



**TOURIST ATTRACTIONS**  
**vs.**  
**CONGRESS VENUES**  
**How to cooperate?**  
**Planner perspective**

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A woman with long brown hair is looking upwards and to the right with a thoughtful expression. Above her head are several thought bubbles. The leftmost bubble contains the text 'destination?'. To its right are three question marks of varying sizes. The rightmost bubble contains the text 'destination'.

destination?

destination



**Destination <> meeting venue**



Is there something to do?

**Mutual benefits**  
**Venue needs**  
**local attractions**





**Knowlegde, Connections, Relations**  
**Access to the resource**



See you  
in the next amazing destination!

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