
TRAVEL AND TOURISM

7096/13

Core Module

October/November 2014

INSERT

2 hours

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.



This document consists of **5** printed pages and **3** blank pages.

Fig. 1 for Question 1



Fig. 1

Fig. 2 for Question 2

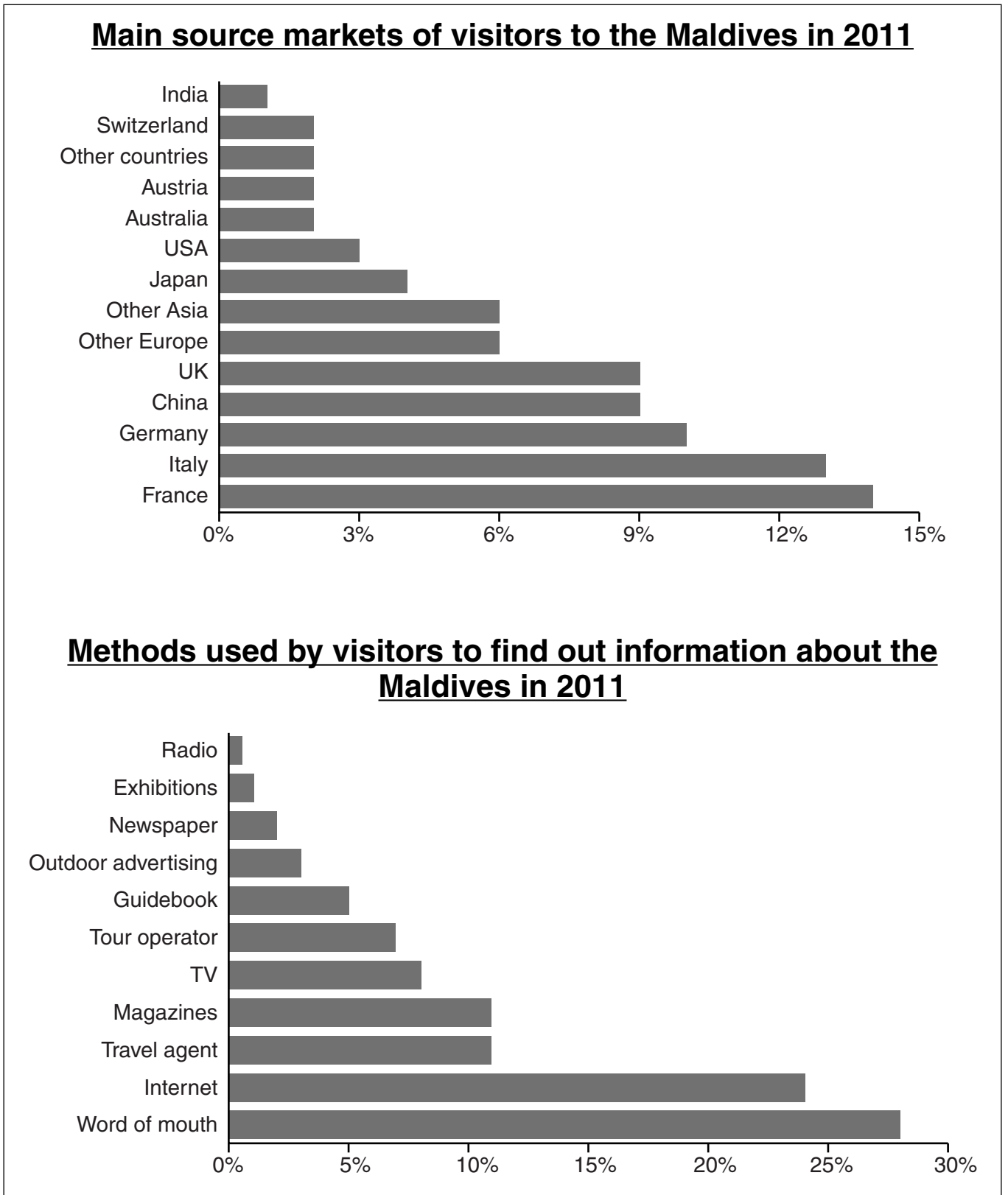


Fig. 2

Fig. 3 for Question 3

Chilean winter resorts attract Brazilian tourists

In March 2012, the Chilean Tourist Board launched a US\$700 000 promotion campaign in Brazil. This resulted in a 35% increase in Brazilian tourist arrivals during June, mainly to enjoy the winter resorts.

‘Between 70% and 90% of our clients come from Brazil,’ said Ricardo Margulis, general manager of the ski resort, Valle Nevado.

‘Snowfall this year has been better than in 2011. Even when there has not been a lot of snow, the good quality and low temperatures have allowed us to keep the resort in excellent condition for skiing fans,’ added Margulis.

Last year the ski season attracted 43 896 foreign tourists to winter resorts in Chile, mainly from Brazil (48%) followed by those from Europe (28%) and Argentina (12%).

Fig. 3

Fig. 4 for Question 4



Fig. 4

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Figure 2 © http://www.tourism.gov.mv/downloads.maldives_visitor_survey_2011_report.pdf.

Figure 3 © adapted: <http://en.mercopress.com/2012/08/01/brazilian-tourists-swamp-chilean-winter-resorts-30-more-in-first-half-of-2012>.

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