

General Certificate of Education
June 2008
Advanced Subsidiary Examination



TRAVEL AND TOURISM
Unit 5 Marketing Travel and Tourism

TT05/PM

To be issued to candidates on or after 1 May 2008

Pre-release material

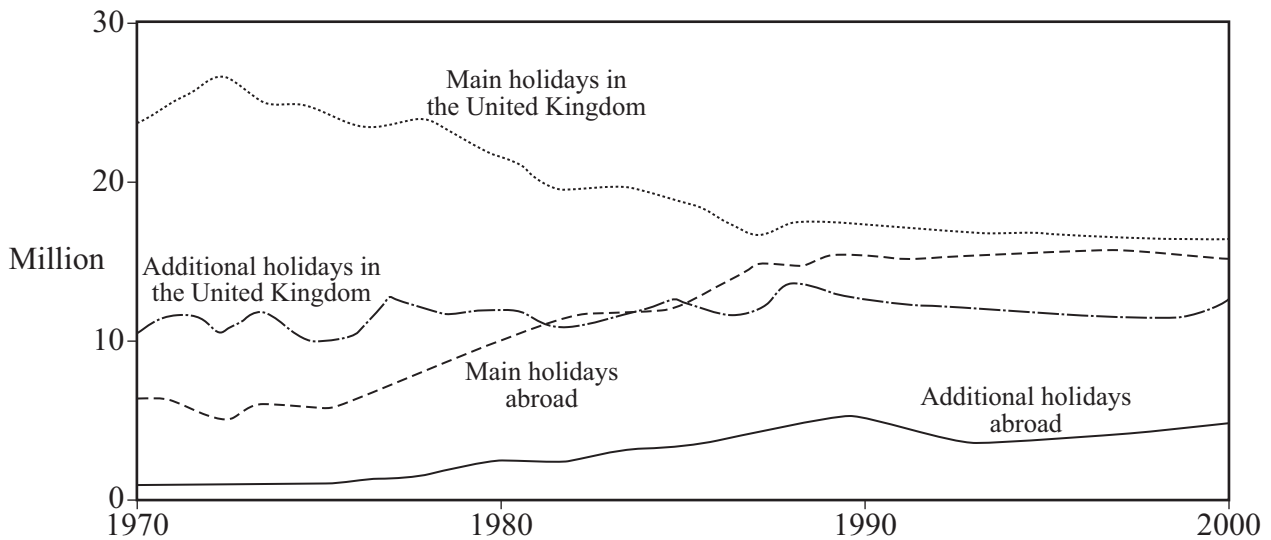
Instructions

- 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 organisations, destinations and facilities mentioned in this material for more information.

Advice

- You should use the information contained in this booklet to become familiar with the data provided.

Holiday Trends of United Kingdom Residents



A Week in Bognor versus a Week in Benidorm

MIKE AND SUE

The Wilby family sat in a Bognor sea-front café over a hot cup of coffee watching the rain outside.

“There’s not much you can do about the weather,” said Sue Wilby. “We have had a couple of nice days and been able to sit on the beach, which is lovely.”

Seaside resorts never look

their best in the rain, with empty beaches, but the Wilby family has no complaints.

“It has been fine. There is plenty to do locally and the holiday centre is great and has lots of facilities for the kids,” said Mike Wilby. He added, “the only problem is that you do spend a lot of money looking for things to do when

the weather is bad.”

Mike estimates that the bad weather will add another £500 to the cost of the family holiday which has already cost about a thousand pounds.

“It’s worth it to get a break and see a different place,” said Sue, “and anyway I think the children are too young to go abroad at the moment.”

DAVID AND CAROL

The Cooke family enjoy another hot day on the beach in Benidorm. “The weather has been fantastic, with high temperatures every day and no rain at all,” said David Cooke. He added, “we have been in the sea every day – it is so warm.”

The Cooke family paid £1600 for their family holiday, including flights, hotel

accommodation and meals.

“The hotel is quite basic but the rooms are clean and tidy and feel good,” said Carol.

The hotel has its own swimming pool and there are leisure activities for the children, although with the sea only 500 metres away most people spend their day on the beach.

“It has been a great holiday

for us and the children, really relaxing. We have also been on a couple of trips to see the surrounding area,” said David.

Carol added, “It’s not a cheap holiday. With spending money it will probably cost about £2500, but it is money well spent. This place has so much to offer; British resorts just cannot compete.”

Butlins Timeline

- 1927–48 – Billy Butlin opens thirteen holiday camps throughout the United Kingdom.
- 1950s – New facilities developed, including indoor swimming pools, miniature railway and amusement rides. International ‘stars’ begin to appear at Butlins.
 - A number of hotels bought.
- 1959 – Sheerness (Kent) amusement park sold.
- 1960s – New dining halls, nurseries built at many holiday camps.
 - On-going development of leisure facilities, including monorails, chairlifts and amusement centres.
 - The first ‘self-catering’ camps developed.
- 1963 – Over one million people visit the camps and hotels.
- 1970s – Major chalet refurbishment at several camps.
 - Self-catering option continues to develop.
- 1972 – Company sold to Rank for £43 million.
- 1980 – 1.2 million people visit the camps and hotels.
- 1980s – A number of camps close down or are sold.
 - Three main holiday camps at Bognor Regis, Minehead and Skegness remain and are renamed ‘holiday centres’.
 - Major investment in the renamed holiday centres, including new accommodation, shopping areas and leisure facilities. The first roller coasters and indoor leisure areas are built at these holiday centres.
- 1990s – All of Butlins’ hotels sold.
 - Re-organisation sees the closure of smaller holiday camps – only Bognor Regis, Minehead and Skegness remain open.
- 1999 – Bognor Regis, Minehead and Skegness re-branded as Family Entertainment Resorts and £39 million invested, including the development of Skyline pavilions.
- 2000 – Company sold to Bourne Leisure.
- 2000s – Further investment in each of the three centres.
 - Shoreline hotel developed at Bognor Regis.
 - Re-imaging continues.
- 2006 – The three resorts attracted over 1.3 million guests.
- 2007 – Blue Skies vacation timeshare club opened at Minehead.

Press release – 1999

NEW Butlins Family Entertainment Resorts

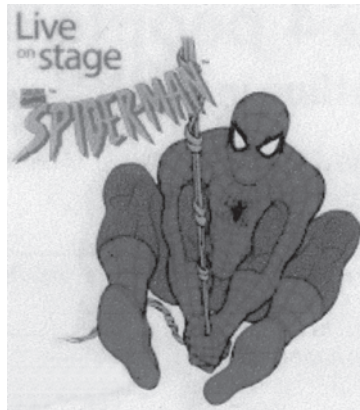
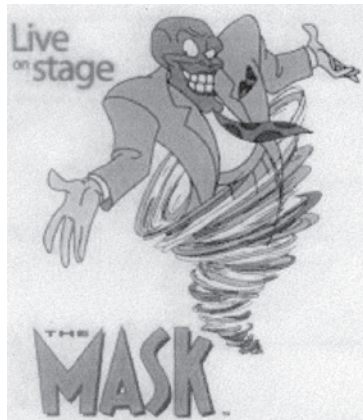
In 1999, Butlins sees the completion of a massive £139 million investment programme with the spring opening of 3 Family Entertainment Resorts at Minehead, Bognor Regis and Skegness.

The weatherproof Skyline Pavilion

A huge canopy covering the heart of each Resort combining live and entrancing entertainment with al fresco-style street cafés, bars and restaurants.

New live entertainment

- Exclusive musicals presented in Centre Stage, our brand new theatre experience. The Mask, Casper and Spiderman
- Reds – home of the Redcoats, a fantastic line-up of interactive entertainment



Children

- Stars Children's Club offering 3 great themes: Stage School, Arts & Crafts and Sports Academy
- Nursery services
- Toyland – children's themed paradise featuring Noddy and his Toyland friends
- Fox Kids outdoor adventure play area and indoor soft play area

Activities – free of charge

- All-weather multi sports court
- Splash – indoor sub-tropical waterworld featuring breathtaking rides from the USA
- Outdoor pool
- Funfair
- Crazy golf

Activities – at an additional cost

- Hotshots ten-pin bowling and entertainment centre
- Go kart circuit
- Odeon cinema

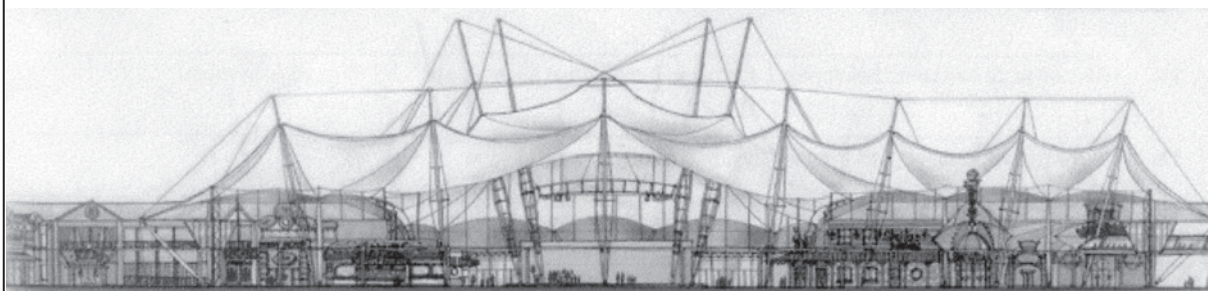
Bars and restaurants

There's something to suit every taste:

- Harry Ramsden's
- Burger King
- Traditional pub food at Tom Cobleigh
- Pinewood Studios Café & Bar
- Jaks – live entertainment bar
- The Skyline pavement café
- Bar Rosso

Accommodation

With all new-look accommodation, there's all the comfort you need to enjoy a short break with us on either a self-catering or half-board basis.



The Re-Imaging of Butlins for the 21st Century

Major changes at the new-look Butlins include:

Skyline Pavilions

A Skyline Pavilion was built at each of the Resorts at Bognor Regis, Minehead and Skegness – a huge ‘Baby Dome’ forming the entertainment hub of each new Butlins site. The size of Wembley football pitch, these Skyline Pavilions house shops, bars, restaurants and a wealth of entertainment – and, significantly, enable Butlins to provide year-round, weather-protected breaks for the first time.

Contemporary Entertainment

Out went cheesy comedians, fancy dress competitions and glamorous grannies – in came a range of exciting new entertainment experiences.

Big Brand Names

Butlins has established relationships with many leading names that have brought their products or services to the Resorts. They include Burger King, Papa John’s Pizza, Pizza Hut and Kodak.

New-look Accommodation

A significant proportion of Butlins’ development investment was spent on upgrading accommodation with new furniture, fixtures and fittings and bright new décor. The accommodation now ranges from Standard to Gold; the latter offers wide-screen TV with video/DVDs and a big squashy sofa. Residential dining has had a facelift too, with two brilliant new dining rooms – Coral Beach and Ocean Drive – offering excellent, varied menus and greater flexibility on dining times with the introduction of a self-service offering.

In August 2005, the Shoreline Hotel was opened at the Bognor Regis Resort at a cost of £10 million. The 160 room hotel is designed as a grand ocean-going liner offering 3 grades of bedroom: Hook’s Cabin, Columbus’ Quarters and the top of the range Nelson’s Staterooms. Many of the bedrooms have sea views and all have a special children’s area with TV, DVD and games console.

Meaningful Guest Service

With a range of new introductions and experiences, there is a renewed emphasis on guest service at Butlins. The ‘Applause System’, which measures quality of service through questionnaires and mystery shoppers, was introduced. Staff receive intensive training to ensure that guest service is paramount.

Huge Variety of Quality Food

Butlins does not just offer holidays but a whole experience, so it is important that it keeps up with trends in all areas of the food service offered to its guests. Vegetarian and healthy option menus are readily available at all resorts whether guests choose to go half-board or self-catering.

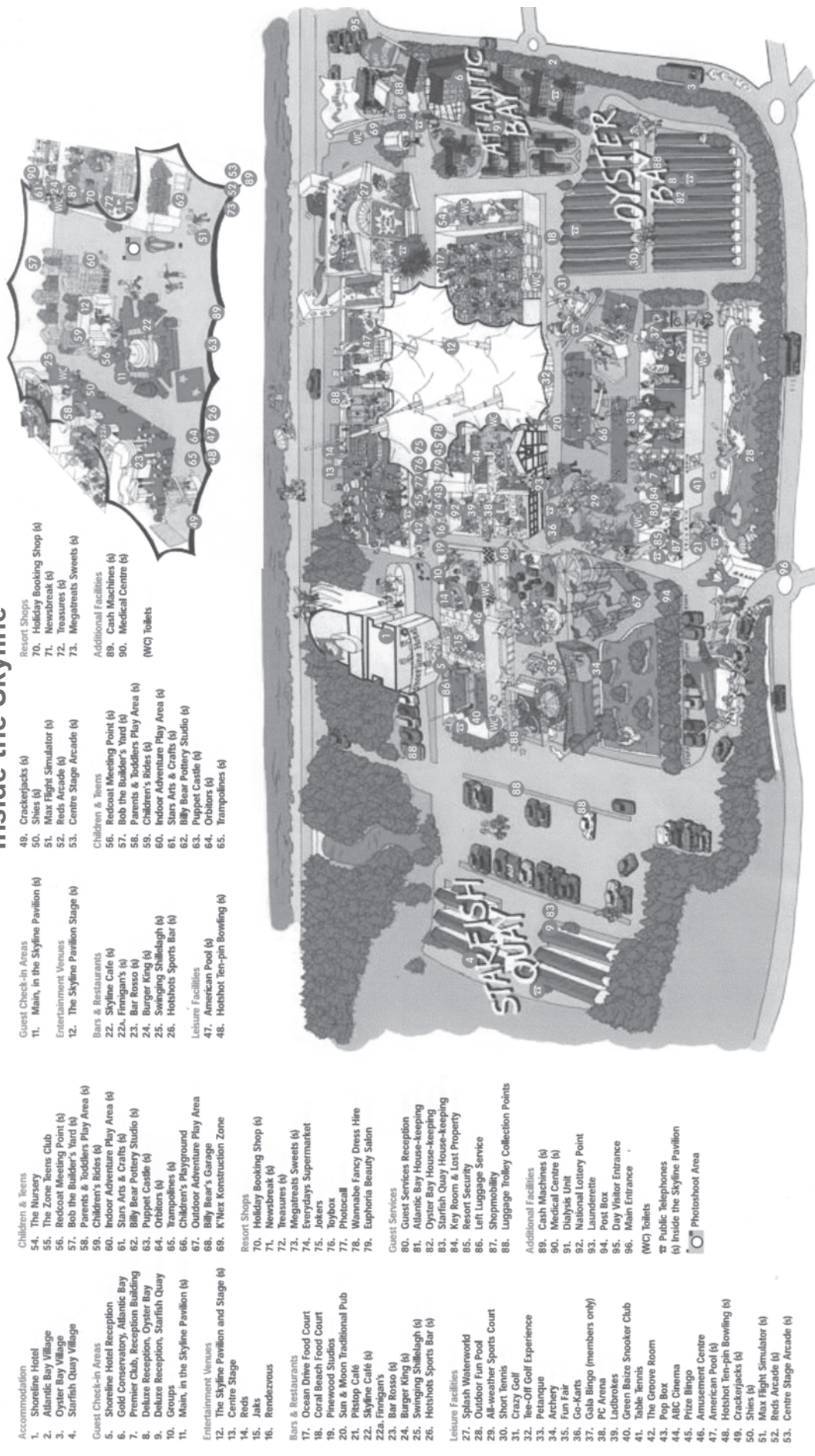
For those electing to take a self-catering break, Pizza Hut at Minehead and Papa John’s at Skegness offer lunchtime and evening buffets with salad bars and fresh pizzas whilst Pinewood Studios Café & Bar at Bognor has a menu full of international favourites.

A Modern Marketing Strategy

On-going evaluation forms an important part of the marketing strategy in order to keep the company competitive.

Butlins Family Entertainment Resort – Bognor Regis

Inside the Skyline



- Accommodation**
- 1. Shoreline Hotel
- 2. Atlantic Bay Village
- 3. Oyster Bay Village
- 4. Starfish Quay Village
- Guest Check-in Areas**
- 5. Shoreline Hotel Reception
- 6. Gold Conservatory, Atlantic Bay
- 7. Premier Club, Reception Building
- 8. Dekaze Reception, Oyster Bay
- 9. Groups
- 10. Main, in the Skyline Pavilion (s)
- Entertainment Venues**
- 12. The Skyline Pavilion and Stage (s)
- 13. Centre Stage
- 14. Reds
- 15. Jaks
- 16. Rendezvous
- Bars & Restaurants**
- 17. Ocean Drive Food Court
- 18. Coral Beach Food Court
- 19. Pinewood Studios
- 20. Sun & Moon Traditional Pub
- 21. Pistop Café
- 22. Skyline Café (s)
- 23a. Finnigan's
- 24. Burger King (s)
- 25. Swinging Shillelagh (s)
- 26. Hobnob's Sports Bar (s)
- Leisure Facilities**
- 27. Splash Waterworld
- 28. Outdoor Fun Pool
- 29. All-weather Sports Court
- 30. Short Tennis
- 31. Crazy Golf
- 32. Tee-Off Golf Experience
- 33. Petanque
- 34. Archery
- 35. Fun Fair
- 36. Go-Karts
- 37. Gala Bingo (members only)
- 38. PC Arena
- 39. Laddies
- 40. Green Blaze Snooker Club
- 41. Table Tennis
- 42. The Groove Room
- 43. Pop Box
- 44. ABC Cinema
- 45. Prize Bingo
- 46. Amusement Centre
- 47. American Pool (s)
- 48. Hobnob Ten-pin Bowling (s)
- 49. Crackerjacks (s)
- 50. Shies (s)
- 51. Max Flight Simulator (s)
- 52. Reds Arcade (s)
- 53. Centre Stage Arcade (s)
- Children & Teens**
- 54. The Nursery
- 55. The Zone Teens Club
- 56. Redcoat Meeting Point (s)
- 57. Bob the Builder's Yard (s)
- 58. Parents & Toddlers Play Area (s)
- 59. Children's Rides (s)
- 60. Indoor Adventure Play Area (s)
- 61. Stars Arts & Crafts (s)
- 62. Billy Bear Pottery Studio (s)
- 63. Puppet Castle (s)
- 64. Ortolans (s)
- 65. Trampolines (s)
- 66. Children's Playground
- 67. Outdoor Adventure Play Area
- 68. Billy Bear's Garage
- 69. K'Nex Construction Zone
- Resort Shops**
- 70. Holiday Booking Shop (s)
- 71. Newsbreak (s)
- 72. Treasures (s)
- 73. Megatreats (s)
- 74. Everydays Supermarket
- 75. Jokers
- 76. byJoo
- 77. Photocall
- 78. Warmable Fancy Dress Hire
- 79. Euphoria Beauty Salon
- Guest Services**
- 80. Guest Services Reception
- 81. Atlantic Bay House-keeping
- 82. Oyster Bay House-keeping
- 83. Starfish Quay House-keeping
- 84. Key Room & Lost Property
- 85. Resort Security
- 86. Left Luggage Service
- 87. Shopmobility
- 88. Luggage Trolley Collection Points
- Additional Facilities**
- 89. Cash Machines (s)
- 90. Medical Centre (s)
- 91. Dialysis Unit
- 92. National Lottery Point
- 93. Laundrette
- 94. Post Box
- 95. Day Visitor Entrance
- 96. Main Entrance
- (WC) Toilets**
- ☎ Public Telephones
- 📷 Inside the Skyline Pavilion
- 📷 Photoshoot Area

Total bed spaces 5281 (including 640 at the Shoreline Hotel)

Review from *The Sun* Newspaper Website

Review of Butlins from *The Sun*, Tuesday 13 March 2007
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Turn over ►

Promotion

Butlins is owned by Bourne Leisure, and therefore we are answerable to our owners. If our product delivery to customers is lacking, this results in lower repeat business.

Whether it be good or bad, everyone has heard of Butlins and has an opinion even if they have not visited any of the Resorts. Our job is to change adverse opinions or try to persuade those who have not visited us that Butlins really does provide a great value holiday encompassing all that they could want.

Press Advertising

Advertisements are mainly carried in the national press:-

- The Sun
- News of the World
- Daily Mirror
- Sunday Mirror

These papers have proved time and time again for Butlins that they are the most cost-effective and bring in more business for us than any other national. However, these papers know that they have a large readership and therefore can charge high rates for placing ads.

TV

This year, a new TV ad campaign is being launched that will be screened at Christmas time.

Direct Mail

This is carried out to specific target areas of our existing customer database. This tool has proved to be an effective and measurable area of the business, which has vastly expanded over the years.

Travel Agents

Travel Agents are our main source of brochure distribution apart from mailing to regular customers. They sell a tremendous number of Butlins holidays through joint promotions, window displays and window cards throughout the year.

The percentages of the marketing budget spent on various activities are:

Press/TV	57%
Direct Mail	12%
Public Relations (inc Sponsorship)	4%
Research	1%
Brochure production	10%
Travel Trade	4%
Other	12%

Promotional Materials 2007

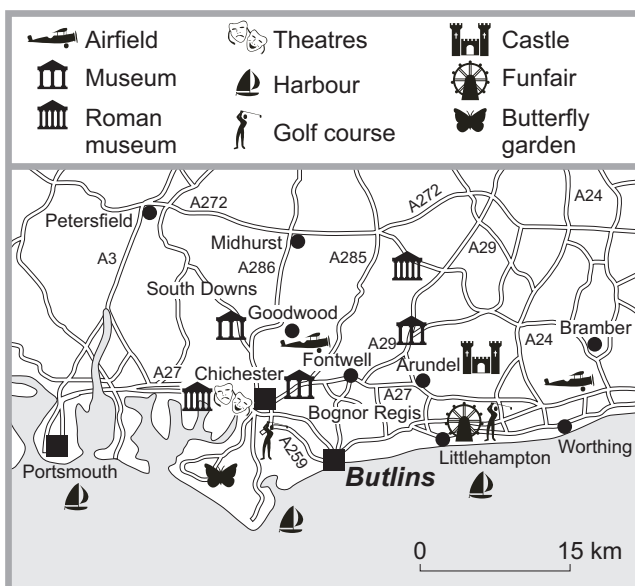
bognor regis and local area

The sunniest town in England, the beautiful South Downs and Butlins.
What could be better?

Bognor Regis has more sunshine than any other town in Britain, making it the UK's sunshine capital!

The town still has its fishermen, operating small inshore boats from the town's beaches and keeping alive the town's traditional link with the sea. There is also a regular open-air market in the town square. It's surrounded by the rolling South Downs – a designated area of natural beauty. Equally stunning is the choice of wildlife parks, quaint villages, castles and beaches that are close to Butlins.

Make it Bognor Regis for an unbeatable break.



The area

We're easy to find

Simply follow the A259 coast road and you can't miss us. We're just one mile east of Bognor Regis on the Littlehampton road near Felpham Village. See who'll be the first to spot the Skyline Pavillion – you can see it as you approach the resort!

Travelling by coach or rail

Why not let the train or coach take the stress out of travelling to and from Bognor Regis and take advantage of one of our great travel offers.

If you're travelling by train, the Resort is just a 5 minute taxi ride from Bognor Regis station. And, if you are travelling by coach, you will arrive at the Resort's main entrance where we look forward to meeting you. Please note that National Express coaches stop inside the main entrance.

Things to do

Places to visit

There are some great places to visit and explore right on your doorstep and further afield including ...

Arundel Castle; Arundel Wildfowl & Wetlands Centre; The Royal Pavilion, Brighton; Hunston Horse Riding; Chichester Cathedral & Harbour; Fishbourne Roman Palace; Portsmouth – Mary Rose & HMS Victory & Royal Marines Museum; Weald & Downland Open Air Museum – Singleton; Goodwood House – Estate & Racecourse; Bignor Roman Villa; St Mary's House – Bramber; Borde Hill Gardens; Bodiam Castle; Tangmere Military Aviation Museum; West Wittering Beach

Markets

Bognor Market – Tuesdays, Thursdays and Saturdays; Chichester Market – Saturdays

Shopping

Gun Wharf Quays – Portsmouth, Brighton, Southampton

Turn over ►

Butlins – Something for Everyone

Lots for FREE

Bob the Builder and friends character appearances and shows Bob the Builder's Yard Kids' Disco Party Puppet Castle Shows Children's Shallow Play Area in Splash Waterworld Children's Playground Baby Changing and Feeding Room Facilities Circus Fun with The Skyline Gang Billy's Treasure Hunt Mini Funfair Rides



Meet your favourite characters! and have your picture taken with them! **BOB THE BUILDER WENDY AND SPUD DINO AND DARWIN PINGU DAISY THE COW BILLY BEAR**

Kids Club sessions

Treasure Hunt • Storytime • Dressing Up Painting • Music • Parachute Games • Cool Cooking • Arts and Crafts • Character Appearances • Art Competitions • Fairytale Fun • Puppet Crafts...and much more

Children under 8 must be supervised by an adult.



Hello Bob!

There's some great Bob the Builder activities for under 5s to try. Join him for free daily sessions: Bob's Picture Puzzle • Wendy's Cool Cooking Dizzy's Dance Steps • Spuds with Spud

LEARN TO BE A SUPERSTAR DJ!

LEARN SOME DJ SKILLS FROM THE PROFESSIONALS AND GET SPINNING ON THE DECKS!



Let's go surfing now!

At our PC Arena you'll find a Media Centre with game stations and an Internet Cafe. Play in the X-Box and Playstation 2 arenas or download music. 30 Networked PC terminals with all the latest games. Challenge your friends and family!

BOGNOR REGIS



9-12 YEAR OLDS

Your kids will have some great times at Butlins' Kids Clubs. The only problem will be deciding what to do first.

Sessions might include any of the following:

Netball • Pantomime Time • Academy Challenge Behind the Scenes (backstage tour) • Arts and Crafts Beach Party • Dance Attack • Circus Fun • Rounders Kwik Cricket • Basketball • Stage School • Family Sports Day • Football • Film Festival • Presenting Splash Attack (exclusive Splash Waterworld sessions) Crazy Golf • Jewellery Making • Film Making • Junior Reds Mayhem • Junk Challenge

5-8 YEAR OLDS

There's lots of fun in our 5-8s club that will keep the kids going all day long. A parent or guardian must supervise kids aged 8 and under, so get ready to have some fun yourselves!

Sessions might include any of the following:

Drama • Pirate Arts and Crafts • Spud's Fun Hunt Bob's Clay Crafts • Wendy's Cool Cooking • Family Sports Day • Puppet Panto Play • Stage School Jungle Mania • School of Spells • Pingu's Frosty Fun Scrap Yard Challenge • Bob's Boogie Fun • Bob and Friends Fun Time • Billy's Art Attack • Clown Around Circus Fun • Rounders • Kwik Cricket • Junior Reds Mayhem • Billy and the Hidden Treasure • Billy's Dance Attack

LET'S ALL GO CLUBBING IT!

FREE



Get into the groove!

VISIT OUR STATE OF THE ART RECORDING STUDIO AND RECORD YOUR OWN CD OR DVD!

Pick a backing track and cut a CD either on your own or with your friends and family. From £25 for a professionally recorded CD of your performance. Book once on Resort or call 01243 866516 to book in advance.

BOGNOR REGIS

the GROOVE ROOM

ADULTS ONLY ACTIVITIES

Join in our adult-only activities and learn something new. Choose from wine-tasting, arts and crafts, computer skills, aerobics, aqua-aerobics, archery and fencing.

NEW £2006



NEW £2006

TIME TO CHILL OUT!

Relax over a cappuccino or something stronger, while you re-charge your batteries.

At Minehead: Yacht Club, Café Bar
At Bognor Regis: Shoreline Hotel Bar
At Skegness: New Café Bar for '06

fireItUp

PlayStation-2

FIRE IT UP!

with Buzz and Singstar 80s for your chance to win great prizes.

See why Butlins is the place to be with our **FREE DVD**

ORDER YOURS TODAY!

VISIT www.butlins.com/sky

TEXT DVD TO 83338

CALL 0870 094 8093



One DVD per household. Standard text message rates apply. You must be over 18 to order information from Butlins.

Every DVD comes with our new 2007 family brochure!

Turn over ►

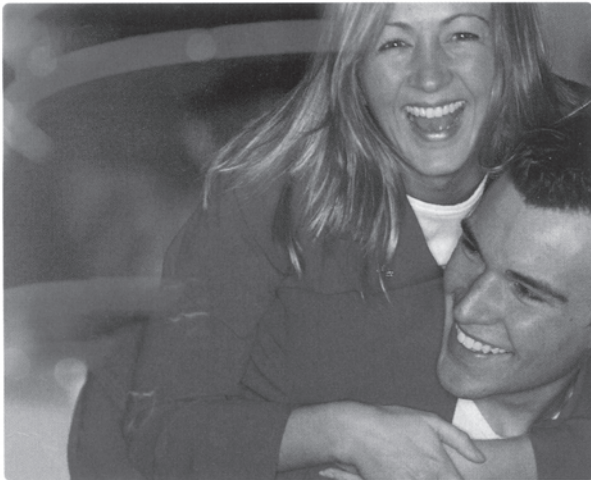
Butlins Premier Club

The Premier Club... is our way of recognising and thanking our most loyal guests. It's an exclusive club and as a member you'll receive special benefits, offers and information.

HOW TO BECOME A MEMBER:

Membership is based on the number of times you've visited Butlins over the last 3 years. There are 3 tiers of membership – Bronze, Silver and Gold. The more holidays you take, the more benefits you'll receive. You'll automatically receive an invitation to join the Premier Club when you return from your third holiday booked under your own name and address within a 3 year period.

BRONZE	3 – 4 HOLIDAYS
SILVER	5 – 6 HOLIDAYS
GOLD	7 OR MORE HOLIDAYS



kids love it



Because...

My friends and I think Butlins is definitely the best place for seeing all the stars. We love singing along and taking pics.

Kimberley aged 14

FANTASTIC BENEFITS...

All members will enjoy:

- You can take advantage of the best deals around, then get a further 5% off.
- Early check-in and Premier Club Host on-resort.
- Invitation to book for the annual Premier Club Gala Dinner break.
- Free collectable pin badge.
- Free membership card.
- Exclusive Premier Club monthly 'Extra' newsletter.



PLUS, IN 2007 SILVER MEMBERS RECEIVE:

- On-resort spending vouchers of £20 for a 7 night break and £10 for a 3 or 4 night break

PLUS, IN 2007 GOLD MEMBERS RECEIVE:

- On-resort spending vouchers of £50 for a 7 night break and £25 for a 3 or 4 night break
- A choice of free Premier Club gifts such as a bottle of champagne or a Billy Bear soft toy

*The only exclusions to the 5% Loyalty Bonus are half price offers and any holidays booked through independent, unbranded promotions e.g. The Sun Offer or Tesco Vouchers.

For more information on the Premier Club, visit butlins.com/premierclub or call our dedicated hotline on **0870 243 3333**.

You will find general terms and conditions on pages 86-87 of this brochure, for full terms and conditions please go to: butlins.com/premierclub



Special offers

“awesome”

“cool”



Internet ONLY SALE

October breaks – save an extra £5 per person

- Plus save up to 50% – Breaks from only £37 per person
- Book before 3 October and save an extra £5 per person an internet only offer

See what's going on > [View breaks >](#)



4 NIGHTS FROM £53

Shoreline Hotel – breaks from £53 (was £93)

- Stay in style in our brand new, stylish hotel
- Hurry, book now to avoid disappointment

[Find out more >](#)



SAVE 15%

Christmas and New Year

- Save up to 15%
- Prices from £42 per person

See what's going on > [View breaks >](#)



HALF PRICE

2007 breaks from £30 – save up to half price

- Get 2007 sorted with outstanding family entertainment
- Don't miss out on these early booking details

[View 2007 breaks >](#)



SAVE UP TO 30%

Adult only breaks

- Red hot offer save up to 30% on adult weekends
- Book by 30 September

[More about our adult breaks >](#)

Butlins

kids love it

Book early
SAVE 20%
at least
offer ends 31 Jan

Bognor Regis

No. of nights	Silver Self-catering Apartment	Silver Dinner Room	Shoreline Hotel Hook's Cabin
3	£64	£52	£80
3	£79	£64	£94
3	£104	£84	£124
3	£94	£68	£96

All prices are per person per break

20% OFF WEEKEND BREAKS

March 07 from...
April 07 from...
May Bank Holiday 07 from...
June 07 from...

FROM ONLY **£52** PER PERSON

No. of nights	Silver Self-catering Apartment	Silver Dinner Room	Shoreline Hotel Hook's Cabin
4	£74	£37	£69
4	£74	£37	£69
4	£89	£45	£78
4	£114	£57	£93

All prices are per person per break

Up to **50% OFF MIDWEEK BREAKS**

March 07 from...
April 07 from...
May 07 from...
June 07 from...

FROM ONLY **£32** PER PERSON

No. of nights	Silver Self-catering Apartment	Silver Dinner Room	Shoreline Hotel Hook's Cabin
3	£74	£60	£90
3	£89	£72	£108
3	£104	£84	£124
3	£109	£88	£124


All prices are per person per break

20% OFF SCHOOL'S OUT BREAKS

Feb Half Term 07 from...
Easter Breaks 07 from...
May Half Term 07 from...
Summer Holidays 07 from...

FROM ONLY **£60** PER PERSON

Butlins Visitor Survey



WHAT'S YOUR OPINION?

DAY VISITOR SURVEY

1. Resort visited: Bognor Regis Minehead Skegness
 Date of visit: Day Month Year

2. What was the weather like when you visited?

3. Number in your party? Adults 18+ Under 5's
 5-8 yrs 9-12 yrs 13-17 yrs

4. Have you visited before? Yes No

5. Are you on holiday in the area? Yes No

6. Where did you hear about Butlins? Newspaper Leaflet TV
 Radio Promotion Friends Other (please specify):

7. ☺ 4 3 2 1 ☹
 Your reception at the hotel
 Speed of admission
 Brochure accuracy
 Brochure information & content

Please rate the following on a scale of 1 to 4, where 4 is very good and 1 is poor.

8. ☺ 4 3 2 1 ☹

PAID FOR ENTERTAINMENT

Overall

Skyline Pavilion

Entertainment

Staff friendliness

Cleanliness

Overall

Toyland

Entertainment

Staff friendliness

Cleanliness

Overall

Splash Waterworld

Staff friendliness

Cleanliness

Opening times

Overall

FREE ENTERTAINMENT

Funfair

Staff friendliness

Cleanliness

Opening times

Overall

Fox Kids Indoor Play Area

Staff friendliness

Cleanliness

Opening times

Overall

9. ☺ 4 3 2 1 ☹

PAID FOR ENTERTAINMENT

Overall

Value for money

Hotshots Ten-pin Bowling

Staff friendliness

Cleanliness

Opening times

Value for money

Overall

Formula-K Go Karts

Staff friendliness

Cleanliness

Opening times

Value for money

Overall

11. ☺ 4 3 2 1 ☹

Overall resort cleanliness

How much fun is Butlins?

Overall value for money

Overall enjoyment of visit

12. How likely are you to return again? (4 being very likely, 1 being unlikely)

☺ 4 3 2 1 ☹

This year

Next year

Customer Opinions

Board Basis: Self Catering

Date of Holiday: Feb 2006

Overall Rating: 10/10

Comments: What a great weekend had by all! I went to Butlins for my birthday this year with 12 of my mates. All men and we had a blast. I didn't know Butlins did adult only breaks but when I found out on the web I booked up. It was only about 70 quid per person for 3 nights. The weekend was a ministry of sound theme with great music, there are also 70s, 80s, 90s and school disco themes. I'm booked up again for next year.

There is a bar open all night so 24 hour drinking is allowed, check out the karaoke bar before you head off to the bars and clubs. The atmosphere the whole weekend was great. Most people go in fancy dress and are out for a good time.

Board Basis: Bed and Breakfast

Date of Holiday: Apr 2006

Overall Rating: 5/10

Comments: Last time I went to Butlins I was a child. Shame to say that those wonderful days were not repeated. I can't fault the Shoreline Hotel, lovely, well equipped rooms, great value B&B, just once you set foot outside the clean lines of the hotel you hit acres of slot machines, vending machines and general tackiness of the camp. Huge queues for the pool and for any of the children's activities, which were often rushed. Chips with everything and steep food and drink prices. You end up paying non-stop for the things that are not included in the price!

The fun fair was tired and two of the 'free' rides were broken and not working. We escaped the camp for a whole day which made the 4-day break just about bearable. Been there, didn't buy the t-shirt and won't be returning anytime soon!

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