

**ADVANCED GCE UNIT
APPLIED TRAVEL AND TOURISM**

G734/CS

Unit 15: Marketing in Travel and Tourism

CASE STUDY

Pre-release case studies for examination January 2007

To be opened on receipt



INSTRUCTIONS TO CANDIDATES

- This case study **must** be opened and given to candidates on receipt.

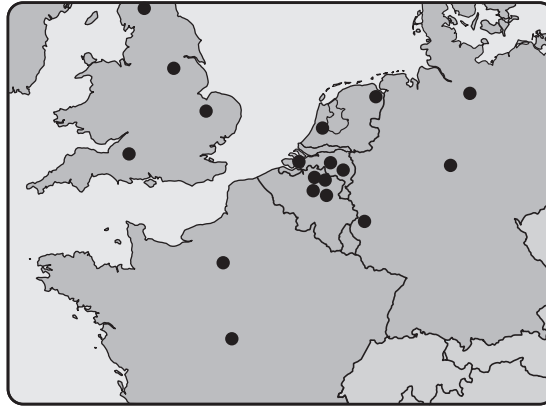
INFORMATION FOR CANDIDATES

- You **must** make yourself familiar with the case study before you take the question paper.
- You **must not** take notes into the examination.
- A clean copy of the case study will be issued with the question paper.

This document consists of **8** printed pages.



Our Villages



Center Parcs has 20 parks spread throughout Europe. You'll find the parks in the Netherlands, Belgium, Germany, France and Great Britain. A number of our parks are located close to national borders. It might even be that the park closest to where you live is not even in your own country! In 2005 Center Parcs was a part of the MyTravel group.

Fig. 1

The Villages in Great Britain

Sherwood Forest

Opened July 1987, 786 villas, 39 apartments, 400 acres, up to 4206 guests per break.

11 themed restaurants and bars, 5 shops and an extensive range of indoor and outdoor sport and leisure facilities. Most of the restaurants, bars and shops are in and around the Village Square, the open centre of the Village, where the Subtropical Swimming Paradise is also located. The newly opened Aqua Sana is an outstanding Spa facility. Indoor sports facilities are mainly located in the Jardin des Sports, quite close to the Village Square and also containing the Time Out Club for children and teenagers. There is a separate Country Club in another part of the Village, with an additional restaurant and bar and sports facilities including a golf driving range.



Elveden Forest

Opened August 1989, 737 villas, 89 apartments, 400 acres, up to 4138 guests per break.

11 restaurants and bars and 6 shops, mainly located in the centre of the Village, but this time in a spectacular covered Piazza, linked to the Subtropical Swimming Paradise and the Sports Plaza by walkways, landscaping and water features. Elveden has a separate Country Club, with restaurant, bar and sports facilities, with a nine-hole, par 3 golf course close by. In addition it has an Aqua Sana on a Balinese theme, and a Time Out Club and crèche for babies, children and teenagers.

Longleat Forest

Opened July 1994, 638 villas, 60 apartments, 400 acres, up to 3442 guests per break.

11 restaurants and bars and 6 shops, spread throughout the three main centres of the Village. The dome of the Plaza is home to the Subtropical Swimming Paradise, along with several restaurants and bars and most of the shops. There is a separate Village Square where the French restaurant, La Sapinière and Grand Café are located. The Jardin des Sports, offering indoor and outdoor leisure activities is in another part of the Village, near the Roman themed Aqua Sana and the watersports lake.

Oasis Whinfell Forest

Opened in 1997, 718 lodges, 79 apartments, 400 acres, up to 4394 guests per break.
(acquired by Center Parcs September 2001)

Oasis Whinfell Forest has much in common with Sherwood Forest, Elveden Forest and Longleat Forest but has its own distinctive character which Center Parcs is committed to maintaining and enhancing. It has 14 restaurants and bars and 8 shops, the majority of which are situated in the glass covered Butterfly Village Centre alongside the Green Room (live entertainment and shows), Metropolis Family Entertainment Centre and the spectacular World of Water (subtropical swimming pool). Separated from the Village Centre by the Watersports Lake, the Country Club offers a wealth of leisure activities, as well as a restaurant, bar, shops and, of course, the Aqua Sana.

Fig. 2

Shortbreak holiday market leader

Center Parcs revolutionised the holiday market in Holland over 30 years ago and did the same in Great Britain when it opened its first village here at Sherwood Forest in July 1987, by offering short break holidays (ie, midweek breaks from Monday to Friday and weekends from Friday to Monday) on a year round basis, in addition to longer stays during traditional holiday periods. Indeed, its success can be seen by the occupancy figures of over 90% at all Villages and repeat bookings of more than 60% within a year.



“Every day the perfect break naturally”

Center Parcs offers high quality accommodation in fully equipped villas, apartments and lodges, which are set amongst the trees and streams of the forest, each one with its own private patio. The Villages offer a mix of bars, restaurants and shops, and a range of indoor and outdoor sports and leisure facilities themed into a natural environment, with woodland and water the essential elements. The Subtropical Swimming Paradise is at the heart of each village. The temperature inside is a constant 84 degrees Fahrenheit, with wild water rapids, water slides, spa pool, wave pool, solaria and children’s play pools, surrounded by luxuriant tropical plants and trees.



Fig. 3



Themed breaks

Center Parcs can be a different holiday every time you visit. Special breaks provide even more reasons to plan a stay with family or friends and Center Parcs makes the most of events such as Guy Fawkes Night, Halloween, Mothering Sunday and Valentine's Day. Highlights include:

Countdown to Christmas at Sherwood, Elveden and Longleat Forest

The winter forest is the setting for Santa's Workshop and horse-and-carriage rides.

Fitness motivation at Sherwood and Elveden

Now in its fourteenth year, Derrick Evans (Mr Motivator) and his team lead our extremely popular fitness weekends. You can improve your wellbeing at your own pace and in all kinds of fun ways, from fitness classes to lifestyle and beauty presentations.

Guy Fawkes Night at all Villages

Celebrate with spectacular firework displays and a party atmosphere.

Halloween at all Villages

Family fun in the forest on All Hallows Eve.

Lapland Experience at Oasis Whinfell

Santa in his grotto, real reindeer, a twinkling wonderland in the Village centre, horse and carriage rides and live shows in the Green Room - it's a magical experience in November and December for all the family.

Fig. 4

“Every day the perfect break naturally”

Our mission statement reminds us...

- Every day is precious to our guests. They naturally expect us to deliver our promise to create the perfect break – through quality facilities and skilled, dedicated staff.
- We will measure our success by how well we satisfy our guests, staff and other stakeholders, by the value we create for shareholders and by our environmental standards.

Our mission tells us that we want to focus on a commitment to providing a level of service that is not just good, but exceeds the needs of our guests.



Fig. 5

Marketing

Center Parcs' target market is ABC1 families with young children, young professionals and empty nesters. The Center Parcs Marketing Department's main aim is to identify and satisfy guests' needs and demands for their short break holiday. Guest questionnaires are provided in each villa to provide valuable feedback on our total product offering. It allows us to assess the success of Village operations and consequently plan developments and marketing activities at each Village with an integrated approach to enhance the Center Parcs brand.



The Center Parcs experience is marketed via an annual brochure and primarily television advertising, with supporting information on teletext. The television campaign is timed to support the brochure mailing in September with a heavy emphasis in January, a key period for planning holidays. The company has its own in-house Reservations Department which deals with both bookings and brochure requests. The computerised system can handle up to 5000 calls per day.

Direct Marketing is becoming increasingly important to Center Parcs as more and more of our guests are repeat visitors. Communication with our guests takes many forms, e.g. booking incentives during off-peak periods, informing guests of Village improvements and encouraging repeat bookings.

The Company's database provides a foundation for all strategic mailing activities and by utilising customer profiling tools such as geodemographics and customer lifetime values, the marketing process can be executed with precision.

Fig. 6

Hotel Spa of the Year
Professional
Beauty Awards
Finalist
2004

Pamper Days and Breaks **05/06**

Escape to the forest

Available at Oasis Whinell Forest (Cumbria), Elveden Forest (Suffolk),
Sherwood Forest (Nottinghamshire) and Longleat Forest (Wiltshire)

AQVA SANA
a world of
spa & beauty

Fig. 7

Travel News: Tour operators/travel agents

by *Juliet Dennis*

Thursday 2 December 2004

MyTravel brands given clear focus

MYTRAVEL has restructured its Cresta Holidays, Bridge Travel and Travel Service brands into full-frills, no-frills and destination specialists in a £5 million cost-saving move.

All Bridge brochures, except Cities, have been ditched with most products in an expanded full-frills Cresta range. Travel Service brands remain.

There will now be minimal overlap between Bridge and Cresta. The two remaining Disneyland Resort Paris programmes will target different markets – Cresta will focus on families and Paris Travel Service on adults.

The brands form part of the new BCT Travel Group, operating under one ATOL for more than 500,000 passengers.

Funds saved have been used to slash prices, according to BCT managing director Steve Kimber. “Cresta wanted to reduce costs – partly reacting to Bridge which cut prices in response to the market, but both needed to scale back prices.”

He added: “There will now be fewer brochures to rack but a clearer proposition.”

The restructure follows the loss of 205 staff. There are now 530 staff, compared to 735 previously. Most staff are at Cresta’s Altrincham base but 120 remain in Bridge’s Broxbourne offices.

Kimber claimed agents would benefit by being able to choose the best brand for their customers.

Cresta will be the most flexible, offering Cities, Eurostar, Disney, France, Italy, Ireland, Scandinavia, Center Parcs, River Cruise and Beach Choices programmes. Beach Choices combines Bridge’s Sun Collection and Cresta’s Choices.

As the no-frills brand, Bridge will offer more aggressive prices but less flexibility, higher deposits and charges for booking amendments.

Fig. 8

Copyright Acknowledgements:

Fig. 1 to 7
Fig. 8 text

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