

**Understanding the role of destination imagery in mountain destination choice. Evidence from an exploratory research**

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Received: 15/06/2018 Accepted: 21/12/2018

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**Key**

**words:**

Mountain Tourism; Destination choice; Destination Imagery (DY); Favourite Destination (FD); Customer-based Brand Equity.

**Citation:** Araújo, A., L. Cardoso, N. Araújo and F. Dias (2019) Understanding the role of destination imagery in mountain destination choice. Evidence from an exploratory research. *European Journal of Tourism Research* 22, pp. 151-165