



Total Destination Management

News Release

Bill Baker to Keynote Conference in Spain

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Total Destination Management, President, Bill Baker will keynote a conference focusing on tourism branding to be held in Majorca, Spain 26-28 September.

The conference is being hosted by the Government of the Balearic Islands, Spain and the Scientific Committee of the Innovation and Tourism International and will feature leading experts on destination branding from around the world.

The Hon. Sr. Lluís Cardell, Minister of Economy, Finance and Innovation, Balearic Islands Government said “The key objectives of the conference voiced by tourism researchers, practitioners, and professional are: to explore the evolution of branding in tourism to a sustainable development in destinations and host communities. They will discuss real experiences of destination image and their branding.”

Baker’s address will focus on “The Five Frequently Overlooked Essentials for a Successful Small City Brand”.