

**Monday 28 January 2013 – Morning**

**A2 GCE APPLIED TRAVEL AND TOURISM**

**G734/01/CS** Marketing in Travel and Tourism

**CASE STUDY**

**Duration: 2 hours**



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## Globe Theatre London

### History



Founded by the pioneering American actor and director Sam Wanamaker, Shakespeare's Globe is a unique international resource dedicated to the exploration of Shakespeare's work and the playhouse for which he wrote, through the connected means of performance and education.

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In 1970 Sam founded the Shakespeare Globe Trust, and International Shakespeare Globe Centre – the final attempt to build a faithful recreation of Shakespeare's Globe close to its original Bankside, Southwark location. He also established the Shakespeare's Globe Museum.

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While many had said that the Globe reconstruction was impossible to achieve, he persevered for over 20 years, overcoming a series of monumental obstacles. At the Royal unveiling of two sections of the Globe in June 1992, Sam saw clearly that he had achieved his ambition.

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In July 1993, Sam Wanamaker was made an Honorary Commander of the British Empire (CBE) by the Queen, in recognition of the remarkable contribution which he had made to relations between Britain and the United States and, of course, for all that he had done on behalf of the Shakespeare Globe project.

He died in London on 18 December 1993. The Globe was opened by Her Majesty the Queen in June 1997.

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Together, the Globe Theatre, Globe Exhibition and Tour, and Globe Education seek to further the experience and international understanding of Shakespeare in performance. Each year the theatre season runs from April to October with productions of work by Shakespeare and his contemporaries, as well as modern writers. There are over 350,000 members who experience the 'wooden O'; sitting in a gallery or standing as a groundling in the yard, just as they would have done 400 years ago.

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Fig. 1

## **Cinema series and Shakespeare on tour**

As well as visiting the Globe Theatre itself, there is now an opportunity to experience Shakespeare as if you were really at the Globe. Four plays, filmed during the 2010 'Kings and Rogues' season will feature in a cinema series. There is also an opportunity to see Shakespeare's plays on tour – performed on an Elizabethan-inspired stage. A small troupe of travelling players breathe new life into two of Shakespeare's most well-loved plays at a variety of inspiring venues around the UK and Europe.

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**Fig. 2**

<b>Globe Theatre Tours</b>	35
Expert guides will take you on a fascinating tour of the iconic Globe Theatre and auditorium, bringing the space to life with colourful stories of the 1599 Globe, of the reconstruction process in the 1990s, and of how the ‘wooden O’ works today as an imaginative and experimental theatrical space.	
See regular live demonstrations including sword-fighting, costume dressings and printing on a replica 17 <sup>th</sup> century press.	40
Enjoy the secrets of Elizabethan special effects, from blood and gore to magic tricks and flying on stage. How were characters hanged on stage and what created Macbeth’s thunder? Listen to recordings from some of the most famous Shakespearean performances, and add your voice to scenes performed by Globe actors.	45
Tours begin every 30 minutes, and are in English. Complimentary information sheets in French, German, Spanish, Italian, Portuguese, Japanese, Chinese, Dutch, Russian and Polish are available to assist non-English-speakers.	
Exhibition and Globe Theatre Tour:	
Adult £11.00 Senior (60+) £9.50 Student (with valid ID) £9.50 Children (5–15) £6.50 Group prices are also available	50
<b>Exhibition and Rose Theatre Tour</b>	55
During matinee performances in the theatre, when guided tours of the Globe are not possible, visitors will be taken to the nearby site of Bankside’s first theatre: the Rose. Admission:	
Adult: £8.50 Senior (60+): £7.00 Student (with valid ID): £7.00 Children (5–15): £5.50	60
Individuals or groups of up to 14 can pre-purchase Exhibition and Tour tickets through the online shop. Tours depart every 30 minutes. It is not possible to pre-book a timeslot.	
Admission is free for Friends of Shakespeare’s Globe.	65

Fig. 3

## Travel Trade

Shakespeare's Globe welcomes Travel Trade partners, for whom it offers special entry rates to the Exhibition and Theatre Tour.

Fig. 4

## 2011 Globe partners



Fig. 5

<b>Marketing Shakespeare's Globe Theatre</b>	70
Research was conducted by an in-house team at Shakespeare's Globe, using SurveyMonkey as a research tool.	
Findings:	
The Internet was by far the most used information source, especially by using a search engine to find Shakespeare's Globe. A third of respondents already knew of, and had used, the Globe's website. Emails were mentioned by less than a quarter of respondents and brochures, newspaper articles/advertisements and posters were much less important. The majority also booked online.	75
<b>Profile of theatre audiences:</b>	
<ul style="list-style-type: none"> <li>majority of respondents were aged 25–64, with most aged 45–64</li> <li>majority were female (60%)</li> <li>most were in employment (full or part-time); 11% retired and 6% students</li> <li>58% live in London and the South East (London 35% and 23% South East)</li> <li>19% are from the rest of the UK (mostly the South West or Midlands) and 20% from overseas (almost half from Europe, especially Germany and France)</li> <li>those who had attended before were more likely to come from London and the South East.</li> </ul>	80
<b>Media consumption:</b>	
<ul style="list-style-type: none"> <li>the most read newspapers by Globe Theatre attendees are: <ul style="list-style-type: none"> <li>The Guardian (35%)</li> <li>The Times (26%)</li> <li>Sunday Times (25%)</li> <li>The Observer (19%)</li> <li>Evening Standard (London) (21%)</li> <li>Metro (29%)</li> </ul> </li> <li>(some attendees read more than one newspaper)</li> <li>specific magazines were not mentioned in significant numbers, although many titles were mentioned: Time Out came out top (12%; 22% of those in London)</li> <li>BBC Radio 4 was way ahead of other radio stations (51%) and BBC stations in general. The main commercial station was Classic FM (20%)</li> <li>the BBC was also dominant in TV stations watched and websites used. Other websites with significant mentions were Facebook (approximately 11%), BBC (28%) and to a lesser extent The Guardian, Yahoo, The Times and ebay.</li> </ul>	90
<b>Booking method and party size:</b>	
<ul style="list-style-type: none"> <li>the vast majority of respondents booked online (87% Shakespeare's Globe site; 2% said as a 'Globe Friend' online; less than 1% via another site)</li> <li>party size (2009 visit) mostly 2–4 people (79%); more than double the West End average attended alone (14%).</li> </ul>	95
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Fig. 6

## Corporate Support

Over the years The Globe has developed numerous creative partnerships at all levels with companies including Credit Suisse, Deutsche Bank, the Financial Times, Price Waterhouse Coopers (PwC) and The Arden Shakespeare. 110

Bespoke partnerships are also available, offering competitive rates and tailored benefits to match a company's business aims and objectives. Partnering with Shakespeare's Globe, one of the UK's most prestigious and important arts and educational centres, offers companies: 115

- brand alignment with an iconic arts organisation with a strong international reputation
- association with excellence through affiliation with our award-winning artistic, education and community outreach programmes
- enhanced brand reputation among target audiences as a supporter of the dramatic arts 120
- imaginative and strategic partnership campaigns promoting business products and services
- opportunities to engage, inspire and enthuse employees, clients and stakeholders
- exclusive entertaining and networking opportunities
- long-lasting, mutually beneficial business relationships 125

**Fig. 7**

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