



**Total Destination Management**

## **News Release**

### **Bill Baker to Keynote Destination Branding Conference in Macau, China**

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Total Destination Management, President, Bill Baker will keynote a conference focusing on tourism branding to be held in Macau, China 17-19 December.

The conference is being hosted by the Institute for Tourism Studies, Macau and will feature leading experts on destination branding from around the world.

The theme of this year's conference is "Destination Branding and Marketing: New Advances and Challenges for Practice."

This is the second annual conference held by the Institute and will feature the latest developments, trends, and research emerging in the area of destination branding and marketing. Papers of both applied and conceptual orientation will be presented.

Baker's address will focus on the importance of brand leadership and cooperation for communities, and the focus that is need on delivering outstanding visitor experiences. He will draw on his experiences in brand planning for communities in the USA and Australia.

