



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.

The Moroccan National Tourist Office (ONMT) has renewed its VisitMorocco brand.

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It launched the campaign in France, Spain, the United Kingdom, Germany, Israel and other main source markets.

Fig. 1.1

Toronto in Canada has been named the most multicultural city in the world.

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Destination Toronto offers its business tourism partners a social media package including logos, photos, digital media and videos incorporating the destination brand.

Fig. 2.1

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