Cambridge Assessment International Education

Cambridge O Level

TRAVEL & TOURISM **7096/23**

Paper 2 Managing and Marketing Destinations **October/November 2025**

INSERT **2 hours**

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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.

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Fig. 1.1 for Question 1

E-bike holidays

Since 2024 there has been an increase in e-bike (electric-bike) holidays. E-bikes make cycling easier, but still provide exercise and fresh air, while allowing you to travel further than on a manual bike. E-bikes are suitable for all standards of physical fitness.

Cycling is one of the most sustainable ways of exploring a destination, which has led to an increase in specialist e-bike tour operators. France, Spain, Italy and Slovenia are the most popular destinations for e-bike holidays.

E-bike holidays include seeing superb views, visiting historical sites and enjoying regional cuisine with your bike being your mode of transport. With an e-bike you can journey over hills reaching speeds of up to 30 km per hour.

Fig. 2.1 for Question 2

Campaign New Zealand ‘If you seek’

Tourism New Zealand (TNZ), New Zealand’s national tourism organisation, has launched its latest marketing campaign ‘If you seek’. The campaign is focused on New Zealand’s natural and cultural richness. The campaign aims to encourage international visitors to learn about and experience the indigenous Maori culture. TNZ has worked closely with the indigenous Maori community to develop the campaign.

The campaign has been launched in New Zealand’s main source markets. The campaign uses short video clips to raise awareness of what is on offer in order to attract new visitors. Well-known destinations are shown in the videos as well as places and activities that are not as well-known.

The campaign will target premium travellers who are adventurous and keen to look beyond the usual tourist areas. TNZ hopes these visitors will engage with the culture and society of New Zealand and interact with the environment in a respectful way.

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Fig. 3.1 for Question 3

Platinum Air

International airline Platinum Air has two marketing objectives for the coming year.

- To sell 90–100% of its seats to European markets in the peak summer season of July and August. In previous years it only managed to sell 55%.
- To increase its sales of first-class seats by 20% on long haul flights during the coming winter season.

Platinum Air is considering using sales promotion, price bundling and advertising to help meet its current objectives.

Fig. 4.1 for Question 4

Tropical Tours Samoa wins award

The Travel and Hospitality Award is an award for excellence in the travel and tourism industry. The award can be given to organisations within any sector of the travel and tourism industry. The award is given based on reviews and customer feedback.

Tropical Tours Samoa, a small family-run tour operator, was given the award in 2024. The owners of Tropical Tours Samoa were born and raised on the island of Samoa. As well as running the company, the owners also work as guides on the tours included in their holidays. Tropical Tours Samoa offers a unique travel experience within the beautiful Samoan islands. The holidays offered by Tropical Tours Samoa provide an opportunity to connect, respect and celebrate the culture, people and history of Samoa.

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