

ADVANCED GCE

APPLIED TRAVEL AND TOURISM

Unit 15: Marketing in Travel and Tourism

G734/CS

CASE STUDY

Wednesday 17 June 2009

Afternoon

Duration: 2 hours



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 **12** pages. Any blank pages are indicated.

Visit Chester & Cheshire (VCC) brings together a cross-section of businesses throughout Cheshire covering accommodation providers, attractions, restaurants and retail members. Through a joined-up approach we are able to represent a unified voice at a local, regional and national level, and develop our tourism industry through effective partnership working. 5

By participating in our membership scheme, your business will receive a full range of benefits and opportunities, which we are constantly developing and updating in response to our members' needs. If you are interested in becoming a member, please download the online membership form. 10

These pages have been designed to enable businesses to recognise the benefits they will receive when joining the lead agency for the visitor industry in Cheshire. 15

We look forward to welcoming you into the membership of Visit Chester & Cheshire.

Fig. 1a

Marketing for Members of Visit Chester and Cheshire (VCC)

This section provides you with detailed information about the marketing and PR activities we are delivering for Chester and Cheshire in conjunction with our partners.

It is critical that tourism businesses in Cheshire fully embrace our destination and marketing strategies.

By working in partnership, pooling ideas and resources we can make a major impact on the tourism economy of Cheshire.

You should also look closely at our marketing and commercial opportunities - here you will find a number of campaign activities in which you may wish to invest that will deliver greater returns for your business.

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Fig. 1b

The VCC and partners work to support and develop rural businesses throughout Cheshire and Warrington.



The VCC Rural Tourism Officer can ensure that the key opportunities and challenges facing rural businesses can be addressed by working together to develop their rural assets.

VCC's integral involvement within the Rural Enterprise Gateway, a new business centre to encourage a more competitive rural economy, will ensure any tourism focused business within rural Cheshire has the support and back up of VCC, along with access to any relevant grant schemes, advice and training required. 5

Following the success of the recent Rural Tourism Development Grant Scheme, VCC and partners have secured continued funding for rural tourism products through a new initiative called CREATE. This project will ensure a much more co-ordinated approach to developing and marketing the rural tourism product, by bringing together accommodation providers and attractions around a particular theme and enhancing the rural visitor experience. Areas of potential development include equestrian tourism, gardens, walking, cycling and waterways. 10 15

The intention of the grant scheme is to enable businesses involved in the niche rural marketing activity to receive a small grant to make capital improvements to their businesses, which will enable them to cater more effectively to the niche market they are targeting. 20

The niche markets that are being developed are:

- equestrian;
 - pampering and spa;
 - creative and art;
 - gardens;
 - waterways;
 - walking and cycling.
- 25

Examples of eligible work include secure tack rooms, drying rooms or secure cycle storage. The assistance available is 50% of project costs up to a maximum of £5000. 30

To be eligible, businesses must be involved with the niche marketing campaigns and cluster networking groups related to the above themes.

Fig. 2

VCC's Overseas Marketing

Objective:

to raise the profile of Chester and Cheshire in key overseas markets.

Strategy:

work with VisitBritain in offices overseas, England's North Country (ENC) and Chester City Council to target key markets via campaigns and sales visits.

Activities:

- participate in sales missions to Japan;
- continue to build relationships with London representatives of Japanese tour operators such as JAC Travel;
- maintain, develop and market the web pages;
- develop targeted promotions in Germany, Ireland and the Netherlands using the press and direct marketing campaigns.

Anticipated outcomes:

create ten journalist familiarisation visits and 10 000 visitors.

Fig. 3



Managed by Cheshire & Warrington Tourism Board

Serviced accommodation: Self-assessment questionnaire

GENERAL INFORMATION		
Type of Establishment: (e.g. Hotel, B&B, Guesthouse)		
Contact Name		
Name of Establishment		
Address details: Line 1		
Line 2		
Town/City		
Postcode		
Telephone		
Fax		
Email		
Website		
PARKING		
1	Is designated parking provided for guests with disabilities?	<input type="checkbox"/> YES <input type="checkbox"/> NO
2	If 'yes', is it within about 50 metres from the main entrance?	<input type="checkbox"/> YES <input type="checkbox"/> NO
3	Is there a drop-off point for guests immediately outside the main entrance?	<input type="checkbox"/> YES <input type="checkbox"/> NO
4	Is the route from the parking area to the entrance: a) flat, (i.e. without steps); b) with a ramp; c) with steps and no ramp?	(Tick one) <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
BUILDING ENTRANCE		
5	Are there any steps to the main entrance?	<input type="checkbox"/> YES <input type="checkbox"/> NO

6	If 'yes', how many steps?	____ Steps
7	If 'yes', is there a handrail by the steps?	<input type="checkbox"/> YES <input type="checkbox"/> NO
8	Is there a ramp to the main entrance?	<input type="checkbox"/> YES <input type="checkbox"/> NO
9	If 'yes', is there a handrail by the ramp?	<input type="checkbox"/> YES <input type="checkbox"/> NO
ACCESS TO PUBLIC AREAS		
Is there level access (i.e. no steps or thresholds), or access by a ramp or lift:		
10	from the entrance to reception?	<input type="checkbox"/> YES <input type="checkbox"/> NO
11	to a public toilet?	<input type="checkbox"/> YES <input type="checkbox"/> NO
12	to one or more bedrooms?	<input type="checkbox"/> YES <input type="checkbox"/> NO
13	to the lounge?	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> N/A
14	to the bar?	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> N/A
15	to the swimming pool?	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> N/A
16	to the gym/leisure centre?	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> N/A

Fig. 4

Chester and Cheshire in the news

Visit Chester and Cheshire generates national and regional consumer media coverage through Weber Shandwick PR agency. The aim of the coverage is to raise the profile and awareness of Chester and Cheshire as a short break destination.

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The coverage is generated in various ways; primarily journalists are invited to the region for a short break. Other activity includes supporting events, issuing press releases, forwarding details of late deals (sent to media travel desks) and ideas are sent out for general travel round-ups.

In its first two years Visit Chester and Cheshire (VCC) has:

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- generated £1 million of publicity;
- increased its membership by an average of 30% pa;
- assisted 489 tourism businesses;
- increased private sector input to 25%;
- ensured the grading of 69% of known accommodation stock;
- helped to quality assess 43% of our attractions;
- encouraged 50 organisations to adopt the Cheshire brand identity;
- helped position three of its signature projects within the North West Economic Strategy.

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Visit Chester and Cheshire is supported by the Northwest Regional Development Agency (NWDA). The NWDA is responsible for the sustainable economic development and regeneration of England's Northwest and has five key priorities:

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- business;
- skills and education;
- people and jobs;
- infrastructure;
- quality of life.

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Fig. 5

NewWoman – Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media Print Mail New Window Home Page


Address <http://www.newwoman.com> Go



REGISTER | LOG IN

Access all areas...

CELEBRITY SPY LOVE YOUR LOOK LOVE YOUR LIFE BOOK CLUB HOROSCOPES NW DIRECTORY MAGAZINE




Win spa break in Chester - hoorah!
Get pampered at the Mollington Banastre Hotel

We've got a fantastic weekend break for two to give away - you'll get two nights at the four star Mollington Banastre, a free ESPA Holistic back, face and scalp treatment each, dinner in the hotel restaurant and lunch in the brasserie - not bad, eh?!

Christmas shopping and general eating, drinking and merriment in Chester will also be pretty special, as the city has over 1,000 shops bars and restaurants.

Any questions about the area before you go, ask Visit Chester and Cheshire on 01244 402 111



ENTER COMPETITION>>

Quick link to other competitions

Select -->

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Fig. 6

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