

Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 3 Destination Marketing

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INSERT

1 hour 30 minutes

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has **4** pages. Any blank pages are indicated.

Figure 1.1 for Question 1

Tourism Central Otago (TCO) is the Regional Tourism Organisation (RTO) for Central Otago, a region in New Zealand.

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The strapline is used by TCO to promote tourism in the region through telling stories and photographs on their website: 'Discover a world of difference in every season'.

Figure 2.1 for Question 2

Cape Cod is a peninsula in the US state of Massachusetts, on the Atlantic coastline. Cape Cod is a popular summer destination, known for its stunning natural beauty, hundreds of kilometres of sandy beaches and its world class leisure facilities. Cape Cod offers amazing guest accommodation, a lively arts and culture programme, fresh seafood and famous golf courses.

The Cape Cod Chamber of Commerce received funding to run the 'Cape Cod: Truly Yours' marketing campaign in 2024. The campaign reached multiple market segments. The campaign included print advertisements, TV commercials, digital billboards, online advertisements, campaigns on social media and influencer marketing.

The Cape Cod Chamber of Commerce asked tourism partners to share 'Cape Cod: Truly Yours' banner advertisements on social media or on partner websites. Partners were also asked to use #VisitCapeCod in their Cape Cod-related posts.

The brand logo shows 15 lines in a circular symbol, to represent a fingerprint. Each line represents one of the 15 towns from the Cape Cod peninsula. The brand image tries to show that every visit to the area will be unique, in the same way that every fingerprint is unique.



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