

**To be opened on receipt**

**A2 GCE APPLIED TRAVEL AND TOURISM**

**G734/01/CS** Marketing in Travel and Tourism

**PRE-RELEASE CASE STUDY**

**JUNE 2013**



**INSTRUCTIONS TO TEACHERS**

- This Case Study **must** be opened and given to candidates on receipt.

**INFORMATION FOR CANDIDATES**

- You **must** make yourself familiar with the Case Study before you sit the examination.
- You **must not** take notes into the examination.
- A clean copy of the Case Study will be given to you with the Question Paper.
- This document consists of **8** pages. Any blank pages are indicated.

The following stimulus material has been adapted from published sources. It is correct at the time of publication and all statistics are taken directly from the published material.

## Harrogate International Centre

### Introduction

Harrogate sits in the middle of the UK, and benefits from fantastic transportation links, with Leeds Bradford International Airport only 20 minutes away, excellent access to the A1/M1, and regular train services to London, Edinburgh and the rest of the major cities of the UK. 5

Harrogate International Centre (HIC) itself sits right in the heart of Harrogate, within easy walking distance of around 4000 bedspaces and over 100 restaurants and bars.

Characteristic architecture, grand boulevards, cosmopolitan café-lined streets awash with elegant boutiques, immaculately maintained green spaces, culture, fine dining, one of the lowest crime rates in the UK and a position on the edge of the breathtaking Yorkshire Dales. It's hardly any wonder that Harrogate is one of the most desirable places to live and visit in the UK. 10

Acknowledged as one of the country's top venues, HIC combines excellent facilities with the very best in service.

Part of Harrogate Borough Council, HIC has long been one of the UK's favourite venues for exhibitions, conferences, trade fairs, public shows, product launches, banquets and entertainments. HIC conducts only a small amount of above the line marketing; however, it has become a well established conference centre and is well known throughout the UK. 15

HIC's aim is simple; to become the UK destination of choice for event organisers and visitors. This is done by providing a unique facility, in a favoured location, and delivering an outstanding quality of service. 20

Understanding and exceeding customer expectations is crucial to achieving its aim. It has a highly motivated and trained workforce which treats clients, colleagues and business partners in an honest and courteous manner. It has ensured that its marketing objectives are SMART and that it applies an up to date marketing mix.

HIC also builds links with the local community by supporting educational and community service activities, as well as taking care to minimise its impact on the environment. It is careful to choose only contractors and business partners who share similar values. 25

HIC can cater for just about any event, whether that be an exhibition, conference, corporate event, entertainment, charity event or social occasion. It uses market segmentation to assess who are its customers. 30

The exhibition space includes a series of interconnected halls offering almost 20000sqm of space.

At the heart of HIC's unrivalled banqueting and hospitality offer is the incredible choice of scale and style of venues, suited to all manner of occasions.

Every event at HIC is overseen by dedicated event planners keen to ensure that each aspect is delivered smoothly. Its fully integrated service includes support from expert in-house technical and IT teams. It also offers an accommodation booking service which takes the hassle out of arranging bedspaces. 35

HIC is also an established favourite with music, comedy, dance, drama, classical concert and children's entertainment promoters. 40

### **In-house teams**

When choosing to hold an event at HIC, you will experience a fully integrated service which includes support from its expert in-house technical, IT, press, marketing and sales teams; and, for event planning, an operations team to oversee the smooth delivery of every aspect of your event from start to finish, whatever that event may be. 45

### **Diversity of space**

At the heart of HIC's offer is the diversity of its event space, which includes a series of exhibition halls, a state-of-the-art Main Auditorium, the painstakingly restored Edwardian 'palace of glittering gold' (the Royal Hall), and the hugely flexible Queen's Suite.

### **60 years' experience** 50

The teams have a wealth of accumulated knowledge and experience going back over 60 years, meaning they know their clients, and exactly how to meet their needs.

### **Exhibition space**

This is ideal for creating stunning exhibitions, trade fairs or public shows. Hall M, with its grand main road entrance featuring imposing Doric columns, allows for stand heights of up to eight metres. 55

### **Conference space**

The conference space includes the superb, climate-controlled 2000-seater Main Auditorium; the 1000-seater Royal Hall – the 'palace of glittering gold' – providing the perfect backdrop for conferences and banquets – and a range of flexible spaces including the £5 million Queen's Suite, which can be sub-divided into ten individual, completely acoustically secure rooms. 60

### **Car parking**

There are 200 car parking spaces at the HIC alone, a further 1200 at the nearby Jubilee and Victoria car parks, plus a 180-space car park specifically for contractors.

HIC has many USPs (Unique Sales Point) including a combination of premium facilities in a unique location with unbeatable customer service. HIC hosts around 150 events and attracts in excess of 290 000 visitors each year, and is consistently acknowledged to be one of the UK's top event venues. 65

The sales team can be contacted by telephone to organise exhibitions, conferences, trade fairs, public shows, product launches, banquets or entertainment shows. To experience HIC you can follow it on: 70

- Twitter
- Facebook
- LinkedIn
- Blog

75

**Fig. 1**

## **A recent HIC press release**

### **Box Office Hub for Harrogate Entertainment**

David Brown, Chief Executive at Harrogate Theatre, said: “We are happy and excited to extend our box office service to incorporate HIC. We feel that a centralised box office will be of enormous benefit for everyone and we look forward to welcoming patrons new and old to our box office in the near future”.

80

Angus Houston, Director of HIC, said: “This is an exciting move as a one stop shop for entertainment tickets will benefit everyone. Conveniently local people will be able to nip into the theatre to book tickets for all venues.”

The move is great news for customers as the theatre can offer longer box office hours which will mean customers can buy tickets for their chosen events more easily. The box office opening hours will be Monday to Saturday from 10.00am to 5.00pm. The town centre location of the Harrogate Theatre box office means local people will be able to pop into the theatre to make bookings while out shopping.

85

**Fig. 2**

## **Tickets**

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### **Book Online**

You can book tickets for entertainment at HIC by clicking the What's On pages on the website, or by logging on to [www.harrogatetheatre.co.uk](http://www.harrogatetheatre.co.uk) finding the event you want to buy tickets for, and then following the links to book online.

### **By Telephone**

Call the Box Office direct, Monday to Saturday 10.00am – 5.00pm.

95

All major credit/debit cards accepted (subject to booking fee) and your tickets can be sent directly to you.

### **In Person**

The Box Office is open 10.00 am – 5.00 pm Monday to Saturday at Harrogate Theatre.

100

Tickets cannot be exchanged or refunded. Tickets may only be resold at the discretion of the management.

**Fig. 3**

## Partnerships and affiliations

HIC prides itself on a high level of professionalism and in so doing it aligns itself with the conference and event industry's premier membership bodies.

105

Through its partnerships and memberships, it can ensure that it is aware of the latest thinking and trends within the conference & events industry and is able to offer the most up-to-date advice for events.



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Welcome  
to Yorkshire  
yorkshire.com

**Yorkshire**  
Dales & Harrogate  
*Indulge Your Passions*

*destination harrogate*

Fig. 4



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