

Coursework Prep – Summer 2024

As part of our Customers and Communication coursework in Year 12 we will be examining Hellidon Lakes Hotel and Resort. Your task is to gather the following information about the hotel and its facilities. You may use internet research, emails to the hotel itself or possibly visit their site if you so wish!

1. Where is Hellidon Lakes located, what facilities does it offer for its guests, how much does a room cost? What does the hotel offer beyond simply providing hotel rooms?
2. How much does Hellidon Lakes charge for its hotel rooms/faculties?
3. The owners of Hellidon are called Interesting Hotels. What is the 'mission statement' for Interesting Hotels?
4. Based on real customer feedback create a table showing the positives and negatives of guest experiences at Hellidon – you could use google reviews, trip advisor and the Hellidon website to help you gather this information. You should summarise the key positives and negatives and keep screenshots of the reviews as evidence.
5. Create a table showing the facilities at Hellidon and who you think their targeted customers are – think gender, age, socio=economic groups, interests etc (demographics)
6. Gather examples of social media posts from Hellidon Lakes – these could feature special offers, events, facilities and communication with customers. Take screenshots and store them on a word document/PowerPoint slide.