

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
Marketing in Travel and Tourism

G734/CS

PRE-RELEASE CASE STUDY

To be opened on receipt

JUNE 2011



INSTRUCTIONS TO TEACHERS

- This case study **must** be opened and given to candidates on receipt.

INFORMATION FOR CANDIDATES

- You **must** make yourself familiar with the case study before you sit the examination.
- You **must not** take notes into the examination.
- A clean copy of the case study will be given to you with the question paper.
- This document consists of **12** pages. Any blank pages are indicated.

Butlins has three lively resorts at Bognor Regis (West Sussex), Minehead (Somerset) and Skegness (Lincolnshire). Each resort is open all year round and all are located right next to some of the UK's best beaches. Each resort has a huge undercover Skyline Pavilion at its heart - with shops, cafes, activities, shows and 'surprises' all day long. There are over 50 activities and shows included in the price of every break at each resort. There is a wide range of accommodation choices to suit every family - from new luxury hotels to contemporary apartments or rooms. All resorts offer either self-catering choices or dinner, bed and breakfast. You can choose from a three night weekend break, a four night midweek break or you can enjoy a whole week of fun with a seven night break.

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Butlins bookings are up by 15 per cent on last year. In the past six years, more than £100 million has been invested in the three remaining camps of the Butlins empire, which first started entertaining holidaymakers in 1936.

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Shoreline, the £12 million first Butlins' resort hotel, was opened at Bognor Regis in 2005 and 2009 saw the even more upmarket £20 million Ocean Hotel, complete with spa and rainfall showers.

Butlins has contracts with the production companies behind the likes of Bob The Builder and the X Factor, so entertainment no longer relies on the famous redcoats. Among the attractions are the X Factor finalists and pop and rock singers.

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It is believed that recent economic concerns are prompting a revival of holiday camps such as Butlins. The holiday camp market is estimated to be worth £1.3 billion with 6.4 million visitors last year.

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Fig. 1

New Butlins hotel opens



Butlins' new £20 million family hotel at Bognor Regis opened this week.

The design-led Ocean Hotel features 200 contemporary rooms with colour change lighting, rainfall showers and 75% of rooms with private balconies overlooking the sea or the South Downs.

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The hotel also boasts disco lifts, an interactive fish projection reception floor, landscaped gardens and a family friendly restaurant and bar. Rooms available are two-berth, four-berth and extended five-berths, plus 10 accessible rooms.

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All family rooms feature a separate children's den boasting full size beds.

Other facilities include all-day check-ins, room service and full access to Butlins resort entertainment.

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The hotel also features an Ocean Spa, with a snow cave and a glowing hydrospace, framed with a wall of water cascading down from the ceiling. The Ocean Hotel follows the opening of Butlins' Shoreline Hotel in 2005.

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Three night 'Summer School's Out' breaks start from £480 for two adults and two children sharing a Mariner four-berth room with South Downs views from 21 August.

Fig. 2

Conference and wedding facilities

From product launches to themed gala dinners, conferences and parties, Butlins offers onsite space, parking, entertainment and accommodation for bookings of three to 3000+. To make organising your next event less stressful and easier to manage, contact us for more inspiration. Organising any conference or event is so much easier when everything you need is in one place. From large scale conferences for several thousand to small management groups, our dedicated team will help you organise and manage any event, giving you complete flexibility to pick and choose what suits you best and ensure your next event is your most successful.

Get in touch to discuss your requirements and learn why Barclays, Deloitte Touche, IBM, Robert Dyas, Thomas Cook and many more have chosen to hold their annual conference with us. (Free on-resort parking, excellent venues, everyone in one place, three resorts, dedicated conference team, free technician, wide range of accommodation and, of course, very competitive delegate packages.)



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Weddings

Let us take the stress out of organising your ceremony, allowing you to focus on enjoying the best day of your life. At Butlins we offer a wedding concept for both traditional ceremonies and vow renewals, with flexibility that is unique amongst wedding venues.

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Whether you choose a modest ceremony during your stay at Butlins, or a larger reception with an exclusive venue, Butlins can do it all! Being a holiday Resort we have the advantage of providing all facilities in one location, including catering, entertainment and accommodation, making it easier for you to co-ordinate. Family entertainment is available throughout the day all the way through to the evening. Use of all the Resort facilities is available to all your guests free of charge, including Splash Waterworld, funfair, activities, shows, Bob's Yard and so much more. As each wedding is unique, please call one of our wedding team to discuss the arrangements and prices for your ceremony and/or reception.

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Fig. 3

Offers & Late Deals

AUGUST LATE DEALS
 Low low prices from only £69pp ▶

3 DAYS LEFT TO SAVE



EXTRA £5 OFF WHEN YOU BOOK ONLINE - LAST CHANCE ENDS MIDNIGHT MONDAY!

LOOKING FOR OUR BEST DEALS?

TODAY ONLY!

UP TO **EXTRA £30 OFF**

From only **£69** per person

VIEW BREAKS ▶

BOGNOR REGIS SUMMER BREAKS



SAVE UP TO 35%

From only **£122** per person

VIEW BREAKS ▶

MINEHEAD SUMMER BREAKS



SAVE UP TO 45%

From only **£100** per person

VIEW BREAKS ▶

SKEGNESS SUMMER BREAKS



SAVE UP TO 50%

From only **£69** per person

VIEW BREAKS ▶

New summer brochure out now

Welcome to **Butlins**

Request your free DVD & brochure

Get free ▶



Sign-up for e-newsletters and special offers

UK last minute deals and offers

Butlins family resorts are open all year round at all three holiday resorts in the UK. So whether you are looking for a summer holiday or a half-term break, Butlins is the ideal choice for cheap family holidays. Book early and you can get the best deals and choice from the range of resorts including Minehead, Skegness and Bognor Regis, and holidays at the Shoreline Hotel and Ocean Hotel. Butlins can offer not only the ideal kids holiday, but plenty of entertainment and activities for parents, grandparents and the whole family.

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Book: Butlins family holidays and adult breaks at three coastal UK resorts, book your family holiday, weekend break or Big Weekends online; or visit your local travel agent, Tourist Information Centre or by telephone.

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Fig. 4b

Industry Awards

Since 1936, we have welcomed millions of guests and are very proud to have picked up some of the most recognisable awards in the industry!

Don't take our word for it, here are some of the most recent awards with which we have been presented.

Enjoy England Award



Our Resorts have been awarded the top **4 Star Grading** by Visit Britain

Families Welcome



Butlins is part of the Families Welcome Award Scheme

Baby Hampshire & Surrey Magazine



Editors' Choice Award - Baby Hampshire & Surrey Magazine

National Customer Service Awards



Winners of the Customer Service Training Team 2008
Finalists in Best Use of Technology in Customer Service 2008

Gold THINK FAMILY Award



Exemplary, family market focused service at Skegness in 2006 and 2007

Fig. 5

Welcome to Premier Club

I am delighted to welcome you to the Premier Club pages of the Butlins' website.

The Premier Club is our way of saying thank you to our most loyal guests and is open to anyone who has taken three holidays in the last three years (Jan-Dec). Once you become a Premier member, you are eligible to receive superb offers and benefits, which are exclusive to Premier membership.

Read through the 'why join?' and 'how to join' tabs for more information and see if you can benefit from being part of the club.

For me, as Premier Club Manager, it is always great to chat to our guests on Resort and, in particular, our Premier members about their Butlins experiences. It really gives me an insight of what our guests really like and how we can make improvements to your Butlins' holiday.

See you on Resort very soon.

Andrew Wood
Premier Club Manager

You can now view the Premier Club Extra magazine online.

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Fig. 6

Press Release

Isle of Wight Festival

Butlins has always been famous for top quality live entertainment and that has now been recognised by one of the coolest festivals in the UK. Organisers of the Isle of Wight Festival have invited Butlins' cast members to perform one of their live pop shows, The King Meets Queen, at the event this June.

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The show celebrates the talent of two great performers, Elvis Presley and Queen, in slick routines full of music and dance. The fast paced rock/pop fest was created by Butlins in conjunction with Viva Productions and is performed by Butlins' cast members who normally perform in front of around 8,000 holidaymakers but will now be in front of up to 60,000 festival-goers.

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Mike Godolphin, Head of Entertainment at Butlins, said: "We've always been very proud of our live entertainment but to get this type of recognition from one of the UK's best festivals is pretty awesome. We spend around £13 million a year on live entertainment for our guests, so it's just great to have the opportunity to take it out to a new audience".

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The King Meets Queen is part of a programme headlined by The Prodigy, Basement Jaxx, Stereophonics, Razorlight, Ultravox, The Ting Tings and McFly who will be appearing live at Butlins Minehead, 13th - 16th November.

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Fig. 7

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