

OCR GCSE IN LEISURE AND TOURISM (DOUBLE AWARD)

1495

EXEMPLAR MATERIALS - UNIT 2: Marketing in leisure and tourism

This collection of exemplar work is designed to accompany OCR GCSE specification Leisure and Tourism for teaching from September 2002.

First certification will be available in June 2004 and every January and June thereafter.

This document aims to demonstrate the relationship between candidates' work and the assessment criteria statements. The examples provided represent just a few approaches from a small number of candidates and are not intended to be comprehensive or interpreted prescriptively.

The examples exemplify different standards of work. Some of the examples demonstrate a consistent approach across the objectives, whereas others demonstrate a different standard of achievement for each objective.

Teachers are referred to Section 2.3 of the Teacher Guide (Determining a Candidate's Mark) to further assist their marking.

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General Feedback for Unit 2 Portfolios

The majority of the candidates' work was clearly annotated for the strands a to f. Such annotation assists the moderation process.

Including the feedback sheet and the final mark sheet with each portfolio was helpful and of value to the moderator. The portfolio pagination and page referencing on the final feedback sheet are very helpful. It is clear from these sheets that there is a system of internal Standardisation in place as outlined on page 17 of the specification.

It is good that candidates are encouraged to word process their work. A title page, identifying the organisation being investigated, would be helpful. Possible evidence for f3 could include successive, annotated versions of the item of promotional material.

If candidates wish to include examples of the organisation's printed material, such as promotional materials, then the candidates should annotate them, to clarify why they have been included in the portfolio, and place them at an appropriate position in their portfolios.

Candidate A

GCSE Leisure and Tourism (1495)

Unit 4876: Marketing in leisure and tourism

Commentary

Centre Mark 35

Explanatory information, such as the notes on Market Research, would be better included with the rest of the work as appropriate (e.g. with strand c). This candidate's work would benefit from proof-reading.

a1, a2 agreed

b1 agreed

c1 the evidence for this is outlined on p8 but identified as c2; the evidence on p7 is concerned with target customers and marketing activities rather than with market research.

d1 agreed for Drayton Manor but the work for Alton Towers is very brief; some of the work annotated as d1 is in fact about event planning rather than the promotional materials.

d2 – no attempt has been made to address this.

d3 agreed. The candidate would be best advised to complete d2 so that a holistic consideration of his work would robustly support his claim for a higher grade.

e1, e2 agreed, although Opportunities are rather brief; e3 agreed.

f1, f2 agreed

f3 – not met – agreed, but although the candidate has not stated his aims and objectives he has identified the target audience, the production of the second leaflet has demonstrated that he can plan and produce promotional materials and he does make an attempt to evaluate it on p21.

Year 10 Applied GCSE Leisure and Tourism

8/5/0

Name:

Feedback No: #4 FINAL

[Empty box]

Initial Score: 35/50

BB

Description

a) Products / Services / Pricing Structures 4/16 (Pg 9; Pg 15-17) (Price Pg 10; Pg 12)
started on products very briefly but has then produced a very detailed look at products and services, including products by target audience and lots of services. In his look at price, Dan has looked at factors that influence price as well as an oversight of pricing structures.

* b) Distribution Channels (Location) 2/7 (Pg 11-12)
has provided a basic base of transportation links to Drayton Manor as well as a look at the history of the facility.

c) Market Research at ... 4/7 (Pg 7-8)
has not only looked at how Drayton Manor does market research, but ~~also~~ also mentions their target audience and how they target these sectors.

d) Compare promotions between two organisations 7/8 (DM Pg 18; Pg 26-27 AT Pg 28-29)
has looked at a variety of promo materials from DM including leaflets and its website (ADA). He has also looked at how Alfa Tans promotes and plans an event, and evaluated its website (AT). He has also suggested alternative ways and compared the two places.

e) SWOT analysis 8/9 (Pg 28 B/C; Pg 22-25)
has produced two excellent SWOT analysis for both DM and AT. He has also looked at how DM could improve / identify areas for development.

f) Own promotional material 10/13 (Pg 18; Pg 19-21)
After using ADA on a piece of material from DM, has used these principles to good effect in his own poster. He has evaluated his poster and stated his

Leisure and Tourism

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Leisure and Tourism

Marketing

One of the key factors about marketing is that you need to get the right things to the right people. If you can go to the right people to get them developed in the end these people will end up with a huge profit and a lot better off. Another thing about marketing is that it is a huge organisation in the marketing industry.

Market Research is where they think about the products and if they are going to do well and be suited for that particular area. They have to think about if the product is going to do well when its developed. These are just some of the things they have to check before its developed and ready for the shops. There are three types of market research the first one is a postal survey this is where people come round posting questionnaires into your post and seeing if you respond to there product. The second type is a telephone survey that is where the compony ring you and ask you questions persuading you to buy there product. The third type is a Personal survey this is where people hand out leaflets to see if you like there idea. Finally the last one is the observation survey this is when they put there product on the shelf and sees if anyone takes intrest.

Target Marketing is where they look at people to see if there product is suitable for them. For example there might be a ride targeting just a certain age. Another reason is that they may judge it on your gender .The final point on target marketing is ethnicity this is where they concentrate on your religion and where you come from.

Types of Market Research

Postal Survey

One type of market research is called postal survey means that what ever you are doing is done through a questionnaire which gets posted to you a selected person. When all the information is collected it will be used to help there orgonisation. One of the good things about a postal survey is that you can do it when ever you want and mainly in your own time, but like anything else in the world there has to be bad points such as not a lot of people return them and you can't write the right questions suitable for everyone.

Telephone Surveys

The reason why people use telephone surveys is because it is quick and provides the information that you need instantly. Another good point about the telephone surveys is that they are quite cheaper than any other method and a lot easier to use. A bad point about the telephone surveys is that when you ring the people they might not want to speak to you at this particular moment in time and ecspecially if they have just come home from work after a long hard day.

Personal Survey

With the personal surveys people are usually more willing to respond than to an interview for instance, only because it's harder for them to say. A bad point about the personal surveys is that they could easily be rushed. Another bad point is that some of the questions might be personal and some people might not answer them.

Observation Survey

Observations is when a trained market researchers watch how the customers react to the products and services that are provided. A very good point about the observation surveys is that it can give a better understanding of how the customers behave and what there point of view is to the organisation.

Leisure and Tourism

Marketing Mix

Product is one of the 4p's in the market industry. It involves both goods and services in the business. It covers most physical objects food, drink and sports equipment. Another vital point about the product is the brand name. For example if you went out and bought a pair of puma sprint trainers it would be a lot more interesting to say than just a pair of white trainers. You also need the aftersales, for instance if you bought a tv and then you took it home and found out it did not work you would want to take it back and get a new one or get a refund that is the whole thing about aftersales.

Price is always important that the organisation of the company get the right price for their product. If they don't they could lose out on some serious money. Price is always a difficult situation because they need a lot of money to build it in the first place, but money is not everything in a business you need good hard workers a nice big factory and then deal with the money. I mean if you do get a lot of money your business can be very successful but you also need the other things.

The place is important for where the people go and buy the company's products. The place that is selling the product must have high expectations for themselves to do well. If the place is not very well looked after and you can see the inside and out impressions count for everything. If it looks a mess you are not going to get anyone coming in and having a look at your products.

Advertising

Advertising is when an organisation pays for the publication or broadcasts the information that describes the products and services in your favourite way. The advertising can be displayed in a number of different ways and can be seen by the whole world, it can also be done regional. These are some of the ways you can do this: Radio

Cinema

Magazines

Television

Direct Marketing

Direct Marketing is one of the fastest types of promotion. It sends promotional material directly to your customers. This can be done by post, telephone or door to door. A good advantage of direct marketing is that you can target the individual people who you think that will be interested in it the most.

Public Relations

Public relations is the planned attempt to create your favourite image of any organisations. One of the advantages about public relations is that it is free of charge. Public relations often means contacting the media such as newspapers, radio and television to publicise the information about the organisations and its products. This can be done by issuing the press with the story itself. The ideas mainly come from the journalist who is covering the story. The idea of public relations is to get the name of the organisation well known across the country.

Personal Selling

Personal Selling involves a direct sale between the two organisations and its customers .You can do this on the telephone or face to face. Most of the people who work there in the industry of leisure and tourism will sometimes be involved in a situation on a frequent basis. Personal Selling does not persuade people to buy something they just simply achieve a sale.

Displays

A lot of leisure and Tourism organisations use different displays to promote a product. The most common part of displays is posters in windows and on doors. For example a shop might have a poster on it this is a prime example of displays.

Sponsorship

Sponsorship involves one organisation giving financial or other support for its name being associated with the product. For example all the teams in the English leagues displays the name of its sponsors you get these by looking on the strip and what boots they are wearing . The FA cup has also been sponsored by a number of different of things in the past.

Demonstrations

One of the main problems with this promotional technique is that the person can't experience the product. Due to this the organisations arrange the demonstration first so they can see it for themselves.

Marketing and Market research at Drayton Manor

Market research at Drayton Manor aims to satisfy there customers in the best possible way.They aim to get different age groups to the park mostly the younger generation because they are the people who visit the park most often.Drayton Manor targets people really from ages 14-44.In two seasons 73% of the people will re-visit drayton manor between 2-6 times.Drayton Manor also has a large target market we know this due to the park itself but some of the people they aim to get to drayton manor are the following:

- Children
- Caravans and campers
- Schools,colleges and universities.
- Disabled groups
- Famalies out for the day

The way that Drayton Manor targets there customers is by schools and colleges and handing out leaflets.Promotional adverts and libraries these are all very important ways that Drayton Manor target some of there customers.A couple of other ways that drayton manor promotes itself is by Radio,publicity days,Educational journals,and new rides and attractions.

How Drayton manor does market research

The company does not have a promotions ,marketing or advertising department. These functions have been carried out for the last 20 years by outside agencies. These are companies that are paid to do research for Drayton Manor by visiting homes and asking questions on Drayton Manor and any promotions it has used, or by inviting groups of people to talk about adverts or other promotions that Drayton Manor have done or want to do in the future.

2

Introduction:

Drayton Manor is one of the most well known theme parks in Great Britain to this day. We all know Drayton Manor as a theme park that only has rides there, but this is not the case. Drayton Manor has a lot more to offer such as a zoo, a farm, three museums and a nature trail.

Product:

Drayton Manor has a wide range of products that it offers for its customers. These are just some of the things it has to offer to you. It has over 100 rides and attractions, an arcade for all the young ones who enjoy that kind of thing, retail outlets and a nature trail. There are many, many more things Drayton Manor has to offer to you. Drayton Manor really has always been known for its rides. There are over 100 so I have picked out some of my personal favourites that I think you might enjoy and they are: The Shockwave, this ride is the only stand up roller coaster in Europe. It whirls people 120 feet in the air to make their hearts race and get their adrenalin pumping like it's never pumped before. This is a fantastic ride that I think everyone will enjoy. The second ride is the Apocalypse, this is a thrill seeking ride that everyone enjoys. You are tilted at an agonising angle of 20 degrees vertical then you are hoisted upwards on a half-ton launch shuttle. The third ride is called the Storm Force 10, this is the fastest wetknuckle ride in Britain. It reaches a high speed of 40 mph and drops a whopping 62 feet. The fourth and final ride is the Malstrom. This ride consists of a huge wheel that swings sideways reaching quite a high speed. This is also the latest ride to Drayton Manor and it's a customer's favourite.

Price:

The price is one of the key factors for any business especially for theme parks such as Drayton Manor and Alton Towers. The price for a school party to visit Drayton Manor from March to September is £7.50 per pupil. This covers the entrance fee which entitles you to go on any ride you wish to go on for the whole day.

Factors that influence price

Direct costs

- Promotional costs- These are very high
- Environment- too much litter after events
- Staffing- More staff the more wages you have to pay out.
- Maintenance- All the rides have to get maintenance all the time because if something goes wrong lives will be in danger.



Indirect costs

- Competition- Drayton manor can not charge more than their main competitors and they are :
- Alton Towers
- American Adventure
- Sea life centre
- Thorpe park
- People of perception- how much people think their day out is worth.

Direct Railways and access to Drayton Manor

Drayton manor park is near to Tamworth. The important roads to this is A4091, A446, A5, A543. The key cities are Nottingham, Burton on trent, Oxford, Glasgow, London, Leeds, Ashby, Birmingham, Manchester. The motorways which are close are: M6, M5, M42. Different places by Drayton manor are: Birmingham city centre, Birmingham international airport, Belfry golf club.

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For pupils to go to Drayton Manor from the 1st to the 19th July will cost you £9.00 per person and has to be booked 1 week in advance. If you are 14 years old and over it will cost you £16.50 and £14.50 after 4pm. If you are a child which is 13 years old will cost £12.50 and £10.50 after 4pm. Drayton Manor targets a whole bunch of different kinds of people and ages. If you are an OAP which is over 65 it will cost you £8.00 per person and £6.00 after 4pm. Drayton Manor also targets disabled people it doesn't matter if you are in a wheel chair or on crutches or you have got a terrible disease Drayton Manor still wants you to come along and have the time of your life at there theme park and enjoy it while you've got the chance. One of the key points about Drayton Manor's price structure is that it can change with a click of the fingers. If the price goes up too much you are going to lose your customers and if the price is too low well then you are not going to get enough money to survive with running the theme park. Drayton Manor's prices have to be just right because of competition they have to put up with such as Alton Towers, American Adventures, Sea life centre and Lego Land these places are stiff competition for Drayton Manor so it has to get it's performance just right.

A2

The place Drayton Manor has a lot of history behind it for example during world war 2 Drayton Manor was used by the army for servicing tanks. The first amount of land brought was 60 acres by the Bryan family in 1949. Over the years Drayton Manor has progressed a lot it's now attracting tourists from all over the world, and is bringing in 1 million people every year. At the start Drayton Manor also began as a restaurant and didn't open it's first ride until 1964. After the first ride was built they kept piling in the rides and now they have got over 100 rides and amusements to keep everyone satisfied. Nowadays Drayton Manor is all up to date with everyone. They attract millions of people and are a very successful business. If you ever have any problems of getting to Drayton Manor all that will change when you read this, The main roads are near to the M42, M6, M5, Birmingham Airport and not far away from Wolverhampton and Walsall. This means it's easy accessible for

B1

everyone in the UK.

Drayton Manor has its own way of advertising its theme park the way they have advertised these ones is by leaflets the first one is advertising group visits. Inside it tells us about the different ways to pay you can do that by cash or credit card. Inside it also tells us about prices and what they have to offer for its customers. Another leaflet they are advertising is about the zoo this is really just targeting young children and their families. Inside the leaflet it tells us about the different kinds of animals and their names and what they do. It also gives us information about what time the zoo opens and what times you can see them.

A different leaflet for Drayton Manor is advertising the museums, shops and restaurants they all have to offer. On the back of the leaflet there is a map telling you how to get there. It also tells you about what was there before everything began. It gives us further detail about the hotel, this includes 14 well appointed en suite bedrooms, colour tv, radio and coffee making facilities.

Drayton Manor promotes itself in a number of different ways which includes special offers, VIP cards, family tickets and a prize draw these are just four of the ways that they do this. If Drayton Manor didn't have these options they could be dealing with a few minor problems. Drayton Manor also hosts special events such as:

- Charity clubs
- Leaflets and brochures
- Television
- Radio and mail shots

They also have to have the tools to do this and they are:

- Word of mouth
- Advertising
- Sponsorships
- Personal selling and Exhibitions

D1

More products at Drayton Manor

Maelstrom

Maelstrom is a new stomach turning ride at Drayton Manor. It holds 32 people and it is all seated. The ride swings into a height of 22.5m at an angle of 95 degrees to 120 degrees. The height restriction is 1.3 metres.

Stormforce 10

Stormforce 10 is the fastest wet knuckle ride in Britian and the first in Europe. This ride reaches a high speed of 40mph and drops an amazing 62 feet.

Splash Canyon

Splash canyon is one of the best water rides at Drayton Manor. It also has a special machine that makes the rapids whirl people round in there boats. It is a massive 475 metre ride with on board 21 specially designed boats.

Apocalypse

The apocalypse is one of the most thrill seeking rides in Drayton Manor. It tilts you an agonising 20 degrees vertical then you are hoisted upwards on the shock of your life.

Shockwave

Shockwave is Europe's only standing roller coaster to this day. The ride was brought to Drayton Manor in 1994 and is still a huge craze at Drayton Manor and reaches over 1 million people every year to this ride.

A2

Products related to target audience

Teenagers

- At drayton manor the rides targeted for teenagers are:

Malestrom

Stormforce 10

Shockwave

Apocolypse



OAP'S

- Some of the oap's have not got a lot to do and the only things they can do is :

Crazy golf

Museums

Children

- The children have quite a bit that they can do at drayton manor and that is:

Visiting the zoo

Going on rides such as pirate cove, farm and jubilee circuis.

They can also go and have a walk around the farm



Families

- The famailies too can do a lot such as :

Going round the zoo

Playing on the jungle ride and going on the zoo train for a few hours.

SERVICES AT DRAYTON MANOR

There are many other services at Drayton Manor apart from the rides and they are:

- Guest services & meeting point
- Museum
- Exit
- Park Office
- Height restriction applies
- Ride photography
- Gift shop Baseball caps, t-shirts
- Family restaurants
- Mother and baby feeding
- Baby change
- Games
- Toilets
- Disabled toilets
- Wristband sales
- Telephones
- First aid
- Cloakroom
- Car parks Triangle, Duck decoy, Longwood, Fairfield
- Picnic area
- Bar
- Live entertainment
- Touring caravans
- Zoo train

A2

They also have different kinds of snack bars such as:

- In the entrance piazza they have a cafeteria, bar meals and lunches.
- In the aerial park they have a fish & chip bar.
- In the pirate cove there is a burger bar and seating area

Products related to target audience

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- At drayton manor the rides targeted for teenagers are:

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OAP'S

- Some of the oap's have not got a lot to do and the only things they can do is :

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Going on rides such as pirate cove, farm and jubilee circuis.

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Evaluation of Drayton Manors Promotional Material

I have looked at materials from drayton manor using AIDA i think that:

Attention has used a good sense of colour, bold titles and headlines. They have also used different fonts and titles throughout the leaflet. One of the disadvantages about the leaflet is that it hasn't shown any celebrity's and has too much writing.

Interest means in this case that most of the leaflet has not too much writing and is well spaced out except for the history section and directions.

Desire they have used action pictures and a few descriptive words but it could do with a few more of these.

Action this has given us everything we need to know for example it has:

- A map
- A website
- Telephone number
- Home Address



My Evaluation of my Drayton Manor Leaflet

I have been researching on Drayton Manors leaflet's and whilst getting information i have been doing my own and trying to see what one is the best. I think my leaflet is the best because i have given further detail to what drayton manor has put in there own. Such as i have given further detail about more rides, the zoo and more about the celebrity's that have came to drayton manor and that have opened there rides such as the pop group Steps came and opened the ride Stormforce 10. I have also put in a map of the main roads that you have to follow to get there. I have also given a map of the zoo so that the younger people and there family's can find there way around and see what animals they want to visit next. Overall i think my leaflet was better than drayton manors because i have gave a better explonation on what my leaflet has to offer. My leaflet is targeting teenagers and adults mainly because it shows and gives you detail about the bigger rides which are not designed for the younger children. Two it gives information on the celebrities that go and that have been there in the past. Three it has got directions on how to get to drayton manor itself. These directions will mainly be used for the adults but still come in useful for anyone who needs them. And finally it has not got that much writing in it so that is probably a good thing for the teenagers who are going to be moaning that they will have to read a great big leaflet with loads of writing in it.

Evaluation on my new Drayton Manor leaflet

I think that my new Drayton Manor leaflet is a lot better than my original one because i have made this one with a lot more of pictures, writing and useful information. In this leaflet i have used a lot more action pictures from the Drayton Manor website itself. Some of the pictures i have used are the different types of rides that Drayton Manor has to offer such as Stormforce 10 and the Shockwave. I have also this time used a lot more services that Drayton Manor have there. I have also used colour {even though it is printed in black and white} i did not use this the last time and i think it has improved tremendously.

S.W.O.T on Drayton Manor

STRENGTHS

- family orientated in concept, management and entertainment.
- The approachability, attitude and flexibility of the management.
- Accessible location.
- Size of local catchment.
- Freedom of choice, ticketing system.
- There is a variety of zoos, farms and museums.
- The park is positioned between Birmingham and the south west and the conurbation of Nottingham in the north east.
- Ample parking is provided.
- Wristband and ticketing system.
- The park gives careful thought to the placement of its rides and attractions.
- Most amusement and theme parks attempt to provide rides and attractions to all age groups.
- The park offers 100 rides and attractions.

E2

S.W.O.T on Drayton Manor

Weakness

- Parking has to be accommodated in the park grounds.
- Dependent on family market.
- lack of skill and qualification in the industry in general.
- The theme park Drayton manor for its size is quite small.
- The park's main catchment area is within a fifty mile radius of the park.
- The park is open in winter from November - March at weekends.
- The park does a full 45% of its business during July and August.
- The park only owns 250 acres of land.
- Very few of the staff are recruited from Birmingham, Wolverhampton, Cannock and Walsall areas are due to travel problems.



OPPORTUNITY

Expansion - Drayton Manor has 250 acres of land expansion plans and spaces for new rides.

Diversification - has hotel chain with 3 hotels in South Wales and planning permission granted for hotel on site

THREATS

Future as a family business and the ability to resist pressure of a “buy out” or take over.

DIRECT COMPETITION

- Alton towers
- American world of Adventure
- West Midlands safari park
- Chessington world of Adventure
- Thorpe park
- Camelot
- Blackpool Pleasure Beach

INDIRECT COMPETITION

- Sea life centre
- Cadbury World
- Snow Dome
- Bowling
- Proposed Shakespeare Centre
- Eating out and Shopping



How Drayton Manor could improve.

These are some of the ways that Drayton Manor could improve themselves:

- Build a car park because to many people park on the grass.
- Have more staff working there from the local areas.
- Should develop new rides for different age types such as teenagers or gardens for the elderly.
- The park is quite small so expand it by taking out some of the park area and put in new rides.
- People only come within a 50 mile radius so more advertising around different areas/nationally
- Have the park open all year round instead of just at weekends during November to March.
- Buy more land to open new things such as rides and farms for the children. They could also build new areas such as hotels, sports centres, Health farm etc...

A.I.D.A

I have looked at the Drayton Manor website and I think that:

ATTENTION

The Drayton Manor website has a lot of good qualities such as good use of bold colours that can easily attract people to look at it in further detail. It also has a good layout structure this is to break up the different parts of the paragraphs. Another thing it has to offer is that it uses a number of celebrities to promote their new products such as rides. For example Drayton Manor had steps in to launch stormforce 10 when it first came out.

Interest and Desire

Another thing that Drayton Manor has to offer on their website is they have good action pictures. For example there is a wide variety of pictures that you can view of the rides in action. However it doesn't show a range of children getting excited whilst on the rides. Another thing that it doesn't have a lot of is descriptive words such as feel taste and touch.

Action

Also on the Drayton Manor website it has a lot of useful details such as a map. This is useful because if you are a tourist you would need all the help you could get to get there. It also has telephone

A.I.D.A

number, adress and website these are all very useful for people who need this particular information.

My View



The final thing that i think is good about the Drayton Manor website is that it allows you to look at information that is useful, different links to other sites and you are able to download all kinds of information about Drayton Manor park. So really i think that the whole website is a great success. I think that the website could be improved by having a few more descriptive words.

How Alton Towers plans a special event

Alton Towers planned a m-people concert on 15th june 1996. SJM concerts offered 35,000 tickets on sale for only £21.

How they promoted it

The way that they promoted this was by magazines,newspapers,direct mail and the Alton towers fan club for 4-13 year olds.They also used cinemas and tv adverts,press and also on there website.

Things that needed to be considered

There were a lot of things that needed to be considered before the event itself:

- Security-{35,000 extra visitors}
- Medical tents- {accidents}
- Stage/ video- for people who need to see right at the back.
- Security passes-for people who might try to get in there when they shouldn't be.
- Crowd management teams-the crowd might get out of hand.
- Corporate hospitality-Very important because they get a lot of money.
- Disabled platform access-Very inportant for people with special needs.
- Additional catering services-important because the people need to eat and drink.
- Fencing to keep all the people in.

How Alton Towers plans a special event

- Information flyer to notify local residents-They need to do this to let the locals know what is going on,so they wont have no complaints.
- Temporary toilets-So people can go if need be.
- Additional lighting-need lighting to see the band
- Police-to keep crime down.
- Official band merchandising-to get souvenirs and make more money
- Additional signage-people can move around more easier.

(DI)

How alton towers plans an event

Alton Towers plans an event by using a flow chart that highlights the key points and what they have to do from start to finish eg the cost to Alton Towers,final briefing,finalising any issues.A copy of its flow chart can be found at the back of my portfolio.

How Alton Towers evaluates an event

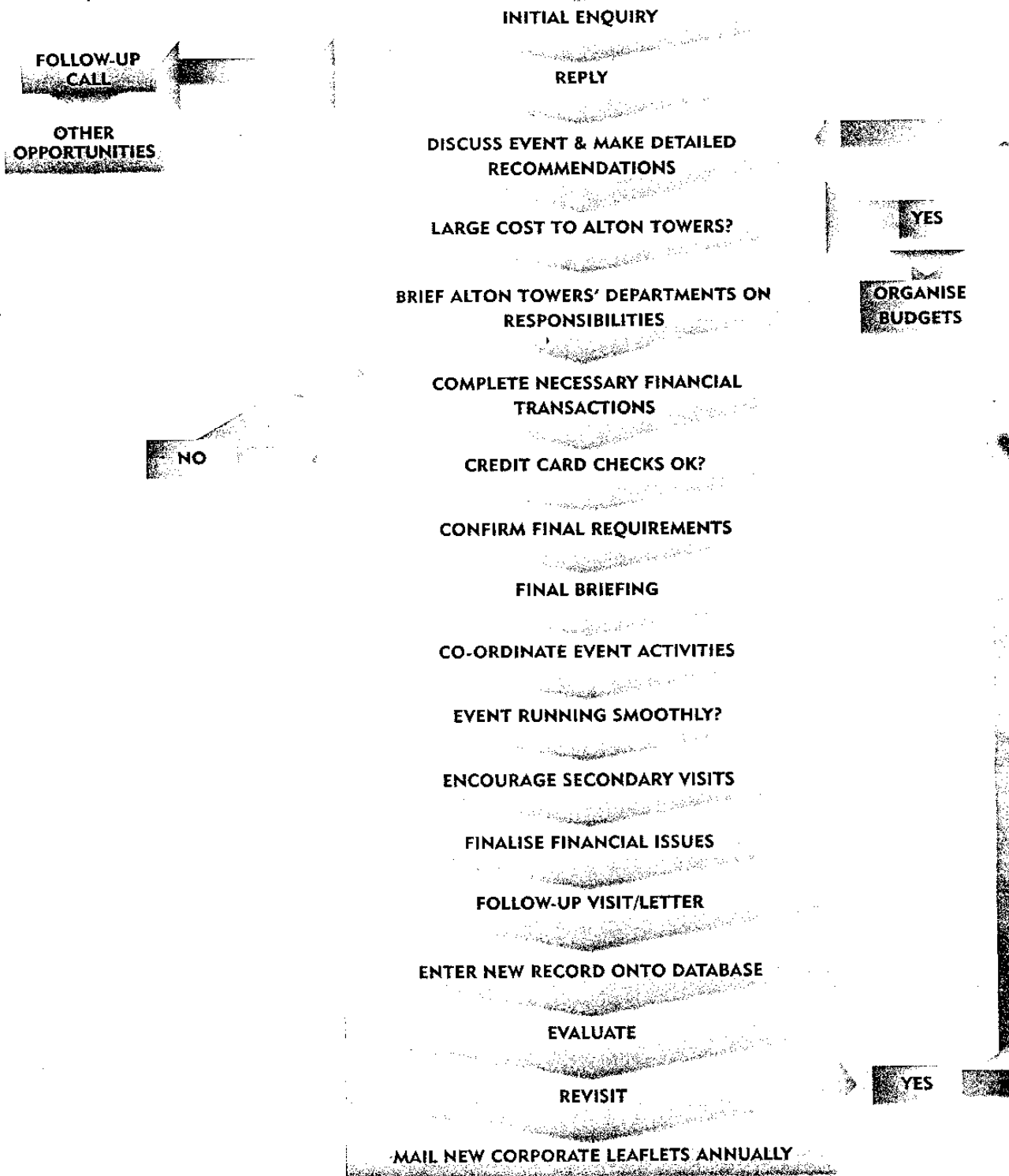
They evaluate these by seeing how many people came,how much money they made,costs eg for the things they had to higher for the event and secondary spend eg purchase of items.

(DI)

29A-

PLANNING AN EVENT

Flowchart



SCHOOLS PACK - ALTON TOWERS - GNVQ/GCSE

S.W.O.T ANALYSIS FOR THE M PEOPLE CONCERT AT ALTON TOWERS

STRENGTHS

- Increases revenue from concert tickets.
- Increases revenue from the secondary spend within the arena.
- National PR, consumer and music press.
- costs of site fee.

E2

• Weaknesses

- Traffic organisers/ congestion on roads.
- Early park close in the different areas of the park.
- Car park problems.

OPPORTUNITIES

- PR activity for Alton Towers
- More demonstrations on Alton towers successful events.
- More merchandise potential.
- Create better database.
- Develop VIP hospitality packages.

E2

Threats

- There could be damage to Alton Towers developments in the future if it is not a success

S.W.O.T ANALYSIS FOR THE M PEOPLE CONCERT AT ALTON TOWERS

- In 1996 England v Scotland european championship {football}.
- There needs to be hospitality for local residents.
- Theme park guests enjoy different activity.



AIDA of alton towers leaflet

I think that the Alton Towers leaflet is a lot better than the Drayton Manor leaflet because Alton towers uses a lot more detail and presents it in a better way by using different kinds of colours and layout. Drayton Manor and Alton Towers do not use a map which would be really important for people such as tourists and people who do not know the parks or where they are.

Drayton Manor also give out a lot more detail about the extra services and facilities that they have got, whereas Alton Towers has fewer details. Alton towers also do not have any kind of address for people who need to find out where they have to go. Alton towers too do not have a lot of action pictures whereas Drayton Manor had more than enough.

How Alton Towers and Drayton Manor evaluate themselves

Both Alton towers and drayton manor evaluate promotions in the same way:

- Numbers of visitors/visiting times {try to get more in offpeak times}.
- Numbers of promotional tickets collected.
- Numbers of special groups going to Drayton Manor and Alton towers
- Through the use of questionnaires to see if promotions have been remembered by the customer.
- Through market research

DB

How to improve promotions

Both Alton towers and Drayton manor could improve the way they promote thereselves in a number of ways:

Sponsorship by sponsoring local or national football teams. Or tv programmes such as coranation street they are sponsored by cadburys.

D2

By **merchandising** itself e.g.pens,baloons,t-shirts,stickers and bags. This would help promote itself with kids.

A comparison of promotions at Drayton manor and Alton towers

Advantages of Drayton Manor

It uses celebrities to promote their product eg steps

Drayton manor promotes itself within a 50 mile radius of the area

Drayton manor has an entrance wristband system which means you dont have to pay more money to go on a different ride.

Similarities between Alton towers and Drayton manor are that all there promotional techniques are the same. For example t.v., direct mail, website and leaflets. Another similarity about the two is that they both

Disvantages of Alton Towers

They don't use celebs

Alton towers just has a virtual queing system

(DS)

Alton towers has a different style which means you only pay the one price for the whole day. But if you pay a little extra money you can get virtual queing that allows you to get on to the ride at a certain time.

A comparison of promotions at Drayton manor and Alton towers

have family tickets and both have concessions for the disabled groups. They also evaluate there promotions in vertually the same way by looking at how many discounted tickets they get,by visitor numbers ect.



Disadvantages of Drayton Manor

A disadvantage of Drayton manor is that they only promote themselves within a 50 mile radius within the area so really only locals go to Drayton manor.

Another bad point is that they dont advertise themselves as much as Alton Towers does.

Advantages of Alton Towers

An advantage of Alton towers is that they promote themselves nationally.

Another good point is that they promote themselves in more ways than one such as Newsletters and concerts.

DB

BIBLIOGRAPHY

Literature

The book i used to help me research about my drayton manor investigation was called Collins leisure and Tourism. This gave me information on the 4ps and market research.

Websites

www.DraytonManor.co.uk.

This gave me information about the prices, opening times and details about the rides. I also got pitcures about the rides ,they was a great help because i could put bits of writing next to it to say what is going on. One of the bad points about using the websites was that sometimes i couldn't get the information that i needed at the time and sometimes the printer wouldn't work and i couldn't get the things that i needed.

Drayton Manor Material

I also used the leaflets that i was sent; this gave me good action pitcures and other details that i could put in to my investigation like:

- Promoting drayton manor
- S.W.O.T
- History

Candidate B

GCSE Leisure and Tourism (1495)

Unit 4876: Marketing in leisure and tourism

Commentary

Centre Mark 17

Much of this portfolio lacks clear annotation; what annotation exists is mainly on the left hand margin and may well be lost if this work is bound or stapled before being submitted. The strands also lack page referencing.

a1 agreed

b1 agreed; b2 not met since the evidence for b1 is not a 'full description'; b3 is an alternative approach but is only partly met because of the lack of a 'full description'. Consequently the candidate is restricted to a mark in the b1 strand.

c1 agreed

d1 agreed

e1 agreed; there is no evidence for e2 as the SWOT analysis is basic, not detailed, despite the comment on the feedback sheet

f1 met, but not in full since no target audience is identified and some basic information (opening times, prices, location) is omitted.

FEEDBACK SHEET

VOCATIONAL GCSE LEISURE AND TOURISM ASSIGNMENT 1 - MARKETING IN LEISURE AND TOURISM FEEDBACK SHEET

TASK	CURRENT MARK	AREAS TO IMPROVE
A	2/16	<ul style="list-style-type: none"> ✓ No title qu. ✓ No def of P & S ✓ No breakdown of price vis group ✓ No evide of why diff groups have diff prices!
B	4/17	<ul style="list-style-type: none"> ✓ No title qu. ✓ In bad sentence needed. ✓ egs of P. mat needed. ✓ B3 - not in enough detail at all!
C	1/17	<ul style="list-style-type: none"> ✓ No title qu. * Explain diff T.M's/M. seg. * Address points on work. * *
D	3/18	<ul style="list-style-type: none"> * NO title qu * M. Mix lacking in detail. * B1e hand out as a checklist! * NO P3 at all. *
E	7/19	<ul style="list-style-type: none"> * No title qu * 1 weakness needs to be internal. * 1 opport. needs to be external. * e3 attempted - more detail + tech terms needed.
F	C/13	<ul style="list-style-type: none"> * No title qu. * Detail needed on steps. * NO F2. * No promotional at all! *
TOTAL	17/50	

12/13
 y need
 = be about
 both orgs/sa/hors

(A)

1. A description of the products and/or services with pricing structures that the organisation offers.

CADBURY WORLD

Cadbury opened Cadbury World in 1990 in Bourneville Birmingham. To a request of the public Cadbury World decided to let the public visit as they thought it would be a great way to make money. Cadbury continued to listen to the public. The board gave backing as they invested £5 million for improvement. Cadbury World continued to improve by adding several attraction such as the Fantasy Factory in 1994 to the Cadabra ride

Product Development

1994-2002

1994-Fantasy Factory

1996-Manufacturing

1997-Cadabra

1998-Coronation Street

1999-Cocoa Road

2000-Yowie & Video

2000-Cadbury Land

2001-Cadbury Story

Making Chocolate, History of Advertising

2002-Chocolate in Europe

Development of the

L & T Industry

As the public now no more about Leisure and Tourism facilities they are able to know the location and services the industry. With the increase of car ownership an public transport that makes it easier for the public to get to Leisure and Tourism facility. There is also shorter working weeks and also longer holiday pay that also helps the public spend more time at the facilities. With everyone being able to afford at least 1 day out this gives a better chance to Leisure and Tourism industries

CADBURY

26)
Identification of Products / Services

- Toilets - to relieve yourself / adults, child, familys, students, oap, s/needs adult /child.
- Resturants - familys can eat there.
- Education - adults / students learn about the business side.
- Postbox - to save people time.
- Baby changing - makes it easy for familys so they can stay longer.
- Cafe - aimed at everyone / to relaxe and have some lunch.
- Vending machine - everyone but its a ripoff.
- First aid room - make people feel safe while they`re there.
- Free car - aimed at adults, special needs adults.
- Disabld facilitys - to encourage, make disabled people come.
- Snack room - aimed at kids and students/ so don`t have to carry bags.
- Cadabra ride - aimed at kids and special needs kids because its colourful.
- Phones - adults, familys, students, oaps/ touse in emergencys maybe. ✓ good
- Factory access - everyone/ to see the chocolate being made.
- Booking line -

Definition of Product / Service needed

Product - Product includes goods and services goods are physical objects, eg food drink and sports wear ✓

Services - involve the combination of skills, ex. entertainment.

3

Admission Prices

Q2

ADULT	£8.75
CHILD	£6.60
FAMILY 2X2	£26.80
FAMILY 2X3	£32.00
STUDENT	£7.00
SENIOR CITIZEN	£7.00
S/NEEDS ADULT	£6.10
S/NEEDS CHILD	£4.00

Explanation of how Prod & Services are aimed at diff markets.

PRODUCT

- Chocolate
- Clothes
- Sweets
- Tour
- Gifts
- Photo's
- Education
- Vending Machines
- Bags
- Stationary
- Food

SERVICES

- first aid
- Restraunts
- Park
- Toilets
- Phones
- Shop
- Post Box
- Cafe
- Free Parking
- Security
- Staff

3

A3.7

- Children - chocolate - Park
- Family - Picnic area - gifts
- Student - ~~tour~~ - Restraunts
Education
- Senior citizen - tour - shop

The prices are not the same all year

(B)

- new idea to us

(4)

B, a description of how the products and services are made available.

Cadbury World

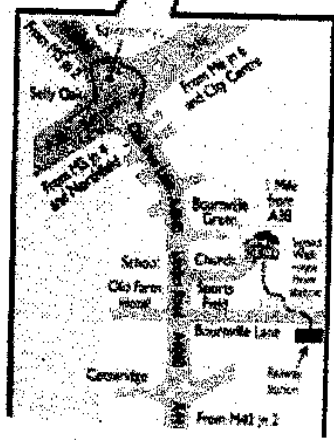
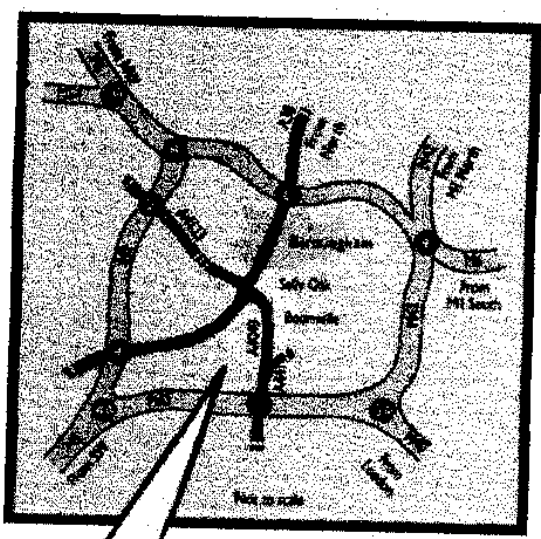
Cadbury World is placed in Bournville which is in the west midlands and is dedicated to chocolate. The name Bournville was given after Bourn named after a river that ran through the town and Ville the French is for town.

People come within a two hour driving distance to visit Cadbury world as it can be accessed by road, rail and narrowboat. Look at picture.

In Cadbury world there is more spare capacity as a direct consequence of technology. As less workers were needed Cadbury world was created.

Cadbury world is sold in many places such as Tourist Information Centres, colleges even the Sea Life Centre who are in Competition with Cadbury World.

in this section im going to show how people use the products and services label provided by cadbury world



1 sentence to lead into this
Cadbury world promotion

Advertising

Cadbury world advertise on : Radio
Chocolate Wrappers
Selection boxes
Leaflets

The promotion for radio is on 100.70 Heart FM which is a popular radio station and is in the catchment area of the west midlands. Other promotions are on chocolate wrappers and selection boxes there is information of where Cadbury world is phone numbers of booking lines. There is also Leaflets where you can find in Leisure information centres and Leisure and Tourism attractions. You will find on many leaflets directions or a map of how to get there.

Public Relations

Public relations is part of Cadbury world gaining more publicity. Cadbury world have set up many activities one of these is C.L.I.C cancer leukemia in children. Cadbury world set up different activities such as fun days and trip to look around the factory.

Sales Promotion

Cadbury world also advertise : On Buses
On Trains
In Magazines
In Newspapers

On Trains and Buses Cadbury is only advertised in the Catchment area. Train stations sometimes offer discounts and vouchers which includes free admission to Cadbury world as well do magazines and newspapers.

Merchandising

All the merchandising carry the Cadbury world logo so it increases the profile. There is a wide range of merchandising from Cups, pens, pencils, spoons to hats, t-shirts and even coats.

Brochures

Brochures are another way of promotion but they carry more information to Leaflets. They are sent to Schools and Colleges to encourage them to come on trips. They also send Booklets with contain facts about Cadbury world

e.g.s of the above?

good.

~~4/5~~ (NO B.3)

New Idea

A new idea to improve the services could be a Cadbury space ship. The space ship would pick up people from different places take them to Cadbury world there would be a minimum fee of 20p. There will be things to do for little children e.g. drawing . The space ship will pick up anybody who needs a lift it is also available for schools and O.A.P classes the space ship will also take the people back from where they were picked up from there will also be facilities for disabled people

Alternative Approach

there are 10 space ships working throughout the day and here is a table to show you when the first one leaves and the last one leaves.

time table

MON	8.30	Every 20 mins	3.30
TUE	8.30	Every 20 mins	3.30
WED	8.30	Every 20 mins	3.30
THU		CLOSED	
FRI	8.00	Every 20 mins	1.00
SAT	8.00	Every 15 mins	4.00
SUN	9.00	Every 30 mins	4.00

There will be six stops between birmingham city centre and cadbury world and the closer you are the cheaper the fair will be

1st stop= £1 adult 50p Children & Oap
2nd stop= 90p Adult 45p Children & Oap
3rd Stop= 80p Adult 40p Children & Oap
4th stop= 70p Adult 35p Children & Oap
5th Stop= 60p Adult 30p Children & Oap
6th Stop=50p Adult 20p Children & Oap



[Group Visitors](#)
[Schools](#)
[Bulletin Board](#)
[Booking Info](#)
[Activities](#)
[Fun & Games](#)
[What To Do](#)
[FAQ's](#)
[How To Find Us](#)
[Buy Chocolate Online](#)

Bulletin Board



Events coming soon to Cadbury World

Cadbury World opened a further 3 new attractions in January 2001 following a successful millennium year.

After spending over £2.3 million in 2000 on 3 new features including the £2 million Cadbury Land show, Cadbury World is to invest a further £500,000 on the new sets. They are the latest phase in the long term investment and improvement plan that began in January 1997.

Special Events

Look out for news about special events at Cadbury World in 2003'...

Don't forget during all school holidays Cadbury World is extremely busy - book early to avoid disappointment. A reservation is essential to guarantee admission. During busy periods visitors without a reservation may be turned away.

(cashc)
③

c. A description of the market ①.

Research activities Market research carried out by the organisation.



Market research is the way organisations find out what their customers really want and how they view services.

The importance of market research is the tremendous investment required for a totally new product, consumer research is an essential element in the process and reactions of the public are carefully evaluated at every stage, from the initial concept to the final product ready for launch on the market

Cadbury world look closely to the different kinds of market segments such as:

- Gender
- Age
- Social group
- Ethnic groups
- Life style

egs

There are many different types of people which Cadbury world have to satisfy.

While at the Cadbury world factory they may ask you to fill out a questionnaire to get your opinions of the factory after visiting, they do this so they know what the public think of the factory the services which they provide and whether they enjoyed the day. It would also ask other kinds of information such as how they got there whether by car, bus, train. What sort of ages did they bring along?

Market research

- Postal surveys
- Telephone surveys
- personal surveys
- observation
- the internet.

Postal surveys.

A postal survey is done through a questionnaire which is posted to a number of selected people. I think that it would be a bad idea for Cadbury world to do this because not everyone would be going to Cadbury world. people would also not send them back.

Telephone surveys.

Leisure and tourism organisations use telephone surveys because it is quicker and provides instant information. I think Cadbury should not do telephone surveys because ~~people~~ you don't know if the person you are speaking to ~~is~~ has even been to a Cadbury world.

Personal Surveys.

Personal surveys use questionnaires in a face-to-face situation. I think it would be a good idea if you were getting out side Cadbury world ~~but~~ because people would have just come out and would answer the questions.

Observation.

Observation is when trained market researchers watch how customers use and react towards an organisation's product and services. I think that it would be a good idea because people would tell people what they think but don't know that they are being watched.

The internet

Most leisure and tourism organisations have customer feedback facilities on their website. I think that it is great to have a Cadbury world web site because you can find out information and also answer questions on it.

Cadbury does the market research ^{that} it does because it is there own way to see ~~the~~ if there organisation is working and ~~that~~ the public are ~~happy~~ ?

D

Marketing mix

A comparison of the organisation's promotional campaign with the campaign of one other leisure and tourism.

The marketing mix is made up of four different factors which work indocently, but you need all four for an organisation to have success.

The four factors are:

Place- Where it is located

Product- What they sell to the public

Price- How much does it cost

Promotion- Where it is promoted eg. radio, bilboards

Cadbury world

Place - Garonville Birmingham next to City Center

Product - rides and the tour

Price - see task A

Promotion - advertising

Swimming baths

Place - Chelsmeby wood town center

Product - Swimming Pool - slides

Price - Adult £2.00 children £1.70

Promotion - advertising - activities

Place

Cadbury world is in Bournville Birmingham.

Promotion.

Cadbury world promote on local radio and leaflets the also offer discounts and vouchers to promote Cadbury World.

Price.

Adult price £ 8.75 per person

Children price £ 6.00

Families - 2+2 priced at £ 26.80

2+3 priced at £ 32.00

These are some products aimed at

<u>Adults</u>	<u>Children</u>	<u>Family</u>
Restaurant	tour	Park
Free parking	Park	picnic area
Booking lines	Competitions	Baby Changing
Souvenirs	picnic area	first aid
tour		shop

A comparison of the organisation's promotional campaign with the campaign of one other
Marketing Mix
Leisure and Tourism Organisation.

The marketing mix is made up of four different factors which work independently, but you need all for an organisation to have success.

The four factors are:

- Place
- Product
- Price
- Promotion

Place - where it is located

Product - what they sell to the public

Price - how much money it is.

Promotion - where they promote it on newspapers, radio, bill boards

(14)

A swot analysis for the chosen destination

SWOT Analysis - for Cadbury World

Strength - popular
Disabled facilities
free chocolate
free parking

Weakness

- Don't attract people from far away
- Don't advertise on TV
- Not every one likes chocolate

Opportunity

public requests
special vouchers
special discounts
Expanding the company

Threat

price
other leisure and tourism attractions eg sea life center

(15)
I. an item of promotional material related to the chosen organisation's product or service and aimed at a particular target market.

A I D A

Attention

it has a picture in the middle that will get people's attention.

Interest

it is interesting because it is telling you what you can get ^{to do} when you are there.

Desire

it tells the people that it is a family day out and people might want that. People will look forward to coming to Cadbury World.

Action

The action is ^{more} information you can phone, ring and even visit the website to find out more about it.

Promotional Campaigns

(F) (16)

Step 1 - ~~Cadbury world~~
~~my~~ promotional campaign to
increase visitors to Cadbury world.

Step 2. I am aiming my promotion
campaign at families and young kids

Step 3. I will use posters to
promote my campaign.

Step 4. - I will promote it in
bus stops and ~~and~~ train stations

Step 5 - I will do it if it works
if more families with kids
come to Cadbury world.

It is an item of promotional material related to the chosen organisation's product or service and aimed at a particular target market.

A I D A

Attention

It has a picture in the middle that will get people's attention.

Interest

It is interesting because it is telling you what you can get ^{to do} when you are there.

Desire

It tells the people that it is a family day out and people might want that. People will look forward to coming to cartoon world.

Action

The action is ^{more} information you can phone, ring and even visit the website to find out more about it.

my aim - to promote cadbury world

1 Have you been to cadbury world?

2 Did you enjoy it?



3 what did you enjoy most?

4 what would you change?

5 what would you improve?

6 would you recommend cadbury world?

7 who did you go with?

8 would you go again?

9 what would you say about cadbury world in a word?

RIDES FOR THE KIDS



CADBURY WORLD



free parking

free chocolate



low prices

a day out

for the family

For more information call : 0120-365-8542
or visit www.cadburyworld.com

Candidate C

GCSE Leisure and Tourism (1495)

Unit 4876: Marketing in leisure and tourism

Commentary

Centre Mark 25

The use of a standard font format throughout is to be recommended. A clear, easy-to-read font, such as Times Roman or Arial, would be helpful to both the moderator and the assessor. Explanatory information would be better included with the rest of the work as appropriate.

a1, a2 agreed

b1 agreed

c1 agreed, c2 not met – much of what is annotated as c2 is about what the market segments are rather than detailing the research activities undertaken by Alton Towers to identify them.

d1 agreed

e1 not met – this is a SWOT analysis for an event rather than for 'the chosen organisation' as stipulated in the specifications.

f1 not quite met; f2 not met but both would be if the poster included opening times and dates.

Year 10 GNVQ - Leisure and Tourism

Unit 1 - General Feedback

Feedback No: 2

Name: _____

Content: (What you should have done so far)

Chosen Organisation: Alban Towers (AT)

- Marketing
- * Marketing Research
- *** Market Research at a chosen organisation
- ** Marketing Mix
- ** Investigation into the Marketing mix at a chosen organisation
- AIDA Analysis of the organisations promotional material
- Produced your own promotional material for that organisation
- Evaluated your promo material / Target audience

- SWOT Analysis for the chosen organisation

Action / Tasks:

~~More detail of what the~~ Service at AT

~~*** You have product, but more on promotional material~~

~~*** More on the 4 Ps - general - examples if you can.~~

*** You need to look at how AT uses Market research.

Completion By: Week 7.

Not bad but let's get lots of work done before Xmas. Only do those targets written by me.

Year 10 Applied GCSE Leisure and Tourism

7/05/03.

Name: /

Feedback No: #4 FINAL

Rough Guide	11/50 = GG	16/50 = FF	21/50 = EE	26/50 = DD	32/50 = CC
-------------	------------	------------	------------	------------	------------

Initial Score: 25 / 50

DD

Description

a) Products / Services / Pricing Structures 4/16 (Pg 7; Pg 8-10; Pg 13)

Very good detail on the products and services of Alton Towers. Very good detail on pricing structure related to customer.

b) Distribution Channels (Location) 2/7 (Pg 11) (Pg 12).

Fair detail on Road/Rail links to Alton Towers. Includes a Map of UK and local area.

c) Market Research at... 5/7 (Pg 14-16)

Shows detail on how Alton Towers does Market Research. This is also linked to the types of who they get and how they target specific audiences.

d) Compare promotions between two organisations 4/8

She has looked at how AT promote and event and used AIDA on its website. She has then looked at how Weymouth Castle has promoted itself and compared the two organisations. (Pg 17-20 - How AT promote an event. Pg 23 - AIDA of AT website Pg 24-26 Promo at WC Pg 27 - Comparison.)

e) SWOT analysis

2/9 (Pg 20). She has produced a basic SWOT analysis of the M people's concert at Alton Towers.

f) Own promotional material

8/13 (Pg 21-22) She has produced a poster that adapts the principles of AIDA and the 4Ps. She has also evaluated the poster well, and her explanation of target audience is good.

Marketing - What people want.

Marketing is when people find out what people want then developing the produces to make a profit.

Marketing Research : Marketing Research is when compernies try and find out what age they need for resterants e.g young adults. Income if people own a car company they look for people to own a certain amount of money because they wont be able to pay for the car.

Targeting Marketing : There are all different types of target marketing like age,sex,gendor,income,and location.

Age: At a theme park on some of the rides they target a certain age. Roller Costers are not for children under the age

of 10.

Sex: At a sports centre some nights they have are manly women nights. That is bassed on a club just for women and no men.

Gendor: The gendor is bassed on men and women.

Income: To see if they make anouth money to buy the car off the company,that they have been looking for.

The Marketing Mix.

The 4 p's is all about making and selling products. products is all about the name of the item. Competition is too see if they can persuad people to buy the product instead of any other companyies. Quality is all about the quality and standed of the item that they are makeing. Satisfaction is all about if the people like it or not. If they don't like the product then they don't sell anything. Price is about if the product is to cheap then they don't make any profit. If the product is to dear then they still don't make a profit.

Promotion is about where they can advertise there product like on the tv, on the radio and also magazines. People go round the street giving people laeflets so we can take in the information. Displays people go round putting posters on billboards. The last and finial p is Place. Place, location to see if the product is near a place were you live.

Types of Market Research

Postal surveys: Postal surveys are done through a questionnaire which is posted to a number of people. The best advantages of doing a postal survey is that they fill in the questionnaire in their own time. One of the most difficult things about a postal survey is writing the questions so that everybody can understand them.

Personal survey: Personal surveys use questionnaires in a face-to-face situation. People are usually more willing to respond to interviews that are in person, only because it is harder to say 'no' than on the phone. It is also easier to throw away a postal survey.

Observation: Observation is when trained market researchers watch how new users use and react towards an organisation's products and services. Observation however can be very expensive because a lot of staff time is required in carrying out the research.

Telephone Surveys: Leisure and tourism organisations use telephone surveys because it is quick and provides instant information. You and family may already have experienced a telephone survey. Although it is generally more expensive than a postal questionnaire, it is cheaper than some other methods.

Postal surveys

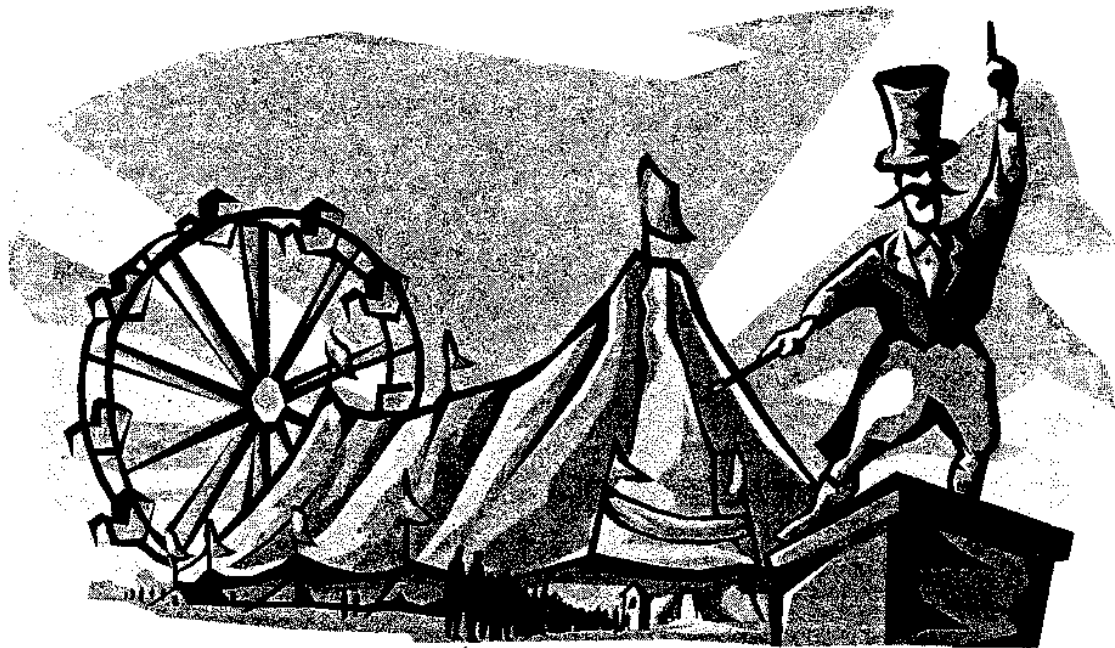
A postal survey is done through a questionnaire which is posted to a number of selected people. Many leisure and tourism organisations use this type of marketing research. The information information collected will then be used to help improve the services that they offer to their customers.

One of the great advantages of a postal survey is that people can fill in the questionnaire in their own time. Many organisations encourage people to reply by enclosing a return stamped addressed envelope. Some even offer incentives such as prize draws for those who answer.

Another advantage of postal questionnaires is that they are relatively cheap to use compared with other methods.

My investigation into Alton Towers

Alton Towers has know to be one of the UK's biggest theme parks ever. Alton Towers has know to be successful parks for families and friends to in joy a good day out. If you want to come along and have a great day out then follow the road signs onto the m6 motorway or the m1.



The four P's on Alton Towers

Price: Price at Alton Towers is often cheap. For instance for a child aged 12+ for one day will only cost £18.50. Children aged between 4 - 11 for one day is only £15.50. The annual pass at Alton Towers is a great way to explore all the rides you never get to go on in one day. The price for the annual pass age 12+ is £59.00. You think that is cheap wait until you see the price of the children aged 4 - 11 is only £49.00. Alton Towers annual pass gives you unlimited entry to Alton Towers all season long.

Place: Alton Towers is situated in 500 acres of Staffordshire countryside. Clearly sign posted from the M1 and M6; the park is approximately 50 miles Birmingham and 50 miles south of Manchester. The nearest train stations are located 15 miles away in Stoke on Trent and Stafford. Alton Towers was originally built on a stately home.

Promotion: Alton Towers has a whole range of leaflets and booklets on what is available at the theme park. In the leaflets and booklets it shows you the available at the theme park, and what facilities there is e.g. baby changing rooms, picnic areas. Alton Towers is located in the yellow pages.

Products: The main products at Alton Towers has to be the fantastic rides they offer. Alton Towers also some fantastic restraints like KFC, Mc Donald's and Pizza Hut. Alton towers offers loads of baby facilities, picnic areas and disable facilities.

(A1)

- School parties are targeted by direct calls and direct mail. Visits to Alton Towers are communicated to schools as a fun and educational day out. An onsite education centre has been established to help students with assignments on park.



How Alton Towers plans a special event

This investigation shows how Alton Towers plans a special event on the M people party in 1996. Alton towers are all ways planning parties so they have to be good. The promoter, SJM concerts offered 35,000 tickets to the event for a cost of £21, with a combined ticket for the concert and park costing £32.

(DI)

How Alton Towers promote events

Alton Towers advertise in magazines, newspapers, direct mail, fun club added value club for 4-13 year olds with special benefits and also across the internet.

10 things you need to plan an event

Fencing- To stop people going out and stop people coming in.

Temporary toilets- For people when they need the loo.

Disabled platform access- For the disabled people to see the show and get around easy.

Additional catering services- Food for people that are hungry.

Crowed management teams- To stop people from getting crushed and stamped on.

Additional lighting- In case any of the lights break.

Medical tents/ control room- In case any of the visitors feel ill or something.

Security passes- In case people who haven't paid try to get in for nothing.

Power/water supply– need water in case they run out and power if any thing goes wrong.

Corporate hospitality– In case any of the visitors are seriously ill.



Alton Towers Using A Flowchart

Alton Towers use a flowchart when they plan a special event. Look at some of the things they use?



- Credit card check OK?
- Evaluate
- Brief Alton Towers departments on responsibility
- Initial enquiry
- Confirm final requirements
- Co-ordinate event activities

Products at Alton Towers

Alton Towers is one of the best places to go for a family day out. If you have children at the age of 2-10 you can go to all the fantastic places like, Adventure land, Story book land or even the fantastic Peter Rabbit and Friends on ice.

A1

Some of the more exciting rides are for young adults and children aged 11-20 years old. They can go for the rides like Oblivion, Black Hole, Nemesis and Corkscrew.

Alton Towers has a variety of restaurants e.g. McDonalds, KFC and even Pizza Hut.

Alton Towers has also got a sky ride stations so you can take the air and have a good look around. Alton Towers also has a monorail station that will take you all round the park.

A1

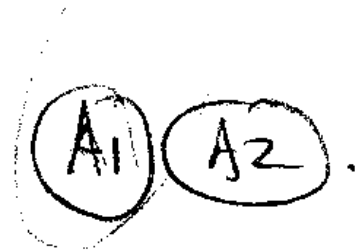
at Alton towers there is a Cadbury's chocolate house, were you can go and get loads of chocolate for you and the family.



A1

services at Alton Towers

- Baby changing rooms
- Baby supplies
- First aid
- Picnic area
- Fast food
- Ice cream
- Toilets
- Telephones
- Disabled facilities
- Live music
- Restaurants
- Security
- Cash dispenser
- Ride photography
- Hot drinks
- Height restriction



Height Restrictions

Forbidden Valley Air 1.4m
Nemesis 1.4m
Dynamo 1.4m
Ripsaw 1.4m
The Blade Minimum height 0.9m. 0.9m - 1.1m must be accompanied by an adult

X - Sector **Oblivion** 1.4m
Enterprise 0.9m. 0.9m - 1.4m must be accompanied by an adult
Submission 1.2m
Black Hole 1.2m

Katanga Canyon **Runaway Mine Train** 0.9m. 0.9m - 1.1m must be accompanied by an adult
Congo River Rapids 0.9m. 0.9m - 1.1m must be accompanied by an adult

Merrie England **Log Flume** 0.9m. 0.9m - 1.1m must be accompanied by an adult
Swan Boat Ride 1.3m unless accompanied by an adult
Tea Cups 0.9m. 0.9 - 1.1m must be accompanied by an adult

The Towers **Hex** 0.9m. 0.9m - 1.2m must be accompanied by an adult

Gloomy Wood **Duel** 1.1m unless accompanied by an adult

UG Land **Bone Shaker** 1.2m
UG Bugs 1m - Max 1.5m
Corkscrew 1.2m
UG Swinger 1.2m

Cred Street **Cred Street Carousel** 1.3m unless accompanied by an adult
New Children's Playground Max 1.5m
Toyland Tours 1.3m unless accompanied by an adult
Frog Hopper 1m unless accompanied by an adult
Vintage Car Ride 1m unless accompanied by an adult

New Adventure Land **The Beastie** 1.2m unless accompanied by an adult
Gal-loper's Carousel 1.3m unless accompanied by an adult

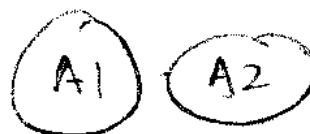
Old Macdonald's Farm **Old Macdonald's Tractor Ride** 1m unless accompanied by an adult
Riverbank Eye Spy 1.3m unless accompanied by an adult
Doodle Doo Derby 1m unless accompanied by an adult

Storybook Land **Squirrel Nutty** 1.1m unless accompanied by an adult
Skyride Children under 4 must be accompanied

Ride Name - **Nemesis**
 Launch Date - 19.03.94
 Cost - £10 Million
 Total G Force - 4 G's
 Track Length - 716 Metres
 Height of Drop - 13 Metres
 Ride Duration - 195 Seconds
 Maximum Speed - 81 km Per Hour
 Capacity per car - 32 Passengers
 Capacity per hour - 1400 Passengers

Ride Name - **Corkscrew**
 Launch Date - Revamped on 24.03.99
 Cost - £3 Million
 Total G Force - 3 G's
 Track Length - 750 Metres
 Height of Drop - 22 Metres
 Ride Duration - 90 Seconds
 Maximum Speed - 65 km Per Hour
 Capacity Per car - 24 Passengers
 Capacity Per Hour - 1200 Passengers

Ride Name - **Oblivion**
 Launch Date - 14.03.98
 Cost - £12 Million
 Total G Force - 4.5 G's
 Track Length - 373 Metres
 Height Of Drop - 60 Metres
 Ride Duration - 160 Seconds
 Maximum Speed - 110 km Per Hour
 Capacity Per Car - 16 Passengers
 Capacity Per Hour - 1900 Passengers



Place at Alton Towers

By car Alton Towers is clearly signposted from the following motorways: travelling north- m1 junction 28; m6 junction 16.

Distance from Magyar cities:

	<u>Miles</u>	<u>K/M</u>
London	161	258
Birmingham	46	74
Manchester	47	75
Glasgow	255	408
Bristol	141	226
Portsmouth	204	326

BJ

By Rail During the season virgin trains, central trains run exclusive rail packages.

Roads and Rail Links

Road links: M1, M6, M42, M69. A52, A50, A38, A500.

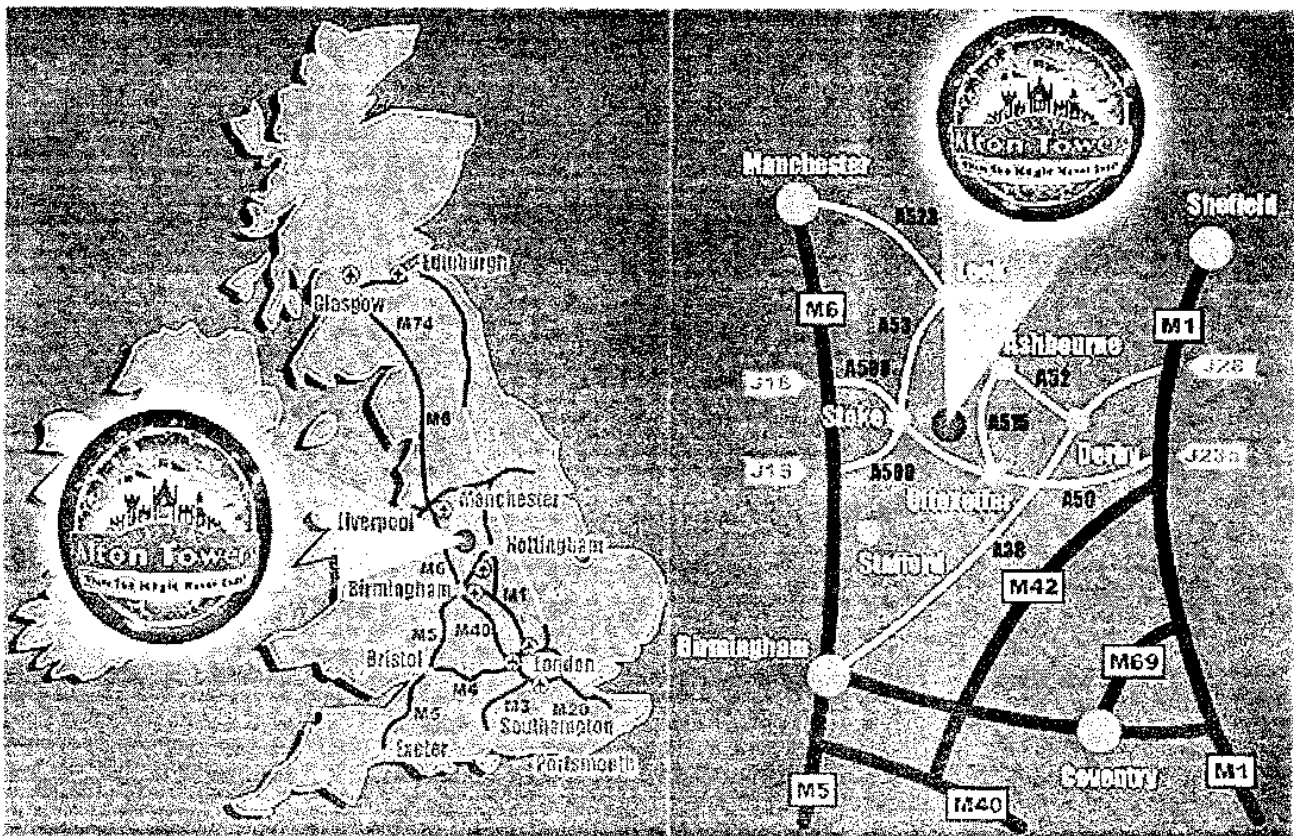
Close by cities: Birmingham, Derby, Stafford, Stoke.

Rail links: Virgin Trains- Stafford is the main rail link and coach transfers to Alton Towers.

Midland Mainline- From London with coach transfers and park entrance.

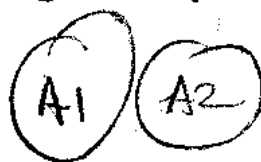
Central Trains- All in one ticket to Alton Towers including connection to park.

B2 -



Prices at Alton Towers

At Alton Towers there is a wide variety of different prices. From the different ranges of prices here is a few:



Individuals

children aged between 4 – 11 will cost £15.50, children aged 12+ cost £18.50. Alton Towers also include visits for OAP's and Disabled people. The price for OAP's and disabled only costs £12.50.

Groups

Family tickets are available for £62.00. Alton towers has hotel guests for 12+ for only £17.50, they even have hotel guests for children aged between 4 – 11 this will only cost £14.50.

Special interest



Alton Towers includes annual passes for an amazing £59.00 for children age 12+.

Annual passes are even given to children age between 4 – 11 and it will only cost £49.00.

How Alton Towers does Market Research and Promotions.

C1 C2

What type of promotions does Alton Towers do? Alton Towers runs promotions only with partners who reflect equal brand values to Alton Towers e.g. Pizza Hut, Cadbury's, Walkers, Kodak, Tesco and Woolworth's. The main types of promotions used by Alton Towers include BOGOF tickets (buy one get one free), children go free when one adult pays full price, and limited discounted tickets. The promotion plan must be deliver high quality communication of the Alton Towers brand, national coverage, cover varying market sectors and ultimately ensure the Alton Towers brand is not devalued.

Alton Towers does market research by handing out Questionnaire, also placing questionnaires on car windscreens and in their hotel bedrooms. The types of information that they get includes:

- 47.8% of the people are professional people.

What is the age of visitors to Alton Towers?

- The most number of people are aged between 18-24 years old.
- The least amount of people that go are aged between 55+.

What areas of the country do visitors to Alton Towers travel from?

- 32.7% travel from the Midlands, and South West has the least amount of visitors with 1.2%.

C1 C2

What type of people visit Alton Towers?

The types of people that visit Alton Towers are people that come in large groups e.g. Coach groups, Companies, School parties and Group organisers.

How Alton Towers Target Visitors.

Since not everybody is able to visit by car. Alton Towers works with companies, group organisers and school/ colleges to enable these potential guests to visit. Therefore targeting, various types of people needs to be planned to achieve maximum benefit. For individuals the main advertising and promotion are implemented.

- Coach groups and group organisers are targeted via direct calls from sales representatives, direct mail and trade PR.

C1 C2

- Companies are a vital part of the trade market for Alton Towers and are targeted via the main TV campaign, trade PR, direct mail and direct calls from sales representatives.

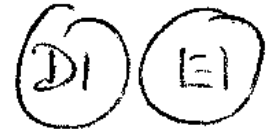
SWOT on M people Concert At Alton
Towers

Strengths: Sold all tickets.

Disabled access for people to get around.

Weaknesses: Congestion in village around
Alton Towers.

Not enough car parking spaces.



Opportunities: To do more concerts.

Get them selves know for not just rides.

Threats: Noise- local people complained.
Lots of rubbish everywhere.

ALTON TOWERS



Here are some pictures of the rides at Alton Towers. There are loads more like Corkscrew, Log flume, Blackhole and Nemesis.

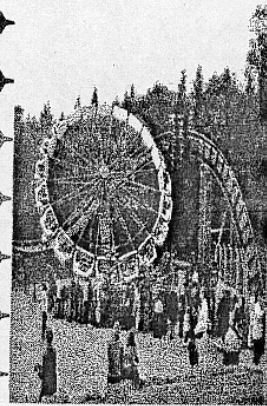
- Oblivion
- Ripsaw
- Congo river rapids
- 3d Cinema
- The Blade

There are also rides for younger children e.g.

- Old Macdonald's tractor ride
- The canal boat ride

Services

There are also restaurants, shops, cash machines, baby changing rooms and also take away restaurants. Alton Towers also supply disabled facilities, Security, Telephones, First aid, Ice cream and Picnic Areas.

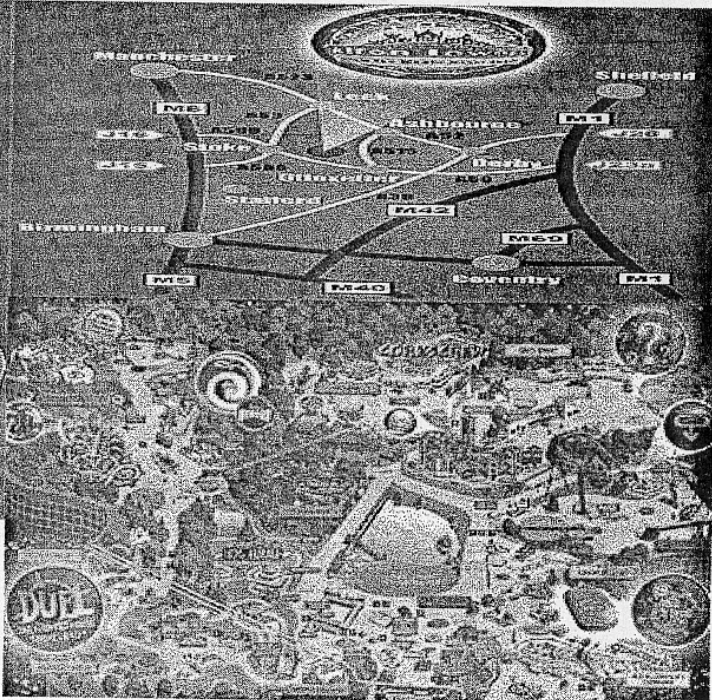


Prices

Child 12+ £24.50
 Child 4-11 £20.50
 Adult £24.50

Prices

Family £74.00
 OAP/ Disabled £15.50
 Primary school children £16.00



Address: Alton Towers, Staffordshire ST10 4DB
 Website: WWW. Alton-Towers. Co. UK

SWOT on M people Concert At Alton Towers

Strengths: Sold all tickets.

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Weaknesses: Congestion in village around Alton Towers.

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Opportunities: To do more concerts.

Get them selves know for not just rides.

Threats: Noise- local people complained.
Lots of rubbish everywhere.

2

Evaluation on my Alton Towers Poster

My Alton Towers poster contains some information about prices, services, products and some pictures and ride information. My poster has lots of detail about the rides and how to get here. There is a map of the park, where Alton Towers is located and the ways to get here. There is some pictures of the rides at Alton Towers.

Things I could improve are I could of printed off in colour, I could have included opening times and dates, I could of also used celebrities.

My targets

My poster targets families because they use maps of how to get here they also use telephone numbers. Pictures of the park map to show children some of the rides at Alton Towers. For adults there is services to show them different things that Alton Towers have e.g. cash machines, baby changing rooms and restaurants. Parents can see how much it will cost for a family to go to Alton Towers because it has the information on the poster.

A.I.D.A For Alton Towers Web Site.



Alton Towers web site has quite a good colour for background although it would look better if it was blue. The background is purple and it stands out. Alton Towers background should be blue as Alton Towers is all about getting wet. Alton Towers has lots of different headlines to break up big ones to little ones. The headlines are colourful to make it interesting, some of the headlines tell you a lot of information. Alton Towers does not have different styles of font for different headlines. The layout of the headlines gets broken up into boxes so you don't have to read all the information. Alton towers has on celebrities that go to the park.

Interest:

Alton Towers has lots of action pictures such as people enjoying themselves on lots of fantastic rides. E.G. Oblivion, Air, Log flume and nemesis. Also pictures of little children on rides such as squirrel nutty ride and Adventure land.

Desire:

There are very few of the words touch, feel and taste. They really should put these words onto the web site to make it more interesting.

Action:

Map: There is not a map on the web site to say were the theme park is.

Telephone Number: They have numbers for different for different things that you want to know, E.g. disabled info, booking info.

Address: No have no information about the address.



I think that the Alton Towers web site could be better and put information that should be on the web site like the address, map.

Marketing and Promotions at Warwick Castle.

DI

TV Advertising- Warwick castle plans regular TV campaigns, which can be an expensive form of advertising. Warwick castle advertise on the UK and central news. Central TV is the television area which covers Warwickshire.

Radio Advertising- Radio stations that have been used by Warwick castle include-Heart FM, BRMB, Mercia, Fox FM, Northampton 7 sound and many more. Warwick castle promoting special events at Warwick castle on specific days throughout the year or marketing the 'Kingmaker's feast' e.g. at Christmas.

Press Advertising- Warwick castle uses "advertorials" to advertise in magazines e.g. Radio Times, full page 1995, Sainsbury's magazine- full page advertorial 1996.

Trade Advertising- Trade advertising is used to reach a wide customer market e.g. Coach Operators, and appeal to a large number of press readers, with one advertisement. Examples of trade publications;- "Coach Tours UK" and "Group Travel Organiser" magazines, and British Tourist Authority publications.

DI

Promotional Literature- There is a range of literature produced by Warwick castle, specific to the various customer markets. In addition, trade customers promote visits to Warwick castle, to their customers I.e. the General Public, so they also have supplies of consumer literature.

Marketing and Promotions at Warwick Castle

Exhibitions– Trade shows/Exhibitions are exhibited at and attended, rather than consumer exhibitions and are an excellent means to promote the Castle to a large number of Trade customers, in any given day.

D1

Public Relations– These will focus on newsworthy stories (* see the Jo Brand article on the historical survey) and will be sent to local press, women's magazines and national press, matching the story content to the type of publication.

Market Research– Market Research is vital in any modern marketing organisation, especially a “consumer-led” organisation like Warwick castle. Warwick castle uses market research techniques to find out more about both existing customers and potential customers; once you know who is your “typical” customer (I.e. the customer profile) then you can target other potential customers, in the same categories.

D1

Primary Research- involves surveying customers face-to-face, e.g. asking visitors questions as they arrive/leave the Castle.

Secondary Research/Desk Research- can also be carried out by the Castle– analysing existing data e.g. independent surveys and statistics. A Market Research Agency is used who devise the questionnaire, in collaboration with the Marketing Department. The questionnaire is designed to ask pertinent questions, which will enable the Castle to gather more information, in general and specific to different areas of the business. Typical questions include;- “ *What was your favourite attraction within the Castle grounds?*”

“ *What made you decide to visit the Castle today?*”

Comparing Promotions at Alton Towers and Warwick Castle.

DI

Alton Towers
Advertising on the
central television.

Advertising

Warwick Castle
Advertising on the
central news.

NONE

Direct Mail

NONE

Press invited in to
try out new rides e.
g. AIR.

Public Relations

These will focus on
newsworthy stories.

NONE

Personal selling

NONE

At Alton Towers

Displays

At Warwick Castle

NONE

Sponsorships

NONE

NONE

Demonstrations

NONE

Candidate D

GCSE Leisure and Tourism (1495)

Unit 4876: Customer Service in leisure and tourism

Commentary

Moderated Mark 45

a1 agreed, a2 agreed, a3 met – just – since the candidate could have also investigated the pricing of currency and insurance for example.

b1 agreed, b2 agreed, b3 agreed (NB this strand is not annotated).

c1 not met (there is lots of theory here but only one statement 'HH uses types of market research...' on p1 that attempts to identify the types of market research undertaken by the HH); c2 and c3 are not met for similar reasons (for c2 the candidate needs to expand upon c1. For c3 they need to have some idea of the costs of these forms of market research to the company and evaluate these in terms of the usefulness of the information they provide).

d1 agreed, d2 agreed, d3 agreed

e1 agreed, e2 agreed, e3 agreed (but the candidate could consider the need for an organisation to build on its strengths to have a robust claim to the highest mark)

f – the use of successive, annotated versions of the item of promotional material and the inclusion of a planning grid are excellent ways to help the candidates achieve f3

GCSE IN LEISURE AND TOURISM (DOUBLE AWARD)

Unit Recording Sheet for Unit 2: Marketing in Leisure and Tourism



Please read the instructions printed below. One of these sheets, suitably completed, should be attached to the assessed work of each candidate.

Specification Code	1495	Unit Code	4876	Session	Year	2	0	0
Centre Name			Centre Number					
Candidate Name			Candidate Number					

Evidence: An investigation into the marketing activities of one organisation from the leisure and tourism industry and an item of promotional material related to the chosen organisation's product or service and aimed at a particular target market.

Please note: This form may be updated on an annual basis. The current version of this form will be sent out automatically by OCR to Examination Officers in Centres upon receipt of provisional entries. You may also refer to OCR website (www.ocr.org.uk) for current version.

Authentication by the Teacher

I declare that to the best of my knowledge, the work submitted is that of the candidate concerned. I have attached details of any assistance given beyond that which is acceptable under the scheme of assessment.

Signature: _____ Date: _____

Guidance on Completion of this Form

- 1 **One** sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 4 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.
- 5 Sign and date the Authentication statement.

Please see over

Criteria			Comment	Location	Mark
a1 Identify the products and/or services with pricing structures for the chosen organisation. 0 1 2	a2 Provide a detailed description of the products and/or services and pricing structures for the chosen organisation. 3 4	a3 Analyse the products and/or services provided by the organisation in relation to the pricing structures. 5 6			6
b1 Identify at a basic level how the products and/or services are made available. 0 1 2	b2 Describe fully how the organisation makes its products and/or services available. 3 4 5	b3 In addition to a full description, recommend one alternative approach which the organisation could make to improve availability of its products/services. 6 7			7
c1 Identify at a basic level the market research activities undertaken by the organisation to meet the needs of different customers. 0 1 2 3	c2 Provide a detailed description of the market research activities undertaken by the organisation to identify market segments. 4 5	c3 Evaluate the market research activities undertaken by the organisation in terms of cost effectiveness. 6 7			7
d1 Comment briefly on the promotional materials/marketing mix of both organisations. 0 1 2 3 4	d2 Suggest other relevant promotional techniques and materials both organisations could use to promote themselves and their products/services. 5 6	d3 Compare the promotional techniques and materials used by one organisation with those used by the other leisure and tourism organisation. 7 8			8
e1 Produce a basic SWOT analysis for the chosen organisation. 0 1 2 3 4	e2 Produce a detailed SWOT analysis for the chosen organisation. 5 6 7	e3 Analyse the SWOT technique for the chosen organisation identifying areas the organisation needs to consider for future development. 8 9			9
f1 Produce a piece of promotional material that includes the basic information for an identified target audience. 0 1 2 3 4 5 6 7	f2 Produce an item of promotional material that shows imagination and is appropriate for a stated target audience. 8 9 10	f3 Demonstrate ability to plan and produce their promotional materials, stating aims, objectives, target audience and evaluate the finished product. 11 12 13			13
			Total/50		50

GCWXXX Revised February 2003

URS149512

ASSESSMENT RECORDING SHEET

UNIT 2 STRAND A

STUDENT NAME: _____

Level	Task Evidence	Maximum Points	Comment	Points Awarded
1 FF-DD	1 2	0-2 (2)	All areas of product including after sales service, product life cycle, goods and services distinguished in T1 Basic knowledge of pricing strategies shown in T2	2
2 DD-BB	1 2	3-4 (2)	Theoretical aspects of product life cycle explored related to the organisation and points concluded. Good attempt at describing and relating to all areas of product in T1. Materials also included in work to support work and describe. Consistent application of theories (eg pricing strategies, actual selling price, etc) all related to the organisation with opinions used in debilities explanation as to what special sales are, examples shown and why a good idea.	2
3 BB-A*A*	Extension task	5-6 (2)	T1+T2 both cover many areas of analysis with many opinions and new ideas shown. Good justification for ideas also shown	2
				6

100%

Teacher Name _____ Student Signature _____

Teacher Signature _____ Date 9/6/03

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: A Task: 1

Assessment evidence working towards: Marketing in Leisure + Tourism - Product.

Comments (with date/s) (12/12/02).

A_i - ~~Read through 1st para of why Product is important. Needs to be clearer.~~

A_{ii} - ~~This is really good so far.~~

B - ~~Explain how the ^{facilities} services mentioned are good/ services offered + why they try so hard to offer those.~~

- Explain what happened for the additional hand out for product feature. Tell reader why service was good + what you did.

- ~~Good theory for Brand name.~~

- ~~After sales service - done very well.~~

- ~~Product life cycle - Does company really want to sell many products in decline?~~

- ~~Need to show why H.H wants to sell products that are doing well in P.L.C.~~

21/3/03

- Fantastic start, but still able to be improved. Look at points and add to parts - also make sure you read through your work carefully to avoid small errors. - maybe ask somebody to check it.

Extension Task:

Strengths - only relate to product - not prices.

Weaknesses - If you want to improve cafe can be improved - put it down as a weakness.

Improved - Good points - any more ???

2A(1)
2A(2)

Leisure and Tourism.
Unit 2 – Strand A
Task 1 – Product.

Marketing Mix.

The marketing mix looks at the four main factors that need to be considered to make marketing successful, having determined its marketing strategy, a business needs to apply the right marketing mix to carry it out successfully these factors are often called the four P's:

- Product: To give the customer what they want and what they are looking to purchase.
- Place: This is where the customer goes to buy the product.
- Price: What the customer is willing to pay and to see if they can afford the price.
- Promotion: The customer knows about the product and what the product is about.

All of these factors are important to a Leisure and Tourism organisation that is why Holiday Hypermarket use all of these factors, to get the right product to the right people at the right price and at the right time. E.g. Holiday Hypermarket may have an excellent product but if it is not priced competitively or the customers cannot travel to it but most importantly the customer must of heard of the company before the holiday can be purchased.

Why the product is important?

The product is important because it provides the customer with what they want and what they are looking for, also it covers all the other areas so the customer knows what they are buying and helps them to make the right decision. The product also covers the area of being a good or a service, the product is also something hopefully sold to customers. The marketing strategy for a product, or the range of product progresses is likely to be charge and amended, depending on its success.

2 A(1)
2 A(2)

At Holiday Hypermarket the products must be to a very good standard because they want their customers to return to book their future holidays. If Holiday Hypermarket has everything there to suit all families' needs this is why the customers should return to Holiday Hypermarket in the future. I know that Holiday Hypermarket spend a lot of time ensuring that the products they offer have specific features that will appeal to their target markets.

Goods and Services.

I am now going to be looking how products can be in two forms - 'goods' and 'services' and what goods and services the organisation can offer. Goods are something you can take away with you and something that you can touch, because you are the customer while a service is something you can't take away as the customer you can not touch this benefits. Leisure centres also use goods and services and I looked at Friary Grange Leisure Centre in Lichfield this is where I researched the information for my presentation. The goods at the Leisure Centre are swimming caps, table tennis balls, nose clips and various other items. These are something you can take away with you they offer you these so that you go back to the organisation to purchase more of the products: While the services are food, drinks and toilet etc. These are services you cannot take away with you they offer you these facilities so that you return to the organisation and purchase again. If the services are good at the organisation the customer will then want to return to the organisation.

Good and services at Holiday Hypermarket:

The goods and services at Holiday Hypermarket are very wide ranging the goods are brochures, tickets and change that you take home with you these are, to a very good standard because

you don't get charged for any of these goods. They also do this so that they can attract more customers to their organisation they try so hard to offer these that their customers will book there holidays in the future. The services of Holiday Hypermarket are the holidays, the café and the car park. On the other hand they offer you toilets, information, and customer service and a children's area which you can't take home with you. They are very good facilities because it is a lot different to other organisations by offering all these facilities they attract all age groups. E.g. Young children enjoy going to the organisation because there is a play area for them plus other facilities, the teenage gender also like going to the organisation because there are facilities for them e.g. 'The Movies' and the ski machine. Adults like to book their holidays there because they offer a great customer service and a lot of holidays for them to choose from, as well as all the good facilities they offer.

Product features:

Product features are the characteristics that the customer recognises when they buy the overall product e.g. the product features of Holiday Hypermarket are:

- Fun: A pleasant, enjoyable and light-hearted place to work.
- Innovative: Holiday Hypermarket is a completely new idea, product, or system to how we work.
- Superb Customer service: This is how helpful we are at giving what the customer wants. The customer service is very good because I have tested it out by asking their staff to find out information from their computer of a particular holiday. I feel this is a brilliant service which they offer as it helps the customer find out what holiday they are looking for without too much hassle.

This was how the manager of Holiday Hypermarket described their organisation as fun, innovative and a superb customer service.

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Yes I do think that Holiday Hypermarket supports all of the views of the product features because it is near to a retail park, it's open seven days a week even Sundays which is longer than the retailers in Walsall town centre. As well as being so big it helps attract more customers, there is also lots of fun and activities to see and do e.g. The video and Internet facilities.

The "safari" children's area also supports the view of the product features because you can leave your children there while you book your holiday.

Brand Names:

Brand Names are when a particular product that is well known and to a good standard of quality so people will purchase it. It is also important that the brand name suits the product and that it will attract the right customers. Adidas is a brand name and it appeals to anybody who enjoys wearing leisure clothing and is involved with sport, also Holiday Hypermarket is a brand name which gives a good image to their customers they also have a slogan, which is "won't be beaten on price."

The manager of Holiday Hypermarket explained their organisation as, "We have to be well known and we have to have a good reputation because if we don't we will not attract as many customers as we need." I feel Holiday Hypermarket is not at the highest point of the organisations yet and they can still grow.

Holiday Hypermarket deals with four main tour operators they are usually called "The big four". 'First Choice, Thompson, Thomas Cook, and Airtours.' They use these companies because they are also brand names and their customers know that too. They are likely to sell all of their holidays, there is also another big name Holiday Hypermarket deals with they are Virgin they also sell lots of products and their customers know that they are purchasing top quality.

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In Holiday Hypermarket they have decorated the diner in an American theme so they will attract more customers to go to America after 11th September 2001, because people associate the brand names with being well known e.g. Elvis, Marilyn Monroe and Coca-Cola.

After Sales Service:

An after sale service is what the customer receives after they have paid for there holiday also many customers require additional after sales service when the organisation recognises the after sales service is important part of the overall product. At Holiday Hypermarket they offer an after sales service that you can change your money for free that means no commission, all in one building. They also offer you the chance to your change your holiday or the accommodation even after you have booked it. They Advise the customers to make sure they have a current passport and that they have holiday insurance, make sure you advise the customer to have the appropriate injections. Also give the customer written conformation of the total cost of all the holiday. Holiday Hypermarket offers you a chance to change your money into the right currency commission free. Also when you have returned for you holiday.

At Holiday Hypermarket they are very happy to deal with there customers complaints. As they like to know what there customers like and what they don't like, about there organisation so they offer a customer service desk to find out what the problem is, and to find out who they could resolve the problem.

The effects of the product life cycle:

The product life cycle is when the product passes through four different stages this is because the Leisure and Tourism market is always changing and sometimes even popular products can suffer in the decline because the sales start to decline or fewer customers want the products. The stages are:

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- **Introduction:** This is when the product is first introduced to an organisation, the product is most likely to start off low because many people will not have heard about it e.g. Space holidays.
- **Growth:** This is when more customers are aware of the product and sales start to rise that is if the customers like it e.g. holidays to the Far East.
- **Maturity:** This is when the sales are at their highest but mostly remain at that high level, and mostly the same customers will keep buying the product e.g. holidays to Florida and Spain.
- **Decline:** This is when the demand for the product starts to decline because the customer has either got the product and they want to go there anymore. Or it does not suit the customer's needs e.g. holidays to Yugoslavia.

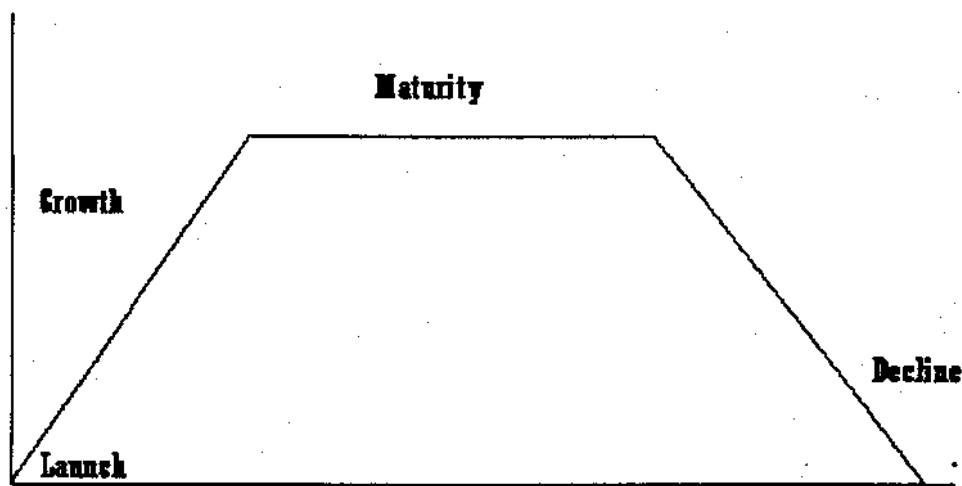
Introduction, Growth, Maturity, Decline:

The product life cycle is very important to a leisure and tourism organisation e.g. Holiday Hypermarket because not everybody likes the same holidays and different people like to visit new destinations. It is also important to have products at these four stages even though they have 1000's of them. At Holiday Hypermarket the holidays are at all different stages, the holidays that are at the growth and introduction stages are China and the Far East and holidays to space this is because more people would like to go there. The holidays at the maturity stage are holidays to Florida and Spain especially Menorca because families like and enjoy visiting there and like visiting many times after that. Now the holidays at the decline are Russia and Yugoslavia because the customers do not want to go to these destinations because they are not very popular anymore. The product life cycle is important for the future of Holiday Hypermarket because they have to know what holidays people will enjoy and will visit in the future e.g. China and The Far East. Also with the product life cycle the company does not always like to sell many products in the decline because the company knows that they are not going to be selling a lot more

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of these holidays. E.g. holidays to Russia, these holidays are in decline there are new destinations increasing and new holidays are being introduced in the growth section in the future the company benefits with the product life cycle. Lots of Leisure and Tourism organisations who understand the idea of the product life cycle will develop and offer lots of different products at different stages of the product life cycle. As one product begins at the introduction and growth stages another one begins to pass from maturity to decline. The organisations also try to keep the products at the introduction stage for as short as possible because it tends to be the least profitable. While the products at the growth and maturity stage are the most profitable because there is less advertising needed because it has already been purchased by many customers and the customers keep returning to buy the products.

Here is a demonstration of the Product Life Cycle:



Holiday Hypermarket
Wolverhampton Street
WALSALL
West Midlands
WS2 8DD



Telephone : 0870 600 8002
Fax Number : (01922) 615613

VAT Reg. : 715 2853 38

ABTA Number : G0375

2A(1)
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FIRST VIEW 13NOV 1223 0409a R4019 S03
SELECT ROOM CHOICE FIRST CHOICE
02 SEATS 02AUG
SAT 02AUG03 BHX/PMI 0815/1130 PB6A
SAT 16AUG03 PMI/BHX 1945/2115 7111
BARCELO TORRENOVA APTS 716 SC
TORRENOVA AMM899C/AMM899D

9 STUDIO 2/2+1C -
6 1ROOM 1/3 -
5 1ROOM 1/2+2C -

MEAL SUPPS: BB +4.50 HB +10.50
1 RESERVE 2 ALTS 3 RE-SEL 4 DATA -

*****"WE WILL NOT BE BEATEN ON PRICE"*****
Please ask for full details

holidayhypermarket.co.uk

Holiday Hypermarket is a trading name of Holiday Hypermarkets (1998) Limited, Registration No. 3647615.
Holiday Hypermarket is part of the First Choice Holidays PLC Group of Companies.
Registered Office: First Choice House, London Road, Crawley, West Sussex, RH10 9GX.

BAKERS
DOLPHIN

Holiday
Hypermarket

TRAVEL
CHOICE

Holiday Hypermarket
Wolverhampton Street
WALSALL
West Midlands
WS2 8DD



Telephone : 0870 600 8002
Fax Number : (01922) 615613
VAT Reg. : 715 2853 38
ABTA Number : G0375

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FIRST VIEW 13NOV 1223 0194a R4019 S03
QUICK-COSTING Pax Sub-total

ADULT PRICE	2	1410.00
FLIGHT SUPPLEMENT	2	192.00
TRAVEL AGENT SAVING (%)	1	- 169.20

TOTAL COST 1432.80

DEPOSIT DUE WHEN CONFIRMING 220.00
1 RESERVE 2 ROOM CHOICE 3 RE-COST -

*****"WE WILL NOT BE BEATEN ON PRICE"*****
Please ask for full details

holidayhypermarket.co.uk

Holiday Hypermarket is a trading name of Holiday Hypermarkets (1998) Limited, Registration No. 3647615.
Holiday Hypermarket is part of the First Choice Holidays PLC Group of Companies.
Registered Office: First Choice House, London Road, Crawley, West Sussex, RH10 9GX.

**BAKERS
DOLPHIN**

**Holiday
Hypermarket**

**TRAVEL
CHOICE**

Entrance

Liquor
features

the
Availability

Frosty
palace

ATM
Machine

Movies

Toilets

Balance payment
and ticket
collection

Holiday Brochures
for:

Summer Sun

Winter Sun

Cruises

Self drive

Ferries hols

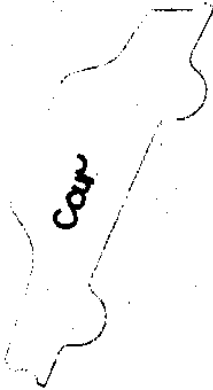
Coach hols

UK Short breaks

Greece, Turkey and

Cyprus

City breaks.



Car

Booking
desk

desks.

Brochures for: UK and cruises, Skiing, Snow
boarding, Activity holidays, USA and Canada.

Bureau de
change

THE LAY OUT.

Children's
Sofa
area

Joe's
diner

Royal
Caribbean

America

About

Cruise
Ship

Ship

Market

Holiday
Cyber

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: A Task: 2

Assessment evidence working towards: Marketing in Leisure + Tourism Price A1/A2.

Comments (with date/s) (18/12/02).

A. Very Good!

B. Actual Selling Prices - Really good so far.

Credit - Really good - but not detailed what the terms are at H.H.

Concessions - Superb!

Discounts - V Good.

this is some very good work. You need to look at
very few changes and also check through reading the
documents.

Done ✓

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Leisure and Tourism.
Strand A- Product and Price.
Task 2- Price

Price in the marketing mix:

The marketing mix consists of the four main factors that need to be considered to make marketing successful. These are very important to a Leisure and Tourism because it is all about how the customer gets the products. These are often called the four P's:

- **Product:** This is to give the customer what they want and what they are looking for.
- **Place:** This is where the customer goes to buy the product.
- **Price:** This is important because this is what the customer is willing to pay.
- **Promotion:** This is to attract the product to the customer.

All of these factors are very important but I feel that the price is always the main reason, if the price is too high. The customers may not be able to afford it, however if the price is too low the organisation will not make a profit.

Why the price can attract the customer or lose the customer:

The price is very important because it can either attract or lose the business. If the price reflects what the customer is willing to pay for their product, e.g. Holiday Hypermarket has to get the right price so the customers who purchase the holidays get value for their money, if not they will not sell them. I have another example of why the price is important. I was looking to purchase an Aston Villa football shirt but I decided against this due to the price being too high, as before the shop lost a customer because the price was too high.

The price is especially important to a Leisure and Tourism organisation because they have to get the right price to attract customers. If it is too high they might not purchase the product or

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not return in the future they could take the business elsewhere, this means your company will lose the opportunity of making profit and new business because the price is not what the customer is willing to pay.

The actual selling prices:

The actual selling price is very important because it refers to how much the customer is charged for what they have purchased. All Leisure and Tourism organisations has to think about this very hard so that the customers purchase the final product Each organisation has four main areas to consider they are:

- How much the company pays to provide the product.
- What the customers willing pay.
- What the competitors are charging.
- What the companies required profit margin is.

At Holiday Hypermarket they offer many service for free they do this for certain reasons e.g. Brochures, customer service, child's area and many more they do this so they have a good relationship with the public, also to get a good reputation from their customers. Like other organisations they have services, which the customer has to pay for e.g. the café this a service, which is another source of generating income.

ACCOMMODATION		Sunsaver 11761	Price Group E												Aghios Nikolaos				Child Prices		Preveza	
TYPE	Studio	1 Bedroom Apt				2 Bedroom Apt				Room				7 & 14		Flight						
BOARD	SC	SC				SC				HB				SC		Only						
NO. OF PAX	2	2	2	3	4	2	3	4	Adult	Child	1st	2nd			PVK							
DURATION	7	14	7	14	7	14	7	14	7	14	7	14	7	14	Child	Child	PVK					
DEPARTURES ON OR BETWEEN prices are per person in £'s	3-May - 9-May	247	277	294	326	282	304	246	261	299	336	296	309	249	266	437	616	351	444	129	169	183
	10-May - 16-May	257	292	304	341	292	317	256	274	309	352	296	324	259	279	449	629	362	454	129	169	201
	17-May - 23-May	267	329	314	379	302	351	264	307	319	389	304	359	269	314	479	647	392	474	139	179	237
	24-May - 30-May	346	357	394	407	379	379	339	334	401	419	384	387	344	339	524	724	437	529	199	239	237
	31-May - 13-Jun	317	374	364	424	349	394	312	349	371	439	354	404	314	356	554	789	441	559	199	239	239
	14-Jun - 20-Jun	326	381	374	431	359	399	321	354	379	444	364	409	324	361	574	811	459	576	149	189	240
	21-Jun - 4-Jul	329	384	377	436	361	404	324	359	384	449	366	414	327	366	579	824	464	589	149	189	243
	5-Jul - 11-Jul	337	397	384	449	369	414	331	369	392	462	374	424	334	376	569	817	452	581	159	199	246
	12-Jul - 18-Jul	339	419	389	469	372	434	334	389	394	484	377	444	337	394	566	849	449	589	169	199	255
	19-Jul - 25-Jul	386	457	434	509	417	471	379	424	442	524	422	482	382	431	639	934	499	644	189	219	278
	26-Jul - 1-Aug	406	489	454	539	436	501	397	451	484	559	442	514	401	459	684	979	536	679	249	279	295
	2-Aug - 15-Aug	397	469	446	519	429	481	389	432	454	536	434	494	392	441	674	974	524	674	259	299	287
	16-Aug - 22-Aug	396	447	444	489	426	462	387	414	454	514	432	474	391	422	664	914	514	639	259	299	278
	23-Aug - 29-Aug	406	417	454	469	436	434	397	387	464	484	441	444	401	394	604	849	479	604	239	279	275
	30-Aug - 12-Sep	386	396	434	447	417	414	379	369	442	461	422	424	382	374	579	797	462	574	209	249	267
	13-Sep - 19-Sep	366	377	414	427	397	397	359	351	421	441	402	406	362	359	522	696	427	514	209	249	257
20-Sep - 26-Sep	339	367	384	417	369	387	332	342	392	431	374	396	334	349	497	664	409	492	209	249	232	
27-Sep - 3-Oct	316	347	364	397	349	369	311	324	369	409	354	377	314	331	494	651	407	479	189	229	185	
4-Oct - 31-Oct	271	271	319	319	306	306	289	269	324	324	309	309	272	272	469	644	382	471	149	189	191	
EXTRA WEEK	-	-	105	(126)	91	(112)	84	(105)	112	(133)	98	(119)	91	(105)	259	(336)	161	(210)	114	(135)		

For the latest prices, see your travel agent or call Thomas Cook direct

Holiday Inn Maingate East/Reef Village Orlando Twin Centre see text for board basis Code: U24W12	May		Jun		Jul		Aug			Sep	Oct		Supplements (per person per night) Room only All £27 Sole use of double £27 Reductions (per person per night) 3rd & 4th adult redn £6
	1/5-21/5	22/5-4/6	5/6-21/6	22/6-10/7	11/7-16/7	17/7-15/8	16/8-23/8	24/8-7/9	8/9-8/10	9/10-15/10	16/10-31/10		
Double room (2 adults sharing) 14 nights	1468	1579	1505	1528	1639	1765	1688	1549	1475	1495	1549		
1st/2nd Child 14 nights	749	819	749	749	799	899	829	799	749	749	819		

Basic holiday prices are per person, in £'s, including £20 Air Passenger Duty. Remember to add flight supplements (see page 110) and insurance premiums (see inside back cover). For car rental extras see page 24-25. Important note - an extra per person charge will be applicable to all prices shown and will be advised and added as an extra charge at the time of booking. This is as a result of increased aviation and security costs. For information on extra charges and surcharges, prices, general holiday information and booking conditions, please see pages 104 - 109.

SAVE UP TO £200 PER COUPLE see page 107 for details (See your travel agent for the latest available discount)

For the Thomas Cook Extra price see price grid above

Thomas Cook Standard price is up to £50 off the price grid above, for further details see pages 8/9

Thomas Cook Economy price is up to £100 off the price grid above, for further details see pages 8/9

For the latest prices, see your travel agent or call Thomas Cook direct

Quality Inn Plaza Room only Code: U00H04	May		Jun		Jul		Aug			Sep	Oct		Supplements (per person per night) Double room All £15 Sole use of double £15 Reductions (per person per night) Double room All £13 3rd - 5th adult redn £13
	1/5-21/5	22/5-4/6	5/6-21/6	22/6-10/7	11/7-16/7	17/7-15/8	16/8-23/8	24/8-7/9	8/9-10/10	11/10-15/10	16/10-31/10		
Double room 7 nights	949	999	835	859	899	1075	1039	959	859	879	979		
(2 adults sharing) 14 nights	1049	1199	999	1065	1169	1345	1239	1105	1035	1045	1139		
Extra Week	339	369	289	319	339	399	409	349	329	369	349		
1st Child 7/14 nights	99	99	99	99	99	99	99	99	99	99	99		
2nd Child 7/14 nights	249	339	249	329	399	429	409	339	329	399	319		
1st/2nd Child Extra Week	49	69	49	49	49	129	199	249	49	199	149		

Basic holiday prices are per person, in £'s, including £20 Air Passenger Duty. Remember to add flight supplements (see page 110) and insurance premiums (see inside back cover). For car rental extras see page 24-25. Important note - an extra per person charge will be applicable to all prices shown and will be advised and added as an extra charge at the time of booking. This is as a result of increased aviation and security costs. For information on extra charges and surcharges, prices, general holiday information and booking conditions, please see pages 104 - 109.

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Thomas Cook Economy price is up to £100 off the price grid above, for further details see pages 8/9

2A(1)
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I have shown some information of prices from Holiday Hypermarket, their brochures show that on average their holidays cost between £300- £500 per person as this is what the manager Fiona explained to us. E.g. Holiday Hypermarket offer a holiday to go to Greece, in a studio at peak time for 7 days at £467. That shows that on average holidays cost between £300- £500. However it costs more to fly to places which are in America. The reason of this is because the market has increased due to what happened on 11th September 2001.

As you may know Holiday Hypermarket is a travel agent not a tour operator they do not decide the prices of the holidays the tour operators do. Like all Leisure and Tourism organisations Holiday Hypermarket gain a percentage of the holiday if they did not do this they would not make a profit, the prices of the organisation often vary depending on the time of the. Certain days of the week i.e. Mondays and Wednesdays they have special offers this is when the product is being offered at a

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reduced price to attract more sales e.g. OAP's and single parent families.

Holiday Hypermarket has a policy, which is 'Won't be beaten on price', this means if the customer can find the same holiday somewhere else at a cheaper price. Holiday Hypermarket will give the customer the difference between the cost of the holiday back to the customer they will always be a competitive organisation according to the manager.

The actual selling price varies according to the time of the year you are looking at going on holiday these are called the 'in and out seasons and peak and off peak times'. The peak times are when the demand is at the highest and when the customers are most likely to purchase the product. E.g. the peak times at Holiday Hypermarket are May, June, July and August the most popular time of the week is Saturdays and Sundays when the customers are most likely to book their holidays because this when the customers are most likely to be not at work. The off peak times are November, December and March and the most unpopular time of the week is Tuesdays and Wednesdays because this is when most of the customers are at work. The most popular time the customers take holidays are during the school holidays this is when most families want to take a holiday. The low prices and times the people want to go on holiday are during the winter because the demand of the holiday is not very high. If the customer is looking at travelling to one of Greece's smaller islands it will cost around £504 per person in the high season. However in the low season to go to the same place it would cost around £416 per person, so you can already see the difference as not many people would go on holiday at that time of the year. Holiday Hypermarket is a member of ABTA, which means: the Association of British Travel Agents this means that all holidays that are booked through an ABTA approved travel agent, your holiday is guaranteed if the tour operator becomes insolvent.

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Credit terms: Credit terms are if the organisation allows the customer to pay for the product in smaller individual payments, e.g. Holiday Hypermarket mostly use this term if the customer can not afford to pay for it in full because it is too expensive. I think this term is very useful and very handy for young families and most organisations should offer this facility.

At Holiday Hypermarket credit terms maybe needed because some of their customers may not be able to afford the payment in one go especially if the customer has small children. They also may not be able to afford it because they might be a special occasion coming up. Credit terms might also be needed because; the customer may not want the product at that at certain time.

The cost of your holiday must be paid in full to the travel agent before you can travel. The tickets for your holiday will either arrive through the post or will be ready for you to collect at the travel agent. The tickets will arrive twenty-eight days before the holiday or the customer will be able to collect them twenty-eight days before they leave to travel on their holiday. If you do not pay the full total you will lose the deposit. When Holiday Hypermarket are setting there prices the providers of the organisation are often keen to be seen to be providing good value for money to their customers. E.g. they don't want their prices too high so that the customers do not purchase the products but on the other hand they want to make profit on the product so it has to be at a reasonable price.

Concessions and Special rates offered: A concession is when you agree to let someone have or do something e.g. Holiday Hypermarket might reduce the cost of the holiday per person so they sell all of the places. They mostly offer concessions to customers who have organised groups travelling with them such as Children, Pensioners, the unemployed and students. The organisations like to attract customers, who might not have brought the product before, or achieve more customers to buy

2A(1)
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the product. They also could offer their customers a concession on 'three weeks of the price of two' or 'two weeks for the price of one' this would then attract the customers to go for that holiday.

Special rates: Special rates are away to attract more customers to the organisation because they offer rates to there customers who might not otherwise buy the product due to this you might not attract as many customers to the business or they may not be able to afford the product. E.g. If Holiday Hypermarket has not sold all of their holidays they will offer a special rate to sell them at a cheaper price. This is a very good way of attracting the customers to purchase the product.

Free Child Places



We have allocated a limited number of free child places at a wide range of apartments, giving you the opportunity to make some big savings. The offer is applicable at apartments featuring the 'Kids Go Free' symbol. These free places are subject to

conditions (see below) and are only available on a 'first come, first served' basis - so book as early as possible to avoid disappointment.

Reduced Child Prices

Even if all of our Free Child Places have gone, you will still find family savings across our entire range of holidays:

Self Catering: Look at the child price column on the price panels for the reduced prices applicable to your first and second child.

Hotels: Look at the child price column on the price panels for the reduced price applicable to your first child. All other children must pay the adult price.

Please note, children paying child prices (including those who receive £30.00 off the applicable child price) do not count when calculating the occupancy of studios and apartments. See page 5 for further under occupancy charges.

Free Weeks:

3 Weeks for the Price of 2



On selected accommodation you can enjoy an extra week free. This offer applies to all accommodation marked with the symbol shown. This offer is available if you depart before 19 May and after 15 September 2003 and applies to the basic

holiday price, any supplements are payable in full. This offer cannot be used in conjunction with any other offer.

2 Weeks for the Price of 1

Another great offer, on selected dates and properties in October (see each price panel) to Greece you can enjoy a two week holiday in a studio or apartment at the same price as a one week holiday. This offer can be combined with one other offer of your choice.

2A(1)
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Holiday Hypermarket use concessions /special rates by offering 'kids go free places' this is available on a 'first come', 'first served basis' Holiday Hypermarket advise the customer to book early as possible to avoid disappointment. They also offer a student discounts if you are booking as part of a group.

Discounts: A discount is a reduction of the original price of something e.g. Holiday Hypermarket might post their customers discount vouchers if the customer has complained about a recent holiday. They might give you a discount if a number of people are travelling with you on holiday. The intention of the discounts is to attract customers who might not otherwise buy the products because they may not be able to afford the prices. The organisation may also use discounts to fill in the number of places on the holidays so they will reduce the price to sell the places.

Special offers: Special offers are facilities that are reduced prices to there customers for a certain period. E.g. Holiday Hypermarket offer special offers for summer holidays when it is coming to the end of the season when they are having trouble selling all the holidays. Travel agents usually advertise special offers and late availability holidays to increase the sales, they also advertise special offers in newspapers and magazines they do this so the customer can see the reduced rate. When I visited Holiday Hypermarket I noticed that the 'Late Availability' sign was in the corner as you leave. It was also broken so it was not easy to see. I think they did this because they will have wanted their customers to book their holidays but when they are leaving they can now see that they would have saved some money.



FLIGHT ONLY DISCOUNTS

**Up to
25%
Discount**
**At Least 15% Discount
Guaranteed**

on flights booked at least 8 weeks prior to
departure - see page 4

2A(1)
2A(2)

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: A Task: Extension

Assessment evidence working towards: A3

Comments (with date/s) (18/12/02)

1. Good - but keep specific to task. Explained ok.
2. Very Good! Explain improvements more.

Done ✓

2A(3)

Extension task:

Strengths:

I feel Holiday Hypermarket has many strengths because it is different to other travel agents because it is so big based on a retail park and it also has many different products to offer at a competitive price. E.g. it has brilliant customer service and it has everything the customer needs under one roof. There is also one other strength Holiday Hypermarket has that is ideal for all families because it has children's play area. They also have excellent facilities e.g. the ski machine; the movies and the children's play area and good toilet facilities too. Holiday Hypermarket is also on a retail park so they have the chance to sell more products than the normal high street travel agents. Also the store in Walsall sells as many holidays as thirteen average sized travel agents so they sell a lot of holidays.

Weaknesses:

As I have mentioned before Holiday Hypermarket is excellent, but all organisations always have a down fall and Holiday Hypermarket have some weaknesses they can improve on. They could improve the maintenance of the outlet e.g. the broken signs and facilities e.g. the car needs to be mended and, they also need to consider getting some brighter lighting so their customers can see more easily. They could also improve the diner to make it into a café for example they could actually have a kitchen where they sell snacks, hot food and drinks to attract more customers. Also at Holiday Hypermarket there are long waiting times at the weekend when people are booking there holidays so they could introduce more staff to the organisation this means that they then sell there products at a quicker pace.

Improvements:

Holiday Hypermarket could also improve some of their products offered to their customer's; e.g. they could make the diner into a proper café to attract more customers. They could also make the children's play area into a crèche so parents know that they can leave there children so there can book there holiday and they know there children are in safe hands. Also to sell more holidays

2A(3)

to go to a particular place Holiday Hypermarket could offer a 'movie' video for those particular places to attract more customers so that Holiday Hypermarket sell more products to those places e.g. Vietnam, the Far east instead of just holidays to America. Also make the 'late availability' stand out easier to see and offer some better offers on there. E.g. more holiday offers to other areas of the world. They could also find a special area in the building where they just sell holidays to Australia like they have done with the USA. There is not enough staff because of the long waiting times especially at the weekends because they expect around about 800-1000 visitors but they only expect 200-300 visitors on Tuesdays/ Wednesdays because a lot of people are at work.

2A(3)

Extension Task:

Strengths: Holiday Hypermarket uses the pricing structure to a very good standard because they offer a lot of different structures to make the organisation too the best of its availability. E.g. Special rates, special offers and discounts they do this so they can attract more customers. They also are attracting younger people because of all the other facilities e.g. the ski machine and child's area they are also attracting students to get a cheaper price if they are booking as part of a group. I feel that Holiday Hypermarket's actual selling price is very competitive compared to other travel agents, they are very much equal even though Holiday Hypermarket is a lot different to other organisations. They offer facilities to all the family e.g. the Internet centre, Ski machine and children's area. I also feel by offering credit terms to the customers they feel happier because they have a longer time to pay for the holidays as long as they pay a deposit they also offer commission free on all currency. Holiday Hypermarket can offer very competitively priced holidays, this is due to the tour operators offering them better prices than other travel agents because they sell more holidays.

Weaknesses: Holiday Hypermarket has a very good pricing structure but I feel that 90 days credit terms is too long from when they book their holiday and they could make it too 60-80 days like most other travel agents give there customers. They could also introduce some of their own pricing structures e.g. they could do a reduced price for six months when you would like to travel to any part of Spain and America. They could also offer 30% of all 18-30 holidays so the customer gets a cheaper rate. I also feel that Holiday Hypermarket don't really have very strong discounts / special offers so they need to offer more to the customer in that particular area. They could make their 'Late Availability' and other sighs more attractive so that more customers would go to that area in the store.

2(A3)

Improvements: Holiday Hypermarket could offer instalments i.e. 12 months to pay of the holiday. They could come up with more concessions to attract more customers who might not otherwise buy the product or they could reduce the cost of the holiday especially if it is particularly expensive. E.g. reduce the price of the holiday if there are six or more people travelling on the holiday. They could also make the credit terms a bit stronger e.g. Pay for the holiday over a period of time, especially if the holiday is particularly expensive. The organisation would also benefit if they were to get their own pricing structure to improve their prices and make them better. E.g. they could focus on making there own pricing structure for a country or a island where they don't sell many holidays or they could try to make up there own pricing structure for holidays that are booked outside of Europe to not to the Far East. The customer could also pay £200 per month until the holiday is paid for in full this would secure the holiday so the customer will know the holiday is paid for. Holiday Hypermarket could also offer their customers a voucher for a free weekend away if you have spent £1000 per holiday you book, or they could offer you a voucher of money off your next holiday if you book with Holiday Hypermarket.

GCSE in LEISURE AND TOURISM

ASSESSMENT RECORDING SHEET

UNIT 2 STRAND C

STUDENT NAME: _____

Level	Task Evidence	Maximum Points	Comment	Points Awarded
1 FF-DD	1	0-3 (3)	discussed a range of MC methods in detail	3
	2			
2 DD-BB	1	4-5 (2)	discussed a range of TM's and provided many key examples (T2) clearly linked TM's to MC (T2) discussed MC + TM's in detail (T1+T2)	2
	2			
3 BB-A+A+	Extension task	6-7 (2)	excellent attempt at extension task. well done!!	2
				7

Teacher Name _____ Student Signature _____

Teacher Signature _____ Date _____

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: 2 Task: 1

Assessment evidence working towards: C1/C2

Comments (with date/s)

THIS IS A VERY WELL PRESENTED PIECE OF WORK. WELL DONE. HOWEVER, THERE ARE MANY OPPORTUNITIES TO GAIN EXTRA MARKS. GET RID OF ALL EG'S BESIDE DISCUSSING HOLIDAY HYPERMARKET. PART A

SOME VERY GOOD POINTS MENTIONED.

~~YOU MUST NEED TO RELATE TO AN ORGANISATION OF YOUR CHOICE, BESIDES HOLIDAY HYPERMARKET (HM).~~

PART B

GOOD SO FAR...

YOU ALSO NEED TO RELATE TO AN ORGANISATION OF YOUR CHOICE AND MARKET SEGMENTS (AGE, SOCIAL GROUP ETC). IN ADDITION, FOR HOLIDAY HYPERMARKET USE INFORMATION FROM PURPLE HANDOUT. DON'T THROW AWAY EASY MARKS!!!

PLACE PRIMARY AND SECONDARY RESEARCH SECTIONS AT START OF PART B.



19/1/08

Done ✓

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: C Task: 2

Assessment evidence working towards: C1/C2

Comments (with date/s)

MR'S MARKET RESEARCH.

THIS IS AN EXCELLENT EFFORT. HOWEVER, THERE IS STILL PLENTY OF OPPORTUNITY TO EARN EXTRA MARKS. DON'T FORGET THE DEADLINE FOR TASKS 1, 2 AND EXTENSION IS 10 MARCH 2003.

PART A:

GOOD EFFORT.

MR HELPS TO IDENTIFY CUSTOMER NEEDS AND WANTS. HOLIDAY HYPERMARKET CAN USE THIS INFORMATION TO PRECISELY TARGET SPECIFIC GROUPS OF CUSTOMERS. WHAT ARE THE BENEFITS OF THIS? HIGHER SALES, GREATER CUSTOMER SATISFACTION ETC.

PART B:

FIRST PARAGRAPH IS VERY GOOD.

AGE: VERY GOOD | EXCELLENT.

GENDER: GOOD

LIFESTYLE/ETHNICITY: USE EXAMPLES OF HOLIDAYS OFFERED BY HOLIDAY HYPERMARKET.

FOR EACH MARKET SEGMENT, PLEASE MENTION HOW TARGET MARKETING IMPROVES HOLIDAY HYPERMARKET'S OFFER. LINK TO ME.

EXTENSION TASK:

VERY GOOD TO CAR. PLEASE SEE COMMENTS ON WORK.



22/2/03

Done ✓

Leisure and Tourism
Market Research
Task one strand C.

2C(1)
2C(2)

How Leisure and Tourism organisations use market research:

A Leisure Tourism organisation can use market research to meet the customer's needs by finding out from each customer who visits the organisation what they like and dislike about it and what products and services the company could develop and promote. They can do this by carrying out some different market research e.g. observations this is when specialised market researcher's carry out investigations to see how the customers react to the organisations products and services. They could also use postal surveys this is when the organisation picks a number of selected people and send them mailing through the post. I think market research is very good to a Leisure and Tourism organisation because they need to have a clear idea about whom there customers are. Holiday Hypermarket uses types of market research so they know what their customers do and don't like about the products that they offer. Also some tour operators give their customers questionnaires to fill in when there are collecting there tickets or on the aeroplane as they return from there destinations. The tour operator's e.g. Airtours can then pass this information on to Holiday Hypermarket from their customers on how they can improve their organisation. All over the country Holiday Hypermarket heavily rely on a centralised marketing department so they deliver important market- related information this is a good devise because there employees can get the information to the customers quicker. All of this information comes from the head office in Crawley.

How they carry out market research:

A Leisure and Tourism organisation carries out market research to find out what their customers really want. They also use Market segments this is so the organisation target they products at the right types of people who are going to be purchasing the

Leisure and Tourism
Unit 2 Marketing
Strand C Market Research.

2C(1)
2C(2)

What is Target marketing: 2C(1)

Target Marketing is a group of customers who purchase a particular product or service. Target Marketing is made up of different needs and expectations of the customers, it can ensure that the marketing of the organisation is to a good standard, they can tell this by using different techniques. Market Segments: This is when the organisation splits the needs of the customers into different segments. Holiday Hypermarket offers different holidays for different types of people e.g. Holidays for the retired, young adults, single parents and families. Market research: Market research helps identify customers needs and wants, this tool is very useful of all Leisure and Tourism organisations. Holiday Hypermarket offer a variety of services to their customers ranging from holidays too currency exchange. They can also use this information to target specific groups or customers to help them find the correct market to target their products. All Leisure and Tourism organisations especially use market research to find out what their customers really want. The benefit of Market research is that if the company uses market research to develop better sales as it meets customers needs and wants.

How a Leisure and Tourism organisation can use target marketing: 2C(2)

Very few products are brought by everyone but most businesses aim their products at certain groups of people, by dividing up markets in a way called segmentation. Leisure and Tourism organisations use target marketing to develop and promote their products so they appeal to the right market segment. Holiday Hypermarket offer lots of different products so they suit all their customers needs e.g. They offer different holidays, for young adults, retired people and people with families they offer these because they all have a different lifestyle. Holiday Hypermarket

offer all different holidays to different target markets or they would not be profitable due to not selling all their holidays.

Some of the target markets are:

2012/1

Age:

Age is when the products are aimed at a particular age group; age can also mean how long the product has been in existence e.g. Holiday Hypermarket offer holidays for all different age groups, young adults, retired people, single parents and families. The holidays they offer for young adults are "Club 18-30" This means that people who are aged 18-30 can go on these holidays. These holidays appeal to them due to the activities, which they offer e.g. clubbing holidays, beach activities and etc. They also offer "Saga holidays" which caters for people who are over 50 years old. At Holiday Hypermarket they offer special discounts for OAP's if they book their holidays on a Wednesday. Age breaks up everything into certain groups of how old the product is. This helps Holiday Hypermarket because they know what different holidays their customers age groups enjoy.

Gender:

Gender is the sex of the person who is purchasing the product e.g. Some men would look at purchasing golfing holidays if they were interested in that particular sport. While some females would purchase beauty and therapy holidays or weekend breaks because it is relaxing and away from their everyday routine. Some leisure activities and products are aimed at Males and Females this is because the other sex might not enjoy what the other one does. Target marketing helps Holiday Hypermarket with the gender because they know from market research what holiday's appeal to the different people.

Lifestyle:

Lifestyle is how people live and the way they lead their lives, the lifestyle is one of the biggest influences on the type of Leisure and Tourism products that we buy. Holiday Hypermarket would offer different holidays to young people

2(1)
2(2)

than what they would offer to retired people because they live a different lifestyle. They would offer a young person snowboarding holidays and holidays to livelier places e.g. Ibiza and some parts of Greece. While they would offer older people holidays to the countryside and to quiet places e.g. France, Italy and etc. The store caters for both 'Economy' and 'Luxury' holidays. Low credit terms are also available and if this is the case the deposits are only required three – four months before you travel. The lifestyle improves Holiday Hypermarket because they know what holiday's particular people enjoy they know this from Market Research it also helps them because they try to link it with how much income the customers have by what there jobs are.

Ethnicity:

This is involving different racial group's e.g. Asians, Afro Caribbean's and British some of these may have specific Leisure and Tourism needs according to their Religion, this can also change the customers needs due to this the company may need to create separate market segments. Holiday Hypermarket may offer holidays to suit Asians and etc by offering them reductions on travel back to there own country also when they are travelling to there different destinations the airline could offer them different menus to suit there dietary requirements of different religious groups.

Other types of customers:

Holiday Hypermarket targets their holidays at what sells the best they target these at the public. All kinds of group bookings can be taken for example: Honeymoons, stag and hen parities, Surfing holidays, Action and Adventure holidays and skiing holidays. They also offer holidays for those people who are less able to travel around e.g. Disabled holidays.

Extension Task:

Task one Part A:

2012/3

Market research is a very good method of marketing but this method still needs to be developed further for example: Market research is all about what the customer wants from particular goods and services which are going to be developed by the company for this to work effectively. The company has to receive customer reactions to the products and services they are going to offer, their opinions for improvements to make the products and services better before they market the product and what would be their reason for purchasing the products or services. The organisation needs to use market research when they are looking to develop and promote new products and services this gives the organisation a clear idea of what the customers wants. Market research also has its benefits because a lot of the activities are very cost effective. E.g. The Postal Surveys: This is very cost effective as it is not expensive in comparison to other methods of market research, it's quick and easy so it does not take a lot of the customers time. Personal Surveys: This is a very good method of market research because the customer is more willing to respond to the questions because a trained market researcher conducts it. This is also a good way to develop products offered to the customers as the market researcher could show illustrations of the products to the customers.

Task Two Part A:

Target Marketing is another brilliant method of marketing because it focuses at a group of customers who buy a particular products and services. Target Marketing is made up of the customer's range of needs and expectations e.g. Age, gender or lifestyle. The strengths are that the company knows what particular groups like and dislike about the products and services the organisation offer. They can also see what sort of people the products and services are targeted at e.g. how old

they are, what kind of job they have. Target Marketing is a good marketing method because it is a greater customer satisfaction, which leads on to higher sales and a bigger profit margin. In the long the company is the one who benefits. Target Marketing is also good because it offer different products for different types of people e.g. Holidays for families, retired people or single parents.

2(3)

Task One Part B:

Leisure and Tourism organisations could change market research so some of the surveys are cheaper and involves more customers' participation. E.g. When the customers visit's the organisation they are asked if they would answer surveys which would ask them what they like and don't like to make them feel more involved. Let them know how the company is going to develop and promote the products and services. To make Market Research more cost effective the organisation could mail their customers with questionnaires to gain ideas from their target audience when they produce goods. With telephone questionnaires if the customer has access to a fax machine the organisation could fax them information and ask them to kindly fill it in and fax it back, or send them a pre-paided envelope. Lastly to make Personal Surveys more cost effective the organisation could give ten of their customers the same surveys and ask them if they would put their view in private.

Task Two Part B:

With Target Marketing the Leisure and Tourism organisation could break up the groups into small groups e.g. the age groups could be broken into 16-30, 30-50 and 50 plus. They could also make the activities more distinct from other target markets and carry out other activities with different Target Markets e.g. The gender of people what holiday's male and female would enjoy. The organisation could combined the age and gender together by asking their customers what holidays they would enjoy from the particular age groups. The market segments are good but

adding more categories to make them stronger and think about other types of customers to improve them.

2c(3)

Leisure and Tourism
Unit 2 Marketing
Strand B Place

The Marketing Mix:

The third P of the marketing mix is the place. Place is concerned with how the goods and services are distributed to the customers, this is how the customer purchases the products e.g. Holiday Hypermarket have to attract their customers to go back to their organisation to book holidays in the future. The 'place' element of the marketing mix is very important because it is where the customer goes to purchase the product and the facility can not be bought to the customer. E.g. If the place is too far for the customers to travel to the company will not achieve their targets of selling holidays. It is also important that all travel agents are close to other competitive travel agents so that they can attract more customers to the organisation but your travel agent has to have the best prices so that you can gain the sale. The other elements of the marketing mix make the products of the best quality but place are particularly important because this is where the customer actually goes for the products. If the availability is achieved customers are more likely to purchase the holidays. However the place element is not the only part of the marketing mix for example:

- The product: This provides the product with what the customer wants.
- The Price: This is what the customer is willing to pay.
- Promotion techniques: This is so the customer knows about the products for example: Free child place, Two weeks for the price of one or one night free accommodation.

Throughout my research in Holiday Hypermarket's location, I have also found out information about the distribution channels, the type of outlet that Holiday Hypermarket use, How they

make their products available to their customers, the location of the Leisure and Tourism organisation and the outlet design that they use. I am going to describe all of these points in both of my strand B coursework, task one and two.

I have also researched in other Leisure and Tourism organisations location. For example: The Friary Grange Leisure Centre is located just off the A51 on the northern side of Lichfield. The Centre is part of a school and a Leisure complex. This tells the reader where they are located and how to travel to the Leisure and Tourism organisation. On the Friary Grange Leisure Centre's promotional leaflet, it contains a map to customers know where to travel too, a telephone and an address, opening times, information on bookings, and important information about what products and services they offer their customers. For example: The Pulserate Fitness Centre, Tennis courts, Sunbeds, Food and Drink facilities and many more. I feel that because The Friary Grange Leisure Centres promotional Leaflets are very effective and colourful, they attract more customers to their Leisure and Tourism organisation. Both The Leisure and Tourism organisations that I have discussed use effective promotional materials and techniques to improve other areas of their organisation. For example: The type of outlet design that they use, and the distribution of their products.

The distribution channel:

The distribution channel is the ways in which the customer can purchase the product; the distribution is the delivering of a good or a service to various people or to the organisation e.g. The travel agent may send their customers brochures to see if they are happy with their service. The location does not just mean where a Leisure and Tourism facility is but also the ways in which a customer can buy it-this is known as distribution. For example: If a customer of Holiday Hypermarket's are going on holiday to New York the location of the product would be The USA. Holiday Hypermarket offer their customers a chance to buy the holiday in Holiday Hypermarket the tour operator would then distribute the product. Holiday Hypermarket uses lots of

distribution channels to attract new and existing customers to their organisation. E.g. they use their website on the Internet as one of their distribution channels to make their organisation available from their homes or at work so the customer does not have to travel to the outlet. You could also book your holiday over the telephone or on line via the Internet which is quicker and easier than travelling to the outlet. You could also book the holiday with Holiday Hypermarket (the travel agent) and book the flight with (the tour operator) e.g. Airtours, First Choice, Thomas Cook and Thompson. The Distribution channel is a very important part of how the organisation is run. Holiday Hypermarket offer there customers the chance of booking there holiday over the Internet and their website, which is designed to make Holiday Hypermarket more available to peoples homes- rather than them having to travel to the outlet in Walsall. Also Holiday Hypermarket offer their customers the chance of booking there holiday with Holiday Hypermarket (The Travel Agent) and book their flight with the Tour operators. For example: Thomas Cook, Airtours, First Choice and Thompson. Distribution can also mean, in economics, term applied to two different, but related, processes. For example: (1) The division among the members of society, as individuals, of the national income and wealth; (2) Distribution also means the apportionment of the value of the output of goods among the factors or agents of production-namely, labour, land and capital and management. I have also researched in distribution because I feel that all Leisure and Tourism organisations, including Holiday Hypermarket use distribution to a very good standard. This information was researched from Microsoft Encarta 1999.

What the type of outlet is:

The type of outlet is influence on the location of the facility, it is important to choose the right type of outlet and location to make the product profitable, the type of outlet also has to fit the general image of the organisation and its customers. For example Holiday Hypermarket would have a very different type of outlet on a retail park compared to a children's clothes shop

because they offer different products. The type of outlet would also be different in a historic town then in the high street.

What type of outlet Holiday Hypermarket use:

Holiday Hypermarket is a different type of outlet compared to other travel agents because it is a lot bigger and better. Due to the firm being larger it can pass of cheaper prices due to it gaining certain economies of scales such as bulk buying. For example: Holiday Hypermarket buys a large chunk of the holiday spaces available from the tour operators at discounted prices it can then pass the discounts to the consumers as a result it can undercut its competitors and rivals to secure more customers to book the holiday. It is based on a retail park so it is away from the smaller travel agents in the town centre, the manager Fiona explained The Hypermarket has a company objective which means: That it is our company policy to be on a retail park. Holiday Hypermarket is different to the high street travel agents because they do not like to blend in with the other high street shops while they like to be different by offering more facilities. They benefit the customer by being large because the store sells as many holidays as thirteen average sized travel agents this is because they can offer competitive prices and offer more facilities to customers, this then becomes more profitable so they can sell their holidays at a cheaper price. The Holiday Hypermarket I visited with school was in Walsall, it is called a "flagship store" which means that it is one of the top stores in the country and they usually sell everything that all the other stores can offer. There are thirty-seven Holiday Hypermarket stores all over the country, I have also visited another Holiday Hypermarket in Birmingham I feel that the Walsall store is a lot better because they are more customer friendly and they have a better customer service. Holiday Hypermarket have gone one step better than all the other travel agents because they are a lot bigger and they use better facilities they have also made the organisation more fun for smaller children and more customer friendly. Holiday Hypermarket is so big they can offer more facilities this due to them having a very larger floor space and

the buildings being very tall so they have a lot of room to have themes, e.g. Frosty Palace, the Safari child area and the Movies area. Holiday Hypermarket is very dark inside so all the facilities have the right effect. The type of outlet used also is to do with target markets because the type of outlet fits in with the general image of the organisation and its customers. The market segments is to meet the needs of different types of customers who have a range of needs and expectations. E.g. age, gender, social groups, lifestyle and ethnicity. This is important so that the organisation attracts the correct customers to their organisation if not then they will not be as profitable and not sell as many products to there customers. Holiday Hypermarket has to sell holidays for all different age groups and different genders because not everybody enjoys the same holidays. The type outlet is also very good at Holiday Hypermarket because it attracts all kinds of customers this is because they offer facilities to attract them.

How the product is available to their customers of Holiday Hypermarket:

Holiday Hypermarket makes a lot of their products available to their customers because they offer a lot of different facilities to suit all of their needs. E.g. they offer free parking for all their customers, the Co-op travel agent over the road charges £1.20. Holiday Hypermarket make there products more attractive and available compared to there competitors due there hours of business the travel agent is open from 8.00am to 7.00pm during weeknights. This makes the products far more attractive to potential customers because Holiday Hypermarket open longer hours and with over 37 branches countrywide and the Walsall branch the a 'flagship' store, Holiday Hypermarket that is based in Walsall sells as many holidays as 13 average sized travel agents. The Leisure and Tourism organisation is so large they are able to offer bigger discounts, also because Holiday Hypermarket are open on Sundays they have a bigger market of customers to there competitors in the high street are not open longer hours and on Sundays. Holiday Hypermarket do not like to think that they are turning customers away at 7.00pm on the

weeknights and Saturdays and Sundays this is why they try to keep their Leisure and Tourism organisation open until their customers are happy with the products that they have purchased. The travel agent is sometimes open until 9.30pm this so that the customer is happy with the products-holidays, foreign currency, travel insurance.

They do this to attract more customers and so the customers have a larger choice to choose from. They also make their products available to their customers because they use so much ICT at the organisation to make it more home friendly they also offer you websites so the customer can see any more special offers or discounts. The organisation uses the Internet because it is open 24 hours a day it means you can book your holiday anytime of the day in case if you are at work during the daytime even at one o'clock in the morning.

Holiday Hypermarket promise that they will give their customer the full difference and a discount on the accommodation that they have booked. For example: If the customer has booked their holiday and they are looking to travel to in Crete, which is a Greek island and the accommodation that the customer is staying in is on the other travel agents. For example: Lunn Poly and they are offering the customer a cheaper price the manager of Holiday Hypermarket (Ms F Corbett) will offer the customer the full difference and a discount on the accommodation.

Holiday Hypermarket do this because they want to keep a good reputation hence the slogan "*Won't be beaten on price.*"

At Holiday Hypermarket it takes you an average 45 minutes to book an average holiday providing you know what resort and accommodation you are looking for. Also if the customer wanted to then they could book the holiday with The Hypermarket and then book their flights with the tour operator the customer could save their money because the tour operator may offer them discounts.

At Holiday Hypermarket they have a particular busy time and quieter times. January is one of their busy times because it is when their customers are looking at booking their summer holidays the customers would book now because the holiday

may be cheaper after Christmas and they are more likely to be able to afford it. August is another one of their busy times because this is when their customers are looking to book their winter holidays or last minute deals of their summer holidays and they are likely to be cheaper now. They also have busy times of the week and quite times, the busy times are the weekend because they can expect 800-1000 visitors. This is because a lot of their customers are not at work and they time to shop for their holidays. While on Tuesdays and Wednesdays they only expect 200-300 visitors this is because most people are at work or if they have small children they are most likely to be at home looking after them even though there is a play area at the Hypermarket. However if they made the play area into a crèche then their parents would not be scared to leave then because they are in safe hands. Holiday Hypermarket could offer discounts or special on Tuesdays and Wednesdays to attract a lot more customers or offer 10 or 20 % days to attract more customers. Holiday Hypermarket deal with another company called Telesales phone enquiries when the store staff is dealing with customers face-to-face this facility is for the customers who phone Holiday Hypermarket when their store staff are busy with other customers so the staff are not interrupted.

I feel that Holiday Hypermarket target their customers, and may their products available to all age groups because, they offer lots of different products and services. For example: 'The Movies', 'Joe's Diner' this attracts small children and adults because it is different to other high street Travel Agents. For example: Co-op Travel that is situated on the retail park across the way from Holiday Hypermarket. They also make their products particularly available to customers because if their store staff are busy with customers in the Travel Agent another company called Telesales phone enquiries help their customers choose an holiday for them. This means that store staff can contact other customers later on in the week.

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: B Task: 2

Assessment evidence working towards: B1/B2

Comments (with date/s)

29/1/03

Good so far!

- (a) (i) good.
- (ii) Explain particular reasons for its location eg. Population, transport links, other businesses.
- (b) (i) how is it reflected off?
- (ii) be specific on reasons for its design of the outlet. What are the benefits?

Good attempt
Good attempt

Excellent
24/9

★ and Level 3 answers.

Done ✓

Leisure and Tourism
Location and Outlet Design
Strand B Task 2

The Location:

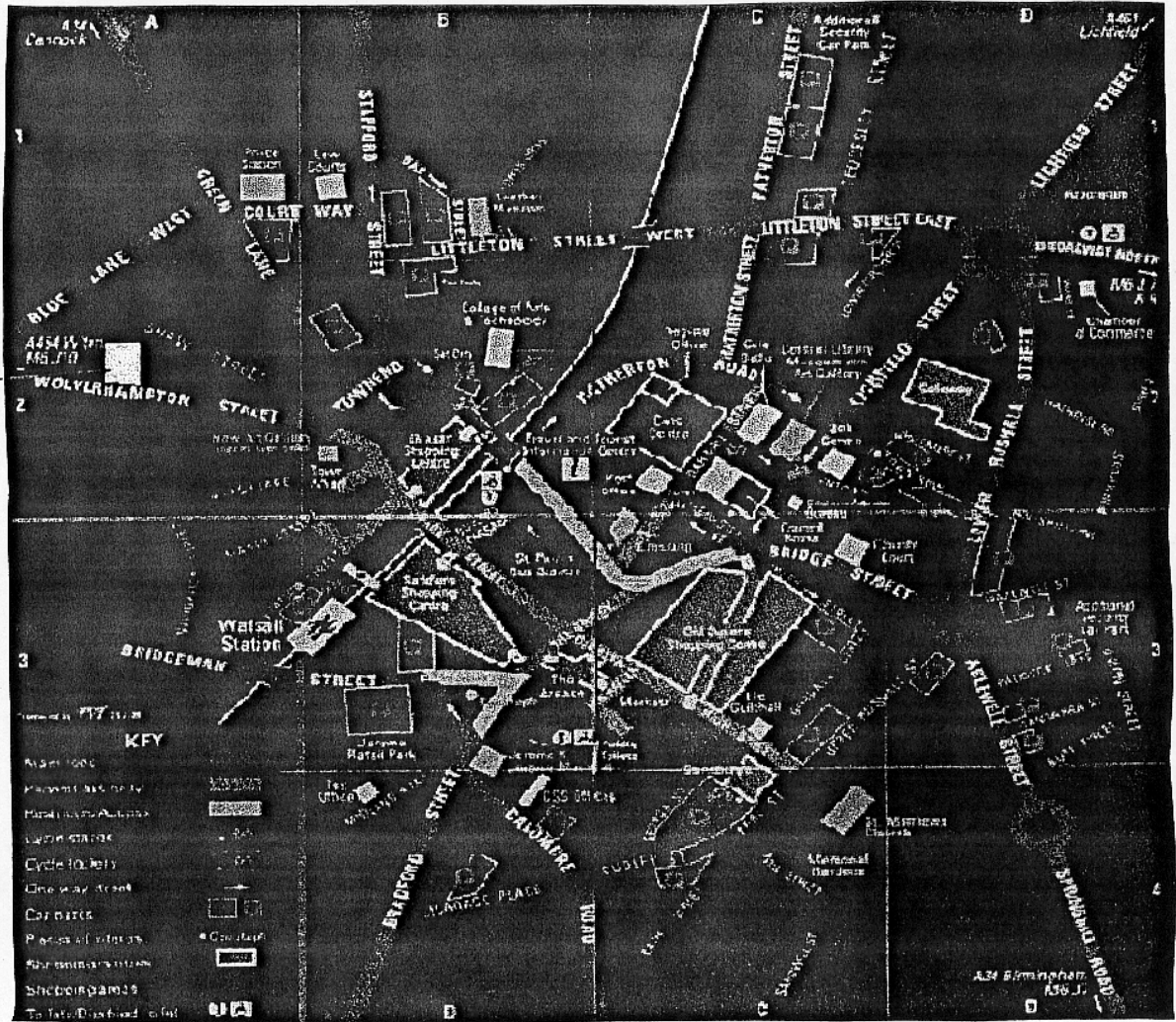
A location is a place, or the position of something. I am now going to describe Holiday Hypermarket's location and the reasons for it.

The Location of the Holiday Hypermarket is in the West Midlands on the out skirts of Walsall town centre at Wolverhampton Street. It is within a few miles of junction 10 of the M6 because of their location it is easy to find and they attract more customers. The location is very important because it is situated on the junction of Wolverhampton Street and Blue Lane West on a large retail park there is another travel agent in proximity to the Holiday Hypermarket. The benefits of the close location of its rivals company ensure the Holiday Hypermarket is competitive in its prices and promotional techniques to ensure they establish increased market share and growth. Another factor that ensures that customers continually book their holidays at the Holiday Hypermarket is its distribution channels. If the location of Holiday Hypermarket were not in a good place it would not attract so many customers and would be not so successful as it is not easily assessable.

Here are some maps where Holiday Hypermarket is located:

Holiday
Hypermarket





Here I have shown a map of Walsall. Customers can find where Holiday Hypermarket is located.

The reasons for the location of Holiday Hypermarket:

Holiday Hypermarket has to be in a good location because they are a large travel agent and they expect a lot of customers and without the attraction of the right sort of customers then the company won't be profitable. Holiday Hypermarket is located in a well known community and attract customers with bright lights and signs e.g. Holiday Hypermarket is written in bright colours like yellow and orange so it is easy to read by passers by. There are also bus stops and routes for the customers and their employers so they have easy excess to the organisation. The transport links are very important to the organisation so it is easier for the customers to travel to the company. E.g. In Walsall they have a railway station for commuters who travel to get the best deals on there holidays because they offer cheaper prices. As you ready know Holiday Hypermarket is not in the centre of Walsall but they are based in order to encourage families and people who travel in cars all over the West Midlands. The population who visits Holiday Hypermarket each month is approximately 23,000 they know this information because each Holiday Hypermarket store in the country has a 'Foot fall' counter this enables Holiday Hypermarket to know how many potential customers enter the building. The store is also good for customers because it is near by Walsall town centre and near other business and travel agents. As a result the company could benchmark against competitors or introduce pricing strategies that undermine competitors. Holiday Hypermarket used to be part of the Co-op travel group, they started to expand and became more popular by attracting more customers so they decided to move to larger premises and become one of the leading travel agents. Holiday Hypermarket has a lot of connections with the Internet, they also offer a lot of facilities at their organisation which is connected to the Internet due to this they make their customers feel more at home. This then makes them feel that they don't have to travel to book there holiday which makes the customer feel happier and the customers receives better service. The weaknesses with Holiday Hypermarket's location are that there are no housing estates due

to its location being on a retail park. I feel that they lose custom because it is more likely that they will not travel to book their holidays. It would be easier for the customers who live nearer to the organisation because they get better deals on their holidays and they don't have to travel they far to get them. This means that if you do not have a vehicle you would have to use other means of transport. Also at Holiday Hypermarket there is a lot of car parking spaces for those people who do have a car and it is free for anyone who goes to their organisation. The climate of Holiday Hypermarket has a friendly and helpful atmosphere due to friendly and approachable staff. Holiday Hypermarket is located outside of Walsall town centre. There are good and bad points about there location:

Good points for Holiday Hypermarket's location:

- They can attract lots of customers because they are based in a large type of outlet.
- They can offer lots of products and services because they are based in a larger outlet compared to other high street travel agents.
- They are based on a retail park so if customers are travelling to other stops they are most likely to travel to Holiday Hypermarket. To receive a cheaper holiday.
- The location is within a few miles of the M6 to gain more customers.
- They are near bus routes for staff and customers.
- Location is well known in the community and can be seen by passers by.
- Location is important to Holiday Hypermarket, hence they advertise their location on their website.
- The manager of the Walsall store (Ms F Corbett) said that Holiday Hypermarket used to be based in the Co-op across the road, but they found out that Holiday Hypermarket was a success.

Level 3

The bad points for the location of Holiday Hypermarket:

- Holiday Hypermarket is located out of Walsall town centre this means that they can lose custom to other high street travel agents.
- Their customers may feel that they offer too many products and services and their customers may not have enough time to look around the travel agent.
- Holiday Hypermarket is close to another travel agent (Co-op) they may lose custom because customers may travel there and not to Holiday Hypermarket.

Level 3

What the outlet design actually means:

The outlet design is what the organisation looks like inside the building and the way the organisation is laid out. E.g. in Holiday Hypermarket they need to think about where and how they design their facilities to make their organisation look attractive, this should then attract more customers to book their holidays at the organisation.

The outlet design of the Holiday Hypermarket:

The outlet design of Holiday Hypermarket is very strong because it is a very clear and unique compared to other travel agents. Holiday Hypermarket is sectioned off by using lots of different colours and lots of different themes. E.g. they have a ship in the middle of the shop to indicate holidays to different destinations they do this so the customers know where to look for the holiday brochures in which they would like to travel too. Holiday Hypermarket offers a range of activities to suit all the needs that visit their organisation. E.g. They offer a "Safari children's" area to suit the needs of younger children, they also offer facilities of the teenager gender for example "Movies, diner facilities and the ski machine" to keep them entertained while their parents can book their holiday in peace. Holiday Hypermarket also offer other services than other travel agents for example customers can purchase from the Bureaux de change commission free on all foreign currency which is

different to other travel agents. They also have another design which is different to most other travel agents: "The diner" because they offer the customers a place to relax after having booked their holiday. There is also an area where the customers can sit down and look through the holiday brochures before booking or just to see what type of holidays they offer. Also when you walk into the organisation there is a 'Foot Fall' counter this enables Holiday Hypermarket to know how many customers may enter the organisation. Holiday Hypermarket have a company policy is for Holiday Hypermarket to be well designed using many features, trying to make the design fun to attract all age groups. For example: Children, young adults, retired people and etc. The design layout is with each section of each type of holiday separately positioned. The store layout has certain different features. For example: Walls displays. For example: The Frosty Palace, World landmarks, 50's singers and etc. The store is also spilt up into sections. For example: Joe's diner, Jungle crèche, Pyramids and etc. UK and European holidays are also spilt into sections along with a section of USA.

The reasons of Holiday Hypermarket's outlet design:

Holiday Hypermarket has a company policy that they are designed using many features also the each type of holiday is separately positioned. They do this to attract lots of customers to the organisation it is also designed for all ages and designed for the customers to have fun at Holiday Hypermarket because it suits all age groups. The layout of the Hypermarket is very clear and tidy because there is different stands of different themes and activities. For example: The Movies, pyramids and Jungle children's area. Holiday Hypermarket's design is a lot better compared to other travel agents because it is more designed for younger children as they offer more facilities for them. Also when I visited Holiday Hypermarket with my parents we all enjoyed it because it was different to the normal travel agents it offered more facilities and more things to see and do than the high street travel agents. All around the Hypermarket there are

wall displays depicting 1950's icons such as Marilyn Monroe and Elvis Presley he is also showing on a video screen in the diner. The company also displays the famous route 66, the Holiday Hypermarket use these techniques to attract more customers to the organisation as possible and use their outlet to go on family holidays to the USA. The Holiday Hypermarket also has another link with the film industry in the USA by having a black car at the organisation from the movie Grease. The outlet design's benefits are that they offer lots of facilities so that it is different to other travel agents because it attracts all types of customers from young to old. They offer lots of special discounts for a group party, young people elderly people single parents and etc and there is a selected area for those enquires. There are different areas for different selections e.g. an area on America, honeymoons, special holidays, and a sailing ship area in the middle of the outlet design that sells holidays to Europe and to the UK.

I feel that Holiday Hypermarket's has the right type of outlet design because of the leisure and Tourism organisation that they run.

Holiday Hypermarket had to consider certain points when they were looking for the right type of outlet design; here are some of them points:

- What is the climate like?
- Is their sufficient public transport in the area?
- Are there already similar facilities in the area, will the Leisure and Tourism organisation attract enough customers?
- How many car-parking spaces there is and what does it cost?
- Will the organisation be able to find staff and suppliers in the area?
- Are there other facilities nearby that will attract people.

Good points for Holiday Hypermarket's outlet design:

- The Travel Agent has a Company policy that Holiday Hypermarket is to be designed using many features, trying to make the design fun.
- The design of the layout is with each section and type of holiday separately positioned.
- The outlet design is different to other high Street Travel Agents. For example: Lunn Poly, Co-op Travel and etc, because they attract all age groups, genders, lifestyles, social groups and ethnic groups.

Level 3

• The store layout:

- Holiday Hypermarket uses lots of wall displays. For example: 50's singers, Elvis showing on a video screen, Frosty Palace, The Movies and etc.
- Sections are all around the Leisure and Tourism organisation. For example: The Pyramids, Juke box, Ski simulator, Joe's diner and etc.
- Special areas for different holidays that they offer.

Bad points for the outlet design of Holiday Hypermarket's Travel Agents:

- The sections are not separated so that the customer can see them.
- I feel that the Leisure and Tourism organisation has bad lighting facilities.
- When customers enter the Leisure and Tourism organisation I feel that they cannot see the Late deals because of the wall that is in front of them.
- There are broken facilities in the Travel Agents.

Level 3

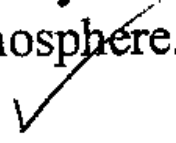
I feel that Holiday Hypermarket's outlet design is sectioned off by using different coloured lighting services. For example: Some areas of the Travel Agents are brighter than others. For

example: Where the Travel Agent co-ordinators are located is brighter than the Holiday Cyber market. They position spotlights over the holiday brochures; this is to attract customers to go to that particular area. To section off certain areas inside the store, designers can put certain symbols and signs to do with that particular area. For example: In the USA section designers can put up signs such as: 'Route 66', 'Busch Gardens 5 minutes away', 'Hard Rock Café' This would attract customers to go to the USA because they will know these products services well.

Here are the benefits of Holiday Hypermarket's outlet design:

- Holiday Hypermarket is bigger than other Travel Agents; this means they can offer more products and services to their customers. For example: Their design attracts all market segments because it is designed using many features, trying to make the design fun, such as the Jungle crèche for small children.
- They use different colours and different lights to separate different products and services that they offer their customers.
- Holiday Hypermarket merchandise their brochures in an area, which attracts the customer when they enter the Leisure and Tourism organisation.
- Holiday Hypermarket pride themselves on being able to sell more holidays than their competitors. Stats show that on average they sell as many holidays as 13 high street Travel Agents would sell. For example: Lunn Poly.
- Holiday Hypermarket's benefits for the outlet design is that they offer customers a diner, this is so that they can have hot and cold drinks while waiting to book their holiday.
- The Leisure and Tourism organisation offer their customers a free chance to surf the Internet to find either a flight for their holiday or a car hire purchase.
- Holiday Hypermarket attracts all customers from all age groups for all different types of holidays. For example: Retired people are most likely to book a cruise holiday,

while young adults are most likely to book an holiday with 'Club 18-30' because of the night life and fun atmosphere.



Life Safari
Childrens Area

Bureau de
change

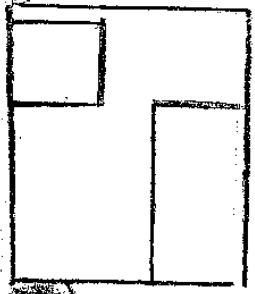
Balance pay
and ticket
Collection

Joe's
diner

Royal
Caribbean

About
America

Help desk
Bookings
cliques
Customer Service
THE LAY OUT
Brochures for: UK and cruises, Skiing, Snow
boarding, Activity holidays, USA and Canada.



Car

Movies

machines

Frosty Palace

features

Ship
Cruise
Market
Holiday Cruises

Holiday Brochures
for
Summer Sun
Winter Sun
Cruises
Self drive
Ferries
Coach hire
UK
UK Short breaks
Greece, Turkey and
Cyprus
City breaks

Leisure and Tourism
Unit Two Strand B Place
Extension task.

Task one:

Holiday Hypermarket make their products available to their customers by using lots of different distribution techniques for example, the distribution channel and the type of outlet used. These techniques are very effective because they work to gain customers to book their holidays; distribution channels work effectively because it is the way the customers can buy the products. Holiday Hypermarket has also got disadvantages to how they make their products available to their customers. They are. That they have not employed enough staff at the weekends because they deal with another company called Telesales phone enquiries they deal with these when the store staff is dealing with another customers in a face-to-face situation. This is not always a very good service because the customers may not receive the correct information or they might not find out what they are looking for. Also the staff at Holiday Hypermarket may not return the customers calls due to this they will then loos the custom. Holiday Hypermarket also offer there customers a chance to book there holidays on the Internet instead of travelling to the organisation, if you are looking to find a better deal you could book your holidays directly from the tour operators. This service is not also that good because some people may not have a computer or the Internet those customers are also loosing business because another travel agent may do a better job for them. Holiday Hypermarket uses a different type of outlet because it is larger than other travel agents and it offers more facilities. It is based on a retail park this makes them individual, the benefit with this is that the store in Walsall sells as many holidays of what thirteen averaged sized travel agents, due to this they can offer there holidays at a cheaper price. However the disadvantages are that they are not in the centre of Walsall so due to this they can then loss custom to other travel

agents. Some customers may like small and friendly travel agents instead of large agents because of the helpfulness and time usually given this especially appeals to the older gender because they might have been going to a particular travel agent for many years.

I am now going to explain the advantages and disadvantages for each element of place that Holiday Hypermarket use:

Product availability:

Advantages:

- The Travel Agent is open seven days a week, 9.00-7.00pm and even longer in the summer time.
- Holiday Hypermarket offer all visitors free parking- whilst Co-op Travel Agent across the road charges £1.20.
- Customers can book with people through a telephone link up at busy times in the store.
- Customers can use the Internet with limited websites to hire a car.

Here are the disadvantages:

- On Saturdays and Sundays Holiday Hypermarket can expect 800-1000 so customers can expect a long wait to book their holiday.
- Telesales staff deals with phone enquires- when store staff are busy dealing with customers face-to-face. The problem with this is the telesales may not know the answer to their questions.

Distribution Channel that Holiday Hypermarket use:

- Customers can book the holiday with Holiday Hypermarket the Travel Agent and book their flight with the Tour Operator. For example: Thompson, Thomas Cook, First Choice and Airtours.

- Customers can book using the Internet and their website, this is designed to make Holiday Hypermarket more available to people while they are at home this is rather than having to travel to the outlet.

Disadvantages:

- Some customers may have a computer or the Internet service, this can make the products less available from their homes.
- The customer may want to book their holiday with Holiday Hypermarket and not with different Tour Operators.

The Type of Outlet's Advantages:

- The Walsall store is called a 'Flagship' store.
- There are 37 Holiday Hypermarket stores in the UK.
- The Walsall store sells as many holidays as 13 average sized travel agents.
- Holiday Hypermarket is based on a retail park outside Walsall town centre, this is unusual, and the manager said this is the company objective.
- The manager says that Holiday Hypermarket can not be based in the High street like other Travel Agents.
- Holiday Hypermarket is a large and very tall Travel Agent.

Disadvantages:

- Holiday Hypermarket are not based in the High street this can become a problem because if their customers are shopping in the town centre they may not have enough time to travel to the Leisure and Tourism organisation.
- Holiday Hypermarket is based on a retail park and there is another Travel Agent Co-op on the other side of the Retail Park.

Holiday Hypermarket's advantages for their location:

- They are near bus routes for staff and customers.
- The location is within a few miles of the M6 to gain more customers.
- The location of the Leisure and Tourism organisation is in a well know community and can be seen by passers by.
- They are based in an area in order to encourage families in cars and people with less ability to move around easily. Customers can park directly outside the Leisure and Tourism organisation as opposed to other High street Travel Agents.
- Holiday Hypermarket moved to this place a few years ago to become a larger company and to expand.
- Holiday Hypermarket used to be based in the Co-op across the road, but they found the Holiday Hypermarket element a success.

Disadvantages:

- They are not near other High street Travel Agents.
- Other Travel Agent is just across the road, also based on a Retail Park.
- They might loss customers to High Street Travel Agents that are nearer other leading shops.

Outlet Design:

- The layout of the store is an advantage because customers can see all the products and service that Holiday Hypermarket offers very clearly.
- The company has a policy that Holiday Hypermarket is to be designed using many features; they do this so that the store looks fun.
- The design of the layout is with each section and type of holiday separately positioned.
- The Leisure and Tourism organisation is certain products and services to attract there customers:
- Wall displays. For example: 50's singers, The Frosty Palace, Motel ('Psycho') and Elvis is shown on a video screen.

- Holiday Hypermarket also use 50's memorabilia.
- They section their store. For example: Jungle crèche, pyramids, movies, dining area, the sailing ship in the middle of the Leisure and Tourism organisation for UK and European holidays, a section for the USA and the cyber market.

Disadvantages:

- The store can look little over crowded.
- I feel that there are too many sections around the store. For example: Jungle crèche, The movies, Ski simulator and etc.
- Holiday Hypermarket offer there customers lots of different holidays in lots of different places, this can cause problems for the customers because they may not know which holiday is where in the Leisure and Tourism organisation.

In this section I have described different facilities at the Leisure and Tourism organisation.

Task Two:

This technique is very good because this makes the products available to the customers in a very good way because it is all to do with the location. The location of the Hypermarket in on a retail park it is not directly in Walsall town centre but it is not to far away. It is near other shops and there is another travel agent just over the way from them, I don't think this really effects the Hypermarket's trade because they offer a lot more services and products compared to Co-op Travel. The Holiday Hypermarket is also near the M6 Junction 10 this means it is easier for commuters to find them and they are more likely to attract more customers because they are easier to find than other travel agents. Holiday Hypermarket is in a very good location because they attract so many customers also if they were not in a good location they would not be so successful. However at the same time Holiday Hypermarket can also loss custom because they

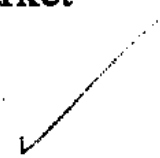
are not in the centre of Walsall so other business can take the custom because they are more likely to go somewhere nearer there home. The outlet that Holiday Hypermarket use is to a very good standard inside the shop all of the items are very clear and very well laid out they do this so it is easier for the customers to see what they are looking for. E.g. There is a whole section on America. They also offer you another area that is just to do with one partial product for example they offer a modal of a small cruise ship, for everything to do with cruises. However there are also disadvantages to the outlet design if Holiday Hypermarket it is not very easy to see the different sections of the store so they should try to separate it up into different colours or displays. They could also put brighter signs up so the customers can see the different products and services that they offer e.g. fix the 'late availability' sign and advertise other signs so that the customers know what they are offering in that particular area.

Task Two Part B:

If Holiday Hypermarket were looking to relocate a site is nearer to housing estates this is ideal for potential customers due to the Leisure and Tourism organisation being local and in located in the right place, residents choose to book their holiday. Or on a complex with other shops so could further attract customers to the organisation e.g. they could be on a complex with other kinds of businesses i.e. Hairdressers, Supermarkets and a pharmacy, because they are located here it could boost sales as shoppers at the supermarket won't directly be looking to book there holiday. However by passing Holiday Hypermarket customers would be interested in the promotions and packages they provide. There complex would be good if it was not directly by the towns town centre but it was close to housing estates. If they did not want to do that then they could split the Holiday Hypermarket's into smaller store around town centre's e.g. Make two or three stores around Walsall. They could change the outlet design to make it more spread out for example split up some of the facilities that they offer e.g. 'the holiday

cyber market'. Holiday Hypermarket could section the store off more so that the customers can see the products better e.g. Change the colour of the design for each section. If they did not want to do that then they could section the store off by putting brighter lights around the building by saying what each area means e.g. Use different coloured lights. Holiday Hypermarket can include different products and services however slick to key themes and ideas don't change layout to confuse consumers make the outlet design simple if need they could revamp packages and promotions. Changes can be made seasonally. For example: summer, winter and etc. Holiday Hypermarket target their customers at different age groups of families and children, young adults, single parents and retired people they target these products are all these different age groups because they want to attract all types of customers. When I visited Holiday Hypermarket I had a discussion with the manager Ms F Corbett on of the questions that I asked was: *What is your most popular target group?* They answered me: *A family with 2.4 children this is because there are more people to people to travel with, and holidays are times when people like to get together.* I feel that the location for a new Holiday Hypermarket would be particular good because they would attract more customers because they are nearby other shops, and a housing estate. I feel that Holiday Hypermarket would attract more customers if they moved to this new location because if a family has small children that live over the road on the housing estate they could easily walk over and book there new holiday. They will also attract customers because if Holiday Hypermarket was to be located by other shops. For example: Hairdressers, a Supermarket or a pharmacy they would attract new and exiting customers because if they were going to do some shopping they may be attracted in from the outside displays that Holiday Hypermarket offer there customers. Holiday Hypermarket would attract customers from the outside of their leisure and Tourism organisation because of the range of window displays. They use bright colours that are inviting, they provide clear information and are professionally written. The window displays

that they use are to draw in customers from the outside, Holiday Hypermarket also advertises during busy periods due to the seasonal nature of the industry. Holiday Hypermarket advertises through local radio, local newspapers, billboards, the teletext, bus stop signs, ambient media and etc. these are all ways that they can attract new and exiting customers if they were to move Leisure and Tourism organisations. I have some points on distribution and the location of Holiday Hypermarket and why it is important. Inner city areas are a bigger scope for customers but costs the Leisure and Tourism organisation more money, however with Greenfield sites in outer suburbs costs are minimal, but there is a lack of potential customers. The real life case study such as Robert Board or Co-op Travel, (that are located in the Lichfield area) earn more profit and more customers because they are nearer housing estates and near other business such as: Co-op supermarket, Spar Newsagents and Co-op pharmacy. In the long run Holiday Hypermarket would attract more customers if they were to relocate.



Here is a demonstration what where Holiday Hypermarket could locate themselves so that they are in the best location possible:

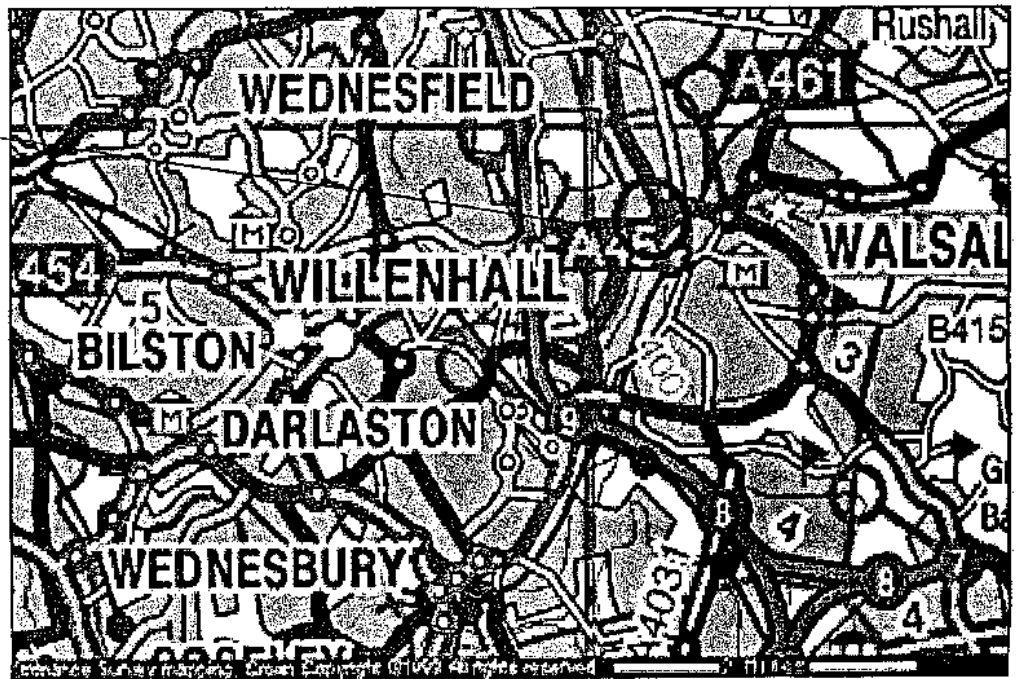
<u>Holiday Hypermarket</u>	<u>Hairdressers</u>	<u>Pharmacy</u>	<u>Supermarket</u>

Housing Estates

Car park

This would be a good place to have Holiday Hypermarket because it is near other shops and it can attract more customers in this location.

Holiday
Hypermarket.



Here is a map of Holiday Hypermarket that I have shown earlier in my 'Place coursework'. This shows where Holiday Hypermarket's Walsall branch is located at the moment. However I have explained a new location that they could considered if they were looking to relocate.

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: B Task: 1

Assessment evidence working towards: B1/B2

Comments (with date/s)

15/1/03

Good so far!

(a) ~~Explain how 'Place' fits into the marketing mix~~ / ^{very good attempt}
27/9

(b) (i) V good!

(ii) ~~describe the outlet in more detail~~ 13/3/03

(iii) ~~describe in more detail why they make their products available this way~~
well done so far! 22/9 ^{good attempt}

Done ✓

GCSE in LEISURE AND TOURISM

ASSESSMENT RECORDING SHEET

UNIT 2 STRAND B

STUDENT NAME: _____

Level	Task Evidence	Maximum Points	Comment	Points Awarded
1 FF-DD	1 2	0-2 (2)	Distribution (Task 1), type of outlet (Tasks 1 and 2) and location (Task 2) completed satisfactorily	2
2 DD-BB	1 2	3-5 (3)	Excellent attempt at distribution (Task 1), type of outlet (Tasks 1 and 2) and location (Task 2) - all complete.	3
3 BB-A*A*	Extension task	6-7 (2)	Excellent analysis of availability.	2
				7

Teacher Name _____ Student Signature _____

Teacher Signatu _____ Date _____

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: B Task: Extension

Assessment evidence working towards: B1/B2

Comments (with date/s)

29/1/03

Good so far!

(a) U good so far - add - 'product availability' & ad/disads
'type of outlet'
- location in more detail
- outlet design.
- for each even discuss the advantages in detail, but also the disadvantages.

(b) ~~Explain your reasons~~
Explain your reasons in more detail. use a map?
when considering location remember the market they aim at.

Excellent data

Done ✓

GCSE in LEISURE AND TOURISM

ASSESSMENT RECORDING SHEET

UNIT 2 STRAND D

STUDENT NAME: _____

Level	Task Evidence	Maximum Points	Comment	Points Awarded
1 FF-DD	1 2	0-4 (4)	T1+2 show the value recognised of promotion of the marketing mix + methods used to promote the different companies.	4
2 DD-BB	3 4	5-6 (2)	T3 The need to use appropriate techniques for audience is shown. T4 Alternative promotions are clearly suggested.	2
3 BB-A*A*	Extension task	7-8 (2)	The differences + similarities are shown and clearly justified. All aspects clearly and superbly covered.	2
				8

Teacher Name _____

Student Signature _____

Teacher Signature _____

Date 13/11/05

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: 9 Task: 1

Assessment evidence working towards: 01

Comments (with date/s)

THE STANDARD OF WORK IS EXCELLENT, BUT YOU HAVE FAILED TO COMPLETE TASK 1 CORRECTLY. HOWEVER, THERE IS LOTS OF INFORMATION / WORK IN TASK 1 THAT CAN BE USED IN OTHER TASKS (SO DON'T WORRY!)

PLEASE USE APPROPRIATE SUB-HEADINGS THROUGHOUT WORK.

PART A:

VERY GOOD TO SEE.

ALSO RELATE TO HOLIDAY HYPERMARKET.

PART B:

HINDY WAREHOUS LEISURE CENTRE - VERY GOOD.

YOU MUST NOW DISCUSS ADVERTISING AND OTHER PROMOTION FOR HOLIDAY HYPERMARKET.

OH

YOU MUST DISCUSS PERSONAL SELLING AND DISPLAYS FOR HINDY WAREHOUS LEISURE CENTRE.



30 June 2002

Done ✓

Unit 2
SD level

Leisure and Tourism
Unit two Strand D
Promotion methods

(a) Fully explain the importance of 'promotion' as part of the marketing mix for Leisure and Tourism organisations.

(b) Describe in detail how each of the two Leisure and Tourism organisations use at least two of the following promotional techniques.

A. The fourth and final part of the marketing mix is promotion methods, when a Leisure and Tourism organisation is attempting to persuade the customers to purchase a particular product. In order for this to work effectively the company needs to think which promotional techniques and materials they are going to use for example:

- Advertising
- Direct marketing
- Public relations
- Personal selling
- Displays
- Sales promotion

This part of the marketing mix is just as important as the other three parts because without the promotion the customers will not know regarding the products that you are looking to promote and then finally sell. An example of this is Friary Grange Leisure Centre the promotion methods that they use are:

Advertising, Displays, Sales promotions and Direct marketing. All successful Leisure and Tourism organisations use a range of promotional techniques. The promotional part of the marketing mix is compared to product, place and price this is because the

- Product provides with what the customer wants.
- The place makes sure the customer knows where to buy the products.
- And the price is what the customer is willing to pay.

Promotion is all to do with the customer's awareness of the product, if the customer does not know about the product then how are they to know where to purchase it. Holiday Hypermarket also use promotional techniques such as, Advertising, Public Relations, Direct Marketing, Personal selling, Sponsorship, Displays, Sales Promotion and Demonstrations. They use all of these promotional techniques so that their products and services suit the needs and wants of all target groups. Their most effective promotional technique that Holiday Hypermarket use is personal selling this is because there are 37 stores located in the UK, and each store has a very strong sales team. With Walsall's Branch having 20 sales staff, that is all well trained, they provide a very good customer service and are very knowledgeable about the products that they offer.

B. I am looking at comparing a leisure centres promotional methods to a travel agents:
They are both Leisure and Tourism organisations but they run different businesses.

The Promotional methods that Friary Grange Leisure Centre use are advertising this is the paid-for publication, display or broadcast of information that describes a product or service in a particular way. Advertising can be carried out in several ways, it can be national or regional, national is when the whole country knows about the product or service while regional is when a small part of the country, for example: The West Midlands is an example of regional news. Advertising is also known as than medium this means of communicating news or information to the public. Media is a plural of medium and this means more than one media.

Friary Grange:

This Leisure Centre uses the promotion methods of Advertising to attract more customers to join the organisation

they do this in several ways, For example: leaflets, billboards and the local newspapers. When you walk into the Leisure Centre you will see billboards showing what types of facilities they offer, there are also leaflets on the front of the help desk this is because they want people to inquire about all facilities that they offer. The Friary Grange Leisure Centre also advertise by employing people to mail shot leaflets through the doors of local houses in the Lichfield area. Advertising at The Friary Grange Leisure Centre is also used with the local radio station “Centre FM”. Friary Grange use this radio station because it is local and people throughout Lichfield and Tamworth area may listen to the station. The Friary Grange leisure Centre also advertises their products and services on local billboards around the Lichfield area. For example: In April 2002 The Pulserate Fitness Centre was equipped with new gymnasium this was advertised this around the Lichfield area on local billboards to attract new customers to join the Leisure Centre because now offer new equipment. The company could attract more customers to join the Leisure and Tourism organisation by advertising in the local media. For example: The Lichfield Mercury, although many people don't read the paper, this method is relatively cheap and can increase numbers to 5 – 10 new customers, I feel that it is well worth it.

Another promotional method that The Friary Grange Leisure Centre uses is Sales promotion this is short-term activities intended to encourage interest in a particular product. For example a travel agent might have an offer on a particular holiday for the next two weeks. The Travel agent are most likely to do this if the cannot fill all of the places on that particular holiday or that it might be coming to the end of the season and they need to fill the places of the air lines travelling out to the location.

Friary Grange Leisure Centre uses Sale promotions to attract more customers to their organisation in particular they do this if. A Family of four go swimming on a Saturday afternoon; they offer them ‘ Two children for the price of one’. This is a good

promotional method because it attracts more families, which in turn more customers to spend money after they have, been swimming i.e. eating and drinking in the snack bar. Friary Grange also offers all of their customer's money-off vouchers if they are not happy with a particular product or service that they offer. This is what you call customer service most customers look for a good customer service in a Leisure and Tourism organisation because they know if there is a problem it will be resolved.

I feel that The Friary Grange Leisure Centres best promotional method is advertising. This is because many people can read the products and services that they offer and they can see if they want to book any fitness classes with them. Another example of Sales promotion at The Friary Grange Leisure Centre, Is if members join for the Solitaire 12 month membership they can have free access to all leisure activities. For example: The swimming pool, Swash courts and etc. Also they try to promote the snack bar by offering a reduced price of members. For example: All customers who spend two hours in the Friary's swimming pool receive £2 off any meal brought from the snack bar.

Now I am going to talk about some of the promotional methods that Holiday Hypermarket use:

I have described two promotional technique for The Friary Grange leisure Centre, for part B of my task one I am now going to describe the same two promotional techniques for the Travel Agent Holiday Hypermarket.

Advertising : Holiday Hypermarket advertise all there holidays, they do this because they want to attract new customers to there Leisure and Tourism organisation. Holiday Hypermarket especially advertises their holidays during busy periods to the seasonal nature of the leisure and Tourism industry. Holiday Hypermarket advertises holidays through local radio, newspapers, billboards, teletext, Shop windows and bus stops

signs. Holiday Hypermarket also advertises their products and services also over the Internet on their website address. Also because holiday Hypermarket are open seven days a week, until seven on weeknights and on Sundays they are open from ten o'clock until five PM in the evening. I feel that this is really effective because if their customers work in the daytime they can book there holiday either after work or on the weekends. When I visited the Leisure and Tourism one of the questions I asked was *"What is the busiest day that you are open? And why do you think that particular day is busy?"* The answer to that question was Saturday's and Sunday's that is because many people are off work and they are most likely to have more time to shop for their holidays especially if they don't have children. Holiday Hypermarket is different to normal high street travel agents because they are open on Sunday's this makes their products and services more available there customers who visit the Leisure and Tourism organisation I feel that Holiday Hypermarket attract lots of customers because they are open on Sundays.

I am now going to talk about Holiday Hypermarket's other promotional technique that they use:

Sales Promotion:

Holiday Hypermarket's sales promotion is to a very good standard they offer a range of special deals to their customers. The sales promotion that Holiday Hypermarket use is really effective because the company uses catchy slogans and logos for their promotional campaigns. Last summer Holiday Hypermarket used sales promotions such as 'Stripping off', 'Catch us with our prices down' for late deals and 'Buy one get one for free' - B.O.G.O.F.F. Holiday Hypermarket uses another sale promotion: This is if a family of four book a holiday and the accommodation that they are looking at staying in has a childfree place. This means that the second child has the accommodation for free. Holiday Hypermarket offer Sales promotional so that they can encourage interest in particular

products for a short time only. Holiday Hypermarket also uses other promotional techniques and materials together. For example: They use Brochures and Leaflets together with Sales promotions to attract more customers. They offer them money-off-vouchers in there promotional leaflets on specific holidays that are not doing particularly well, e.g. Holidays to the Far-East and China. If certain stores achieve over 5,00 sales in a month, discounts are offered to the same customers, if they revisit the Leisure and Tourism organisation to rebook a holiday.

Here are some examples of Holiday Hypermarket's Sales promotions that they use:

- Discounts.
- Price reductions.
- Money-off-vouchers.
- Free gifts given with purchase.
- Entry to competitions and prize draws on purchase.

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: D Task: 2

Assessment evidence working towards: D1

Comments (with date/s)

THIS IS A VERY GOOD ATTEMPT. WELL DONE !!!

HOWEVER, THERE IS STILL SCOPE FOR IMPROVEMENT. I LOOK FORWARD TO SEEING YOUR FINAL DRAFT.

PLEASE INCLUDE EXAMPLES OF PROMOTIONAL MATERIALS IN YOUR WORK AND RELATE TO THEM.

YOU ONLY NEED TO SELECT 2 PROMOTIONAL MATERIALS AND DISCUSS IN DETAIL (YOU HAVE CHOSEN 4 DIFFERENT PROMOTIONAL MATERIALS) UNFORTUNATELY, THEY MUST BE THE SAME FOR BOTH LEISURE AND TOURISM ORGANISATIONS.

THE QUALITY OF WHAT YOU HAVE WRITTEN IS EXCELLENT. DON'T FORGET A PLANNED STRUCTURE FOR WRITTEN WORK IS VERY IMPORTANT.



14/07/03

Done. /

Unit 2
SD level

Leisure and Tourism
Unit two strand D
Promotional Methods

Describe in detail how each of the two Leisure and Tourism organisations use at least two of the following promotional materials.

A. Both Leisure and Tourism organisations that I am using for my promotional methods coursework use lots of promotional techniques to increase sales. However all Leisure and Tourism organisations want to promote there products and services to there best of there ability so that they attract lots of customers to there organisation, this happens if they are well designed, the text and images work well with what they are offering.

The Friary Grange Leisure Centre use both advertisements and brochures and leaflets to advertise the services to their customers, they do this because they want to gain more sales at the Leisure Centre. Also promote the Leisure centre and get positive feedback from consumers who in turn repay theirs with their custom.

Advertisements:

Adverts can be used in a variety of ways such as being placed newspapers, magazines, radio and on the television. The advertisements need to focus on a key fact that their customers may not be willing to spend as much time looking at advertisements than looking at other promotional materials like brochure or leaflets and other merchandising materials. In order for certain adverts to attract large audiences it must be made briefly and have catchy punch lives in order to attract potential customers. Also in order for advertisements to work effectively it needs to follow the AIDA principles.

The Friary Grange Leisure Centre need to advertise products and services which are at the introduce scale so they can increase awareness but existing products sales need promote which haven't been too successful with the changes in the leisure and recreational industry.

Consumers don't like products or services that are one dimensional and only offer limited benefits successful products will offer a range of activities at an affordable cost.

The Friary Grange Leisure Centre uses advertisements to promote their service to their customers in different ways. For example: They advertise new services that they are looking to offer in the next couple of weeks e.g. a new service was launched for teenagers and titled 'Teenfit'. They also use advertisements to advertise they excising products and services that are not attracting a lot of customers. The Friary Grange Leisure Centre also advertises courses as soon as the customer enters the Leisure Centre my do this by offering them leaflets on the courses they offer and information on each one. Most of the leaflets and advertisements are very colourful and have lot of information and text. Also Friary Granges promotional activities the type of font used is to try create a strong image about the product. Promoters will try to use a font that is in keeping with the image of the product. I feel that Friary Grange Leisure Centre use a combination of different fonts to create an unusual and effective impact. The Friary Grange Leisure also use quite a lot of images and pictures, this is a very effective way of promotion, because the customer can see how the service is like and provides an insight to the promotional leaflet. This is a good method to promote their products and services are the layout of the promotional material, the way that pictures/images and text are laid out. On the front of The Friary Granges Leisure centres promotional material tends to use bold font and underlining to promote there products and services they use these techniques because of the use of an imaginative headline can often be very effective in attracting the customers attention. This designing

effective promotional materials is all part of the attention part of AIDA.

Throughout my research in leisure and Tourism organisation according to the promotional techniques and materials I have found out that The Friary Grange Leisure Centre's promotional materials could be improved, that is why I am designing my promotional leaflet for the Leisure Centre. The promotional leaflet that I have shown is from the Pulserate Fitness Centre located in The Friary Grange Leisure Centre. I feel that this could be improved because they have photocopied the leaflet in black and white, there is no use of colour, which makes the leaflet less attractive to their customers. Inside the leaflet there is information about the Pulserate Fitness Studio's, Opening and closing time of the centre, there is also information about peak and off-peak times. The peak and off-peak times is when the customer is offered a reduced rate on the full price. At the Pulserate Fitness Centre the off-peak times is Monday to Friday opening to 5.00pm, at the weekends its 12.00 noon until 6.00pm. Also in The Pulserate Fitness Centre there is information about membership types. For example: Premier, Solitaire, Solitaire Aerobic, Leisure Gym Passport and Teen-Fit; Inside the promotional material there is information about each of there services for example: the Solitaire, is an unlimited use depending on the period of membership 3, 6 or 12 months of the Pulserate Fitness Centre. This membership offers you a free programme updates and a free leisure activity passport membership for the period of Solitaire membership, because The Friary Grange Leisure Centre offer many facilities I feel that they can attract a very big customer base. For example: Teenagers, Over Forty year olds and over 18's. Also between 8.00 am to 6.30 am on Tuesdays and Thursdays they can attract customers before and after work time. This leaflet is not very colourful, it tells the reader a lot of information about The Pulserate Fitness Centre, and about The Friary Grange Leisure Centre, but lacks variety due to lack of colour could be off putting to teenagers. For example: Too much reading. In

conclusion to this question I feel that The Friary Grange Leisure Centre promotional techniques and materials are very effective, in what their general purpose is to provide a service to a wide range of customers.

The Friary Grange Leisure Centre also uses brochures and leaflet to increase their customer's awareness of the products and services, which they offer. Brochures and leaflets are some of the most widely promotional materials in Leisure and Tourism industries.

Here are some examples of what Leisure and Tourism organisations use promotional materials for:

- Sport Centres facilities and programmes
- Holiday brochures/holiday guides.
- Hotels and there facilities.
- Transport timetables.

Brochures and leaflets are most likely to contain a lot of information. I feel that they are a good source of information.

The Friary Grange Leisure Centre uses brochures and leaflets to promote new facilities. They are designed in a way so that they are eye catching, this makes the customers pick them up. The promotional leaflet and brochures are located all over the leisure centre, for example: there are leaflets in the Pulserate Fitness Studio, at the front reception and on the help desk. On the leaflet The Friary Grange Leisure Centre is boldly written on top then there is a picture to do with the facility that they are offering and at the bottom of the leaflet they have mentioned whom it is run by. Inside the promotional leaflet the pictures and text are all split up into different headings under all of the membership type that they offer, also at the bottom of the leaflet there is a box for the peak and off peak times.

On the back of the leaflet there are sixteen rules of what users of the gym can and can't do. Also there is a box on how you become a member of the Pulserate Fitness Studio. The leaflet are designed so that they are not expensive and they are easy to

read, slim and small so that they are easy to fit in the back pockets of there customers clothes.

The materials are made available to the customers because they are out on show all over the Leisure Centre.

Now I am going to talk about the way that Holiday Hypermarket use promotional methods:

Along with The Friary Grange Leisure Centre Holiday Hypermarket also use Advertisements to promote there facilities. I feel that there promotional leaflet are different because they are always offering discounts on holidays or weekend breaks for example: Save up to 20% on 2003 breaks with Butlins holidays. Or 15% off on 2003 British holidays. Holiday Hypermarket's advertisements are a lot more colourful than lots of other travel agents; also the text is all in different colours as well as all of the images that they use are different families and people enjoying themselves when they are on holiday. They also offer their facilities at a reduced price. Also through my promotional campaign I have looked at lots of Holiday Hypermarket's advertisements and I can see that there is always a telephone number or a website address at the bottom of the advertisement. Holiday Hypermarket make there products available to there customers because of all the shapes and sizes that they use. The promotional materials do not contain a lot of words but I feel that they images get the picture across to the customers on the leaflet it shows people either at the beach or having a good time. This leaflet that I have shown is very effective because it is colourful, it contains lots of information the products that they are offering. I also feel that this promotional material is effective because it is showing that England are having good weather and why should you travel aboard to have sunny weather and a good time. The promotional leaflet is also effective because it is separated into four different boxes for the four different companies. For example: Haven, British Holidays and etc. However on the

bottom of the leaflet there are terms and conditions for the holiday breaks, they are telling the reader that all *offers are subject to availability, cannot be combined with any other offers and are subject to the terms and conditions as stated in the current brochures. Also the offer runs out by the 31st December 2003.* The customer can tell if the Leisure and Tourism organisation uses effective advertising because it should contain some of these questions:

- Do they tell you how you can pay?
- Do they tell you the times when you can get information over the phone?
- Are any further details including the name of come one you an talk to?
- Do they include a map or instructions on how to get to the Leisure and Tourism organisation?
- Is an Internet address given?

I am now going to explain the other promotional material for Holiday Hypermarket:

Brochures and Leaflets:

All Leisure and Tourism organisations use brochures and leaflets to promote their products and services. Holiday Hypermarket combine there sales promotion and brochures and leaflets together. For example: here is a successful sales promotion that Holiday Hypermarket had last year: Buy one get one for free- B.O.G.O.F.F. Throughout my research on the Holiday Hypermarket I have found out that this is the most successful promotional material. When I visited Holiday Hypermarket I picked up promotional brochures and leaflets from all over the Leisure and Tourism organisation including Holiday cyber market, the sailing ship. Which is located in the Holiday Hypermarket that contain leaflets promoting commission free on all foreign currency the centre of the Travel Agent and at The bureaux De Change. The promotional leaflet that is shown was collected from the sailing ship this is because

they deal with UK and European holidays, and this offer was to travel with either Haven, British Holidays, Butlins or Warner. They are offering the customer a saving of 15% on 2003 holidays with Haven and British Holidays. Warner Holidays are offering their customers 10% off 2003 breaks and lastly Butlins are advertising 20% also off 2003 breaks. When I visited Holiday Hypermarket the sales team talked to our group about the promotional techniques and materials that they use. I asked them some questions about their promotional campaigns here is an example of one of the questions that I asked: ***Why does Holiday Hypermarket use more brochures and leaflets than advertisements?*** They answered me: *Because unlike many advertisements, brochures and leaflets often contain a lot more information. The customers feel that this is because customers see them as a source of information rather than simply as a promotional material.* Every leisure and Tourism organisation use promotional brochures and leaflets because they want to attract new and existing customers all of the time, whatever organisation they are operating. If Holiday Hypermarket were to design a new promotional leaflet for next year's summer offers, they will have to think about certain items:

- The layout of the brochure or leaflet.
- Is it to contain a picture or image of the Leisure and Tourism organisation?
- Opening times and a price list of the organisation.
- The right colours and the right font. For example: The Leisure and Tourism organisation may use red or blue to attract the reader's attention.
- Always tell the reader what you are advertising.

Holiday Hypermarket especially use Brochures and Leaflets if they are looking to promote a new product (Holiday) or service. For example: (A new facility that they are offering at the leisure and tourism organisation.) For example: If Disney Land Paris is looking to promote new children's ride. The Brochure or Leaflet is going to have to look eye catching for children, colourful, big and bold font, it will have to contain a contract

number or address and a price list also information about what they are offering. I feel that brochures and Leaflets is a really effective promotional material because:

- The customer can take the promotional material home with them to read about the products and services that the Leisure and Tourism organisation offers then.
- The promotional material should contain a contract number or address so the customer can contact the Leisure and Tourism organisation if they have any problems.
- A brochure or leaflet is to contain more information than an advertisement.
- There should be a map or directions on how to travel to the Leisure and Tourism organisation.

I have looked at two promotional materials for Holiday Hypermarket and I have now decided to look at another promotional material that Holiday Hypermarket use to a very good standard.

The Internet:

Computers and the Internet are one of the greatest advances in producing effective promotional materials. Most Leisure and Tourism organisations will have access to a computer that allows them to design their own promotional materials quickly and cheaply. Many Leisure and Tourism organisations now use channels such as the Internet to send out promotional materials to their customers.

Holiday Hypermarket also has a brilliant Internet website, address which customers can book there holidays on. They also offer them 'holiday games' for which county that they are travelling to. The good thing with having a website on the Internet is that if their customer can not travel to the Hypermarket. Or they are at work all day and the shop is closed by the time they return from work, they can book their holiday

at any time of the day. Also on Holiday Hypermarket's website address there is a map and an explanation of the location of each Holiday Hypermarket in the UK there is also an explanation of what each of the store offers the customers. The images and the text on the website address are very colourful, and big and bold font is used, also when you log on to the Internet address, there are different categories with what they offer. For example: Terms and conditions, Holidays and etc. However the problem with the Internet website is that some people may not have access to a computer. The materials are made available to the customers in quick and easy way because it is easier to log onto the Internet than what it is going to the organisation also you can go on the Internet at home or at work/college in your free time. Holiday Hypermarket also use, brochures and leaflet, videos and press releases to also promote their holidays. However they do not use merchandising.

This is the promotional material that I have described for Holiday Hypermarket:

SAVE up to 15%*
on 2003 holidays
Quote code HKA03

BRITISH HOLIDAYS

SAVE up to 15%*
on 2003 holidays
Quote code BKA03

*This offer excludes Christmas and New Year. †This offer applies to accommodation only and excludes Christmas and New Year. All offers are subject to availability, cannot be combined with any other offers and are subject to the terms and conditions as stated in the current brochures. Offers are available until 31 December 2003.

Call into your local  or telephone **0870 607 8010**

This is the promotional material that I have described for The Friary Grange Leisure Centre:



PULSERATE FITNESS STUDIO

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: 0 Task: 3

Assessment evidence working towards: 02

Comments (with date/s)

THIS IS AN EXCELLENT ATTEMPT, WELL DONE !!!
HOWEVER, THERE ARE STILL SOME MINOR IMPROVEMENTS
TO BE MADE (NEED TO GAIN ACCESS TO A HIGHER
GRADE.

PART A:

(i) TRY TO EXPLAIN WHY CERTAIN PROMOTIONAL
TECHNIQUES AND MATERIALS ARE MORE APPROPRIATE
THAN OTHERS.

YOU HAVE GOT ADVERTISEMENTS CONFUSED WITH
BOOKINGS AND LEAFETS ON THE FIRST PAGE!

(ii) YOU NEED TO WRITE MORE ABOUT THIS YOU
MIGHT WANT TO DISCUSS SPECIFIC EXAMPLES;
DISNEYLAND PARIS, CRUISES, SPECIALIST
AEROBIC CLASSES (BODY PUMP), AEROBIKING, ETC.

(iii) EXCELLENT WORK, WELL DONE !!!

PART B:

EXCELLENT WORK, WELL DONE !!!



15/07/07

Done ✓.

(a) Explain, using examples, how the most appropriate type of promotional technique and material to be used by a Leisure and Tourism organisation will depend upon:

- (i) The type of Leisure and Tourism organisation.
- (ii) The nature of the product being promoted
- (iii) The type of customer being targeted.

(b) Referring to Task 1 and 2, describe in detail how **each** of the **two** Leisure and Tourism organisations uses as many of the listed promotional techniques and materials as possible.

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Part A:

I feel that the most appropriate type of promotional technique and material that are used by Leisure and Tourism organisation are Brochures and Leaflets due to the fact it can attract all type of customer's. Brochures and Leaflets can also promote all types of products. For example: Sport's timetables, Holiday guides, and transports timetables for tourist information. With advertisements you can offer lots of different products and services in lots of different forms for example billboards, leaflets and brochures and window signs.

Brochures and Leaflets are also essential for a Leisure and Tourism organisation because they are easy for customers to take them home with them, easy to carry and quite small there also carry lots of information on the organisation.

This is an example from The Friary Grange Leisure Centre:



Unit 2
Section 11
Level 2

The nature of this product that is being promoted is that the organisation wants to attract more customers to join the Pulserate Fitness Gym. Every customer that is targeted for the Pulserate Fitness Gym has to be over the age of sixteen, In order for this promotional technique to work well. The Friary Grange Leisure Centre will have to think about opinions for there market research for example. The age groups for the target customers, the gender, the lifestyle and the social group, or families. This promotional material is particularly good if The Friary Grange Leisure Centre are trying to attract new customers who have not been to the leisure centre before for example over forty year olds. These target markets may not have a lot of time on their hands and they would just like to pick up a leaflet and see what the organisation offers them. If the leaflet is particularly good then the customers would consider joining the fitness centre. However there is another target market who would most likely use this fitness centre, for example Men aged between 18-30 this is a good target market because they would want to keep fit and healthy, and meet new people at the same time. They are also most likely to have more time on their hands, especially at the weekends because they have not got other commitments. For example: Children and work base activities. To improve this promotional leaflet the Friary Grange Leisure Centre could make it more colourful and brighter to attract the target customer. Also they could include more information one what the actual products and services are that the Pulserate fitness gym offers. Another improvement, which The Friary Grange Leisure Centre could implement, is an induction session for first time users. They could also offer a discount on refreshments after they are used the fitness studio. Also meal deals - £5 for lunch includes any snack, drink and meal.

Along with Holiday Hypermarket The Friary Grange Leisure Centre also consider the nature of the product that they are promoting, for example: The Friary Grange Leisure Centre offer

there customers that are between 14-16 a fitness room membership. Teen fit can be used only during off peak hour's i.e. Weekdays until 5.00 p.m. Weekends from 12.00 noon until 6.00 p.m. The promotional leaflet contains information about what happens when the child reaches there 16th birthday, and also information about the conditions of membership to be aware of. The leaflet is attracted to 14-16 year olds because they use bright colours, picture and images of people enjoying themselves while they are at the Friary's Pulserate Fitness Centre. On the back of the promotional material there is information about booking procedures.

I feel that this leaflet is really effective for the age group that they are looking to target their products at, this is because they use very informal works and expressions. E.g. 2 and wot.

I have also researched into another leaflet that The Friary Grange leisure Centre have designed for there customers the nature of this product that they are promoting is children's parties along with the Teen Fit leaflet this is also very colourful and they use big bold font. When the customer opens the leaflet there is a party price list, a party booking form. On another form where is information from The Lichfield District Council's conditions for hire this contains information about what the Leisure Centre can and can't do, Information to the party organiser and information about what the children can and can't do. Inside The Friary Grange's promotional leaflet there is five parties to chose from, e.g. Three poll parties, a Fit "n" Fun Party and a Bouncy Castle Party. There is also four packages to chose form which include, the use of the full hall with a choice of up to five sports it includes football, basketball, badminton or short tennis. Another package which the Friary Grange Leisure Centre offer there customers is the use of the whole hall with a bouncy castle on one court and the choice of up to four sports. Also other information that is contained on the leaflet is information on the party food that the Leisure and Tourism organisation offers, and details on the booking procedures. This leaflet is really effective because it attracts children and adults, with the

big bold font that they use and the colourful pictures and paper. The promotional leaflet also contains a party booking form, this makes their products and services more available from the customer's home, e.g. they could take the leaflet home discuss the products and services that they offer and also talk to the child that the party is for.

I feel that Brochures and Leaflets are more appropriate promotional techniques and materials compared to direct marketing, public relation, sponsorship, video's, and the internet. This is because the customer can take this promotional material home with them, also a Brochure or Leaflet can contain a lot of information about the products and services that the Leisure and Tourism organisation offer them. The Leisure and Tourism organisation can use lots of different Brochures and Leaflets for all different facilities that they offer. For example The Friary Grange Leisure Centre offer their customers a Leaflet for The Pulserate Fitness Centre that is located inside the Leisure and Tourism organisation, General Centre Information, Information Children's on Parties and other Exercise Classes. They do this so that their customers are attracted to all sorts of different activities also The Friary Grange Leisure Centre try to make there products available to there customers by offering the exercise classes on different night of the week. For example: On a Monday they offer there customers, Kick Aerobics, Legs, Tums & Bums, Body Works, Step and Yoga while on a Tuesday they offer there customers, The running club, Abs & Back, Beginners Step and Hi / Lo. Also in the week morning they offer customers chance to use the crèche that is offered. That cost a small fee of 70p per class, per child. They do this so that they attract more customers to join their exercise classes. I also feel that Brochures and Leaflets that The Friary Grange Leisure Centre uses are to a very good standard because they offer leaflets for all areas of the Leisure Centre. For example: The Teen-fit Classes, Swimming classes information and etc.

The age group:

Many products are aimed at people of a particular age, for example Club 18-30 is targeted at young adults who are looking a going on holiday to have some fun.

Gender:

Some Leisure and tourism organisations offer activities and products to one particular gender for example aerobics is mostly targeted at the female gender and Rugby is most likely to be targeted at the male gender because they are mostly to be interested in the game. However in the modern era any age and gender can do any sport and activities if they want to.

Lifestyle:

Lifestyle is a combination of work pattern, income, marital status, family commitments and leisure and social habits, so lifestyle describes the way in which we live our lives. Some people may argue that lifestyle is one of the biggest influences on the type of leisure and tourism products that we buy.

Social group:

Most people place themselves and other in a social group or class according to their job. For example there are working class people and middle class people. Many Leisure and Tourism products are seen to be attractive to a particular class.

Finally Ethnicity:

Different Ethnic groups may have specific leisure and tourism needs. Also religious beliefs can also have an impact on the customers needs. For example a Indian may need specific needs compared to a Pakistani.

Holiday Hypermarket also use target marketing along with all Leisure and Tourism organisations.

Also when I looking around the Holiday Hypermarket I recognised that advertising was the most effected promotional

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technique that they use, that is why I am going to describe this technique.

The nature of this promotional leaflet is to try to attract new customers to book there holidays with Holiday Hypermarket, the Holiday Hypermarket also want to attract the target age group of any person would enjoys snowsports e.g. Snowboarding, and snowblading. On the back of the promotional leaflet they are offering you a change for a free entry to win back the cost of your First Choice Ski holiday. It also tells you what Ski packages that they do and the terms and condition. Holiday Hypermarket is part of the First Choice travel group, and they want to attract more customers to book snowsporting holidays, I feel that these holidays are an up coming process and many people enjoy snow connected holidays.

These as a sample of the promotional material that I am describing:



Ask to speak to one of our Snowsports Specialists who can advise you on the best Ski or Board holiday to suit you.

WITH UP TO 25% OFF*
BROCHURE PRICES
PLUS FREE INSURANCE**

ON
First Choice Ski

Something for all Snowsports enthusiasts - whether you board, ride, blade, carve or just fall over lots!

Holiday Hypermarket
part of the First Choice Group

Call - 0870 606 8007

or call into your local Holiday Hypermarket

On the bottom of this promotional leaflet there is a contact number and the name of the Leisure and Tourism organisation where the leaflet is from. The promotional leaflet is very colourful and there is lots of important information about the holiday that they are offering. I feel that this promotional leaflet works well because the images show that people are having a good time on their holiday, there is also lots of different activities to choose from when they are looking to book their holidays. This also works well because it is small and easy to fit in the customer's pocket, but it contains lots of information. The disadvantages with this promotional leaflet is that the text is written and presented close together so it may be hard for some customers to read the information. Also the other disadvantage with this promotional leaflet is that they are not really targeting a specific target audience. They are just targeting anyone who enjoys going on skiing holidays. The Holiday Hypermarket are trying to increase their sales of skiing holidays. To improve this promotional leaflet Holiday Hypermarket could make the awareness to one particular target market; they could also offer reductions if a group of six people book a skiing holiday. Holiday Hypermarket offers their products at all different target markets and at all different age groups. The nature of their products that their target customers are depending on the type of holiday that they are looking to travel on. For example: If Holiday Hypermarket were designing a leaflet for Disney Land Paris, they would be targeting their products at children and families. Holiday Hypermarket would have to consider certain points when they were designing their brochure or leaflet, such as:

- They may not want the brochure or leaflet to contain lots of information, because they are targeting the products at children and families.
- The brochure or leaflet would be most likely to be very colourful and bold font is likely to be used.
- It is most likely to have pictures or images of young people enjoying themselves.

Holiday Hypermarket is most likely to have young people on their promotional leaflets because Disney Land Paris offers their customers, children's fun rides, a chance to meet and speak to the Disney characters and a really good time at the resort.

Another example that Holiday Hypermarket targets their product effectively is Cruise holidays; these are most likely to target the older generations. E.g. 40 plus this can be either because, they may not have children to contend with, they may have more money on their hands because they may have paid the mortgage, they may have early retirement or may now work part time. If Holiday Hypermarket were looking at designing a new promotional leaflet for cruises, it would probably contain more information because of the age group they are targeting their products at, it may contain a timetable of what they may be doing when they are on their holidays. What places they will be visiting while they are on the Cruise ship and information about the accommodation, dining facilities and evening facilities. The promotional leaflets will probably have a picture of one of their company's ships, it will be colourful and big bold font will also be used. Inside the leaflet it may contain information about the cruise ship, about the accommodation and about what services the customers will be offered in the evening time.

I feel that Holiday Hypermarket make all there nature of there products really available to there customers because they try to target all there customers, what age group, gender, lifestyle, social group, or ethnicity their customer belong to. They also try to target all there customers needs and wants. For example: If they are not happy with a particular part of any holiday they will either contact the airline, the accommodation to sort the problem out.

Along with the Friary Grange leisure Centre I feel that Brochures and Leaflets are the more appropriate promotional

materials than Merchandising materials, advertisements, Videos, Internet sites, Press Releases for Holiday Hypermarket is this because customers can take the leaflet home with them, while with advertisements they can't. However people tend to remember adverts do every potential customer, read every page of a brochure before they throw it away. Also Holiday Hypermarket offer their customers all different promotional materials for products and services that they offer their customers. Holiday Hypermarket does not use merchandising materials because they are not very popular, and they feel that they would gain customers from this. Holiday Hypermarket use Videos to promote holidays to far away countries such as the Far East, China and etc. With promoting these holidays they attract more customers to travel there.

Part B:

Both the two Leisure and Tourism organisations use many promotional techniques and materials. For example: The Friary Grange Leisure Centre use Advertising, Direct Marketing, Personal Selling, Displays, Demonstrations and Sales Promotion, and the techniques that they use are Advertisements, Brochures and Leaflets, Press releases.

Holiday Hypermarket uses both promotional techniques and materials. For example: Advertising, Direct Marketing, Public Relations, Personal Selling, Displays, Sponsorship, Demonstrations and Sales Promotion. The materials that they use are as follows: Advertisements, Brochures and Leaflets, Videos, Press releases and a Web Site. They use all of this promotional techniques and materials because they want to attract lots of customers and make the organisation very well known regionally and nationally.

I am now going to describe how each of the two Leisure and Tourism Organisations use as many of the promotional techniques and materials.

Holiday Hypermarket:

Advertising: Holiday Hypermarket advertises during busy periods to the seasonal nature of the Leisure and Tourism

industry. Holiday Hypermarket advertise their holidays through local radio, newspapers, billboards, teletext, shop windows and bus stops signs. They do this because they want to sell more holidays in order for them to do this they need to attract more customers.

Direct Marketing: Holiday Hypermarket uses a mailing system to target customers with special offers. This is mainly used in January and October, this is when the 'Mail shot' either targets existing customers who have purchased a holiday before or an accredited supplier of the Direct Marketing Association. However there is a low response rate to direct marketing.

Public Relations: Holiday Hypermarket takes positive steps toward obtaining positive Public Relations. The company's Head Office provides media packs to publishers on request. Articles about Holiday Hypermarket have appeared in national, regional, local and trade press. Holiday Hypermarket use Public Relations to support its promotion. I feel that Public Relations is a very good promotional technique and it is very cost effective.

Personal Selling: Holiday Hypermarket uses a lot of Personal Selling, there are 37 stores located in the UK, and each store has a strong sales team. Walsall's store has 20 sales staff; the team are well trained, provide a very good customer service and are very knowledgeable about the products they offer. They use lots of different promotional techniques to ensure they get the best possible out comes.

Displays: Holiday Hypermarket uses displays in and around the shop floor. They use bright colours because they are inviting, they provide clear information and are profession. They also use displays around Walsall town centre, for example: Bus stop signs. Window displays are used to attract people in from the outside.

Sponsorship: Holiday Hypermarket does not do a lot of sponsoring because they feel it cost too much money. Holiday Hypermarket sponsors local football clubs. Also with sponsoring it does not really attract a lot of customers to the organisation because they are not acknowledged in a company which sells holidays.

Demonstrations: All round the travel agent Holiday Hypermarket offer all kinds for demonstration. For example: Food and drink is supplied in 'Joe's diner' this is making the Leisure and Tourism organisation feel home and friendly and also attract new customers to the organisation. They also frequently offers presentation evenings to customers they do this to attract customers to new attractions and destinations. I feel that this promotional technique works really well because many customers like coming to these events.

Sales Promotion: Holiday Hypermarket offers a range of special deals to customers. Last year Holiday Hypermarket did a massive sale promotion on buy one holiday and get a second one for free, the Leisure and Tourism organisation uses catchy slogans for its promotional campaigns. Holiday Hypermarket also has a company catchy slogan ' We won't be beaten on price.'

From all this information a have collect I have found out and Advertising, Personal Selling and Sales Promotion are the most effective promotional technique.

I am now going to describe the promotional materials that Holiday Hypermarket use:

Brochures and Leaflets: This promotional technique is very cost effective and they are a very good promotional technique because they are easy for there customers to pick up when they walk into the Leisure and Tourism organisation, they can also fit into back pockets of there customers trousers. According to the target market the organisation will have to think about the

information that it contains and the different colours that they use. For example a ten year aged boy would not like to read as much information as a sixty-year-old man. Holiday Hypermarket use brochures and leaflets to attract customers to look at what promotional leaflet they are trying to sell. For example: They offer their customers commission free foreign currency, by attracting people to use this deal they distribute brochures and leaflets to make the deal well known.

Advertisements: Along with brochures and leaflets advertisements are a very good promotional technique because they are big and bold, they are also noticeable from a long way away. Holiday Hypermarket use advertisements as soon as you walk into the Travel agent this is because they want to attract people to buy particular holidays. They use window displays to attract 'walkers by'. This is very helpful to the organisation because people may be travelling to a destination and they will see that Holiday Hypermarket is offering a promotional deal.

Videos: Holiday Hypermarket uses videos to promote new destinations and new types of holidays. For example they have a special video room in the Leisure and Tourism organisation to promote holiday that are further away from Europe. I think they have done this because after 11th September 2001 and fewer people have not wanted to travel to places like America, a counties in the Middle East. For example: UAE due to terrorism

Web site address: Holiday Hypermarket has there own web site address for customers who want to book or find information out over the Internet. This is very useful because customers may have Internet access but they might not be able to travel the travel agent. On their Internet web site you can find out where the entire Holiday Hypermarket's are located in the UK. You can also look at what the organisation offers you when you travel to the organisation.

Press releases: Holiday Hypermarket uses press releases in the local newspapers 'The express and Star' and the 'Walsall observer' This is because they want to attract customers from all over the Walsall area to travel to the Leisure and Tourism organisation. Press releases may be expensive but money is paid back as large amounts of customers read press releases to find out the local news. Holiday Hypermarket's are very bright and colourful.

Now I am going to about The Friary Grange Leisure Centre's promotional techniques and material's.

Advertising: The Friary Grange Leisure Centre uses advertising to promotional all the courses and information that they offer to do with the organisation. For example they offer an advertisement for The Pulserate fitness centre. They do this because they want to attract new customers to join the Pulserate fitness centre. The Friary Grange Leisure Centre usually advertise there products and services at particular quite times. For example In the winter they 'Mail shot' different people with what facilities they offer.

Direct Marketing: The Friary Grange Leisure Centre uses Direct Marketing by mailing target customers with specific offers. The Friary Grange do not really use Direct Marketing to the extend that they should, I feel they should improve it so that there is more work on targeting the customers. I do not feel that this is very effective.

Personal Selling: The Friary Grange Leisure Centre personal selling is efficient because they have a sales team of 12 just at the Lichfield branch. Friary Grange's sales team is well trained, they provide a good customer service. To improve the personal selling they could offer more free induction classes and make it more cost effective?

Displays: The Friary Grange Leisure Centre uses a range of different displays. For example: in-store displays and bright and inviting colours. Also up by the café area there are lots of bright signs which tell the customers all about the Leisure Centre. Also on the help desk there is a book, which their customers can write to tell them what their problems are with the Leisure Centre.

Demonstrations: Friary Grange uses demonstrations by offering a presentation evening. For example They do this if they are trying to offer a new product or service, when the Pulserate Fitness Centre was first introduced the Leisure Centre, they offered there new customers food an drink facilities, and there was a range of guest speakers talking about the new Fitness Centre.

Sales Promotion: The Leisure and Tourism organisation offers a range of special deals to customers. Around the time of Christmas the Leisure Centre offers there customers a reduced price, also around the time of July the also offer there customers a reduced price in the Leisure Link price. This is a very good promotional technique because it attracts a lot of customers.

The Friary Grange Leisure Centre also use promotional materials:

Advertisements: The Friary Grange Leisure Centre uses lot of advertisements to promote new and existing products and services. For example: They use Flying with information on there products that they offer: e.g. Badminton Courses, and on Billboards. For effective advertisements the important factor is to ensure that it follows the AIDA principles.

You can tell if they are effective advertisements because they should include:

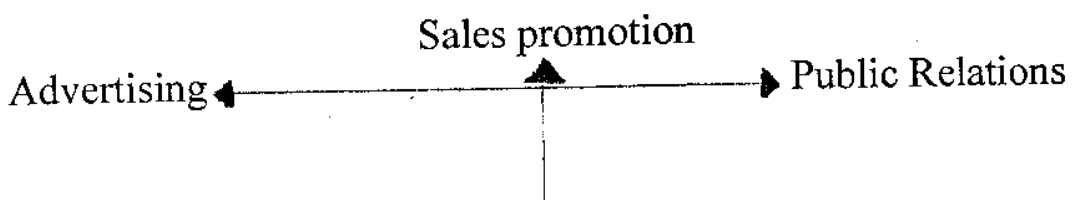
- Do they give you an address and telephone number.
- Do they tell you how you can pay?

- Do they tell you the times when you can get information over the phone?
- Do they include a map or instructions on how to get to attractions?
- Are any further details included, such as the name or someone to talk to?
- Is an Internet address given? If it is you might like to see whether the website gives you the information promised in the advertisement.

Brochures and Leaflets: The Friary Grange Leisure Centre uses brochures and leaflets to promote the products and services that they offer. They use brochures and leaflets for each course that they deal with. For example they offer different leaflets for children's parties, and other leaflet for which services they are offering. The downfalls to Friary Grange's promotional materials are that they are not colourful or bright. At The Friary they could offer more facilities for children. For example: summer play schemes, or after school clubs. Also I feel that the brochures and leaflets need to include more images.

From all the Leisure and Tourism organisations I have studied I have founded out that the most effective promotional techniques are Advertising, Personal Selling and Displays. The most effective promotional materials are Advertisements, and Brochures and Leaflets.

Most Leisure and Tourism organisations use marketing strategy here is an example of the marketing:



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Personal Selling

All businesses use this marketing strategy to attract more customers to their organisation. In particular Holiday Hypermarket uses this strategy because, when I visited the organisation they told me how they use this strategy to sell their holidays.

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: 0 Task: 4

Assessment evidence working towards: 02


Comments (with date/s)

This is an excellent attempt, well done !!!

(i) EXCELLENT WORK, WELL DONE !!!

(ii) EXCELLENT WORK, WELL DONE !!!

(iii) EXCELLENT WORK, WELL DONE !!!

 15/07/03

Unit 2
D
2012

Leisure and Tourism

Unit 2 Strand D

Task 4.

For both Leisure and Tourism organisations suggest and justify other relevant promotional techniques and materials that each could use to promote themselves and their products.

- (i) Both of the Leisure and Tourism organisations that I have investigated use lots of promotional techniques and materials to make their products very well known locally and nationally, they do this because they want to attract lots of new and existing customers to their organisation. However there are still some promotional techniques and materials that they don't use for example:

Here are The Friary Grange Leisure Centre's promotional techniques that they don't use:

Sponsorship: The Friary Grange Leisure Centre do not use sponsorship because Lichfield council has ownership, and it would cost too much money to sponsor a local organisation. However they could sponsor Lichfield Football Club, to gain more money and attract new customers to their organisation. For Example: There is another Leisure Centre in the Lichfield area called King Edward The sixth and they sponsor The Lichfield Hockey Club. I feel that they do this because they are a new company, with not as many customers as The Friary Grange Leisure Centre. However the Lichfield District Council also owns them. The other problem with sponsorship is that it costs a lot of money, in printing the materials. An example of sponsorship is Arsenal Football Club, their kit sponsor is Nike and their club sponsor is O2 the mobile phone Company.

Public relations: The Friary Grange Leisure Centre do not use Public relations is the planned attempt to create a favourable

image of an organisation. One of the main advantages of Public relations is that it is free! So why don't The Friary Grange Leisure use this promotional technique? It is often involves liaising with the media. For example: Newspapers, the radio and the television. Also to persuade them to publicise information about the organisation and its products. I feel that The Friary Grange Leisure Centre do not use Public relations because they are not that well known, in order for PR to work they will need to advertise there products and services more so that they attract more customers. The Friary Grange Leisure Centre could use Public relations by advertising on Local radio stations such as Centre FM, Heart FM and BRMB. This would attract people from all over the Midlands. Or in the local newspapers, e.g. The Mercury and The Lichfield post.

Here are the promotional materials that The Friary Grange Leisure Centre do not use:

Merchandising Materials: This promotional material is very expensive. Merchandising refers to materials that are sold or given away to customers that help to promote an organisation's main products. Merchandising Materials usually feature the organisation's name: Here are some examples of merchandising:

- Pens
- Bags
- Posters
- Badges
- Mouse mats
- T-shirts and etc.

I feel that The Friary Grange Leisure Centre would really benefit from merchandising materials. One example for merchandising is Oxfam these are a charity run group who try and raise money for people who live in third world counties, They use merchandising materials such as: pens, posters and etc. The Friary Grange Leisure Centre is not the only Leisure Centre

in the Lichfield area but they would be the only one who use merchandising materials, so it would make a real difference.

Videos: The Friary Grange Leisure Centre does not use Videos because they are too expensive. One of the ways that many organisations have overcome this difficulty is by producing videos showing customers actually using experiencing the services and products. Out of the promotional materials that I have investigated in I feel that videos are not a very effective promotional material because once the customer have seen the video they are not likely to watch it again this is because they probably don't have time. They feel that the offer they are promoting is not very effective. The Friary Grange Leisure Centre could use the same scheme as what Holiday Hypermarket do. For example: They have a video playing in the background while their customers are booking their holidays.

Internet Sites: The Friary Grange Leisure Centre do not use internet sites because they are owned by the council and they probably feel that they are too expensive to run. However throughout my research on The Friary Grange Leisure Centre, I looked on The Lichfield District Councils homepage and under the headings of Leisure Centres: Friary Granges appeared, it told the customers a contract number, what leisure facilities that they offer and directions on how to get there.

When I have researching Holiday Hypermarket's promotional techniques and materials I found that they use all there promotional techniques listed. Also there is only one promotional material that they do not use.

Merchandising materials: Holiday Hypermarket does not use merchandising materials because it is too expensive. Merchandising materials were originally given away free to encourage customers to return and buy the products again. However I have that merchandising is a really effective way to promoting products and services. Holiday Hypermarket could

send new and existing customers merchandising products such as:

- Pens
- Drink coasters
- Posters
- Mouse mats
- Balloons.

This would increase customer sales, and make other people more aware of the Leisure and Tourism organisation. Holiday Hypermarket would really benefit from using merchandising materials because the organisation would become better known locally and nationally. Also if Holiday Hypermarket did not want to use merchandising, they could 'Mail Shot' new and existing customers to increase the sale of their holidays.

How could the promotional techniques and materials, which could be improved for the Leisure and Tourism organisation?

The Promotional techniques that The Friary Grange Leisure Centre could improve are direct marketing, Personal Selling and Demonstrations. I feel that these could be improved because they are not used to the best of their ability.

Direct Marketing: I feel that The Friary Grange Leisure Centre do not send or give promotional materials directly to individual customers. Direct Marketing is one of the fastest growing areas of promotional and The Friary Grange Leisure Centre could use it a lot more effectively. When I was researching about The Friary Grange Leisure Centre I found out that they only mail shot customers who have a Leisure link membership. With this technique that they use they are not introducing new customers to their Leisure Centre. The Friary Grange Leisure Centre could improve this technique. For example: They might send out a direct mail letter about a forthcoming event at the Leisure Centre to customers who have been to similar facilities before in the past.

Personal selling: The Friary Grange Leisure Centre could improve their personal selling to their customers. Personal selling is a bit like direct marketing. Personal selling involves direct sales contact between an organisation and its customers. It can be carried out face-to-face or over the telephone. Even though The Friary Grange Leisure Centre use Personal selling I feel that they could improve it if they follow different stages:

- They could find out what sort of Leisure activities they like getting involved with.
- Always provide the customers with the honest and accurate information.
- Do not pressure customers into buying something they are unsure about.
- Describe the products and services that the organisation has.
- Explain how the customers go about buying the products that they have chosen.
- Always check if the customer is satisfied with what they have bought.

This step by step plan is what all organisations should complete to have effective Personal selling.

Also because there is a new Leisure Centre in the Lichfield area I feel that Friary Grange is losing competition because there are new facilities there.

Demonstrations: The Friary Grange Leisure Centre only use demonstrations if a customer is unsure about any and equipment that they have been using, or that they are about to use. To improve their demonstrations they should show each customer that uses the gym for health and safety reasons, because the leisure centre does not show each customer how to use their equipment they could be in serious trouble if a customer reports them.

The Friary Grange Leisure Centre only uses a small amount of promotional materials. For example: Advertisements and

ZPZ

Brochures and Leaflets. I feel that they use it to the best of there ability.

I am now going to talk about the promotional techniques that could be improved for Holiday Hypermarket:

Displays: Even though Holiday Hypermarket uses a range of in-store and window displays. I feel that they could improve them. For example: They could use a computer so that they writing look professionally written. They could also use more inviting colours instead of just green and blue, also include more information about what they are offering, and about the Leisure and Tourism organisation.

Here are the promotional materials that Holiday Hypermarket could improve:

Press releases: The Holiday Hypermarket use press releases in there local newspapers, and they use billboard in and around the Walsall and Birmingham area, this is because there travel agents are based in these areas. Holiday Hypermarket could improve their press releases to make sure that they follow the same that AIDA applies to. Holiday Hypermarket could advertise in the Evening Mail, which comes out every evening in the West Midlands. This would improve sales because the travel agent would become well know and attract more customers to the Leisure and Tourism organisation.

C.

You must explain how you gathered your information e.g. additional contact with each organisation, research from other leisure and tourism organisations:

While I have been investigating in promotional materials I have been looking at all types of Leisure and Tourism organisation's for example: Travel agents, Leisure Centre and etc. I have done all of this research so that my promotional leaflet that I design

ZDZ

for The Friary Grange Leisure Centre includes lots of information about the Leisure Centre and about what they do. All of the Leisure and Tourism organisations that I have investigated in all use advertisements in and around the Leisure and Tourism organisation, to attract more customers. They also use brochures and leaflets so that their customers can take the information home with them and see what the Leisure and Tourism organisation offers then as a customer. I feel that Holiday Hypermarket use the most promotional techniques and materials from all the Leisure and Tourism organisations that in have listed this is because they are know locally and nationally and they have a very wide customer base. For example: They offer holiday for families, single parents, retired people, holidays for young adults and etc. They do this because they want to attract customers from all age groups, genders, lifestyle and social groups, to book holidays from there organisation. Holiday Hypermarket also uses billboard in and around the Walsall area to promote their products and services to all kinds of customers. They have an Internet website, which customers can book holidays or view different types of accommodation. For example: Villa's, Hotel's or apartments depending on what type of holiday you are looking on going on. Also on the Holiday Hypermarket website page there are maps to show where each Hypermarket is located. You can also find information out about the Travel agent.

Throughout my research on Holiday Hypermarket I have been on a number of visits to the Walsall branch, to find information out about marketing and promotional materials and techniques. When I have been there I have listened to talks about what the organisation is, what it does, how it does it, why it does it, and when it sells holidays. When I have been there a team of management came in to talk about the marketing side to the travel agent.

I am going to talk about The Friary Grange's sources of information:

When I visited The Friary Grange Leisure Centre to find out research about what promotional materials and techniques that they use, I also found out other information about what they do at the organisation that is relevant to marketing and promotional work.

Firstly I put together a series of questions that I could ask either the receptionist or the manager at the Leisure and Tourism organisation. These questions consisted of 1. *what promotional techniques and materials do you use? And why do you use these?* 2. *The promotional techniques and materials, which you think, could be improved for the Leisure and Tourism organisation?* 3. *What other promotional techniques and materials could The Friary Grange Leisure Centre use?* I also asked questions about marketing. For example: 1. *Do you use market segmentations?* 2. *If so which ones do you use? And which are the most effective?* 3. *Do you use the SWOT analysis to improve your organisation?*

I asked these sorts of questions so that I got a full view of what The Friary Grange Leisure Centre do to make their organisation to the best of their ability. The Leisure and Tourism organisation also uses presentations that are held on various evenings, which include a talk from management and marketing, they are mostly to do this if they are promoting a new facility, or if they are looking at improving the Leisure Centre. I feel that if The Friary Grange Leisure Centre was to become a better Leisure and Tourism organisation they would need to use more promotional techniques and materials. For example they could use press releases, merchandising materials and videos to improve their organisation so that they attract more customers to their organisation. If they wanted to use more promotional techniques they should use Public Relations, Sponsorship, or Personal Selling, this would make their products and services more variable to their customers because they are using different

Promotional techniques so that the leisure and Tourism organisation becomes well known.

Now I have researched into The Friary Grange Leisure Centre and Holiday Hypermarket Travel Agents, I have found out that Holiday Hypermarket use to most Promotional Techniques, because they use them all, and they use all the Promotional Materials apart from one which is Merchandising Materials. However The Friary Grange Leisure Centre use only two Promotional techniques and they use six Promotional materials.

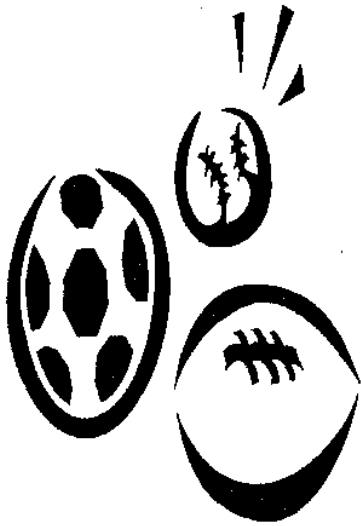
I have also listed the Promotional Techniques and Materials, which I think, could be improved for the Leisure and Tourism organisation. I feel that the ones that I have chosen are really appropriate for both the Leisure and Tourism organisations. I have chosen Direct Marketing, Personal Selling and Demonstrations for the promotional techniques that could be improve for The Friary Grange Leisure Centre and because they only use two promotional materials they could introduce some other ones. For Holiday Hypermarket the improvements for Promotional Techniques are Displays and the improvements for Promotional Materials are Press Releases. If the both Leisure and Tourism organisation were to improve these promotional methods there organisations would be profitable and would attract a lot more customers.

Throughout the time that I have been researching in Leisure and Tourism companies I have collected information from all kind of organisations. For example Robert Board Travel Agents in the Lichfield area, and Co-op Travel which is also in Lichfield. I have also collected other information from other Leisure Centres. I also researched on the Internet i.e. Web pages and I collected leaflets and brochures from the chosen organisation.

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Here are some examples of the sources of information that I have researched in, from other Leisure and Tourism organisations. These examples are from The Friary Grange Leisure Centre that is located in the Lichfield area.

CENTRE INFORMATION



Lichfield DISTRICT COUNCIL Leisure Services

Eastern Avenue Lichfield Staffs WS13 7EW

Phone: 01543 308842

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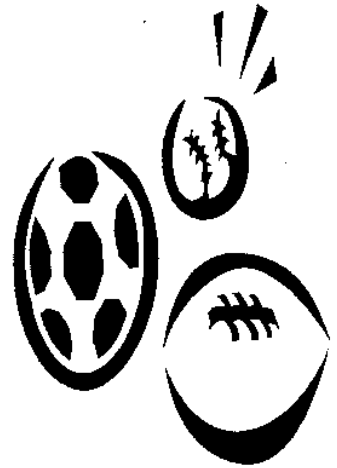
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COACHING COURSES



Lichfield DISTRICT COUNCIL Leisure Services


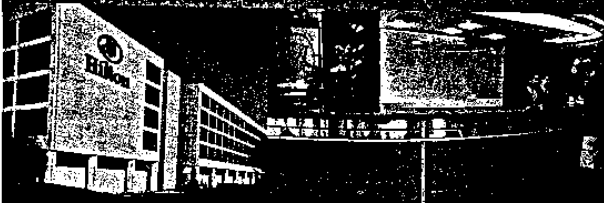

Eastern Avenue, Lichfield, Staffs, WS13 7EW Telephone 01543 308842

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Here are some examples of the sources of information that I have researched in from other Leisure and Tourism organisations. These examples are from Co-op Travel which is a Travel agent that is located in the Lichfield area.

QUALITY ASSURED
SUPERBREAK
 No.1 for short breaks in Britain

airport hotels

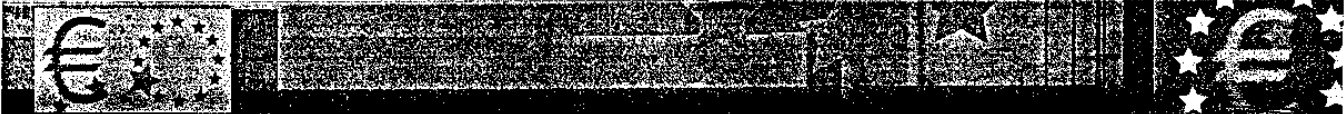
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£13.50 CHILD/OAP

EXPERIENCE THE THRILLS OF THE PLEASURE BEACH, WITH OVER 140 RIDES ON A 42 ACRE SITE, OR STROLL ALONG THE GOLDEN MILE WHICH IS FULL OF ATTRACTIONS AND THINGS TO DO.

Operated by



Here are some examples of the sources of information that I have researched in from other Leisure and Tourism organisations. These examples are from Holiday Hypermarket Travel agents they are located in the area.

Holiday Hypermarket
part of the First Choice Group

4 NIGHTS FOR THE PRICE OF 3 PLUS EXCLUSIVE PRINCESS WEEKS PACKAGE

Disneyland RESORT PARIS

Short Breaks & Holidays at 13 UK coastal Holiday Parks

Many prices lower than 2002

FREE of night ferry

NEW Boardwalk

holiday

DTB 1402

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Leisure and Tourism
Strand D Unit two
Promotional Techniques and materials

Extension Task:

Referring to Tasks 1-4 you are to compare the promotional techniques and materials used by two Leisure and Tourism organisations. I should consider:

- (i) The differences, with reasons
- (ii) The similarities, with differences
- (iii) Your conclusions.

I have researched into different promotional techniques and materials.

I have discovered that The Friary Grange Leisure Centre doesn't as many promotional techniques and materials as Holiday Hypermarket. These are the promotional techniques that The Friary Grange Leisure Centre uses, Advertising, Direct Marketing, Personal Selling, Displays, Demonstrations, and Sales Promotion. The promotional materials that The Friary Grange Leisure Centre uses: Advertisements and brochures and Leaflets.

However Holiday Hypermarket use Advertising, Direct Marketing, Public Relations, Personal Selling, Displays, Sponsorship, Demonstrations and Sales Promotion as there promotional techniques and the promotional materials that they use are as follows: Advertisements, Brochures and Leaflets, Videos, Press Releases and Internet Sites.

The Friary Grange Leisure Centre use their Promotional Techniques in a different way to Holiday Hypermarket because Friary Grange is a Leisure Centre and Holiday Hypermarket is a Travel Agent. Holiday Hypermarket are also a lot bigger

203

organisation compared to The Friary Grange Leisure Centre because there are 37 stores located in the UK while there is only two Friary Granges. Those are located in Lichfield Staffordshire and the other Leisure Centre is located in Banbury in Oxfordshire both of the Leisure Centres offer their customers the same facilities.

Advertisements:

Even though The Friary Grange Leisure Centre is a lot smaller than Holiday Hypermarket they still advertise by using the same methods. When you walk into The Friary Grange Leisure there are big advertisements telling customers that they have entered The Friary Grange Leisure Centre, on this advertisement there is information that is telling the customers what products and services they offer. For example: Exercise classes in the Pulserate Fitness Centre, information about the swimming pool and etc. Holiday Hypermarket also uses advertisements when customers walk into the Leisure and Tourism, at the front of the organisation. Holiday Hypermarket especially advertises during busy periods due to the seasonal nature of the industry. Holiday Hypermarket advertises through the local newspapers, local radio stations, bus stop signs and on billboards around the Walsall area. All Leisure and Tourism organisations advertise because they want to attract new and exiting customers to their Leisure and Tourism organisation. The Friary Grange Leisure Centre advertises through brochures and leaflets, billboards around the Lichfield area and on the local radio stations, which included Centre fm, and Heart fm.

Direct Marketing:

Both The Friary Grange Leisure Centre and Holiday Hypermarket use mailings to target customers with specific offers. Holiday Hypermarket 'Mail shot' either new or exiting customers. For example: They find this information out from customers who have previously purchased a holiday from Holiday Hypermarket or an accredited supplier of the Direct Marketing Association (DMA). The Friary Grange Leisure

Centre also use Direct Marketing and while I visited the leisure and Tourism organisation I asked them a few questions about there promotional work: 1. *When you mail your customers what response rate do you receive?* Their answer was: *direct mailings prove to have a low response rate, usually below 5%.* From the answer of my question I feel that The Friary Grange Leisure Centre do not usually carry out Direct Mailing. The Friary Grange Leisure Centre are most likely to mail a customer if they either have a new product or service that they need to promote, or they are not doing particular well with a facility that they offer.

Personal Selling:

Both Holiday Hypermarket and The Friary Grange Leisure Centre use Personal Selling in different ways. Due to the fact that one is a Travel Agent and the other is a Leisure Centre. Holiday Hypermarket has 37 stores located in the UK. Each store has a strong sales team. Walsall's store has 20 sales staff, each of them are well trained, they provide a good customer service and know a great deal about the products that they offer. Holiday Hypermarket also uses a strong technological equipment which means that computers and central databases are provided on booking availability. The Friary Grange Leisure Centre have a different kind of personal selling because they usually telephone the customers, but Holiday Hypermarket tend not too. As The Friary Grange Leisure Centre tend to use telephone personal selling they have to think about many successful stages:

- Not pressurising customers into buying something they are unsure about.
- Identify the customers needs and expectations, the personal seller has to ask the right questions and listen carefully to what the customers wants.
- They have to describe the products and services that the leisure and Tourism organisation is offering their customers.

- They must provide the customers with honest and accurate information so that they can decide what product suits their needs.
- Explain alternatives so that the customer can have alternatives.
- Always check to see if the customer is happy with there products.

Displays:

Holiday Hypermarket use a range of in store and window displays. They use bright colours that attract customers because they are inviting, they provide clear information and are professionally written. They also use window displays to attract customers who walk passed the Leisure and Tourism organisation. They offer their customers brochures and leaflets, which are located around the Leisure and Tourism organisation. Also when customers enter the travel agent there are big and bold advertisements that tells them what promotional offers that they are offering. For example: At the start of August they offer customers a reduction on late summer holidays e.g. to Greece, Spain and etc. The Friary Grange Leisure Centre uses displays in a different advertisement way, because they try not to use window displays. This is because they are not located on a public walkway, this means that customers cannot see the Leisure and Tourism if they were a drive past in the car or walk by. They feel that the best displays are in and around the Leisure Centre this is because they can attract customer's attention.

The Friary Grange Leisure Centre does not use sponsorship because they feel that they don't gain a much profit. However Holiday Hypermarket do use sponsorship, such as local football teams and companies.

Sales Promotion:

Both Leisure and Tourism organisations that I am describing use Sales Promotion however is different ways. Holiday Hypermarket offers a range of special deals to there customers. The company use catchy slogan for there promotional campaigns, such as: 'Stripping off' this was where the company

has allocated £5 million for discounts and 'Catch us with our prices down' a Sale Promotion for late holiday deals. Holiday Hypermarket also uses the slogan 'We won't be beaten on price'. This means that if a customer can find a cheaper deal for the same holiday at another Travel Agent, Holiday Hypermarket will give them the full difference and a discount on either travel insurance, foreign currency or the flight to the destination. The Friary Grange Leisure Centre use sales Promotions differently to Holiday Hypermarket because they are likely to offer their customers money off vouchers if they are not happy with a particular product or service that, The Friary Grange Leisure Centre have offered them either. In the Pulserate Fitness Centre or in the general Leisure Centre. They also enter their customers into competition and prize draws if they are a member of the Leisure link, this attracts customers to enter the service because they can win six months free membership to the Leisure Centre, or a reduction on the price of a membership. E.g. 15% off each member that joins from the same family. The Friary Grange Leisure Centre uses sales promotions with other techniques. For example: They might use a direct mail letter and include a money-off voucher or place a newspaper advertisement in the local newspaper that includes a competition.

Demonstrations:

Holiday Hypermarket frequently offers presentation evenings to customers, which include a range of guest speakers which use videos and presentation materials. They do this because they want to attract more customers to book holiday with them. These nights are usually centred on specialist holidays that are achieving high sales. For example: China and the Far East are not doing particularly well with holiday sales, as a result presentations won't be shown. The Friary Grange Leisure Centre uses demonstrations especially in the Pulserate Fitness Centre. For example: If the Leisure Centre has a new product or services that customers have not used before. The Pulserate Fitness Centre offers them a free demonstration on how to use the equipment. Also if the customer is a new member or it's

there first time they have been they have been to use The Pulserate Fitness Centre they have to give there customer a free demonstration on the equipment that they offer, this is for health and safety reasons. I feel that demonstrations are a very effective promotional technique because it can attract lots of customers. Due to the fact that customers are always interested in new and exciting products and demonstrating them is an easy method to make the product popular as consumers know how to use it.

Both Holiday Hypermarket and The Friary Grange Leisure Centre use different promotional methods here are the main differences.

Advertisements:

Holiday Hypermarket uses advertisements to attract more customers to the Leisure and Tourism organisation they use advertisements in great depth and are located all over the store attract customers because they offer lots of different products and services. For example: 'Holiday cyber market' and the 'Movies' offer customers advertisements of brochures and leaflets on holidays that are not doing particularly well. For example: Snowboarding holidays are not doing well throughout June, July and August 2003 because of the hot weather throughout England and Wales. They also offer commission free on all foreign currency. The Friary Grange Leisure Centre uses advertisements when you enter the Leisure and Tourism organisation. For example: They promote to the customers a Pulserate Fitness Centre. The advertisement includes the opening and closing times of the fitness centre, what products and services they offer to particular target markets and the day and time that they offer the products or services. The Friary Grange Leisure Centre also uses advertisements to advertise what new products and services they are looking to offer their customers.

Brochures and Leaflets:

Both Holiday Hypermarket and The Friary Grange Leisure Centre use brochures and leaflets to promote their products (holidays) and services (facilities that they offer at the Leisure and Tourism organisation. For example: Holiday cyber market.) Holiday Hypermarket's brochures and leaflets consist of commission free on all foreign currency, late deals on slow moving holidays, reduction on travel insurance and airport transfers. Their brochures and leaflets are always very colourful, and contain a lot of important information, including information about the Travel Agent, information about the offer they are selling, pictures and images about the offer, and other important information. Holiday Hypermarket feels that: Unlike many advertisements, brochures and leaflets often contain a lot of information. They feel that this is because customers see them as a source of information rather than simply as a promotional material.

The Friary Grange Leisure Centre brochures and leaflets are also very effective because they target their customers with the different colours, pictures, and information that they use. For example: The language they use, formal or informal considering the target market, Children or over forty-fives. Their brochures and leaflets are very simple but contain lots of important information; they have the same format for each of their brochures and leaflets. However they use different colours, language and pictures to suit the target market. For example: The brochure and leaflet that they have designed for the Pulserate Fitness Centre, is blue with a picture of weights this attracts customers to join the fitness centre because they want to keep fit and healthy. Inside the leaflet there is information about what services they offer, information about off and on peak time, opening and closing times and membership fees. Also because the Lichfield District Council owns them, on every leaflet they contain the symbol.

The Friary Grange Leisure Centre does not use Videos, as they do not have a web site address also they don't use press releases or don't merchandise products.

I have described the differences between the promotional techniques and materials that both Holiday Hypermarket and The Friary Grange Leisure Centre use I am going to describe the similarities that they have between the both Leisure and Tourism organisations.

Both Leisure and Tourism organisation have similarities because they both use promotional techniques and materials.

Advertising:

Holiday Hypermarket and The Friary Grange Leisure Centre both use advertising to attract more customers to book a holiday or to join the Leisure Centre. If Holiday Hypermarket are offering their customers a late deal on holidays that have not done very well throughout that season. For example: If Greek holidays have not done particular well they will offer their customers a reduction to off the full price. The Friary Grange Leisure Centre also uses this technique if one of their products or services have not done particular well. For example: Children badminton classes. Badminton classes have a 12-week term, half way between the 12 weeks if the class is not too popular they will reduce the price. Both the Leisure and Tourism organisations also advertise new products and services that they are looking to promote in the near future. For example: Holiday Hypermarket might be looking to advertise holidays to Out of space, and The Friary Grange Leisure Centre may want to promote a new service that they are looking to offer. For example: Cricket classes throughout the summer holidays for 7-11 year olds. Both Leisure and Tourism organisations feel that these are too effective promotional techniques that they use to a very good standard.

When the two Leisure and Tourism advertise their products and services: The options include:

- Through newspapers
- Billboards
- Posters
- Magazines
- Cinema
- Television (both terrestrial and satellite)
- Teletext (the information service on commercial television)
- Radio

Both Leisure and Tourism organisations may be national, regional or local. However they both don't use:

- Television
- Cinema

They do not use these options of advertising because they feel that it is may be too expensive, or they may not attract a lot of customers.

Direct Marketing:

Both Holiday Hypermarket and The Friary Grange Leisure Centre use Direct Marketing as a promotional technique, they both feel that it is one of the fastest growing areas of promotion. The Friary Grange Leisure carry out there Direct Marketing in the same way, it involves sending or giving promotional materials directly to individual customers. They both use mailing to target customers with specific offers. 'Mail shot' is the most effective Direct Marketing this is because it is obtained from customers, who have previously purchased a holiday from Holiday Hypermarket or who have previously been a member of The Friary Grange's Leisure Link membership. Both the leisure and Tourism organisations do this so that they can attract more customers to join or book these services.

Personal Selling:

I feel that Personal Selling is a really effective promotional technique. What makes a really good sales teams is if:

- They well trained
- Provide a good customer service

- Are very knowledgeable about their products and services that they offer.
- If they are provided with a strong technological support. For example: PCs linked to central databases that provide a story booking availability.

Both Holiday Hypermarket and The Friary Grange Leisure Centre have very strong sales teams. Holiday Hypermarket's contain 20 sales staffs and The Friary Grange Leisure centres sales team contains 15 sales staffs. The Friary Grange Leisure Centre feels that personal selling is really effective because it can be carried out face-to-face or over the telephone, they also frequently involve customers in selling situations. Holiday Hypermarket also frequently involves customers that book a holiday with them in a selling situation.

Displays:

Holiday Hypermarket uses a range of in store and window displays to attract customers, who pass by the Leisure and Tourism organisation, They use bright colours, that are inviting, they provide clear information and are professionally written. Holiday Hypermarket uses window displays to attract customers from the outside of the Leisure and Tourism organisation. I feel that displays are a really effective promotional technique because they can attract any age, gender, lifestyle, social group or ethnicity. Holiday Hypermarket's displays are particularly attractive because they are brightly coloured, contain lots of important information and they always target the customer with effective advertising. The Friary Grange Leisure Centre also uses effective displays in and around the Leisure and Tourism organisation. For example: When customers enter the organisation there is information about what products and services they offer their, e.g. The Pulse Fitness Centre, Children activities and etc. Their displays are brightly coloured, contain the price, what they are offering and important information about what they are offering. Another similarity is that they also have the Leisure and Tourism organisation's logo or slogan. For example: 'We won't be beaten on price'.

Sales Promotion:

Holiday Hypermarket and The Friary Grange Leisure Centre use Sales Promotions to attract more customers to book a holiday or join the Leisure Centre. They both offer a range of special deals to their customers. Holiday Hypermarket uses catchy slogans for their promotional campaigns. For example: 'Buy One Get One For Free' this campaign was adopted for two years and has been very successful. They also have other Sales Promotions for late deals. They also have their own Sales Promotion, which is: 'We won't be beaten on price' Holiday Hypermarket and The Friary Grange Leisure Centre use Sales Promotion as a short term activity that is intended to encourage interest in a particular product. For example: If a holiday to a particular place is not done very well at Holiday Hypermarket they will reduce the price for a short time and hope the places will sell. This is called predatory prices undercutting competitors. The Friary Grange Leisure Centre also has special promotion campaigns to attract customers to join the Leisure link service that they offer. For example: The Leisure link service costs: £45 per year. However when June is approaching, they offer their customers a discount on the price of £20 this is so they can attract more customers to join for the remaining part of the year. They also offer a Sales Promotion on their swimming facilities on Saturdays. If a family of four go swimming on a Saturday afternoon they offer their customers a Sales promotion of 'Kids Go For Free' this attracts families to go swimming to The Friary Grange Leisure Centre on Saturday afternoon's because their price is competitive. The Sales Promotions that The Friary Grange Leisure Centre uses are the same as Holiday Hypermarket's even though they run different Leisure and Tourism organisations.

I am finally going to discuss the similarities of The Friary Grange Leisure Centre and Holiday Hypermarket's demonstrations, which they use:

Holiday Hypermarket frequently offers presentations evenings to their customers, which include a range of guest speakers.

They also use promotional materials, which include, videos, presentation materials. Food and Drink services are also supplied on these evening to create a positive experience for customers. These nights are usually for holidays that are not doing particularly well. For example: holidays to China and to the Far East. Also after September 11th 2001 holidays to America were on the decline, this was due to the threat of terrorism, large hotels could also be targeted. While The Friary Grange Leisure Centre uses the same type of demonstrations, but they run a different Leisure and Tourism organisation. For example: The Friary Grange Leisure Centre's Pulserate Fitness Centre offers new customers a free trial when they are a new member to the Fitness Centre, or if there is a new service that they are offering their customers. For example: A new rowing machine. The Friary Grange Leisure Centre carries out this service for health and safety reasons. They also use presentations like Holiday Hypermarket does. For example: When children have passed their swimming courses, they present them with their certificates of achievements. This usually takes place on a the first Monday after the course has finished parents and families are invited to the prize giving where food and drinks are available.

My conclusion to the similarities and differences of the promotional techniques and materials that Holiday Hypermarket uses and what The Friary Grange Leisure Centre uses.

I feel that the most effective promotional techniques are: Displays, Personal selling, Advertising and Sales promotion this is because every Leisure and Tourism organisation will not use every promotional technique but they are most likely to use one or more of the four that I have mentioned. I feel that the most effective promotional material that Holiday Hypermarket uses and that The Friary Grange Leisure Centre uses are advertising and Brochures and Leaflets this is because both the Leisure and Tourism organisation do not carry out all the promotional materials that are offered. This is because they know they may not receive a very big success rate. Holiday Hypermarket use

five out of the six promotional materials that are mentioned, while The Friary Grange Leisure Centre only use two out of the six materials listed. I feel that the way that The Friary Grange Leisure Centre use their promotional techniques and materials differently to the way that Holiday Hypermarket use theirs because they are offering different products and services because of the Leisure and Tourism organisation that they run. For example: A Travel Agent, and a Leisure Centre. I feel that Holiday Hypermarket target their customers more. For example: Seasonal brochures are sent to potential customers in January, which is called 'Mail shot'. While The Friary Grange Leisure Centre like to target certain age groups. For example: They offer teenagers facilities called 'Teen-Fit'. This is when teenagers between the age of 14-16 are able to work out in the Pulserate Fitness Centre's dance studio, in the off peak time between 5.00 p m in the weeknights and between 12.00 noon until 6.00 p m on Saturdays. Two different Leisure and Tourism organisations carry out different promotional techniques and materials because they may have different targets that they have been set.

GCSE in LEISURE AND TOURISM

A*

ASSESSMENT RECORDING SHEET

UNIT 2 STRAND E

STUDENT NAME: _____

Level	Task Evidence	Maximum Points	Comment	Points Awarded
1 FF-DD	1	0-4 (4)	PRODUCED A WIDE RANGE OF KEY POINTS FOR EACH AREA OF 'SWOT' ANALYSIS.	4
2 DD-BB	1	5-7 (3)	EXCELLENT ATTEMPT AT TASK. WELL DONE.	3
3 BB-A*A*	Extension task	8-9 (2)	EXCELLENT ATTEMPT AT EXTENSION TASK. WELL DONE.	2
				9

Teacher Name _____

Student Signature _____

Teacher Signature _____

Date _____

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: C Task: 1

Assessment evidence working towards: C1/C2

Comments (with date/s)

A GOOD EFFORT AT A DIFFICULT PIECE OF WORK. WELL DONE. HOWEVER, THERE ARE MANY OPPORTUNITIES TO EARN EXTRA MARKS

IF POSSIBLE, TRY TO WORD PROCESS YOUR WORK. THIS WILL MAKE IT EASIER TO MAKE CHANGES AND INCLUDE AMMENDMENTS.

PLEASE RELATE WORK TO HOLIDAY HYPERMARKET AND A L&T ORGANISATION OF YOUR CHOICE. WHY DO THEY USE PARTICULAR MARKET RESEARCH METHODS? FOR WHAT PRODUCTS OR SERVICES? IS IT POSSIBLE TO RELATE MARKET RESEARCH METHOD TO TARGET MARKET?

MORE INFORMATION CAN BE USED FROM RED L&T TEXTBOOK AND PURPLE HANDOUT ON HOLIDAY HYPERMARKET. DON'T THROW AWAY EASY MARKS!!! TRY TO EXPAND ON EXISTING WORK.



19/1/03

2E(1)
2E(2)

Leisure and Tourism
Unit 2 Strand E.
SWOT Analysis.

A1

A SWOT analysis is an assessment tool / model that looks at:

- Strengths: What points the organisation is strong at. This also means a well-known company and a good reputation for a quality product.
- Weaknesses: What points the organisation fails in, where they lack strength. This is where they lack suitable products and it needs better equipment to do a better job.
- Opportunities: How you could improve the organisation to make it better. This also means they need to expand the organisation to offer new products.
- Threats: This is when your organisation want to be the biggest and best in the area and they want to sell the best products.

The strengths and weaknesses of the organisation are mainly internal to the firm while the opportunities and threats are essentially external to them.

All Leisure and Tourism organisations need to reflect analyse their position and their products that they sell This is what they are interested in:

- Past Performance: This is how much the organisation sells and markets for each product.
- Present Position: This is the ways the organisation operates and how the customers are satisfied with the products.
- Likely Future Situation: This is what the organisation is looking to sell in the future and the market share and product development.

2 E(1)
2 E(2)

The organisation needs to use the two main techniques to make the products to the best of its ability, analyse the past, and present and future market performance.

How a Leisure and Tourism organisation can use this:

A Leisure and tourism organisation can use the SWOT analysis to try and build a better organisation where you will attract more customers to make more money and make your business more profitable the organisation can also find out from the SWOT analysis what is good or bad about it. What is wrong about the organisation from the customer's point of views.

This is how a Leisure and Tourism could carry out a SWOT analysis:

A Leisure and Tourism organisation could carry out a SWOT analysis by asking their employees how they could improve their organisation. They could carry out surveys on their customers to see what their views are, you also could use market research to find out what their customers really want and ask them what their strengths, weaknesses, opportunities and threats to the business. Holiday Hypermarket could also think about carrying out surveys out on their customer's e.g. Postal surveys, personal surveys, telephone questioners and etc.

Here is a SWOT analysis on Holiday Hypermarket.

<u>Strengths.</u>	<u>Weaknesses.</u>
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2 E(1)
2 E(2)

<p>Holiday Hypermarket is competitively priced.</p> <ul style="list-style-type: none"> • Holiday Hypermarket can demand better pieces from the tour operators due to their size then they can pass benefits onto the customer. • Helpful and friendly staff. • Excellent facilities • Holiday Hypermarket attracts a lot of customers. • It has every thing you need to go on Holiday in one roof. • Good toilet facilities. • There is lots of car paring spaces at Holiday Hypermarket. • There are 37 Holiday Hypermarket's all over the country. • The store in Walsall sells as many holidays as 13 average sized travel agents. • It is a very big organisation (approx 11,500 square feet.) 	<ul style="list-style-type: none"> • There is long waiting time at Holiday Hypermarket. • Some of the facilities are broken there e.g. The Car and one of the facilities in the "Holiday cyber market." • There could have more seating around the Hypermarket. • The television in the children's play area was fuzzy. • The "Late Availability" sign was broken. • In the Hypermarket the lighting was not very good and because it was not very bright. • Holiday Hypermarket could get some stronger discounts or special offers. • They could also get some better pricing structures on certain holidays.
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<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • Holiday Hypermarket could get some stronger or better discount offers. • They could make the diner into a proper café to attract more customers. 	<ul style="list-style-type: none"> • The one problem is there is another big travel agent just across the retail park from Holiday Hypermarket. • Holiday Hypermarket is not in the centre of Walsall so some smaller

26(1)
26(2)

<ul style="list-style-type: none">• They could have more seating around the building.• Holiday Hypermarket could make the children's area into a crèche.• If they do not want to do that they could improve the children's play area to make it better.• I do not think there is enough staff because of the long waiting times especially at the weekends.	<p>travel agents could get the business.</p> <ul style="list-style-type: none">• There is also room next to Holiday Hypermarket to build more travel agents.
--	--

The SWOT analysis extension task:

A. The Holiday Hypermarket is a brilliant organisation but I feel they need to consider these areas for future development

The weaknesses: They need to consider getting some more seating area for the building, repair any broken facilities and try to get some brighter lighting. Holiday Hypermarket's benefits of addressing the weaknesses are that they can find out what their customers really want instead of guessing what they would like.

The Opportunities of Holiday Hypermarket that they need to considered are: They could get some stronger or better discount offers, make the diner into a proper café to attract more customers and make the children's area into a crèche. Holiday Hypermarket could advertise the improvements via the media, through advertising on local radio, television and newspapers.

The Threats: This is what threats they need to consider are: Not being in the centre of Walsall town due to this smaller travel agents could get the business and another threat is there is big travel agent just across the retail park. Holiday Hypermarket could minimise the impact of their threats by using more promotional techniques. More competitive prices also offer customers free child places, better discounts and

re(1)
re(2)

lastly they could offer more products than the Co-op Travel to try to gain more customers than what they do.

B. I feel the SWOT analysis is very useful to a leisure and tourism organisation. The SWOT analysis is especially important to Holiday Hypermarket because they are who are going to be purchasing the products the customers have to like what they are purchasing or else the organisation will not be profitable. They have to find out what their customers do and don't like and what they feel there opportunities are and threats are to improve their organisation so yes the SWOT analysis is very useful.

GCSE in LEISURE AND TOURISM

ASSESSMENT RECORDING SHEET

UNIT 2 STRAND F

STUDENT NAME: _____

Level	Task Evidence	Maximum Points	Comment	Points Awarded
1 FF-DD	1	0-7 (7)	Excellent promotional materials for The Friary Grange Leisure Centre (see also strand D)	7
2 DD-BB	1	8-10 (3)	Imaginative promotional material for The Friary Grange Leisure Centre (see also strand D)	3
3 BB-A*A*	Extension task	11-13 (3)	Aims, objectives and target audience explained. Planning demonstrated and final product fully evaluated.	3
				13
				100%

Teacher Name _____

Teacher Signature _____

Student Signature _____

Date _____

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: F Task: 1

Assessment evidence working towards: F1/F2

Comments (with date/s)

27/6/03

✓ good so far!

add

a) drafts? 24/9/03

* - list sources e.g. which websites?
which leaflets/organisations?

b) ~~Good - segmentation variables?~~ 24/9

c) ✓ good. ~~Add 2 copies, one containing -~~

~~(i)~~ 24/9

~~(ii) add a map?~~

~~(iii)~~

Good so far!

2 F(1)
2 F(2)

Leisure and Tourism
Unit two Strand F
Task one

I am producing a promotional material for The Friary Grange Leisure Centre, Pulserate Fitness Centre due to the fact they need to improve their leaflet design to attract more customers. The target market is male and females, which are over the age of forty. Due to the fact that few people in this segment participate. The Pulserate Fitness Centre. I feel that this is the best age group to target my promotional material at, as many people in this age segment have children which have grown up or at university, and either moved out of there home. Also some people may want to retire early or not work long hours. However they may not want to work out, as much due to their age, or that they are too busy with other commitments. ✓

Throughout my research I have decided that I am going to target specific market segments. For example: I have chosen my promotional leaflet will target both male and female's, and the age group target is over forty year olds. The social group that I have decided on will be middle class. This is because at the age of forty you are most likely to want more expensive items and you will most likely want to spend more money on yourself, because you have not got other commitment's e.g. Small children. The type of leisure facility that I have decided to promote is ideal for any lifestyle. ✓

2 F(3)

Sources of information that I have used are leaflets I have collected from the leisure, telling me what activities that they do, price lists, information on how to get to the leisure centre, the opening times, and what children activities they offer. I have also asked friends and family about the leisure centre. For example, My mother, and my Auntie as I want to find out what other people think about the leisure centre. I have also collected other information from another Leisure and Tourism ✓

2FC(1) 2FC(2)

2FC(3)

organisation called King Edward the sixth in Lichfield to see what else I could include in my promotional leaflet. For example I could include a membership price list, and general information about the Leisure and Tourism organisation, with different pictures/images. However when I have been researching on those Leisure and Tourism organisations I found out that there was no website address for either organisation, limiting channels of communication and scope for potential customers because of no website address I feel I have sufficient information. If there was a website address I might have been able to find more information on the terms and conditions and the organisation and I might have also found out about other people opinions of the Leisure and Tourism organisation.

I am going to describe the market segments:

Target Marketing:

Target markets mean the group of customers who buy a particular product or service. For most Leisure and Tourism organisations the market is made up of different types of customers range of needs and expectations. These different types are known as market segments, the Leisure and Tourism organisations want to attract lots of customers, they do this by offering them different market segments.

Age:

All Leisure and Tourism organisations aim their products and services to customers of a particular age. For example: I am targeting my Pulserate Fitness Centre leaflet at over forty-year-olds. This is because I feel they need to attract more customers of this age group. All Leisure and Tourism organisations target specific age groups because an over forty year old would not like the same products and services as an 18-30 year old.

Gender:

Some Leisure and Tourism activities target there products and services at either male of females, this is because some Leisure

2f(2)
2f(1)

and Tourism either attract male or females. For example: Women are most likely to enjoy dancing classes, while male members are more likely to enjoy rugby classes. However in the modern day traditional gender distinctions are now becoming blurred. With my Leisure and Tourism leaflet that I am designing it for The Pulserate Fitness Centre, for both genders this is because I feel that they could attract more male and female members over the age of forty.



Lifestyle:

Lifestyle is a combination of work patterns, income, marital status, family commitments and Leisure and social habits. This means that lifestyle describes the way in which we live our lives. I feel that the lifestyle that we live in is one of the biggest influences of the Leisure products that we buy. The Friary Grange Leisure Centre targets their customer's lifestyle so that they are attracting the right customers. For example: A couple with no children would lead a different life and different leisure needs to a retired couple.



Social group:

Most people place themselves in social groups according to what career they face. For example: A teacher or a Leisure Centre Manager is classed as a Middle-level manager and professionals, which is social class B. While a Ride attendant, kitchen porters or a cleaner is classed as a semi-skilled and unskilled manual worker. Which is social class D. Many Leisure and Tourism products are seen to be attractive to a particular class.



Ethnicity:

Different ethnic groups may have specific Leisure and Tourism need. For example: Asians may have different needs and expectations to a Muslin, this is because they have a different ethnic group. Religious beliefs also make an impact on customer's needs, this would mean that the Leisure and Tourism organisation would have to create a different market segment.

2f(1)
2f(2)

The Friary Grange Leisure Centre tries to target their customers all in the same way.

I have described all the market segments and I am now going to discuss the market segmentation variables for the Leisure and Tourism organisation.

I have researched on the segmentation variables of the Leisure and Tourism organisation, the leaflet that I have designed appeals to both genders, and the age group of over forty's. I want to attract this age group to join the Pulserate Fitness Centre at The Friary Grange Leisure Centre. I have also targeted my promotional leaflet at this age group because I feel that when male and females reach this age group they are not that interested in health and fitness. Most of their children will be older and they will want to spend more time doing their own activities with their own age groups.

I have also researched into the Lifestyle and social group segmentation, I found out that. The lifestyle that I am targeting is a combination of work patterns, income, marital status, family commitments and leisure and social habits, lifestyle is the way in which we live our lives. For example, a male or female who is forty + will live a different lifestyle to a couple with young children, then again a couple with young children will have different leisure needs to a retired couple. People who are over the age of forty are mostly to have more money and more time to spend on themselves. This is because they probably do not have children living at home, and they make want to think about having an early retirement if they are in their 50's-60's. I have also thought about the social group in which I am targeting my promotional leaflet at. The social group is most likely to be senior manager and professionals such as a Doctor, or a lawyer, Middle-level managers and professionals such as a Teacher or a Leisure Centre Manager, or skilled manual workers such as an Electrician. Many Leisure and Tourism products are seen to be attractive to a particular class.

Fitne Product (Leaker)
(in colour)

Event/product being promoted

The Pulserate Fitness Centre offers you:



Attention all Customers
Visit our fitness suite,
with extensive exercise
technology including tread-
mills, steppers, rowers,
cycles and cross trainers
for aerobic powers com-
plementing a full range of
resistance and weight
training station for muscle
building and toning. Our
qualified instructors are
permanently available to
assist you.

The Pulserate fitness cen-
tre is located in The Fri-
ary Grange Leisure Cen-
tre.

• Ideal for a workout
whether you are a be-
ginner, have been referred
by your GP or are top sports
competitor. This fully air
conditioned facility offers
you a complete fitness pack-
age targeted to meet your
individual needs.

The Pulserate Dance Studio.

Our dance and fitness studio
has a sprung floor for ab-
sorbing all the shocks. There
are 25 exercise classes per
week for you to choose from,
including step aerobic, kick
aerobics, yoga and tai chi
all under guidance of leading
instructors. All abilities are
catered for in the Fitness
Centre.

There are several Member-
ship types:

Premier: This membership is
unlimited for 12-months of
both the Fitness and Aerobic
Studio. This membership in-
cludes FREE programme up-
dates and FREE 12 months

leisure Activity passport
membership.

Leisure Gym Passport: Our
basic membership includes
your induction and allows en-
try to the Fitness Studio on
a pay as you use basis. The
membership fee is renewable
each year.

Solitaire: This is unlimited
use depending on the period
of membership 3, 6, or 12
months of the Pulserate Fit-
ness Studio. Membership in-
cludes FREE programme Ac-
tivity Passport membership
for the period of Solitaire



This is what
you will feel
like when you
have worked
out at the
Pulserate fit-
ness centre.

The Friary Grange Leisure Centre,
Eastern Avenue,
Lichfield,
Staffs,
WS13 7EW

Address and telephone number

The Pulserate Fitness centre offers you:



Attention all Customers
Visit our fitness suite,
with extensive exercise
technology including tread-
mills, steppers, rowers,
cycles and cross trainers
for aerobic powers com-
plementing a full range of
resistance and weight
training station for muscle
building and toning. Our
qualified instructors are
permanently available to
assist you.

The Pulserate Fitness cen-
tre is located in The Fri-
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• Ideal for a workout
whether you are a be-
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Studio. This membership in-
cludes FREE programme up-
dates and FREE 12 months

leisure Activity passport
membership.

Leisure Gym Passport: Our
basic membership includes
your induction and allows en-
try to the Fitness Studio on
a pay as you use basis. The
membership fee is renewable
each year.

Solitaire: This is unlimited
use depending on the period
of membership 3, 6, or 12
months of the Pulserate Fit-
ness Studio. Membership in-
cludes FREE programme Ac-
tivity Passport membership
for the period of Solitaire



This is what
you will feel
like when you
have worked
out at the
Pulserate fit-
ness centre.

The Friary Grange Leisure Centre,
Eastern Avenue,
Lichfield,
Staffs,
WS13 7EW

2f(2)
2f(3)

Here are some examples of the sources of information that I have researched in from other Leisure and Tourism organisations. These examples are from The Walsall Leather Museum.

Red House
Glass Cone

A UNIQUE GLASSMAKING EXPERIENCE

www.redhousecone.co.uk

1250°C

RED HOUSE GLASS CONE

The advertisement features a large, dark, textured glass cone in the background. In the foreground, a group of people, including a man in a striped shirt and a woman in a dark top, are gathered around a glassblowing station. A man in a white shirt is working with a glass rod. A circular logo in the bottom left corner contains the text 'RED HOUSE GLASS CONE' and '1250°C'.

WALSALL
LEATHER
MUSEUM
AND GARDEN

A Working Museum

www.walsall.gov.uk/leathermuseum

Admission Free

The advertisement shows a large, multi-story stone building with a thatched roof, identified as the Walsall Leather Museum and Garden. Below the building, a group of people, including a man in a white shirt and a woman in a dark top, are gathered around a table, looking at a book or document. The text 'Admission Free' is prominently displayed at the bottom.

Friary Grange Leisure Centre

Friary Grange Leisure Centre offers itself on being one of the most comprehensive leisure facilities in the area.

Leisure Centre offers customers the benefit of becoming a leisure link member this enables them to receive discounted prices at all other leisure centres.

need to read this box so that you can see all the information

Leisure centre has very easy access for people with disabilities and a wide variety of activities are offered. An action loop is fitted on reception for the hard of hearing and shower facilities are available for your special needs and the swimming pool has a pool hoist.

Leisure centre is open seven days a week

Monday opening 6.30 am

Tuesday opening 9 am

Wednesday opening 8 am

Thursday 10.30 pm every day.

Membership Fees

- Annual joining fee (Pay as you use) £20.50
- Premier membership 12 months (Gym and Classes) £347.00
- 2 £(2)
- 2 £(3)
- Solitaire 3 month Gym Membership £82.00
- Solitaire 6 month Gym Membership £143.00
- Solitaire 12 month Gym Membership £265.00
- Solitaire Aerobic 12 month Membership.

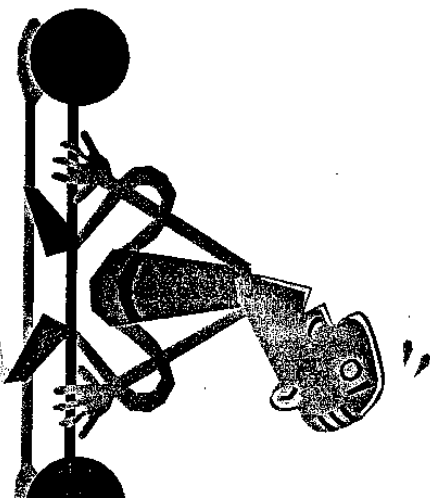
FRIARY GRANGE LEISURE CENTRE, IS LOCATED JUST ON THE NORTHERN SIDE OF LICHFIELD.

ACCESS IS OFF EASTERN AVENUE. THE COMPLEX. THERE IS ADEQUATE CAR PARKING BESIDE THE SCHOOL (TURN LEFT ON ENTERING THE SITE). IF APPROACHING THE LEISURE CENTRE ON FOOT, TURN RIGHT ON ENTERING THE SITE. FOR FURTHER INFORMATION CONTACT TELEPHONE FRIARY GRANGE LEISURE CENTRE ON: 01543 308842.

The Friary Grange Leisure Centre
Eastern Avenue
Lichfield
Telephone: 01543 308842

**I NEED TO PUT A MAP
IN HERE!!!!!!!!!!!!**

The Friary Grange Leisure



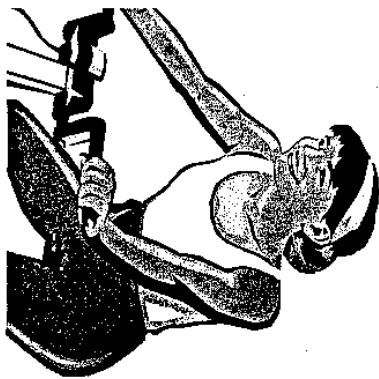
**INFORMATION
TO JOIN THE
PULSERATE
FITNESS CENTRE**

"Join for a better lifestyle"

Calling all over forty's come and join the Pulserate fitness centre.

Telephone number: 01543 308842

The Pulserate Fitness centre offers you:



Attention all Customers Visit our fitness suite, with extensive exercise technology including treadmills, steppers, rowers, cycles and cross training. Our qualified instructors are permanently available to assist you.

The Pulserate fitness centre is located in The Friary Grange Leisure Centre.

Ideal for a workout whether you are a beginner, have been referred by your GP or are top sports competitor. This fully air conditioned facility offers you a complete fitness package targeted to meet your individual needs.

The Pulserate Dance Studio.

Our dance and fitness studio has a sprung floor for absorbing all the shocks. There are 25 exercise classes per week for you to choose from, including step aerobice, kick aerobics, yoga and tai chi all under guidance of leading instructors. All abilities are catered for.

There are several Membership types:

Premier: This membership is unlimited for 12-months of both the Fitness and Aerobic Studio. This membership includes FREE programme updates and FREE 12 months leisure Activity passport

membership.

Leisure Gym Passport: Our basic membership includes your induction and allows entry to the Fitness Studio on a pay as you use basis. The membership fee is renewable each year.

Solitaire: This is unlimited use depending on the period of membership 3, 6, or 12 months of the Pulserate Fitness Studio. Membership includes FREE programme Activity Passport membership for the period of Solitaire membership.



This is what you will feel like when you have worked out at the Pulserate fitness centre.

The Friary Grange Leisure Centre

The Friary Grange Leisure Centre
Eastern Avenue
Lichfield
Staffs
WS13 7EW

Friary Grange Leisure Centre prides itself on being one of the most comprehensive leisure facilities in the area.

The Leisure Centre offer there customers the benefit from becoming a leisure link member this enables them to have discounted prices at all of there leisure centre.

The leisure centre has very easy access for people with disabilities and a wide variety of activities are offered. An induction loop is fitness on reception for the hard of hearing. Changing and shower facilities are available for your special needs and the swimming pool has a pool hoist.

The leisure centre is open seven days a week

Weekday opening 6.30 am

Saturday opening 9 am

Sunday opening 8 am

Until 10.30 pm every day.

I completed this promotional leaflet on the 22nd May 2003.



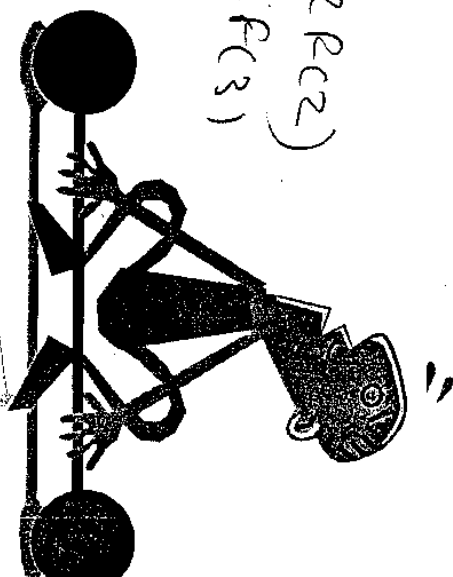
The Friary Grange Leisure Centre

FRIARY GRANGE LEISURE CENTRE, IS LOCATED JUST ON THE NORTHERN SIDE OF LICHFIELD.

ACCESS IS OFF EASTERN AVENUE. THE COMPLEX, THERE IS ADEQUATE CAR PARKING BE-SIDE THE SCHOOL (TURN LEFT ON ENTERING THE SITE). IF APPROACHING THE LEISURE CENTRE ON FOOT, TURN RIGHT ON ENTERING THE SITE. FOR FURTHER INFORMATION CONTACT TELEPHONE FRIARY GRANGE LEISURE CENTER ON: 01543 308842

The Friary Grange Leisure Centre
Eastern Avenue
Lichfield
Staffs
Telephone: 01543 308842

The Friary Grange Leisure Centre



INFORMATION
FOR
VISITORS

Could do
with a
"For finer things in life" better
Slogans

Wrong telephorn
number

Tel: 555 555 5555

I have collected this information from The Lichfield District Council's website page; I have collected this because if customers from other areas of The West Midlands want to find out information about The Leisure and Tourism organisation they have easy access over the Internet.

I have included information about Places of Interest in the Lichfield area. For example: The Lichfield Cathedral. Lastly I have include information on Lichfield's statistical information. For example: The population, Household information and I have also enclosed information about the distances by road – from Lichfield.

2 f(2)
2 f(3)



- [News Releases](#)
- [Places of Interest](#)
- [Customs & Traditions](#)
- [History](#)
- [Arts & Festivals](#)
- [What's On](#)
- [Sport & Leisure](#)
- [For Business](#)
- [Twinning](#)
- [Lichfield Quiz](#)
- [Lichfields Worldwide](#)

- [Home Page](#)
- [Best Value Performance Plan 2003](#)
- Search the website for:
-



Sports & Leisure

An abundance of leisure and recreational facilities. More information on activities, clubs, societies and interest groups in the Lichfield area is available from the [Tourist Information Centre, Donegal House, Bore Street](#).

Sports

King Edward VI Leisure Centre (operated by Lichfield District Council)

King Edward VI Leisure Centre on Kings Hill provides a wide range of sporting activities. Facilities include a multi-purpose Sports Hall (32m x 18m) which can be used for football, netball, badminton, table tennis, basketball, volleyball, short mat bowls, etc, an activity room, squash courts, sunbeds and a floodlit, full-size synthetic pitch. The Sports Centre organises excellent training and tuition courses covering most major sports.

Friary Grange Leisure Centre (Eastern Avenue) (operated by Lichfield District Council)

The Friary Grange Centre on Eastern Avenue provides for a wide range of sporting interests. Facilities available include a Swimming Pool, 25m x 12.5m with spectator area; Sports Hall 37m x 18m equipped for badminton, basketball, fencing, gymnastics, netball, cricket etc; Squash Courts with overhead viewing gallery; Fitness Room, Sauna Suite and Solarium. There is also an outdoor floodlit area which can be used as four tennis courts, one five-a-side, netball and general fitness training. The Sports Centre organises excellent training and tuition courses covering most major sports.

Rugby

Lichfield Rugby Football Club. With its modern club facilities off Damford Lane, the Rugby Club has achieved some major successes on the national scene.

Tennis

Both the Lichfield Lawn Tennis Club; and the Lichfield Friary Club have floodlit courts which are in use all year round.

Cricket and Hockey Club

The Lichfield Cricket and Hockey Club has a new ground and premises off Eastern Avenue. Website: www.lichfieldhockey.co.uk

Arts

Guildhall

The Lichfield District Arts Association runs a fine programme of events including theatre, exhibitions, folk and jazz concerts, in the [Guildhall](#), Bore Street.

The Civic Hall

The former Civic Hall on Castle Dyke is currently undergoing a £5 million refurbishment to make it an excellent new theatre and business centre, the Lichfield Garrick. For details go to www.lichfieldgarrick.com

Dancing

There are several local classes, including the Bojangles Dance Studio, Wiltell Road. There are also the famous "Ryknild Rabble", the "Lichfield Morris Men", and the ladies' side "Three Spires Morris".

Art Gallery

There is a small gallery in the Library building on The Friary.

Here are some examples of the sources of information that I have researched in from other Leisure and Tourism organisations. These examples are from The Friary Grange Leisure centre in Lichfield.



FRIARY GRANGE LEISURE CENTRE
Price List



Effective from January 2003

Quoted Prices are Member Prices

Monday - Fri
Saturday - Sun

Annual Membership charges
Lichfield District Residents
Those living Outside the District

Swimming
Swim Books (book of 10 swims)
Badminton/Short Tennis
Table Tennis
^Aerobics
Squash
Aikido
Hire

Fitness Suite
Fitness Books (book of 10 adm)
Leisure Gym Passport
Solitaire 3months
6 months
12 months
Aerobic (12 mo)
Premier

Sunbed 2
Sunbed 3

Crèche 1 hour
Roller Disco

Tennis Courts
Tennis Courts - Floodlit
Outside Football
Outside Football-Floodlit

Admission Charge for Non-M
Adult per person
Child per person

^ Aerobic price covers - All e

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FRIARY GRANGE
LEISURE CENTRE

2F(2)
2F(3)

Pulserate Fitness
Studio

Lichfield
DISTRICT COUNCIL

Leisure
Services

Friary Grange Leisure Centre
Eastern Avenue, Lichfield, Staffordshire
Telephone 01543 308842

GCSE IN LEISURE AND TOURISM

ASSESSMENT REVIEW SHEET

Name of Student: _____

Unit: 2 Strand: F Task: Extension

Assessment evidence working towards: F3

Comments (with date/s)

26/1/03

✓ good so far!

a) ✓ good! - still clear ^{at the start} the organisation you've
IS/9 designing for - ~~Friary Garage or Pulserate?~~ - are they
- on the
same
organisation?

b) - where is your research? - include this
* as it is very good!

- ~~which market segmentation variables will you
IS/9 use eg age/gender?~~

c) (i) - ~~feedback~~ very good! Continue filling it in!

* (ii) - date drafts. ✓

D) - You need market research to back this up -
eg ask some potential customers

- (i)
- (ii) comment on will it work & why
- (iii) comment on the detail of the leaflet - eg
how you designed each page.
- (iv)
→ comment on strengths, weaknesses
and possible improvements.

Leisure and Tourism
Unit Two Strand F
Promotion methods

2f(3)

Part A:

Extension Task:

I am going to design and make a piece of promotional material for the Pulserate fitness centre which is located inside The Friary Grange Leisure Centre, in order for this to work well I am going to have to think about certain aims and objectives. The purpose of this promotional leaflet is to increase customer awareness as a Leisure and Tourism organisation will want to attract customers to purchase their products in order for the organisation to obtain the sales targets that have been set. The Leisure and Tourism organisation will also want to increase customer sales to either the organisation or to the product they are looking to promote, certain aims therefore have to be taken into account. For example: They could offer their customers a reduced price when they are looking at signing up to a leisure link membership.

However at the same time the Leisure and Tourism organisation will still want to obtain there existing customers if not they will be obtaining the sales need.

The Lichfield District Council runs the Friary Grange Leisure Centre. This means they are part of the public sector. Public sector organisations are largely funded by central or local government this influences their strategies and polices. Other public sector organisations include many Leisure Centres, for example: The Friary Grange, and King Edwards Sixth Leisure Centres. Tourist boards and art centres such as, The New Walsall Art Gallery. The public sector services are provided for the public and paid for, collectively, through government. Their operation is usually ultimately accountable to elected bodies, including local councils and the parliament. Commercially-

24(3)

operation public services are frequently subsidised. Most public sectors are non-profit making and I really feel that The Friary Grange Leisure Centre is a non-profit making Leisure and Tourism organisation. From the promotional materials that I have investigated in, it does not really make a difference if the Leisure and Tourism organisations are public, private or voluntary sector. The Friary Grange Leisure Centre uses less promotional techniques and materials than Holiday Hypermarket. However this does not make the Leisure Centre a different Leisure and Tourism organisation to the Travel Agent (Holiday Hypermarket.) Private sector are usually profit making, there are other Leisure Centre that are part of the private sector. I have also looked at the voluntary sector these organisations are managed and operated largely by volunteers. They are often non-profit-making or charitable, such as local sports clubs and travel clubs.

For this promotional material I am trying to attract more customers for the Leisure and Tourism organisation especially for the Pulserate fitness studio I have chosen this because I feel that this area needs improvement with the promotional advertising. Also there is a new Leisure Centre in Lichfield and I feel that they are attracting more customers than the Friary Grange Leisure Centre. If the organisation were to improve their promotional materials they would then improve the image of the products and services they offer, a result of this is that they would attract more customers. However at the same time the organisation still wants to gain a social profit. For example they could open a "Teenfit" for teenagers on Wednesday evenings and Sunday mornings. This would encourage teenagers to bring along a friend, which in turn would generate new business, and at the same time keeping fit. I feel this would be one way of attracting new and young people to the Leisure Centre. Another way of attracting young and the older gender is by offering them Yoga courses, this would attract all age groups and many people would enjoy it. Also the aims and objectives of this promotional campaign would be to improve the awareness throughout the

245

neighbourhood. Friary Grange Leisure Centre could then promote their facilities in and around Lichfield City Centre to increase more customers to join the organisation. The Leisure Centre would also become more noticed because of this they should attract more new customers in the long term.

The aim and objectives for the organisation to attract the target market:

If I was designing my promotional leaflet for a children's club. For example: a crèche, I would use bright colours and images of people having a great time, with all the activities.

I am designing my promotional leaflet for The Friary Grange Leisure Centre to try to attract more customers in join the organisation. I am specially going to be designing the leaflet for either The Pulserate fitness centre, or an informational guide for all visitors.

My aim is to make a leaflet that is bright and colourful, that has lots of information on what the organisation has to offer; it will have to contain particular information:

- A contact number or address.
- Text and images that are to do with the information.
- Operate information about the products and services they offer.
- Rules and regulations on the equipment.
- How long the classes/activities last for.
- What other actives they offer.

My objectives for my promotional leaflet:

- To gain profit in The Friary Granges sales.
- To attract new customers.
- To retain existing customers.
- To raise awareness for the product or the Leisure Centre.

28(3)

- To attract customers from the other leading leisure centre in the area.
- Try to make the leisure centre well known.

Now I have done part A of my work I have decided that my target audience are: Men and women over the age of forty who want to use the Pulserate fitness centre at The Friary Grange Leisure Centre.

Leisure and Tourism
Unit two Strand F
Promotional Methods

28(3)

Part B:

Extension Task:

For my promotional piece of material I have chosen to base it on The Pulserate Fitness Centre which is located in The Friary Grange Leisure Centre this is because I feel they could do with help in designing a new promotional leaflet. The particular area of the organisation that I feel needs to be improved is the Pulsate fitness Studio this is a very popular area, which many people enjoy. The target segment group is anyone who is looking at getting fit and anyone who enjoys exercising and playing sport, these people have to be over the age of sixteen. They can be male or female and have to be responsible for themselves and look after the equipment that they are using. The customers who are most likely to use the studio are male-female between the ages of eighteen to forty, as they want to keep their body looking in great shape.

Currently from my research that I have collected I have learned that the over forty age group don't really use the Pulserate Fitness Studio this is because they lead busy lives and they don't have a lot of time on there hands to exercise and keep fit. The potential high spenders are male and female aged between eighteen to thirty, this is because they are likely not to have children and they are likely not to have other commitments.

I feel that this target audience is very easy to relate to because it is very wide-ranging and it attracts all age groups. However with the help of my promotional material I can hopefully improve sales of the products and increase the customers and the awareness to the products. I can also hopefully improve the customers who are over the age of forty by offer I cheaper price

~ 4(3)

to exercise. For example: I could offer them a 10% discount on all classes and booking that they make. They could also offer them a buy one get one for free on each new member that they attract to the organisation.

From the research that I have collected I am going to make my leaflet for the target market of men and women over the age of forty. This is because I feel more people in this age group could use the Pulserate fitness centre. I have found this out from asking the receptionist questions on which age group use the fitness centre the most and who use the fitness centre the least. I have also collect information on all of the facilities that the leisure centre offers, and I feel that this area needs to be improved.

I have also researched in segmentation variables; I am going to research in this because I feel I need to target the right customers with my promotional leaflet. I will need to sturdy age, gender, social group and lifestyle.

Age: The age group that I have chosen on is forty plus this is because I feel that not many people from this age group visits the Pulserate Fitness Centre, I am designing my leaflet so that I can attract more customers to join the Pulserate Fitness Centre. When people reach the age of forty I feel that they either think that they are too old to work out or that they don't want; but I feel that they are still young and that they should keep fit and healthy. By the time you reach forty you are most likely to have more time on other hands because your children have grow up or they might want to retire early if they are aged between 50-60 years old.

Gender: My promotional leaflet will appeal to both male and female this is because I want to attract all kinds to customers to the organisation. I want to target my promotional leaflet at male and female that are over the age of forty because I feel that not a lot of this age and gender visit the organisation. However some

24(3)

Leisure activities and products are aimed mainly at male or female. At the Pulserate Fitness Centre they also offer to male gender dance classes, this is because they know that some male members would like to join in with the dance classes and some would not, that's why they offer a variety of different products and services. On the other hand females enjoy both dance classes and working out the Pulserate Fitness Gym.

Lifestyle: The lifestyle group that I am targeting my promotional leaflet at is middle to upper class customers. This is because I feel that over forty year olds are most likely to have disposable income. For example: They could have paid their mortgage off, or their children have grown up and left home. Lifestyle is a combination of work patterns, income, marital status, family commitments and leisure and social habits. In other words lifestyle describes the way in which we live our lives. I feel that the type of lifestyle that customers live is one of the biggest influences on the type of Leisure and Tourism products that their customers buy, this can also depend on the Leisure and Tourism organisation that you are running. For example: a Travel Agent, which sells: Holidays, or a Leisure Centre that offers customers a service of keeping fit and healthy and a product of food and drink services. Another examples of the type of lifestyle customer's lead are likely to be very different. For example: Couples with young children are likely to have very different Leisure need to those of a retired couple.

Social group: Most people place themselves and others in a social group or class according to their job. The social group that I am targeting for my promotional leaflet is senior manager and professionals such as a solicitor, Doctor. A middle-level managers and professionals such as teachers or a travel agent. Also the other social group that I am looking at is skilled manual workers, which are people like hairdressers and etc. All of these people that I have mentioned all seem like the jobs that the over forty social groups would do. However I want to target all social groups in my promotional material.



2 f (3)

Leisure and Tourism
Unit Two Strand F
Promotional Methods

Part C:

Extension Task:

I am going to design a promotional leaflet for the Pulserate Fitness Centre, which is located in The Friary Grange leisure Centre.

From when I started this promotional methods campaign I had to firstly think about the layout of how I would design promotional leaflets and posters. I had to think about what I would need to include in my leaflet. For example:

- The font that I use
- The Name of the organisation
- Address/ telephone or a website address
- The price of the products and the right price for the target market
- How to get the product
- The dates of the product being available
- A picture- aiming at kind of picture to attract your kind of customers.
- And lastly the special offers that they organisation are looking to offer.

I will have to consider all of these promotional materials for my leaflet in order for it to work to its best of its ability. For my research I have visited Holiday Hypermarket and The Friary Grange Leisure Centre, I have collected leaflet and posters for my research I have also asked questions on certain promotional methods and materials at Friary Grange and at Holiday Hypermarket.

As you know that I am going to base my promotional material on Friary Grange Leisure Centre, however I have also collected

2F(3)

information from other Leisure and Tourism organisations. For example: King Edward the sixth in Lichfield, Aston Villa Leisure Centre in Aston and Aston Unity Cricket Club.

When I started to plan my promotional material I had to take into consideration what I would put into the leaflet:

- The name of the company
- What I am offering
- Address/contact number
- How long the offer is available for
- Pictures that relate to the leaflet
- The price of the particular product

The outline of my promotional material is to:

- Choose which promotional material I am going to do
- Make sure that I have done efficient plan and research
- The target audience for my promotional material
- Make sure that the promotional material is presented accurately

Firstly with my promotional material I decided to outline the business and the type of promotional material that I am going to choose. Secondly I decided what course/ activity I am going to advertise, I also think about the information and images I am going to place on my leaflet, and the font and how big I am going to have the text. I will have to tell the customers how long the promotional offer is on for and how much it will cost. Lastly I will have to evaluate my final products and see how I can improve it for the second time round. For example: I will have to clearly label the relevant points in my drafts and the sources of information, and explain the product.

2F(3)

Throughout my planning campaign I am going to have to think about four main aspects:

- The date which the target is set for.
- What will I do to complete the task?
- How will I do it?
- Why is it I do it?
- When it has to been done for?

I will also have to think about what the particular target audience get attracted by when they see an advertisement.

- Text – size – bold – style
- Graphics
- Spacing
- Irrelevant information
- A photo
- Colour
- Major facts clear
- Neatness
- Bullet points
- Stands out

Leisure and Tourism

Unit two

Strand F part C

2f(3)

All of the promotional materials that I have studied from Leisure and Tourism organisations I have found that Friary Grange Leisure Centres are the most effective. I have collected information from, Holiday Hypermarket, Aston Villa Football Club, King Edward VI and The Friary Grange Leisure Centre.

I have analysed them all and found out that, I will need to use persuasive language, it will have to contain images and text, which tells them what the leisure centre offers, a contact number and address. Also at school I have been designing copies of promotional leaflets, from this I have learnt that I need more thought on what I am going to include in the promotional leaflet. For example: I have learnt that images are just as good as text because it gives the reader a full view of what you are talking about.

I have also learnt that getting other peoples opinions of the Leisure Centre is very important for example: My opinions from different members of public could be in the form of questionnaires and market research. This will help me attract more people to the organisation because they can see other people's points of views, I also learnt that it is good to put images in my promotional leaflet because picture attract customers, and a picture can more than text.

2 f (3)

- The size of the brochure.

I have collected these promotional materials from The Friary Grange Leisure Centre because I feel it is one of the most comprehensive leisure facilities in the Lichfield area. I also collected promotional materials from Holiday Hypermarket because when I visited the organisation I decided that there were really good promotional materials all over the organisation. Holiday Hypermarket offers lot of different leaflets on what holiday's offer of example: Last year they offered their customers a promotional deal on, buy one holiday and get the second one for free. This offer increased customer sales on their holiday that they offer; it also increased other promotional facilities that they offer, for example, leaflets on the other types of facilities that they offer. I also collected promotional materials from competitive Leisure and Tourism organisations in the area for example King Edwards the VI leisure centre from these promotional materials I can see that they don't offer as many facilities as Friary Grange. I also feel that their promotional materials are not as presented as Friary Granges.

Here is an example of there of there promotional materials that they offer.

- Leaflets.
- Press releases.
- Advertisements
- Contact number and address.
- Internet website
- Flyers on what new services they are offering.

28(3)

GCSE in Leisure and Tourism Unit 2 Strand F (Produce a Piece of Promotional Material)
Promotional Material Planning

Date	What you will do	How you will do it	Why you will do it	By when
11/4	Collect a range of promotional materials.	Leaflets from Fringy Grange Leisure Centre.	To get ideas for designing my Promotional materials.	9/5
9/5	Analyse promotional materials	Look at graphics, texts	Decide on best graphics, text styles.	16/5
12/5	Decide which promotional piece of Promotional material to chose from	Look at the possibilities and see which one is the best. For example: A leaflet, brochure or a poster	Decide which one is the best for the organisation and which one suited the image	16/5
16/5	Decide what I am going to put in my promotion material, the event / product being promoted	Look at leaflets from other organisations	To decide what products and services are the best to promote	23/5
18/5	Think about the target audience for my promotion material.	Look at the different age groups and genders.	To see which is the best target audience	23/5
19/5	Complete the extension task	By doing questions a, b and c.	To get the best grades for my work.	19/5
18/5	Collect all my evidence of Planning. e.g: drafts, sources and etc.	Collect them, hand them in.	Because it is part of the task	5/6
5/6	Start doing my Promotional Material.	Design it on the computer.	To get good marks for the task	4/7

Student Name _____

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GCSE in Leisure and Tourism Unit 2 Strand F (Produce a Piece of Promotional Material)
Promotional Material Planning

Date	What you will do	How you will do it	Why you will do it	By when
20/6	Evaluate my final promotional piece of materials so far.	To see if my work attracts the right target audience.	To improve my final grade	27/6
3/7	Evaluate my revision task that I have been working on, to see how I can improve it.	See if I can add any extra information, so I have answered the question fully.	To increase my final grade	19/7
17/7	Include more information in my promotional leaflet about membership fees for these customers.	Investigate in The Friary Orange Leisure Centre's membership fees for The PulseRate Fitness Centre.	So that my promotional leaflet attracts more customers to The PulseRate Fitness Centre.	24/7
30/7	Photocopy examples of promotional materials for basic one.	Scan the hard copy and print it off the computer.	To improve my grade	7/8
14/8	Date all copies of promotional materials.	Write the date on the top of each promotional piece of material.	To see the improvement in my work.	19/8
21/8	Add more information about segmentation valued about my target market. For example: Age, gender, lifestyle and etc.	Explain each market segment and relate it to my promotional leaflet.	So that my promotional piece of material attracts the right target audience.	26/8
28/8	Add a map of The Friary Orange Leisure Centre to my promotional leaflet so that I attract all types of customers.	Design a map on the computer, showing the roads near the Leisure Centre.	To attract more customers and to improve my final grade	1/9

Student Name: _____

Don't Leave your Holiday
Car Hire to Chance

 **Holiday
Hypermarket**
part of the First Choice Group



in association with
suncars
worldwide car hire

2 FCB
nal methods work on the 16th May
2003.

I feel that this leaflet is particularly good because it gives the reader a full view of what the services they offer.

it also looks professional, I also feel that it affects the customers emotion because it is funny as on the front of the leaflet there is a man dressed in ladies clothes.

collected the leaflet from Holiday Hypermarket,

They are looking to promote cars when customers are on holiday. The leaflet also gives you information on the type of cars that you can hire, you delivery terms and collection they give you a telephone number and an internet address. ✓

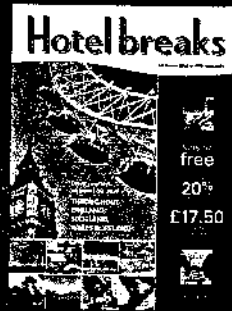
bad points with the advertisement Is that I feel there is too much writing on the back, and some people may not have time to read all the leaflet. Also the leaflet could do with more writing on the front to make the reader pick it up. ✓

However there are also good points with this leaflet.

For example: it is colourful, the font is big and bright, the picture does not fill all of the page so the reader can see what the company is offering. ✓

Need a break?

2 f (3)



20% Off Winter savers*

Superbreak & Hotelbreaks offer you over 2000 UK hotels across 400 locations.

With prices to suit every budget and international brands to choose from such as Holiday Inn, Hilton, Marriott, Radisson and many more why not treat yourself!

With prices to suit every budget and international brands to choose from such as Holiday Inn, Hilton, Marriott, Radisson and many more why not treat yourself!

Superbreak Mini-Holidays
Voted No.1 by travel agents since 1988

Duration from one night upwards. All hotels covered by comprehensive price guarantee.

See Over To Book

onal materials on the 16th May

g with the first promotional leaflet is also by Holiday Hypermarket the leaflet is offering you 20% winter savers with Superbreak and

Hotel Breaks they are offering you over 2000 UK hotels in over 400 locations.

Holiday Hypermarket are offering the customers special prices if they book now.

Holiday Hypermarket offer there stomers a choice of telephoning or a website address.

The bad points with this promotional leaflet is that they could do with more information on the rooms and facilities.

The good points are that it is telling you regarding what hotel and location you would stay in.

I would have one improvement for this promotional material which is, I would spread the leaflet out to an extra page and make it brighter however is would cost the company more money.

Friary Grange Leisure Centre

Information for visitors

your guide to
leisure activities



promotional materials on the 16th May

28(2)
28(3)

Out of all of the leaflets that I have analysed I feel that the one on the left is the best as it is the most colourful and it has lots of pictures it has more information on the products and services they offer. They inform you on all of the facilities.

On the back of the leaflet there is a map of the location and booking services with a contact number.

One of the key points with this promotional leaflet is that it does look a little squashed together on the inside of the leaflet when they are talking about the services that they offer.

I feel that this leaflet is very well laid out, with all of the promotional techniques that they use, for example, Colours, pictures and drawing that are shown and the fonts and print styles used.

I have one improvement for this Leaflet and that is they could Make the writing stand out more on the inside of the leaflet. E.g. They could use different colours for different facilities.

Pulserate Fitness Centre Over forty's promotional leaflet
designed by

Please answer the following questions by circling the answer you have made, relating to my promotional leaflet:

Do you feel the promotional leaflet has the appropriate appeal and relevance to the intended target market (Over forty year-olds)?

Yes No

Does the impact of the promotional material attract the target market?

Yes No

Do you feel the style and format – the use of colour, graphics, text etc.. attract over forty year olds?

Yes No

Do you feel the imagination and originality of the design attracts the target market?

Yes No

This questionnaire was completed by

Please circle the age group you belong too:

40-50 50-60 60-70 70+

Market research.

2 (3)

Pulserate Fitness Centre Over forty's promotional leaflet
designed by

**Please answer the following questions by circling the answer
you have made, relating to my promotional leaflet:**

Do you feel the promotional leaflet has the appropriate appeal
and relevance to the intended target market (Over forty year-
olds)?

Yes No

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Yes No

Do you feel the style and format – the use of colour, graphics,
text etc.. attract over forty year olds?

Yes No

Do you feel the imagination and originality of the design attracts
the target market?

Yes No

This questionnaire was completed by.....

Please circle the age group you belong too:

40-50 50-60 60-70 70+

Market research.

2f(3)

Pulserate Fitness Centre Over forty's promotional leaflet
designed by

**Please answer the following questions by circling the answer
you have made, relating to my promotional leaflet:**

Do you feel the promotional leaflet has the appropriate appeal
and relevance to the intended target market (Over forty year-
olds)?

Yes No

Does the impact of the promotional material attract the target
market?

Yes No

Do you feel the style and format – the use of colour, graphics,
text etc.. attract over forty year olds?

Yes No

Do you feel the imagination and originality of the design attracts
the target market?

Yes No

This questionnaire was completed by.....

Please circle the age group you belong too:

40-50 50-60 60-70 70+

Market research.

2 fcs)

Pulserate Fitness Centre Over forty's promotional leaflet
designed by

Please answer the following questions by circling the answer you have made, relating to my promotional leaflet:

Do you feel the promotional leaflet has the appropriate appeal and relevance to the intended target market (Over forty year-olds)?

Yes No

Does the impact of the promotional material attract the target market?

Yes No

Do you feel the style and format – the use of colour, graphics, text etc.. attract over forty year olds?

Yes No

Do you feel the imagination and originality of the design attracts the target market?

Yes No

This questionnaire was completed by:.....

Please circle the age group you belong too:

40-50 50-60 60-70 70+

2 f (3)

Leisure and Tourism
Strand F Unit Two
Marketing in Leisure and Tourism
Designing a promotional piece of material.

Extension task part D:

- (d) Fully evaluate your final piece of promotional material .
You must consider:
- (i) Its appeal and relevance to the intended target market.
 - (ii) Its impact-will it achieve the stated aims and objectives.
 - (iii) Its style and format-the use of colour, graphics, text etc...
 - (iv) The imagination and originality of the design.

- (i) I have finished my promotional material I am now going to fully evaluate my final piece of my promotional work for The Friary Grange Leisure Centre.

I feel that my promotional leaflet has covered the appeal and relevance to the intended target market. When I started my promotional methods work I decided on a target market of over forty-year-olds. I chose this because I feel that they don't use the Pulserate Fitness Studio to the best of there advantage due to them leading busy lives and they don't have a lot of time on their hands to exercise and keep fit. I feel that when male and female customers become over the age of forty they self perceive themselves as either too old to keep fit or they have not got a lot of time on their hands to keep fit. Well that is not the case!!!! I feel that this is the best age group to target my promotional material at because many customers in this age group have children but they are mostly to be grown up or either

moved out of their home. Also some people may want to retire early or not work so long hours if they are in their fifties.

If The Friary Grange Leisure Centre were to use this promotional material I feel that they would attract a lot more potential customers at the specific age groups of over forty's because it is very colourful, a good use of pictures and images used. I have used bold font and different colours of font. I have also used relevant information about the Leisure Centre. For example: Price list information, opening times, and information about travelling to the Leisure and tourism organisation-a map. My promotional leaflet that I have designed also has general information about the Leisure Centre, a contact number and address.

My promotional leaflet is also attracted to my target market because there is lots of information about the Leisure Centre, and I feel that the older the customers they are mostly to want more information about the products and services that the Leisure and Tourism organisation offers their customers. For example: If you are designing promotional material for a nine year old child for a football club, they will want lots of colour used and less information about the service they are offering you. The designer may have an image of someone playing football in the middle of the poster and big bold font around the edge of the post about the service that the Leisure and Tourism organisation is offering their customers. There also must be a contact number or address, on the leaflet, as potential customers will need to contact the Leisure and Tourism organisation for booking services. The leaflet must also be neat and the major facts must be clear and finally the leaflet must stand out and is very eye catching. I feel that my promotional material will attract the target age group over forty group-over forty-year-olds. This is because even though it is very brief about the products and services this is because I use formative words and big bold font the target age group. I have also tried to attract both gender groups because I have shown images of both male

and females. For example: In the inside of the promotional leaflet there are pictures of females who have and are working out in The Pulserate Fitness Centre, while on the front of my promotional material I have shown a picture of a male fitness person working out in The Pulserate Fitness Centre.

Strengths for my promotional piece of material:

- I have used a use of colour:

I have used different colours. For example: When I have described The Friary Grange Leisure Centre's membership fees I have used yellow, however when I have been describing the directions for the Leisure Centre I have used black. This is because I want to attract my target market (over forty year olds). I have used different colours on my promotional piece of material so that it is eye catching.

- My promotional leaflet is very informative:

I consider my leaflet offers all the services that are available at The Pulserate Fitness Centre. I give directions where on foot or by vehicle. My promotional leaflet is brief but to the point on what services are available, i.e. Dance classes, The Pulserate Fitness centre and etc.

- My promotional leaflet contains lots of information:

My promotional leaflet contains about The Friary Grange Leisure Centre, as well with information about The Pulserate Fitness Centre. This tells customers all about the Leisure Centre, and what they offer there.

- The map I have designed:

I feel the map that I have designed for my promotional leaflet is particularly good because I have designed it myself. I have used different colours. For example: To show customers where The Friary Grange Leisure Centre is located on the map I have drawn on a red box. I have also shown customers the main roads to the Leisure and Tourism organisation.

- The pictures I have shown:

The pictures I have shown in my promotional leaflet relate to how customers of the Pulserate Fitness Centre should be feeling when they have worked out in The Pulserate Fitness Centre. For example: The image of the lady I have shown in the inside of the leaflet.

I am now going to explain what I feel the weaknesses are for my promotional leaflet:

- The left-hand side is too wide on one of the inside panels:

I feel this is a weakness because even though the reader can see all the typed information, I feel there is a very big space on the leaf-hand side boarder. When the reader opens the promotional leaflet, there is big bold writing telling the customers what products and services The Friary Grange Leisure Centre offer there customers there is information about the opening times, the Leisure Link facility and information about access for people with disabilities.

- The font on the front page of the promotional leaflet is not centred in the middle of the page:

I could re move the font on the front page of my promotional leaflet, this might attract more customers to use The Pulserate Fitness Centre because the leaflet would have been more attractive.

- My promotional material; could contain information about booking and information about using the equipment in The Pulserate Fitness Centre:

My promotional leaflet might attract more customers to The Pulserate Fitness Centre if it contained information about booking services, and information about the equipment, I feel this is important because a new customer to the Leisure and Tourism organisation may not be able to use the equipment. ✓

This information is about the health and fitness reasons. If I were to have more room on my promotional leaflet I would have located it in somewhere.

Here are the improvements for my promotional piece of material:

- I would include reasons on health and safety:

If I were to redesign the promotional leaflet I would make sure I have included information about booking services over the telephone and information about using the equipment. If I were to put this into my promotional leaflet it would attract more customers to join the Pulse Fitness Centre because it would make the Leisure and Tourism organisation more home friendly. For example: If one customer is unable to drive they can book a service before hand and arrange to get to the Leisure and Tourism organisation.

- Another improvement for my promotional leaflet is to make sure that if I design my promotional leaflet again all the font is centred in the middle of the page:

When I described weaknesses I said that some of my typed work was not centred in the middle of my page, I would make this an improvement if I was able to re do my work.

- (ii) Throughout my research in promotional materials and techniques I have set myself and the Leisure and Tourism organisations that I have chosen aims and objectives, I have done this so that I attract the right target market of over forty-year-olds. My aim of my promotional material is that it will have to contain particular information:

- Rules and regulations on the equipment.
- A contact number or address.
- How long the classes / activities last for.

- Text and images that are to do with what they are offering the customer.
- What other activities they offer.
- A map or directions on how to get to the Leisure and Tourism organisation.

I feel that my promotional leaflet has covered all this information. I have included this information some where on my leaflet. For example: On the front page of my promotional leaflet there is information about The Friary Grange Leisure Centre, a map and directions about travelling to the Leisure and Tourism organisation, pictures and images to do with the Leisure Centre. I have also included information on the membership types that the Leisure and Tourism organisation offers. Lastly the heading on the front sheet on the promotional leaflet to tell the reader what the Leisure and Tourism organisation is offering them.

Inside the promotional material there is information on the membership type that the reader can chose from. Pictures that relate to the leaflet and what The Friary Grange Leisure Centre is trying to promote, also there is general information also inside the leaflet.

My objectives for my promotional leaflet is too:

- To gain profit in The Friary sales.
- To attract new customers to the Leisure and Tourism organisation.
- Try to make the leisure Centre well known nationally and locally.
- To raise awareness for the products or the Leisure Centre.
- To retain existing customers.
- To attract customers from the other leading Leisure Centre in the area.

I feel that my promotional material has achieved the aims and objectives for my target market and for the Leisure and Tourism organisation.

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I feel that my promotional leaflet will attract the target group-over forty year olds because of the bright colours and the informal text I have used. I have included information about membership fees so that customers know how much it would cost to join the Pulserate Fitness Centre. I have included some market research from potential customers that are over the age of forty. This market research is about attract new customers to either visit or join the Pulserate Fitness Centre. When I carried out this market research I showed my potential customers the leaflet that I had designed, the red workbook that I was working out of and an example of The Pulserate Fitness Centre's leaflet that they had ready designed. Every potential customer that asked said that the promotional leaflet that I have designed attracts more customers because it was bright, contained lots of information, interesting images and information about membership fee's. I have also included images to show how customers should be feeling when they work out in the Pulserate Fitness Centre. I feel that if I were to promote my promotional leaflet in The Pulserate Fitness Centre it would attract more customers to either visit or join, because it partly because it is very eye catching and contains the right information. Yes I feel and my promotional leaflet will work.

(iii)

The style and format of my promotional leaflets is that it is colourful and very bold. There is lots of information in my leaflet I have done this because they are most likely to want lots of information about the products and services and the Pulserate Fitness Centre. The age group I am targeting the promotional material at which is over forty's- I have targeted my leaflet at this target market because I feel that they don't use the Pulserate Fitness Centre to the best of there ability this is either because.

- They may have too many commitments-at work and at home.
- They feel they are too old to work out- and keep fit and healthy.

However over forty year olds also have advantages:

- Their children may have grown up.
- If they are in their 50's/60's they may want to retire early or part time.

In my promotional material I have through about:

- The colours that I have used.
- The information that I have included.
- The pictures and images that I have used.
- The font that I have used.

My style and format of my promotional material will suit all age groups because it is colourful and contains lots of information about the services that they are offering.

I feel that my promotional leaflet is more effective because it is most likely to attract more customers because they are most likely to feel that it is more eye catching. My promotional leaflet will also attract young children and teenagers to join the Leisure Centre at the age of 14+ to join The Teen Fit gym facilities in the off peak times off the Leisure Centre. For example: between 12.00 noon until 6.00 p.m. on Saturdays, and until 5.00 p.m. in the weekdays. I also feel that my promotional leaflet is particularly effective because I have used big bold font is bold colours. For example: I have used black for the main section blue for the headings and subheadings and yellow for The Friary Grange Leisure Centre's signs. This would attract more customers because of the different colours that I use for the different information. I have also included pictures and images of people who have working out in The Pulserate Fitness Centre I have included these because I feel that they would attract more customers to either join the Leisure Centre or to visit often e.g. every week or every two weeks. My style of leaflet is also

2(3)

different to The Friary Grange Leisure Centre's because on the back they either have booking conditions or safety information when customers are using the equipment.

The design of each page for my promotional piece of material:
I have completed my promotional piece of material I am going to evaluate each page of my promotional piece of material.

Page one:

I have used different colours for different paragraphs. For example: I have used a different colour for membership fees – yellow this is because I want this information to be particularly eye catching and easy to read. Also on the front of my promotional leaflet I have shown a fit person working out with the gym equipment. I have done this because I want to attract new customers to join the Pulserate Fitness Centre especially over forty year olds. I also feel that this page is effective because it contains information on the general Leisure Centre. For example: The opening time, access for the disabled and information about other services that they offer at the Leisure and Tourism organisation. I feel that the most effective part of my first page is the map that I have designed, this is because it contains information about the main roads to the Leisure and Tourism organisation it also contains a key. This is because customers know what they are looking for when they are trying to find the Leisure Centre. However with page one of my promotional leaflet I could have improved the typed writing on the front of the promotional piece of material so that it was central.

Page two of my promotional piece of material:

In page two of my promotional leaflet have contained information about the actual Pulserate Fitness Centre. I have mentioned information about the different membership fees that they offer their customers. For example: The solitaire membership for 3 months, or the annual joining fee.

2f3)

I have added information about The Pulserate Dance Studio, information about the facility. For example: The Fitness Centre is fully air-conditioned. Also in my promotional I have enclosed two images of ladies working out in The Pulserate Fitness Centre before and after wards, and I have added a address at the bottom of the second page so that customers know where to travel to find the Leisure and Tourism organisation.

I feel that this page of particularly effective because of the images that I have enclosed. It also tells the customers the technology that they offer in The Pulserate Fitness Centre. I have used a good use of colour on both of my pages, I have done this because I want to make my promotional piece of material eye catching to all customers who are over the age of forty. I feel that the promotional leaflet that I have designed on behalf of The Friary Grange Leisure Centre and for The Pulserate Fitness Centre to more attractive than the promotional leaflet that they had designed themselves. This is because it is colourful, layout so that customers can read it with ease and so that it attracts the target market- over forty year olds. I have mentioned my strength's, weaknesses and improvements for my promotional piece of material easier on in my coursework.

(iv)

Throughout my designing of my promotional piece of material, I have had to investigate into either designing an advertisement, Brochure, leaflet or an Internet website.

I have chosen to design and make a leaflet because it can be very eye catching, customers can take the leaflet home with then to read about the products and services that the Leisure and Tourism organisation is offering then the leaflet should included. A price list, opening and closing times of the Leisure and Tourism organisation, membership fees a contact number or an address. I have also included a membership price in my Promotional leaflet, this is because customers can find out information about what membership fees The Pulserate Fitness

centre offer customers. I feel that the promotional leaflet that I have designed is different to the one that The Friary Grange Leisure Centre have designed because it contains information about the general Leisure Centre, which include information about the opening and closing times. Information about accesses for disabled people and information about the location and a map so that customers who are travelling from other areas in the West Midlands. My leaflet that I have designed is also different from the ones that The Friary Grange Leisure Centre have designed because I have used more colour and more pictures and images from the Leisure and Tourism organisation. For example: I have included a picture of a lady who has just worked out in the Pulserate Fitness Centre, the picture shows that she is feel refreshed and happy that she has just worked out in the most successful Leisure Centre in the Lichfield area. I also have deigned a map, which clearly shows the nearby roads for customers, so they know which way to go when visiting The Friary Grange Leisure Centre.



The Friary Grange Leisure Centre

The Friary Grange Leisure Centre prides itself on being one of the most comprehensive leisure facilities in the area.

The Leisure Centre offer there customers the benefit from becoming a leisure link member this enables them to have discounted prices at all of there leisure centre.

The Leisure Centre has very easy access for people with disabilities and a wide variety of activities are offered. An induction loop is fitted on reception for the hard of hearing. Changing and shower facilities are available for your special needs and the swimming pool has a pool hoist.

The leisure centre is open seven days a week

Weekday opening 6.30 am

Saturday and Sunday opening 9 am

Until 10.30 pm every day.

Membership Fees

Annual joining fee (Pay as you use)

£20.50

Premier membership 12 months (Gym and Classes) £347.00

Solitaire 3 month Gym Membership

£82.00

Solitaire 6 month Gym Membership

£143.00

Solitaire 12 month Gym Membership

£265.00

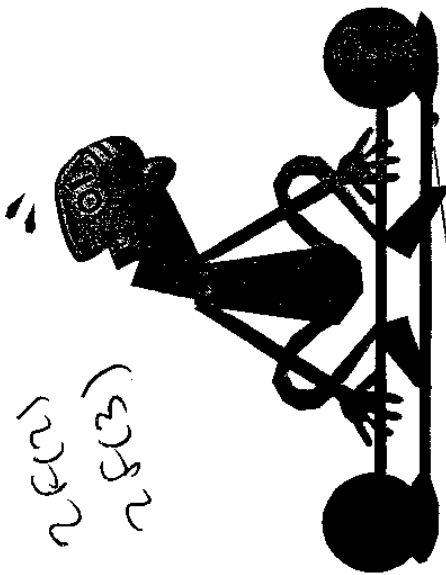
THE FRIARY GRANGE LEISURE CENTRE, IS LOCATED JUST ON THE NORTHERN SIDE OF LICHFIELD.

ACCESS IS OFF EASTERN AVENUE. THE COMPLEX. THERE IS ADEQUATE CAR PARKING BESIDE THE SCHOOL(TURN LEFT ON ENTERING THE SITE). IF APPROACHING THE LEISURE CENTRE ON FOOT, TURN RIGHT ON ENTERING THE SITE. FOR FURTHER INFORMATION CONTACT TELEPHONE FRIARY GRANGE LEISURE CENTER ON: 01543 308842 OR 01543308844.

Directions on how to get to the Leisure and Tourism organisation

Name of Leisure and Tourism organisation

The Friary Grange Leisure Centre

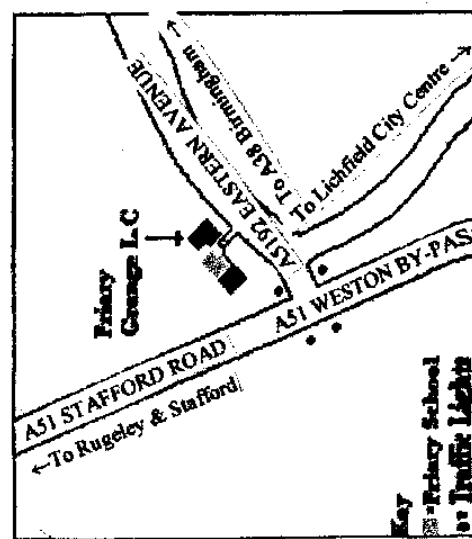


INFORMATION
TO JOIN THE
PULSERATE
FITNESS CENTRE

"Join for a better lifestyle"

Calling all over forty's come and join the Pulserate fitness centre.

Telephone number 01543 308842



Key
- Friary School
- Traffic Lights

The Friary Grange Leisure Centre

The Friary Grange Leisure Centre prides itself on being one of the most comprehensive leisure facilities in the area.

The Leisure Centre offer there customers the benefit from becoming a leisure link member this enables them to have discounted prices at all of there leisure centre.

The Leisure Centre has very easy access for people with disabilities and a wide variety of activities are offered. An induction loop is fitness on reception for the hard of hearing. Changing and shower facilities are available for your special needs and the swimming pool has a pool hoist.

The leisure centre is open seven days a week

Weekday opening 6.30 am

Saturday and Sunday opening 9 am

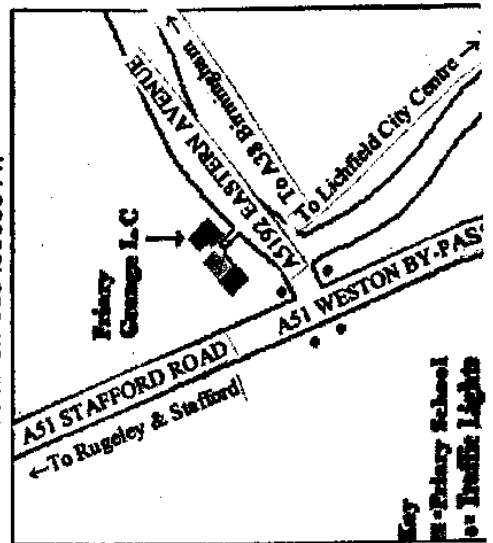
Until 10.30 pm every day.

Membership Fees

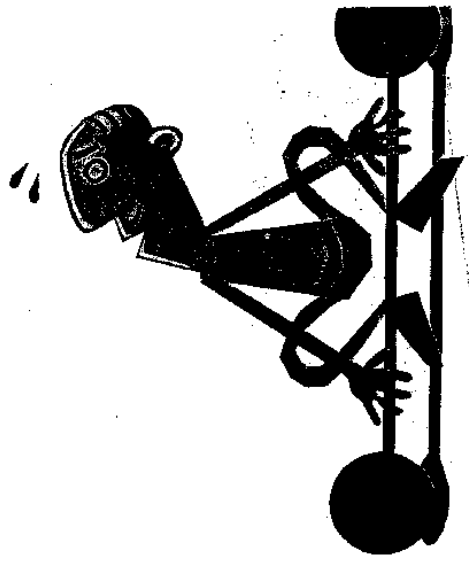
- Annual joining fee (Pay as you use) £20.50
- Premier membership 12 months (Gym and Classes) £347.00
- Solitaire 3 month Gym Membership £82.00
- Solitaire 6 month Gym Membership £143.00
- Solitaire 12 month Gym Membership £265.00

THE FRIARY GRANGE LEISURE CENTRE, IS LOCATED JUST ON THE NORTHERN SIDE OF LICHFIELD.

ACCESS IS OFF EASTERN AVENUE. THE COMPLEX. THERE IS ADEQUATE CAR PARKING BESIDE THE SCHOOL (TURN LEFT ON ENTERING THE SITE). IF APPROACHING THE LEISURE CENTRE ON FOOT, TURN RIGHT ON ENTERING THE SITE. FOR FURTHER INFORMATION CONTACT TELEPHONE FRIARY GRANGE LEISURE CENTER ON: 01543 308842 OR 01543308844.



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26(7)



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