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TRAVEL & TOURISM **0471/11**

Paper 1 Key Terms and Concepts **May/June 2025**

INSERT **1 hour 30 minutes**

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INFORMATION

- This insert contains all the figures referred to in the questions.
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Fig. 1.1 for Question 1

Business tourism in Germany

Business tourism is proving to be resilient to many challenges. Despite rising prices and staff shortages the business tourism market is growing in many countries around the world.

Research carried out by the German National Tourist Board (GNTB) has shown that the number of in-person business trips to Germany has increased. Business trips to Germany more than doubled to 11 million per year, generating 172 million business tourists. This is a bigger increase than in many other countries. For example, France had 4 million and Spain had 2.9 million business trips.

An increase in people working from home has led to an increase in demand for hybrid events. Hybrid events are when business tourists can attend a meeting or conference online or in person. In Germany demand for hybrid events has also increased, but not as much as the demand for in-person events.

Further research has shown:

- most business trips are for events or conferences
- there has been an increase in large events and a decrease in small events
- an increasing demand for conferences and events to be sustainable.

Fig. 2.1 for Question 2

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Fig. 3.1 for Question 3

Tourism resilience in Jamaica

Jamaica has won a Destination Resilience Award for the way it survived and recovered from the recent global pandemic.

Unlike many countries, the government of Jamaica decided to keep the country's borders open for travel during the recent global pandemic. The ministry of tourism and the Jamaican Tourist Board (JTB) worked together to create health and safety rules to ensure tourism in the country could continue to operate safely. The people of Jamaica were kept safe, and the industry survived this difficult time.

The chart below shows that during the pandemic years of 2020 and 2021, Jamaica continued to have staying visitors and a few visitors arriving by cruise ship.

Visitor arrivals to Jamaica 2007–2021

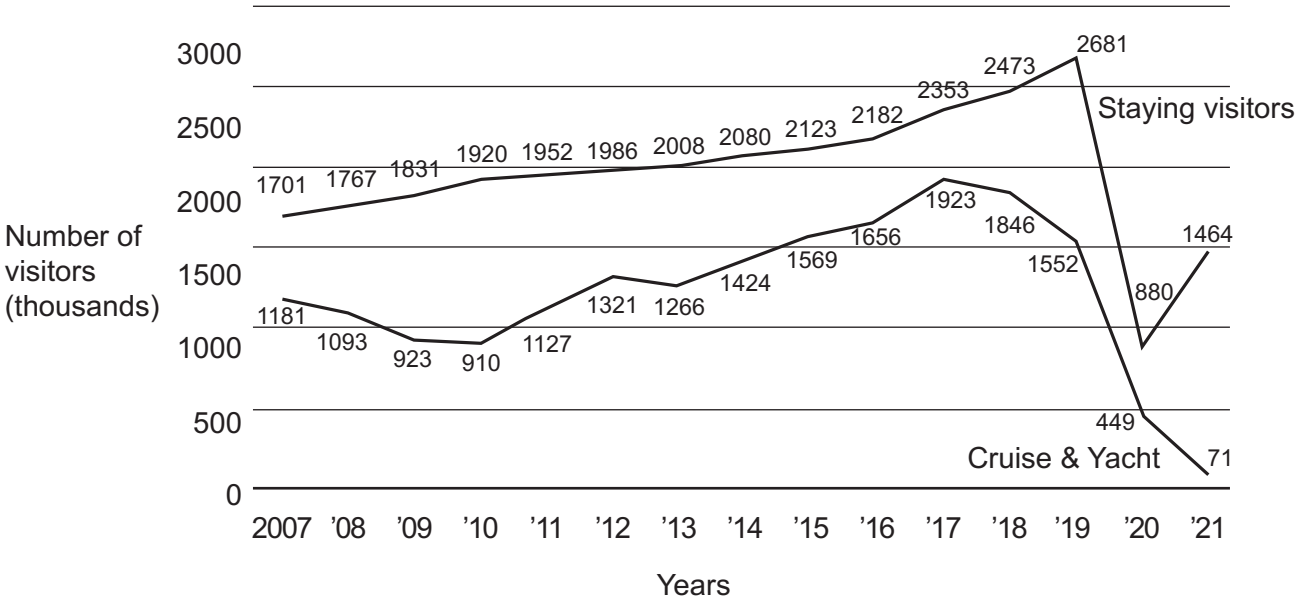


Fig. 4.1 for Question 4



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