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Department of Marketing, Operation and Management

**Destination Brand Love and Destination Coolness: a case study
about Lisbon**

Mariana Vieira Morais de Almeida Soares

Master's in Hospitality and Tourism Management

Supervisor:

Professor Catarina Marques, ISCTE Business School

November, 2022



**BUSINESS
SCHOOL**

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Acknowledgments

This dissertation represents one more achievement not only in my academic path but also in my life. There were too many times that I thought about giving up because I didn't believe in my abilities as a student, however, there were always someone there for me when I needed to believe. So, along this journey, with many ups and downs, there are lots of people, namely, professors, family, and friends to thank for somehow making it all easier.

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Resumo

Ao longo dos anos, o turismo tem sofrido algumas alterações. Existe uma constante necessidade de adaptação às novas tendências para que o destino continue a ocupar um lugar especial na mente do consumidor. Esta nova adaptação não será diferente para Lisboa, como destino turístico, uma vez que no geral, a mesma é fortemente impactada pelo fluxo do turismo. Por outro lado, os turistas estão a alterar a sua perspetiva no que diz respeito à escolha de um destino turístico, tomando decisões com base em sentimentos e emoções.

Este estudo contribui para a pesquisa de turismo uma vez que os seus principais objetivos passam por perceber a influência do *brand love* e do *coolness* e de que forma os mesmos podem afetar Lisboa enquanto destino turístico.

Para a abordagem metodológica, foi elaborado um estudo quantitativo através de um questionário realizado *online*. Para testar as hipóteses propostas, modelos de regressão linear múltipla foram utilizados nas várias equações elaboradas, através do SPSS.

Tendo em conta os resultados apresentados neste estudo, a imagem de um destino mostrou-se primordial no que diz respeito às perceções dos turistas. É também importante referir que os dois principais construtos do presente estudo, *brand love* e *coolness*, refletem-se em resultados bastante positivos que poderão ter um grande impacto no turismo em Lisboa. Os resultados apresentados neste estudo, contribuem para a literatura existente, ajudando dessa forma o setor do turismo a entender da melhor forma e a seguir as mudanças que o turismo sofre constantemente.

Palavras-chave: *Destination Brand Love, Destination Coolness, Afetivo.*

Sistema de Classificação JEL: Z32, Z33

Abstract

Over the years, tourism is suffering a lot of changes. There is a constant need of adaptation to the new trends, so a destination keeps occupying a special place in tourists minds. For Lisbon, as a tourism destination is not any different since, in general, it is greatly impacted by the influx of tourism. On the other hand, tourists are now changing their perspective when it comes to decide where they should travel to and deciding it based on feelings and emotions.

This study contributes to the tourism research since its main objective is to understand the influence of brand love and coolness and how it affects Lisbon as a tourism destination.

For the methodological approach, a quantitative analysis was made through a questionnaire that was carried out online. To test the hypothesis purposed, multiple linear regression models were used based on several equations in SPSS.

According to this study's results, the image of a destination is primordial for the tourists' perceptions. Also, the two main constructs of these study, brand love and coolness, lead to positive outcomes that can have great impact in Lisbon's tourism. The results presented in this study contribute to the existing research and helping in that way the tourism sector to better understand and follow the changes that tourism is suffering every day.

Key words: Destination Brand Love, Destination Coolness, Affective.

JEL Classification System: Z32, Z33

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1. Introduction

Tourism and destinations are facing a new level of competitiveness every day, due to a high offer in the market. Tourists do not look for material things only in destinations, they are now seeking for experiences and feelings (Pereira et al., 2012), so destinations must differentiate themselves by offering unique and innovative features to improve the tourist's experience (Miličević et al., 2016). It is important to focus on the destination's marketing and its branding process in order to build a new image and create new expectations, and emotions on consumer's minds to attract them to a certain place and intensify the consumer-brand relationship (Pereira et al. 2012). The image of a destination it is considered to be a vital component for the destination's marketing and branding process (Blain et al., 2005; Martins, 2015) as it will reflect what the destination is all about, reinforcing all the positive things on it (Blain et al., 2005).

Two marketing concepts have been emerged in recent years in the tourism literature as they are becoming important for destinations, namely, Destination Brand Love and Destination Coolness, e.g., Aro et al. (2018), Swanson (2017), Gupta et al. (2022)

Tourists are developing emotions for destinations, falling in love for them in very different ways (Aro et al., 2018; Swanson, 2015; Swanson, 2017), which ends up increasing the emotional connection between a tourist and a destination that indirectly increases the destination's sustainability by repeated visits and resistance to negative situations (Aro et al., 2018; Gumparthi & Patra, 2019; Gupta et al., 2022; Thomson et al., 2005). Also, the concept of "coolness" is now associated to destinations as well, since it allows them to differentiate themselves and consequently attracting more tourists and improving their relationship with a certain destination (Chen & Chou, 2019; Kock, 2021; Loureiro & Blanco, 2021; Munawar et al., 2021).

All over the years, researchers have explored the positive outcomes that these two concepts generate for destinations. Brand love commonly engages positive word-of-mouth (Aro et al., 2018) and despite some authors believe that satisfaction is an antecedent of brand love (Aro et al., 2018; Batra et al., 2012; Carroll & Ahuvia 2006), in the current study it will be tested as a consequent. On the other side, destination coolness may increase the level of attachment a tourist has for a destination (Chen & Chou, 2019), which is important to be tested since place attachment can increase the emotional bond between tourist and destinations and consequently increase the repeated visitors (Brocato et al., 2014; Lee et al., 2012; Line et al., 2015).

This study aims to understand the impact and influence of Brand Love and Coolness in Lisbon as a tourist destination through the antecedents and consequences of these two constructs. Therefore, this study aims to answer the following research questions: (1) what is the influence of brand love in Lisbon and how it affects it as a tourism destination? and (2) what is the influence of coolness in Lisbon and how it affects it as a tourism destination?

For this study, a quantitative method was used in order to give answers to the two research questions. Therefore, a questionnaire was distributed on-line to tourists that have already visited Lisbon at least once.

In line with that, this study proved to be useful for marketers as well as for the tourism business since it will help to understand how tourists have experienced their travel in a pre-, during and, post stay in Lisbon. In that way, efficient marketing campaigns and branding procedures can be created and adapted to attract and retain as many tourists as possible, so Lisbon turns into a sustainable destination.

2. Literature Review and Hypothesis Development

2.1. Destination Image

According to Crompton (1979, p.18), the concept of destination image can be defined as "(...) the sum of beliefs, ideas, and impressions that a person has of a destination". Goodrich (1978) stated that tourist's perception may influence their choice of destination which can increase/decrease the potential of a tourist destination (Hunt, 1975).

From the perspective of tourism marketing, destinations are seen as brands with their image being an essential element in destination's branding (Blain et al., 2005; Martins, 2015). According to Blain et al. (2005, p.337), destination branding can be defined as the "set of marketing activities that (1) support the creation of name, symbol, logo, word mark or other graphic that readily *identifies* and *differentiates* a destination; that (2) consistently convey the *expectation* of a memorable travel experience that is uniquely associated with the destination; that (3) serve to *consolidate* and *reinforce* the *emotional connection* between the visitor and the destination; and that (4) reduce consumer *search costs* and *perceived risk*. Collectively, these activities serve to create a *destination image* that positively influences consumer *destination choice*". Branding allows the destinations to differentiate themselves through the tourist's perceived image which essentially refers to the strengths and uniqueness of the destination (Blain et al., 2005).

To successfully evaluate the image of a destination, it is vital to analyze the two main components of the image: the cognitive/perceptual and the affective. The cognitive image, also known as perceptual image, encompasses the knowledge and the beliefs about a destination, which means that tourists objectively evaluate the attributes of that place. In contrast, the affective component concerns the attachment and the feelings associated to that destination, meaning that the attributes are evaluated affectively (Baloglu & McCleary, 1999; Baloglu et al., 2014; Beerli & Martín, 2004; Hosany et al., 2006). According to these authors, the combination of these two components (cognitive and affective) forms the overall image of a place.

Other researchers consider that there is an extra component that could be taken into account when evaluating the image of a destination: the uniqueness. Echtner & Ritchie (1993, p.1) stated that "Images of destinations can also range from those based on "common" functional and psychological traits to those based on more distinctive or even unique features, events, feelings or auras". Qu et al., (2011), in their study, concluded that the unique image surpassed the affective one, having a greater impact on the overall image formation. Also, uniqueness is considered to be an extremely important component since it allows destinations

to have a specific positioning in the market, differentiating themselves from the other destinations (Blain et al., 2005; Martins (2015). However, in the literature presented so far, the conclusions presented by researchers are divergent since Jun (2016) and (Marques et al., 2021) demonstrated that the destination uniqueness image is not reflected in the satisfaction of tourists and/or in the intention to revisit/recommend, but Truong et al., (2018) have demonstrated the opposite. To conclude, evaluating correctly the image of places can result in a competitive advantage, when positive, over the other destinations (Baloglu et al., 2014) and, for destinations to differentiate themselves and conquer a special place in tourist's mind, it is important to evaluate all the three components mentioned above, namely, the cognitive, the affective and, the uniqueness (Cai, 2002; Qu et al., 2011; Marques et al., 2021).

2.2. Destination Brand Love

The concept of love has been present, for a long time, in everyone's lives and it can generally be defined as "to like something very much" (Cambridge Dictionary). However, Wolpe (2016, p.1) complements this idea by stating that love is not just feeling something deeply but "to feel and act lovingly".

Love and passion are two main concepts regarding the consumer-brand relationship since it becomes affectively more intense than others, for example, than brand preference (Fournier,1998). Over the years, marketers have been changing the way they explore the emotional bonds within the consumer-brand relationship (Batra et al., 2012) and emotions started to be part of marketing, for example, in advertising, in order to create and/or increase the love that a consumer feels by brands (Bauer et al., 2009).

According to Carroll and Ahuvia (2006, p. 81), brand love is quite different from satisfaction, since it goes beyond that, and it can be defined as "the degree of passionate emotional attachment a satisfied consumer has for a particular trade name". Thomson et al. (2005) stated that consumers can establish a relationship with a brand that can be more or less intense depending on the attachment level of the consumer for that brand. The author also suggests that emotional attachment leads to loyalty. Having loyal consumers may be seen as a competitive advantage over the other brands in the market so, it is possible to affirm that brand love (or intensive emotional attachment) leads to brand loyalty which consequently results in greater competitiveness for the brand (Thomson et al., 2005).

The concept of brand love has been studied in several marketing fields, applied this concept to tourism destinations (Strandberg & Styvén, 2019). It is possible to be in love with a

destination and for what that place stands for, even for people that have never been in that place before (Swanson, 2015). Swanson (2017) proposed that destination brand love could be characterized in three different categories (designated in Greek): *philia* (an independent and more friendly type of love), *storge* (a type of love that is directly connected with the affections and mostly occurs when there are family ties involved) and *eros* (an intense and sometimes irrational type of love). Nevertheless, it is important to stand out that the destination brand love can differ according to the place, i.e., different places have different ways of loving (Swanson, 2017) and it can also differ from person to person regarding the same destination (Aro et al., 2018).

However, regarding destinations, the use of the word “love” is not consensual, since some consumers prefer using that term when referring to a human being only, and it may change according to the culture (Aro et al., 2018).

Several authors believe that it is important to analyze the antecedents and consequences of brand love in different destinations in order to attract and retain tourists as long as possible (Aro et al., 2018; Gumparthi & Patra, 2019; Gupta et al., 2022).

Regarding the antecedents, it is possible to enumerate several brand characteristics that influence the destination brand love (Gupta et al., 2022). It is considered a very important antecedent the brand/destination image (Rageh Ismail and Spinelli, 2012). Brand image can influence brand love through the improvement of the emotional side of the consumer-brand relationship (Rageh Ismail & Spinelli, 2012) so, the brands/destinations must invest in their image so the consumers/tourist can “fall in love” with it (Islam & Rahman, 2016). Several authors have demonstrated that brand image is an antecedent of brand love, since it can increase the customer emotional engagement from brands (Islam & Rahman, 2016; Rageh Ismail & Spinelli, 2012). In the tourism field, Amaro et al. (2020) proved that a positive destination image can lead to brand love among the Erasmus students.

Taking into account the revised literature about the antecedents of brand love we hypothesize that:

H1: Destination Cognitive Image (DCI) positively influences Destination Brand Love (DBL)

H2: Destination Affective Image (DAI) positively influences Destination Brand Love (DBL)

H3: Destination Uniqueness Image (DUI) positively influences Destination Brand Love (DBL)

Over the years, many researchers have explored the consequences of brand love, associated with destinations as well and their impact on brands and destinations, since it will affect the post consumption behavior (Carroll & Ahuvia, 2006). Three of the most explored outcomes of destination brand love are the positive word of mouth (WOM), revisit intention and satisfaction (Albert & Merunka, 2013; Aro et al., 2018; Bairrada et al., 2019; Batra et al., 2012; Carroll & Ahuvia, 2006; Coelho et al., 2019; Gumparthy & Patra 2019; Gupta et al., 2022). In the first place, Aro et al. (2018) when exploring the consequences of destination brand love, found it relevant to separate the consequences into two distinct categories, namely emotional and behavioral, according to the way the consequences manifest in each human being. Arndt (1967) describes WOM as being a presential way of communication between consumers about their experience with a product or service, however, nowadays it is possible to do it via internet (electronic WOM) (Yoo et al., 2013). Sen and Lerman (2007) argue it is very important since it is considered to be an effective marketing tool to influence other consumers. When referring to brand love, WOM, as a behavioral consequence (Aro et al., 2018), is extremely important since they present a linear relationship between each other, that is, the more intense the emotional attachment for a brand is, the more positive the WOM will be (Carroll & Ahuvia, 2006). Over the years, many researchers developed studies to investigate the relationship between the brand love and WOM which has been shown to be positive (Albert & Merunka, 2013; Bairrada et al., 2019; Batra et al., 2012; Carroll and Ahuvia, 2006; Coelho et al., 2019; Gumparthy & Patra, 2019; Rageh Ismail & Spinelli, 2012; Roy et al., 2016) but few were the authors that have shown that destination brand love positively influences WOM (Aro et al., 2018).

Although some authors consider satisfaction to be an antecedent of brand love (Aro et al., 2018; Batra et al., 2012; Carroll and Ahuvia 2006), in this study it is going to be measured as a consequence, in order to understand if tourists who develop love for a destination feel more satisfied with that place. According to Giese and Cote (2002, p.2), satisfaction can be defined as the “summary affective response of varying intensity (...) with a time-specific point of determination and limited duration (...) toward focal aspects of product acquisition and/or consumption”. In the tourism field, satisfaction is a very important concept since it can influence tourist’s future choices (Neal & Gursoy, 2008) once it “refers to the fulfillment of expectations and the realization of motivations, which affects the travel decision-making process” (Wu et al., 2019, p.5). Fournier & Mick (1999, p. 11) stated that “satisfaction-as-love probably constitutes the most intense and profound satisfaction of all”. Loving a brand and being extremely satisfied with it means, among others, that consumers are more likely to repurchase products from that brand (Batra et al., 2012; Carroll & Ahuvia, 2006). This relationship can also

be verified regarding destinations (Amaro et al., 2020; Aro et al., 2018), since memorable experiences leads to an intention to revisit the place (Zhang et al., 2017).

Taking into account the revised literature about the consequents of brand love we hypothesize that:

H4: Destination Brand Love leads to positive WOM

H5: Destination Brand Love leads to Satisfaction

2.3. Coolness

The term “cool” has been included, recently, in the investigation field since it “increasingly become the favoured language of popular culture” (Nancarrow et al., 2002). According to Cambridge Dictionary, “cool” can be considered as an adjective that means “fashionable in a way that people admire”, however its meaning has been applied differently over the decades. In the early 1920s, this term started to be used by the American Jazz community that has suffered from political and social abuses and, a few decades later, in the 1950s this term became a lifestyle to circumvent the oppression that was felt by the war (Bird & Tapp, 2008). As mentioned above, while in the past the word “cool” was directly related to the jazz community, drugs, oppression, and prejudice, nowadays it is “very much involved with commodities and the aesthetics of designer labels and niche brands” (Nancarrow et al., 2002).

According to Pountain & Robins (2000, p.12) “cool, has become the majority attitude among young people (and more to the point, among those who want to sell things to them)”. This concept has been the spotlight for several years in the marketing field since it changes the consumer-buying process (Nancarrow et al., 2002) and “it is now primarily about consumption” (Pountain & Robins, 2000, p.12) so, in this way, marketeers are using “cool” as a differentiation strategy (Nancarrow et al., 2002; Poutain & Robins, 2000). As for brand coolness, Warren et al., (2019, p.52) enumerated thirteen components in total that characterizes it: “extraordinary, aesthetically appealing, energetic, original, authentic, rebellious, high status, subcultural, iconic, and popular”; however, they affirmed that for a brand to be considered “cool”, it does not have to encompass all these characteristics but the more the brand invests in those characteristics, the better its positioning will be. Understanding how the brand coolness and its characteristics change over the time, was also a concerned for those authors. They begin this logical sequence by stating that cool brands start by being a niche, sought after by small group of consumers with very specific characteristics. As the brand’s recognition increases, its characteristics will also change, which allows it to increase

its demand, going from niche to mass market. In the end, it is very important to manage all the brand's characteristics so that it remains exclusive and does not decrease the market demand.

As in brands, destinations also want to be well positioned in the market and want to influence the decision-making process of tourists, attract, and retain as many people, from different segments, as possible, so recently many researchers have been introducing the “cool” concept in the tourism field (Chen & Chou, 2019; Kock, 2021; Loureiro & Blanco, 2021; Munawar et al., 2021). In order to be considered cool, there are several characteristics (that do not have to be present simultaneously) that tourists consider that destinations should have, namely, rebellious, authentic, vibrant, and original (Kock, 2021). Nowadays, tourists can choose from a wide variety of destinations to visit, so destinations must seek to differentiate themselves from the competition by analyzing in details the tourist's choices and preferences (Kock, 2021). Despite Chen & Chou (2019) considered important to deepen the relationship between the destination image and the perceived coolness, there are few authors who have explored the image as an antecedent of coolness. Kock (2021), explores the destination image, not only at a functional level, but also in a more affective way, including some symbolic and emotional aspects and Rahman (2013, p.622) stated that “a “cool” image – the symbolic meaning imparted in a product – becomes an important input to the product image”. Although some authors emphasize the image regarding brand coolness, it has not been studied as an antecedent of brand coolness and more specifically regarding to destinations (Chen & Chou., 2019; Kock, 2021; Munawar et al., 2021; Rahman, 2013; Tiwari et al., 2021; Warren et al., 2019), however, Chen & Chou (2019) proved that, regarding creative tourism, uniqueness can be considered as an antecedent of perceived coolness.

Taking into account the revised literature and the lack of research about the antecedents of destination coolness, we hypothesize that:

H6: Destination Cognitive Image (DCI) positively influences Destination Coolness (DC)

H7: Destination Affective Image (DAI) positively influences Destination Coolness (DC)

H8: Destination Uniqueness Image (DUI) positively influences Destination Coolness (DC)

In order to understand the impact of the coolness in a destination, it is important to explore its consequents. Chen & Chou (2019) considered in their study three consequents being one of them the place attachment. Accordingly, Chen & Chou (2019, p.123) affirmed that “place attachment refers to an individual's cumulative experiences with a place in terms of its physical and social aspects” and that those experiences “can foster the development of emotional bonds with a place”. It is important to evaluate the tourist's attachment to a place

taking into account the destination coolness since it can ensure the destination's sustainability by increasing the tourist's intention to revisit the place and also its loyalty (Chen & Chou, 2019; Loureiro & Blanco, 2021; Munawar et al., 2021). The research of place attachment as consequence of destination coolness is scarce however, Chen & Chou (2019) have demonstrated a positive connection between these two constructs regarding the creative tourism.

Taking into account the revised literature about the consequents of destination coolness, we hypothesize that:

H9: Destination Coolness (DC) positively influences Place Attachment (PA)

2.4. Place Attachment

Many marketing strategies revolve around the consumer-brand relationship, which is increasingly an affective relationship, and it is extremely important to understand how these relationships develop to ensure the brands' sustainability by retaining consumers (Brocato et al., 2014; Lee et al., 2012).

The affective relationship between a consumer and a brand started to be studied from the tourist point of view, giving rise to the concept of place attachment (Brocato et al., 2014). In a simple way, place attachment is "the bonding between a person and a place" (Rosenbaum et al., 2007, p.47) or, more completely, a "positive affective bond between an individual and a specific place, the main characteristic of which is the tendency of the individual to maintain closeness to such a place" (Hidalgo & Hernández, 2001, p.274). However, the notion of place attachment, surpasses the tangible aspects of a place, including also the intangibles (Korpela, 2012). Thus, this concept also encompasses an affective aspect, which represents the affective bond between people and places (Hidalgo & Hernández, 2001; Riley, 1992).

It is important to take into account the place attachment outcomes since a positive consumer behavior is expected after the tourist create bonds with the destination (Line et al., 2015). One of the outcomes of place attachment is the positive word of mouth (Chen et al., 2014; Line et al., 2015; Reitsamer & Brunner-Sperdin 2021) that can be defined as "the communication between consumers about a product, service, or company in which the sources are considered independent of commercial influence" (Litvin et al., 2008, p.459). There is thus a direct proportionality relationship between place attachment and word of mouth, that is, the greater the attachment of the tourists, the more positive and frequent the word of mouth will be (Brocato et al., 2014; Reitsamer & Brunner Sperdin, 2021). The relationship between place

attachment and word of mouth, that have been studied through the years, is, for the most part, positive. Chen et al. (2014) and Chen et al. (2018), demonstrated a positive connection between place attachment and different types of word of mouth and different types of people (residents from different places). Strandberg et al. (2019) showed the positive mediating role between affective place image and word of mouth. On the other hand, Reitsamer & Brunner-Sperdin (2021) presented the positive relationship between these two constructs, by affirming that a place attachment will reflect in positive consumer behavior, that can increase/decrease according to the attachment (Line et al., 2015).

Several authors consider that is there a positive relation between place attachment and satisfaction (Chen et al., 2014; Prayag & Ryan, 2011; Xu & Zhang, 2016). Chen et al. (2014) and Xu & Zhang (2016) consider satisfaction as an antecedent of place attachment, affirmed that if the destination's performance is positive, it will result in the tourist satisfaction that will consequently increase place attachment. Aversely, Prayag & Ryan (2011) consider satisfaction as a consequent of place attachment and have demonstrated their positive relationship. Since "satisfaction is a crucial indicator reflecting the performance/quality of various tourism products and services" (Xu & Zhang, 2016, p.88), it will be presented as a consequent of place attachment in this study.

Taking into account the revised literature about the consequents of place attachment, we hypothesize that:

H10: Place Attachment (PA) positively influences Word of Mouth (WOM)

H11: Place Attachment (PA) positively influences Satisfaction (S)

3. Methodological Approach

3.1. Conceptual Model

Figure 1 presents this study's conceptual model and the respective hypotheses. The influence of Destination Brand Love and Destination Coolness in Lisbon will be studied through the antecedents, consequents and the mediating effect of the constructs presented. In this study,

this model will be applied to a specific city, however, the model is suitable for other destinations as well.

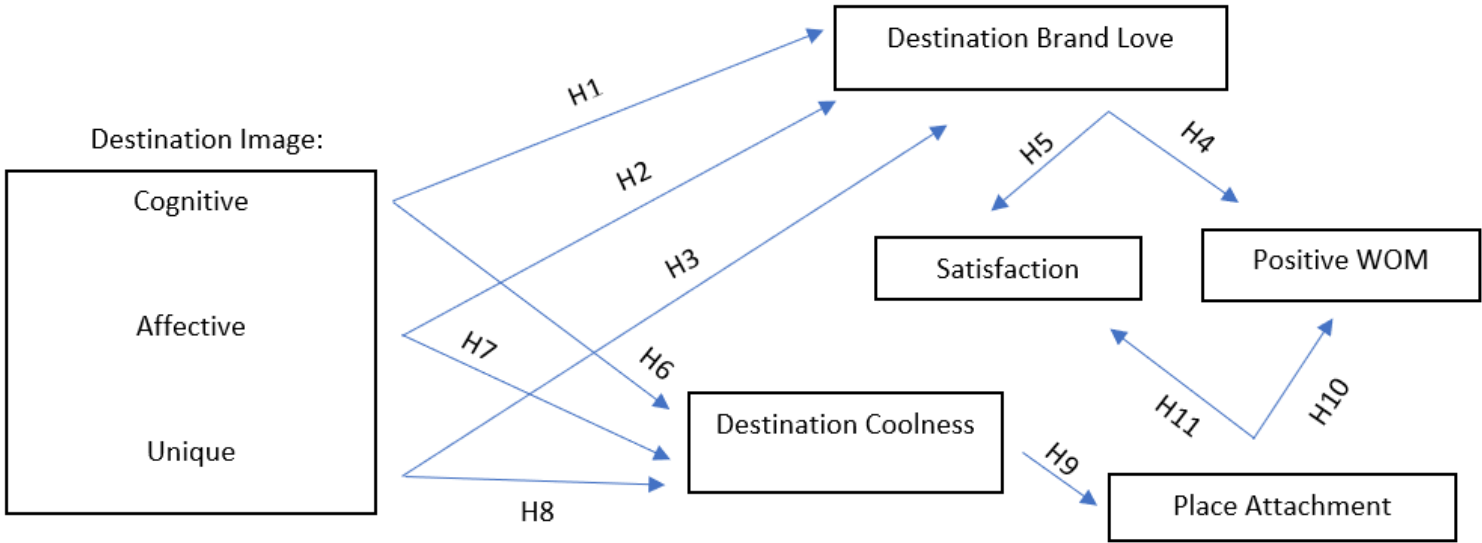


Figure 1 - Conceptual Model and Hypotheses

3.2. Sample and data collection procedure

For this methodology, a quantitative analysis was conducted through an on-line survey for tourist’s that have already visited Lisbon, at least once. In the first place, instructions were given to the respondents in order to guarantee their anonymous answers and also for them to check if they would fit the survey’s specificities. Collecting responses for this questionnaire took four months in total (beginning in July and ending up in October of 2022) due to the difficulty in reaching out foreign people. The questionnaire was distributed on-line, mainly to friends and family that have connection with foreign people. The questionnaire was elaborated in google forms and included in total 8 questions, with several items in Likert-type scales in each, that englobed Lisbon’s Destination Image, Destination Brand Love, Destination Coolness, Place Attachment, Word of Mouth, and Satisfaction as shown in Appendix 1. At the end, this questionnaire had a total of 306 valid responses.

3.3. Pre-test

A pre-test of the questionnaire was elaborated in order to eliminate possible errors and to verify the clarity of the questions. The pre-test was composed by 10 answers that were essential in order to amend some questions that weren't clear and to analyze if the questionnaire was too long.

3.4. Measures of the model constructs

The model constructs were adapted from the existing models with specific items and characteristics. All the questions were made in the Likert-type scale from 1 to 5, also used by other authors, where 1 stands by "strongly disagree" and 5 for "strongly agree".

First of all, destination image was composed by three components: the cognitive, affective and, unique. The cognitive destination image construct included five items adapted from previous studies (Amaro et al., 2020; Lee & Lockshin, 2011). The affective destination image was measured through seven items adapted from Barnes et al. (2014), Kim and Richardson, (2003). Finally, for the destination's image construct, the uniqueness, was measured through 12 items adapted from Munawar et al. (2021), Melo (2014), Silva (2017), INE (2017). For the second construct, namely destination brand love, seven items were included in the questionnaire, that were adapted from Amaro et al. (2020), Carroll and Ahuvia, (2006). According to previous studies, to measure the coolness of a destination, a lot of items must be taken into account, so 12 of them were included on the questionnaire (Kock, 2021). In order to analyze the outcome of Lisbon as a cool destination, more specifically of place attachment, 13 items were included in the questionnaire (Ramkissoon, 2012; Xu & Zhang., 2016). Finally, according to the conceptual model, the two outcomes of destination brand love are the same as place attachment. For that, six items were included in the questionnaire to analyze the word-of-mouth (Amaro et al., 2020; Carroll & Ahuvia., 2006; Reitsamer & Bunner-Sperdin., 2021) and four two evaluate the tourist satisfaction (Prayag et al., 2018; Wu et al., 2019).

3.5. Statistical Analysis

In order to analyze the conceptual model proposed above, the software "statistical package for social sciences (SPSS) was used. Through this software, a descriptive analysis was

elaborated, and all the hypothesis was tested. Since the questionnaire was developed through google forms, it was necessary to transfer the data to an excel file to be later uploaded to SPSS.

In order to answer the research questions of this study ((1) what is the influence of brand love in Lisbon and how it affects it as a tourism destination? and (2) what is the influence of coolness in Lisbon and how it affects it as a tourism destination?), multiple linear regression models were used based on several equations.

First of all, and according to the literature review, the image of a destination (cognitive, affective and, unique) can influence the tourist's perceived coolness. As so, the theoretical model equation of Destination Coolness is the following:

$$\textit{Destination Coolness} = \text{B01} + \text{B1 cognitive} + \text{B2 affective} + \text{B3 unique} + \text{E}$$

As the construct presented below, the literature review suggests that the image of destinations (cognitive, affective, and unique) can influence the love felt by tourists to a destination. So, the theoretical model equation of Destination Brand Love is:

$$\textit{Destination Brand Love} = \text{B0} + \text{B1 cognitive} + \text{B2 affective} + \text{B3 unique} + \text{E}$$

In several studies was demonstrated that the level of attachment for a place was positively influenced by destination's coolness, so we suggest the following theoretical model equation for Place Attachment:

$$\textit{Place Attachment} = \text{B0} + \text{B1 brand coolness} + \text{E}$$

Also, in line with the presented literature, place attachment and destination brand love can lead to a positive WOM. Taking that into account, this is the theoretical model equation for Positive WOM:

$$\textit{Positive WOM} = \text{B0} + \text{B1 place attachment} + \text{B2 brand love} + \text{E}$$

Finally, but equally important, place attachment and destination's brand love can increase the level of a tourist's satisfaction. So, the following theoretical model equation is proposed:

$$\textit{Satisfaction} = B0 + B1 \textit{ place attachment} + B2 \textit{ brand love} + E$$

It is also important to mention that, to elaborate these theoretical model equations, variables were calculated through the mean, so all the items were included in the same construct. However, some items were removed during the SPSS analysis since some were affecting the internal group's consistency. For this study, the Cronbach's alpha considered was 0,7.

4. Results and Discussion

As already mentioned, the final sample of respondents was 306 (n=306). Table 1 presents the demographic data about the respondents.

		Frequency	Percentage (%)
Valid		2	0.7
Gender	Female	176	57.3
	Male	129	42
Age	18-25	73	23.8
	26-40	152	49.5
	41-64	76	24.8
	65+	4	1.3
Place of Origin	Africa	7	2.3
	Asia	3	1
	Europe	260	84.7
	North/Central America	18	5.9
	South America	17	5.5

Table 1 – Distribution of sociodemographic characteristics of the respondents

Most respondents are female (57,3%). Also, with a significant difference from the other age intervals, most of the respondents are between 26-40 years old (49,5%). Finally, and with a bigger difference from the other places, most of the respondents are Europeans with almost 85%.

A descriptive analysis was also made in order to observe the mean and the standard deviation for all construct items. First of all, for the cognitive image (appendix 2), the lowest mean value presented was 4,49, which means that the majority of the respondents agree/strongly agree with those items. For the affective image (appendix 3), the results are also similar, since the most items presented a value approximated to 4, however, a negative question was introduced so the mean was lower (1.69). For the last image component, the unique one (appendix 4), the mean in general is 4, only the decimals varied, except for one item "Lisbon is the most unique city" that presented a lower mean of 3.39. Regarding the Destination's Brand Love of Lisbon, the majority of the respondents agree/strongly agree with the items presented except for the questions made in the negative, that presented a lower mean. Besides that, one item ("I love Lisbon") presents a mean of 3.96 (appendix 5) which can be explained by Aro et al. (2018) that affirmed that people may have difficulties in using the word "love" regarding destinations. For the place attachment construct (appendix 6), all the mean values are in the interval of 3.12 and 4.56 which means that more neutral answers were attributed to these items. For the positive WOM (appendix 7), all the mean values presented suggest that most of the respondents agree/strongly agree with all the items included in the questionnaire. For the destination coolness construct (appendix 8), it is possible to observe that 3 items present the lowest mean values differentiating themselves from the other: 2.55 ("Lisbon is edgy"), 2.7 ("Lisbon is outgoing") and 3.43 ("Lisbon is nonconformist"). Finally, for the last construct, namely satisfaction (appendix 9), the mean values presented are all approximated to 5, which means that most of the respondents strongly agree with all items.

The next step for correctly analyzing the data through SPSS was to reduce the number of items in each component so that it was possible to encompass all items in just one variable. To do so, arithmetic averages were calculated between the variables based on the internal consistency measured through the Cronbach alpha, that was considered 0.7.

For the first construct, namely Lisbon's cognitive image, the items were reduced from five to three, so the internal consistency was $0.76 > 0.7$. For the affective image, two out of seven items were removed so the Cronbach alpha was 0.69 (≈ 0.7). Only one item was excluded from the Lisbon's uniqueness image, remaining 11, so the internal consistency was 0.89. Regarding the destination coolness, the internal consistency was measured through 10 items (two were removed), so the Cronbach alpha was 0.82. For the Destination's Brand Love, two items were

also removed, remaining in total five, so the internal consistency was $0.77 > 0.7$. For place attachment, the internal consistency (0.89), where two items were removed, remaining only 10. For the last two constructs, Positive WOM, and Satisfaction, none of the items was removed since the Cronbach alpha was 0.92 and 0.97 respectively.

After that and in order to agglomerate the items and use the simple/multiple linear regression method, new variables were created through the arithmetic mean. The use of linear regression techniques presupposes the validation of a set of assumptions of the residual's normality and autocorrelation. However, it is necessary to verify the correlation between the independent variables to make sure that is no multicollinearity. Running the tests in SPSS, it was possible to verify that there is no multicollinearity since all the tolerance (TOL) and Variance inflator factor (VIF) values are above 0.1 and 10, respectively.

For the first equation model (Destination Coolness = $B_0 + B_1$ cognitive + B_2 affective + B_3 unique + E), it is possible to conclude that 50% of the coolness variation is explained by the variables in matter (cognitive, affective, and unique), since $r^2 = 0.504$ (table 2). However, according to the significance (sig), the cognitive image can be excluded from the model ($0.11 > 0.05$) (table 3). Finally, when comparing β values, it is possible to affirm that both the affective and the unique image influences the perceived coolness of Lisbon, however, the unique image is the one that influences the most ($\beta = 0,387$) (table 3). So, after applying the linear regression techniques to these variables, it is possible to conclude that H6 it's not supported but H7 and H8 are.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,710 ^a	,504	,499	,25813	1,488

a. Predictors: (Constant), Unique, Affective, Cognitive

b. Dependent Variable: Coolness

Table 2 - Destination Coolness model: Fit measures

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,413	,248		1,668	,096		
	Cognitive	,092	,058	,084	1,582	,115	,588	1,701
	Affective	,338	,052	,339	6,492	,000	,601	1,663
	Unique	,464	,071	,387	6,555	,000	,471	2,125

a. Dependent Variable: Coolness

Table 3 - Destination Coolness model: coefficient estimates

For the second equation model (Destination Brand Love = B0 + B1 cognitive + B2 affective + B3 unique), the love that tourist's feel for Lisbon is explained by 40% of the destination's image variables (cognitive, affective, and unique), since $r^2 = 0.404$ (table 4). When verifying sig, it is possible to exclude the influence of the unique image ($0.18 > 0.05$) on brand love (table 5). The cognitive and affective are the destination image that influence the love felt by tourists in Lisbon. After comparing the β values, it is possible to conclude that the most influence comes from the affective image ($\beta = 0.513$) (table 5). So, it is possible to conclude that H3 is not supported but H1 and H2 are.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,636 ^a	,404	,398	,32882	1,854

a. Predictors: (Constant), Unique, Affective, Cognitive

b. Dependent Variable: DBL

Table 4 - Destination Brand Love model: fit measures

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,598	,316		1,895	,059		
	Cognitive	,141	,074	,110	1,904	,058	,588	1,701
	Affective	,593	,066	,513	8,952	,000	,601	1,663
	Unique	,120	,090	,086	1,334	,183	,471	2,125

a. Dependent Variable: DBL

Table 5 - Destination Brand Love model: coefficient estimates

For the third equation model (Place Attachment = B0 + B1 brand coolness + E), the variance of the attachment level of tourists by places it is only explained 24% by the coolness variable (table 6). However, according to sig (sig= 0.00<0.05) (table 7), the influence of tourist's perceived coolness is very significant for the level of attachment of tourists to Lisbon so, H9 is also supported.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,492 ^a	,242	,240	,47723	2,023

a. Predictors: (Constant), Coolness

b. Dependent Variable: Attachment

Table 6 - Place Attachment model: fit measures

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,595	,340		1,749	,081		
	Coolness	,738	,075	,492	9,853	,000	1,000	1,000

a. Dependent Variable: Attachment

Table 7 - Place Attachment model: coefficient estimates

For the fourth equation model (Positive WOM = B0 + B1 place attachment + B2 brand love + E), the variance of the positive WOM is explained in 47% by the place attachment and brand love variables (table 8). The coefficient of these two variables is significant for the positive WOM since the Place Attachment's sig is 0.00 < 0.05 and for the Destination's Brand Love sig value is 0.001 < 0.05 (table 9). So, it is possible to conclude that H4 and H10 are supported. It is also important to mention that, according to the β values, the attachment felt for a destination influences slightly more than the love for a place ($\beta=0.502$ and $\beta=0.220$, respectively) (table 9).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,684 ^a	,467	,464	,34544	1,455

a. Predictors: (Constant), DBL, Attachment

b. Dependent Variable: WOM

Table 8 - Positive WOM model: fit measures

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,884	,210		8,977	,000		
	Attachmen	,433	,055	,502	7,859	,000	,431	2,320
	t							
	DBL	,245	,071	,220	3,451	,001	,431	2,320

a. Dependent Variable: WOM

Table 9 - Positive WOM model: coefficient estimates

Finally, for the last equation model (Satisfaction = B0 + B1 place attachment + 2 brand love + E), the variance of satisfaction after visiting Lisbon is explained by only 23% of the variables Place Attachment and Brand Love (table 10). Both the attachment and love are significant variables to increase the tourist's satisfaction (sig=0.00 and sig=0.013) (table 11) which supports H5 and H11. It is also interesting to conclude that according to the β values, the place attachment is the variable that influences the satisfaction the most ($\beta=0.502$) (table 11).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,478 ^a	,228	,223	,22681	,961

a. Predictors: (Constant), DBL, Attachment

b. Dependent Variable: Satisfaction

Table 10 - Satisfaction model: fit measures

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,833	,138		27,814	,000		
	Attachment	,148	,036	,316	4,105	,000	,431	2,320
	DBL	,117	,047	,192	2,502	,013	,431	2,320

a. Dependent Variable: Satisfaction

Table 11 - Satisfaction model: coefficient estimates

Regarding the destination's image components being antecedents of Destination Brand Love, it is important to notice that in general, the image of a destination can lead to destination's brand love (Amaro et al., 2020; Islam & Rahman, 2016; Rageh Ismail & Spinelli, 2012) however, in this study, only the cognitive image and the affective image of Lisbon have a significant influence on the love felt by tourists. The same destination's image components were also tested as an antecedent of destination's coolness. In general, it is possible to affirm that the image of a destination influences in fact the perceived coolness by tourists regarding destinations (Chen & Chou, 2019; Kock, 2021). In this study, only the affective and unique image of Lisbon presented significant values on the coolness perceived by tourists.

The outcomes of the two principal constructs of this study were also tested. In the literature review of the current study was explained that contrary to those already presented, satisfaction has been tested as an outcome of destination's brand love. After analyzing results, we can conclude that in fact, the love felt by tourists regarding Lisbon, can affect the level of the tourist's satisfaction regarding this city. Also, and in line with Aro et al. (2018), positive WOM is also demonstrated to be an outcome of Lisbon's brand love. A positive connection between the destination's coolness and the place attachment is observed while testing the variables. As mentioned in the literature review, the connection between these two constructs is scarce and only Chen & Chou (2019) have demonstrated to be a positive connection between the constructs in the creative tourism, however, it is possible to conclude that the tourists perceived coolness regarding Lisbon, has a positive effect on Lisbon's attachment.

Finally, two outcomes of place attachment were analyzed: the satisfaction and the positive WOM. In line with Prayag & Ryan (2011) that have considered satisfaction as an outcome of place attachment, in this study it is also possible to conclude that the tourist's attachment by Lisbon can influence the level of satisfaction felt. Also, it was also verified that, regarding Lisbon, place attachment leads to positive WOM (Reitsamer and Brunner-Sperdin, 2021).

5. Conclusion

5.1. Theoretical Contributions

This study positively contributes to the existing literature in several ways. In the first place, this study included many variables which relationships were tested among them. Some of these relationships had already been tested in different contexts, but one of them was tested for the first time (H5 → Destination Brand Love leads to satisfaction). With this, it was possible to carry out an innovative study that highlighted the affective component of tourism, more specifically of Lisbon.

The information provided along this study can also be extremely important for the tourism sector. Tourism business is constantly changing and adapting itself in order to respond the tourist's needs in the best way. Successfully understanding what attracts tourists to a certain destination and retains them, by repeated visits for example, is extremely important to guarantee that destination's sustainability. As so, this study contributed not only to the tourism sector, but also to the tourism marketers, since it provided useful information about the antecedents and outcomes of two affective constructs, love, and coolness, regarding Lisbon so, marketing campaigns, and other activities in the tourism field can be developed and applied to Lisbon in order to attract the highest number of tourists.

According to the results presented in this study, all the hypotheses were supported except for two of them: H3 (Destination Unique Image positively influences Destination's Brand Love) and H6 (Destination Cognitive Image positively influences Destination Coolness). As so, and regarding Lisbon as a tourism destination, it is extremely important to work on the image of a destination since it is the first impression and the first contact of a tourists to it. It is also important to invest and give more attention to the affective components in a destination since they can lead to positive outcomes, as place attachment, satisfaction, and positive WOM, that can end up ensuring the sustainability of the destination.

5.2. Limitations and Future Research

This study contains some limitations that can influence future research. In the first place, this study was carried out regarding Lisbon as a tourism destination however, the items included in the questionnaire may change according to destinations, so it is not correct to generalize these results to all the other cities. With the aim of presenting a more accurate and

informative study, more attention could be paid to the demographic data to understand if the results would be different according to different cultures/place of origin. Another limitation of this study is that the ages group that least responded to the questionnaire was 65+, probably because the questionnaire was only conducted online. Future research must look to other ways to distribute the questionnaire in order to be more inclusive to every age group. It would also be interesting to study the relation between Destination's Brand Love and Coolness to understand how they relate between them and not just by the outcomes.

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Appendices

Construct	Indicators	References
Destination Brand Love	DBL1. Lisbon makes me feel good DBL2. I have neutral feelings for Lisbon DBL3. Lisbon makes me feel happy DBL4. I Love Lisbon DBL5. I have no particular feelings about Lisbon DBL6. I am passionate about Lisbon DBL7. I'm very attached to Lisbon	Adapted from Carroll & Ahuvia (2006) Amaro et al., (2020)
Destination Coolness	DC1. Lisbon is authentic DC2. Lisbon doesn't seem artificial DC3. Lisbon is true to its roots DC4. Lisbon is nonconformist DC5. Lisbon has revolutionary spirit DC6. Lisbon is edgy DC7. Lisbon is original DC8. Lisbon stands apart from the crowd DC9. Lisbon is iconic DC10. Lisbon is outgoing DC11. Lisbon is vibrant DC12. Lisbon is lively	Adapted from Kock (2021)

<p>Place Attachment</p>	<p>PA1. I feel visiting Lisbon is part of my life</p> <p>PA2. I identify strongly with Lisbon</p> <p>PA3. Visiting Lisbon has a special meaning in my life</p> <p>PA4. Lisbon can meet my needs more than other cities</p> <p>PA5. I like visiting Lisbon more than other cities</p> <p>PA6. For what I like to do I could not imagine anything better than the settings and facilities provided by Lisbon</p> <p>PA7. For me, Lisbon cannot be substituted by other urban destinations</p> <p>PA8. I have a strong sense of belonging for Lisbon</p> <p>PA9. I am very attached to Lisbon</p> <p>PA10. Lisbon means a lot to me</p> <p>PA11. I feel like the employees and local residents, which greatly enhanced my experience</p> <p>PA12. I have some connection with the local residents of Lisbon</p> <p>PA13. Many of my friends/family prefer Lisbon over many other cities</p>	<p>Adapted from Xu & Zhang (2016)</p> <p>Ramkissoon et al., (2012)</p>
<p>Destination Cognitive Image</p>	<p>DI1. Lisbon is safe and secure</p>	<p>Adapted from Amaro et al., (2020)</p> <p>Lee & Lockshin (2011)</p>

	<p>DI2. Lisbon offers exciting and interesting places to visit</p> <p>DI3. Lisbon has beautiful scenery and natural attractions</p> <p>DI4. Lisbon has a pleasant climate</p> <p>DI5. As a tourism destination, Lisbon offers good value for money</p>	
Destination Uniqueness Image	<p>DU1. Lisbon has its uniqueness compared to other cities</p> <p>DU2. Lisbon spots have special features that are not offered anywhere else</p> <p>DU3. Lisbon is the most unique city</p> <p>DU4. Lisbon offers a diversity of touristic products and activities within a short distance radius</p> <p>DU5. Lisbon offers a good weather during off-peak seasons</p> <p>DU6. Lisbon offers gastronomy and wine heritage</p> <p>DU7. Lisbon offers artisanal features (e.g., tiles)</p> <p>DU8. The “white” light is a distinctive feature that characterizes Lisbon</p> <p>DU9. The seven hills and their views are features of Lisbon</p> <p>DU10. The Tagus River is a distinctive feature of Lisbon</p> <p>DU11. Trams and elevators are distinctive features that characterizes Lisbon</p>	<p>Adapted from Munawar et al., (2021)</p> <p>Melo (2014)</p> <p>Silva (2017)</p> <p>INE (2017)</p>

	<p>DU12. The ancient neighborhoods characterize Lisbon</p> <p>DU13. The Fado singing, distinguished by UNESCO as “World Immaterial Heritage Patrimony”, is a distinctive feature of Lisbon.</p>	
Destination Affective Image	<p>DA1. Lisbon induces feelings and sentiments</p> <p>DA2. I do not have strong emotions for Lisbon</p> <p>DA3. Lisbon is an emotional area</p> <p>DA4. Lisbon is arousing</p> <p>DA5. Lisbon is exciting</p> <p>DA6. Lisbon is Pleasant</p> <p>DA7. Lisbon is Relaxing</p>	<p>Adapted from Barnes et al., (2013)</p> <p>Kim and Richardson (2003)</p>
Word of Mouth	<p>WOM1. I have recommended Lisbon to lots of people</p> <p>WOM2. I “talk up” Lisbon to my friends</p> <p>WOM3. I try to spread good words about Lisbon</p> <p>WOM4. I give Lisbon tons of positive word of mouth advertising</p> <p>WOM5. I would recommend Lisbon to someone who seeks my advice</p> <p>WOM6. I mostly say positive things about Lisbon</p>	<p>Adapted from Carroll & Ahuvia (2006)</p> <p>Amaro et al., (2020)</p> <p>Reitsamer & Bunner-Sperdin (2021)</p>
Satisfaction	<p>S1. I am satisfied with the decision to visit Lisbon</p> <p>S2. I truly enjoyed the experience provided by Lisbon</p> <p>S3. Visiting Lisbon worth time and effort</p>	<p>Adapted from Prayag et al., (2018)</p> <p>Wu et al., (2019)</p>

S4. I am satisfied with Lisbon

Appendix 1 – Questionnaire's Items adapted from

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CI_Lisbon_is_safe_and_secure	306	2	5	4,49	,607
CI_Lisbon_offers_exciting_and_interesting_places_to_visit	306	3	5	4,88	,336
CI_Lisbon_has_beautiful_scenery_and_natural_attractions	306	3	5	4,90	,327
CI_Lisbon_has_a_pleasant_climate	306	2	5	4,81	,476
CI_As_a_tourist_destination_Lisbon_offers_good_value_for_money	306	2	5	4,51	,761
Valid N (listwise)	306				

Appendix 2 - Descriptive Statistics Cognitive Image

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AI_Lisbon_induces_feelings_and_sentiments	306	3	5	4,08	,593
AI_I_do_not_have_strong_emotions_for_Lisbon	306	1	5	1,69	,667
AI_Lisbon_is_natural_emotional_area	306	2	5	4,00	,614
AI_Lisbon_is_arousing	306	2	5	4,24	,665
AI_Lisbon_is_exciting	306	3	5	4,85	,406
AI_Lisbon_is_pleasant	306	2	5	4,88	,387
AI_Lisbon_is_relaxing	306	2	5	3,97	,858

Valid N (listwise)	306				
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Appendix 3 - Descriptive Statistics Affective Image

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
UI_Lisbon_has_its_uniqueness_compared_to_other_cities	306	3	5	4,89	,335
UI_Lisbon_spots_have_special_features_that_are_not_offered_anywhere_else	306	1	5	4,83	,528
UI_Lisbon_is_the_most_unique_city	306	1	5	3,39	,851
UI_Lisbon_offers_a_diversity_of_touristic_products_and_activities_within_a_short_distance_radius	306	2	5	4,82	,476
UI_Lisbon_offers_a_good_weather_during_off-peak_seasons	306	3	5	4,85	,406
UI_Lisbon_offers_gastronomy_and_wine_heritage	306	3	5	4,94	,267
UI_Lisbon_offers_artisanal_features_(e.g.,_tiles)	306	3	5	4,73	,486
UI_The_"white"_light_is_distinctive_feature_that_characterizes_Lisbon	306	1	5	4,79	,595
UI_The_seven_hills_and_their_views_are_features_of_Lisbon	305	3	5	4,87	,387
UI_Trains_and_elevators_are_distinctive_features_that_characterize_Lisbon	306	3	5	4,87	,366
UI_The_ancient_neighborhoods_characterize_Lisbon	306	2	5	4,83	,455

UI_The_Fado_singing_distinguished_by_UNESCO_as_“World_Immaterial_Heritage_Patrimony”_is_a_distinctive_feature_of_Lisbon	306	2	5	4,77	,484
Valid N (listwise)	305				

Appendix 4 - Descriptive Statistics Unique Image

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
DBL_Lisbon_makes_me_feel_good	306	3	5	4,80	,429
DBL_I_have_neutral_feelings_for_Lisbon	306	1	5	1,27	,726
DBL_Lisbon_makes_me_feel_happy	306	3	5	4,81	,427
DBL_I_love_Lisbon	306	2	5	3,96	,732
DBL_I_have_no_particular_feelings_about_Lisbon	306	1	5	1,22	,665
DBL_I_am_passionate_about_Lisbon	306	2	5	4,26	,654
DBL_Im_very_attached_to_Lisbon	306	1	5	4,44	,620
Valid N (listwise)	306				

Appendix 5 - Descriptive Statistics Destination Brand Love

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PA_I_feel_visiting_Lisbon_is_part_of_my_life	306	1	5	3,82	,787
PA_I_identify_strongly_with_Lisbon	306	1	5	4,30	,751

PA_Visiting_Lisbon_has_a_s pecial_meaning_in_my_life	306	1	5	4,18	,801
PA_Lisbon_can_meet_my_n eeds_more_than_other_citie s	306	1	5	3,64	,798
PA_I_like_visiting_Lisbon_m ore_than_other_cities	306	1	5	4,28	,857
PA_For_what_I_like_to_do_I _could_not_imagine_anythin g_better_tha	306	1	5	3,38	,765
PA_For_me_Lisbon_cannot_ be_substituted_by_other_urb an_destinatio	306	1	5	3,12	,846
PA_I_have_a_strong_sense _of_belonging_for_Lisbon	306	1	5	4,06	,770
PA_I_am_very_attached_to_ Lisbon	306	1	5	4,41	,658
PA_Lisbon_means_a_lot_to _me	306	1	5	4,05	,714
PA_I_feel_like_the_employe es_and_local_residents_whi ch_greatly_e	306	1	5	4,07	,770
PA_I_have_some_connectio n_with_the_local_residents_ of_Lisbon	306	2	5	3,81	,765
PA_Many_of_my_friends_fa mily_prefer_Lisbon_over_ma ny_other_citie	306	1	5	4,56	,709
Valid N (listwise)	306				

Appendix 6 - Descriptive Statistics Place Attachment

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
WOM_I_have_recommende d_Lisbon_to_lots_of_people	306	3	5	4,79	,448
WOM_I_talkup_Lisbon_to_m y_friends	306	2	5	4,50	,688
WOM_I_try_to_spread_good _words_about_Lisbon	306	1	5	4,72	,547

WOM_I_give_Lisbon_tons_o f_positive_word_of_mouth_a dvertising	306	1	5	4,45	,733
WOM_I_would_recommend_ Lisbon_to_someone_who_s eeks_my_advice	306	3	5	4,81	,417
WOM_I_mostly_say_positive _things_about_Lisbon	306	4	5	4,82	,387
Valid N (listwise)	306				

Appendix 7 - Descriptive Statistics Positive WOM

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
DC_Lisbon_is_authentic	306	2	5	4,82	,435
DC_Lisbon_doesn't_seem_a rtificial	306	2	5	4,76	,548
DC_Lisbon_is_true_to_its_ro ots	306	2	5	4,68	,545
DC_Lisbon_is_nonconformis t	306	2	5	3,43	,783
DC_Lisbon_has_revolutionar y_spirit	306	2	5	4,30	,781
DC_Lisbon_is_edgy	306	1	5	2,55	,784
DC_Lisbon_is_original	306	3	5	4,54	,537
DC_Lisbon_stands_apart_fr om_the_crowd	306	2	5	4,66	,597
DC_Lisbon_is_iconic	306	2	5	4,49	,585
DC_Lisbon_is_outgoing	306	1	5	2,70	,976
DC_Lisbon_is_vibrant	306	3	5	4,74	,483
DC_Lisbon_is_lively	306	3	5	4,86	,384
Valid N (listwise)	306				

Appendix 8 - Descriptive Statistics Destination Coolness

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
S_I_am_satisfied_with_the_ decision_to_visit_Lisbon	306	3	5	4,93	,273

S_I_truly_enjoyed_the_experience_provided_by_Lisbon	306	3	5	4,94	,249
S_Visiting_Lisbon_worth_time_and_effort	306	3	5	4,93	,301
S_I_am_satisfied_with_Lisbon	306	3	5	4,94	,243
Valid N (listwise)	306				

Appendix 9 - Descriptive Statistics Satisfaction