



Cambridge International AS & A Level

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

May/June 2026

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen. Do **not** use correction fluid or tape.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Any blank pages are indicated.



1 Refer to Figure 1.1 (Insert), information about Cabo Verde.

(a) Explain **two** reasons why a change in arrival numbers in 2023 may be a key performance indicator for Cabo Verde.

1

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.....

[4]

(b) Assess why stakeholders may choose to review the marketing mix for a destination.

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9395/32/M/J/26

[Turn over





- (c)** Using a SWOT analysis approach, evaluate the opportunities for Cabo Verde as a tourism destination.

This image shows a full page of primary-ruled paper. It features multiple sets of horizontal dotted lines, each set separated by a larger gap. A faint diagonal dashed line runs from the top-left towards the bottom-right across the center of the page. The background is white, and there are no margins or other markings. Faint, repeating watermarks of "PapaCambridge" and "papacambridge.com" are visible diagonally across the page.



[12]

[Total: 25]

[Turn over





2 Refer to Figure 2.1 (Insert), information about Visit Iceland's 'Iceland: Better than space' marketing campaign.

(a) Explain **two** possible disadvantages of conducting primary market research.

1

.....

[4]

(b) Discuss why spending power is an important characteristic of Iceland's visitor profile.

.....

.....







(c) Evaluate how online media can be used to monitor the effectiveness of a destination brand.

[illegible]



[12]







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