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MGI's research team is excited to share the results of the 10th anniversary edition of the Membership Marketing Benchmarking Report. As in past years, the report highlights the strategies and tactics that membership organizations find most useful in recruitment, retention, and reinstatement of members.

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Spend a fast-paced hour diving into the findings from the 10th Anniversary Edition of the Membership Marketing Benchmarking Report with research collaborators Tony Rossell, MGI Senior Vice President, and Matt Kerr, MGI Research Manager.

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This edition of the TTCI covers 141 economies worldwide. Table 1 shows the overall ranking, based on the updated methodology described in full in Appendix A. Rankings by pillar and subindex are available in Appendix B.. Table 1: The Travel & Tourism Competitiveness Index 2015 Ranking

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