



# Cambridge International AS & A Level

TRAVEL & TOURISM

9395/33

Paper 3 Destination Marketing

May/June 2024

INSERT

1 hour 30 minutes

## INFORMATION

- This insert contains all the figures referred to in the questions.
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This document has 4 pages. Any blank pages are indicated.

The Moroccan National Tourist Office (ONMT) has renewed its VisitMorocco brand.

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It launched the campaign in France, Spain, the United Kingdom, Germany, Israel and other main source markets.

**Fig. 1.1**

Toronto in Canada has been named the most multicultural city in the world.

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Destination Toronto offers its business tourism partners a social media package including logos, photos, digital media and videos incorporating the destination brand.

**Fig. 2.1**

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