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A2 GCE APPLIED TRAVEL AND TOURISM

G734/01/CS Marketing in Travel and Tourism

PRE-RELEASE CASE STUDY

JUNE 2016



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 **12** 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.

London Tourist Information Centres

Call into one of London's Tourist Information Centres for local information, maps and brochures.

There are Tourist Information Centres all over London. The friendly staff can offer helpful advice and information to help you make the most of your trip to London. You can pick up free brochures and maps and buy London guide books. You can also book theatre, tour and attractions tickets at some Tourist Information Centres. Don't forget you can also download our London app for a monthly London Planner magazine or London travel map.

5



Fig. 1

London Tourism Action Plan 2009–2013

1.1 Market development

Objective: Maintain London's global position as visitor destination by implementing evidence based marketing and PR strategies.

Areas of activity	Years
Continue to promote London to core leisure and business markets (North America, Europe and UK) to maintain and grow market share	1–4
Work closely with national marketing bodies to ensure a sustainable balance of visitors, by market segment, territory, value and volume	1–4
Continue to review the balance of resources allocated to business and leisure activity	1–4
Key year one actions	Partners
Deliver marketing activity in markets that provide rapid economic return to the city in line with the Mayor's Economic Recovery Action Plan	GLA
Utilise the 2012 Games to grow market share in the emerging markets of India, China and Brazil	VisitBritain

1.2 Campaign planning and positioning

Objective: Capitalise on the opportunities of the 2012 Olympic and Paralympic Games and the Cultural Olympiad through the delivery of targeted campaigns across relevant markets and position London as a vibrant and diverse 'must see now' destination.

Areas of activity	Years
Integrate sector specific campaign work in markets of greatest potential	1–4
Promote London as a unique destination offering history and heritage alongside a vibrant, ethnically diverse and contemporary culture	1–4
Incorporate the promotion of outer London tourism product in campaigns to encourage a wider distribution of visitors across the capital	1–4
Continue to harness PR across markets to raise profile of London	1–4
Maximise tourism opportunities from London 2012 including displacement strategy and opportunities for non-host areas	2–4
Key year one actions	Partners
Continue to promote Value London, Green London and Unique London with an underlying theme of London 2012 Olympic and Paralympic Games	VisitBritain, VisitEngland, local marketing consortia
Develop a 2012 media relations programme and associated opportunities	Local marketing consortia, Local Authorities
Support the promotion of visitor orientated Cultural Olympiad projects, and other key cultural activities, as part of London's cultural tourism offer	GLA, ACE, Local Authorities, MLA, LOCOG, arts organisations

1.3 Branding

Objective:
Capitalise on the 2012 Olympic and Paralympic Games to position and advance 'London' as a leading international tourism brand.

Areas of activity	Years
Incorporate the brand values of the London tourism brand model in all tourism marketing activity	1–4
Encourage the tourism industry to utilise the assets of the London brand model	1–4
Work closely with London's overseas offices in China and India to maximise London's brand exposure as a leading visitor destination in these markets	1–4
Explore the potential for a London brand that will resonate with, and enhance, the capital's visitor economy and destination marketing	1–3
Key year one actions	Partners
Continue to improve the brand awareness of London's visitor destination brand	VisitBritain
Capitalise on the opportunity that major events such as Delhi Commonwealth Games, Shanghai Expo and Vancouver Winter Olympics offer London in 2010	tbc

1.4 Gateway

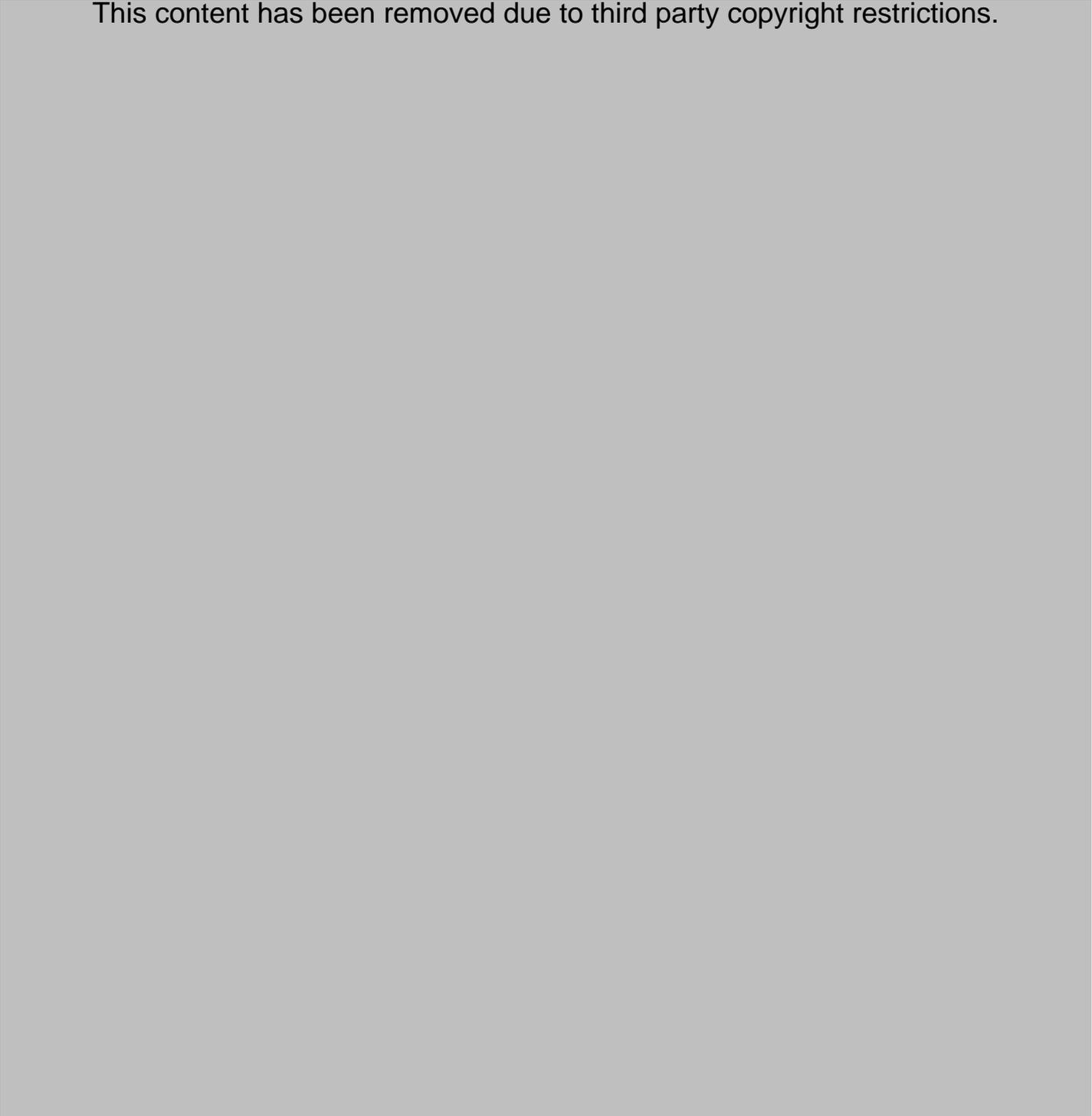
Objective:
Maximise London's role as a gateway to the rest of the UK.

Areas of activity	Years
Coordinate strategic gateway activity to capitalise on London's role as a gateway to the rest of the UK by overseas visitors	1–4
Key year one actions	Partners
Collaborate with VisitBritain to develop and publish an online database of London tourism products for a national and international audience	VisitBritain, RTBs

Fig. 2

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Commercial text for The London Pass. This content has been removed due to third party copyright restrictions.

Commercial text for The London Pass. This content has been removed due to third party copyright restrictions.

Wembley Stadium Tour



Take the unforgettable Wembley Stadium tour. Go behind the scenes into England's changing rooms. Walk in the footsteps of legends, through the players' tunnel towards the hallowed turf. Stand triumphantly in front of the Royal Box with the FA Cup. Until your dream of playing at Wembley comes true, the only way to experience all this and more is to book your Wembley Stadium Tour now.

80

The tour also includes 'The FA150 Exhibition' celebrating the history of the Football Association's tenure as the original governing body of the world's most popular sport. The exhibition includes the Original Rules of Association Football from 1863 and the 1966 Jules Rimet Trophy ('The World Cup').

85

Call 0844 800 2755 or visit www.wembleystadium.com/tours

Facilities

Accessible Bathroom Facilities

Designated wheelchair accessible public toilet

Accessible Communication Facilities

Hearing loop system

90

Accessible Venue Facilities

Assistance dogs welcome

Access into the Building

Flat routes from parking area to entrance
Full, non-assisted wheelchair access

95

Accessible Parking Facilities

Blue badge parking available

Attraction Facilities Patron toilets	100
Booking Facilities Group bookings accepted	
Event Facilities Conference rooms/meeting rooms Event facilities	105
General Facilities Onsite parking	
Payment Facilities Credit cards accepted Debit cards accepted Group rates available	110
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	115
Excellent!	
Went to London for my wife's 30th birthday. We decided to take our 2 young boys along. This tour was something we couldn't miss while we were down there. Our tour guide was Sarah. She was very friendly and knowledgeable. Behind the scenes was very interesting i.e. dressing rooms, press room (where photos can be taken). Walking out of the tunnel is something else (walk in the footsteps of legends). £10 for my boys to have their photo taken with the FA Cup which we thought was reasonable and they loved it. This was a trip that all the family enjoyed!	120
J. Smith Liverpool	125

Fig. 5

Virgin Trains set to unveil new integrated campaign with Elvis



Virgin Trains set to unveil new integrated campaign with Elvis

Virgin Trains is set to unveil a new integrated campaign on Monday, created by Elvis, which will aim to persuade the public to 'Fly Virgin Trains' in order to get to their destination quicker. 130

Set to run until the end of the year, the £7 million advertising campaign includes digital and static outdoor, radio, press, online and social media. The advertisements will highlight the range of fares including Advanced Saver fares offered for all of Virgin's key market segments.

John Treacy, Elvis executive creative director, said: "We are delighted to be delivering another provocative campaign for Virgin Trains, based around a typically Virgin consumer-focused insight that customers want to spend less time travelling and more time at their destination. I think 'Fly Virgin Trains' does this so well through the stunning creative work and compelling strategy." 135

Elvis worked with design agency I Love Dust for the art direction, while actor Matt Smith voices the radio ads. 140

Danny Gonzalez, head of marketing at Virgin Trains, said: "The new campaign perfectly encapsulates our vision of inspiring travellers to choose Virgin Trains to get to their destination in the fastest and most time-enriching way – all provided with a great level of customer experience. The campaign raises awareness of our high-speed journey times and blows away false preconceptions about the cost of travelling with Virgin Trains." 145

Fig. 6

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