



# Cambridge International AS & A Level

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**TRAVEL & TOURISM**

**9395/03**

Paper 3 Destination Marketing

**For examination from 2024**

SPECIMEN INSERT

**1 hour 30 minutes**

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## 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.



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This document has **4** pages. Any blank pages are indicated.



Remarkable Rwanda is the destination brand of Rwanda Tourism. Rwanda is a country located in the central eastern part of Africa. The country is bordered by the Democratic Republic of Congo, Uganda, Tanzania and Burundi. It has recently experienced strong economic growth, does not suffer from high rates of inflation and is politically stable after anti-corruption legislation was introduced. It is an attractive destination for foreign investment, with good potential as a tourism destination, offering a wide range of natural resources including bamboo forests, tea and coffee plantations, as well as a strong cultural heritage. Many locals are employed in tourism-related businesses and enjoy an improved standard of living as a result. The country wants to position itself as the leading business tourism destination in East Africa.

To highlight the business tourism facilities in Rwanda, the 'Meet in Remarkable Rwanda' marketing campaign was launched at an international trade fair in Mumbai in India. Opportunities for trade, tourism and investment in Rwanda were presented at the fair. The new Rwanda Convention Bureau (RCB) was introduced to show the conference and meeting facilities available in the country.

The RCB is responsible for creating the country's business and events brand identity under the strapline 'Meet in Remarkable Rwanda'. Through this campaign Rwanda Tourism has focused on the Meetings, Incentives, Conventions and Exhibitions (MICE) segment. The Kigali Convention Centre (KCC) has space for 5000 delegates, has its own hotel and has 18 different meeting spaces, each with audio-visual equipment. The RCB carries out marketing activities to improve Rwanda's position in the tourism market. These include raising awareness via advertising and public relations.

The RCB works with Rwanda Tourism to increase awareness of the 'Meet in Remarkable Rwanda' campaign. This market penetration strategy targets all market segments. Rwanda Tourism had the ambitious aim of positioning the country in the top 10 African meeting destinations by 2020. Rwanda was ranked 21st in the International Congress and Convention Association's (ICCA's) ranking of African conference destinations, and 141st in the ICCA's global rankings in 2013.

**Fig. 1.1**

Singapore Tourism Board (STB) and the Singapore Economic Development Board (EDB) recently launched a joint destination brand 'Passion Made Possible', to market Singapore internationally for tourism and business purposes.

In the development of the brand, STB and EDB carried out qualitative and quantitative research on what Singapore means to people. The 4500 respondents included residents and industry stakeholders in Singapore as well as people across 10 other countries. Respondents shared their understanding of 'passion' and 'possibilities' when related to Singapore.

STB has brought the 'Passion Made Possible' brand to life by celebrating Singapore's people, talent and stories through marketing campaigns, consumer events and industry partnerships. The latest marketing activities cover 16 overseas markets. Since its launch, STB's marketing for the brand has gained a global reach of over 555 million people and almost 300 million video views.

STB introduced the concept of 'Passion Tribes' to target specific market segments. The first three tribes: Foodies, Explorers and Collectors, targeted people with interests in these areas. In the latest campaign, three more Passion Tribes: Socialisers, Action Seekers and Culture Shapers, will be launched to target a larger customer base.

Since the launch of the brand, tour operators have seen a 10% to 35% increase in total sign-ups for their Passion Tours. Much of the success of the campaign lies in the use of social media, with over 100 000 posts with the hashtag #passionmadepossible.

**Fig. 2.1**

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