
TRAVEL AND TOURISM

9395/31

Paper 3 Destination Marketing

May/June 2017

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Fig. 1 for Question 1



Fig. 1

Fig. 2 for Question 2



A leading digital brand agency has recently helped launch a multi-channel brand marketing and public relations tourism campaign. This was to attract American visitors to adventure on Tenerife, a volcanic island that is the largest of Spain's seven Canary Islands in the East Atlantic Ocean.

'Adventure on Tenerife' emphasises the many tourist options, in addition to the island's world-class beaches, including fine dining, architecture, cultural events, golf, stargazing, ecotourism, hiking and mountain biking.

The campaign includes digital advertisements on the travel search engine Orbitz, as well as new social media alerts via Facebook, Twitter and Instagram. A series of print advertisements aimed at raising awareness of Tenerife with travel agents are running in trade magazines, together with internet conferencing to provide more information for agents. The campaign also includes a new website (adventureontenerife.com) that provides a central hub about the many potential adventures that Tenerife can offer.

The campaign was showcased at the New York Times Travel Show. This event is America's premier travel show bringing together industry representatives and consumers, with destinations. The show regularly attracts more than 250 000 visitors.

The brand agency has tried to convince tourism authorities in Tenerife that it is not possible to sell a destination in exactly the same way in all markets. For example in Europe, the perception of Tenerife is that of sun, beaches, parties and a warm place during the cold winter months; it is therefore marketed that way. However, in the United States, Tenerife is not a well-known location. Promoting those same features there would be in direct competition with much closer destinations such as Mexico, the Caribbean or even Florida. To stay relevant within such a competitive market, a completely different approach has been taken to highlight the amazing adventures available on the island.

Fig. 2

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