

Madrid
June 5th, 2024

Eighth edition of Bloom Consulting Country Brand Ranking is launched



Bloom Consulting is excited to announce the release of its Country Brand Ranking ©, marking a significant milestone as it celebrates its 20th anniversary.

The Bloom Consulting Country Brand Ranking © measures the brand performance of nearly 200 countries and territories in the Tourism and Trade sectors, offering valuable insights for countries and places on managing their Nation and Place Brands in a rapidly changing global landscape. The 2024 | 2025 edition of the Trade and Tourism rankings closely monitors the correlation between countries' responses to recent crises, their management, and the resulting consequences on the Nation Brand.

Bloom Consulting develops the Country Brand Ranking © using our proprietary algorithm, which focuses solely on tourism and trade-related data. The algorithm examines four variables: 1) Economic Performance; 2) D2 Digital Demand © (the digital appeal of the country); 3) Country Brand Strategy – CBS Rating ©; and 4) Online Performance (evaluation of country's social media and online performance).

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand, City Brand, and Placemaking strategies for governments around the world. We collaborate with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Place Branding, having worked across five continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

Highlights of the Country Brand Ranking

Tourism

Italy dethrones **Spain** in a tight race for first position, with both countries being some of the worst hit by the pandemic, but both emerging from the veil to claim their position as leaders both in Europe and globally. **Japan** made a name for itself following an impressive conduction of the Tokyo Olympic Games, snatching third position from The **United States of America**. With one of the biggest leaps of the ranks into the Top 10, **Türkiye** makes a name for itself on the world stage. Finally, The **United Kingdom** continues its steady decline with a consecutive year, falling out of the global Top 5.

Trade

Again, despite Brexit, The **United Kingdom** maintains its crown in first position, with **Germany** taking second place and bumping The **United States** down to third. **Brazil** breaks into the Top 5 in fourth, and **China** rounds off fifth place, providing a diverse group of global trade leaders in this year's ranking edition.

Future editions will reveal the effects of the recent reemergence of unrest in the Middle East on the performance of Nation and Territory brands.

Download the complete reports here: <https://www.bloom-consulting.com/en/country-brand-ranking>

If you wish to obtain more specific data about the performance of your Nation Brand or want to share feedback, please do not hesitate to contact us. We look forward to hearing from you.