



Cambridge International AS & A Level

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.
- 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



The logo for Ethiopia's 'Land of Origins' features a stylized tree with roots and branches inside a circular frame. Below the tree, the word 'Ethiopia' is written in a large, white, serif font, and 'LAND OF ORIGINS' is written in a smaller, white, sans-serif font below it.

Ethiopia has the potential to be one of Africa's top tourism destinations with its rich cultural heritage and spectacular natural beauty.

The Ethiopian Tourism Organisation (ETO) needed a series of world-class marketing materials to promote the new brand and the country's tourism destinations and activities. The Ethiopia Ministry of Culture and Tourism therefore commissioned a new brand and marketing strategy.

Over a six-month period, a brand agency team was employed to design, develop, produce and launch a national tourism website. It also assisted with seven marketing videos and an image library of professional photographs of the country and its natural attractions. It produced 16 inspirational brochures including five newly developed tourism routes as well as maps and leaflets for Ethiopia's top nine attractions and World Heritage Sites. In total, 250 000 brochures were printed in four languages for distribution at international travel trade fairs and through Ethiopia's marketing partners.

ETO has tried to maximise tourism revenues and make Ethiopia one of the top five tourist destinations in Africa by 2025. ETO must achieve ambitious market growth targets which include an average increase in the tourism arrival rate of 20% each year to reach 5 million visits by 2025.

The Ethiopia Ministry of Culture and Tourism indicated that there are a number of challenges still facing the tourism sector, including a lack of:

- infrastructure
- skilled human resources
- accessibility
- hotels.

Fig. 1.1

Fig. 2.1 for Question 2

Profile of overseas travellers visiting Florida

Visit Florida is the marketing organisation responsible for promoting Florida, USA as a tourist destination. It carries out an annual visitor study which provides important visitor profiling data.

- International visits to Florida experienced a 1% decrease in 2017, with approximately 14.4 million overseas travellers visiting the state. The top three source markets were from Canada, Britain and Brazil.
- Overseas travellers stayed an average of 11.0 nights in Florida during 2017 and most were travelling on vacation (75%).
- Nearly half of Florida's overseas visitors were travelling alone in 2017, while roughly one-fifth report travelling with children.
- 75% of overseas travellers visiting Florida during 2017 stayed in a hotel/motel for the duration of their visit and most made accommodation reservations (68%) before departing on their trip. The occupancy rate in Florida in 2017 was 73.7%, which was 7.8% higher than the US average for the same period.
- The top method for booking accommodation was an internet booking service (32%), followed by direct booking with the accommodation provider (17%) and via a travel agency office (11%).
- The top activities among Florida's overseas visitors during 2017 were shopping (88%), sightseeing (73%), amusement/theme parks (50%) and fine dining experiences (26%).
- Florida's overseas visitors tend to be younger than domestic visitors, with more than a third aged under 35.
- Average household income among Florida's overseas visitors fell for a fourth consecutive year in 2017.



Fig. 2.1

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