

**Title:**

Destination Brand Equity

**Abstract**

As a consequence of the international mobility of people and information in today's era, destination supply and the resulting competition is greater than ever before. Creating and managing ownable, trustworthy, relevant, unique and distinctive brand equity for destinations, the process of destination branding, has emerged as an imperative of destination marketing in practical recognition of the fact that product superiority alone and tactical promotion may not guarantee success. Each destination adopts a different set of reasons to initiate a branding project. Some seek better visibility and understanding, others wish to modify themselves or add elements of surprise to keep their image vivid and exciting, while others drastically change their public persona. There are destinations that wish to expand their world image, associating their identity with additional attributes or more effective ones. No matter where they go, all destinations seem to agree that their global perception is very important in terms of building and sustaining competitiveness. A country's or city's destination brand is ever-evolving, while mass media are constantly producing new trends, competition remains fierce, destination supply is greater than visitor's demand, and people become hungrier for new experiences than ever before.