

## Cambridge International AS & A Level

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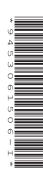
Paper 3 Destination Marketing

May/June 2024

INSERT 1 hour 30 minutes

## **INFORMATION**

- This insert contains all the figures referred to in the questions.
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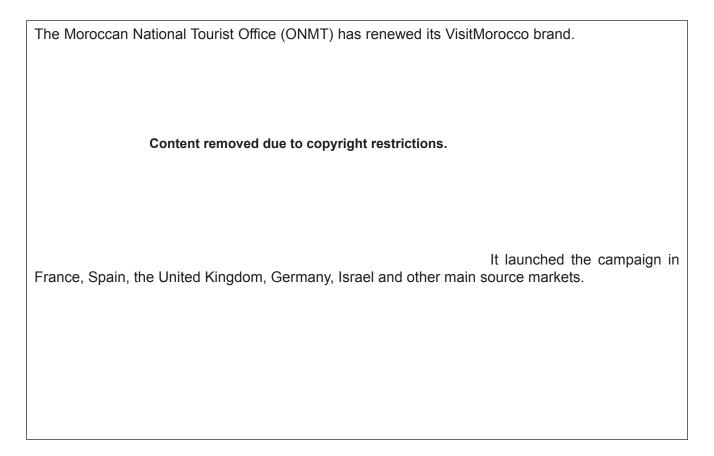


Fig. 1.1

Toronto in Canada has been named the most multicultural city in the world.
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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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