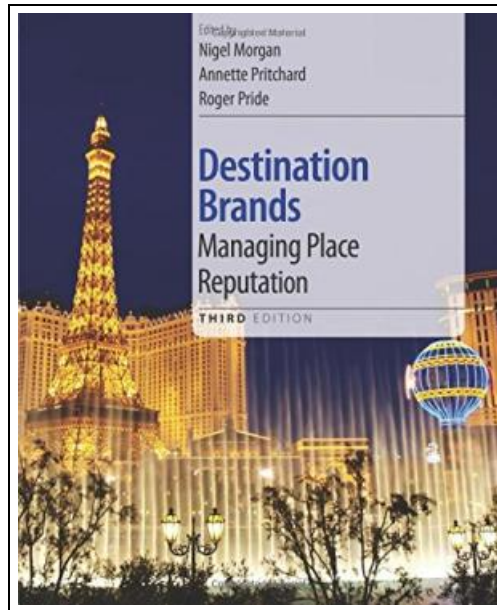


## Destination Branding: Creating the Unique Destination Proposition



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