

How do Event Brand Attractiveness and Place Brand Attractiveness
Affect Event Brand Experiences and Place Brand Experiences as well as
Event Brand Loyalty?

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Abstract

The relationship between event brands and place brands is examined using the event “Bunte Republik Neustadt” in the city of Dresden. We found positive correlations between event brand attractiveness and event brand experience as well as between place brand attractiveness and place brand experience. Event and destination managers should improve the event brand attractiveness and the place brand attractiveness relating to the five stated attributes appeal, sympathy, familiarity, similarity and reputation. Additionally, a positive event brand experience is related to the customer’s place brand experience. Regression analysis showed a positive relationship both between event brand attractiveness and event brand loyalty and between place brand attractiveness and event brand loyalty. Furthermore, event brand loyalty is positively affected by both the event brand experience and the place brand experience. Thus, event brands can make places more attractive and can give them an identity.

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