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individual consumers and group/event business. Finding the right mix of business is key, but even more important is knowing ...

Tourism Marketing vs. Event Marketing for Destinations ...

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Announcements - NYS Destination Marketing Organizations Marketing Destinations and Venues for Conferences, Conventions and Business Events Combining an academic, theoretical approach to the subject with practical, hands-on advice for those with current or future responsibility for marketing destinations and venues, this book discusses trends and issues in destination and venue marketing.

Chapter 4: Marketing Planning for Destinations and Venues

...

A venue marketing strategy is more than a plan, it ' s the GPS system that helps you arrive at a predetermined destination. It ' s the tool you use to tell if you ' re on the appropriate trajectory and to correct your course when you take an unexpected wrong turn.

The Guide to Creating The Perfect Venue Marketing Strategy With more than 20 years of experience serving prestigious brands in the field of tourism and international luxury hotels, Patrick Genie now puts his know-how in tourism marketing as well as his networks at the service of the customers of Proxima Marketing. Hotels, DMCs,

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crystal chandeliers, vaulted ceilings, art deco details  
throughout, and over 27 main hotel rooms and 2 suites to  
host your event. 16.

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Every Catskill wedding (& weekender) I' ve been spoiled to attend has been pure magic – imagine farmhouse venues, roasted pig, live music, and late night bonfires amongst the fireflies. Our favorite venues: Roxbury Barn & Estate, The Inn at West Settlement, Basilica Hudson & Full Moon Resort (as seen on Bridal Musings) The Hamptons & Montauk

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