



# **Cambridge International AS & A Level**

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**TRAVEL & TOURISM**

**9395/33**

Paper 3 Destination Marketing

**May/June 2024**

**INSERT**

**1 hour 30 minutes**

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**INFORMATION**

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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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