



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 3 Destination Marketing

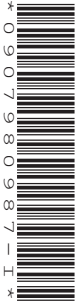
October/November 2024

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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.



Visit Costa Rica, Costa Rica's national tourism organisation (NTO), conducted an international study to assess visitors' perception of the country as a tourism destination. The results showed that Costa Rica is known as a nation of friendly people, committed to protecting the environment. These results contributed to the 'Essential Costa Rica' brand which has developed over the last 20 years.

Costa Rica is home to 6% of the world's biodiversity. The country's brand logo is green and represents the forests and mountains of Costa Rica. The handwritten word 'essential' represents the kindness and the warmth of the Costa Rican people.

The 'Essential Costa Rica' brand has been sustained over a significant period of time. The brand characteristics have been fully integrated into promotional activities at a local, national and global level. The brand strategy has included creating a presence at public relations events including international tourism fairs, in embassies and consulates, and through major international events, including the 2014 World Cup in Brazil.

As part of the brand strategy, the Costa Rican passport was redesigned to show images of the country including its marine life, the Arenal volcano, the country's torch of independence along with cultural masks and sculptures. As a result of the redesign, the City Nation Place Awards recognised the 'Essential Costa Rica' brand as the winner in the category 'Best use of design' in 2022.

Fig. 1.1

Tasmania is an island located 240 kilometres to the south of the Australian mainland. Tasmania is a state of Australia. Tourism in Tasmania directly and indirectly contributes \$2.25 billion or 6 per cent of Tasmania's economy. Tourism supports around 33 600 direct and indirect jobs in Tasmania, which is 13% of all employment in the state.

Tourism Tasmania leads the state's tourism brand. Tourism Tasmania's key role is to generate demand for tourism through marketing campaigns. They work with the four regional tourism organisations in Tasmania and co-ordinate brand marketing for the state. This arrangement allows the regional tourism organisations to take more control of tourism in their own area, with Tourism Tasmania providing support and funding. Each regional tourism organisation works closely with local transport and accommodation providers to promote the destination brand.

The marketing campaign 'Come Down for Air' communicates Tasmania as a unique destination. The target audiences for the campaign include mainland Australians who are looking to explore their country further, enjoy new experiences and connect with nature and local producers and their products.

Tourism Tasmania is delivering the campaign through paid media activity using broadcast television and online videos, cinema, radio, social media and digital advertisements.

Tourism Tasmania also encourages visitors to share their 'Come Down for Air' moments on their social media accounts, by tagging @Tasmania or including the hashtag #DiscoverTasmania.



Fig. 2.1

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