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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.
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Destination Naples, a destination marketing organisation (DMO), is a group of more than 80 tourism and event organisations.

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Students from the university help market the destination under the Bay of Naples Finest brand.

Fig. 1.1

FEEL MORE

Every Visit to Qatar Starts with A Feeling

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Fig. 2.1

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