



ACTIVITY 1 - STARTER



Match the questions and answers



20% of £60



10% of £88



5% of £160



25% of £60



25% of £52



5% of £220



£11



£13



£15



£8



£12



£8.80

MYSTERY TOURS

YOUR TOUR PARTY

Your tour party will consist of 30 adults - 10 'Nature Lovers', 10 'Thrill Seekers' and 10 'Culture Vultures'.

Their tour satisfaction ratings will depend on:

- The destinations you send them to
- The accommodation you provide them with
- Your timekeeping on the tour
- How well you respond to their needs.

Use the feedback they provide at the end of each day to keep everyone satisfied.

YOUR BUDGET

You will start the tour with a total budget of £30,000.

The amount left at the end of the tour will depend on:

- Your choice of destinations
- Your choice of transport between destinations
- Your choice of accommodation.

Try to bring back as much as you can...

ESSENTIAL TOUR DETAILS

Your tour will last for 3 days and must start and finish at Mystery Tours HQ.

OVERNIGHT ACCOMMODATION

Accommodation must be organised for the end of Day 1 and the end of Day 2.

TOUR RULES

DESTINATIONS

There will be 8 potential destinations available to choose from.

However, you will only be able to visit up to 2 destinations each day.

TRANSPORT

Various modes of transport will be available to choose from.

No single journey, however, should exceed 7 hours 30 minutes.

TIMEKEEPING

You must be ready to start each tour day at 8:00 a.m. precisely.

Finishing a tour day before 5:00 p.m. or after 9:00 p.m. will upset the tour party





ACTIVITY 1 - TOUR DIARY



Your overall aim is to plan and lead a UK tour that will:

- keep your tour party satisfied
- make a substantial profit.

In this first activity, you will get to plan your tour using the Mystery Tours website.

Before you get started, don't forget to familiarise yourself with our company rules...

Getting Started

Click on the PC in Brian's office to access the Mystery Tours website (see screen shot A below).

Within your group, study the information that appears on screen (see screen shot B below).

Experiment with the website—in particular, observe what happens if you:

- click on the Mystery Tours HQ icon
- click on one of the destination icons
- click on the 'General', 'Travel' and 'Accommodation' tabs.

What do you think each section of the screen is meant to show?



Use the information on the Mystery Tours website to start planning your tour. Think about the needs of your tour party and the budget you have to work with.

Discussion Time

Take some time to discuss this problem with the rest of your group.

- How are you going to approach this problem?
- What information will you need to use?
- What overall strategy are you going to employ?

Write your comments in this space.



ACTIVITY 1 - TOUR DIARY



Creating Your Tour

Within your group, use the information provided to create your tour plan.

Use the tour planner table on the separate sheet to help you.

For each day of the tour, you need to decide:

- how many destinations to visit
- which destinations to visit
- which types of transport to use
- which accommodation to use.

Record your decisions in the spaces shown on the tour planner.

Make sure that you don't break any of Brian's company rules.

Finishing Off

Now, within your group, discuss the following questions.

- How satisfied are you with your tour plan?
- What are its main strengths?
- What are its main weaknesses?
- Does it mirror your group's strategy?
- Is it likely to meet all the requirements?

Write your comments in this space.



ACTIVITY 1 - TOUR PLANNER



Hi there... Brian Mystery here.



Life at the top in charge of a premier independent small tour operator can be tough. After all, the stakes are high and I have to foot the bill if things go wrong. That makes me very unhappy...

I expect my Tour Managers to demonstrate excellent tour planning skills. Use the information on the Mystery Tours website to help you plan your tour. Record your decisions in the tour planner shown below. Keep this tour planner safe at the end... you'll need it again soon.

Brian Mystery

	DAY 1	DAY 2	DAY 3
	First Leg	First Leg	First Leg
Travel from...	Mystery Tours HQ		
Travel to...			
Type of transport			
	Second Leg	Second Leg	Second Leg
Travel from...			
Travel to...			Mystery Tours HQ
Type of transport			
Accommodation			Not Needed
Start time	8:00 am	8:00 am	8:00 am
Expected finish time			
Expected total cost			



MYSTERY TOURS HQ



MYSTERY TOURS - General

Location: Midlands.

Key Attractions: N/A

Time Needed To Explore Mystery Tours HQ: N/A

Cost To Explore Mystery Tours HQ: N/A

Home sweet home... this is where your tour must begin and where it must end.



Travel Times (Hours)

FROM MYSTERY TOURS HQ TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	**	**	**	**
Beddgelert	205 km	02:45	02:45	03:15
Blackpool	204 km	02:45	02:45	03:15
Coleraine	559 km	10:45	08:45	04:15
Fort William	640 km	08:45	06:15	04:30
London	171 km	02:30	02:30	03:00
Newcastle	331 km	04:45	03:45	03:30
Nottingham	84 km	01:00	01:45	02:45
Salisbury	179 km	02:30	02:30	03:00

Note: The figures listed above include the time needed for breaks and all transfers.

Travel Costs (£ Per Person)

FROM MYSTERY TOURS HQ TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	**	**	**	**
Beddgelert	205 km	£15.25	£40.75	£66.25
Blackpool	204 km	£15.20	£40.60	£66.00
Coleraine	559 km	£52.95	£113.85	£154.75
Fort William	640 km	£37.00	£106.00	£175.00
London	171 km	£13.55	£35.65	£57.75
Newcastle	331 km	£21.55	£59.65	£97.75
Nottingham	84 km	£9.20	£22.60	£36.00
Salisbury	179 km	£13.95	£36.85	£59.75

Note: The figures listed above include the cost of all transfers, e.g. ferry crossings.

MYSTERY TOURS - Accommodation

Accommodation will not be required in the Mystery Tours area.





BEDDGELEERT



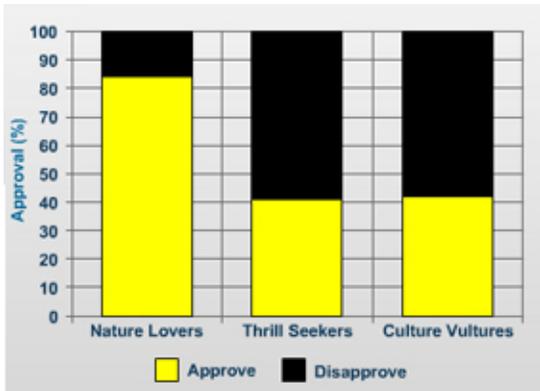
BEDDGELEERT - General

Location: North Wales.

Key Attractions: Gelert's Grave, Snowdonia National Park.

Time Needed To Explore Beddgelert: 2 hours 45 minutes.

Cost To Explore Beddgelert: £20:00 per person.



BEDDGELEERT - Accommodation

Accommodation is available in the Beddgelert area at the following places:

BEDDGELEERT - The New Star Hotel

Situated within Beddgelert town centre, the New Star Hotel has all the amenities a traveller could wish for and is renowned for its fine dining.

Cost: £50:00 per person per night.

Other Information: 25% discount for groups of 15 or more.

BEDDGELEERT - Forest Lodge

Nestling amongst the trees in the heart of Beddgelert Forest, the Forest Lodge provides a splendidly isolated setting in which to relax.

Cost: £50:00 per person per night.

Other Information: 20% discount for groups of 10 or more.

Travel Times (Hours)

FROM BEDDGELEERT TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	205 km	02:45	02:45	03:15
Beddgelert	**	**	**	**
Blackpool	236 km	03:15	03:00	03:15
Coleraine	409 km	08:30	07:30	03:45
Fort William	673 km	09:30	06:30	04:30
London	385 km	05:15	04:15	03:45
Newcastle	409 km	05:30	04:30	03:45
Nottingham	253 km	03:30	03:00	03:15
Salisbury	388 km	05:15	04:15	03:45

Note: The figures listed above include the time needed for breaks and all transfers.

Travel Costs (£ Per Person)

FROM BEDDGELEERT TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	205 km	£15.25	£40.75	£66.25
Beddgelert	**	**	**	**
Blackpool	236 km	£16.80	£45.40	£74.00
Coleraine	409 km	£45.45	£91.35	£117.25
Fort William	673 km	£38.65	£110.95	£183.25
London	385 km	£24.25	£67.75	£111.25
Newcastle	409 km	£25.45	£71.35	£117.25
Nottingham	253 km	£17.65	£47.95	£78.25
Salisbury	388 km	£24.40	£68.20	£112.00

Note: The figures listed above include the cost of all transfers, e.g. ferry crossings.





BLACKPOOL



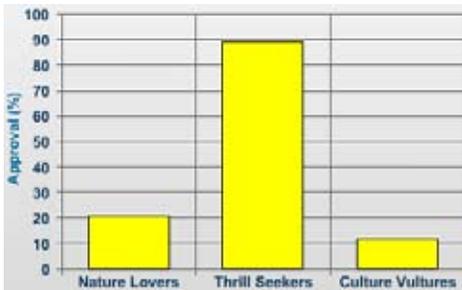
BLACKPOOL - General

Location: North-West England

Key Attractions: Blackpool Tower, Amusement Park.

Time Needed To Explore Blackpool: 3 hours 30 minutes.

Cost To Explore Blackpool: £35:00 per person.



Travel Times (Hours)

FROM BLACKPOOL TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	204 km	02:45	02:45	03:15
Beddgelert	236 km	03:15	03:00	03:15
Blackpool	**	**	**	**
Coleraine	364 km	08:00	07:00	03:45
Fort William	487 km	06:45	05:00	04:00
London	385 km	05:15	04:15	03:45
Newcastle	223 km	03:00	02:45	03:15
Nottingham	216 km	03:00	02:45	03:15
Salisbury	386 km	05:15	04:15	03:45

Note: The figures listed above include the time needed for breaks and all transfers.

Travel Costs (£ Per Person)

FROM BLACKPOOL TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	204 km	£15.20	£40.60	£66.00
Beddgelert	236 km	£16.80	£45.40	£74.00
Blackpool	**	**	**	**
Coleraine	364 km	£43.20	£84.60	£106.00
Fort William	487 km	£29.35	£83.05	£136.75
London	385 km	£24.25	£67.75	£111.25
Newcastle	223 km	£16.15	£43.45	£70.75
Nottingham	216 km	£15.80	£42.40	£69.00
Salisbury	386 km	£24.30	£67.90	£111.50

Note: The figures listed above include the cost of all transfers, e.g. ferry crossings.



BLACKPOOL - Accommodation

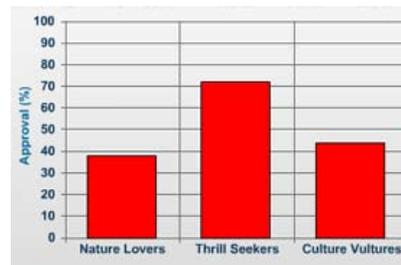
Accommodation is available in the Blackpool area at the following places:

BLACKPOOL - Royal Arms Hotel

Situated away from the hustle and bustle in a quiet residential area, the Royal Arms Hotel provides a decent standard of accommodation for those on the road.

Cost: £40:00 per person per night.

Other Information: 10% discount for groups of 12 or more.

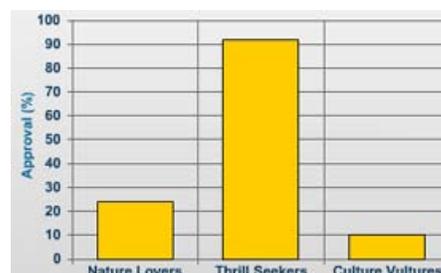


BLACKPOOL - Tower Guest House

Overlooking the sea, close to Blackpool Tower and the amusement park, the Tower Guest House proves the old point that 'you get what you pay for'.

Cost: £25:00 per person per night.

Other Information: No discounts available.





COLERAINE



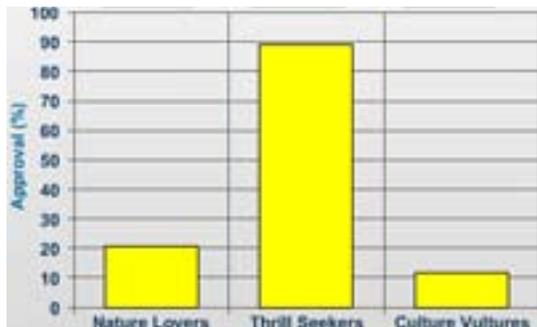
COLERAINE - General

Location: Northern Ireland.

Key Attractions: Giant's Causeway, Sandy Beaches.

Time Needed To Explore Coleraine: 3 hours.

Cost To Explore Coleraine: £25:00 per person.



COLERAINE - Accommodation

Accommodation is available in the Coleraine area at the following places:

COLERAINE - The Waverley Inn

Situated on a quiet hilltop overlooking the Bann estuary, the Waverley Inn provides the weary traveller with a chance to escape from it all.

Cost: £40:00 per person per night.

Other Information: 10% discount for groups of 20 or more.

COLERAINE - The Astoria Hotel

Situated amongst the galleries in Coleraine town centre, the Astoria Hotel dates back to the 16th century and is said to be haunted by the ghost of a previous owner.

Cost: £40:00 per person per night.

Other Information: 25% surcharge for groups of less than 40.

Travel Times (Hours)

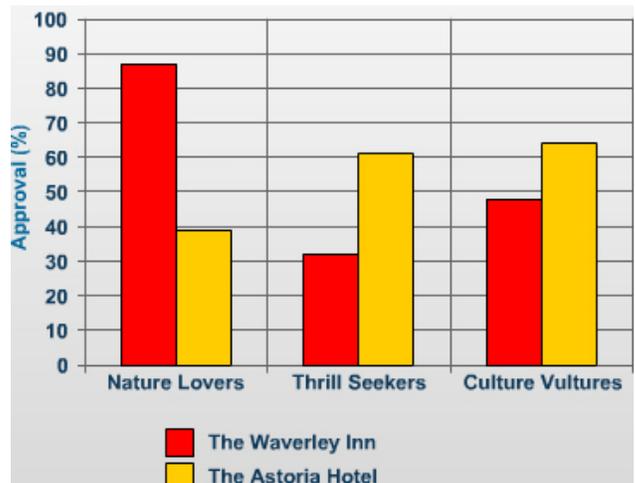
FROM COLERAINE TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	559 km	10:45	08:45	04:15
Beddgelert	409 km	08:30	07:30	03:45
Blackpool	364 km	08:00	07:00	03:45
Coleraine	**	**	**	**
Fort William	273 km	06:45	06:15	03:15
London	767 km	13:30	10:30	05:00
Newcastle	403 km	08:30	07:15	03:45
Nottingham	552 km	10:45	08:30	04:15
Salisbury	734 km	13:15	10:00	04:45

Note: The figures listed above include the time needed for breaks and all transfers.

Travel Costs (£ Per Person)

FROM COLERAINE TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	559 km	£52.95	£113.85	£154.75
Beddgelert	409 km	£45.45	£91.35	£117.25
Blackpool	364 km	£43.20	£84.60	£106.00
Coleraine	**	**	**	**
Fort William	273 km	£38.65	£70.95	£83.25
London	767 km	£63.35	£145.05	£206.75
Newcastle	403 km	£45.15	£90.45	£115.75
Nottingham	552 km	£52.60	£112.80	£153.00
Salisbury	734 km	£61.70	£140.10	£198.50

Note: The figures listed above include the cost of all transfers, e.g. ferry crossings.





FORT WILLIAM



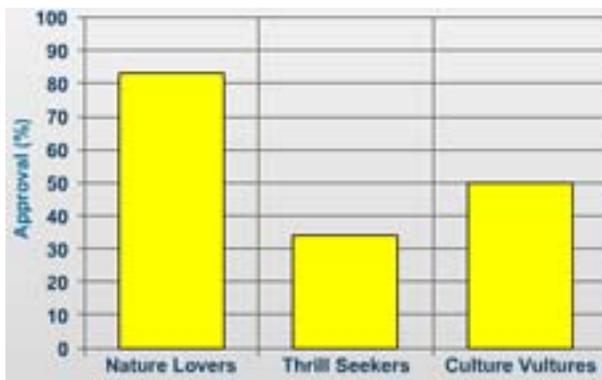
FORT WILLIAM - General

Location: Western Scotland.

Key Attractions: Ben Nevis, Highland Museum.

Time Needed To Explore Fort William: 3 hours 15 minutes.

Cost To Explore Fort William: £20:00 per person.



Travel Times (Hours)

FROM FORT WILLIAM TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	640 km	08:45	06:15	04:30
Beddgelert	673 km	09:30	06:30	04:30
Blackpool	487 km	06:45	05:00	04:00
Coleraine	273 km	06:45	06:15	03:15
Fort William	**	**	**	**
London	810 km	11:15	07:45	05:00
Newcastle	415 km	05:45	04:30	03:45
Nottingham	624 km	08:30	06:15	04:30
Salisbury	822 km	11:30	07:45	05:00

Note: The figures listed above include the time needed for breaks and all transfers.

Travel Costs (£ Per Person)

FROM FORT WILLIAM TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	640 km	£37.00	£106.00	£175.00
Beddgelert	673 km	£38.65	£110.95	£183.25
Blackpool	487 km	£29.35	£83.05	£136.75
Coleraine	273 km	£38.65	£70.95	£83.25
Fort William	**	**	**	**
London	810 km	£45.50	£131.50	£217.50
Newcastle	415 km	£25.75	£72.25	£118.75
Nottingham	624 km	£36.20	£103.60	£171.00
Salisbury	822 km	£46.10	£133.30	£220.50

Note: The figures listed above include the cost of all transfers, e.g. ferry crossings.



FORT WILLIAM - Accommodation

Accommodation is available in the Fort William area at the following places:

FORT WILLIAM - Glen Nevis Hotel

Situated to the south of Fort William in the peaceful surroundings of the Nevis Forest, the Glen Nevis Hotel affords fantastic views of the Nevis Range.

Cost: £35:00 per person per night.

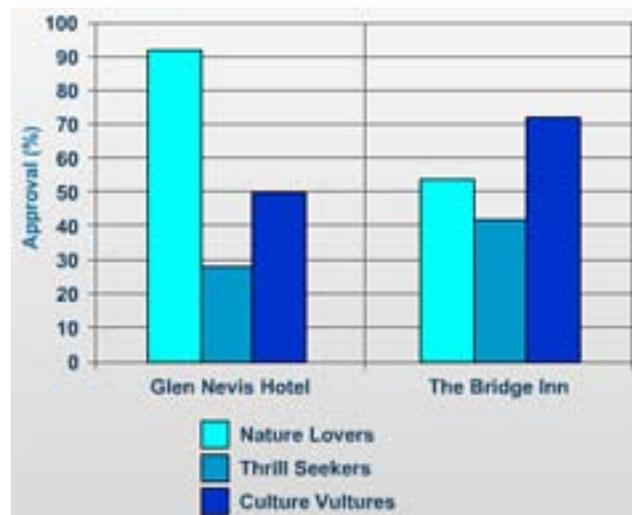
Other Information: 10% discount for groups of 10 or more.

FORT WILLIAM - The Bridge Inn

Situated to the north of Fort William, the Bridge Inn has been welcoming guests for over 200 years and shares its premises with an award-winning restaurant.

Cost: £50:00 per person per night.

Other Information: No discounts available.





LONDON



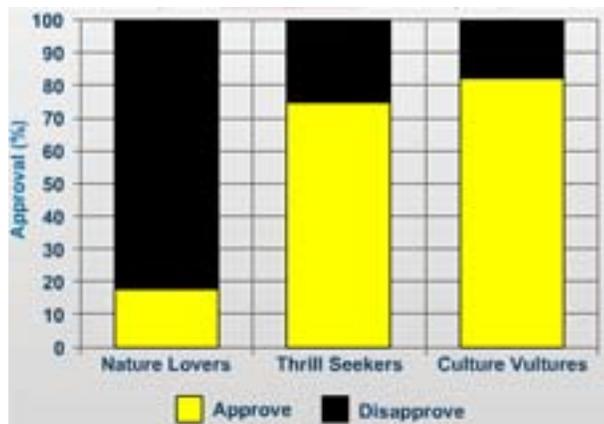
LONDON - General

Location: South East England.

Key Attractions: Museums and Art Galleries, Shopping.

Time Needed To Explore London: 4 hours.

Cost To Explore London: £40:00 per person.



Travel Times (Hours)

FROM LONDON TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	171 km	02:30	02:30	03:00
Beddgelert	385 km	05:15	04:15	03:45
Blackpool	385 km	05:15	04:15	03:45
Coleraine	767 km	13:30	10:30	05:00
Fort William	810 km	11:15	07:45	05:00
London	**	**	**	**
Newcastle	441 km	06:00	04:45	03:45
Nottingham	192 km	02:45	02:30	03:00
Salisbury	142 km	01:45	02:15	03:00

Note: The figures listed above include the time needed for breaks and all transfers.

Travel Costs (£ Per Person)

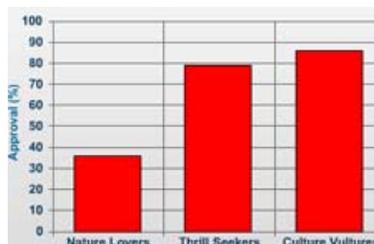
FROM LONDON TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	171 km	£13.55	£35.65	£57.75
Beddgelert	385 km	£24.25	£67.75	£111.25
Blackpool	385 km	£24.25	£67.75	£111.25
Coleraine	767 km	£63.35	£145.05	£206.75
Fort William	810 km	£45.50	£131.50	£217.50
London	**	**	**	**
Newcastle	441 km	£27.05	£76.15	£125.25
Nottingham	192 km	£14.60	£38.80	£63.00
Salisbury	142 km	£12.10	£31.30	£50.50

Note: The figures listed above include the cost of all transfers, e.g. ferry crossings.



LONDON - Accommodation

Accommodation is available in Central London at the following places:

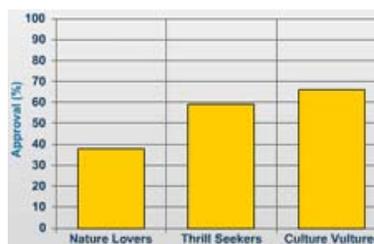


LONDON - Cedar Hall Hotel

Situated in the heart of the city overlooking Hyde Park, the Cedar Hall Hotel provides an ideal base for those wanting to explore all that London has to offer.

Cost: £80:00 per person per night.

Other Information: 25% discount for groups of 25 or more.



LONDON - Abbey Manor Hotel

Situated to the west of the city centre, the Abbey Manor Hotel affords fabulous views of Wembley Stadium and is close to an underground station for easy access.

Cost: £40:00 per person per night.

Other Information: 50% surcharge for groups of less than 45.



NEWCASTLE



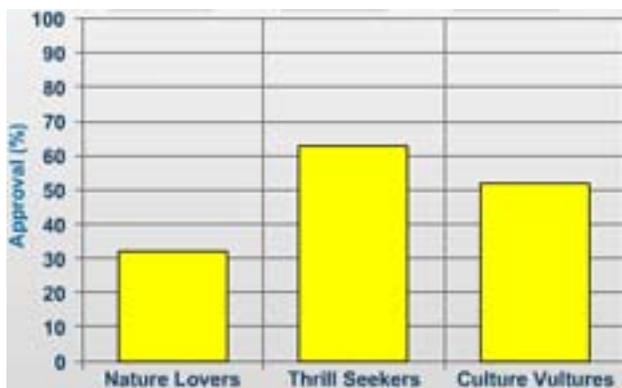
NEWCASTLE - General

Location: North East England.

Key Attractions: Shopping, Public Art Displays.

Time Needed To Explore Newcastle: 3 hours 30 minutes.

Cost To Explore Newcastle: £30:00 per person.



NEWCASTLE - Accommodation

Accommodation is available in the Newcastle area at the following places:

NEWCASTLE - The Tollgate Hotel

Situated on the western edge of Newcastle, the Tollgate Hotel derives its name from a nearby toll cottage dating back to the 17th century.

Cost: £35:00 per person per night.

Other Information: No discounts available.

NEWCASTLE - The Wheatsheaf Inn

Situated to the east of Newcastle city centre, the Wheatsheaf Inn was recently refurbished and benefits from pleasant views of the River Tyne.

Cost: £40:00 per person per night.

Other Information: 20% discount for groups of 10 or more.

Travel Times (Hours)

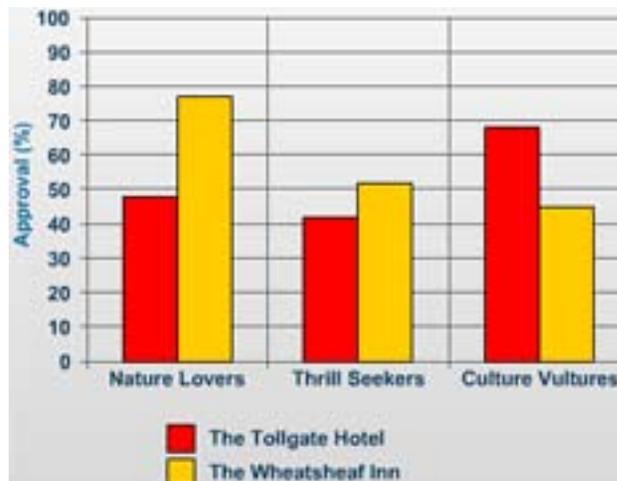
FROM NEWCASTLE TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	331 km	04:45	03:45	03:30
Beddgelert	409 km	05:30	04:30	03:45
Blackpool	223 km	03:00	02:45	03:15
Coleraine	403 km	08:30	07:15	03:45
Fort William	415 km	05:45	04:30	03:45
London	441 km	06:00	04:45	03:45
Newcastle	**	**	**	**
Nottingham	251 km	03:30	03:00	03:15
Salisbury	491 km	07:00	05:00	04:00

Note: The figures listed above include the time needed for breaks and all transfers.

Travel Costs (£ Per Person)

FROM NEWCASTLE TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	331 km	£21.55	£59.65	£97.75
Beddgelert	409 km	£25.45	£71.35	£117.25
Blackpool	223 km	£16.15	£43.45	£70.75
Coleraine	403 km	£45.15	£90.45	£115.75
Fort William	415 km	£25.75	£72.25	£118.75
London	441 km	£27.05	£76.15	£125.25
Newcastle	**	**	**	**
Nottingham	251 km	£17.55	£47.65	£77.75
Salisbury	491 km	£29.55	£83.65	£137.75

Note: The figures listed above include the cost of all transfers, e.g. ferry crossings.





NOTTINGHAM



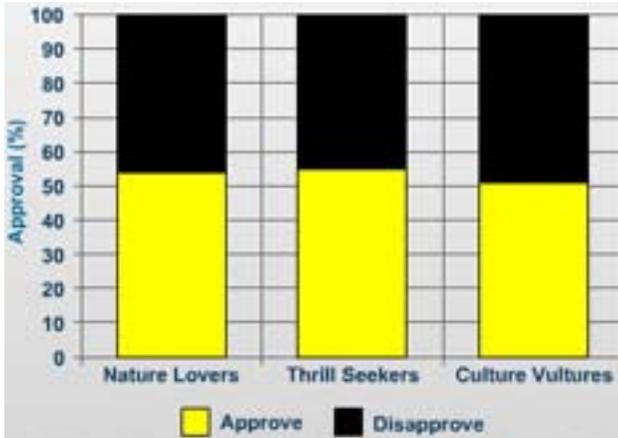
NOTTINGHAM - General

Location: East Midlands.

Key Attractions: Sherwood Forest, National Ice Centre.

Time Needed To Explore Nottingham: 3 hours.

Cost To Explore Nottingham: £25:00 per person.



Travel Times (Hours)

FROM NOTTINGHAM TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	84 km	01:00	01:45	02:45
Beddgelert	253 km	03:30	03:00	03:15
Blackpool	216 km	03:00	02:45	03:15
Coleraine	552 km	10:45	08:30	04:15
Fort William	624 km	08:30	06:15	04:30
London	192 km	02:45	02:30	03:00
Newcastle	251 km	03:30	03:00	03:15
Nottingham	**	**	**	**
Salisbury	240 km	03:15	03:00	03:15

Note: The figures listed above include the time needed for breaks and all transfers.

Travel Costs (£ Per Person)

FROM NOTTINGHAM TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	84 km	£9.20	£22.60	£36.00
Beddgelert	253 km	£17.65	£47.95	£78.25
Blackpool	216 km	£15.80	£42.40	£69.00
Coleraine	552 km	£52.60	£112.80	£153.00
Fort William	624 km	£36.20	£103.60	£171.00
London	192 km	£14.60	£38.80	£63.00
Newcastle	251 km	£17.55	£47.65	£77.75
Nottingham	**	**	**	**
Salisbury	240 km	£17.00	£46.00	£75.00

Note: The figures listed above include the cost of all transfers, e.g. ferry crossings.



NOTTINGHAM - Accommodation

Accommodation is available in the Nottingham area at the following places:

NOTTINGHAM - Balmoral Guest House

Situated in a quiet residential area to the west of Nottingham city centre, the Balmoral Guest House provides basic accommodation for the no-frills traveller.

Cost: £25:00 per person per night.

Other Information: 10% discount for groups of 15 or more.

NOTTINGHAM - Grand Hotel

Situated in the city centre, the Grand Hotel provides high-quality accommodation and is ideally located for those wishing to experience the local nightlife.

Cost: £80:00 per person per night.

Other Information: 25% discount for groups of 20 or more.





SALISBURY



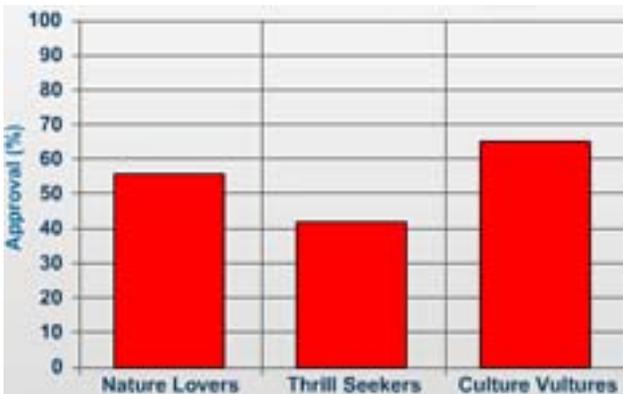
SALISBURY - General

Location: South West England.

Key Attractions: Salisbury Cathedral, Stonehenge.

Time Needed To Explore Salisbury: 2 hours 45 minutes.

Cost To Explore Salisbury: £25:00 per person.



SALISBURY - Accommodation

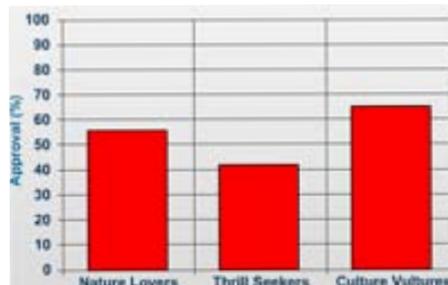
Accommodation is available in the Salisbury area at the following places:

SALISBURY - Ye Olde Oak Hotel

Situated to the west of Salisbury, Ye Olde Oak Hotel provides the traveller with plenty of home comforts in a listed building dating back to the 14th century.

Cost: £50:00 per person per night

Other Information: 10% surcharge for groups of less than 40.

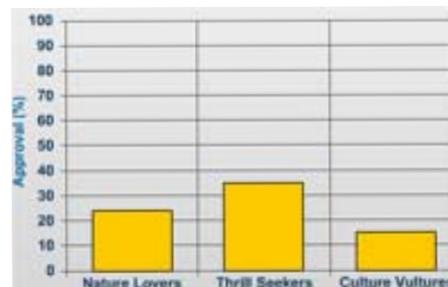


SALISBURY - Fairway Inn

Situated at a motorway junction to the south east of Salisbury, the Fairway Inn provides easy access to the area, and a basic standard of accommodation.

Cost: £50:00 per person per night.

Other Information: No discounts available.



Travel Times (Hours)

FROM SALISBURY TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	179 km	02:30	02:30	03:00
Beddgelert	388 km	05:15	04:15	03:45
Blackpool	386 km	05:15	04:15	03:45
Coleraine	734 km	13:15	10:00	04:45
Fort William	822 km	11:30	07:45	05:00
London	142 km	01:45	02:15	03:00
Newcastle	491 km	07:00	05:00	04:00
Nottingham	240 km	03:15	03:00	03:15
Salisbury	**	**	**	**

Note: The figures listed above include the time needed for breaks and all transfers.

Travel Costs (£ Per Person)

FROM SALISBURY TO...	DISTANCE	COACH	TRAIN	PLANE
Mystery Tours HQ	179 km	£13.95	£36.85	£59.75
Beddgelert	388 km	£24.40	£68.20	£112.00
Blackpool	386 km	£24.30	£67.90	£111.50
Coleraine	734 km	£61.70	£140.10	£198.50
Fort William	822 km	£46.10	£133.30	£220.50
London	142 km	£12.10	£31.30	£50.50
Newcastle	491 km	£29.55	£83.65	£137.75
Nottingham	240 km	£17.00	£46.00	£75.00
Salisbury	**	**	**	**

Note: The figures listed above include the cost of all transfers, e.g. ferry crossings.