

General Certificate of Education
June 2007
Advanced Subsidiary Examination



TRAVEL AND TOURISM
Unit 5 Marketing in Travel and Tourism

TT05/PM

To be issued to candidates on or after 1 May 2007

Pre-release material

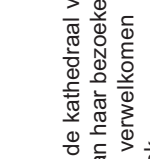
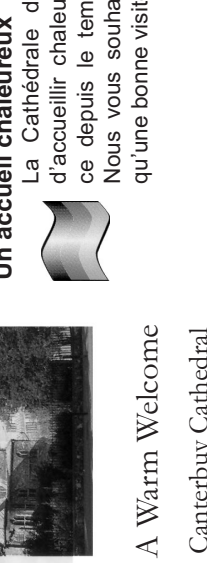
Instructions

- This material **must** be kept unmarked for use in the forthcoming examination.
- You **must** take this material with you into the examination.
- Do **not** contact the destinations and facilities mentioned in this material for more information.

Advice

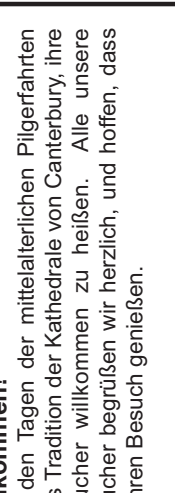
- You should use the information contained in this booklet to become familiar with the data provided.

Figure 1 Extract from Visitor Information Leaflet

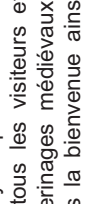



“Humanity was never so happily inspired as when it made a cathedral”


Robert Louis Stevenson,
1850 – 1894




A Warm Welcome
Canterbury Cathedral has a tradition of visitor welcome that reaches back to the days of medieval pilgrimage. To all visitors we extend a warm welcome and hope that they too will enjoy sharing with us the beauty of one of the great holy places of Christendom.




Een warm welkom
Al sinds de middeleeuwen biedt de kathedraal van Canterbury een warm welkom aan haar bezoekers. Wij hopen ook u te mogen verwelkomen en wensen u een aangenaam bezoek.



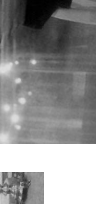
Un accueil chaleureux
La Cathédrale de Canterbury a pour tradition d'accueillir chaleureusement tous les visiteurs et ce depuis le temps des pèlerinages médiévaux. Nous vous souhaitons à tous la bienvenue ainsi qu'une bonne visite.



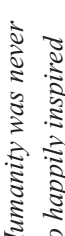
Herzlich Willkommen!
Seit den Tagen der mittelalterlichen Pilgerfahrten ist es Tradition der Kathedrale von Canterbury, ihre Besucher willkommen zu heißen. Alle unsere Besucher begrüßen wir herzlich, und hoffen, dass sie ihren Besuch genießen.




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INTRODUCTION TO CANTERBURY CATHEDRAL

Visitor numbers to Canterbury Cathedral have fallen from 2.3 million in 1993 when they were so high that a decrease in visitor numbers was at first welcomed. It is now recognised that the Cathedral needs to be marketed to earn more income from visitors. Fortunately, a worldwide reputation and strong 'brand name' still attract many visitors. With the introduction of charging, the quality of the visitor experience and visitor care have become more important and a lot of effort goes into training staff and volunteers and improving interpretation and signage. Another requirement is that, as a place of worship, the Cathedral should be marketed sensitively. To present the Cathedral as a living working community, a range of behind-the-scenes facilities has been introduced. Visits to the stained glass studio, the stonemasons' yard and choir workshops bring in much-needed funds.



Figure 2 Tour Facilities Available at Canterbury Cathedral

General Tours	Take place at regular intervals throughout the day, except Sunday, beginning at 10.30, 12.00 and 14.30. Tours last approximately one hour. Tickets from Welcome Centre. Tickets: Adults £4.00, Students/Concessions £3.00, Family £8.00, Children £2.00.
Group Tours	Booked guided tours for groups take place from Monday to Saturday. Only accredited Cathedral Guides are permitted to conduct group tours in the Cathedral. Tickets: Adults £4.00, Concessions £3.00, Children £2.00.
Evening Tours	Private evening tours may also be arranged. Tickets: £15.00 per person.
Facilities for disabled visitors	These include toilets, ramps, wheelchairs, a touch and hearing system, large-print material, and a lift. A leaflet giving full details is available at the Welcome Centre.
Audio Tours	Acoustiguides are available in a number of languages including Japanese. Prices: Adults £3.50, Children/Concessions £2.50, Pre-booked school parties £1.50.
Audio-Visual Presentation	(Groups only) A twenty-minute film offering an introduction to the life and history of the Cathedral in English, French, German, Dutch, Japanese, Spanish and Italian. Prices: £1.00 or pre-booked schools £0.50.
Photography	Photographic permits are no longer needed for photography inside the Cathedral, with the exception of the Crypt which is reserved as a place of stillness and quiet. To take photographs for commercial use: contact the Events Co-ordinator.
Behind-the-Scenes Visits	<ul style="list-style-type: none"> • The Stained Glass Studio • The Cathedral's priceless archives and library • See the skills of stonemasons at work • The church vestments (additional charge for these visits)
Cathedral Shop	A large range of souvenirs, guidebooks, publications and gifts to suit every pocket.
Opening Times	Weekdays 09.00 – 18.30. Sundays 09.00 – 14.30 (last entry 14.00) (Restricted access during services and special events)

Figure 3 Events at Canterbury Cathedral (for one typical fortnight)

Monday 20 June 2005	Recital by Årsta Youthchoir from Sweden 12:00 in the Quire	Tuesday 28 June 2005	Canterbury International Choir Festival 19:00 in the Nave
Tuesday 21 June 2005	Rehearsal for Choral Service/Flower Workshop	Thursday 30 June 2005	Private Service
Wednesday 22 June 2005	Choral service for local primary school	Friday 1 July 2005	King's School Serenade 20:45 in the Cloister
Saturday 25 June 2005	Private Pilgrimage Service	Saturday 2 July 2005	19:30 Organ Recital by Dr David Flood. Tickets £7.50 Concessions £5.00
Monday 27 June 2005	Music Celebrations International	Monday 4 July 2005	20:00 Concert by the King's School Choir

Turn over ►

Figure 4 Charges at Canterbury Cathedral


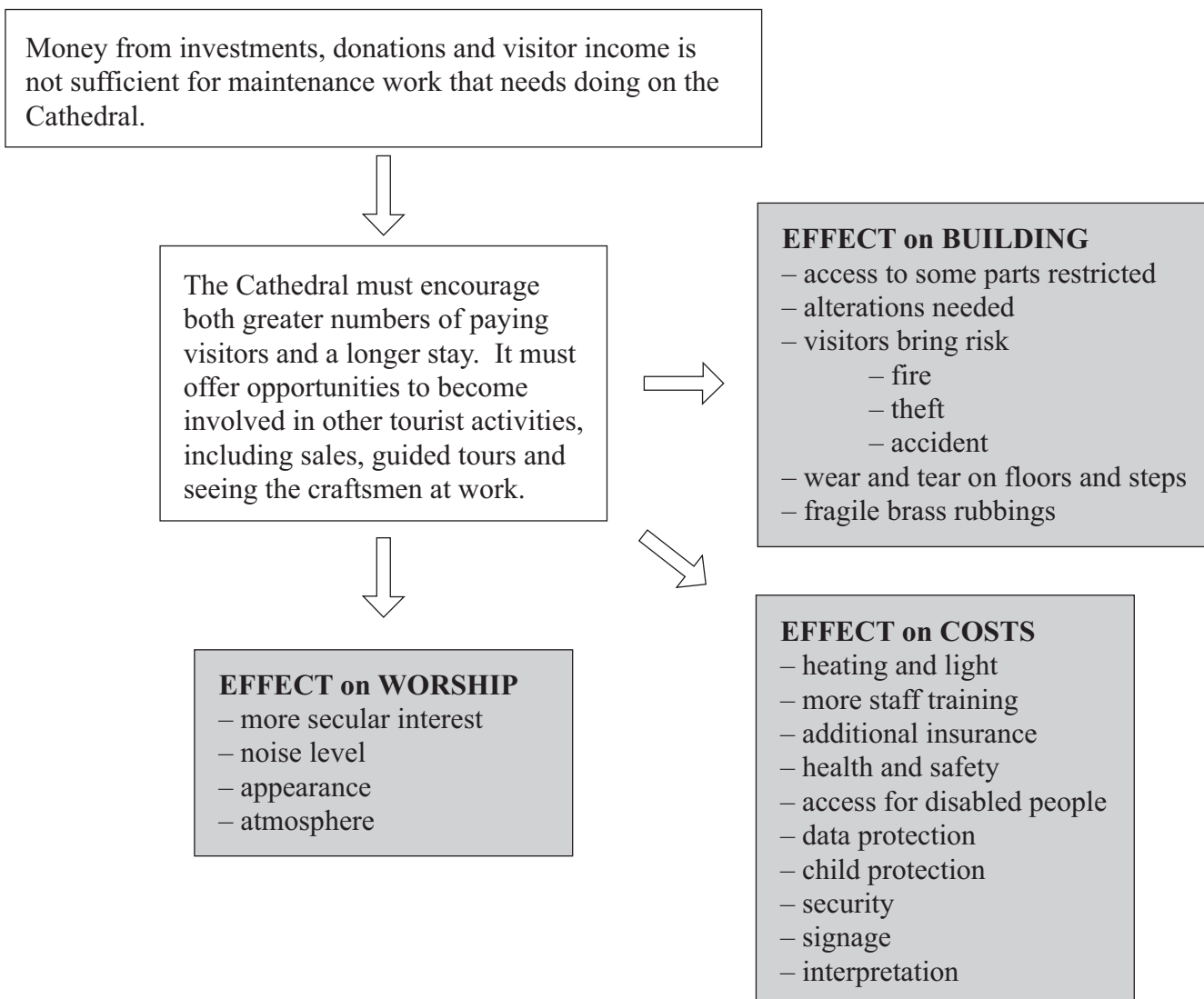
<p>Admission charges Adults: £6.00 Concessions: £4.50 Groups: £5.00 per adult School parties: £2.50 per child Family (2 adults): £12.50</p> <p>Multi-entry ticket (up to 7 days) Adults £8.50 Concessions £6.50</p> <p>Other Cathedral admission charges Westminster Abbey: † £10.00 St Paul's Cathedral, London: £9.00 York Minster: £7.00 Ely Cathedral: £5.20 Canterbury Cathedral: £6.00 Salisbury Cathedral: £4.00 Lincoln Cathedral: £4.00</p> <p>† not a cathedral but a "Royal Peculiar" coming under the direct jurisdiction of the Queen.</p>		<p>No charge: for people who are attending a service. Local residents and people who work in Canterbury need not pay. They are issued with a free "precinct pass" if they apply.</p> <p>Charges are made for tourists who visit the Cathedral as one of the sights of Canterbury. For most of the 20th century, entry was free. The amount given in donations worked out on average at 12p per visitor. Canterbury was one of the first cathedrals to begin charging in 1995.</p>
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Figure 5 Why Money Is Needed

MARKETING

Marketing Budget

The Cathedral's marketing budget is very small for an attraction with more than a million visitors (£30 000 in 2005–06), especially when the markets are so segmented and widely spread. Tackling so many markets would be impossible. Effort is concentrated on public relations and on building up strong relationships with partners in the tourism industry for joint-marketing activities which, on limited budgets, would be impossible to achieve alone.

Marketing Objectives

- to market the Cathedral as a living, working church
- to increase visitor numbers by 1% annually
- to increase the Cathedral's exposure within the tourist market
- to improve the quality of the visitor experience.

Partnerships

The Cathedral's membership of the partnership groups below secures advertising, exhibitions, press trips and promotional campaigns, giving considerably more exposure than the membership fee would buy on its own.

- *Canterbury Attractions*: This Group, including St Augustine's Abbey and The Canterbury Tales, markets "*Canterbury – Full of Delightful Surprises*" through advertising in travel trade and group publications.
- *Canterbury City Council*: joint-marketing, mainly with the Attractions Group.
- *Kent Tourism Alliance*: The Cathedral was a founding member. KTA* has a budget of approximately £1.1 million to market "*Kent, the Garden of England*" as a destination.
- *Cruise Connection*: to promote Dover as a cruise line destination (Canterbury is 25 km from Dover). Other partners include Dover Harbour Board, Leeds Castle, Dover Council, and Tourism South East.



Figure 6 Market Segments

Market Segments

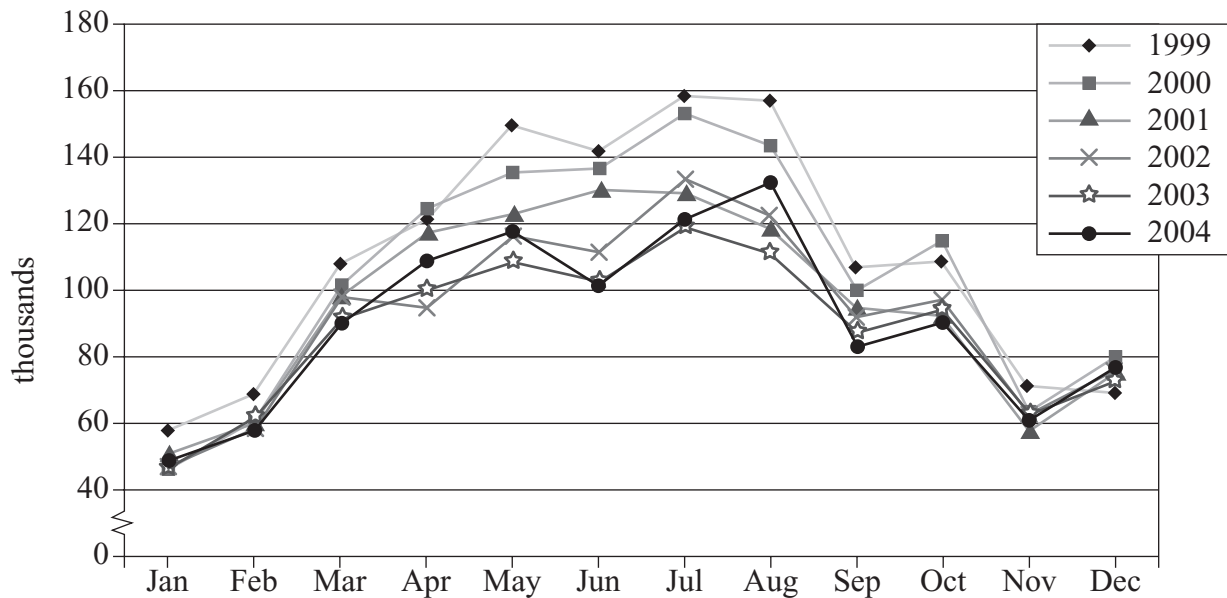
- The domestic market within three or four hours' drive time.
- Key customer groups are empty nesters and senior citizens interested in heritage, the youth market, and families with children at school.
- Location close to the Channel ports and to London still attracts many visitors on day trips. Canterbury was an inexpensive day-trip destination for continental visitors but this market has fallen away.
- The Cathedral attracts large numbers of primary and secondary school and university student groups (approximately 35% of visitors).
- The group business is much larger at the Cathedral than at most attractions.

Turn over ►

VISITOR NUMBERS



Figure 7 Visitor Numbers to Canterbury Cathedral 1999–2004 (Thousands)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1999	57 000	68 000	107 000	120 000	149 000	141 000	158 000	157 000	107 000	109 000	71 000	70 000
2000	45 000	60 000	101 000	124 000	135 000	136 000	153 000	143 000	100 000	115 000	64 000	80 000
2001	50 000	60 000	97 000	117 000	122 000	130 000	129 000	118 000	95 000	92 000	58 000	76 000
2002	46 000	58 000	97 000	94 000	116 000	111 000	133 000	122 000	92 000	97 000	62 000	76 000
2003	46 000	61 000	91 000	99 000	108 000	102 000	119 000	111 000	87 000	94 000	63 000	74 000
2004	48 000	57 000	89 000	108 000	117 000	101 000	121 000	132 000	83 000	90 000	62 000	77 000

Figure 8 Visitor Numbers to Kent Attractions

VISITORS TO KENT ATTRACTIONS (thousands)										
	1996	1997	1998	1999	2000	2001	2002	2003	2004	
Canterbury Cathedral	1 700	1 613	1 500	1 350	1 265	1 151	1 110	1 060	1 091	
The Canterbury Tales	166	161	160	130	125	120	109	n/a	n/a	
Leeds Castle	508	545	457	476	439	452	420	n/a	n/a	
Cross-Channel ferry passenger statistics	n/a	n/a	39 370	37 556	32 886	32 652	32 120	29 875	29 862	

Figure 9 Map of Transport Links

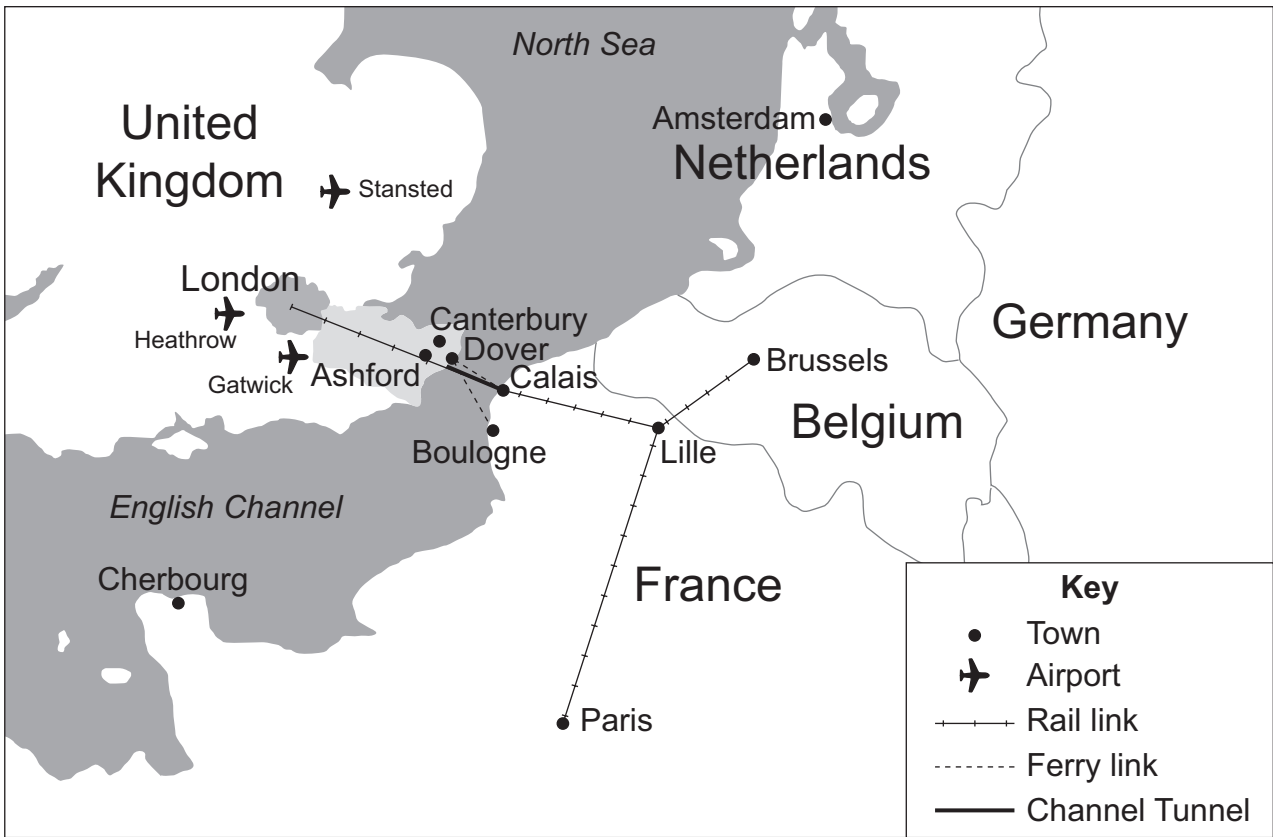
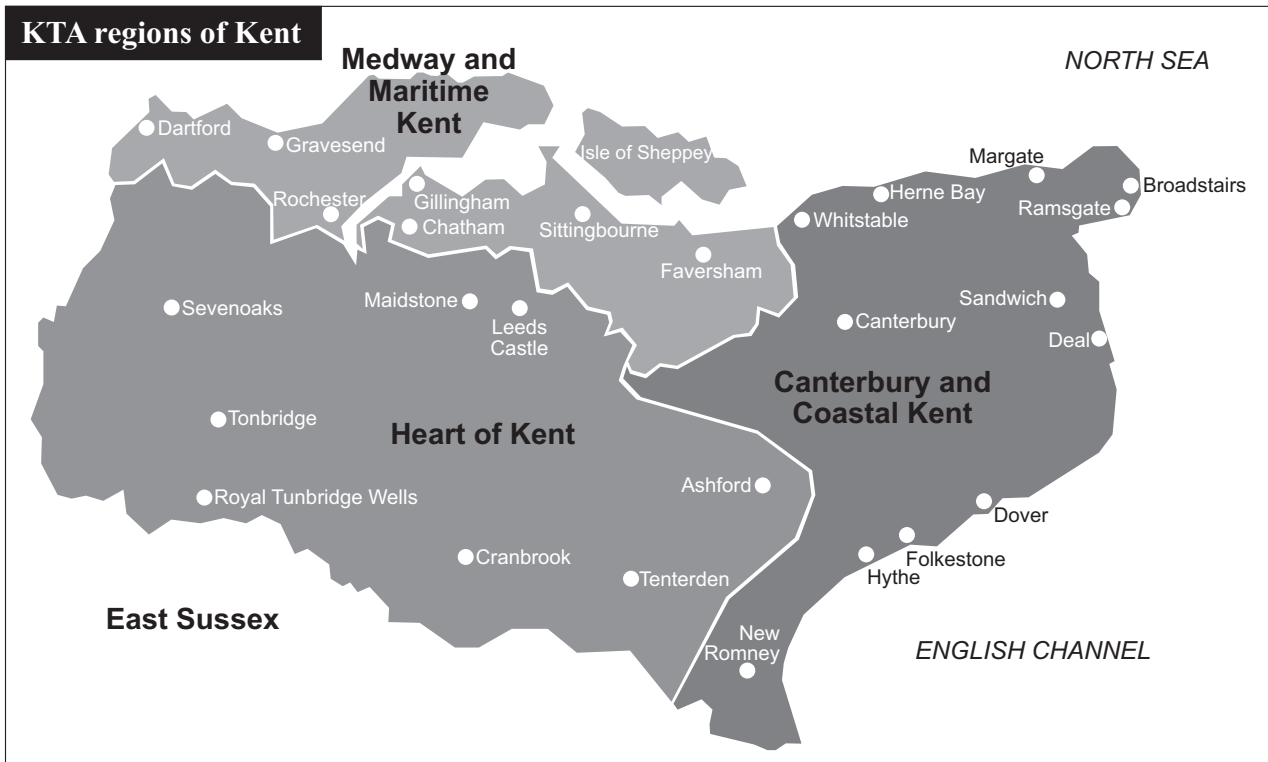


Figure 10 Map of Kent



Turn over ►

Figure 11 Canterbury Cathedral Visitor Satisfaction Survey

Canterbury Cathedral Visitor Satisfaction Survey May – August 2005

Good morning/afternoon/evening,
We would welcome your opinions about your visit here today.
It will only take a few minutes.

1. Did you pay for entry yourself or are you part of a group
What country are you from: _____
IF BRITISH, what county: _____

2. Are you here... on your main holiday studying in the area
 visiting friends and relatives on a short break on a day visit

3. Did you... go on a guided tour take an audio tour
 see the audio visual
IF YES, how did you rate it? **IF NOT**, why not?
 Excellent No time
 Good Too expensive
 Average Don't need it
 Poor Not interested
 Very Poor Didn't know
 Don't know Other _____

Do you feel facilities we offer are sufficient? Yes No
IF NOT, what additional facilities should we offer _____

4. How do you rate:
a. The friendliness and welcome from staff in payment
booths/Welcome Centre
b. The friendliness and welcome from staff inside the Cathedral
c. The efficiency and knowledge of the staff
d. The ease of finding staff to help you if needed

a	b	c	d
<input type="checkbox"/> Excellent	<input type="checkbox"/> Excellent	<input type="checkbox"/> Excellent	<input type="checkbox"/> Excellent
<input type="checkbox"/> Good	<input type="checkbox"/> Good	<input type="checkbox"/> Good	<input type="checkbox"/> Good
<input type="checkbox"/> Average	<input type="checkbox"/> Average	<input type="checkbox"/> Average	<input type="checkbox"/> Average
<input type="checkbox"/> Poor	<input type="checkbox"/> Poor	<input type="checkbox"/> Poor	<input type="checkbox"/> Poor
<input type="checkbox"/> Very poor	<input type="checkbox"/> Very poor	<input type="checkbox"/> Very poor	<input type="checkbox"/> Very poor
<input type="checkbox"/> Don't know	<input type="checkbox"/> Don't know	<input type="checkbox"/> Don't know	<input type="checkbox"/> Don't know

5. How do you rate:
a. Your visit today in terms of overall value for money?
b. Your visit in terms of your enjoyment overall?

a	b
<input type="checkbox"/> Excellent	<input type="checkbox"/> Excellent
<input type="checkbox"/> Good	<input type="checkbox"/> Good
<input type="checkbox"/> Average	<input type="checkbox"/> Average
<input type="checkbox"/> Poor	<input type="checkbox"/> Poor
<input type="checkbox"/> Very poor	<input type="checkbox"/> Very poor
<input type="checkbox"/> Don't know	<input type="checkbox"/> Don't know

6. What did you enjoy most in your visit to the Cathedral?
 History Atmosphere of a long tradition
 Architecture Music
 Stained Glass Sense of Spirituality
 Services Other _____

7. Is there anything you would have liked to learn more about?
 Stained glass & conservation Monastic life
 Architecture Archives
 Building conservation Cathedral vestments
 Pilgrimages Christianity
 Tombs and memorials Other _____
 Thomas Becket _____

8. What stimulated your visit? *Cathedral promotional material*
 TV Programmes Leaflet/brochure
 Newspaper/Magazine Advertising
 Recommendation from family/friend Exhibitions
 Its reputation in general Website
 Other _____

9. Did you visit the website? Yes No
IF YES, did you find the information useful?
 Very useful Quite useful Not useful

10. Did you feel the signage was sufficient? Yes No
IF NOT, how can it be improved?
 More interpretive signs
 More directional signs
 More notices about Events/Services
 Different languages (e.g.)
 Larger print
 More signs for the disabled
 Other _____

11. We currently only have a seasonal kiosk with outdoor seats.
Do you think the Cathedral should have a proper refectory?
 Yes No
IF YES, would you have used it for?
 coffee/tea snack lunch
Would you prefer it to be... self service or waitress service

12. To help us ensure we are speaking to a representative sample of
visitors here, would you please tell me your age group
 18-24 25-34 35-44 45-54 55-64 over 64
and the number of people in your party today? _____
 male female

13. Do you have any other suggestions or comments to help us
improve our service? _____

14. **DISABLED FACILITIES**
Were you offered a disabled leaflet? Yes No
Were you offered assistance? Yes No
Have we made sufficient facilities for the disabled? Yes No
IF NOT, what additional facilities should we offer _____

Arrival time (through ticket office) _____ AM/PM
Time interview ended _____ AM/PM

Thank you. Your answers have been very helpful.

DATE _____ (dd/mm/yy) INTERVIEWER _____

Figure 12 Visitor Satisfaction Survey Results 2005


[sample size 153, participation rate 92%]

<p>Age distribution of visitors</p> <table border="1"> <tr> <td>18 – 24</td> <td>25 – 34</td> <td>35 – 44</td> <td>45 – 54</td> <td>55 – 64</td> <td>over 64</td> </tr> <tr> <td>9%</td> <td>11%</td> <td>14%</td> <td>20%</td> <td>25%</td> <td>20%</td> </tr> </table> <p>Length of visit Less than 30 minutes 5% 30 minutes–1 hour 33% 1–2 hours 50% More than 2 hours 12%</p> <p>Average length of visit Individual visitors: 73 minutes Group members: 58 minutes</p>	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	over 64	9%	11%	14%	20%	25%	20%	<p>1. What country are you from? (top 9 responses only) United Kingdom: 41% United States: 11.8% Netherlands: 8.5% Belgium: 7.8% Australia: 6.5% Germany: 6.5% France: 3.9% Spain: 3.9% Canada: 2.6%</p>	<p>If British, which county? (top 7 responses only) Kent: 7.2% Yorkshire: 5.2% Sussex: 3.9% Essex: 2.6% Cornwall: 2.6% Lancashire: 2% Surrey: 2%</p>																								
18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	over 64																																	
9%	11%	14%	20%	25%	20%																																	
<p>2. Type of visit</p> <ul style="list-style-type: none"> ■ Day visit (20%) ■ Main holiday (50%) ■ Short break (16%) ■ Studying or living in area (6%) ■ Visiting friends and relations (8%) <p>3 (a) Did you go on a guided tour, take an audio tour, see the audio visual presentation?</p> <ul style="list-style-type: none"> ■ Yes (7%) ■ No, entrance only (93%) <p>3 (b) If not, why not?</p> <ul style="list-style-type: none"> ■ No time (21%) ■ No guided tour at time of arrival (6%) ■ Don't need it (19%) ■ Too expensive (6%) ■ Bought a guidebook (15%) ■ Brought own guide (4%) ■ Not interested (9%) ■ Wheelchair/pushchair/small children (4%) ■ Didn't know about it (3%) ■ Prefer to look round at own pace (9%) 	<p>4. How did you rate...?</p> <p>(a) Staff friendliness and welcome at payment booths</p> <ul style="list-style-type: none"> ■ Excellent (46%) ■ Good (41%) ■ Average (5%) ■ Poor (1%) ■ Don't know (7%) <p>(b) Staff friendliness and welcome inside the cathedral</p> <ul style="list-style-type: none"> ■ Excellent (49%) ■ Good (28%) ■ Average (1%) ■ Poor (1%) ■ Don't know (22%) <p>(c) Staff efficiency and knowledge</p> <ul style="list-style-type: none"> ■ Excellent (27%) ■ Good (14%) ■ Average (1%) ■ Poor (1%) ■ Don't know (57%) <p>(d) Staff easy to find for help if needed</p> <ul style="list-style-type: none"> ■ Excellent (24%) ■ Good (35%) ■ Average (5%) ■ Poor (1%) ■ Don't know (35%) 	<p>6. What did you enjoy most in your visit to the Cathedral? (multiple responses permitted)</p> <ul style="list-style-type: none"> ■ Architecture (36%) ■ Stained glass (35%) ■ Atmosphere/grandeur (21%) ■ History (20%) ■ Other (22%) 																																				
<p>5 (a) How do you rate your visit today in terms of value for money?</p> <ul style="list-style-type: none"> ■ Excellent (26%) ■ Good (52%) ■ Average (18%) ■ Poor (3%) ■ Very poor (1%) <table border="1"> <thead> <tr> <th>Length of visit</th> <th>Excellent</th> <th>Good</th> <th>Average</th> <th>Poor</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Less than one hour</td> <td>17%</td> <td>53%</td> <td>24%</td> <td>5%</td> <td>100</td> </tr> <tr> <td>More than one hour</td> <td>32%</td> <td>51%</td> <td>14%</td> <td>3%</td> <td>100</td> </tr> </tbody> </table> <p>5 (b) How do you rate your visit today in terms of overall enjoyment?</p> <ul style="list-style-type: none"> ■ Excellent (51%) ■ Good (42%) ■ Average (7%) ■ Poor (1%) <table border="1"> <thead> <tr> <th>Length of visit</th> <th>Excellent</th> <th>Good</th> <th>Average</th> <th>Poor</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Less than one hour</td> <td>38%</td> <td>47%</td> <td>15%</td> <td>0</td> <td>100</td> </tr> <tr> <td>More than one hour</td> <td>57%</td> <td>40%</td> <td>2%</td> <td>2%</td> <td>100</td> </tr> </tbody> </table>	Length of visit	Excellent	Good	Average	Poor	Total	Less than one hour	17%	53%	24%	5%	100	More than one hour	32%	51%	14%	3%	100	Length of visit	Excellent	Good	Average	Poor	Total	Less than one hour	38%	47%	15%	0	100	More than one hour	57%	40%	2%	2%	100	<p>7. Is there anything you would have liked to learn more about?</p> <ul style="list-style-type: none"> ■ Nothing mentioned (75%) ■ Architecture (3%) ■ Building and stained glass (8%) ■ Historic figures (8%) <p>8. What stimulated your visit?</p> <ul style="list-style-type: none"> ■ Reputation in general 71% ■ Recommendation from family or friend 12% <p>9. Did you visit our website? ■ Yes (3%) ■ No (97%)</p> <p>10. Did you feel our signage was sufficient? ■ Yes (91%) ■ No (9%)</p>	<p>7. Is there anything you would have liked to learn more about?</p> <ul style="list-style-type: none"> ■ Nothing mentioned (75%) ■ Architecture (3%) ■ Building and stained glass (8%) ■ Historic figures (8%) <p>8. What stimulated your visit?</p> <ul style="list-style-type: none"> ■ Reputation in general 71% ■ Recommendation from family or friend 12% <p>9. Did you visit our website? ■ Yes (3%) ■ No (97%)</p> <p>10. Did you feel our signage was sufficient? ■ Yes (91%) ■ No (9%)</p>
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Figure 13 Extracts from Southeastern Trains Publicity Leaflet

VISIT CANTERBURY BY TRAIN

'All-in-One' Great Value Train Ticket
Save more than 30%*




Canterbury

Full of delightful surprises

**GREAT FUN
— GREAT
SAVINGS!**

Your 'All-in-One' Canterbury Passport train ticket includes return train travel and entry to **Canterbury Cathedral**, **The Canterbury Tales Visitor Attraction**, **St Augustine's Abbey** and one of the paying **Canterbury Museums**.

ALL-IN-ONE TICKETS*




Travel by train with Southeastern Trains and save more than 30% on Canterbury attractions' entrance prices!

The return train travel ticket combines return travel, entrance to Canterbury Cathedral, The Canterbury Tales, St Augustine's Abbey and one of the paying Canterbury Museums, all at a saving of up to a third on entrance prices.

'All-in-One' train tickets are available from all London and Southeastern staffed train stations.


CANTERBURY CATHEDRAL

Canterbury Cathedral has a tradition of visitor welcome that reaches back to the days of medieval pilgrimage. Come and see some of the oldest and most beautiful medieval stained glass windows in the country or find out where Archbishop Thomas Becket was murdered. The Cathedral is still very much a working, living church and community.




ST AUGUSTINE'S ABBEY

Explore the Abbey, founded by St Augustine in 598 following a successful mission to Kent to reintroduce Christianity to the English. The inclusive interactive audio tour reveals the Abbey's fascinating history – from burial site for the Kentish Kings to Royal Palace of Henry VIII.



CANTERBURY MUSEUMS


The museums offer splendid collections shown in four historic buildings which between them unfold the city's amazing story of famous people and great events from Roman times to Rupert Bear. See the remains of the Roman house in the **Roman Museum**, climb to the battlements of the **West Gate Towers**, try the challenge of the medieval discovery gallery in the **Museum of Canterbury**—with **Rupert Bear Museum**.



Rupert Bear © Express Newspapers

THE CANTERBURY TALES
St Margaret's Street


Medieval Misadventures! Step back in time at the award-winning Canterbury Tales Visitor Attraction to experience the sights, sounds and smells of the 14th century in this stunning reconstruction of medieval England. Join Geoffrey Chaucer's colourful pilgrims on their journey to St Thomas Becket's shrine and hear their tales of chivalry, romance and horror.



GREAT VALUE - GREAT SAVINGS
SAVE MORE THAN 30% ON ENTRY PRICES!

Getting to Canterbury by Train

Canterbury is easily reached from all main stations in London and the South East. There are two stations, **Canterbury East and West**. Each is a short walk from the town centre and the main attractions.



The 'All-in-One' Canterbury Passport train ticket from any staffed train station.





Figure 14 Example of Excursions from Cruise Ships at Dover




The Costa Atlantica 11-night round-trip cruise from Amsterdam

Extract from the itinerary:

Day	Port of Call	Arrive	Depart
Wednesday	Invergordon (Scotland)	08.00	18.00
Thursday	...cruising...	-	-
Friday	Dover	08.00	19.00
Saturday	Amsterdam	09.00	-

<p>The <i>Costa Atlantica</i> provides its cruise passengers with information about excursions:</p>	<p>From Dover you'll travel by coach into the 'Garden of England' to Canterbury, one of the oldest centres of Christianity in England. It was also one of Northern Europe's great pilgrimage sites, as documented in Chaucer's Canterbury Tales. On this tour, you'll turn the pages of time and travel like thousands before you to pay homage to the shrine of England's favourite saint, the martyr Thomas Becket. In the shadows of the church, you'll break for lunch (not included) before continuing with the tour. Then it's off to Leeds Castle. You'll have time to explore and shop for local handcrafted goods before you return to the ship in Dover.</p>
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Figure 15 Example of Coach Excursions from London

<p>Golden Tours "One of our top tours"</p> <p>Golden Tours is London's leading sightseeing company. We cover all the well-known attractions in the region and offer a wide range of sightseeing tours. Travel in modern air-conditioned coaches fitted with reclining seats. All entrance charges are included and tours will be escorted by a professional 'Blue Badge Guide'.</p>	<p>Tour 10 Itinerary: Greenwich – Canterbury Cathedral – White Cliffs and Dover Castle – Leeds Castle – English Cream Tea</p>								
	<p>GREENWICH Leaving central London we follow the course of the River Thames downstream for a photo stop at maritime Greenwich, to admire the magnificent riverside buildings. The meridian line near the Royal Observatory and the 'Cutty Sark'.</p> <p>CANTERBURY This fascinating, medieval city has been the centre of English Christianity since 597 AD. The magnificent Cathedral, dating from the eleventh century, is the seat of the Archbishop of Canterbury and was the scene of the gruesome murder of Thomas Becket.</p> <p>LUNCH – We stop for lunch in the medieval city of Canterbury near the cathedral. (Tour price does not include lunch).</p> <p>DOVER View the famous White Cliffs and the Castle standing above the English Channel.</p> <p>LEEDS CASTLE Described as 'the loveliest castle in the world', Leeds Castle sits on an island, surrounded by extensive grounds.</p> <p>ENGLISH CREAM TEA with scones served in the splendid 17th century Fairfax Hall, which offers stunning views across the moat to the Castle.</p>								
<p>Tour 10 A day in the Garden of England – much of our journey is over the old Pilgrims' Route used by the characters of Chaucer's Canterbury Tales.</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Start time</th> <th style="text-align: left;">End Time</th> <th style="text-align: left;">Adult fare</th> <th style="text-align: left;">Child (3–16 yrs)</th> </tr> </thead> <tbody> <tr> <td>08 30 am</td> <td>18 30 pm</td> <td>£53</td> <td>£43</td> </tr> </tbody> </table> <p>This tour returns to London at approximately 6.30 pm.</p>	Start time	End Time	Adult fare	Child (3–16 yrs)	08 30 am	18 30 pm	£53	£43	<p>Contact Golden Tours Office on arrival in London to confirm your closest pick-up point. Tour must be booked 24 hours before departure.</p>
Start time	End Time	Adult fare	Child (3–16 yrs)						
08 30 am	18 30 pm	£53	£43						

Turn over ▶

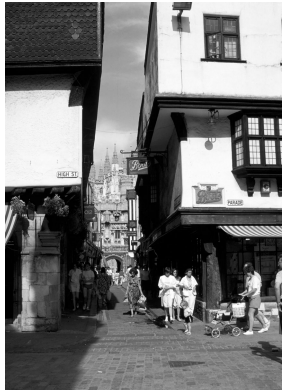
Figure 16 Article on Cathedrals

“CATHEDRALS COUNT”

Research has revealed that nearly nine million people visited England’s cathedrals in 2003 – two million more than visited Blackpool Pleasure Beach and almost twice as many as visited the British Museum in the same year.

This is just one of many findings in a report on the value of England’s cathedrals which was launched today (15 December 2004) as part of “Heritage Counts”, an annual audit of the historic environment carried out by English Heritage on behalf of the tourism sector.

The research provides the first comprehensive evidence of the substantial economic and social contribution made by cathedrals in their local communities. Cathedrals are first and foremost places of worship, and well-recognised as places of great spirituality and beauty, but until now little consideration has been given to the boost that their presence gives to the tourist economy and the range of opportunities they offer for education, events and volunteering.



Each cathedral attracts thousands of visitors annually, around half of whom are paying visitors, with the rest coming for the major events, such as a Christmas Market. Staying tourists contribute millions to the economy of the city concerned, many of these attracted by the historic city of which the Cathedral is the most significant part.

Cathedrals attract more visitors every year, partly thanks to their ever-growing events programme (including University graduation ceremonies, concerts, lectures, festivals and exhibitions). Additional tourism expenditure associated with visits to the Cathedrals contributes income to the local

economy each year, supporting direct jobs in the Cathedrals and further jobs in outside services supporting them.

Highlights of the research:

- * Visitors attracted to an area by the presence of a cathedral spend £91 million in the local economy per year. When the amount cathedrals themselves spend on goods, services and employment is taken into account the figure rises to £150 million per year.
- * The 42 Anglican cathedrals account collectively for the direct employment of 1,885 full-time workers. Through spending in the local economy, they support 5,500 workers in total.
- * The cathedrals spend approximately £26 million per year on wages and salaries. They also provide huge opportunities for volunteers and benefit significantly from their time and skills.
- * Cathedrals spend £11 million per year on repairs and maintenance, much of it raised from the public.
- * More than 300,000 schoolchildren benefited from organised educational visits to cathedrals in 2003. All but five of the smaller cathedrals have a designated education officer.
- * All cathedrals have, on average, between three and five special events (concerts, plays, lectures, art exhibitions, etc) per week.
- * The report concludes that there is a pressing need to reinforce these findings. It suggests that future research should focus on the characteristics of visitors to cathedrals, such as age and nationality, on which there is currently a lack of information.

Adapted from *The Economic and Social Impacts of Cathedrals in England*, which was commissioned by English Heritage and the Association of English Cathedrals. The study was carried out between February and June 2004. It was based primarily on a postal survey which was distributed to all 42 Anglican cathedrals (not including Westminster Abbey). The survey was followed by in-depth case studies based on a representative selection of eight cathedrals (Canterbury, Chelmsford, Chichester, Guildford, Lichfield, Lincoln, Liverpool and York).

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Figures 1, 2, 3, 4, 5, 7, 11 & 12 Dean and Chapter of Canterbury

Page 3 text and Figures 6 & 8 Adapted from ‘Marketing a Cathedral on a Shoestring’, *Insights Magazine*, March 2004, Visit Britain

Figures 9 & 10 and page 5 logo Kent Tourism Alliance

Photographs on pages 3, 6 & 12 Canterbury City Council

Figure 13 Southeastern Railway

Figure 14 www.costacruises.co.uk

Figure 15 www.goldentours.co.uk

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