



LEEDS CASTLE

KENT ENGLAND

Leisure & Tourism Challenge



This Book Belongs to



Welcome to Leeds Castle

Within this booklet you will find questions that you can discover the answers to in various areas of the estate itself, the Leeds Castle website, the media, from leaflets and other travel websites. Good luck!

1) Who are the target markets of Leeds Castle?

Leeds Castle receives an average of 550,000 day visitors each year. Below is a table with the top 5 person targets. Complete the table by listing the services and products available to each group.

Target Markets	What products and services are available to them?
Families with young children 	
Couples 	
Senior Citizens 	
Education & Groups 	
Families with older children 	



Marketing

2) Choose one group of people from the list on the previous page and explain what methods you would use to attract new visitors from within that sector.

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3) How many different leaflets do you estimate there to be for Leeds Castle?

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4) What departments carry individual marketing?

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Marketing Examples

Promotional techniques	Promotional materials
<ul style="list-style-type: none">• Advertising• Direct marketing• Public relations• Displays• Sponsorships• Demonstrations• Exhibitions• Sales promotions	<ul style="list-style-type: none">• Leaflets/brochures• Advertisements• Websites/pop ups• Promotional DVDs• Merchandising• Direct mailshots• Press releases• Special offers



5) Give your own examples of how some of the techniques and materials are used at Leeds Castle?

Promotional Material	How are they aimed at the target market?
Promotional Technique	How are they aimed at the target market?

6) As well as day visitors, what other visitors come to Leeds Castle?

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Visiting

6) For a visitor to Leeds Castle wanting to know about the castle's history and the stories it has to tell, what are the different options available?

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7) What factors can affect a visitor's decision to visit the Castle on a particular day?

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The competition for Leeds Castle is considered to be anything or anyone who competes for people's leisure time. This may be another historic house, a zoo, a cinema or theatre, a shopping centre, a gym, a day at the beach and so on...

8 a) Looking back at the target markets on Page 1, what section of the community is most catered for at Leeds Castle

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b) What section is least catered for?

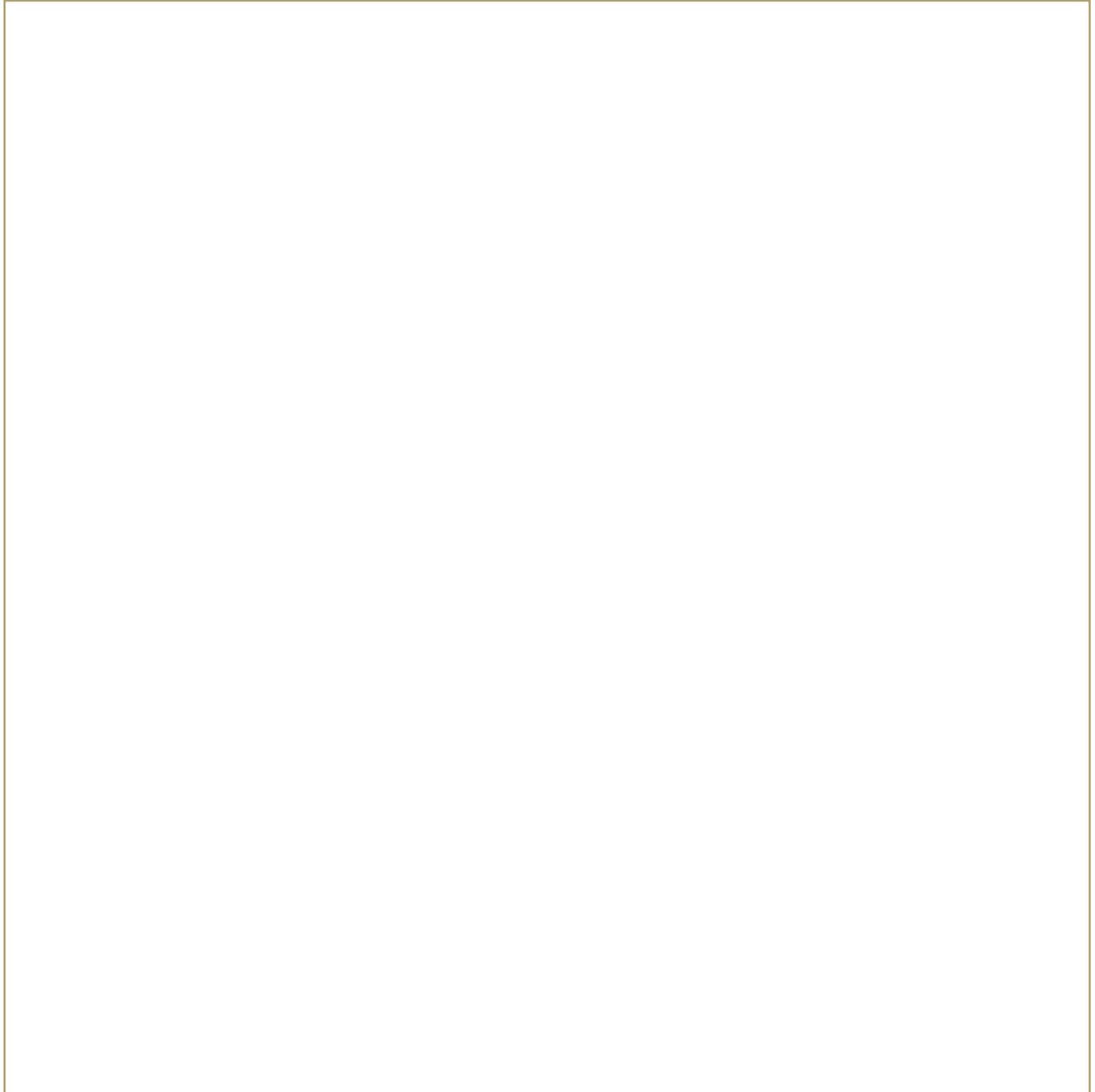
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9) What new activity or event do you think Leeds Castle could offer to your answer to 8b?

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In the box below, sketch a first draft for a flyer to advertise it.



Leeds Castle Staff

Leeds Castle currently employs a total of 259 members of staff. This is broken down into 86 full time staff, 68 part time, 103 on zero hours contracts, and 2 apprentices. Seasonal staff are employed on fixed term contracts generally between April and October. We employ seasonal staff in the Day Visitor Operations and Retail Departments. We also welcome Work experience placements throughout the estate. 49 members of staff are First Aid trained and 26 of them are also trained to use a defibrillator.

9) What do you think are the 2 main roles that day Visitor Operations will need extra seasonal staff to cover.

1.

2.

There are 6 different departments at Leeds Castle employing the 259 staff, each headed by a Senior Manager. They include:

Day Visitor Operations & Events, Education, Estate Services, Human Resources, Hospitality, Accounts.

Each of these departments is broken down into sub departments, which include roles such as:

Guides & Stewards, Maintenance, Cleaners, Weddings & Corporate Hospitality, Education Workshop Leaders, Gardeners & Goundsmen, Falconry, B&Bs and Holiday Cottages, Curatorial, IT, Golf.

10) There are 2 very important departments missing from this list. What do you think they are?

3.

4.



Notes

Answers 1 Stewards in Castle & Grounds. 2 Ticket Box staff. 3 Retail. 4 Marketing

