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Abstract from the presentation of:

**City destination image**
- **How destination characteristics can be interconnected with visitors' destination image**

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Destination Management Organisations (DMO) package the city image into a clear brand in order to attract foreign visitors (Eringa & Zhou, 2015). Still it is a complex task to analyse visitor segments' image experiences (Stepchenkova & Mills, 2010). Unique characteristics of tourism destinations are exploited by DMO:s and tourism companies, such as their identity (Valls et al., 2012), in planning and marketing products for different visitor segments. Besides, big cities are typically more well-known and organised destinations which opens for new forms of image marketing (Lucarelli & Berg, 2011).

The purpose of the research project is to investigate the characteristics and interconnected images of a city destinations; and visitor segments' experiences of city images based on image attributes. A multidisciplinary approach with an explorative purpose is used. The theoretical framework consists of city destination characteristics and images, image experiences, and visit motivators.

Typical characteristics and visitor segments were identified in the case of destination Stockholm in our pilot study. The results have been used in a qualitative investigation about the city image and its attributes, and also visitor's image expectations and experiences. Furthermore, an overall case study of Stockholm city will be conducted.

The knowledge contribution relates to new city destination characteristics connectivity to images. Furthermore, the image impact on visitor travel motivators before and after visiting the destination. A model will be developed about “visitors' image positions”, based on the visitors' assessment of destination image attributes. This knowledge will support tourism companies and DMO:s to develop image marketing tools.

**Keywords:** Destination image, Destination characteristics, Visit motivator, Image marketing and City destination.