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Abstract: This research identifies areas of economic, experiential and logistical enhancement that will lead to increased visits to and expenditures at international attractions by border-area tourists. Dimensions shown to be salient to these cross-border travelers' decisions include value (the combined consideration of price and quality issues), informational and experiential (relevant media exposure and the affective, service and variety elements of the travel experience), and practical considerations associated with the border crossing (traffic and customs enforcement). Two benefit segments emerge (value and experiential). Value appears to have a ceiling effect when it comes to investments in value delivery for cross-border visitors. However, value-based strategies may be the most efficient route to attracting those of this large segment who are not yet satisfied with this aspect of cross-border travel. The Experiential segment, though smaller, is highly susceptible to improvements in communication, service, variety, and the affective aspects of the foreign-travel experience.

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