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TRAVEL & TOURISM

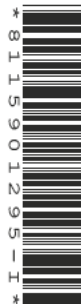
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Paper 3 Destination Marketing

October/November 2025

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.



The Tourism Authority of Thailand (TAT) created a new marketing campaign called 'Visit Thailand Year 2023: Amazing New Chapters'.

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- to focus more on increasing visitor spending within each destination during multi-centre stays.

Fig. 1.1

Cuba is an island in the Caribbean which has entered a period of economic decline.

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CTM wants to attract visitors to the island's many UNESCO sites, its 14 national parks and its cultural heritage attractions.



Fig. 2.1

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