

Advanced GCE
Travel and Tourism

G734/CS

Unit G734: Marketing in Travel and Tourism

Case Study Material

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 **11** printed pages and **1** blank page.



Introduction

Vitalise (formerly Winged Fellowship Trust) was established in 1963 to provide breaks for disabled people and carers.

From the outset, Vitalise recognised that it had three aims and objectives. These were to provide:

- 1** specially designed, equipped and furnished Centres where physically disabled people could have an enjoyable holiday;
- 2** support through the holidays for carers;
- 3** an opportunity for voluntary service on a residential or daily basis for men and women of all ages and backgrounds.

One of the most prominent features of Vitalise is the constant drive to update and improve the facilities and services it offers. This requires additional funds over and above the financial support which enables existing services to be subsidised.

Today, Vitalise provides over 8 000 holiday breaks per year and opportunities for more than 6 000 volunteers at accessible holiday Centres in Essex, Southampton, Southport, Nottingham and Cornwall. In addition, a limited number of breaks are offered overseas.

Vitalise Centres

We provide excellent short break experiences for disabled people, with integral options for 24 hour nursing and residential care.

In addition to our UK Centres, Vitalise Holidays offers a wide range of leisure and recreational breaks for visually impaired people and sighted guides.

The Future

We aim to enhance the standards of our existing buildings and offer an increasing diversity of services, from leisure opportunities to quality hotels. We know what effect a break has on our guests' lives, because they tell us so. But we don't want to stop there – we want the **Vitalise effect** to spread to cover more areas and to have more of an effect on more lives.

Our vision is a society in which choice and opportunity is available to all.

Our mission is to enable disabled and visually impaired people to exercise choice and to provide vital breaks for carers and inspirational opportunities for volunteers.

Our Nine Key Objectives

1. Develop a robust and flexible business model.
2. Develop new and existing services.
3. Develop an active and secure financial base.
4. Meet the needs of service users and retain their loyalty.
5. Develop our profile with all stakeholders.
6. Develop existing and new relationships with relevant partners.
7. Support and develop volunteers.
8. Improve the diversity of service users, staff and volunteers throughout the organisation.
9. Foster a motivating work environment for our staff.

Fig. 1



January to October 2006

Welcome

Dear Holidaymaker

Welcome to the January–October 2006 edition of the Vitalise Holidays brochure. This is the second edition produced to our new format and includes more opportunities to enjoy a holiday with us than in the past.

Vitalise Holidays continues to evolve and your replies to our customer survey have been used to continue the development of our service to you.

Other aspects that have changed, as a result of your feedback, are that more holidays are inclusive of meals, there are more interest holidays and short weekend breaks in the UK and abroad, plus improved value for money – particularly where meals have been included.

The brochure continues to include a wide range of holidays, with a mix of:

- sightseeing;
- interest, sun;
- interest, activity and adventure travel holidays.

Some of the new activities included this year are skydiving and white-water rafting. Our adventure travel holidays in 2006 see us going to China and Zanzibar and this year there is the opportunity for more of you to enjoy these spectacular adventures.

Our booking line 0845 345 1970 is open from 30 November 2005 and you can book any holiday by credit/debit card over the phone.

At Vitalise Holidays we very much hope that the holidays contained in this brochure are suitable for your needs. The whole Vitalise Team is working to ensure that you enjoy your holiday with us and we hope you find the experience exciting, enjoyable and good value for money.

Best wishes

The Vitalise Holidays Team

Fig. 2

We have five accessible Vitalise Centres in the UK – in Nottingham, Southport, Southampton, Chigwell in Essex and Lanlivery in Cornwall – with restaurants, bars and leisure facilities such as swimming pools and gardens. We run an extensive programme of short breaks with 24-hour personal care-oncall in a supportive environment. Trained staff and volunteers help to make guests' experiences both enjoyable and memorable, whether they choose to just relax and unwind, or join in with activities.

The essence of a Vitalise break is freedom and choice. We aim to provide a break to suit individual needs wherever possible. With over 35 different 'theme-weeks' run at Vitalise Centres each year, people have the opportunity to try different things and make new friends, whilst carers also have a break, so that the quality of life is improved for everyone.

Our guests know how important it is to take a break at a Vitalise Centre when they tell us, 'When I leave here I'll have a week full of memories.' Our services are vital and, for those who use them – vitalising. A one-week break can have a life-long impact and the Department of Health has recognised that we provide a unique service.

Fig. 3

SPECIMEN

Spain

Hotel Voranova – Palma Nova, Majorca



Palma Nova, on the South West coast of Majorca, is a fantastic all year round holiday destination, with beautiful beaches and bustling promenade, offering holiday makers a wide choice of bars, restaurants and shops.

Hotel – Situated within minutes of the golden sandy beach and the town centre, the modern three-star Voranova Hotel provides a wonderful barrier-free hotel complex, ideal for couples, families and groups. The hotel has a relaxed atmosphere for most of the year, picking up pace in July and August when it takes on a vibrant late night party atmosphere.



Rooms – 50 spacious air-conditioned twin/double studios are furnished with a dining table and chairs, a large sofa and the kitchenette has two electric hobs and a fridge. In addition, the rooms have TV, telephone, safe and a private outdoor terrace.

Guests can take advantage of a wide choice of amenities including a lagoon-style outdoor pool with slope and rail, heated indoor pool with overhead tracking hoist, sauna, restaurant, sun terrace, bar, lounge areas, cafeteria and small supermarket for essentials.

The large and fully accessible ensuite bathrooms provide roll-in showers, shower seats and grab rails by the shower and WC.

The hotel has two indoor bars and a pool bar during high season.

The hotel can reserve accessible taxis for excursions.

Accessible coach excursions with an English-speaking guide are also available from October–May.

Vitalise can pre-book accessible taxis for hotel transfers. Please contact us for further details.



Fig. 4

ADVERTISING



Let's Vitalise is a quarterly magazine, distributed free to disabled people, carers and supporters of Vitalise.

Let's Vitalise is unique in its sector as it has 100% requested circulation and an engaging mix of news, Centre information, celebrity support information, event details and contributions from guests, supporters and staff.

With a circulation of over 45 000, each issue is directly mailed.



Rates for display advertising 2005/06

Space	Size (mm)	Cost
Full page	259 x 175	£2 350
1/2 page (V)	259 x 85	£1 350
1/2 page (H)	124 x 175	£1 350
1/4 page	124 x 85	£850
Front and back covers		£2 700

Inserts are available, price upon request.

Fig. 5

National Events Calendar 2006	
23 April	Flora London Marathon
16 May	Legends of Sport Gala Dinner at Café Royal
2 July	The British 10k Road Race
5/6 August	The London Triathlon
1 October	The Great North Run
December	The Vitalise Christmas Gala
Ongoing	Parachute Jumps
For further information on any of the events above, please call the Events Department on 0845 345 1972 or email events@vitalise.org.uk	

Fig. 6a

Overseas Challenges

Have you got a taste for adventure?

If so, why not seize the challenge and take part in one of our exciting overseas events and help raise money for Vitalise?

Iceland Trek – 18–26 August 2006

With its striking mix of wild volcanic landscape dotted with streaming lava fields, icecaps, glaciers, waterfalls, bubbling hot springs and geysers, the stunning Icelandic landscape is one you will never forget.



Peru Trek – 14–23 September 2006

Follow in the steps of the ancient Incas as you trek to the lost city of Macchu Picchu

Vietnam Cycle – 29 October–10 November 2006

Discover this hidden land of bright green paddy fields, rugged mountains and white sandy beaches.

If you would like to take part in any of the above and help raise money for Vitalise, please visit our website at www.vitalise.org.uk or contact the Events Department on 0845 345 1972, or email events@vitalise.org.uk for further information.

Fig. 6b

PRESS RELEASE

Run 10k for Vitalise and help give Disabled People a Break

National disability charity, Vitalise, is calling for runners to join its team in the 2006 British 10k Road Race on Sunday, 2 July 2006. Vitalise provides essential breaks for disabled people and carers and would welcome anyone who wants to run past some of London's most famous landmarks to raise valuable funds for this good cause.

The popular race starts at Piccadilly Circus and continues across Whitehall and Horse Guard's Parade. Runners will then pass Big Ben, go along the Embankment and past St Paul's Cathedral, across the river and back, finally ending the race near Downing Street, creating one of the most exciting tours of London you could ever take!

Events fundraiser, Lorraine Bristow said, "One in three disabled people won't have a holiday this year due to financial constraints. By raising £200 sponsorship for the 2006 British 10k Road Race, which takes place on Sunday, 2 July 2006, you can help provide a much needed week-long break for a disabled person this summer."

Runners joining the Vitalise team will receive a free Vitalise running vest, a full sponsorship pack, regular newsletters, plenty of support with fundraising and training, a certificate and supporters cheering along the route. It will also involve a post-race reception at Pizza Express offering complimentary refreshments and a place to relax after all the hard work is done.

Runners wishing to join the Vitalise team for the 2006 British 10k Road Race can call Lorraine on 0845 345 1972 or email events@vitalise.org.uk. Deadline for places is Sunday, 22 May 2006.

Fig. 6c

Vitalise Shops

Did you know Vitalise has 12 shops around the country? The shops are run and staffed by Vitalise and stock a whole range of items. All profits made go straight back to helping the charity and, just like the Centres, the shops need your support: whether it's bringing along items that can be sold or volunteering some time to help out. Visit or contact your local shop to find out more.

Walker Cousins House Portsmouth Road Bursledon SO31 8ES	8 Market Parade Havant PO9 1QF	31 Portsmouth Road Woolston SO19 9BA
3 Basing Mews Bishops Waltham SO32 1AP	9 Lower Northam Road Hedge End SO30 4FN	1 Admirals Walk Hythe SO45 6RU
8 West Street Emsworth PO10 7DY	34 Chipper Lane Salisbury SP1 1BG	8 Main Road Radcliffe on Trent NG12 2FH
52 High Street Fordingbridge SP6 1AX	2-3 Marine Parade West Lee-on-Solent PO13 9LL	39 High Street West End SO30 3AA

Fig. 7

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