



# Cambridge International AS & A Level

---

**TRAVEL & TOURISM**

**9395/32**

Paper 3 Destination Marketing

**May/June 2023**

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**

València is the third largest city in Spain. The new Delicious València brand was created in 2021 with the aim of positioning València as a leading European destination for travellers who appreciate good food. It gives the city a new brand identity,

linked to all the colours, smells and flavours that make up traditional Spanish dishes, and local food products.

The logo symbolises the Delicious València acronym (DV) in orange and yellow colours that represent València's Mediterranean sunsets, its well-established food culture and the many oranges the region grows.

The Visit València Foundation (VVF), the tourism authority for València, made the Delicious València brand a focus of its marketing plan for 2021. VVF wanted to highlight there is no better destination than València for visitors to enjoy delicious dishes at a reasonable price. New restaurants and food entrepreneurs set up in the city and the creation of an award for sustainability and environmental innovation have helped València become one of Spain's best food destinations.

Delicious València is one of a series of projects launched as part of the city's initiative to increase the popularity of the destination. VVF carried out 42 different online marketing campaigns in 2020, including the launch of a new tourist app, which incorporates a chatbot to answer customer enquiries. The national tourist website received 2.5 million visits in 2020, from 1.7 million users, and VVF had 320 000 followers across its social media platforms. 3500 items of content were published, with a total reach of 40 million people.

**Fig. 1.1**

Fig. 2.1 for Question 2

Stellenbosch is the second oldest town in South Africa and has recently rebranded itself as a destination. The launch of the new 'Stay and Play in Stellenbosch' destination brand in 2020 was part of the Support Stellenbosch campaign, inspiring visitors to stay longer, do more and visit the town again.



Visit Stellenbosch, the official Destination Marketing Organisation (DMO) of Stellenbosch, was responsible for the rebranding of the destination. They worked with local tourism businesses to bring together all of Stellenbosch's tourism stakeholders with the objective of growing the town's tourism and experience economy for the benefit of the whole community.

Visit Stellenbosch was created to centralise the functions and resources of Stellenbosch's stakeholders in tourism, business, food, wine and other sectors. This is an excellent example of how working together makes a town stronger.

Visit Stellenbosch wanted to create a brand that was accessible, by inviting visitors to 'Stay and Play' with a range of attractive overnight packages. These allow visitors to stay in their preferred type of accommodation and take part in a wide variety of exciting tourism experiences at discounted rates.

The initiative called on residents to support local businesses, and to experience Stellenbosch as tourists themselves. Visitors can enjoy discounts on a range of experiences such as guided tours, spa treatments and e-bike rides.

Fig. 2.1

**BLANK PAGE**

---

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cambridgeinternational.org](http://www.cambridgeinternational.org) after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.