



Cambridge International AS & A Level

TRAVEL & TOURISM

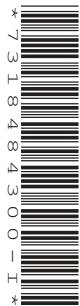
9395/32

Paper 3 Destination Marketing

October/November 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.

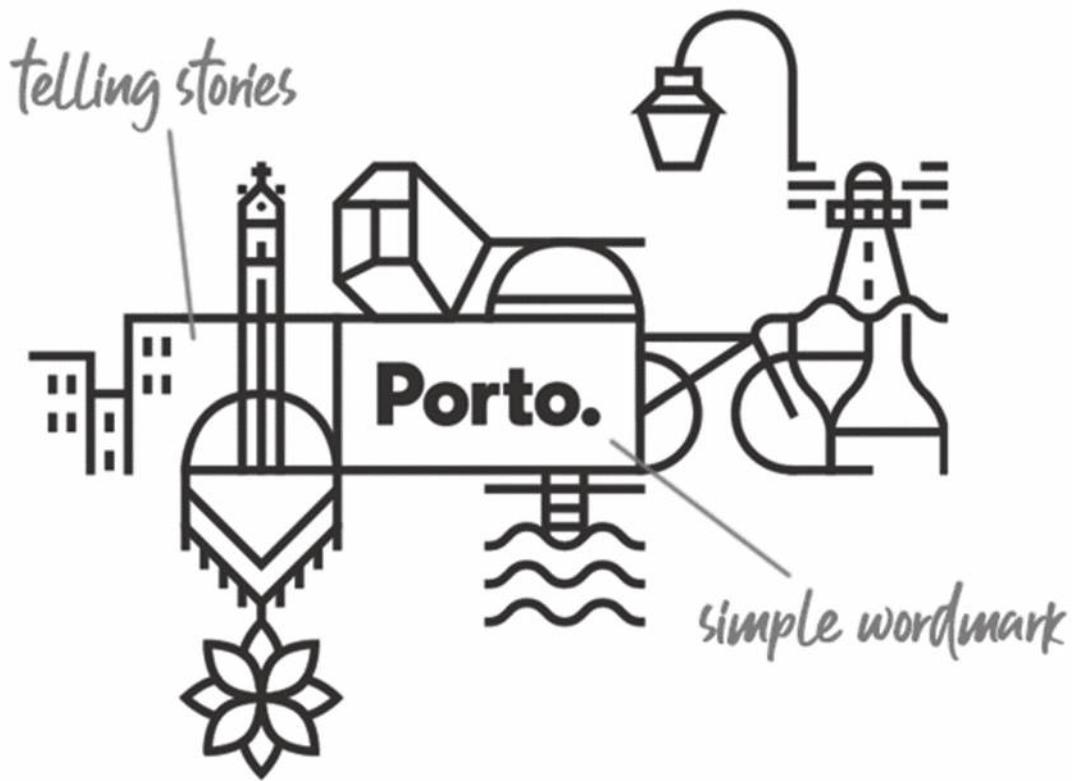
This document has **4** pages. Any blank pages are indicated.

Fig. 1.1 for Question 1

Porto is a historic city in Portugal. Tourists have voted the city 'Best European Destination' three times in the last six years.

One reason for the success of the city is its rebranding which resulted in the same eye-catching imagery posted everywhere in the city – municipal buildings, dustcarts and police motorbikes all display the new destination brand logo.

Porto's brand identity is based on a series of simple but bold images that show the city's main architectural, cultural and geographical elements. At the heart of the identity is the city's name and a full stop: 'Porto.'. This makes the brand messages clear and based on specific features of the city.



A recent opinion survey showed that respondents find the identity of Porto to be credible and easy to recognise. 17% of respondents found the design to be innovative and attractive. Most felt that the brand identity is matched to the environmental features of Porto.

All previous branding was removed from the city and the new brand was rolled out universally to ensure consistency. Marketing partners were given a manual on the dos and don'ts on how to use the Porto. brand. This includes the colours, fonts and icons to be used within earned media, including travel blog posts.

Fig. 1.1

Fig. 2.1 for Question 2



The image shows the 'TokyoTokyo' logo. The word 'Tokyo' is written in a large, expressive, black, cursive-style font. To its right, the word 'Tokyo' is written in a large, bold, grey, sans-serif font. Above the grey 'Tokyo', the text 'Old meets New' is written in a smaller, grey, sans-serif font. Below the grey 'Tokyo', there is a small, dark grey square icon containing a stylized 'T' or 'N' shape.

Tradition and innovation exist side by side in Tokyo. Traditional culture and architecture are everywhere you look, but tourism in Tokyo is always changing. Tourism providers try and diversify what they offer, based on the changes in visitors' tastes and preferences.

#TokyoTokyo has become the new way to communicate the appeal of Tokyo to the world. Visitors are encouraged to use the hashtag in their social media posts. They are told to share their discoveries of Tokyo's attractions with people around the world and to seek new experiences from posts they see on social media.

#MY TOKYO IS _____, is a joint campaign between the Tokyo Metropolitan Government and a social media platform. Visitors are also asked to find Tokyo's hidden treasures by following the #TokyoTokyo around the city.

The #TokyoTokyo campaign also welcomes users into the Tokyo Virtual Travel online game. Via the game, players can design their own avatars and use them to go on virtual visits to 30 popular sightseeing spots in six areas in the heart of Tokyo.

The brand marketing campaign has been exhibited at a number of major travel trade fairs, including the World Travel Market in London, the Guangdong International Tourism Industry Expo in China and at the Digital Trade Market, a virtual travel expo.

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 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.