

AVCE Travel & Tourism

Visitor Attractions

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BEWL WATER

Task One - Appeal & Popularity

Introduction

In this section of the assignment I am going to be investigating why people go and visit Bewl Water and what makes it so popular. Bewl Water's main priority is to provide a water supply to the Medway towns but they make a lot of effort to provide a fun-packed day out for everyone!

Features and Facilities

These are some of the main facilities that Bewl Water has to offer:

- Bicycle hire - there are cycle paths all the way around the reservoir which is a 12 $\frac{1}{2}$ mile trip or go as far as you like! Groups are welcome and they are available on the weekend only between May-July and everyday between July and 14th September
- Outdoor centre - many pursuits such as sailing, canoeing, power boating, climbing and team building. These activities are aimed at over 8's and a full tutorial is given by qualified professionals. Also cater for groups.
- The Swallow - this is a passenger vessel that is able to carry 88 passengers. It takes you on a 45-minute cruise around Bewl Water. Cruises take place everyday between Easter and September and then weekends in October. However this activity is weather permitting. There is a small charge for the ferry: - Weekday Adult £3.50, Weekday Child (3-15 years) £2.50, Weekend Adult £4.00, Weekend Child (3-15 years) £2.50. At 11am everyday there is a ferry special £1 per person.
- Fishing - they offer introductory courses for children and adults. You should contact them first for more information on licensing and equipment hire. Season starts in March and ends in November.
- Bewl Windsurfing - <http://www.bewlwindsurfing.co.uk> They offer many different courses aimed at everyone from beginners to experts. All

equipment is included in the hire, they just ask you to bring along a 50m swimming certificate if possible.

- The Look-Out Restaurant - this restaurant offers lovely views over Bewl Water. It offers special catering services for birthday parties, barbecues in the summer, buffets, cream teas, evening hire, wedding receptions and corporate functions. It is open daily between April and October and then only on weekends from then on.
- Conference facilities -Bewl Water offer a conference room capable of holding 65 delegates theatre style or 30-boardroom style. It is well equipped with projectors, screens, PA, videos and flipcharts. Other facilities available upon request. Catering is also available.

Target Market

Bewl Water appears to mainly targeted at sporty and adventurous people with all the water sports and outdoor pursuits they have to offer. However there is the country walks and nature trails and it is quite nice to take a picnic down there in the summer. It is very much aimed at families because there is a huge adventure playground and there are special classes for children. All in all its main target market are more able-bodied people, however there are limited disabled facilities.

Special Events and Extra Facilities

Across the year Bewl Water offer many different events. A few examples of events for 2003 are:

- Easter Egg Hunt on Easter Sunday around the woodland adventure playground
- Bewl Vintage Car Rally over 200 vintage vehicles on display along with arts and crafts stalls.
- Fireworks & Laser Symphony Concert
- Have A Go Weekend sample all the activities on offer; small charge will apply for each activity.
- Halloween Disco in the Look-Out restaurant includes buffet

There is disabled parking available which is close by toilets, visitor centre, restaurant and conference room. There are also boats with easy disabled access. Ideally you should contact Bewl Water prior to your visit should you require any special requests.

Marketing

Bowl Water has researched the best ways to control visitor numbers well. They can see that during the summer the park is almost too popular. Recently they introduced a fee to use the car park. I imagine this was a good traffic calming method to use. This stops people from just stopping of at the reservoir for an hour or two. Also they have looked into how popular certain activities are. They have made bicycle hire only available at weekends. Looking at the figures below of how many visitors they are receiving each year I think they need to think of a few more ways to decrease interest because tourism isn't Bowl Water's main priority.

Visitor Numbers

Each year Bowl Water attracts 200,000 visitors and 70,000 of those are members of one of the clubs e.g. sailing club etc. This volume of people every year may be damaging to the environment. I think they should have a limit on how many memberships they issue at any one time.

Changing Trends and Expectations

We have already established that Bowl Water is more of a summer attraction. They receive a much higher of percentage of visitors throughout the high season mainly because the majority of activities are water based and it is too cold and dangerous in the winter. Next year, unless something is done I'm sure we can expect visitor numbers to rise, unless there is new competition in the area or bad media coverage. Bowl Water is an attraction that doesn't follow recent trends it will always be popular.