oct)

Key to symbols

	Historic house		Nature reserve
	Castle		Points to note
	Other buildings		Contact details
	Church, chapel etc		Admission details
	Mill		Guided tours
	Archaeological site		Events
	Industrial heritage		Country walk
	Farm/farm animals		Audio guide
	Garden		Shop
	Park		Refreshments
	Countryside		Suitable for picnics
	Coast		Facilities for young families

	Learning
	Dogs
	Cycling at the property
	How to reach the property
	Railway station
	Parking
	Licensed for civil weddings
	Available for functions
	Pub
	Acquisition date

Access symbols

	Access information		Designated parking
	Accessible WC		Drop-off point
	Catering accessible		Transfer available
	Shop accessible		Level access (building)
	Induction loop		Level terrain/paths (grounds)
	Braille (guide or menu) available		Ramped access or steps with ramp available (building)
	Large print (guide or menu) available		Slopes (grounds)
	Photograph album		Virtual tour

Abbreviations:		yards	yards
AONB	Area of Outstanding Natural Beauty	m	metres
NGS	National Gardens Scheme	ha	hectares
NNR	National Nature Reserve	ml	miles
PMV	Powered mobility vehicle		
SSSI	Site of Special Scientific Interest		

The Needles Old Battery

West Hightdown, Totland, Isle of Wight PO39 0JH

T 01983 754772

E needlesoldbattery@nationaltrust.org.uk

(2.C9)

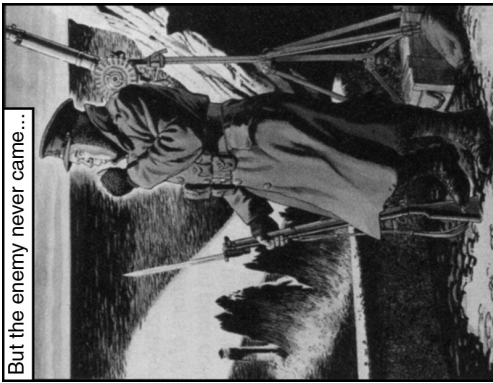
Victorian coastal defence perched high above the Needles Rocks

This spectacularly sited fort contains exhibitions about its involvement in both World Wars. Two original gun barrels are displayed in the parade ground and a tunnel leads to a searchlight emplacement perched above the Needles Rocks. Restoration is continuing at The Needles Hightdown site further up the headland to open the underground rooms for an exhibition on the secret rocket testing programme.

What's new in 2007 New exhibition on the part played by the Hightdown site in the British Space Programme.

No vehicular access (visitors with disabilities by arrangement). The site has a number of steep paths and uneven surfaces. Access to the tunnel is via a narrow spiral staircase. WCs are available for visitors to the Battery but there is no WC at the Hightdown site.

Adult £4.20, child £2.10, family (2 adults and children 5–17) £10.50. Groups £3.60 per person.



But the enemy never came...

The Needles Old Battery

Tea-room

1 Mar – 18 Mar	11 – 3	M	T	W	T	F	S	S
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Battery/tea-room

25 Mar – 30 Jun	10.30 – 5	M	T	W	T	F	S	S
1 Jul – 31 Aug	10.30 – 5	M	T	W	T	F	S	S
1 Sep – 28 Oct	10.30 – 5	M	T	W	T	F	S	S

Tea-room

3 Nov – 16 Dec	11 – 3	M	T	W	T	F	S	S
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12 Jan – 28 Feb 08	11 – 3	M	T	W	T	F	S	S
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Open Good Fri. Property closes in high winds; tel. on day of visit to check

Tea-room with panoramic views. Serving home-made food. Hot and cold drinks, snacks and ice-cream also available from Hightdown kiosk (no seating or WC, opening times vary).

Baby-changing and feeding facilities.

Pushchairs and baby back-carriers admitted.

Suitable for school groups. Family activity packs. Tours by NT guide (booking required, charge applies). Family explorer packs 'A Soldier's Watch'.

On leads only.

[196:SZ300848] **Foot:** access is on foot only - from Alum Bay ¾mi, Hightdown NT car park 2mi, Freshwater Bay 3½mi. **Cycle:** National Cycle route 67½ mi. Round the Island route. **Ferry:** Yarmouth (Wightlink Ltd) 5mi (tel. 0870 582 7744); E Cowes (Red Funnel) 16mi (tel. 0870 444 8898). **Bus:** Southern Vectis 7 Newport–Yarmouth–Alum Bay then ¾mi, or Needles Tour Bus (April–Oct only). **Road:** at Needles Headland, W of Freshwater Bay and Alum Bay (B3322).

P No parking on site. Parking Alum Bay (not NT; minimum £3), or in Freshwater Bay (IOW Council) or Hightdown car park SZ325856 (NT) and walk over Downs.

NT properties nearby

Bembridge Windmill, Brightstone Shop & Museum, Mottistone Manor Garden, Newtown Old Town Hall, Tennyson Down.

Parking in National Trust car parks is free for members

Document 5

The Leconfield



85 Leeson Road, Upper Bonchurch, Ventnor PO38 1PU
T: 01983 852196

paul@leconfieldhotel.com www.leconfieldhotel.com

Enjoying uninterrupted views across the English Channel from an elevated position 400 feet above the sea, the Leconfield is situated on St Boniface Down above the historic village of Bonchurch, offering a warm welcome, comfortable, luxury accommodation and excellent, freshly-prepared food.

Your accommodation will have all the comforts you would expect in a five-star country house including bedrooms with en suite, TV/DVD and hospitality tray and most having panoramic sea views. In addition there are three luxury rooms: the ground-floor Coral Reef with reserved parking, private entrance, large bathroom and dressing room; the opulent Captain's Bridge and Admiral suite with stunning bedroom,



luxurious bathroom and balcony terrace affording fantastic uninterrupted sea views.

The peaceful country house also features comfortable sitting rooms, a conservatory with spectacular sea views, heated outdoor pool with relaxing air jet seat in a secluded suntrap (open from May to September).

Fine dining in the Seascape Dining Room includes locally-farmed meat, fresh fruit, vegetables and locally-landed fish wherever possible.

Our country home will be your perfect base whatever you plan to do. On the Island, nothing is very far! You can leave your car in our car park and walk from the door along the coastal path or, as our gardens adjoin the National Trust Boniface Downs, you can commence a walk across the Island.

To ensure your comfort we are pleased to be totally non-smoking including external terraces and balconies, no dogs, and we do not have family rooms and therefore cannot accommodate children under the age of 16.

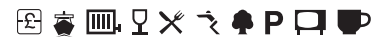
Contact: Paul or Cheryl Judge



CAR FERRY INCLUSIVE - H/B

PER PERSON	3 NTS	4 NTS	7 NTS
LOW	£217	£281	£434
MID	£232	£301	£465
HIGH	£253	£324	£488

H/B FROM £64 12 BEDROOMS, ALL EN SUITE
OPEN ALL YEAR



Facility symbols

Ferry can be arranged

Christmas breaks

Credit cards accepted

Children welcome (figures in brackets denote min. age accepted)

Central heating

Off street parking

Pets welcome

Licensed for alcohol

Café/restaurant

Shop on site

Gardens available for guests' use

Smoking in designated areas only

Washing machine/laundrette on-site

TV in each bedroom or unit

Tea/coffee making facilities

Evening entertainment

Games room/sports area

Indoor swimming pool

Outdoor swimming pool

Cots available

Baby changing facilities

Baby listening/sitting facilities

Transfer of luggage for walkers/cyclists

Microwave

Dishwasher

Electric hook-up

Gas/electric

Bottled gas

Hard standing

Overnight holding area

Bathroom/shower

Linen free

Linen for hire

Document 6

Fairway Holiday Park ★ ★ ★

HOLIDAY PARK

The Fairway, Sandown PO36 9PS
T: 01983 403462 F: 01983 405713

enquiries@fairwayholidaypark.co.uk www.fairwayholidaypark.co.uk

Situated in Sandown, within walking distance of glorious beaches and picturesque country trails, Fairway Holiday Park is an ideal base from which to explore the beautiful Isle of Wight. Our tree-lined park is within easy reach of the many amenities and attractions of Sandown and Shanklin. Our lively clubhouse provides entertainment for the whole family (in high season), for the less energetic, there is a pool table and amusement machines. Food is available each evening until late.

Our 6 & 8 berth caravan holiday homes are situated within lawned grounds with either adjacent parking or parking nearby. They are all fitted with showers, toilets, cookers, fridges and colour TV's and are fully equipped with duvets, pillows and all cooking utensils. With 6 styles to choose




from we are sure we have something to suit everyone's budget. The Park is close to bus stops and the railway station, making it suitable for families without their own transport. What better way to enjoy Fairway Holiday Park than to own a holiday caravan here yourself. You can choose from one of the luxury model holiday caravans on display at the park.

- Licensed club house with evening entertainment (high season)
- Restaurant with take-away facilities
- Outdoor heated pool with sun patio (Whitsun–September)
- Children's play area with slide, swings, roundabout etc
- Amusement arcade with pool table
- Launderette with ironing facilities
- Spar shop adjacent to the park
- Exclusive car ferry rates if we book the ferry for you
- 3 or 4 day breaks available
- Prices include the use of all our facilities, electricity and mains gas
- Fairway Holiday Park also owns Fairway Flying Services at Sandown. All guests are entitled to 10% off our normal pleasure flight rates





NO. OF NIGHTS	
3 NTS	£66 – £268
7 NTS	£154 – £679
OPEN MAR - JAN	
NO. OF UNITS 108 SLEEPING UP TO 8	

Facility symbols

 Ferry can be arranged


 Christmas breaks

 Credit cards accepted

 Children welcome (figures in brackets denote min. age accepted)

 Central heating

 Off street parking


 Pets welcome

 Licensed for alcohol


 Café/restaurant


 Shop on site


 Gardens available for guests' use


 Smoking in designated areas only


 Washing machine/laundrette on-site


 TV in each bedroom or unit


 Tea/coffee making facilities

 Evening entertainment


 Games room/sports area


 Indoor swimming pool

 Outdoor swimming pool

 Cots available

 Baby changing facilities

 Baby listening/sitting facilities

 Transfer of luggage for walkers/cyclists

 Microwave

 Dishwasher

 Electric hook-up

 Gas/electric

 Bottled gas

 Hard standing

 Overnight holding area

 Bathroom/shower

 Linen free

 Linen for hire

Document 7

Accommodation occupancy levels on the Isle of Wight 2006-2007

Fig. 7a

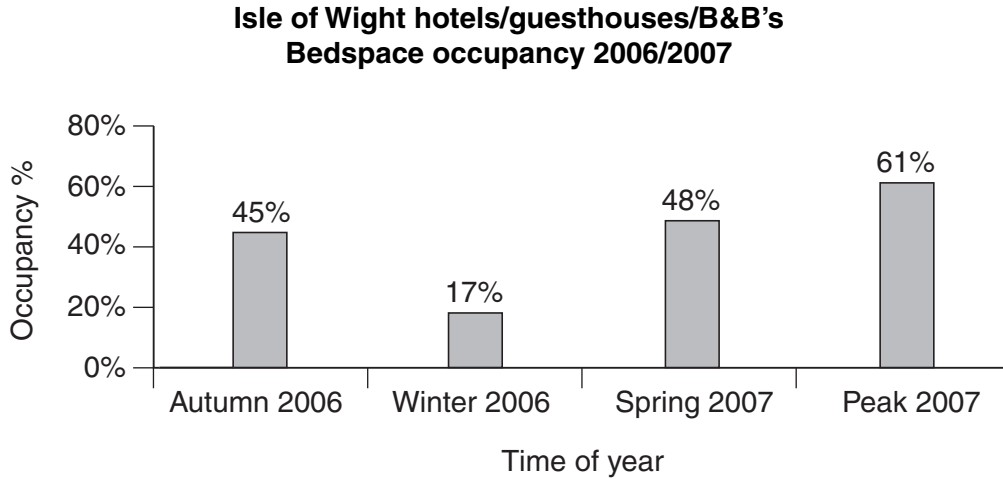


Fig. 7b

The average bedspace occupancy across 2006/07 was 42%, which is slightly below 2005/06 but at a similar level to the previous two years, as shown below.

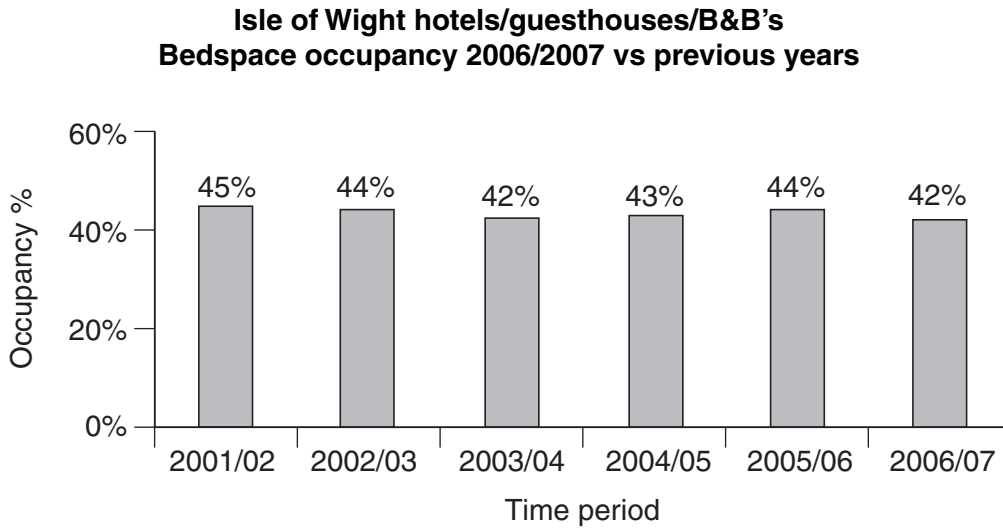
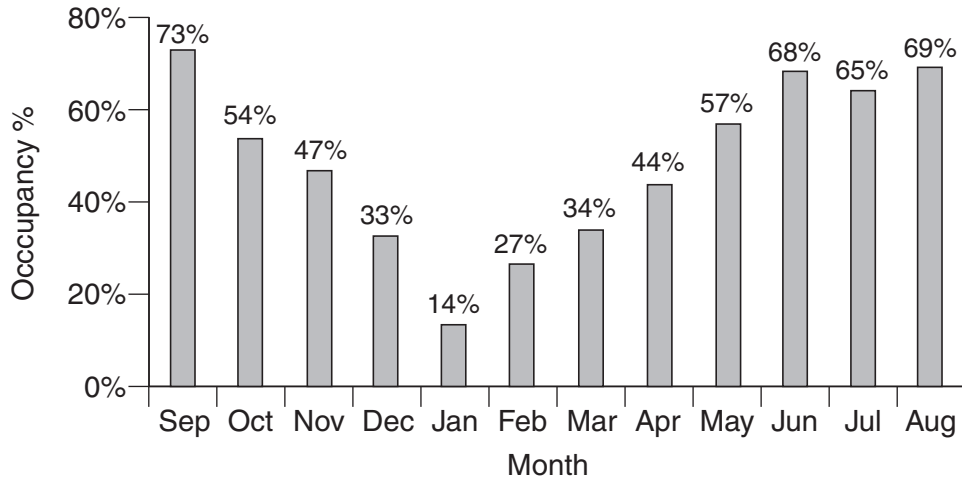


Fig. 7c

Room occupancy reached 73% in September 2006 reducing to 14% in January 2007. This then climbed steadily through the year to a high of 69% in the key month of August. Room occupancy, however, had dipped in July, which is unusual; this fall coincided with particularly wet weather in early July.

**Isle of Wight hotels/guesthouses/B&B's
Room occupancy 2006/2007**



The larger establishments (26+ rooms) achieved higher occupancy levels than other hotels/guest houses and B&B's in autumn, spring and the peak season but were below smaller hotels in the winter. In each season, the lowest level of room occupancy was experienced by the 4–10 room establishments. B&B's (1–3 rooms) performed well in the peak season with occupancy above guesthouses (4–10 rooms) and small hotels (11–25 rooms).

Room occupancy	1–3 rooms	4–10 rooms	11–25 rooms	26+ rooms
Autumn 2006	38%	34%	45%	66%
Winter 2006	21%	14%	25%	21%
Spring 2007	52%	48%	52%	65%
Summer 2007	66%	63%	64%	72%

Fig. 7d

Peak season capacities

The table below shows the available capacity during the month of August when the Island is at its busiest.

This data illustrates that there is little availability in the rented self-catering sector but that there is considerable availability across the serviced sector, especially in guesthouses (4–10 rooms) and small hotels (11–25 rooms).

	Self-catering accommodation			Serviced accommodation			
	Cottages/ flats/ houses	Static chalet sites	Touring sites	1–3 rooms	4–10 rooms	11–25 rooms	26+ rooms
Available space	8%	7%	13%	29%	32%	38%	26%

Document 8**Tourism in the Isle of Wight 2006-2007**

This report provides commentary on the Isle of Wight tourist industry for the period from 3 September 2006 to 2 September 2007. When making comparisons with recent years, events which have affected tourism include the World Cup football tournament in June/July 2006; the thwarted terrorist attack on UK airports in August 2006 which halted international flights during the peak holiday season; the Asian Tsunami in December 2004; the Madrid bombs in spring 2004 and the war in Iraq.

Consumer confidence in the economy and employment fell to a low point in December 2006 but then rose steadily and from May to September 2007 remained at a similar level to the previous year. After a long period of no base rate rises, there were four interest rate rises during the year.

Domestic tourism across the UK was affected by poor weather during this period. In particular, May to July was the wettest since records began in 1766. South Yorkshire, Gloucestershire and Oxfordshire suffered the worst weather and flooding and there was disruption to road, rail and air travel across the country. In June and July overnight trips, particularly business and trips to friends/relatives, decreased in comparison to 2006; however, by August the volume of trips in 2007 (January to August) had recovered to the level seen in 2006.

On the Isle of Wight, numerous well established events, small and large, were scheduled throughout the year to attract visitors. The tourism year started with the Bestival in September, followed by Wight Air. Other main events included the Walking Festival in May, the Music Festival in June, Cowes Week in August, the Powerboat Festival in August and the Wight Air Festival which, in 2007, was moved to late August (consequently this event featured twice in this tourism year). When making comparisons with 2004/05, it is worth noting that in that summer the Island benefited from the Trafalgar 200 celebration, a significant one-off event, which was well attended and could not be replaced with another similar event.

During the tourism year of 2006/2007 it is estimated that there were just over a million holidays taken on the Isle of Wight (domestic and overseas residents, short breaks and holidays combined). These included over 690 000 short leisure breaks (1–4 nights), which is a slight increase on last year (+2%). In addition there were just under 350 000 longer holidays (lasting 5+ nights). These were down slightly on last year (–2%), although their duration increased making up for the decline in number. Together with other staying visits, the tourism revenue generated by staying trips is estimated to be just under £350 million.

Day trips increased (+2%) in comparison to last year to reach 968 000 (domestic and overseas residents combined), which contributed £34 million to the local economy and taking overall tourism revenue to £384 million.

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