



To be opened on receipt

A2 GCE APPLIED TRAVEL AND TOURISM

G734/01/CS Marketing in Travel and Tourism

PRE-RELEASE CASE STUDY

JUNE 2014



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.

English Lakes offers six individually styled Lake District Hotels and Lancashire Hotels

History of English Lakes Hotels Resorts & Venues (ELHR&V)

On 25 December 1952 Norman Buckley, great uncle of the present Chairman/Managing Director Simon Berry, purchased Low Wood Hotel. 5

On 8 August 1959 The Wild Boar was purchased.

On 20 October 1965 The Royal Hotel was purchased.

In 1969 The Wild Boar and Low Wood were considerably increased in size.

Michael Berry joined the group on 14 July 1972 and took over as Managing Director in 1974 when his uncle died. 10

The Waterhead Hotel was purchased on 1 July 1975. English Lakes Hotels Limited was established on 16 May 1979.

The Low Wood Watersports Centre was created in August 1983 and officially opened by the then Minister for Sport, Mr Neil Macfarlane MP, on 9 January 1984.

Lancaster House was the first greenfield site built and it was opened 12 June 1991. Princess Alexandra performed the official opening ceremony on 4 December 1991. 15

In 2003 the Low Wood won the 'Large Hotel of the Year' category in the Cumbria for Excellence Awards run by Cumbria Tourist Board.

In April 2003 English Lakes Hotels announced the addition of Storrs Hall to its portfolio, under a management contract on the property. 20

The Midland, in Morecambe, joined the group in 2009. The hotel was highly commended 'Large Hotel of the Year' in the Lancashire and Blackpool Tourism Awards for 2009/10. Also, The Royal Institute of British Architects (RIBA) awarded the hotel an award for its high architectural standard and for making a substantial contribution to the local environment.

In 2010 the company name and all properties benefited from a rebranding exercise which included the company becoming English Lakes Hotels Resorts & Venues (ELHR&V) to better reflect the group's market position and future plans. After many great milestones, accolades and awards, the Berry family was able to celebrate 60 years of being involved in the hotel and leisure industry in 2012. 25

English Lakes Hotels Resorts & Venues (ELHR&V) include: 30

The Midland
Storrs Hall
Waterhead
The Wild Boar
Low Wood Bay
Lancaster House 35

Fig. 1

ELHR&V Marketing

A full marketing team works across all of the properties. A Public Relations Manager co-ordinates community liaison work locally, nationally and internationally. Online questionnaires are used to assess customer satisfaction. This information is then fed into the guest profile data using geodemographic profiling through ACORN to help create clear market segments and targeted client bases. Mailings and carefully targeted promotional campaigns are then forwarded accordingly.

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Diamond Deal Special Offer

2012 is a Diamond year for The Berry Family; owners of ELHR&V who are also celebrating 60 years of becoming hoteliers.

45

Celebrate with us on this great deal

Allocating 60 Rooms per month – an offer fit for royalty!
£60.00 Room Only for the first night

Plus you can add a meal package: At time of booking add Dinner and Breakfast for only **£30.00 per person**

50

Your stay will be regal in an upgraded room type:

- Low Wood Bay – Classic Lake View Room
- Lancaster House – Luxury Room
- The Wild Boar – Feature Room
- Waterhead – Classic Lake View Room
- Storrs Hall – Classic Lake View Room
- The Midland – Classic Sea View Room

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Extra nights can be added at the best available rate. This offer is available on Sundays to Fridays at all properties apart from Lancaster House. Some Saturdays may be available. All bookings are subject to availability.

60

As we anticipate this offer to be popular, we will take the full payment at the time of booking. Payment is non-refundable and non-transferable and fully secures your reservation at the time of booking.

Fig. 2

Storrs Lodges – Lake District Log Cabins by the Lake Windermere Shoreline

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Set in the magnificent landscaped, wooded grounds of Storrs Hall are Lake District Log Cabins which occupy a stunning location, right by the shores of Lake Windermere in the heart of the Lake District National Park.

Log Cabin Deals

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15% and 10% OFF standard tariff rates

Plus 10% discount given on the Tower Bar menu or Afternoon Tea in Storrs Hall

Weekend 3 Nights Friday/Saturday/Sunday, from **£211.00**

Midweek 4 Nights Monday to Thursday, from **£251.00**

Full Week 7 Nights Friday to Thursday, from **£345.00**

75

Log Cabins

Perfect for family breaks and quiet escapes, the 3 star Lake District Log Cabins are well appointed and comfortable. Most log cabins have glimpses of Lake Windermere through the beech woods which lead down to the lake. There is also access to Storrs Hall's exclusive jetty and slipway, from where one can set sail on exciting explorations and adventures on beautiful Lake Windermere.

80

Lodge accommodation is available with one or two bedrooms. The log cabins feature gas central heating, double glazing, a fully equipped kitchen, lounge/dining area, plus bathroom, with bath and/or shower. Bed linen provided (not towels).

Each log cabin has its own private patio, with a picnic bench.

85

Leisure Facilities

Lodge guests also enjoy complimentary use of the Low Wood Bay's Leisure Club, boasting a 50ft swimming pool, as well as a fully equipped gym, dance room and squash court. The club also offers a sauna, outdoor hot tub and beauty salons providing a range of treatments for those who would prefer to relax.

90

Fig. 3

Further information about ELHR&V

Groups, organisations and institutions

- Groups, organisations and institutions are welcome to book. There are separate group, travel trade, corporate and educational booking rates. We offer travel trade organisers a free tour of our facilities and familiarisation tours are also available on request. Large car parks are available at all hotels and coaches are welcome by appointment only. Hotels can cater for weddings, exhibitions, party functions, murder mystery weekends, the Lake Windermere Swim and other events. Please telephone or email with an enquiry. See our website and social networking sites for further details. Follow us on the Lake District webcam.

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Boat mooring also available

- England's longest lake, Windermere, and its many activities are on the doorstep. Boat mooring is available at hotel jetties.

Subscribe to receive our special hotel offers by email

- Hotel offers, spa days, midweek discounts and leisure breaks. Join the Relish Membership Loyalty Scheme which gives discounts at all our restaurants.

105

Gift vouchers available

- Available for all hotels, lodges, spas and leisure facilities.

Social media

Follow ELHR&V through the following social media sites:

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- 
- 
- 
- 
- 
- 
- 
- 

- Leave a comment on our online questionnaire.

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Fig. 4

Nicepond – Design & Marketing

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Nicepond is a strategic branding and design consultancy located in the Lake District. Its location in one of the world's most stunning and inspiring places gives it a strong creative edge. The design company helps to nurture new brands, energise old ones and rethink tired ones. It creates real solutions – integrating strategy, ideas and effective design into crafted campaigns that deliver results.

125

ELHR&V, an award-winning group of six individually styled hotels in the Lake District National Park and the North West of England, asked Nicepond to help it raise the profile of the group and of the individual hotels.

Strategy: After a brand audit, Nicepond pinpointed the need for a complete redesign of the group's literature in order to bring visual and communication consistency, to boost marketing efforts and to reinvigorate the consumer experience. The design and communication development included new branding, photography, signage, artists' impressions and much more.

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Results: The profile of the hotel group was raised dramatically. It also won the Best Hotel Brochure in the Hotel Marketing Awards (HMA).

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Fig. 5

ELHR&V achieves Green Tourism Business Scheme Awards (GTBS)

Lancaster House, Low Wood Bay and The Wild Boar have gained Gold awards, the highest available, for their commitment to sustainable tourism.

The hotels were praised for their extensive efforts to enhance the visitor experience while reducing their impact on the environment.

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“As the assessor for the group, I was impressed by the overall commitment to the environment and the Green Tourism Business Scheme”, said GTBS senior grading assessor Stuart Brain. “Since their entry to the scheme, the management and staff have worked hard to improve the environmental performance of each hotel. The group supports local environmental and social initiatives. Each hotel has undertaken significant measures to reduce water and energy consumption. As well as using fair trade products, the group is also committed to using local suppliers wherever possible. Overall, a strong performance from a forward-thinking group with the potential to become leaders in British sustainable tourism.”

145

Staff training initiatives were also highly commended along with the hotels’ willingness to ‘give something back’ by supporting a variety of environmental and social projects.

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ELHR&V was praised for its commitment to using local food and produce, The Wild Boar Inn Grill & Smokehouse being singled out for its concentration on local meat, vegetables and beer, together with an on-site purpose-built smokery.



A spokeswoman for ELHR&V said, “All units within English Lakes have a dedicated Green Champion Club. We are very pleased with the results of the accreditation. Each of our hotels has worked incredibly hard to ensure that we are as environmentally and energy efficient as possible. The awards acknowledge the hard work of all of our staff and the commitment of our guests to greener tourism. We will continue to work hard to make further improvements and ensure our impact on the environment is as small as possible.”

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ELHR&V was given an overall Silver Award and was lauded for the enthusiasm and strong management within the company, its reduction of waste, giving back to social and environmental projects – such as more than £100 000 to Nurture Lakeland – replacing water bottles with water coolers, good recycling and the use of some LED lighting, among other initiatives.

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Fig. 6

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