



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/32

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'.

Content removed due to copyright restrictions.

- 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.

Content removed due to copyright restrictions.

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



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 Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.