



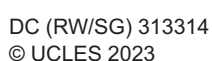
TRAVEL & TOURISM

Paper 3 Destination Marketing

October/November 2023

1 hour 30 minutes

- 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.



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Fig. 1.1 for Question 1

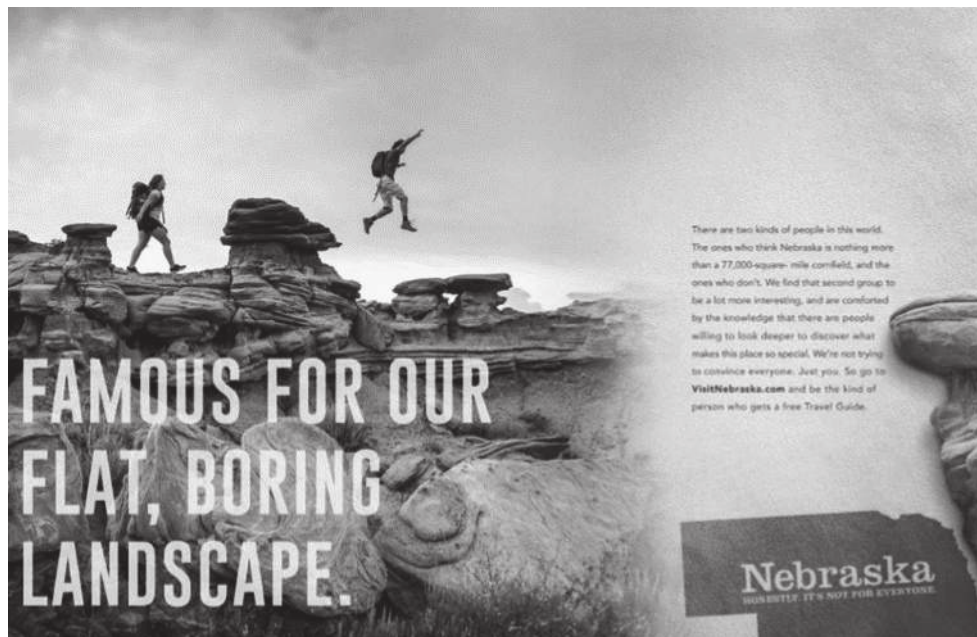
The United Arab Emirates (UAE) is a country made up of seven emirates. It has revealed a new logo and slogan as part of a wider branding process for the country.

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The Nation Brand Office, a government organisation, has been created to carry out market analysis and to oversee issues related to the brand identity.

Fig. 1.1

Fig. 2.1 for Question 2



The Nebraska Tourism Commission (NTC) took an unusual approach to stand out as a destination in a competitive market. Most destination marketing organisations (DMOs) emphasise the positive features of the destination. Instead, NTC acknowledged all of the negative perceptions of the state and used them humorously to advertise the destination. Statements that appear to be negative such as 'Famous for our flat, boring landscape' and 'Nothing to see or do here' are used as the focus of the new marketing campaign for NTC. The images used in the advertisements show this is clearly not the case, as seen above.

NTC admits that Nebraska may not be on everyone's list of places to visit but they have set out to create a brand that is rooted in the core value of honesty, shared by Nebraskans and potential visitors to the state.

The campaign was well received with most respondents to an international survey saying that the humour of the campaign worked well for them and they would be more likely to visit. The results of the survey also showed that NTC knew its target market well and that the campaign successfully raised brand awareness.

Fig. 2.1

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