

## **Developing a structural brand equity model for cultural destinations**

KLADOU, Stella <<http://orcid.org/0000-0002-4144-8667>> and KEHAGIAS, John

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This document is the Supplemental Material

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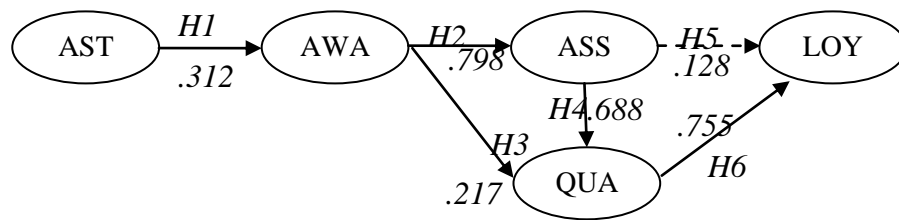
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Figure 3 Path results (standardised regression weights)



*AST: cultural brand assets, AWA: awareness, ASS: associations, QUA: quality, LOY: loyalty*