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| Master 1 Marketing | 4 <sup>th</sup> Lesson | Dr. GOURI M |
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### Destination branding-Correction

According to your comprehension of the concept Destination branding, cite some international destinations that can be perceived as brands.

#### Answer chosen from students' attempts:

**Paris** France is known for fashion , culture and especially romance.

We also have Italy that's known for arts and romance and it also has **Venice** that's known as the floating city.

We have the USA as a destination known for the country where dreams come true for example **New York** city the city of opportunities and diversity it's known for the famous slogan " the city that never sleeps".

**Japan** is also a really famous branded destination that's known for tradition and high technology, culture and innovation.