



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.

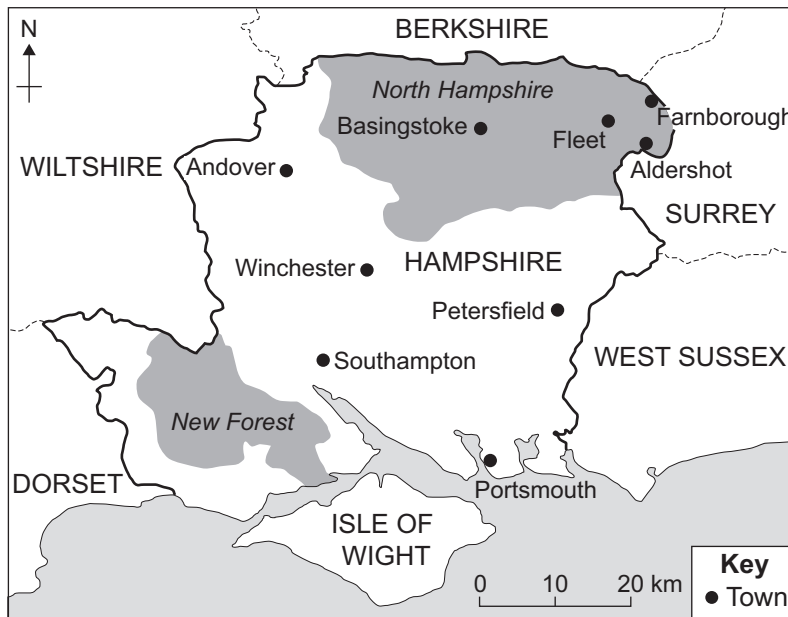


The three star hotel attracts both business and leisure guests. It specialises in weddings and family celebrations. It has also gained a reputation for its cuisine. Menus combine English and international influences and the hotel has its own bakery chef to prepare cakes and desserts.

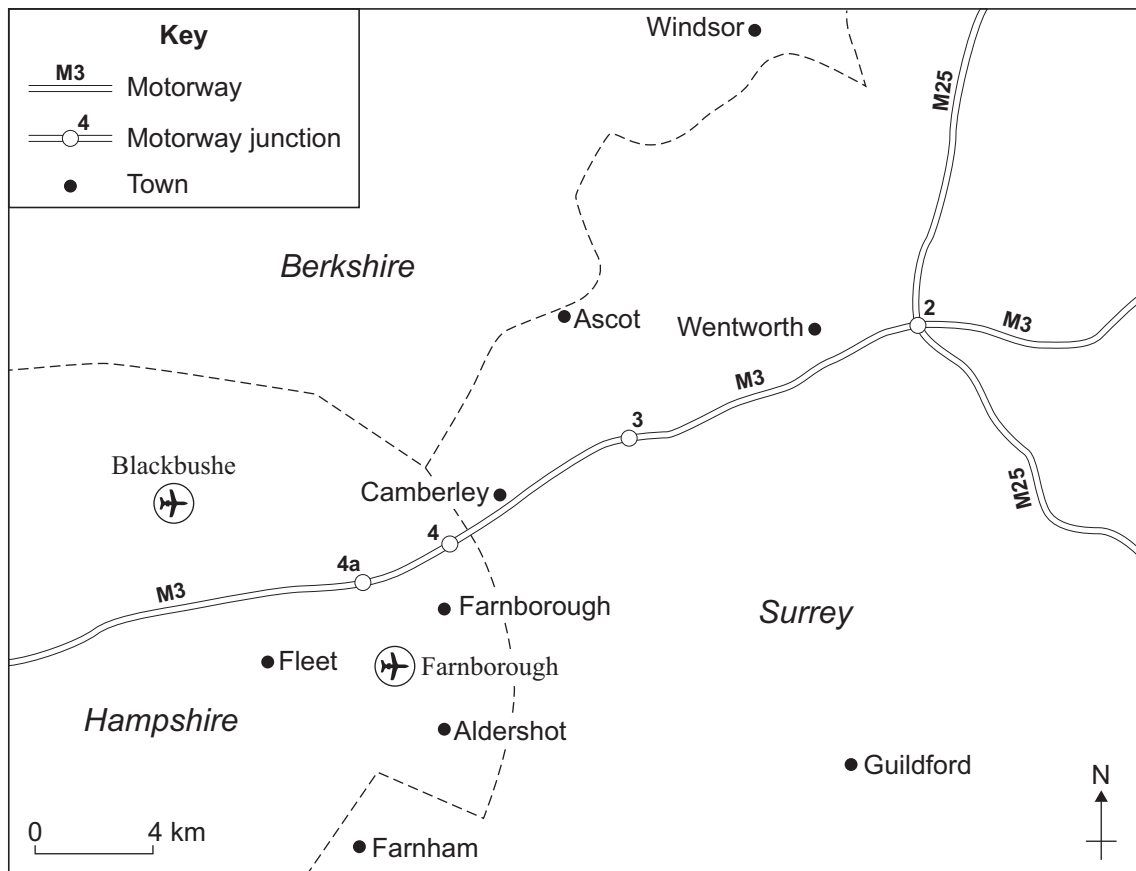
Research has shown that the market blend for hotels such as The Lismoyne in north Hampshire is 80% business and 20% leisure. For local budget hotels, the market blend is 70% business and 30% leisure.

**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)

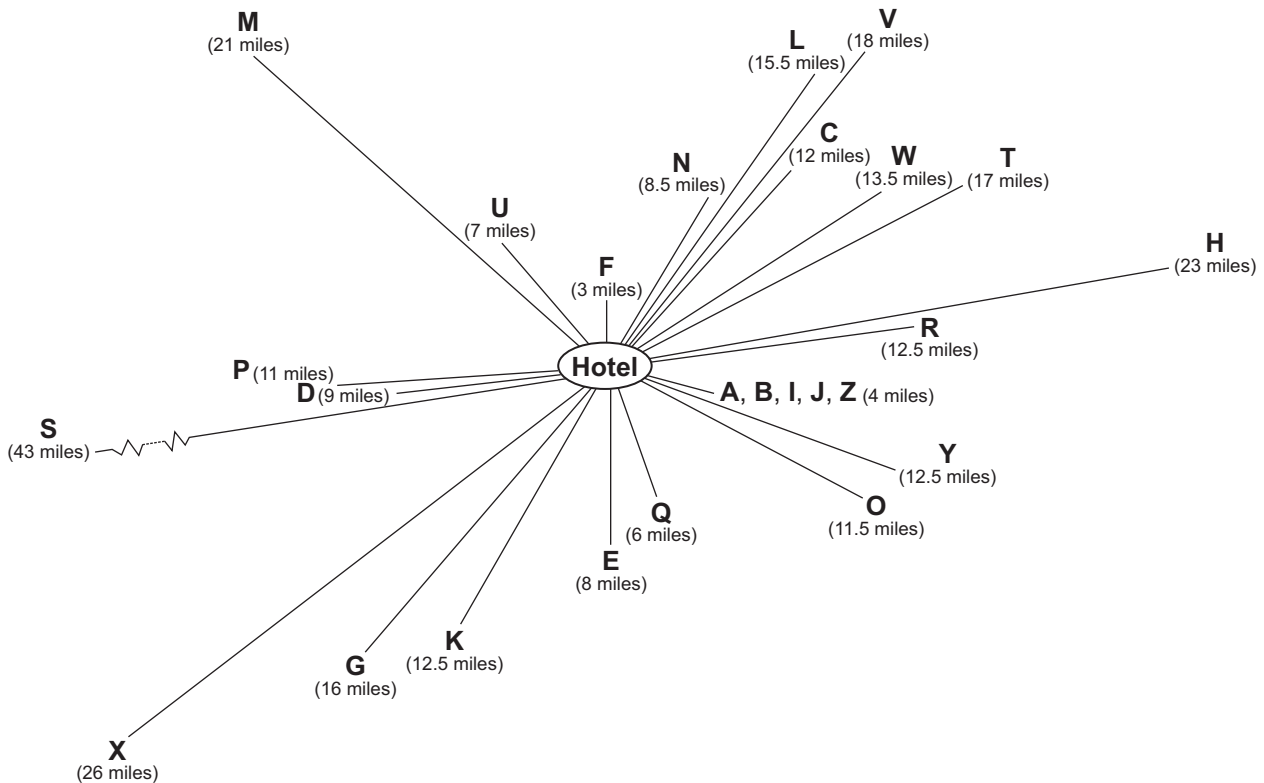
|                 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Annual Average |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------------|
| Average         |     |     |     |     |     |     |     |     |     |     |     |     |                |
| 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

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

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## 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

|  |   |
|--|---|
| <a href="#">Home</a>   <a href="#">Careers</a>   <a href="#">Contact Us</a>   <a href="#">How To Find Us</a>   <a href="#">Site Index</a>  |   |
| <br><b>THE LISMOYNE HOTEL</b>   |   |
| <ul style="list-style-type: none"> <li>:: Accommodation</li> <li>:: Book Online</li> <li>:: Conferences</li> <li>:: Dining</li> <li>:: Weddings</li> <li>:: Special Events</li> <li>:: Packages</li> </ul>           |   |
| <b>Call Reservations</b><br><br><ul style="list-style-type: none"> <li>Funerals</li> <li>About The Lismoyne</li> <li>Testimonials</li> <li>About Fleet</li> <li>Privacy Policy</li> <li>Download Brochure</li> </ul> | <p><b>:: The Lismoyne Hotel</b></p> <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 style="text-align: center;"><a href="#">[more]</a></p> <div style="text-align: center;">  </div> |
|  | <div style="border: 1px solid black; padding: 5px; display: inline-block;"> <b>“Special Offers”</b> </div>  |
|  | <p><b>:: Join Mailing List</b></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 gray; width: 100%; height: 20px; margin-bottom: 5px;"></div> <div style="text-align: right;"> <input type="button" value="Send"/> </div>  |

## BOOKING ROOMS AT THE LISMOYNE HOTEL ONLINE

|   |   |
|---|---|
| <p><b><i>When will you be arriving?</i></b></p> <p>&lt; <input type="text" value="20"/> <input type="text" value="Jun"/> <input type="text" value="2010"/> &gt;</p> <hr/> <p><b><i>How long will you be staying for?</i></b></p> <p>Number of nights: <input type="text" value="1 night"/></p> <p><b><i>Please select your rooms:</i></b></p> <p>Number of rooms: <input type="text" value="-- Choose --"/></p> <p>Number of Occupants: <input type="text" value="-- Choose --"/></p> <p>Room type 1: <input type="text" value="-- Choose --"/></p> <p>Room type 2: <input type="text" value="-- Choose --"/></p> <p style="text-align: center;"><b><i>Check availability</i></b></p> | <p>Please select:</p> <ul style="list-style-type: none"> <li>• Your arrival date.</li> <li>• The number of nights you will be staying.</li> <li>• The type of room(s) you want.</li> <li>• The occupants for your room(s).</li> </ul> <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><a href="#">Room descriptions</a></u></p> <p>If you need assistance with your reservation please contact The Lismoyne Hotel by phone or e-mail.</p> |
|---|---|

**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.

|  |                |             |                |             |                |
|--|----------------|-------------|----------------|-------------|----------------|
| <br><b>THE LISMOYNE HOTEL</b> |                |             |                |             |                |
| <b>GUEST COMMENT CARD</b>  |                |             |                |             |                |
| <b>GUEST NAME:</b>   |                |             |                |             |                |
|  | <b>V. GOOD</b> | <b>GOOD</b> | <b>AVERAGE</b> | <b>POOR</b> | <b>V. POOR</b> |
| <b>RECEPTION</b>   |                |             |                |             |                |
| <b>BEDROOM</b>   |                |             |                |             |                |
| <b>BREAKFAST</b>   |                |             |                |             |                |
| <b>DINNER</b>  |                |             |                |             |                |
| <b>ANY<br/>OUTSTANDING<br/>MEMBER OF<br/>STAFF</b>   |                |             |                |             |                |
| <b>COMMENTS:</b>   |                |             |                |             |                |
|  |                |             |                |             |                |



**PROMOTIONAL MATERIAL**

Valentine Dinner Leaflet

**Valentine Dinner**  
*Available on the 14<sup>th</sup>, 15<sup>th</sup> & 16<sup>th</sup> 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”***

**Turn over ►**

## 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><b>LISMOYNE</b></p>  <p><b>FRIDAY NIGHTS</b></p> <p>OVER 25s</p> <p><b>SOUL REUNION</b></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><b>FRI 25th JULY</b><br/><b>FRI 29th AUG</b></p> | <p><b>FLEET</b></p> <p><b>FRIDAY NIGHTS</b></p> <p>OVER 25s</p> <p><b>BEST PARTIES EVER...</b></p> <p>8.30pm til 1am</p> <p>BRING YOUR PARTY TO OURS</p> <p>DOOR PRICE £6 LAST ENTRY 11.00</p> <p><b>FRI 15th AUG</b><br/><b>FRI 12th SEPT</b></p> |
|--|--|

### ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

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

Page 4 TSE Research.