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The Potential of Cross-Marketing for the Destination Management Organizations of New York City and New York State

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GRIN Verlag Nov 2009, 2009. Taschenbuch. Book Condition: Neu. 211x147x15 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2009 in the subject Tourism, grade: 1,5, Euro-Business-College Bonn, language: English, abstract: 1 New York - more than a city that never sleeps 1.1 Problem situation In spite of the financial crisis, the United States of America is one of the most popular countries to visit for Germans, in the past and present. Several reasons account for this positive effect. First of all, the consistently weak U.S. Dollar compared to the strong Euro is a tourist magnet. The new political image in the person of President Obama should not be underestimated, either. Another reason is the dropping of airline prices to popular destinations within the United States (Fischer, 2009). Clearly in the lead is the destination New York City (NYC), as number one visited destination in the country. This is especially true with the explosion of the phenomenon known as 'shopping tourism', which is captured in the growing amount of visitors' spending. After having surpassed Orlando and Las Vegas in 2007, in terms of visitors' spending, New York City set a new...



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