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this Handbook to

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The seventh chapter highlights issues and recommendations in branding a destination.

This book is intended for National Tourism Administrations and Organizations as well

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to strengthen the
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Brand

extension—marketing
of a new product as an
extension of an
existing one—is a well-

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known strategy to increase brand value in an efficient way.

However, the concept has not been sufficiently addressed in the field of destination branding. This study introduces the concept of destination-to-destination brand extension (or “destination extension”) and empirically tests its practical utility using an experimental

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