



TRAVEL & TOURISM

Paper 3 Destination Marketing

INSERT

* 8 4 6 8 2 0 3 6 1 3 - I *

- 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.

[Turn over

Fig. 1.1 for Question 1

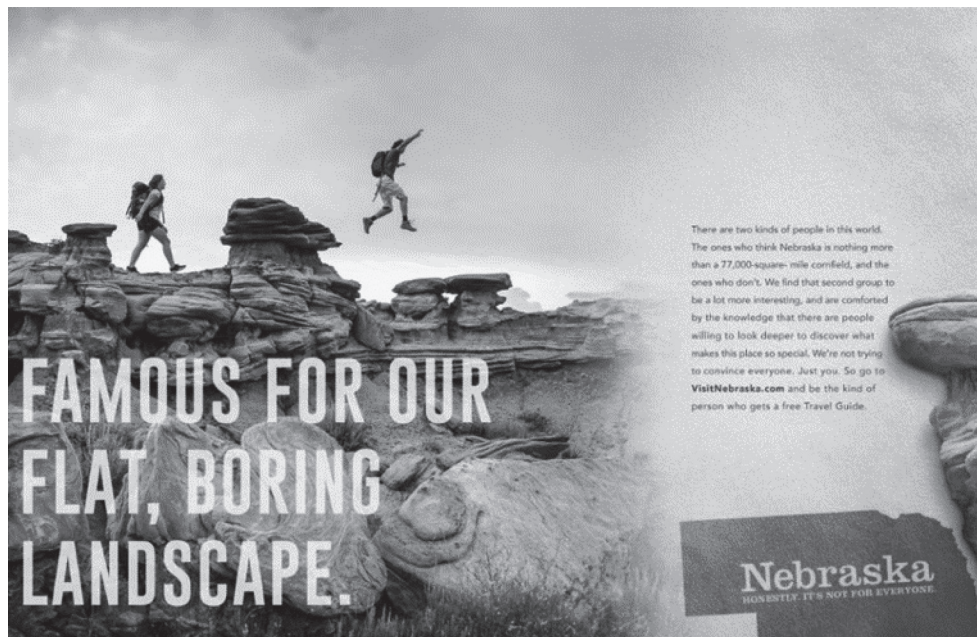
The United Arab Emirates (UAE) is a country made up of seven emirates. It has revealed a new logo and slogan as part of a wider branding process for the country.

Content removed due to copyright restrictions.

The Nation Brand Office, a government organisation, has been created to carry out market analysis and to oversee issues related to the brand identity.

Fig. 1.1

Fig. 2.1 for Question 2



The Nebraska Tourism Commission (NTC) took an unusual approach to stand out as a destination in a competitive market. Most destination marketing organisations (DMOs) emphasise the positive features of the destination. Instead, NTC acknowledged all of the negative perceptions of the state and used them humorously to advertise the destination. Statements that appear to be negative such as 'Famous for our flat, boring landscape' and 'Nothing to see or do here' are used as the focus of the new marketing campaign for NTC. The images used in the advertisements show this is clearly not the case, as seen above.

NTC admits that Nebraska may not be on everyone's list of places to visit but they have set out to create a brand that is rooted in the core value of honesty, shared by Nebraskans and potential visitors to the state.

The campaign was well received with most respondents to an international survey saying that the humour of the campaign worked well for them and they would be more likely to visit. The results of the survey also showed that NTC knew its target market well and that the campaign successfully raised brand awareness.

Fig. 2.1

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.