



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

October/November 2021

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.

Fig. 1.1 for Question 1

Wasaga Beach is a town situated on the second longest freshwater beach in the world in Ontario, Canada. The town is launching a new tourism brand, with a new colourful and exciting logo.

The new tourism brand is a tool to promote the tourism industry, designed to help strengthen the town as a desirable destination. The tourism branding project is a joint-partnership between the regional tourism organisation and the town council of Wasaga Beach.

Once the new brand had been chosen, the stakeholders of Wasaga Beach had to carefully plan their marketing activities for the brand campaign, including setting objectives and designing the promotional materials to be used.

The stakeholders carried out a review of the existing marketing mix and focused particularly on the promotional methods that could be used to raise awareness of the destination with customers.

A variety of market analysis tools and techniques were also used to evaluate Wasaga Beach's position as a destination. These analyses highlighted the following issues:

- the existing tourism sector in Wasaga Beach is highly seasonal, focused around the summer beach season and school summer holidays
- there are a wide range of niche market opportunities for Wasaga Beach, including sports tourism, shopping and dining
- the need for differentiation of the destination from its competitors in the market
- ensuring that the destination has a unique identity from the visitor's perspective
- maintaining a healthy balance between meeting the needs of visitors and meeting the needs of residents.

The new brand will help move forward the town's tourism strategy. According to the town's mayor, this rebrand is about more than just changing the logo. It is also an expression of how visitors feel about Wasaga Beach. The new logo communicates Wasaga Beach's unique identity and helps convey the enjoyment that many previous visitors associate with the town.

**Fig. 1.1**

Fig. 2.1 for Question 2



In an intensively competitive city such as Hong Kong, you can find the best of everything. From tasty street food to fine dining, from stunning landscapes to the incredible skylines, Hong Kong is a city where variety and contrast exist side by side.

Together these qualities are expressed as 'Best of all, it's in Hong Kong'. Whatever you are looking for, Hong Kong will offer you its very best.

Hong Kong is an important stopover destination and is in strong competition with other destinations, including Singapore, for a share of the stopover tourism market. The Hong Kong Tourism Board (HKTB) recently invited a celebrity chef and an award-winning actor to help promote its new destination brand by showing you what they love best about the city. They highlighted seven core experiences within the brand promise:

- dining
- shopping
- nightlife
- attractions
- arts and entertainment
- sports and the great outdoors
- living culture.

The promotional videos with the celebrities show tourists that, in Hong Kong, every moment is an opportunity to experience something different. The promotional videos were broadcast on 70 regional channels and local TV stations, as well as major digital and social media platforms in source markets. HKTB also promoted Hong Kong's diverse tourism experiences to visitors, international media and the overseas travel trade. This was done through public relations and trade events. They aimed to encourage visitors to explore the city's unique and diverse tourism experiences in the same way a local resident would. HKTB set up a dedicated website in six languages for the brand campaign. In addition to introducing Hong Kong's tourism experiences and exciting events, the website provides suggested itineraries, offers by travel trade partners and other useful information.

In the first six months after its launch, the promotional campaign proved successful:

- video view count: 593 million
- brand website page views: 40 million
- new followers of HKTB on social media: 500 000.

Fig. 2.1

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.