



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2021

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 aim of the national branding process in Luxembourg is to make the country better known and to enhance its economic, cultural, tourist and political reputation throughout the world.

To make Luxembourg stand out from other countries and to make it more appealing to tourists, for trade, to investors and businesses, it must convey an image that is built upon the consistency of its messages. It should also use communication that is genuine, credible and convincing, based on the country's attributes and its actions.

OPENNESS, DYNAMISM, RELIABILITY

Three words and three values sum up the country and are important to the population and stakeholders in Luxembourg. These values emerged through a public process of conducting surveys, individual interviews, discussion groups and debates as well as from direct contributions via an online platform. This approach was a key element of the overall strategy carried out in the government's branding process. The government worked together with professionals from commercial travel and tourism organisations, as well as with representatives from National and Regional Tourism Organisations to create its new destination brand. Brand messages reflecting these three words will feature in the country's marketing campaigns and its communication activities.

Openness: Luxembourg has always fought for a united open Europe, a Europe characterised by tolerance and solidarity.

Dynamic: In the course of its history, Luxembourg has reinvented itself a number of times. First a farming country, then an industrial power, now as a service-sector economy.

Reliable: An economically and politically stable country, offering a calm environment, a place people enjoy visiting.

Luxembourg is a mix of nationalities, cultures and languages. It is an international meeting place where integration is an everyday reality. This creates its openness to new cultures, ideas and projects. However, this also presents a challenge when promoting the country, as the destination represents a diverse range of organisations and partners and is made up of a variety of different products and services.

Fig. 1.1

Fig. 2.1 for Question 2

As one of the world's 10 most popular tourist destinations, Mexico continually faces the challenge of competing with a growing number of destinations offering similar experiences.

Mexico's Tourism Board contacted a brand marketing agency to develop a new brand identity and product positioning to help showcase Mexico as a vibrant destination. In addition to gaining visibility and recognition as a destination, Mexico's new tourism brand needed to add value to multiple marketing initiatives being promoted by state, region and city tourism boards as well as across varied travel industry sectors within the country. The new destination brand for Mexico symbolises a country that is still evolving, a process that is creating a unique country with its own set of unique features.

Colour is used within the brand identity to demonstrate elements which are characteristic of Mexico's culture. Each letter of the logo is brightly coloured and contains a decorative motif that represents the richness and key features of the country.



After the launch of the new brand, tourism flow to Mexico increased consistently in terms of room occupancy and visitor spend, despite the unpredictability of the industry in other regions. Ad tracking research was carried out to monitor the brand's performance, including brand and advertising awareness, and attitudes towards the new brand versus attitudes towards Mexico's competition. The results of this ad tracking research exceeded the Tourism Board's expectations. Many other destinations have already begun to copy Mexico's visual style in revamping their brand personality and destination identity.

Fig. 2.1

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