

# OCR

Oxford Cambridge and RSA

**Tuesday 9 June 2015 – Morning**

**A2 GCE APPLIED TRAVEL AND TOURISM**

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

**CASE STUDY**

**Duration:** 2 hours



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## Guernsey

Guernsey is the second largest of the Channel Islands and part of the Bailiwick of Guernsey, consisting of Guernsey, Alderney, Sark, Herm, Jethou and Lihou. Guernsey measures approximately nine miles by three miles, with a total area of approximately 25 square miles. Guernsey comes under the British Crown and is 80 miles from the south coast of England and 30 miles from the coast of France. Flights from London to Guernsey take approximately 40 minutes, making it a popular and accessible holiday destination.

Fig. 1

## Press release

### Visitor Number Growth Confirmed for 2011

Tuesday 06 March 2012

Official visitor statistics released by the Commerce and Employment Department have confirmed that Guernsey's visitor economy performed very well in 2011 with a growth in staying leisure visitors, business travellers and an increase in the shorter day trip market.

Commerce and Employment Minister, Carla Bauer said "Guernsey can be very pleased with the results presented. There was a 2.6% increase in the number of staying leisure visitors excluding those visiting friends and relatives. Importantly, Guernsey also saw an overall 9.6% increase in visitor departures, including inter-Island, by air and sea routes which plays a vital role in the long term viability of a range of air and sea connections".

The statistics also showed a 14.3% increase in staying business visitors, a 10.1% increase in French visitors and a 27% increase in German visitors.

Director of Marketing and Tourism, Jason Moriarty said "I'm more than satisfied with these figures. The results are a testament to the energy, enthusiasm and inward development that I am seeing across the industry. It is genuinely well deserved". In the main, there was impressive growth in European markets which helped offset a fiercely competitive UK market in tough trading conditions.

The Marketing and Tourism team are working with the Marketing Bureau Jersey Ltd to prepare their heaviest "Visit Guernsey" promotional period ahead of the next season.

Fig. 2

## Guernsey Tourism Marketing Strategy

- Guernsey to increase tourism advertisements on the Internet
- timing and duration of advertising to be from January and run throughout the season
- Guernsey to host 'Britain in Bloom' competition
- expand digital marketing of Guernsey to promote both heritage and culinary attractions
- a 46-page e-brochure of the island to be forwarded to 9,000 walkers in February
- a 52-page brochure for leisure travellers to be launched on the Internet, with an additional printable version available
- the Visit Guernsey website to be relaunched in April
- advertising on local buses.

Fig. 3

### Guernsey buses

Welcome to buses.gg, the website for bus services in Guernsey. Whether you are commuting to work, visiting the island, going shopping or just getting out and about – the buses are here to keep you on the move.

#### Advertise with us



#### Bus advertising – a great way to boost your business

Get your message across to thousands of Islanders every day with bus advertising. With a fleet of 41 buses in operation around Guernsey, we provide stand-out advertising opportunities for businesses looking to build their brand and raise their profile. Each vehicle travels over 30,000 miles around the Island every year, providing a huge reach for your message.

We have opportunities for both interior and exterior advertising, allowing you to reach your target audiences.

Key facts:

- average miles covered per annum per vehicle: 30,800
- passenger journeys per year: 1,556,382
- winter (Oct–March): 613,135
- summer: (April–Sep) 943,247
- 46,000 commuter journeys per month
- 19,000 older person journeys per month.

Vehicles are rotated and cover the whole island. They are off road for short periods, while they undergo regular maintenance and servicing. These vehicles are also used for some daily school bus services.

Prices are for advertising space only.

All design, artwork and production costs paid by client.

We recommend the following companies to print and fit bus advertising:

- Dowding Signs
- Island Scan
- Smith Signs.

To find out more about advertising on Guernsey's buses, please contact us direct.

Fig. 4

## Guernsey transport

### Guernsey Airport

Guernsey Airport is located three miles west south-west of St. Peter Port, the Island's capital.

The airport was officially opened on the 5 May 1939, but the development of regular air services did not commence until October 1946. Originally the airport comprised four grass runways, which varied in length from 2,040 to 3,060 feet. In 1960 the airport opened a new tarmac surfaced runway, with a length of 4,800 feet, which remains in operation today.

In 2000 the airport handled 884,284 passengers and 56,784 aircraft movements, of which 71% were commercial aircraft and 29% were general aviation.

### Handling Agents

- Aiglle for business/general aviation
- Aurigny Airlines for themselves and Air Berlin
- Menzies Aviation for Flybe, Blue Islands and VLM/Cityjet
- ASG (Aircraft Servicing Guernsey) for business/general aviation.

### Public Transport

- HCT operates a frequent bus service from the Terminal to island-wide destinations.
- Taxis are available from the airport forecourt and pre-booking is recommended.

### Car Hire

- desks are situated in the airport concourse and operate from 08:00 – 21:00 daily.
- Europcar
- Rent-a-Car (AVIS)

### Airport Tourist Desk

Open 09:00 – 21:00 daily.

### Airport Duty Free Shop

Located in the airport departure lounge. Guernsey Airport pilots & passengers can purchase duty free goods through the Flight Briefing Office.

### Airport Direct Travel

Book holidays and flights to/from Guernsey Airport.  
Tel: 0871 282 7106

Fig. 5

# aurigny.com

The Islands' preferred airline



**NEW low  
Guernsey-Gatwick  
redeye fare**

now from  
only

**£25**  
pp one way\*

- + **Double frequent flyer points**
- + **FREE breakfast**  
complimentary in-flight fresh filled  
croissant and hot or cold drink

07:00 every day  
**bookable online now**

\*Price as part of a return fare including taxes, bookable online. Conditions apply.

Fig. 6

## Condor Ferries

If you are looking to plan a special holiday or short break with your family, then travelling by ferry is the perfect choice and will leave you with memories that will last forever. Condor Ferries specialise in ferry travel and holidays to Jersey, France, Guernsey, St Malo and the UK. Whether you are looking to sail by ferry to France or the Channel Islands, Condor Ferries offers a variety of routes and some fantastic special offers for you to choose from.

### Customer Charter

We want you to enjoy travelling with us, from planning your travel to arriving at your final destination. We aim to deliver you to your destination completely satisfied with the service you have received.

As our customer you can expect that:

1. Your safety will be our highest priority
2. We will treat you with courtesy and respect
3. You will have access to prompt and clear information
4. Our staff will adopt the highest standards of safety and hygiene
5. We will offer you good quality facilities onboard our ships.

### Customer satisfaction survey for Condor Ferries

All passengers who travel with Condor Ferries are asked to complete a brief questionnaire shortly after they complete their journey via an email or postal invitation. This survey is run by an independent accredited market research agency and in 2012 we received more than 10,000 responses, over 50% of which came from Channel Island residents. This survey covers all aspects of our service from how our website, port and reservations teams work, to the travel experience from check-in to disembarkation. We use the feedback we receive to inform how we improve our services as well as monitor our performance. We track customer perception of overall satisfaction, our punctuality, reliability and value for money.

### Give us your feedback

Condor Ferries always listens to customer feedback and we recognise that it is valuable in helping us to get better. If you have a specific question when travelling please raise it with the Cabin Services team onboard. In addition, you can provide us with feedback in a number of other ways:

- whilst onboard – if you wish to give us feedback when onboard then you can pick up a Customer Feedback card at the Cabin Manager's desk onboard all our passenger ferries
- contact us in writing – if you would like to comment on our services or have any other feedback you wish to share, email or write to our Head Office. We aim to provide a full reply to your query in no more than 14 days
- if you wish to make a claim for a refund under the EU Passenger Rights legislation 2277/2010, please would you complete the disrupted passenger claim form.

Please note that different response times apply to these:

- claims for expenses or ticket refund as defined within EU Regulation 1170/2010 which may or may not include a complaint – within 7 days
- claims for delayed arrival compensation as defined within EU Regulation 1170/2010 which may or may not include a complaint – within 1 month.

**Fig. 7**

## ENSIGN – ONBOARD CONDOR PUBLICATION



Ensign is the Condor Ferries onboard complimentary magazine, published bi-annually. The magazine has become an important part of the marketing calendar for travel and tourism organisations in the UK, France and the Channel Islands.

Condor Ferries is one of the world's leading fast ferry specialists operating state of the art catamarans, which offer luxury travel including club class. Condor Ferries offers the largest selection of destinations and the most convenient sailings for passengers travelling between the Channel Islands, the UK and France. With over a million passengers travelling across the English Channel, this publication reaches out to a large audience.

**Fig. 8**

## The Marketing Bureau Jersey Ltd

**We are one of the leading marketing and advertising agencies in the Channel Islands offering all aspects of marketing services.** Whether you are launching a new product, service or business, wish to increase brand awareness or promote a special offer we will make it happen. The Marketing Bureau gives particular emphasis to ensure that the right conditions exist for optimum effectiveness.

**Marketing Services** – we can advise on complete marketing plans or play an important part in your marketing strategy by offering all our services individually in the required areas. Maintaining market leadership through exposure to corporate identity and promotion of your business and services is key to maintaining growth.

**We specialise in Outdoor Media** such as advertising at airports, harbours, car parks, on buses and at Liberation Bus Station. We can advise on the most suitable areas for your business to reach its target audience.

We also look after a selection of publications that have a strong target audience of Jersey travellers and visitors including Ensign which is produced for Condor Ferries.

We also cover:

- promotions and launches
- market research
- mystery shopping
- sales drives
- conferences and exhibitions
- project management.



Find us on Facebook.

**Fig. 9**

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