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TRAVEL & TOURISM

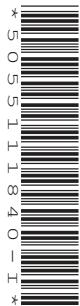
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Paper 3 Destination Marketing

May/June 2025

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.

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Tartu, the second biggest city in Estonia, was one of three European Capitals of Culture (ECoC) in 2024. ECoC are expected to host many events throughout the year to celebrate the culture and history of the destination. In 2024 Tartu held hundreds of events showcasing the history, arts, food and culture of Tartu and the surrounding area.

Tartu is the cultural centre of Estonia. It is a university city with urban green spaces and a lively cafe culture. Tartu has more than 20 museums and is well known for being an international centre for literature. Since 2015, Tartu has also been part of the UNESCO network of creative cities worldwide.

It is easy to get from point A to point B in Tartu. This means visitors can explore the city at a leisurely pace. Tourists can walk, or they can hire an electric bike through the city's Smart Bike Share app.

In 2020, the 19 local councils in South Estonia signed the Tartu 2024 Cooperation Agreement. The aim of the Cooperation Agreement was to prepare and implement the European Capital of Culture programme in the South Estonian region. The Cooperation Agreement has details of the ECoC event programme for 2024, as well as the joint marketing and financing plans for tourism in all local areas in South Estonia between 2021–2025. The European Capital of Culture programme was widely promoted by Visit Estonia, the national tourism authority for the country. Visitors were asked to use the hashtag #Tartu2024 to follow events online.

Fig. 1.1

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The Kingdom of Eswatini is a land-locked country to the east of South Africa. Eswatini was previously known as the Kingdom of Swaziland, until the King announced a name change in 2018. Along with the change of name, the Government of Eswatini also created a new destination brand for the country.

The Eswatini Tourism Authority (ETA) attended the International Tourism Fair in Serbia in 2023. The tourism fair showcased accommodation, destinations and different types of tourism services from around the world.

ETA carries out market research to find out who its customers are. Europe is one of Eswatini's main source markets. ETA's research findings show that Eswatini's culture, activities, events and safaris hold mass appeal for the international tourism market. As a result of the research ETA showcased these types of experiences to visitors to the tourism fair.

The International Tourism Fair in Serbia, a country in Europe, presented ETA with an opportunity to learn more about the Serbian market. ETA also networked with Serbia's tourism service providers. Interest in Eswatini as a destination by the Serbian market was encouraging. The tourism fair was described as a success for ETA and for Eswatini's tourism partners.

Fig. 2.1

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