

Monday 18 June 2012 – Afternoon

A2 GCE APPLIED TRAVEL AND TOURISM

G734/01/CS Marketing in Travel and Tourism

CASE STUDY

Duration: 2 hours



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Welcome to Wightlink

We have been a part of island life for over 160 years.



From as early as 1796, ferries have been operating across the Solent, linking the Isle of Wight (IOW) to the mainland. Ownership of the ferries eventually passed from the British Railways Board to Sealink United Kingdom (UK) Limited. In 1984, when Sealink UK Limited was de-nationalised, the operating name became Sealink British Ferries. This company was subsequently bought by the Bermudan-based Sea Containers Limited. Although in 1990 Stena Line bought most

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of Sealink British Ferries, the ownership of the IOW ferries remained with Sea Containers Ltd. Subsequently, the IOW ferries were renamed 'Wightlink'.

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In June 1995, Wightlink was the subject of a management buy-in and became a private company until 2005, when it was acquired by the Macquarie European Infrastructure Fund. The company has gone a long way from its early pioneering days of steam travel. Now it operates a fleet of eight car and passenger ferries from Lymington to Yarmouth and from Portsmouth to Fishbourne, along with three high-speed FastCat catamarans between Portsmouth Harbour and Ryde Pier.

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Wightlink is the link between the IOW and mainland UK. Every year Wightlink ferries carry 5.5 million passengers, 1.2 million cars and 200 000 freight vehicles across the Solent. Wightlink is proud to be part of island life.

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Wightlink runs three ferry services to the IOW:

- Portsmouth – Fishbourne, car and passenger ferry;
- Lymington – Yarmouth, car and passenger ferry;
- Portsmouth Harbour – Ryde Pier, passenger only catamaran.

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More sailings...

At peak times:

- Wightlink can make around 230 sailings per day;
- each route aims to operate a sailing in each direction every half an hour;
- a total of over 1 500 sailings every week.
- Portsmouth – Fishbourne:
 - up to 39 sailings per day each way;
 - over 500 individual sailings a week.
- Lymington – Yarmouth:
 - up to 36 sailings per day each way;
 - over 500 individual sailings a week.
- Portsmouth Harbour – Ryde Pier:
 - up to 34 sailings per day each way;
 - over 450 individual sailings a week.

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More ships, more passengers

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Annually, Wightlink carries around:

- 5.5 million passengers including between 1.8 – 2 million foot passengers;
- 1.2 million cars;
- approximately 200 000 freight vehicles;
- 17 000 coaches.

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More ships, more routes, more fare choices

In 2007, across all three routes, over 85% of sailings departed within five minutes of their scheduled departure time.

Wightlink is currently investing in all of its routes (new ships, new catamarans, upgrades and modifications to other vessels and port infrastructure) in order to further improve reliability, punctuality, efficiency and overall standards of customer care and comfort. A total of £57 million is set to be invested by early 2010.

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Wightlink also works in partnership with South West Trains, Southern Vectis and the Island Line to provide a cohesive transport system for all its passengers.

Fig. 1

Advertise with Us

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For further information and prices about advertising in our Wightlife magazine and on posters onboard all Wightlink vessels and in our terminals, please contact us directly.

OnboardTV produces Wightlink TV (WLTV). It delivers cost-effective and innovative television advertising on the Wightlink ferries. WLTV offers clients unique opportunities to reach millions of passengers travelling every year between the IOW and the mainland.

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Advertisements catered for the following:

- captive and extended dwell-time audiences;
- journey times of between 18 and 40 minutes;
- modern widescreen televisions;
- 20 screens in two FastCat airline style lounges;
- 40 screens on seven busy car ferries;
- 68 000 ferry journeys per year over three routes;
- 5.5 million people (many car owners);
- commuters (London is a popular destination);
- business people;
- holiday makers – 2 million plus visit the IOW each year;
- ABC1+2 profiles;
- home counties catchments;
- premier UK holiday destination;
- longest running UK pop festival venue;
- UK's most prestigious sailing calendar;
- major annual extreme sports festival;
- popular cycling, walking, camping, horse riding activities;
- four English Heritage sites including Queen Victoria's Osborne House.

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Audience research into the impact of our advertising is a crucial part of what OnboardTV does.

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At OnboardTV we are committed to researching the impact of our screen networks. Whether its feedback from on-screen competitions, on-line surveys or face to face interviews, we know collecting data is key to ensuring that our programmes meet the needs and expectations of our advertisers. Our clients want to know who is watching and what they remember – so do we.

OnboardTV employs the research skills of sister company, User Research, to canvas opinion from the people watching our programmes.

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Its services include:

- mystery shopping;
- user research;
- ethnographic research;
- focus groups;
- on-line surveys;
- questionnaires.

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Fig. 2

Tourism

In 2006–07 there were approximately 1 458 000 staying visitors to the Island and 920 000 day visitors. Wightlink carried around two thirds of these. This means that in that year the company transported approximately 900 000 staying visitors and 570 000 day visitors. 95

Wightlink takes part in the IOW promotions conducted by the IOW Council and the IOW Chamber of Commerce. Together they produce a number of subject specific tourism leaflets including:

- Wight Taste Trail (highlighting local produce); 100
- Rare Plants (where to find the Island's rare species);
- Footloose (things to do on foot on the Island);
- Green Getaways (environmentally friendly activities);
- and Days Out (island attractions to visit).

Wightlink also offers vital assistance with a number of key island events, including transporting over 1 000 toilets for the IOW Festival and Bestival. 105

Fig. 3

Fares and Tickets

Travelling to the IOW has never been more convenient or more enjoyable.

- Standard fares – unrestricted. 110
- Saver fares – some restrictions.
- Special offers – great value but more specific.
- IOW residents – multi-use and discount offers.

On all three of our ferry routes we sail every half hour during peak times. Our catamarans make the crossing in around 22 minutes and our car ferries in around 40 minutes. Onboard you will find plenty to entertain you; spacious lounges, comfortable seats, bar/café areas, plus large observation decks with some of the best views of the Solent you can find! 115

For fares for commercial vehicles, vans and coaches, please call us.

You can pay for your ticket online or by telephone using Maestro, Visa, Electron, Mastercard or American Express. Cash is accepted at terminals for tickets bought on the day of travel, but please be aware that vehicle tickets are cheaper when booked and paid for at least the day before travel. We do not accept cheques as payment for tickets or goods in any of our terminals, retail outlets or onboard our vessels. Postal orders and Tesco Clubcard Deal vouchers (for some ticket types only) are accepted for advance bookings made by telephone at least two weeks before travel. A £4 administration fee will apply to most vehicle bookings made in person or via the call centre. 120

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Wightlink ferries offer

Super Saver Fares, these are linked to days out and short stays including:

- navy days;
- day return foot passenger deals;
- biker bargains – short break on two wheels; 130
- family day return;
- dream ticket;
- days out on the IOW;
- ferry and an island attraction from just £39.60 for a car and four passengers;
- saver fares from just £25.50 one way or £38.50 return; 135
- caravan offers;
- speedway flyer 2010;
- sail and skate flyer;
- the opportunity to book accommodation for all of these short stays at laterooms.com.

Fig. 4

Top IOW Attractions

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From theme parks to animal parks, historic sites to natural delights, the IOW has loads of great places to visit. Check out the extraordinary range of attractions and distractions for some great ideas of where to go, what to do and how to make the very most of your time on the Island. Wightlink has some special inclusive Day Return tickets which include entry to some of the Island's top attractions, including the marvellous Dinosaur Isle.



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Every year Wightlink sponsors individuals, groups and events. The following is a list of events sponsored during 2010.

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Jools Holland	23 April	Ryde Arena	
Robin Hill Garden Show	24 and 25 April	Robin Hill	
IOW Walking Festival	8–12 May	Island Wide	
Old Gaffers	4–6 June	Yarmouth	
IOW Festival	11–13 June	Seaclose Park, Newport	155
British Heart Foundation 'Off Road Bike Ride'	19 June	Island Wide	
Midsummer Jazz	26 June	IOW Steam Railway	
Help for Heroes and Sailing for Heroes	2–4 July	Yarmouth	
IOW Cycling Festival	18–26 September	Island Wide	

Fig. 5

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