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An exploration of the meanings of hotel brand equity

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Abstract

Branding is prevalent within the hotel industry. The 'value' of the brand has been

conceptualised in a number of ways. This paper explores the concept of brand equity and its relationship to brand value. It argues that brand equity is a measure of the value added to a product or service by the brand name. This value is derived from the brand's reputation, its history, and its association with certain qualities. The paper discusses the importance of brand equity in the hotel industry and provides a framework for understanding its components. It also discusses the challenges of measuring brand equity and the implications of the findings for hotel management.

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