



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



The logo for Ethiopia's 'Land of Origins' features a stylized tree with roots and branches, set within a circular frame. Below the tree, the word 'Ethiopia' is written in a large, white, serif font, and 'LAND OF ORIGINS' is written in a smaller, white, sans-serif font below it.

Ethiopia has the potential to be one of Africa's top tourism destinations with its rich cultural heritage and spectacular natural beauty.

The Ethiopian Tourism Organisation (ETO) needed a series of world-class marketing materials to promote the new brand and the country's tourism destinations and activities. The Ethiopia Ministry of Culture and Tourism therefore commissioned a new brand and marketing strategy.

Over a six-month period, a brand agency team was employed to design, develop, produce and launch a national tourism website. It also assisted with seven marketing videos and an image library of professional photographs of the country and its natural attractions. It produced 16 inspirational brochures including five newly developed tourism routes as well as maps and leaflets for Ethiopia's top nine attractions and World Heritage Sites. In total, 250 000 brochures were printed in four languages for distribution at international travel trade fairs and through Ethiopia's marketing partners.

ETO has tried to maximise tourism revenues and make Ethiopia one of the top five tourist destinations in Africa by 2025. ETO must achieve ambitious market growth targets which include an average increase in the tourism arrival rate of 20% each year to reach 5 million visits by 2025.

The Ethiopia Ministry of Culture and Tourism indicated that there are a number of challenges still facing the tourism sector, including a lack of:

- infrastructure
- skilled human resources
- accessibility
- hotels.

Fig. 1.1

Fig. 2.1 for Question 2

Profile of overseas travellers visiting Florida

Visit Florida is the marketing organisation responsible for promoting Florida, USA as a tourist destination.

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- Average household income among Florida's overseas visitors fell for a fourth consecutive year in 2017.

Fig. 2.1

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