



General Certificate of Education
Advanced Subsidiary Examination
June 2010

Travel and Tourism

TT05/PM

Unit 5 Marketing in Travel and Tourism

Preliminary Material

To be issued to candidates on or after 1 May 2010

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 read the information contained in this booklet and become familiar with the data provided.

MARKETING A HOTEL

The Lismoyne Hotel was built in the 1880s under the instruction of Lord Lismoyne, to be used as his personal country retreat. It later became the private residence of Colonel Wilkinson who opened it as The Lismoyne Hotel in 1932.

Located in the town of Fleet, in north Hampshire, the hotel is close to towns with light industrial and commercial economies, including Farnham, Aldershot, Farnborough, Camberley and Basingstoke.

The Lismoyne Hotel is a short distance away from Junction 4A of the M3 which connects to the M25 and M4. The hotel is regularly used by business travellers heading for local business parks, which house companies such as Nokia, Sun Microsystems and Syntegra.

Farnborough airport and Blackbushe airport are business aviation centres, and both Gatwick and Heathrow airports are within easy reach. The hotel is also situated conveniently for Fleet Station, from where the rail service takes 45 minutes to reach central London.

The hotel is set in two acres of secluded gardens and woodland. Despite its location close to the centre of Fleet, all the hotel's 62 rooms are very quiet. The first impression on approaching the hotel by a winding drive flanked by rhododendrons is one of peace and tranquillity.

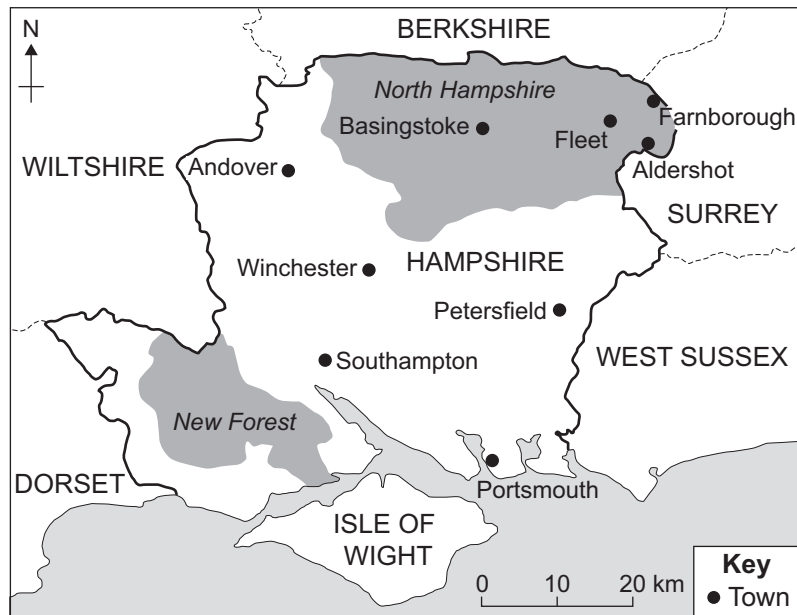


The three star hotel attracts both business and leisure guests. It specialises in weddings and family celebrations. It has also gained a reputation for its cuisine. Menus combine English and international influences and the hotel has its own bakery chef to prepare cakes and desserts.

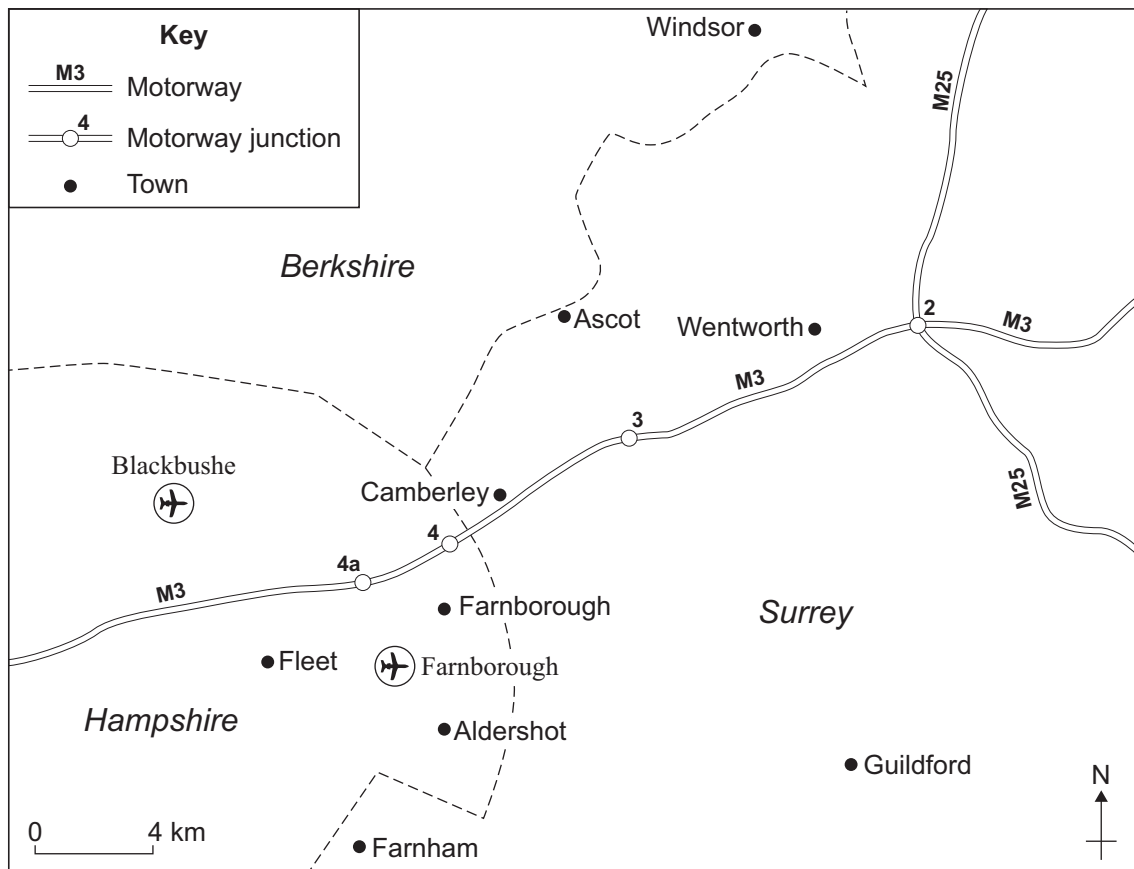
Research has shown that the market blend for hotels such as The Lismoyne in north Hampshire is 80% business and 20% leisure. For local budget hotels, the market blend is 70% business and 30% leisure.

LOCATION

Map of Hampshire



North Hampshire and the M3



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BUSINESS AND THE HOTEL TRADE

Hampshire is home to a number of large employers, including computer and aerospace systems, finance and insurance. The business travel and conference/meeting market is extremely important to the hotel sector throughout Hampshire, comprising around 17% of the county's tourism revenue.

In north Hampshire, the towns of Basingstoke, Farnborough and Aldershot, in particular, attract business tourism.

PERCENTAGES OF GUESTS STAYING IN HOTELS ON BUSINESS (Average % 2004–06)

North Hampshire

Average 2004–06	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Average
	81	83	82	73	70	73	70	59	73	90	89	78	77

New Forest for comparison

Average 2004–06	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Average
	28	19	23	17	16	19	16	11	20	20	28	18	20

ROOM OCCUPANCY STATISTICS FOR THE NORTH HAMPSHIRE AREA

Room occupancy levels in north Hampshire are slightly above the national average, with a typical pattern of higher occupancy on weekdays than at weekends.

Room occupancy %, North Hampshire, weekdays (Monday – Thursday)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Average
Average													
2001	84	89	91	83	84	88	83	72	79	79	80	66	82
2002	74	80	78	81	79	80	83	71	83	78	86	70	79
2003	66	68	69	62	66	78	73	60	65	75	80	66	69
2004	73	77	84	61	72	83	83	71	68	79	87	60	75
2005	64	74	62	80	71	76	67	51	85	79	80	65	71
2006	68	77	76	70	76	84	80	49	86	83	85	76	76
Monthly Average	71	77	76	73	75	82	78	62	78	79	80	67	75

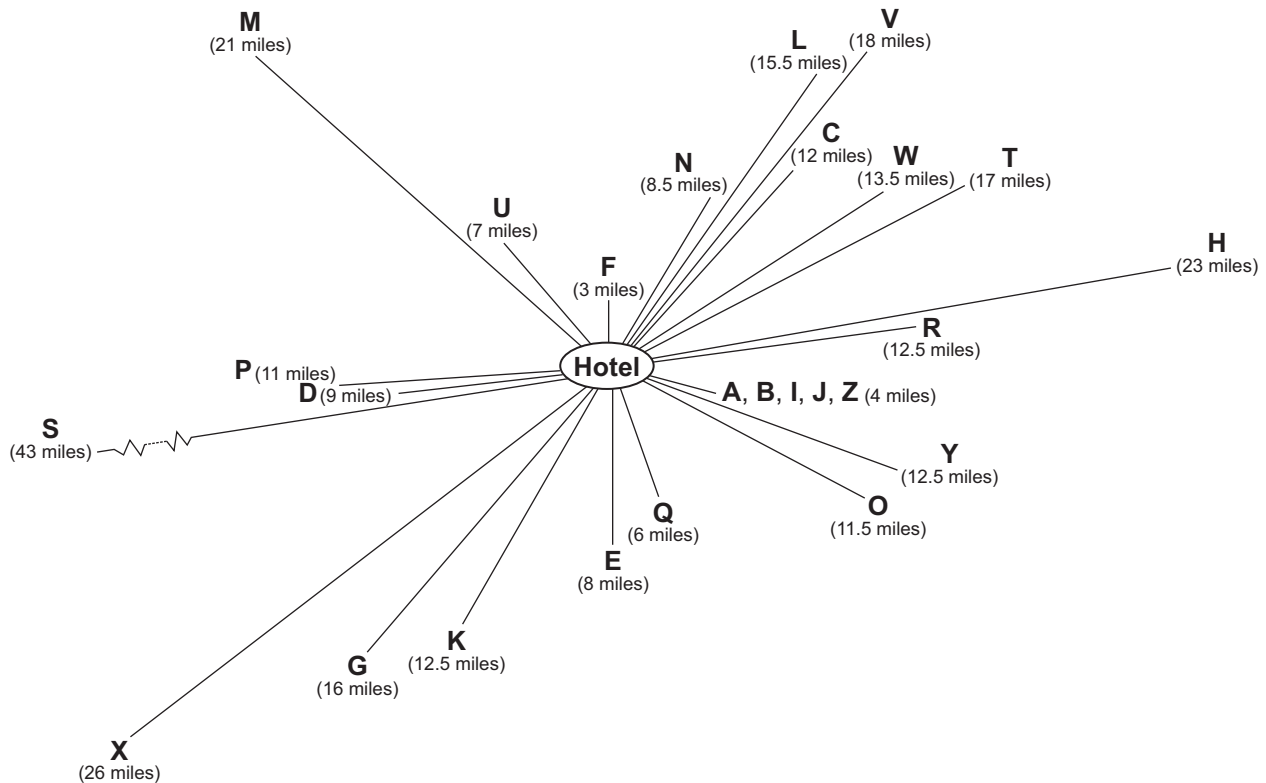
Room occupancy %, North Hampshire, weekends (Friday – Sunday)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Average
Average													
2001	34	42	41	44	49	50	43	54	50	41	35	39	44
2002	28	37	43	37	51	50	61	58	48	35	47	43	45
2003	28	33	31	38	44	54	50	47	47	40	32	42	41
2004	27	38	45	31	43	53	59	48	52	38	44	47	44
2005	25	35	34	39	41	47	43	48	52	43	40	41	41
2006	25	32	29	37	48	54	56	55	61	44	32	41	43
Monthly Average	28	36	37	38	46	51	51	52	52	40	39	42	42

ATTRACTIONS AND PLACES OF INTEREST

For the leisure tourist staying at The Lismoyne Hotel, the area has plenty of contrast. Portsmouth and Southampton are well known as centres of maritime history and as ports for the ferry and cruise line business. The New Forest is now designated as a National Park. The historic city of Winchester has a magnificent cathedral, and Hampshire's countryside contains many attractive towns and villages.

Day visitors and short breaks make up the core of leisure tourism activity in north Hampshire, mainly for nearby visitor attractions and the retail sector.



Key

A Aldershot Military Museum	N Look Out Discovery Centre, Bracknell
B Army Physical Training Corps Museum	O Loseley Park (historic manor house)
C Ascot Races	P Milestones Living History Museum
D Basing House ruins	Q New Ashgate Gallery, Farnham
E Birdworld	R New Victoria Theatre, Woking
F Blackbushe Sunday Market	S Stonehenge
G Broadlands Riding Centre, Alton	T Thorpe Park
H Chessington World of Adventures	U Wellington Country Park
I Farnborough Air Show	V Windsor Castle
J Farnborough Leisure Centre	W Wentworth Golf Course
K Jane Austen's House, Farnham	X Winchester Cathedral
L Legoland	Y Yvonne Arnaud Theatre, Guildford
M Living Rainforest	Z Parachute Regiment Museum, Aldershot (now closed)

Turn over ►

ACCOMMODATION AT THE LISMOYNE HOTEL



The 62 bedrooms at The Lismoyne Hotel offer a variety of sizes and styles, which affects the rack rate. At the top of the range are suites with king-size beds, patio doors to the gardens and a spa bath. Each room is different, setting The Lismoyne Hotel apart from other hotels. Recently redecorated, the rooms were individually designed in sympathy with the building's original architectural features.

SINGLE

Single rooms have a bath or shower, or both. Popular with the business traveller, there is a safe to store a laptop and other valuables, and a work area with desk.

SINGLE EXECUTIVE

These rooms, also decorated in a traditional style to give the rooms character, offer more space and a double bed. Furnishings are luxurious.

TRADITIONAL TWINS AND DOUBLES

These rooms offer features such as bay windows, double aspect views over the gardens and deluxe leather chairs. The double rooms are very spacious, with a king-size bed or twin beds. In the garden wing, twin and double rooms provide disabled facilities, including roll-in showers and lowered sinks and toilets.

EXECUTIVE

Executive rooms provide style and comfort. Many overlook the courtyard, with two ground floor rooms opening out onto the hotel gardens. There is one four poster room with a balcony area. These rooms each offer king-size beds, laptop safes, leather chairs and large sofas, with plenty of space to relax in.

Three of the Executive rooms have a double sofa bed to accommodate families. These rooms can be hired for special occasions or can be transformed into syndicate rooms for business and private occasions.

FACILITIES

The **rooms** have a wide range of modern amenities, including: ensuite bathrooms and deluxe power showers; Sky television; DVD players with a selection of DVDs to hire from reception; fast broadband access; laptop safes; direct dial telephone, with voicemail; alarm clock; hospitality tray; tea and coffee making facilities, etc.

There is a new **mini gym**.

The dedicated **Business Centre** has all the technical equipment as well as the peace and quiet needed for an effective business meeting or conference. There are inclusive packages to suit different business requirements. Wireless internet access is provided in the public areas, and fast broadband access is available in every bedroom. In addition all the facilities required to check emails, print, fax, make a call, or just to work in an informal environment are provided together with self-service coffee and tea.



The **Hampshire Restaurant** offers cuisine using local produce accompanied by an extensive wine list. One evening in the week is dedicated to serving traditional Indian cuisine, and on Sundays there is a carvery. Guests are requested to dress smartly with no jeans or trainers. The restaurant is also where breakfast is served to staying guests. Wedding receptions in the Hampshire Restaurant are a speciality.




The **Lounge** is a pleasant area with an open fire and soft sofas and armchairs in which to take afternoon tea, or enjoy a drink.

The **Conservatory** has direct access onto the terrace and gardens, and is a quiet area where local residents often meet for morning coffee and afternoon tea. With a capacity of up to 34 seated people, it is popular for light meals from the bar menu.

The Conservatory is also a useful function room for smaller wedding breakfasts, private dinners, parties, Christenings and other events that may involve a smaller number of guests.

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WEB PAGE EXTRACT

		Home Careers Contact Us How To Find Us Site Index	
<ul style="list-style-type: none"> :: Accommodation :: Book Online :: Conferences :: Dining :: Weddings :: Special Events :: Packages 			
Call Reservations		:: The Lismoyne Hotel	
<ul style="list-style-type: none"> Funerals About The Lismoyne Testimonials About Fleet Privacy Policy Download Brochure 		<p><u>Great Packages for a Weekend away from it all</u></p> <p>If you are searching for a tranquil break away from the hustle and bustle of everyday life, look no further than The Lismoyne Hotel. With special packages that are designed with you in mind, we can assure you of great service, good food and a thoroughly revitalising break.</p> <p>[more]</p> 	
		<div style="border: 1px solid black; padding: 5px; text-align: center;"> “Special Offers” </div> <p>:: Join Mailing List</p> <p>Enter your e-mail address in the box below and click send. We will keep you informed of any special offers in the future.</p> <div style="border: 1px solid black; height: 20px; width: 150px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; padding: 2px 5px;">Send</div>	

BOOKING ROOMS AT THE LISMOYNE HOTEL ONLINE

<p><i>When will you be arriving?</i></p> <p>< <input type="text" value="20"/> <input type="text" value="Jun"/> <input type="text" value="2010"/> ></p> <hr/> <p><i>How long will you be staying for?</i></p> <p>Number of nights: <input type="text" value="1 night"/></p> <p><i>Please select your rooms:</i></p> <table style="width: 100%;"> <tr> <td>Number of rooms</td> <td>Number of Occupants</td> </tr> <tr> <td><input type="text" value="-- Choose --"/></td> <td><input type="text" value="-- Choose --"/></td> </tr> <tr> <td>Room type 1</td> <td>Room type 2</td> </tr> <tr> <td><input type="text" value="-- Choose --"/></td> <td><input type="text" value="-- Choose --"/></td> </tr> </table> <p style="text-align: center;"><i>Check availability</i></p>	Number of rooms	Number of Occupants	<input type="text" value="-- Choose --"/>	<input type="text" value="-- Choose --"/>	Room type 1	Room type 2	<input type="text" value="-- Choose --"/>	<input type="text" value="-- Choose --"/>	<p>Please select:</p> <ul style="list-style-type: none"> Your arrival date. The number of nights you will be staying. The type of room(s) you want. The occupants for your room(s). <p>Once you have completed these selections please press the 'Check Availability' button.</p> <p>To view details of our rooms follow the link to:</p> <p style="text-align: center;"><u>Room descriptions</u></p> <p>If you need assistance with your reservation please contact The Lismoyne Hotel by phone or e-mail.</p>
Number of rooms	Number of Occupants								
<input type="text" value="-- Choose --"/>	<input type="text" value="-- Choose --"/>								
Room type 1	Room type 2								
<input type="text" value="-- Choose --"/>	<input type="text" value="-- Choose --"/>								

PRICES (per room per night)**Weekday Rack Rates at The Lismoyne Hotel**

£ 60	<i>SINGLE</i>
£ 90	<i>EXECUTIVE SINGLE</i>
£ 120	<i>TRADITIONAL TWINS AND DOUBLES based on 2 people sharing</i>
£ 150	<i>EXECUTIVE</i>

Special Weekend Break

from £95.00 per room per night based on two people sharing a double or twin room.


The package includes:

- * Complimentary drink in the Wellington Bar;*
- * 3 course evening meal in the Restaurant;*
- * Newspapers of your choice;*
- * Full English breakfast;*
- * Late check-out at 1pm.*

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GUEST COMMENT CARD

Guests are invited to fill in the comment card and hand it in to Reception at the end of their stay.

 <h1 style="margin: 0;">THE LISMOYNE HOTEL</h1>					
GUEST COMMENT CARD					
GUEST NAME:					
	V. GOOD	GOOD	AVERAGE	POOR	V. POOR
RECEPTION					
BEDROOM					
BREAKFAST					
DINNER					
ANY OUTSTANDING MEMBER OF STAFF					
COMMENTS:					

PROMOTIONAL MATERIAL

Valentine Dinner Leaflet

Valentine Dinner
Available on the 14th, 15th & 16th February 2010
at
The Lismoyne Hotel



Come and enjoy a luxury 4 course meal in the peaceful surroundings of the Lismoyne Hotel

When you arrive you will be greeted with a glass of Champagne before enjoying your exquisite meal

£24.50 per person



THE LISMOYNE HOTEL

To book we require a £10.00pp deposit, with the balance paid prior to arrival
Telephone, email or visit in person

“Where good food comes naturally”

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MARKETING CAMPAIGN

The town of Fleet is well provided with entertainment for the teenage and under-25 markets at Jaxx nightclub. The Lismoyne Hotel spotted a gap in the market and tried a Friday disco night for the over-25s, as shown on this campaign flyer. It was a success and became a regular addition to The Lismoyne Hotel's weekend programme.

<p>LISMOYNE</p>  <p>FRIDAY NIGHTS</p> <p>OVER 25s</p> <p>SOUL REUNION</p> <p>CLASSIC TRACKS FROM YOUR CLUBBING YEARS</p> <p>8.30pm til 1am</p> <p>DOOR PRICE £6 LAST ENTRY 11.00</p> <p>FRI 25th JULY FRI 29th AUG</p>	<p>FLEET</p> <p>OVER 25s</p> <p>BEST PARTIES EVER...</p> <p>8.30pm til 1am</p> <p>BRING YOUR PARTY TO OURS</p> <p>DOOR PRICE £6 LAST ENTRY 11.00</p> <p>FRI 15th AUG FRI 12th SEPT</p>
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ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Page 2, 6, 7, 8, 9, 10, 11, 12 The Lismoyne Hotel, Fleet, Hampshire.
Page 4 TSE Research.