



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

May/June 2026

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen. Do **not** use correction fluid or tape.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Any blank pages are indicated.



- 1 Refer to Figure 1.1 (Insert), information about Tourism Central Otago (TCO), a regional tourism organisation (RTO) in New Zealand.

(a) Explain **two** reasons why TCO works in partnership with inbound tour operators.

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[4]

(b) Assess the effectiveness of the Central Otago destination brand.

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[9]



- (c)** Evaluate the importance of a guardian of the brand in planning the launch of a new destination brand.

[illegible]



[12]

[Total: 25]



2 Refer to Figure 2.1 (Insert), information about the ‘Cape Cod: Truly Yours’ marketing campaign.

(a) Explain **two** ways a clearly communicated destination image helps Cape Cod to position its tourism products.

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[4]

(b) Assess the reasons why tourism organisations target different market segments.

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[9]





- (c)** Evaluate the range of communication methods used to raise awareness of the destination brand identity in Cape Cod.

This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.



[12]

[Total: 25]









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