



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/33

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 Cabo Verde.

(a) Explain **two** reasons why a change in arrival numbers in 2023 may be a key performance indicator for Cabo Verde.

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[4]

(b) Assess why stakeholders may choose to review the marketing mix for a destination.

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[9]



- (c)** Using a SWOT analysis approach, evaluate the opportunities for Cabo Verde as a tourism destination.

[illegible]



5

[12]

[Total: 25]

[Turn over





2 Refer to Figure 2.1 (Insert), information about Visit Iceland's 'Iceland: Better than space' marketing campaign.

(a) Explain **two** possible disadvantages of conducting primary market research.

1

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[4]

(b) Discuss why spending power is an important characteristic of Iceland's visitor profile.

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7

[9]





(c) Evaluate how online media can be used to monitor the effectiveness of a destination brand.

[illegible]



[12]

[Total: 25]









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