



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.

Fig. 1.1 for Question 1



Cook Islands Tourism Corporation (CITP) is the tourism authority for the group of 15 islands referred to as the Cook Islands in the South Pacific. This year the Corporation will launch a new destination marketing programme for this destination and will continue to raise awareness of the Cook Islands' global brand, especially digitally. CITP is confident that, with the work of its international team, it can increase the number of visitors from its key source markets of New Zealand, Australia, North America, Northern Europe and Japan.

Prior to starting the programme, CITP carried out market research through a brand impact study. The study was used to understand the destination's main customer segment and how advertising campaigns affected visitor perceptions regarding the Cook Islands. An advertising agency ran a month-long advertising campaign, working on behalf of CITP, using the 'Love a little paradise' brand. The logo is brightly coloured with a pink background and white text and includes the national flower of the Cook Islands.

- An online 'before and after' study measured the impact of advertising in raising brand awareness and changing the Cook Islands' brand perception with potential visitors from Australia and New Zealand.
- Target audiences were reached using two social media platforms and a range of websites to give high viewability and strong click-through rate (CTR).
- The campaign tested the feasibility of a longer three to five year long digital strategy. Trialling its messaging in this way provided a safe way for CITP to enter the digital space with a sense of who its audience is and how they like to be reached.
- Advertising included video, search and display advertisements by website and social media targeting of Australians and New Zealanders across all ages and regions.
- The one-month campaign reached 2.5 million unique customers with over 41 000 click-throughs and achieved 140 744 engagements with social media posts.

Fig. 1.1

Fig. 2.1 for Question 2

Tuscany as a region of Italy provides 284 facilities ideal for meetings, incentives, conferences, exhibitions and product launches, including three congress centres and 199 conference hotels.

Destination Florence Convention and Visitors Bureau (DFCVB) is the official MICE marketing company in Florence with the mission of increasing the quality and importance of events, destination weddings and the luxury tourism market in Florence, a city in Tuscany. The aim of the MICE division

is to attract more business tourism to the city and source the best services and rates for event organisers, working with its tourism industry partners.

Toscana Promozione Turistica (TPT) is the regional government agency responsible for promoting tourism in Tuscany. Its main objective is to contribute to the promotion of tourism throughout the region, consolidating Tuscany's presence in traditional markets and developing it in emerging markets. Through participation in major trade fairs, business to business (B2B) workshops and road shows, TPT aims to enhance the relationship between both Tuscan and international tourism providers.

TPT and DFCVB have come together to launch a new brand known as Tuscany MICE. This official partnership promotes the main MICE venues in Tuscany.

The Tuscany MICE partnership connects conference and event organisers and international customers with local providers. The partnership acts as facilitator in the area and as the first access point for Florence as a business tourism destination. Teamwork between the public and private sectors of the industry has always proven successful in promoting the city as an event destination.

Fig. 2.1

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