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**TRAVEL AND TOURISM**

**9395/43**

Paper 4 Destination Management

**October/November 2018**

INSERT

**1 hour 30 minutes**

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**READ THESE INSTRUCTIONS FIRST**

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.



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This document consists of **3** printed pages and **1** blank page.

Fig. 1 for Question 1

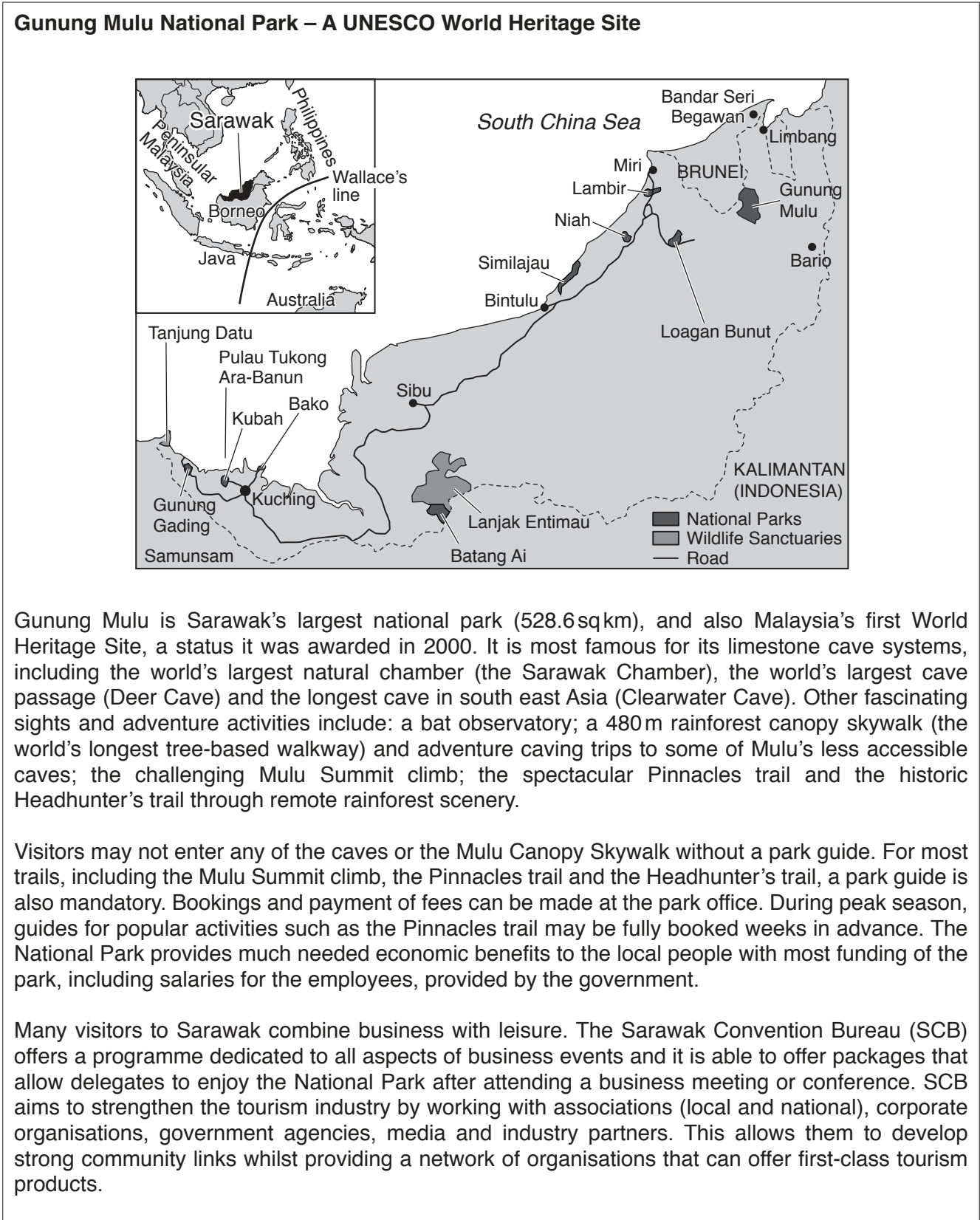


Fig. 1

**Fig. 2 for Question 2****Destination Management Companies in Finland**

Destination management companies (DMCs) create complete programmes for incentive travel, meetings and leisure activities. DMCs can take care of all or only part of the arrangements.

ROOF Productions in Finland is a DMC specialising in event marketing, branding, promotions and incentive travel. They can handle hotel bookings, meeting room reservations, transportation, lunches and dinners, themed parties, company visits, guides, assistants and trips to the metropolitan area as well as further afield such as Lapland, St. Petersburg or to the Baltic countries. The skilled personnel, who are reliable with excellent enthusiasm and professionalism, guarantee satisfaction for clients.

ROOF Productions does not offer ready-made programmes as every event, regardless of size and budget, is planned and put together from start to finish. The client's needs and tastes are discussed in detail whether they are in the mass or specialised tourism market.

For incentive travel, the company will design every aspect of the journey, including flights, hotels, dining, ground transport, guiding, personal staff, private parties, villa rentals and helicopters.

Service in English, Swedish and Finnish.

**Fig. 2**

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