CAMBRIDGE
International Education

Cambridge O Level

TRAVEL & TOURISM **7096/22**

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

MARK SCHEME

Maximum Mark: 80

Published

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

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Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptions for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

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Social Science-Specific Marking Principles (for point-based marking)

1 Components using point-based marking:

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

a DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)

b DO credit alternative answers/examples which are not written in the mark scheme if they are correct

c DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons …).

d DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)

e DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities

f DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).

g DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

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4 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

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Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
	Correct point
	Incorrect point
BOD	Benefit of doubt given
VG	Content of response too vague
NAQ	Not answered question
REP	Repetition
SEEN	Page or response seen by examiner
BP	Blank page
K	Knowledge
APP	Application
AN	Analysis
EVAL	Evaluation

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Assessment objectives

AO1 Knowledge and understanding
Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application
Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis
Analyse travel and tourism issues and show an understanding of the possible impacts of those issues on travel and tourism.

AO4 Evaluation
Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

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Table A

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks
	Description	**Description**	**Description**
3	The response contains a range of explained valid points. 3 marks	The response is well-balanced and considers the significance of more than two of the points mentioned. **OR** The arguments for and against more than two of the points mentioned are given. 3 marks	The response contains a well-reasoned conclusion or recommendation. 3 marks
2	The response contains some explained valid points. 2 marks	The response gives some consideration to the significance of two of the points mentioned. **OR** The arguments for and against two of the points mentioned are given. 2 marks	The response contains a conclusion or recommendation with some reasoning given. 2 marks
1	The response is likely to be a list of valid points with little or no explanation. 1 mark	The response gives some consideration to the significance of one point. **OR** The arguments for or against one of the points are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark
0	No creditable response.	No creditable response.	No creditable response.

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Table B

Level	AO2 Application 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks
	Description	**Description**	**Description**
3	Includes an explanation of why more than two points mentioned are relevant/suitable to the context of the question. 3 marks	The response is well-balanced and considers the significance of more than two of the points mentioned. **OR** The arguments for and against more than two of the points mentioned are given. 3 marks	The response contains a well-reasoned conclusion or recommendation. 3 marks
2	Includes an explanation of why two points mentioned are relevant/suitable to the context of the question. 2 marks	The response gives some consideration to the significance of two of the points mentioned. **OR** The arguments for and against two of the points mentioned are given. 2 marks	The response contains a conclusion or recommendation with some reasoning given. 2 marks
1	One point has an explanation of why it is relevant/suitable to the context of the question. 1 mark	The response gives some consideration to the significance of one point. **OR** The arguments for or against one of the points are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark
0	No creditable response.	No creditable response.	No creditable response.

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Question	Answer	Marks
1(a)(i)	**Define the term 'public relations'.** Award one mark for the correct definition. • A form of publicity which involves creating a favourable impression / image of an organisation and its products and services. (1) • Building relationships with the media and other stakeholders to generate publicity. (1) • This involves managing contacts between providers and customers / locals. (1) Credit any other reasonable response.	**1**
1(a)(ii)	**State <u>two</u> types of public relations.** Award one mark for the correct identification of each type of public relations. • News stories (1) • Social media campaigns (1) • Media relations (1) • Event sponsorship (1) Credit only these.	**2**
1(b)	**Describe <u>two</u> market analysis tools Yoga Holidays is likely to have used before adding Bali as a new destination.** Award one mark for the correct identification of a market analysis tool and a further mark for the correct description of each market analysis tool. • SWOT analysis (1) gives an insight into Yoga Holidays current position (strengths, weaknesses, opportunities, threats and potential for areas of improvement) before adding a new destination. (1) • PESTLE analysis (1) Yoga Holidays is able to understand the external factors (political, economic, social, technological, legal, environmental) that may affect their decision to add a new destination / potential opportunities or threats can be identified and adapted if need be. (1) Credit any other reasonable response.	**4**

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Question	Answer	Marks
1(c)	**Explain <u>two</u> ways Yoga Holidays can support social enterprise development.** Award one mark for the correct identification of a way and a further one mark for the correct explanation of each way. • Support local economies (1); Yoga Holidays can ensure the destination is protected by using eco-friendly practices. (1) • Local wealth creation (1); tourists will spend money in local shops which can have a multiplier effect. (1) • Sustainable infrastructure development (1) using pollution free destination transport systems. (1) • Community tourism (1); locals can invite tourists to visit and stay in their homes. (1) • Yoga Holidays can provide jobs for local people (1); earn income / improve their standard of living. (1) Credit any other reasonable response.	**4**

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Question	Answer	Marks
1(d)	**Discuss the impact the press release is likely to have on customer numbers for Yoga Holidays.** Follow the point-based marking guidance at the top of this mark scheme and use **Table B** to give marks for each candidate response. Responses may include the following and any other valid points should be accepted: AO2 Application • A press release can dramatically increase Yoga Holidays brand awareness. • When Yoga Holidays is featured by a publication it implies it is accepted by them, building a positive reputation / brand image. • Gaining trust and credibility is a significant benefit of a press release. • Form of free marketing and promotion which can highlight / showcase Yoga Holidays USP / increase customer numbers. AO3 Analysis • The press release aims to create positive media coverage and generate publicity for Yoga Holidays. As more people become aware and choose Yoga Holidays as a travel option it can lead to an increase in tourist numbers. • The press release works towards shaping tourists' perception of Yoga Holidays by making sure it has a good image and reputation. • Trust is built by using communication and promotion to provide accurate and reliable information about Yoga Holidays. • If media outlets consider the information from the press release about Yoga Holidays newsworthy it will get picked up by journalists and published. It provides an opportunity to explain what makes Yoga Holidays stand out from competitors. AO4 Evaluation • Awareness can be achieved by securing media coverage in newspapers, magazines, television, radio and online platforms and can increase awareness among potential customers who may not have been previously familiar with Yoga Holidays. • A positive reputation can attract customers who are seeking destinations that agree with their values or who offer unique experiences. Also, a strong reputation can help to differentiate Yoga Holidays from its competitors and position it as a preferred choice among potential customers. • Trust is an important part of the decision tourists must make when choosing a travel destination. If customers think that Yoga Holidays are trustworthy and credible, they are more likely to choose it over other options, giving them a competitive advantage. • This will further raise awareness and build brand image without incurring marketing costs. Highlighting the USP can help to persuade customers to choose Yoga Holidays over others. Credit any other reasonable response.	**9**

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Question	Answer	Marks
2(a)	**Complete the meaning of the remaining MICE letters.** Award one mark for correct meaning of each letter. • I – Incentives • C – Conferences • E – Exhibitions Credit only these.	**3**
2(b)	**Explain <u>two</u> factors of location which make Dubrovnik a good destination for MICE tourism.** Award one mark for each correct factor identified and a further one mark for the explanation of each factor. • Dubrovnik has a Mediterranean climate with mild winters and warm summers (1); business tourists will be able to enjoy a good climate any time of the year. (1) • Cultural heritage and historical landmarks (1); the Old Town UNESCO World Heritage site makes unique and memorable location for events. (1) • Availability of an international airport / direct flights (1); close to the city centre make Dubrovnik accessible for international business tourists. (1) • Wide range of luxury accommodation options (1) gives business tourists a choice of facilities. (1) • Range of top quality / large MICE facilities / venues (1); can choose from hotels / conference centres to hold events. (1) • Wide range of attractions / activities / nearby islands available (1); business tourists can make the most of their free time / relax. (1) • Event management professionals (1) provide services to assist them, such as planning meetings. (1) Credit any other reasonable response.	**4**
2(c)	**Explain <u>two</u> ways Dubrovnik can increase demand for MICE tourism after a pandemic.** Award one mark for each correct way identified and a further one mark for the explanation of each way. • Strengthen health and safety measures (1); communicate this through various channels so that MICE tourists know that their well-being is important. (1) • Flexible booking (1); offers reassurance to MICE tourists who may be hesitant to commit. (1) • Marketing and promotion can be carried out on social media platforms (1); increases awareness about what Dubrovnik has to offer for MICE tourists. (1) • Promote unique experiences (1); highlighting the attractions of Dubrovnik will attract tourists from their competitors. (1) • Reduced prices / offers (1) make it cheaper than other countries. (1) Credit any other reasonable response.	**4**

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Question	Answer	Marks
2(d)	**Discuss how having a good reputation as a MICE destination impacts the marketing of Dubrovnik.** Follow the point-based marking guidance at the top of this mark scheme and use **Table B** to give marks for each candidate response. Responses may include the following and any other valid points should be accepted. **Answers** must relate to the impact of how a good reputation **affects** the **marketing** of Dubrovnik and not on how a good reputation will increase customer numbers or profit. AO2 Application • Customers who are satisfied with Dubrovnik will pass it on by word of mouth marketing. • MICE destinations with a good reputation will get increased media coverage / reduced costs / free marketing. • Dubrovnik can use its good reputation as a MICE destination in its marketing creating a competitive advantage. • Dubrovnik can be marketed as a quality destination with a higher price strategy. AO3 Analysis • If business tourists have a positive experience in Dubrovnik, they are more likely to share their experiences with others. • If Dubrovnik is known for hosting successful MICE events, they are more likely to attract attention from industry-specific media outlets, trade publications and even mainstream media. • In a competitive market Dubrovnik can be marketed as having a good reputation as a MICE destination which will give it an advantage over its competitors. • When a destination has been marketed as a quality destination with a positive brand image business tourists are likely to pay more if they are assured of a successful event and high-quality services. AO4 Evaluation • Satisfied customers will tell friends, family and colleagues about their positive experience. Word of mouth promotion can be seen to be trustworthy and reliable. • Increased media coverage raises awareness about Dubrovnik. It serves as free publicity, improving the visibility of Dubrovnik. This exposure will lessen the need for expensive advertising campaigns. • Customers will more likely choose Dubrovnik with a good reputation as a MICE destination over its competitors or even take people from other competitors. • Dubrovnik could charge premium pricing to business tourists, however, leisure tourists may find this pricing strategy too expensive reducing the numbers of leisure tourists. Credit any other reasonable response.	**9**

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Question	Answer	Marks
3(a)	**State <u>three</u> types of tourists likely to book the holiday advertised in Fig 3.1.** Award one mark for the correct identification of each type of tourist. • Families (1) • Couples (1) • Individuals / solo (1) • Ecotourists (1) • Leisure (1) • Responsible (1) • Special interest (1) • Adventure (1) Credit only these.	**3**
3(b)	**Explain <u>two</u> ways Egress Travel can use marketing to overcome perishability.** Award one mark for the correct identification of a way and a second mark for the explanation of each way. • Egress Travel can offer promotions and discounts / bundle pricing (1). This will encourage people to come during the less popular times / make more use of less popular services. (1) • Time limited offers (1); this will create a sense of urgency to entice potential visitors to take advantage of the offer with Egress Travel before it expires. (1) • Egress Travel could target different types of travellers (1) offering summer walking holidays in winter ski resorts /romantic winter breaks to beach resorts. This will attract visitors all year round. (1) • Egress Travel can develop a strong brand identity (1) by making their brand different from competitors and creating a lasting impression will generate interest and potential customers to avoid perishability. (1) • Egress Travel can develop its promotional methods / social media (1), reaching a wider audience and influence travel decisions. (1) Credit any other reasonable response.	**4**

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Question	Answer	Marks
3(c)	**Explain <u>two</u> advantages to Egress Travel of using a travel agent to sell its holidays.** Award one mark for the correct identification of an advantage and a further one mark for the explanation of each advantage. • Travel agents have wide ranging knowledge and expertise (1); they can provide advice and recommendations to tourists to ensure they have an enjoyable experience, encouraging tourists to book. (1) • Travel agents will save Egress Travel time / less hassle (1); they can organise all parts of planning the trip so that Egress Travel can focus on customer service / product development. (1) • Egress Travel can benefit from travel agents having a customer base / loyal customers (1) who trust the travel agents' recommendations and book with Egress Travel / can increase customer numbers quickly. (1) • Travel agents can offer more personalised services / direct contact with customers than Egress Travel (1). They have time to get to know their customers' needs which will lead to customer satisfaction. (1) • Travel agents have associations with accommodation and transport providers (1); they can secure cost savings for Egress Travel which can be passed on to the customers. (1) • Travel agents will advertise the holiday (1); reaching a wider range of customers / reduce Egress Travel's costs. (1) Credit any other reasonable response.	**4**

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Question	Answer	Marks
3(d)	**Discuss the factors that affect the final price a customer is charged by Egress Travel for its package holidays.** Follow the point-based marking guidance sat the top of this mark scheme and use **Table B** to give marks for each candidate response. Responses may include the following and any other valid points should be accepted. AO2 Application • There are many different destinations / locations offering package holidays. • Seasonality plays an important role in pricing. • Customers will have a range of different types and quality of accommodation to choose from. • Economic factors, including supply and demand / taxes / subsidies / exchange rates can have an effect on the prices Egress Travel may charge. • Egress Travel works within a competitive market which will influence prices charged. • Cost of providing the package will affect the final price as Egress Travel needs to make a profit. • The target market of Egress Travel will affect the final price charged because they will need to be able to afford the price. AO3 Analysis • The cost Egress Travel charges for its package holidays can depend heavily on where the destination is in the world. • Prices for package holidays will depend on seasonality, peak season will incur high prices, and off-peak prices will be lowered by Egress Travel. • There are numerous accommodation types which Egress Travel has to offer from luxury to budget which will affect the final price. • There are different economic factors that can affect the final price Egress Travel charges for a package holiday both positively and negatively, such as inflation, recession and economic boom. • Egress Travel will have to monitor the prices offered by other tour operators offering package holidays in the destination. • Every component of the package from transport, accommodation, guiding services and staff wages incur a cost. The final price will include these costs plus a profit margin. • If Egress travel is targeting the luxury market the price charged will be higher than if it was targeting a budget conscious tourist. If tourists have little disposable income, then they will only be able to afford budget but with a higher disposable income luxury.	**9**

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Question	Answer	Marks
3(d)	AO4 Evaluation • Some destinations are more popular than others and when Egress Travel has limited availability especially during peak times this will drive up the price. • Seasonal changes in the weather can affect the final price. During the peak seasons beach holidays require weather that is warm and sunny, ski resorts need snow so the price will be higher. During the off-peak seasons when the weather is less suitable prices will be lower so that the provider can still make an income. School holidays are the time when families take their children on holiday so providers will increase their prices. • If the accommodation is a luxury 5-star hotel then the price will be a lot higher than a budget hotel or hostel. Some hotels will also include meals with their package which will further increase the price. • Egress Travel will charge higher prices if there is inflation to maintain profitability. During a recession prices will be lower or often discounted to make sure to still receive customers. During an economic boom people have more disposable income so they can afford to spend more on luxuries such as holidays. This increased demand means that Egress Travel can increase its prices. • When several companies compete the price of the holiday package will be affected. Companies engage in price wars and so Egress Travel will have to make its final price the same or lower than its competitors to attract customers away from the competition. • The profit margin is essential for business sustainability, reinvestment and covering any unforeseen expenses. If the cost of any component increases Egress Travel will have to increase the final price to maintain profit. • The relationship between target market and affordability is important to maximise profit. If there is a mismatch this could lead to poor sales and market failure. Credit any other reasonable response.	

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Question	Answer	Marks
4(a)	**Identify <u>three</u> elements of the 'Feel SABAH, North Borneo' destination brand.** Award one mark for each correct element suggested. • Logo (1) • Design (1) • Colour scheme (1) • Slogan / Tag line (1) • Name (1) Credit any other reasonable response.	**3**
4(b)	**Explain <u>two</u> likely reasons why the STB carried out a situation analysis.** Award one mark for the correct identification of a reason and a further one mark for the explanation of each reason. • STB carried out a situation analysis to find out the organisation's current situation (1); this helps them to make decisions about product development. (1) • A situation analysis helps STB to identify their internal influences (1); this could be strengths and weaknesses which are within the organisations control. (1) • STB uses a situation analysis to identify external influences (1); the organisation has no control over these influences such as environmental sustainability issues. (1) • Gives insights into marketing trends / develop strategies (1); this helps STB to attract specific market / can look at the marketing mix elements to stay competitive / meet customer needs. (1) • Find out how it's performing compared to its competitors (1); see where they may need to improve. (1) • Can understand factors affecting destination (1); work towards improving / being more sustainable. (1) • Helps to determine the stage in the product life cycle (1) to determine how to move to the next stage / prevent decline. (1) Credit any other reasonable response.	**4**

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Question	Answer	Marks
4(c)	**Explain <u>two</u> reasons why tourism organisations may have to rebrand when a new competitor enters the market.** Award one mark for the correct identification of a reason and a further one mark for the explanation of each reason. • New companies can pose a threat (1); tourism organisations create a new brand identity to set them apart from the new company. (1) • Tourism organisations can make sure any negative aspects / poor customer service are addressed (1); can rebuild trust with customers. (1) • Adapt to changes in the market (1); rebrand highlighting their unique strengths. (1) • Regain any lost market share (1); create a brand that customers will be intrigued by to win back / gain customers. (1) • By making themselves different / more appealing / update / follow trends (1) to maintain / gain competitive advantage / edge. (1) Credit any other reasonable response.	**4**

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Question	Answer	Marks
4(d)	**Discuss the advantages to STB of launching its marketing campaign at a travel trade show.** Follow the point-based marking guidance at the top of this mark scheme and use **Table B** to give marks for each candidate response. Responses may include the following and any other valid points should be accepted: AO2 Application • Increased brand awareness and visibility gives STB a good reputation. • Connect with other organisations and professionals. • Access to potential customers and possible increase in sales. • STB will have the ability to showcase new products and services and give more information on what they offer. • This is a more cost-effective way of marketing. • Can look at what competitors are offering. AO3 Analysis • Travel trade shows provide a platform for STB to showcase the destination and have face to face conversations with potential visitors. • At travel trade shows STB can make connections with other industry professionals, including travel agents, tour operators and media representatives. • Travel trade shows provide a place with access to a large number of potential customers who are specifically interested in what is being offered. • Travel trade shows allow STB to showcase any new products and services through displays. This can be good at attracting potential visitors who may not have been previously aware of what they had to offer. • By taking part in a travel trade show the STB can benefit from reaching large numbers of their target audience and promoting themselves in a cheaper way than other forms of marketing. • The STB can find out if there are any gaps in the market or anywhere customer needs are not met so that they can fill the gaps and meet customers' needs and wants.	**9**

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Question	Answer	Marks
4(d)	AO4 Evaluation • Travel trade shows often feature interactive displays, visual presentations and materials full of information allowing visitors to learn more about the STB's products / services and destination. This will get the attention of potential visitors and leave a lasting impression / reputation. • Industry professionals who play a role in selling travel packages attend travel trade shows to discover new destinations and products. If the STB can establish partnerships with these industry professionals, it could result in an increase in sales of travel packages featuring the destination. • Professional people, buyers and decision makers in their organisation attend travel trade shows so it gives STB the opportunity for face-to-face interactions between businesses and potential customers, turning potential customers into actual customers, generating leads and ultimately boost sales. • New products and services can be launched at travel trade shows because they offer an audience of industry professionals interested in any new innovations. From this they can potentially secure orders or partnerships. • Travel trade shows are an ideal opportunity for STB to market themselves directly to their target audience. They can gain insights into current market trends, customer preferences and competitor strategies which helps to shape future marketing efforts and develop competitive advantage. Travel trade shows also attract media representatives so STB will have the opportunity to gain media exposure which increases brand visibility. • Gaining an insight into what competitors are offering, pricing strategies and USPs allows STB to anticipate any future difficulties and be prepared how to minimise them, leading to more successful marketing campaign. Credit any other reasonable response.	

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