

Cambridge International AS & A Level

TRAVEL & TOURISM**9395/32**

Paper 3 Destination Marketing

May/June 2026

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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.

Figure 1.1 for Question 1



Cabo Verde is a group of ten tropical volcanic islands in the Atlantic Ocean, off the coast of Western Africa. Nine of these islands are currently inhabited, each offering unique geology, marine life, flora and fauna.

Turismo de Cabo Verde (TdCV) is the national tourism authority for the islands. In 2024, the destination was rebranded. The new brand was launched by Cabo Verde's Prime Minister. The new brand features a colourful heart representing the landscapes of all ten islands.

Despite facing challenges, Cabo Verde is a politically stable, independent nation in Western Africa. The islands are not as popular with tourists as similar tropical destinations. Cabo Verde has strong economic growth, and living conditions for residents have improved. The destination imports over 90% of its food due to a lack of natural resources.

Tourism is a key sector of the economy in Cabo Verde:

- Tourism accounts for around 25% of the country's GDP.
- Cabo Verde experienced a record year for tourism in 2023, with more than one million tourists visiting the islands. This represents an increase of 20.9% compared with 2022.
- Most tourists came from the United Kingdom, followed by Germany and the Netherlands.
- The average length of stay in 2023 was five nights, a slight increase from the previous year.
- Tourism in Cabo Verde represents approximately 12% of all international tourism receipts in Western Africa.

TdCV aims to use the islands' new brand image to give each island its own identity. This involves diversifying tourism in Cabo Verde with packages that highlight beach experiences, the chance to explore nature and take part in unique cultural events. These packages showcase the distinct character of each of the different islands.

Cidade Velha, a UNESCO World Heritage Site in Cabo Verde, hosted the new brand launch. Cabo Verde's government supports plans to preserve the islands' cultural heritage as well as improving tourism infrastructure to attract more international visitors.

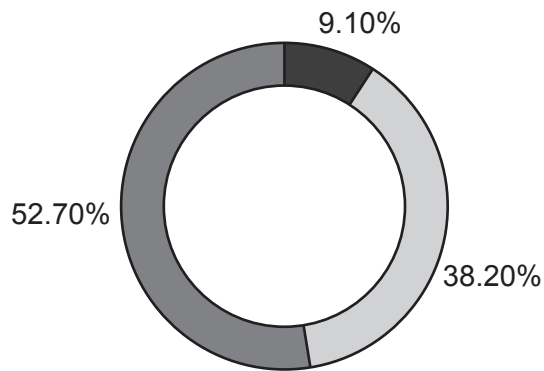
Figure 2.1 for Question 2

Visit Iceland, Iceland's Tourist Board, has launched a marketing campaign that encourages potential space tourists to consider Iceland as a unique 'space-like' destination. As part of the 'Iceland: Better than space' campaign, Visit Iceland launched a billboard into space.

Visit Iceland conducted primary market research in 2023 to understand the profile of a typical visitor to Iceland. The survey revealed that 36% of respondents perceive Iceland's scenery to be superior to the scenery in outer space. Additionally, participants associated Mars with red rocks, volcanoes and black sand, all features found in Iceland's landscape.

The core message of Visit Iceland's 'Iceland: Better than space' campaign encourages visitors to explore Iceland's extraordinary landscapes, which are more easily accessible than Mars. Some of the other results from the 2023 visitor survey can be seen below.

Spending power of visitors to Iceland



key



below average



average



above average

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