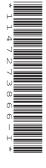


## **Cambridge International AS & A Level**

TRAVEL	& TOURISM
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Paper 3 Destination Marketing

INSERT



## INFORMATION

- This insert contains all the figures referred to in the questions.
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This document has 4 pages. Any blank pages are indicated.

9395/32

May/June 2024

1 hour 30 minutes

The Moroccan National Tourist Office (ONMT) has renewed its VisitMorocco brand.

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It launched the campaign in France, Spain, the United Kingdom, Germany, Israel and other main source markets.

Fig. 1.1

Toronto	in	Canada	haa	haan	nomod	tha	mont	multicultural	ait	1 10	tha	world
IOFOTILO	111	Canada	nas	Deen	nameo	une	most	municultural	CILV	/ 111	me	wong.
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Destination Toronto offers its business tourism partners a social media package including logos, photos, digital media and videos incorporating the destination brand.

Fig. 2.1

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