Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/22**

Paper 2 Managing and Marketing Destinations **October/November 2024**

INSERT **2 hours**

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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.

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

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Fig. 1.1 for Question 1

Ireland's Green Button Campaign



Tourism Ireland is introducing its new 'Green Button Campaign'. Using TV advertising, social media, email marketing, promotions with influential travel trade organisations and their website Ireland.com; the campaign will reach millions of people from 12 different markets.

The aim of the campaign is to restart tourism in Ireland and encourage as many overseas tourists as possible to book the island of Ireland for their next short break or holiday.

The campaign delivers a clear 'book now' message by pressing the green button. Green is the universal colour for go and instantly connected to Ireland, the 'Emerald Isle'.

The campaign highlights iconic locations such as Giant's Causeway, Titanic Belfast and The Cliffs of Moher.

Fig. 2.1 for Question 2

Barcelona Food Adventures

Guided gourmet market tours and cookery classes.

Begin your day in the local La Boqueria market where you will be given a choice of menus and lists of ingredients for your four course Spanish meal. Join your guide on an extravagant food excursion where you explore the market, are introduced to local food producers and taste before you buy. Your guide will help you to purchase fresh, seasonal ingredients.

Back in the kitchens, in small groups, you will prepare your meal. Our local, professional chefs will share their knowledge as well as cooking tips and techniques every step of the way. Complete your day by enjoying your own culinary masterpiece.

Tours include transport to the market and then to the afternoon cookery class.

Classes are suitable for all ages; even children enjoy this experience.

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Fig. 3.1 for Question 3

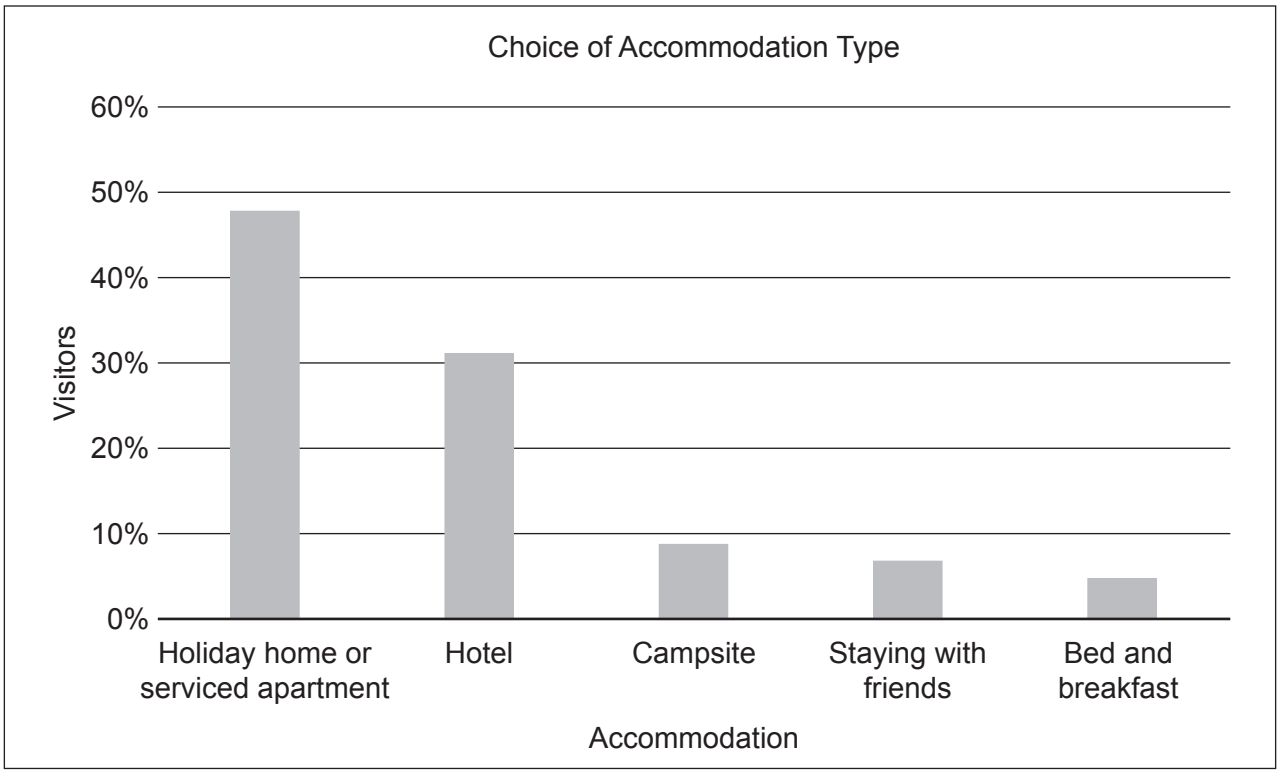


Fig. 4.1 for Question 4

Sunlight Felipe Beach Resort and Spa

Corfu Old Town, Greece

Corfu is one of the most popular holiday destinations in Greece. Corfu is an island in the Ionian Sea known for its cultured Old Town, spectacular sandy beaches and beautiful landscapes.

The newly opened Sunlight Felipe Beach Resort and Spa offers 5-star all-inclusive accommodation. The resort is perfect for your family holiday.

Packages include:

- Children's pool
- Adult only pools
- Kids club
- Three restaurants, children's section in the buffet restaurant
- Children's playground
- Stunning location
- Fantastic service
- Beach club with loungers
- Spa offering several treatments
- All-inclusive
- 1 × deluxe family room
- Return flights
- 22 kg bag allowance
- 10 kg hand baggage
- Private transfers

Book now: www.sunlightfelipe.com

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