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**AS GCE APPLIED TRAVEL AND TOURISM**

**G720/01/CS**    Introducing Travel and Tourism

**PRE-RELEASE CASE STUDY**

**JUNE 2018**



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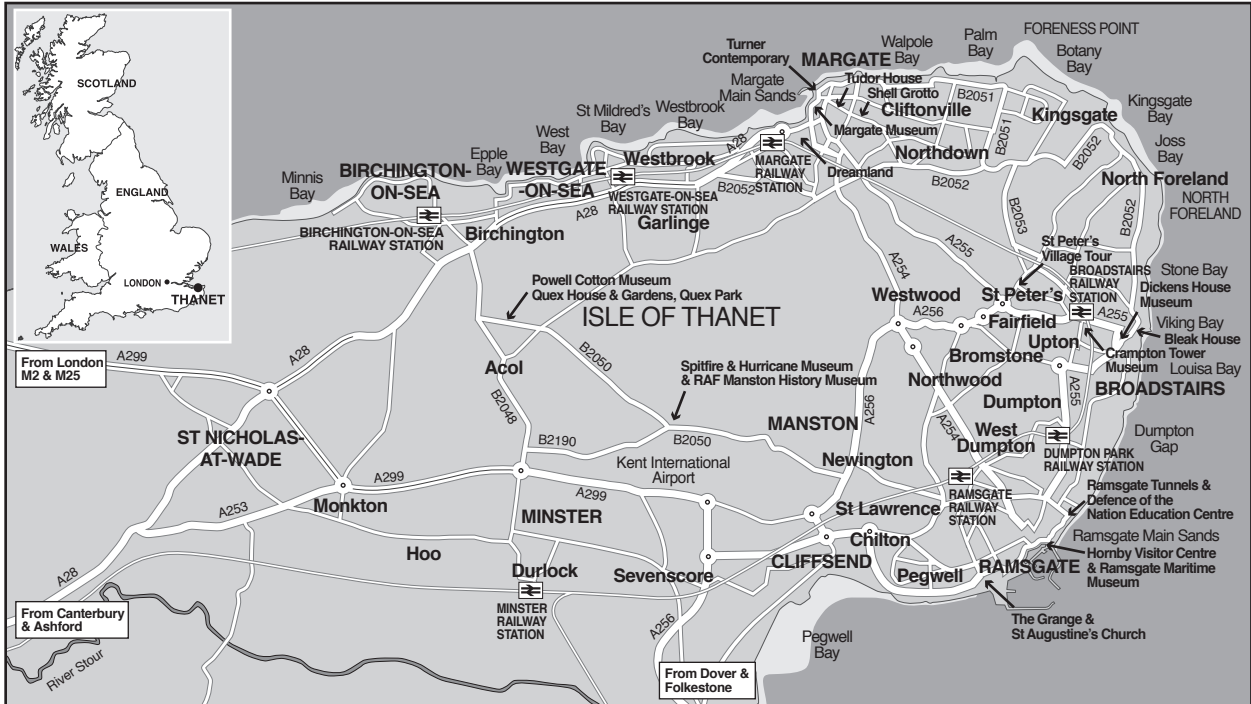
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## Document 1

### Map of Thanet



## Document 2

### The Isle of Thanet – Flourishing Tourism Sector

Once the playground for Londoners and the aristocracy, the Isle of Thanet is making a big come back and regularly appears in media polls for top holiday destinations.

Thanet District Council is investing in the growth and development of new and established tourism, leisure and hospitality businesses. The council's Tourism Team and its many partner organisations are working together to grow Thanet's visitor economy and create new employment and career opportunities.

The Isle of Thanet covers almost 40 square miles (103.30 km<sup>2</sup>) on the north-east coast of Kent – the Garden of England. Thanet is in easy driving distance of the City of Canterbury (15.1 miles, 24.3 km), mainland Europe via Dover (22.3 miles, 35.8 km) and Folkestone (27.5 miles, 44.3 km), and just 76 minutes by train from Ramsgate to St Pancras International, London.

Thanet is a well-established visitor destination on the Kent coast, known for its sandy beaches and the three coastal towns of Margate, Ramsgate and Broadstairs, each with a distinctive history and personality.

### The three seaside towns

Margate: the original seaside resort has a strong place in the English psyche, for its long-standing reputation for traditional seaside fun, now mixed with an added cultural and creative edge.

Ramsgate: with its Royal Harbour, ferry terminal, and Marina, Ramsgate faces the Continent and can feel quite cosmopolitan with its burgeoning waterfront bars and restaurants.

Broadstairs: with its clifftop promenade and retro '50s coffee bars, Broadstairs overlooks a quaint quayside, fishermen's cottages and sandy beach. Everything is on an intimate scale. Dickens' presence is palpable.

Thanet has an interesting seaside heritage and a growing cultural offer. Recent investments in Turner Contemporary, new plans for the Dreamland site and the regeneration of Margate's Old Town and the redevelopment of Ramsgate Harbour have been complemented by private investment in a small but growing number of distinctive, quality places to stay and places to eat and drink. Some of that investment is by long established local businesses and some from inward investment by new small businesses. Thanet is beginning to attract people from London to live, invest and visit and wants to attract more visitors, for them to spend more and for more of them to come for a short break rather than a day trip. It wants to invest in culturally-led tourism regeneration and to support quality.

### Quality of Life

The diversity of Thanet has much to offer; the three main towns of Margate, Broadstairs and Ramsgate each have a distinctive character, offering heritage, culture (galleries, museums, theatres), and high street shopping, where big brands sit side by side with independent retailers. There are plenty of opportunities to enjoy the fresh air too, from walking and cycling to water sports, such as sailing, surfing, kayaking and kite-surfing. There are five beautiful golf courses, two of which overlook the sea, and skate parks and adventure playgrounds for younger ones.

### Entrepreneurial Spirit

With its growing focus on tourism, investment into major attractions such as Turner Contemporary and Dreamland, and expanding creative and cultural sectors, Thanet is attracting imaginative entrepreneurs, who are breathing excitement and energy into an area that is ripe for development.

### Commitment to Growth

There is strong support for business growth from both the public and private sectors, with Thanet's Destination Management Plan already encouraging excellent collaborative working.

## Value of Tourism 2013 Thanet

Key Facts	
458,000	Staying visitor trips
1,667,000	Staying visitor nights
£95,001,000	Staying visitor spend
2,900,000	Day visits
£106,430,000	Day visitor spend
£201,431,000	Direct visitor spend
£15,159,000	Other related spend
£216,590,000	TOTAL VISITOR RELATED SPEND
£206,869,000	*ADJUSTED VISITOR RELATED SPEND
£38,331,000	Supplier and income induced spend
<b>£245,200,000</b>	<b>TOTAL VALUE OF TOURISM</b>
5,932	Estimated actual employment
4,193	FTE employment
15%	Proportion of all employment

**Fig. 1**

\*It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

## Thanet – 2013 v 2012 comparisons

Visitors	2013	2012	% Change
<b>Staying visitors</b>			
UK Trips	340,000	322,000	6%
UK Nights	998,000	986,000	1%
UK Spend	£54,488,000	£49,079,000	11%
Overseas Trips	118,000	107,000	10%
Overseas Nights	669,000	698,000	–4%
Overseas Spend	£40,513,000	£41,497,000	–2%
<b>Day visitors</b>			
Day Visits	2,900,000	2,700,000	7%
Day Visits Spend	£106,430,000	£100,100,000	6%

Visit characteristics	2013	2012	% Change
UK Average length of stay	2.94	3.06	–4%
UK Spend per trip	£160.26	£152.42	5%
UK Spend per night	£54.60	£49.78	10%
Overseas Average length of stay	5.67	6.52	–13%
Overseas Spend per trip	£343.33	£387.82	–11%
Overseas Spend per night	£60.55	£59.48	2%
Day visit spend per visit	£36.70	£37.07	–1%

**Fig. 2**

## Thanet – Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	129,000	297,000	£29,418,000
Self catering	8,000	43,000	£2,292,000
Touring caravans / tents	23,000	85,000	£2,180,000
Static vans / holiday centres	28,000	124,000	£3,287,000
Group / campus	1,000	5,000	£49,000
Second homes	13,000	44,000	£798,000
Boat moorings	3,000	14,000	£254,000
Other	6,000	37,000	£2,046,000
Staying with friends and relatives	131,000	348,000	£14,163,000
Total	342,000	997,000	£54,487,000

Overseas tourists	Trips	Nights	Spend
Serviced	41,000	124,000	£14,619,000
Self catering	6,000	80,000	£3,249,000
Touring caravans / tents	4,000	17,000	£753,000
Static vans / holiday centres	2,000	4,000	£182,000
Group / campus	2,000	27,000	£1,581,000
Second homes	3,000	30,000	£1,130,000
Other	9,000	12,000	£289,000
Paying guests in private houses	27,000	163,000	£11,077,000
Staying with friends and relatives	25,000	210,000	£7,634,000
Total	119,000	667,000	£40,514,000

**Fig. 3**

## Thanet – Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	181,000	624,000	£31,029,000
Business	41,000	130,000	£15,953,000
Visits to friends and relatives	113,000	225,000	£7,108,000
Other	6,000	18,000	£399,000
Study	0	0	£0
Total	341,000	997,000	£54,489,000

Overseas tourists	Trips	Nights	Spend
Holiday	33,000	111,000	£8,220,000
Business	23,000	67,000	£5,158,000
Visits to friends and relatives	16,000	95,000	£5,222,000
Other	3,000	15,000	£1,456,000
Study	43,000	381,000	£20,458,000
Total	118,000	669,000	£40,514,000

**Fig. 4**

## Thanet – Direct visitor expenditure by category



**Fig. 5**



## Thanet – Other visitor related expenditure by category



- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

**Fig. 6**

## Document 4

### Margate Main Sands

Margate Main Sands is a 200m long sandy beach situated along the main seafront at Margate. This timeless beach with tidal pool, children's rides and amusement arcades caters for families who want traditional seaside fun and entertainment. Even if the tide is in there is still plenty of beach to make sand castles. The beach consists of mainly sand with a stone pier and a working harbour situated at one end and a tidal pool at the other. Plenty of restaurants, bars and seafood stalls are just a short walk away in the Old Town. With the artist JMW Turner stating that Margate has "the loveliest skies in all of Europe" there is nothing better than watching the colours reflect over the bay of an evening.

#### Amenities at Margate Main Sands

- beach shop
- deck chair and lounge hire £2 with 50p deposit for deckchair and £4 with £1 deposit for sun-lounge
- toilets
- seasonal lifeguards – RNLI lifeguards are on the beach between May to September and operate between the hours of 10am until 6pm. They are sited in a special lifeguard pod between the Bay Inspector's office and the Round Cafe
- external drinking water tap and 2 cold water showers on the beach
- bay information – there is a Bay Inspector situated in a building sited in the middle of the beach made visible by the beach award flag
- first aid point
- boardwalk
- disabled access to the beach
- disabled toilets.

'Beach Within Reach' wheelchairs are available from the Bay Inspector's office if required. Should you require any information about this service please visit Beach Within Reach's website <https://beachwithinreach.wordpress.com/> for further information.

Dog ban in place from 1 May until 30 September; dogs are not permitted at any time. This beach offers good rail and road links, with several car park areas close to the seafront which include blue badge spaces. The nearest car park is available at Dreamland, Belgrave Road, Margate CT9 1XG, where 400 spaces are available.

## Document 5

### Bleak House, Broadstairs

Bleak House, former home of Charles Dickens, offers you a chance to see, wine 'n' dine and stay in this famous Victorian house. With prestigious rooms and fabulous sea views, this exciting venue is an absolute gem. It is close to local restaurants, bars and alehouses plus the beautiful beach at Viking Bay.

#### Accommodation

Bleak House offers luxury bed and breakfast style accommodation that few hotels can equal. Sumptuous bedrooms with deluxe bathrooms, a huge welcoming reception room and beautiful enclosed private gardens. Full English breakfasts are included. A three bedroom apartment catering for up to six guests is also available.

#### Functions

A superb venue for all special occasions: weddings, parties, corporate events etc. Bleak House is licensed for civil wedding ceremonies and can cater for 80 guests inside or up to 200 in the luxury marquee.

#### Dining

Exclusive dining in a romantic setting – enjoy eating in the unique atmosphere of Bleak House. Be it an evening dinner or Sunday lunch, excellent cuisine is guaranteed. Afternoon tea is served in the Charles Dickens Lounge which overlooks the gardens. In this room Dickens described himself as “having eaten a strong lunch after walking a dozen miles or so...”

#### Visiting

Daily tours include a visit to Dickens' study, where he wrote his famous novel 'David Copperfield'. You will also see the Smuggling Museum located in the cellars with exhibits rescued from an eighteenth century wreck that was uncovered when sands shifted in Viking Bay in the early 1970s.

#### Facilities

- Broadband
- Wi-Fi access
- Restaurant/Café/Tea shop
- Licensed
- Ensuite rooms
- Disabled access
- Cots available
- Locally produced food.

## Document 6

**Fisherman's Cottage****Union Square, Broadstairs, Kent**

One minute walk from Broadstairs' two sandy beaches, rated 4 stars by Visit England, Fisherman's Cottage dates from the early 1800s, is Grade II listed, flint faced and lies in a secluded pedestrian conservation area, Union Square, near Bleak House of Charles Dickens' fame.

The cottage has four floors connected by a charming wooden spiral staircase. It has been extensively modernised, with a fully fitted and equipped large kitchen in the basement. There is central heating, two colour TVs with freesat, and WiFi. The lounge/dining room is on the ground floor, with two sofas, dining table and chairs. On the first floor is a shower room with toilet and two bedrooms; the first has a double bed, the second is accessed through dividing doors from the first, with two bunk beds. Above is the third bedroom, with a double bed, wash hand basin and toilet; thus sleeping six in total.

Out the front door in the square is a table, umbrella and chairs. As this is a pedestrian area, no parking or car access is possible but ample all day street parking exists within very short distances. The historic square is friendly and safe for children, is in the centre of the harbour area, but quiet. Please note that the spiral staircase is unsuitable for the young, the old and the infirm.

## Document 7

### Two Chimneys: Caravans, Touring and Camping Holidays\*

Two Chimneys is a family run, five-star holiday park set in 100 acres of Kent countryside. It is located just a few minutes' drive from the coast, which boasts miles of golden sandy beaches and the calm seas of the English Channel. Our wide range of accommodation options include static caravan hire, camping pitches for tents and tourers or seasonal pitches to provide you with all the choices you need to fulfill your camping and caravan holiday with us.

#### Facilities

**The Grove Coffee Lounge and Diner** Located on Laburnum Grove offering a selection of hot and cold food. With its modern open plan design the Grove has plenty of comfortable indoor seating with central heating. On sunny days bi-fold doors are opened to bring the outdoors in and provide the perfect setting for all your food and drink needs throughout your stay. Awarded a Food Standards Agency hygiene rating of 5 by Thanet District Council, The Grove also features Internet enabled computers available during business hours.

**Licensed Club House** Two Chimneys Club house is furnished with modern comfortable tables and chairs. There is entertainment throughout the peak season including disco, karaoke, and live bands to name a few. Children are welcome accompanied by an adult.

**Shop** Our on-site shop is fully stocked with everyday essentials, gifts, ice creams, drinks and sweets. Opening times vary throughout the season but essential items are available through the office when the shop is closed.

**Arcade** Fitted with new video games and fruit machines there are plenty of different games to keep the whole family entertained. From racing cars to dance machine, you will find something for everyone.

**Swimming Pools** The property features two heated swimming pools: Our main pool, which is 10.5 metres × 6 metres and 1.5 metres deep, and our small pool, which is perfect for toddlers, and is 3 metres × 3 metres and 0.5 metres deep. Both pools are covered by a telescopic swimming pool enclosure which is great for all weather so the pools can still be enjoyed on those not so warm days.

**Adventure Play** With a choice of three adventure playgrounds, a football field, table tennis and much more, there is plenty of choice for children and adults.

**Crazy Golf** Put your putting skills to the test as you challenge yourself over slopes and bunkers across our nine hole adventure golf course.

**Launderette** Our 24-hour laundry facilities feature washers, dryers, folding counters, an ironing board and iron, utility sink, and power points.

**Park Wide WIFI** Two Chimneys offers a wireless network across the park giving access to all customers for all their Internet needs.

Please note: some facilities may be restricted during off-peak times, please check at time of booking.

*\*This information was correct as of end of 2014*



## Document 8

### Dreamland

#### DREAMLAND'S PAST



Described as the heartbeat of Margate, Dreamland was one of the UK's best-loved amusement parks and at one time listed within the UK's top ten visitor attractions. Comprising 16-acres, the park included a zoo, miniature railway, 2200-seat purpose-built cinema, cafés, restaurants, bars, retail outlets and a 2000-capacity ballroom, playing host to The Who, The Yardbirds, the Rolling Stones, T. Rex and Hawkwind to name but a few...

Considered to be the oldest-surviving amusement park in Great Britain, the site of Dreamland (as it was re-named in 1920) dates back to the British railway boom of the early 1870s. Fast forward to 2003, when a plan to close the park and build housing on the site triggered a 'Save Dreamland' campaign by locals and amusement park enthusiasts, whose successful campaigning led to securing £18m public funding to restore Dreamland and its jewels: the Grade II-listed Scenic Railway, Grade II-listed cinema complex and Grade II-listed menagerie cages.

In a bold move, Thanet District Council compulsorily-purchased the site in September 2013 and work began in 2014 to restore the iconic Scenic Railway, as well as breathing new life into the lower ground floor of the cinema building, with sympathetic landscaping, exciting design and contemporary branding.

In saving Dreamland, the local community and Thanet District Council managed something truly remarkable. Their hard work and determination has ensured future generations will be able to enjoy this vital aspect of British seaside heritage, that without them would have been lost forever.

#### DREAMLAND'S FUTURE

Capitalising on Margate's swiftly growing reputation as a brand new capital of British cool, Dreamland Margate reopened in June 2015 with a wealth of new and rejuvenated features set to redefine 'a day out at the seaside'.

Following significant additional investment in 2017, the amusement park was re-landscaped to provide a space that brings together lovingly restored vintage rides set against a backdrop of art installations, adventurous street food, unique bars and an eclectic programme of live events. A new garden boardwalk also gives everyone the opportunity to admire the antique menagerie cages from the 1800s, capturing part of the site's unique history.

The ride line-up features some old favourites alongside some new additions including: the Brooklands Speedway, the Wedgwood Tea Cups and the Magic Mouse.

#### PRICES

##### FREE TO ENTER, PAY TO RIDE

Dreamland amusement park is now free to enter and open to everyone. Ride unlimited with a wristband or treat yourself to an annual membership from just £50 and ride unlimited! Not feeling so brave? Pay per ride with a pre-loaded Dream Pass, available to purchase when you get here. Buy your wristbands in advance online and save!!

**I want to go – what are the opening hours?**

Standard opening hours 11am – 6pm

Summer weekends (July 22 – September 3) 11am – 10pm

November the Amusement Park is closed.

Dreamland Undercover (Arcades, Roller Disco and Octopus's Garden) are open as normal

December including 1st and 2nd January (open weekends and school holidays only)

- Opening times 12pm to 6pm
- Christmas Eve 12pm to 4pm
- Closed on Christmas Day.

## Document 9

### The Thanet Visitor Information Centre

#### Need some help?

Our Visitor Information Centre serves the whole of the Thanet area. We can give you visitor information about Margate, Broadstairs, Ramsgate and the surrounding villages. We also hold information about attractions in Kent, London and The South East.

The range of services include:

- searching and booking Quality Graded accommodation for your stay
- booking your tickets for National Express, Eurolines and coach day trips
- offering local information on events, attractions, activities, transport
- selling a range of souvenirs, including those produced or designed in Thanet and Kent
- booking tickets to local theatres and performance venues
- selling radar keys, parking tickets and tide timetables
- providing a large range of maps, visitor guides, brochures, local and regional leaflets
- ordering service for out of area brochures and guides.

The **Visitor Information Centre** is located next to the Turner Contemporary gallery at: **The Droit House, Stone Pier, Margate, Kent CT9 1JD**. (01843) 577577 [visitorinformation@thanet.gov.uk](mailto:visitorinformation@thanet.gov.uk)

Open 7 days a week 10am–5pm (April to October) and Tuesday – Saturday 10am–5pm (November to March)

You can also see the team at events throughout the summer in the Mobile Visitor Information Centre.

**Meeting and Function Room for Hire:** ‘The Drum’ meeting space at Droit House is the ideal location for meetings, training facilities and private events. The flexible and multi-purpose space can accommodate up to 40 people theatre style or up to 15 people for a boardroom style meeting. It can also be used to accommodate presentations or a unique event.

**Other Information Providers** – On the promenade in Broadstairs you can visit the information kiosk, providing literature and a 24-hour touch screen facility with information about the area. There is also another kiosk located at the Lillyput Mini Golf which holds a range of local leaflets. In Ramsgate, visit The Customs House, which provides literature about the area.

**Tourist Information Points** – across the towns we have 26 blue tourist information points containing posters on events that are taking place in the coming weeks and general information on the area.

**Visitor Ambassadors** – look out for one of our Ambassadors who are active tourism champions of the area to help you have an excellent experience whilst visiting. They can help with information on places of interest, location of car parks, details of events happening and our beaches.

**Key Information Points** – Leaflets on the area are available for you to pick up at a range of different attractions in the area, including hotels and guest houses, restaurants, harbours and cafés.

See more at: <http://www.visitthanet.co.uk/visitorinformation#sthash.amT9reJs.dpuf>



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