



# Cambridge International AS & A Level

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## TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

October/November 2025

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 or correction fluid.
- 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 Fig. 1.1 (Insert), information about the destination brand for Saranda.

(a) Explain **two** ways Saranda's slogan 'Saranda: Theatre of the sun' meets the criteria for an effective destination brand.

1 .....

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2 .....

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[4]

(b) Suggest where Saranda is on the Butler Destination Life Cycle model. Justify the reasons for your choice.

Stage .....

Justification .....

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[9]



(c) Discuss why destination popularity ranking is an important key performance indicator in monitoring destination brand effectiveness.



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[12]

[Total: 25]

Turn over



2 Refer to Fig. 2.1 (Insert), information about Northern Territory Tourism (Tourism NT) in Australia.

(a) Explain **two** different distribution channels used by Tourism NT.

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2 .....

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[4]

(b) Assess the importance of enhancing local, regional and national awareness of a destination.

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9395/31/O/N/25

[Turn over

(c) Discuss the advantages to Tourism NT of carrying out primary market research with potential visitors from 12 source markets.



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[12]

[Total: 25]





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