
TRAVEL AND TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2017

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READ THESE INSTRUCTIONS FIRST

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Fig. 1 for Question 1

Located along the Gulf of Mexico on the west central coast of Florida in the United States, Tampa Bay is an area that includes various cities, the biggest of which is Tampa. It is a popular destination with multiple entertainment attractions including theme parks, major league sports teams and a number of museums and historic neighbourhoods. Tampa Bay has much competition from other destinations in Florida, especially Orlando and Miami. Visit Tampa Bay, an independent not-for-profit organisation that leads economic development through tourism in the area, has introduced a new destination brand to raise the status of Tampa Bay. It takes its theme from the region's famous American Football Team – the Tampa Bay Buccaneers – using this association with pirates to create a powerful brand identity for the area.

**Fig. 1**

Fig. 2 for Question 2

Seychelles used the ITB Berlin, a travel fair in Germany, to launch its new brand image for the destination, to showcase the country's spectacular beauty and diversity, in addition to some of the most beautiful beaches in the world. ITB Berlin is the world's leading travel trade show.



The new brand features a colourful new logo along with the slogan 'Another World' to convey the uniqueness of the Seychelles Islands as the only mid-ocean islands in the world formed from granite.

The logo is a blend of the whole Seychelles experience, from the blues and turquoises of the sea, to white sandy beaches and lush green vegetation, as well as the lively Creole culture and the islands' unique flora and fauna. The shape of the logo is also representative of important Seychelles icons, from palm trees and flowers to rare birds such as the Paradise Flycatcher.

The new brand concept features full-colour advertisements and posters with stunning photography, depicting key scenes and activities that are part of the Seychelles experience. This includes sailing, diving and hiking through ancient forests that are filled with species found nowhere else in the world.

Although 'Seychelles' is the official name of the country, it was felt that using 'the Seychelles Islands' in the new campaign would be a great educational tool for the target audiences, to reflect the reality that there are 115 different islands.

The official international launch of the new brand at ITB Berlin followed a year-long process of research, consultation, planning and implementation by the Seychelles Tourism Board. The process included several workshops with hoteliers and other tourism stakeholders in the Seychelles and overseas, to ensure the sharing of ideas. The ITB Berlin launch was the first opportunity for the travel trade to see the new 'Another World' brand in different materials, including an all-new brochure, posters, as well as a complete brand toolkit on DVD.

Fig. 2

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