

**ADVANCED SUBSIDIARY GCE**  
**APPLIED TRAVEL AND TOURISM**  
Introducing Travel and Tourism

**G720/CS**

**CASE STUDY**

**Wednesday 26 May 2010**  
**Morning**

**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.

## Document 1

## Liverpool Tourism Volume and Value Estimates

| <b>Fig. 1a Analysis by sector of expenditure (£s millions) Day/staying visitors</b> |               |               |                 |
|---|---------------|---------------|-----------------|
|   | <b>2006</b>   | <b>2005</b>   | <b>% change</b> |
| Accommodation   | 60.86         | 56.28         | 8.1             |
| Food and drink  | 86.13         | 82.67         | 4.2             |
| Recreation  | 17.72         | 17.98         | -1.4            |
| Shopping  | 58.70         | 55.71         | 5.4             |
| Transport   | 49.71         | 48.51         | 2.5             |
| Indirect expenditure  | 103.74        | 99.85         | 3.9             |
| VAT   | 47.80         | 45.70         | 4.6             |
| <b>TOTAL</b>  | <b>424.66</b> | <b>406.70</b> | <b>4.4</b>      |

| <b>Fig. 1b Revenue by category of visitor (£s millions) Staying visitors</b> |               |               |                 |
|--|---------------|---------------|-----------------|
|  | <b>2006</b>   | <b>2005</b>   | <b>% change</b> |
| Serviced accommodation   | 132.77        | 119.38        | 11.2            |
| Non-serviced accommodation   | 24.47         | 26.56         | -7.9            |
| Staying with friends or relatives  | 31.50         | 31.29         | 0.7             |
| <b>TOTAL</b>   | <b>188.74</b> | <b>177.23</b> | <b>6.5</b>      |

| <b>Fig. 1c Tourist days (thousands) Staying visitors</b> |                 |                 |                 |
|--|-----------------|-----------------|-----------------|
|  | <b>2006</b>     | <b>2005</b>     | <b>% change</b> |
| Serviced accommodation                                   | 1 471.90        | 1 330.69        | 10.6            |
| Non-serviced accommodation                               | 504.19          | 542.50          | -7.1            |
| Staying with friends or relatives                        | 1 645.41        | 1 634.38        | 0.7             |
| <b>TOTAL</b>   | <b>3 621.50</b> | <b>3 507.57</b> | <b>3.2</b>      |

| <b>Fig. 1d Tourist numbers (thousands) Staying visitors</b> |                 |                 |                 |
|---|-----------------|-----------------|-----------------|
|   | <b>2006</b>     | <b>2005</b>     | <b>% change</b> |
| Serviced accommodation                                      | 828.81          | 693.60          | 19.5            |
| Non-serviced accommodation                                  | 78.24           | 81.89           | -4.5            |
| Staying with friends or relatives                           | 691.14          | 686.51          | 0.7             |
| <b>TOTAL</b>  | <b>1 598.19</b> | <b>1 462.00</b> | <b>9.3</b>      |

| <b>Fig. 1e Day visitor statistics</b> |             |             |                 |
|---------------------------------------|-------------|-------------|-----------------|
|                                       | <b>2006</b> | <b>2005</b> | <b>% change</b> |
| Revenue (£s millions)                 | 235.92      | 229.48      | 2.8             |
| Tourist numbers (millions)            | 18.26       | 17.98       | 1.6             |

| <b>Fig. 1f Sectors in which employment is supported<br/>(Full time equivalent jobs)</b> |              |              |                 |
|---|--------------|--------------|-----------------|
|   | <b>2006</b>  | <b>2005</b>  | <b>% change</b> |
| Accommodation   | 942          | 921          | 2.3             |
| Food and drink  | 2 180        | 2 092        | 4.2             |
| Recreation  | 544          | 552          | -1.4            |
| Shopping  | 1 355        | 1 285        | 5.4             |
| Transport   | 562          | 549          | 2.4             |
| <b>Total direct employment</b>  | <b>5 583</b> | <b>5 399</b> | <b>3.4</b>      |
| Indirect employment   | 1 732        | 1 668        | 3.8             |
| <b>TOTAL</b>  | <b>7 315</b> | <b>7 067</b> | <b>3.5</b>      |

## Document 2

## Top Merseyside Attractions 2006

| <b>Fig. 2a Top 12 paid attractions</b> |   |                  |                   |
|--|---|------------------|-------------------|
|  | <b>Attraction</b>                         | <b>District</b>  | <b>Attendance</b> |
| 1                                      | Mersey Ferries                            | Liverpool/Wirral | 564 872           |
| 2                                      | Knowsley Safari Park                      | Knowsley         | 512 962           |
| 3                                      | Empire Theatre, Liverpool                 | Liverpool        | 400 000           |
| 4                                      | Southport Theatre and Floral Hall Complex | Sefton           | 229 490           |
| 5                                      | Haydock Park Racecourse                   | St. Helens       | 210 191           |
| 6                                      | Voirrey Embroidery Centre, Brimstage Hall | Wirral           | 180 000           |
| 7                                      | Croxtheth Hall and Country Park           | Liverpool        | 179 638           |
| 8                                      | Aintree Racecourse                        | Liverpool        | 178 522           |
| 9                                      | The Birthplace of the Beatles             | Liverpool        | 150 000           |
| 10                                     | New Palace Leisure Fun Centre             | Wirral           | 150 000           |
| 11                                     | Beatles Story Exhibition                  | Liverpool        | 143 210           |
| 12                                     | Liverpool FC Museum and Stadium Tour      | Liverpool        | 131 896           |

| <b>Fig. 2b Top 12 free attractions</b> |  |                 |                   |
|--|--|-----------------|-------------------|
|  | <b>Attraction</b>                              | <b>District</b> | <b>Attendance</b> |
| 1                                      | Albert Dock, National Trust                    | Liverpool       | 6 158 485         |
| 2                                      | Tate Liverpool                                 | Liverpool       | 554 032           |
| 3                                      | World Museum, Liverpool                        | Liverpool       | 524 465           |
| 4                                      | Merseyside Maritime Museum                     | Liverpool       | 439 318           |
| 5                                      | National Trust, Formby                         | Sefton          | 400 334           |
| 6                                      | Liverpool Cathedral (C of E)                   | Liverpool       | 396 339           |
| 7                                      | Wirral Country Park                            | Wirral          | 315 000           |
| 8                                      | Southport Pier                                 | Sefton          | 303 712           |
| 9                                      | Metropolitan Cathedral of Christ the King (RC) | Liverpool       | 262 946           |
| 10                                     | Walker Art Gallery                             | Liverpool       | 248 107           |
| 11                                     | Lady Lever Art Gallery                         | Wirral          | 202 854           |
| 12                                     | Tam O'Shanter Urban Farm                       | Wirral          | 80 000            |

**Document 3****The Beatles Story****Visitor Information****Opening Times**

The Beatles Story is open seven days a week, all year round (excluding 25/26 December). Opening hours are 9am – 7pm. The last admission to the attraction is at 5pm. You can still visit our Fab4Store gift shop and Starbucks Coffeehouse as a non-paying guest until 7pm. We recommend scheduling at least two hours for your visit. The Beatles Story is a self-guided experience, so you can spend as little or as long as you like with us!

**Admission Tickets**

Tickets can be purchased on arrival at the Beatles Story, as there is no need to book in advance.

Group visits for 10 or more people must be booked in advance.

| Ticket Type    | Price  | Conditions                               |
|----------------|--------|--|
| Adult          | £12.50 |  |
| Concessions    | £8.50  | Students, Seniors & Unwaged. ID required |
| Child          | £6.50  | Aged 5 – 16 years                        |
| Under 5yrs     | Free   |  |
| Family Saver 1 | £32.00 | 2 adults and 2 children                  |
| Family Saver 2 | £37.00 | 2 adults and 3 children                  |

**Telephone:** 0151 709 1963. If calling from overseas use +44 (0) 151 709 1963

**email:** info@beatlesstory.com **Fax:** 0151 708 0039

**Address:** The Beatles Story, Britannia Vaults, Albert Dock, Liverpool, L3 4AD

**Our Attraction**

The Beatles Story is the world's only permanent Beatles-themed visitor attraction, located in Liverpool – the birthplace of the Beatles.

Located within Liverpool's historic Albert Dock, the Beatles Story is a unique visitor attraction that will transport you on an exciting and atmospheric journey into the life, times, culture and music of the Beatles.

See how four young lads from Liverpool were propelled to the dizzy heights of worldwide fame and fortune to become the greatest band of all time. Hear the story unfold through the 'Living History' audio guide narrated by John Lennon's sister, Julia, and view some amazing and rare Beatles artefacts along the way.

**Accessibility**

We endeavour to ensure access into the Beatles Story is uncomplicated and pleasing for all visitors, regardless of any disabilities and we are committed to continually improve access. The Beatles Story is fully accessible. There is a lift at the entrance for any visitor wishing to avoid the steps. Please note: There is a weight limit of 400kg/63 stone. Due to fire regulations, we can accommodate a maximum of five wheelchair users at any one time.

# The Birthplace of the Beatles

## 20 Forthlin Road, Allerton,

Liverpool, L24 1YP



### Sir Paul McCartney's childhood home

This 1950s terraced house is where the Beatles met, rehearsed and wrote many of their earliest songs. Displays include contemporary photographs by Michael McCartney and early Beatles memorabilia. The audio tour features contributions from both Michael and Sir Paul McCartney.

**What's new in 2007** Online booking service available. Visit [www.nationaltrust.org.uk/beatles](http://www.nationaltrust.org.uk/beatles)

**There is no direct access by car or foot.** Visits are by combined minibus tour only with Mendips, the childhood home of John Lennon. Any photography inside 20 Forthlin Road or duplication of audio tour material is strictly prohibited. You will be asked to deposit handbags, cameras and recording equipment at the entrance to the house.

**T** 0870 900 0256 (infoline)

**E** [20forthlinroad@nationaltrust.org.uk](mailto:20forthlinroad@nationaltrust.org.uk)

**Joint ticket Forthlin Road & Mendips:** £13, child £2

**NT members (to cover minibus):** £7, child £2

Audio tour features contributions from both Michael and Sir Paul McCartney



At nearby Speke Hall

At nearby Speke Hall

Suitable for school groups. Children's quiz/trail

[108: SJ403862] Access is via minibus from Liverpool city centre or Speke Hall

No parking on site. Nearest car park at Speke Hall

## Mendips,

Woolton, Liverpool



### Childhood home of John Lennon

John Lennon lived at Mendips with his Aunt Mimi and Uncle George. This was where his passion for music began and where some of his early songs were written. The house evokes the time he spent here during his formative years.

**What's new in 2007** Online booking service available. Visit [www.nationaltrust.org.uk/beatles](http://www.nationaltrust.org.uk/beatles)

**There is no direct access by car or foot.** Visits are by combined minibus tour only with 20 Forthlin Road, the childhood home of Sir Paul McCartney. Any photography inside Mendips or duplication of audio tour material is strictly prohibited. You will be asked to deposit handbags, cameras and recording equipment at the entrance to the house. No WC.

**T** 0870 900 0256

**E** [mendips@nationaltrust.org.uk](mailto:mendips@nationaltrust.org.uk)

**Joint ticket Forthlin Road & Mendips:** £13, child £2

**NT members (to cover minibus):** £7, child £2

Listen to extracts from interviews of former student lodgers who lived at Mendips



At nearby Speke Hall

At nearby Speke Hall

Pushchairs admitted

Suitable for school groups. Children's quiz/trail

[108: SJ422855] Access is via minibus from Liverpool city centre or Speke Hall

No parking on site. Nearest car park at Speke Hall

### Key to symbols

- Historic house
- Points to note
- Contact details
- Admission details
- Audio guide
- Shop
- Refreshments
- Facilities for young families
- Learning
- How to reach the property
- Parking
- Acquisition date

### Access symbols

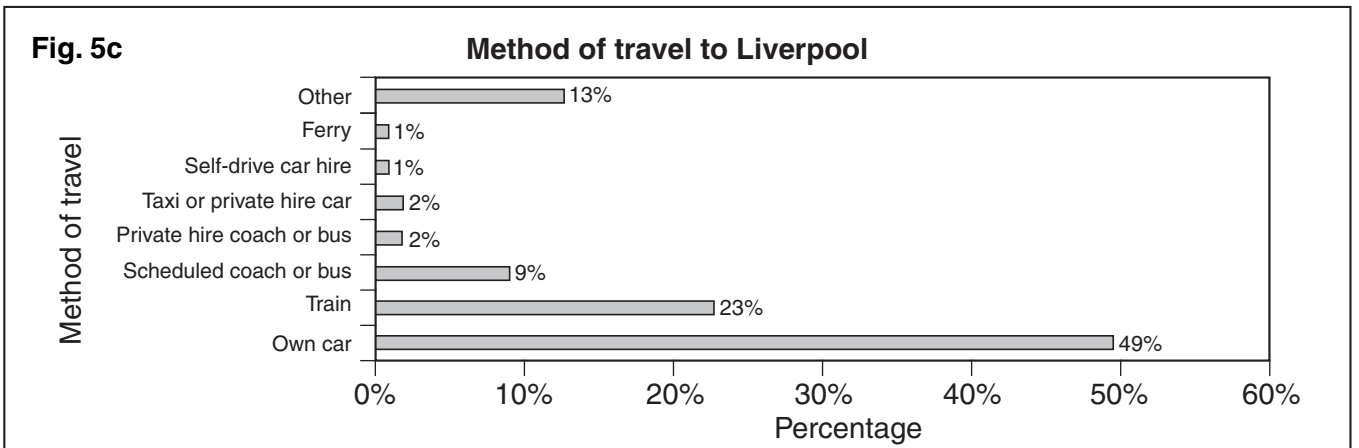
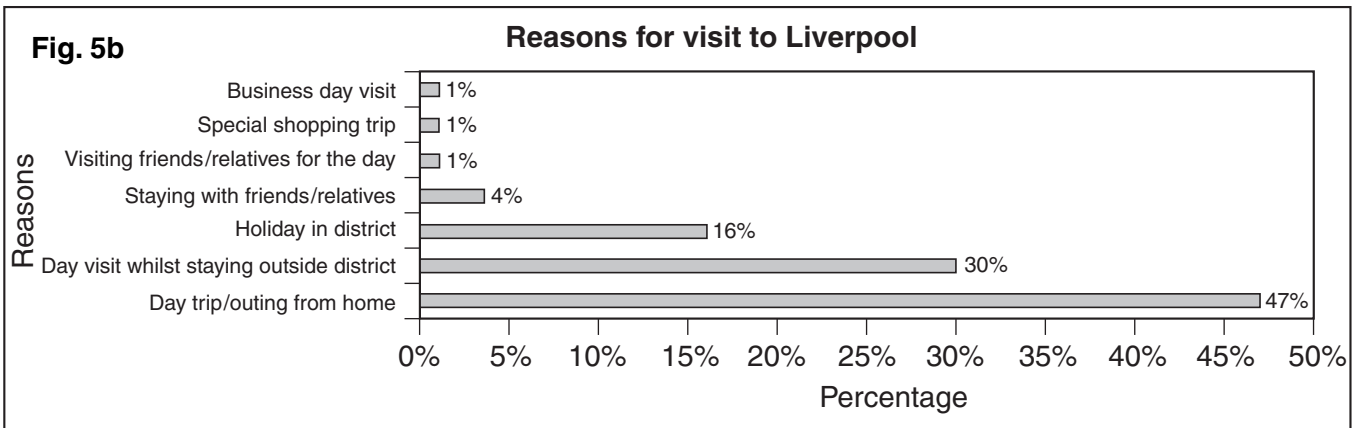
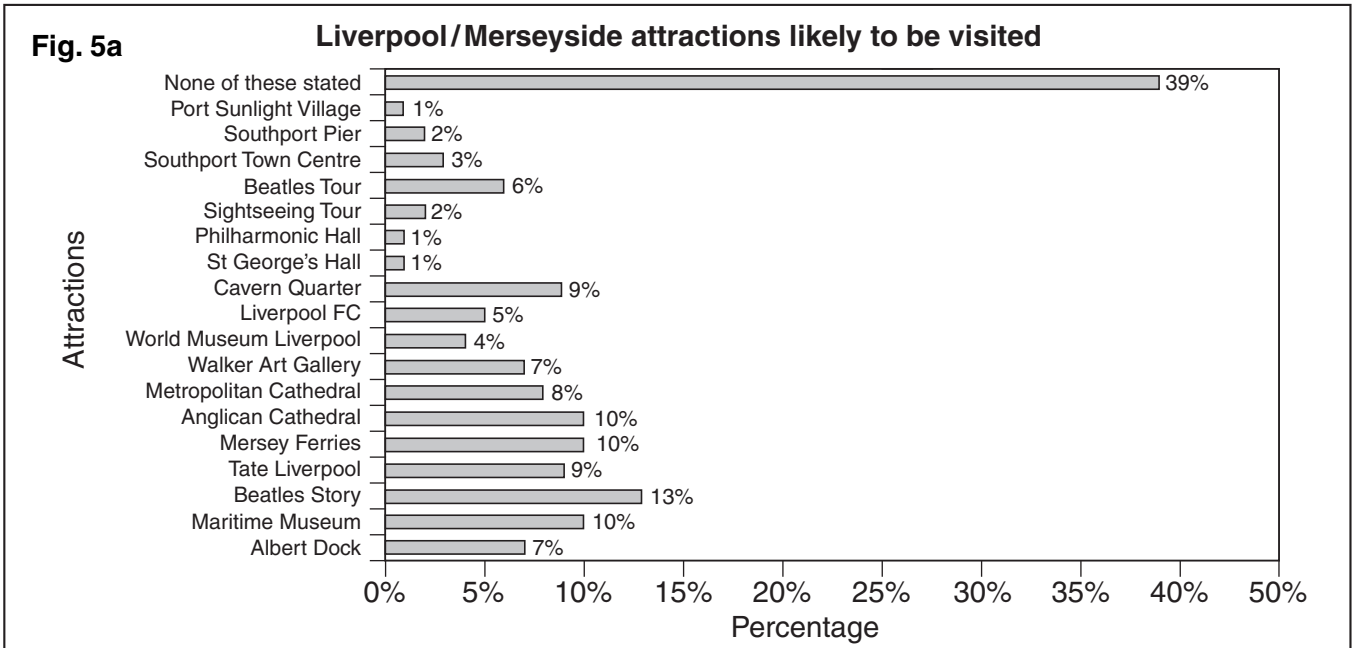
- Access information
- Accessible WC
- Induction loop
- Braille (guide or menu) available
- Large print (guide or menu) available
- Steps (building). Uneven terrain/steps (ground)

### 20 Forthlin Road + Mendips

21 Mar – 28 Oct **W T F S S**

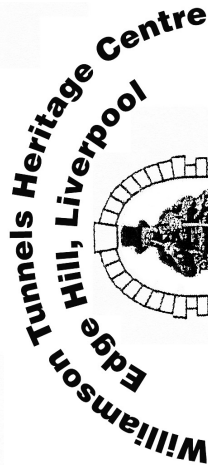
Admission by guided tour only. Four tours depart on days open to the public. Open Bank Holiday Mondays: booking essential. To guarantee a place on a tour visitors are advised to book in advance. Tours depart by minibus from the city centre in the morning and Speke Hall in the afternoon. Tel. Infoline to check times and pick-up points.

Document 5









**The Old Stable Yard  
Smithdown Lane  
Liverpool  
L7 3EE**

**0151 709 6868**

**E-mail:** [enquiries@williamsontunnels.co.uk](mailto:enquiries@williamsontunnels.co.uk)  
**Web:** [www.williamsontunnels.co.uk](http://www.williamsontunnels.co.uk)

A fascinating insight into the underground world created by **Joseph Williamson** - "**The Mole of Edge Hill**" in the early 19th Century.



|  |  |
|--|--|
| <p><b>Opening Times</b></p> <p><b>Winter Hours</b><br/>(1<sup>st</sup> October – 31<sup>st</sup> March)<br/>Tuesday-Wednesday, <b>Pre-Booked Groups</b><br/>Thursday – Sunday 10am–5pm<br/><b>Last admission 4pm</b></p> <p><b>Summer Hours</b><br/>(1<sup>st</sup> April – 30<sup>th</sup> September)<br/>Tuesday-Sunday, 10am–6pm<br/><b>Last admission 5pm</b></p> <p>Closed Mondays except Bank Holidays<br/>Open all week (including Monday) during Half Term Holidays</p> <p>For Christmas opening times please contact the Heritage Centre on 0151 709 6868</p> | <p><b>Admission Prices</b></p> <p>Adults £4.00<br/>Children £2.50<br/>Senior citizens/Students unemployed £3.50<br/>Family (2 adults &amp; up to 3 children) £12.00</p> <p><b>If you are a UK income tax payer please consider paying using the gift aid scheme. By donating an extra 10% it enables us to claim back 28p in every pound from the Inland Revenue.</b></p> <p><b>Admission Prices (Gift Aided)</b></p> <p>Adults £4.40<br/>Children £2.75<br/>Senior citizens/Students unemployed £3.85<br/>Family (2 adults &amp; up to 3 children) £13.20</p> |
|--|--|

|  |
|--|
| <p><b>The Williamson Tunnels</b></p> <p>Under Liverpool's Edge Hill is a mysterious underground kingdom of winding tunnels and caverns built in the 1820s and 1830s by local philanthropist Joseph Williamson.</p> <p>In 2002 the Joseph Williamson Society opened the Williamson Tunnels Heritage Centre, the first phase in the ongoing exploration and redevelopment of Williamson's incredible legacy.</p> <p>Since then over 50,000 people from across the world have visited the tunnels and been amazed and fascinated by the scale and workmanship of Williamson's subterranean labyrinth.</p> <p>So why not pay a visit and find out more about this unique piece of Liverpool's heritage.</p> <p>You can take a 40 minute guided tour through a reopened section of the maze of tunnels. Learn about Williamson's motives for the construction of the tunnels and the lives and times of the hundreds of workers once employed by one of Liverpool's most eccentric characters.</p> <p>The Williamson Tunnels Heritage Centre is owned and operated by <b>The Joseph Williamson Society</b> (Registered Charity Number: 1062091)</p> <p><b>YOU CAN HELP</b></p> <p>The Heritage Centre relies almost entirely on visitor income and donations to meet its running costs. The "Friends of Williamson's Tunnels" contribute 0.6% of our gross annual income and the Centre has received funding towards capital projects from Liverpool City Council and Awards For All but does not receive funding towards running costs from national or local government or the Lottery.</p> |
|--|

|  |  |
|--|--|
| <p><b>Group Visits</b></p> <p>Group visits booked in advance for 15 or more people qualify for the discount rate of £3.50 per person.</p> <p>Group visits for 15 or more people are also available outside of normal opening times (in the evening or on Tuesdays and Wednesdays in the winter).</p> | <p><b>Education</b></p> <p>The following educational tours and activities are available Tuesday – Friday throughout the school year.</p> <p><b>Primary Education Programmes</b></p> <ul style="list-style-type: none"> <li>• KS2/3 – Tunnel Vision tour</li> <li>• KS2/3 – Pieces from the Past – workshop <i>Take on the role of an archaeologist and investigate the past by analysing artefacts from the 19th Century unearthed in the tunnels during recent excavations.</i></li> </ul> <p><b>Secondary Education Programmes</b></p> <ul style="list-style-type: none"> <li>• KS3 – Tunnel Vision tour</li> <li>• KS3 – Pieces from the Past – workshop <i>As for Primary, but at a higher level.</i></li> <li>• K/S – 3/4 Leisure and Tourism (GCSE)</li> <li>• 'A' Level Leisure and Tourism/Travel &amp; Tourism AVCE</li> </ul> <p>Further details can be found on our website at <a href="http://www.williamsontunnels.co.uk/education">www.williamsontunnels.co.uk/education</a> or telephone 0151 709 6868.</p> |
| <p><b>Access</b></p> <p>Unfortunately, due to the nature of the site the tunnels are not accessible for visitors using wheelchairs and pushchairs.</p>   | <p><b>Parking</b></p> <p>Parking is available at the stable yard.</p>  |

## Document 8

# The Grand National

## Introduction

The Grand National is the world's most famous horse race. It is estimated that the race attracts 600 million television viewers worldwide, whilst attendance at the event reaches 150 000 people. The race is held at Aintree Racecourse, near Liverpool. In 2007 two new grandstands were opened at the racecourse – the Earl of Derby and Lord Sefton stands. During 2007 the Grand National race meeting was held from Thursday 12th April to Saturday 14th April.

Press releases from Aintree Racecourse gave the following attendance figures for the race meeting:

- Thursday 12th – 27 060;
- Friday 13th – Ladies Day – 52 922;
- Saturday 14th – Grand National Day – 68 100.

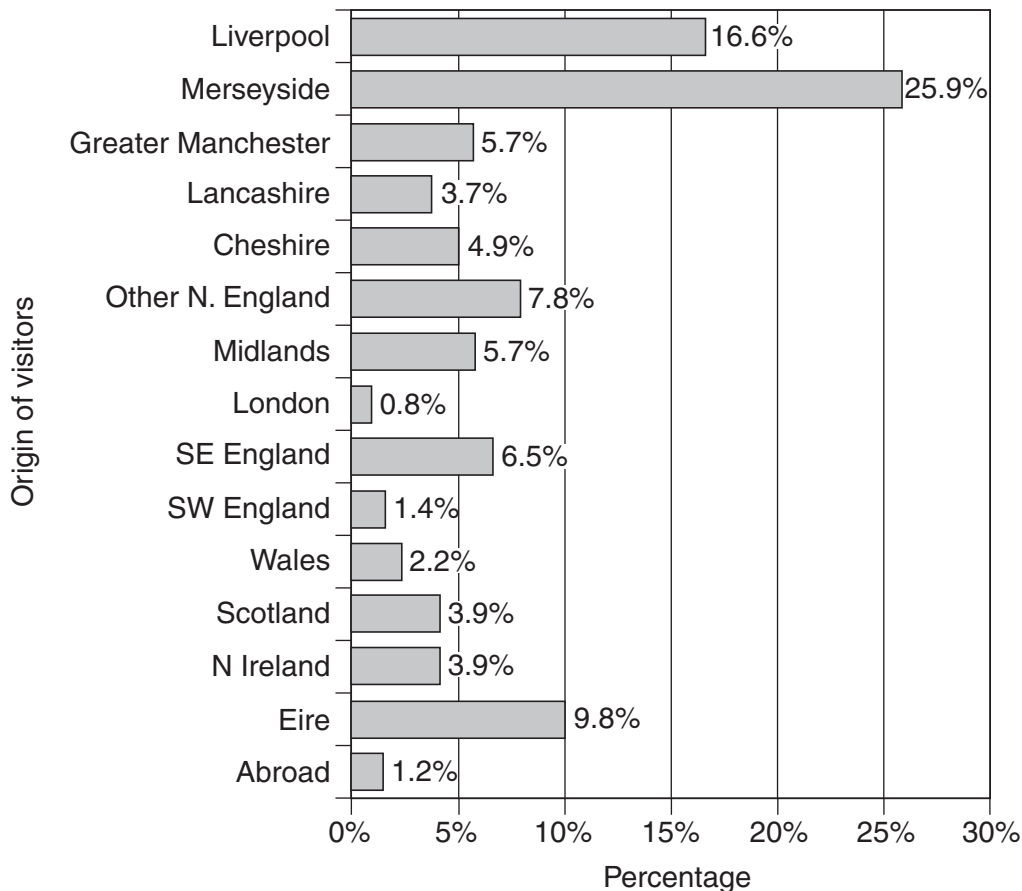
This gives a total attendance figure of 148 082.

## Profile of visitors

The average age of visitors to the 2007 Grand National was 42.3 years, with women visitors typically being younger than the men (39.3 compared to 43.7). As a whole, the visitor profile would appear to have a male bias, at 57%. The exception was on Ladies Day, when the average age dropped to 37.9 years, and the proportion of women rose to 49%.

24% of visitors to the Grand National are in social class A/B, with a further 38% in social class C1. Almost half (49%) of all visitors to the Grand National were travelling with friends, 23% were with family (but not children) and 6% were in an organised group.

## Origin of visitors to the 2007 Grand National



### Residents, staying visitors and day visitors

The average number of days visitors attended the event itself was 1.4 days; 34% attended on every day of the races.

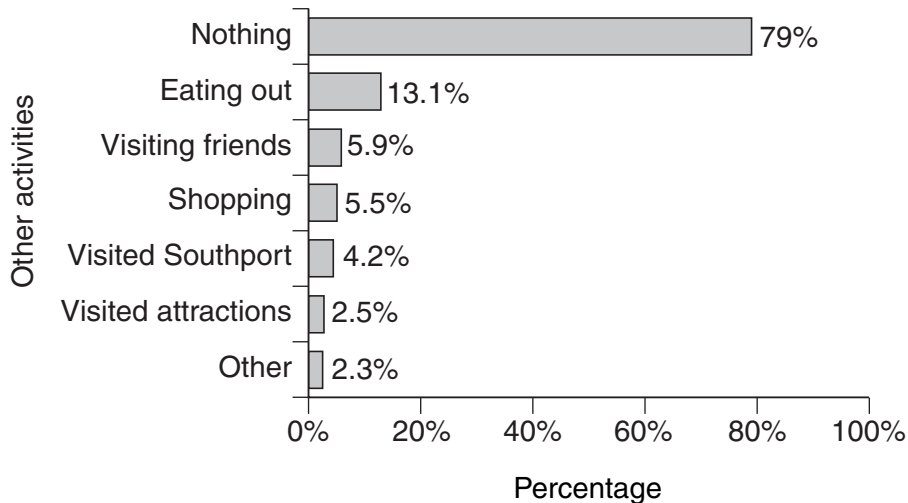
Of those visitors who were on a staying visit whilst attending the event, the average length of stay was 2.7 nights.

59% of staying visitors were in a 3-star or higher graded hotel, with 19% staying with friends or relatives.

All accommodation was based in the north west (67% in Merseyside).

59% of visitors planned their visit two or more months in advance. 37% of those attending the Grand National reached the event by car (either their own car, obtaining a lift or a hire car). 34% used private hire vehicles and 29% used public transport.

Visitors to the Grand National were asked what other activities they had done on their visit to the area. Although 79% stated 'Nothing' this leaves over a fifth of visitors who were actively contributing to the local economy.



### Economic impact

The average staying visitor spent £88.56 per person for the duration of the visit on accommodation – or £113.04, if only including those staying in paid accommodation.

The total spend per person per day at the racecourse was £96.34, which includes:

- £20.37 on food and drink;
- £7.83 on travel and transport;
- £68.14 on 'other' spend (which will include betting at the racecourse).

The total spend per person per day in the wider area was £94.40, which includes:

- £5.59 in shopping;
- £26.12 on food and drink;
- £11.97 on travel and transport;
- £5.49 on visitor attractions;
- £12.41 on 'other' items;
- £32.82 by 'staying' visitors on accommodation (£41.90 per person per night for those solely using paid accommodation).

Average spend per person per day in the wider area was highest among staying visitors – £108.69 (excluding accommodation costs) – with day visitors spending on average £40.60 per person.

- Visitors from Eire spent on average £167.91 per person per day, including accommodation.
- Visitors from Northern Ireland spent on average £231.51 per person per day, including accommodation.
- Visitors from Northern England spent on average £101.18 per person per day, including accommodation.
- Spend by visitors from the Merseyside area was on average £52.34 per person per day – double that of visitors from elsewhere in the north west (£25.02).

Total spend – both at the racecourse and in the wider area – is estimated at £17.2million by all visitors, or £11 million by staying visitors alone.

It is estimated that the 2007 Grand National alone generated £11.7million spend in the wider area, £7.9million coming from staying visitors.



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