Nation Branding and Place Branding experts

www.bloom-consulting.com

Bloom Consulting
Country
Brand
Ranking©

2017 2018 ♡ Tourism Edition

WORLD
ECONOMIC
FORUM

Bloom Consulting, official data partner

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
         Edition

Hello!

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017 Tourism
2018 Edition

Bloom Consulting Country Brand Ranking©
Table of Contents

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017   Tourism
2018   Edition

About Bloom Consulting
Everything you need to know in one page

Bloom Consulting was founded in 2003 as a Nation Branding consultancy.
Our Headquarters are located in Madrid, with offices in Lisbon and São Paulo.

Bloom Consulting has been interviewed by **The Economist**, **Forbes** and **CNN**.
According to Country Branding Central www.countrybrandingwiki.org, our CEO José Filipe Torres, a recurrent lecturer in Universities such as **Harvard,** is considered one of the top 3 international experts in the field of Nation Branding, Region and City Branding, providing advisory for the **OECD.**

In addition, Bloom Consulting publishes the *Bloom Consulting Country Brand Ranking* © annually for both Trade and Tourism, to extensively analyze the brand performance of 193 countries and territories worldwide and the *Digital Country Index* - Measuring the Brand appeal of countries and territories in the Digital World.

Bloom Consulting proudly collaborates with the WORLD ECONOMIC FORUM to measure the Nation Brand appeal of every Country from a tourism perspective.

Here are some of the countries, regions and cities that Bloom Consulting has worked for:
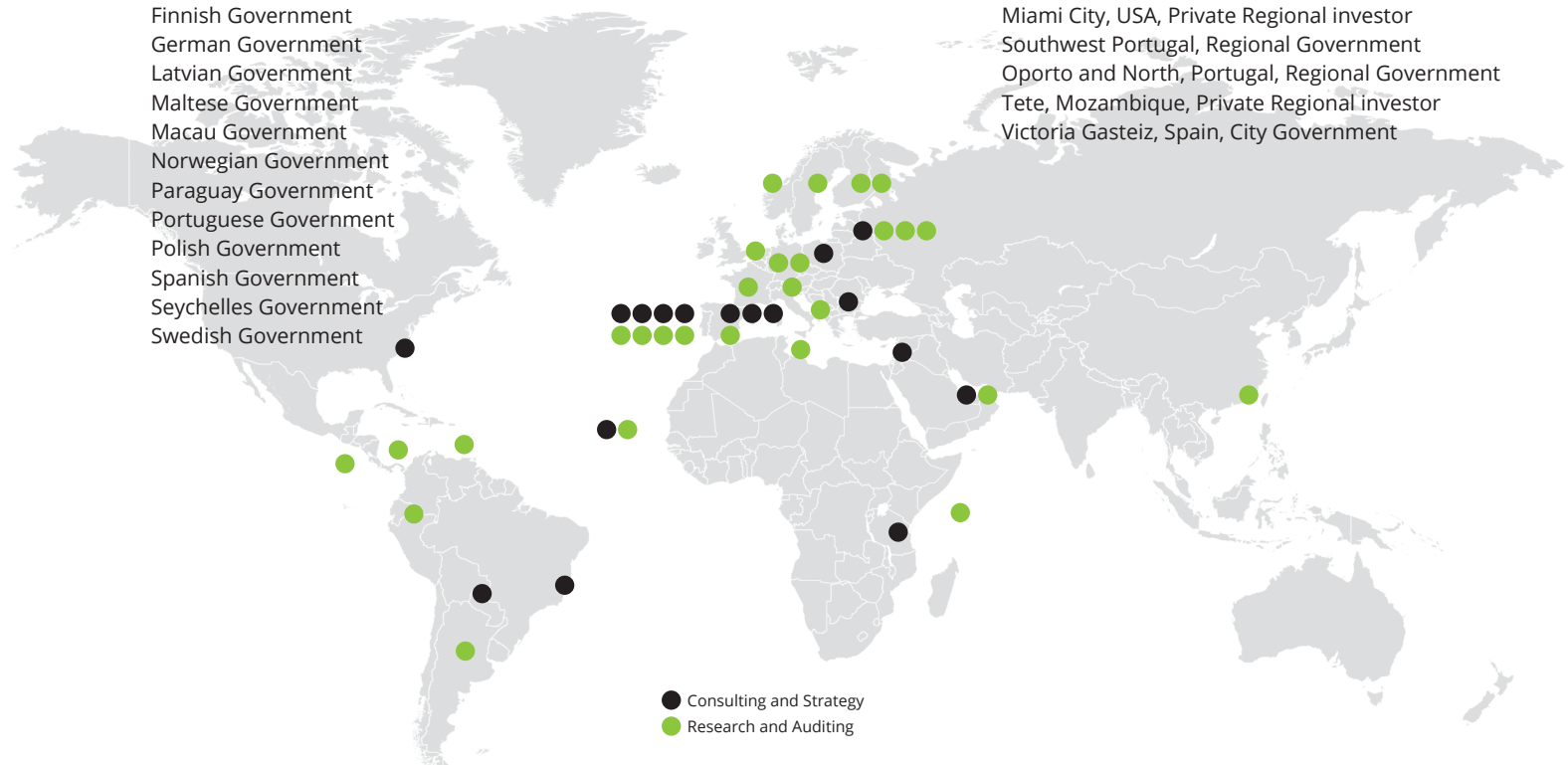
Countries	Cities	Regions
Austrian Government	Abu Dhabi, City Government	Algarve, Portugal, Regional Government
Aruban Government	Helsinki, City Government	Abraham Path, Israel/Palestine World bank fund
Bulgarian Government	Brussels, City Government	Belo Horizonte, Brazil, Private Regional investor
Cape Verdean Government	Buenos Aires, City Government	Castilla y León, Spain, Regional Government
Costa Rican Government	Munich, City Government	European Travel Commission
El Salvador Government	Riga, Latvia, City Government	Herzegovina, Regional Government
Ecuadorian Government		Madrid, Spain, Regional Government
Finnish Government		Miami City, USA, Private Regional investor
German Government		Southwest Portugal, Regional Government
Latvian Government		Oporto and North, Portugal, Regional Government
Maltese Government		Tete, Mozambique, Private Regional investor
Macau Government		Victoria Gasteiz, Spain, City Government
Norwegian Government		
Paraguay Government		
Portuguese Government		
Polish Government		
Spanish Government		
Seychelles Government		
Swedish Government		

● Consulting and Strategy
● Research and Auditing

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017   Tourism
2018   Edition

A letter from our CEO
The most comprehensive ranking yet

Madrid, April 2017

I proudly present you with the fifth edition of Bloom Consulting's Country Brand Ranking© for Tourism!
Last year, we introduced our new algorithm and methodology for measuring the effectiveness of a country's
brand. This year, the new methodology has allowed us to create undoubtedly the most extensive ranking yet,
featuring a record number of 193 countries and territories. This reinforces our firm belief that the new structure is
definitive and more comprehensive than ever before, placing an ever-increasing emphasis on digital tools.

We live in an increasingly #DigitalWorld, our future is truly digital, and digital perceptions really do reflect reality.
Each and every Nation must be fully represented online, or else risk lower global prominence. Tourists made over
300,000,000 online searches in relation to touristic activities and attractions in 2016. Consider the insight a Coun-
try, Region, or City could gain from this data, both about the appeal of a specific destination and its positioning
within a global benchmark.

Year upon year we have been accumulating new, invaluable information which allows us to produce rankings such
as this one. We proudly continue to work alongside the World Economic Forum as data partners, utilizing the data
in this ranking in the Travel and Tourism Competitiveness Report '17, which I encourage you to read for yourself.

It is important to highlight that according to our knowledge and experience, a Country Brand's performance cannot
simply be measured based only on recent developments; It should also be measured through recurrent facts,
actions, activities and policies over a period of several years.

I hope that Bloom Consulting's Country Brand Ranking© Tourism Edition 2017/18 provides you with valuable
information and that you appreciate the results as much as we did! I strongly encourage you to use the ranking as
evidence of the impact that a strong Country Brand has on the economic performance of a national tourism
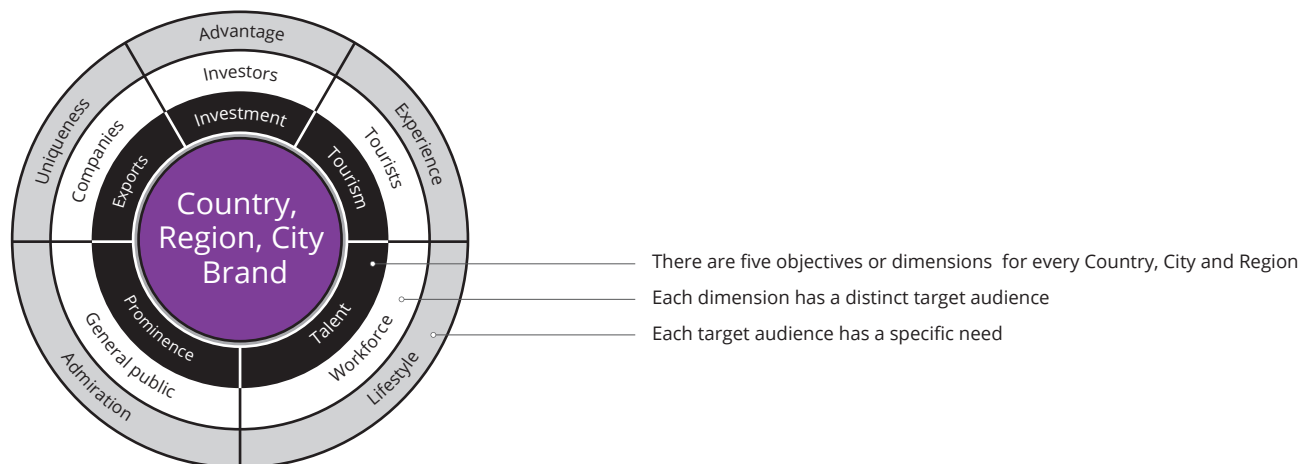industry.

Though we would like to utilize our Country Brand Ranking© to elaborate on each individual country's perfor-
mance, it is impossible to do so. However, if you would like to find out more about a specific Country Brand's
performance within the ranking, please do not hesitate to contact us.

José Filipe Torres
CEO, Bloom Consulting

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
              Edition

Our approach to Nation branding

Bloom Consulting's Branding Wheel

There are five objectives or dimensions for every Country, City and Region

Each dimension has a distinct target audience

Each target audience has a specific need

A Country, Region, or City Brand is an asset that must be managed by a distinct and varied set of methodologies in order to achieve its desired objectives. Bloom Consulting defines five different Country, Region, and City (CRC) Branding objectives or dimensions as depicted above in Bloom Consulting's Branding Wheel.

1.   Attraction of Investment
2.   Attraction of Tourism
3.   Attraction of Talent
4.   Strengthening Prominence (Increase of Public Diplomacy efforts)
5.   Strengthening Exports

Each of these five objectives and dimensions has a specific target audience with distinct needs. The target audience of tourism, for example, is tourists, who overwhelmingly seek an unparalleled vacation experience when visiting a branded country, region, or city. Bloom Consulting's methodology, therefore, focuses on isolating each objective or dimension to develop unique and tailored strategies for all five dimensions.

So why must the objectives and dimensions be isolated if together they comprise the same brand? Our reasoning behind this is that a single, narrower strategy cannot possibly satisfy the needs of a such a diverse range of brand target audiences and markets. Any attempt at an all-encompassing Country, Region, or City Branding strategy does not address sufficiently varied content and prerequisites in a manner that adequately improves the salience of the respective brand. Subsequently, any country, region, or city seeking a professional branding technique should develop tailored strategies for the needs of each target market.

Finally, It is important to remember that the brand is not the logo; a Country, Region, or City Brand can have the same logo for all five dimensions, or no logo at all.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017   Tourism
2018   Edition

Our approach to Nation branding
Bloom Consulting's Branding Wheel

Present Ranking   Current measurement system

Transactional

Perceptions   D2 ©

Revenue   Happiness

These four objectives can be measured tangibly and in a transactional way, using metrics such as perceptions and happiness, as well as revenue and D2 ©.

Non-transactional

Perceptions   D2 ©

Revenue   Happiness

These four objectives can't be measured tangibly, as revenues are not possible to be measured in promince, though it can be done using metrics uch as D2 ©, perceptions and happiness.

Another key facet of Bloom Consulting's approach to Country, Region, and City Branding is our trademark performance measurement system. Bloom Consulting has developed a set of performance indicators that measure the impact of a branding strategy within each of the five objectives and dimensions. Branding methodologies have traditionally relied on soft data such as public perception, surveys, and interviews. Our technique, on the other hand, uses proprietary methods such as our Digital Demand (D2 ©) tool, measuring the online demand for a specific country by the target audience, as well as indicators of economic impact.

For this report – the Country Brand Ranking © Tourism Edition – online demand for tourism in a specific destination, as well as tourism revenues, are measured. This data can both assess the current economic impact of tourism within a country, as well as predict its future success in the industry.

Not all the five dimensions of the Branding Wheel can be measured in the same way. As highlighted in the figure above, three are measured tangibly (Investment, Tourism, and Exports), while the remaining two sectors (Talent, and Prominence) are more non-transactional.

For the time being, Bloom Consulting has developed rankings for Investment and Tourism only.
This ranking concerns **Tourism**.

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
Edition

Our methodology

The logic behind our Country Brand Ranking ©

Bloom Consulting derives its annual Country Brand Ranking © from our proprietary algorithm, only considering tourism-related variables in its formation. The results of our ranking not only measure perceptions and appeal of a tourism-specific Country Brand but also classify its relative branding performance in a tangible and realistic manner.

Our algorithm, accordingly, comprises four key variables used to analyze the success of 193 unique Country and Territories Brands, as well as their relative performance as compared to one another. The algorithm accounts for the economic performance of a country's tourism sector, its online performance, as well as digital measurements, to present an accurate and objective Brand Ranking.

This methodology used in the Country Brand Ranking © is outlined in the figure below and detailed in the next pages.

Variable 1 - Economic Performance

Variable 2 - Digital Demand - D2 ©

Digital
Demand

Variable 3 - CBS Rating

Variable 4 - Online Performance
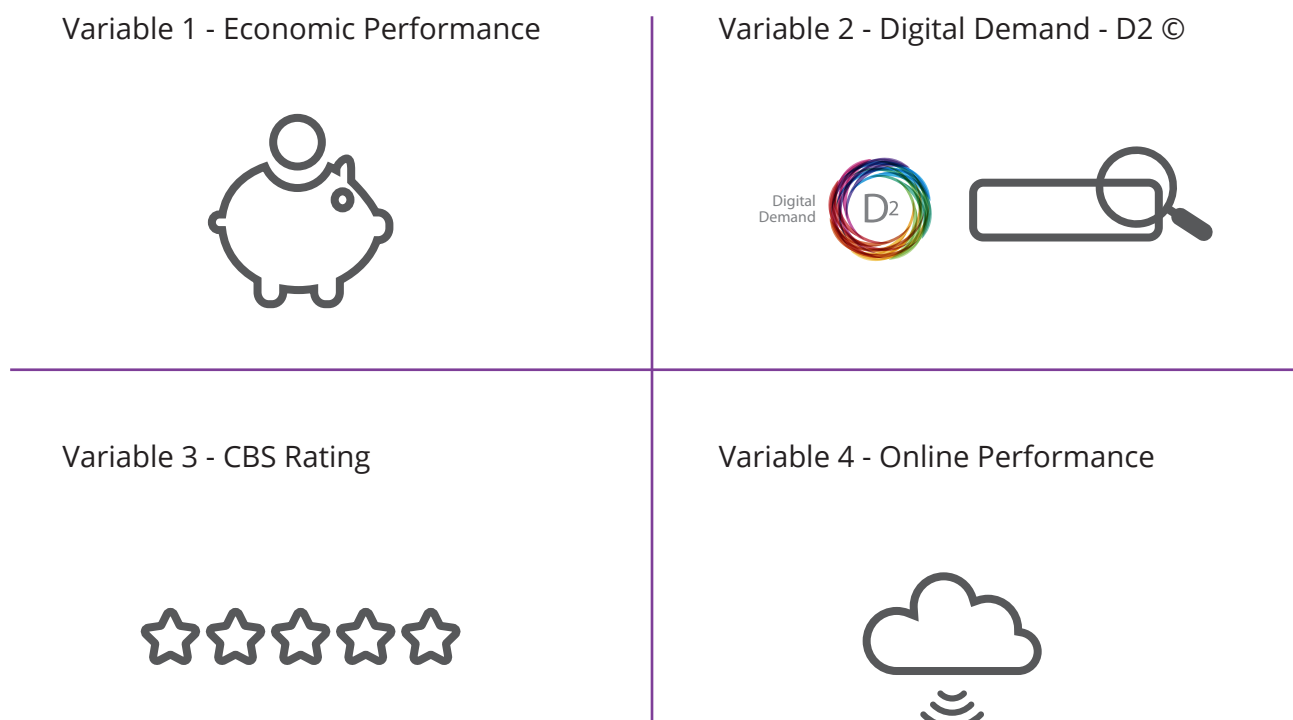
Variable 1 + Variable 2 + Variable 3 + Variable 4 = **Country Brand Ranking**

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017   Tourism
2018   Edition

Our methodology
Variable 1 - Economic performance

Tourism receipts

Tourism receipts growth

The tangible economic success of a country

The economic performance of a country's tourism sector is a key variable in Bloom Consulting's Country Brand Ranking. Economic success, whether obtained intentionally by a tailored strategy or not, is the most important aspect in measuring an effective Country Brand; the brand of a country's tourism industry cannot be strong if the country does not achieve financial gain from international visitors. Tourists will travel to a country with a stronger appeal and greater attractiveness as a tourist destination, traits governed by the success of that country's brand.

This variable is based on the following data calculated from UNWTO international tourism statistics:

Tourism receipts

Average of total annual tourism receipts of international tourists within a country, 2010-2014

Given the fact that Country Brand strategies often do not have immediate economic returns, Bloom Consulting calculates this figure as an average of a country's total annual tourism receipts from international tourists over a five-year period (2010-2014). This adjustment also accounts for possible yearly variations in receipt total due to political instability or acute economic crises.

Note that this variable is the decisive factor for the inclusion of a country or territory in our ranking. Without official data provided, Bloom Consulting will not include the territory or country in the CBR© for 2017/18.

Tourism receipts growth

Average growth of total annual tourism receipts of international tourists within a country, 2010-2014

To account for a Country Brand's relative economic performance improvement in the tourism sector by year, Bloom Consulting computes the annual growth rate of tourism receipts from international tourists within each country as compiled through a five-year average.

Bloom Consulting
Countries Regions and Cities

Our methodology

Variable 2 - Digital Demand - D2 ©

Culture

General Information

Specific Activities

The total online demand for a country

According to the Google Traveler study carried out in June 2014, 77% of leisure travelers utilized the Internet as a trusted source of information when choosing a destination for travel. The same study indicates that 65% of travelers use search engines specifically for this purpose. Thus, millions of travelers worldwide are so inspired by the results they see on search engines that they choose to travel to a destination based on its online image.

Rankings often measure the attractiveness of a country brand solely by extensive market research, surveys, and opinion studies. Bloom Consulting, has a different measurements system as it uses a proprietary software called Digital Demand – D2©. The D2© tool measures the total online search volume for tourism-related activities and attractions within all of the countries and territories included in the ranking, allowing us to assess the online behavior and decision-making processes of international tourists. The more online tourism-related searches a country has, the more appealing that country brand is.

Given the undeniable importance of online presence in the success of a Country Brand, Bloom Consulting has analyzed online tourism-related search data across 45 brandtags, each comprising destination-specific keywords correlated to tourist activities and attractions. A total of 12,880,000 keywords were analyzed across nine languages English, Spanish, French, Italian, German, Portuguese, Russian, Japanese, and Chinese) to derive global results.

Here is the list of topics (brandtags) covered by the Digital Demand - D2 © Tool, classified into three families:

Culture

1. History
2. Local Gastronomy
3. Local People
4. Local Traditions

General Information

5. Destination
6. Holidays
7. Tourism
8. Tourism Attractions

Specific Activities

9. Adventure
10. Animal Watching
11. Beaches
12. Boating
13. Business
14. Couples
15. Cruises
16. Diving
17. Entertainment parks
18. Family
19. Fishing

20. Gambling
21. Gastro Activities
22. Golf
23. Hiking
24. Historical sites
25. Hunting
26. Language courses
27. LGBT
28. Luxury Tourism
29. Medical Tourism
30. Museums

31. Natural Wonders
32. Nightlife
33. Performing arts
34. Religious sites & Pilgrimage
35. Senior
36. Shopping
37. Special events
38. Surfing
39. Sustainable and Rural
40. Traditional Markets
41. UNESCO

42. Water Sports
43. Wellbeing
44. Winter Sports
45. Youth and Backpackers

NOTE: The detailed D2 © information for every country is not presented in this document. If you are interested in a full D2 © report for a specific country or group of countries (also available for regions or cities), please email us at d2@bloom-consulting.com

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017
2018
Tourism
Edition

Our methodology

Variable 3 - Country Brand Strategy - CBS Rating ©

Very Strong	**AAA**	
Strong	**AA**	
Slightly Strong	**A**	
Very Good	**BBB**	
Good	**BB**	
Slightly Good	**B**	
Slightly Weak	**CCC**	
Weak	**CC**	
Very Weak	**C**	
Poor	**D**	
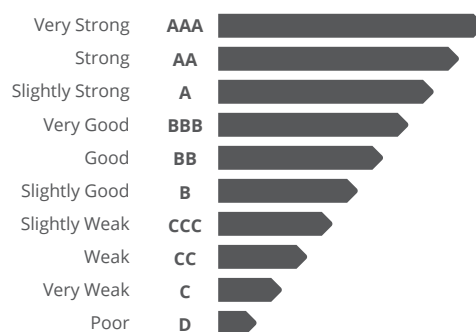
The accuracy of a country's branding strategy for tourism

The third variable of Bloom Consulting's Country Brand Ranking © evaluates the accuracy of the strategic position-ing of the national tourism organizations (NTOs) of all 193 countries and territories included in the ranking. Bloom Consulting measures an NTO accuracy by means of formulae that compare the most popular brandtags (as measured by our Digital Demand © tool) for a specific country to the brandtags most heavily promoted by that country's NTO.

A Country Brand receives a higher rating if that country's NTO focuses its strategic and promotional positioning on the tourism-related brandtags with the highest demand as measured by total online searches from international tourists. A low rating can suggest either the inappropriate promotion of the least popular brandtags (as measured by digital demand volume) by an NTO or the lack of focus on the brandtags.

Exceptions may apply in the case of a country that has recently begun a new Country Brand Strategy for tourism to highlight lesser-known brandtags in the hopes of finding new markets. In this case, a lower rating simply implies that the result of this new strategic positioning has yet to make its impact.

At times, it is possible for countries to not have sufficient online presence to be awarded an accurate CBS rating, Bloom Consulting therefore decided to attribute these countries and territories the lowest rate possible, so that they are still included in the ranking, as they might have tourist receipts and are thus eligible for the ranking.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
Edition

Our methodology
Variable 4 - Online performance

Facebook   Twitter

Instagram   Site

The total online presence of a country

Given the importance of digital strategic positioning and communication in the success of a Country Brand, the final variable for our Country Brand Ranking © takes advantage of NTO's website analytics and social media data to analyze and evaluate the total online presence of a Country Brand. Seeing as a country's NTO functions as the gateway to its Country Brand, its online diffusion, both through its official website and presence on additional online platforms, contributes greatly to the brand's overall success.

In order to assess the performance of an NTO website, Bloom Consulting utilizes a website analytics tool to calculate the number of total visits to and average total time spent per visitor on the official webpage. Our algorithm rewards websites with a higher number of visitors and greater digital reach.

Our algorithm additionally accounts for the social media diffusion by evaluating its presence on Facebook, Twitter, and Instagram. The more likes or followers that the official NTO account has on these platforms, the better its ranking will be. If an NTO is inactive or does not have an account, our algorithm penalizes its Country Brand ranking.

While social media activity and general online presence are important variables, they are given the least weight in our algorithm, at least for the time being.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017 Tourism
2018 Edition

World outlook

Facts and figures from the world ranking

America   Europe   Africa   Asia   Oceania

Tourism receipts in millions (Source: UNWTO)

600
550
500
450
400
350
300
250
200
150
100
50
0

2010   2011   2012   2013   2014
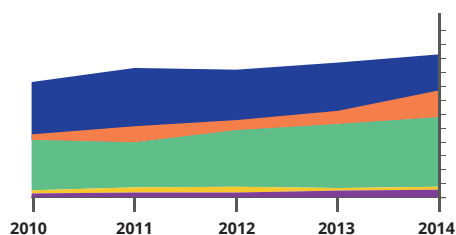
Tourism growth % (Source: UNWTO)

40
35
30
25
20
15
10
5
-0
-5
-10

2010   2011   2012   2013   2014
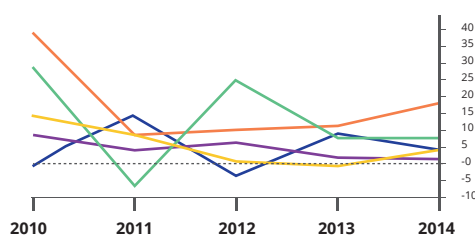
Economic Performance
The 2010-2014 average places Europe again as the continent with the largest touristic revenue. In terms of growth, again Asia continues to be leaving the other continents in its wake, showing strong growth in 2014 and catching up towards Europe.

31%
27%
20%
12%
2%
👍

31%
29%
21%
6%
3%
🐦

41%
24%
18%
10%
1%
📷

24.7%
23.8%
36.5%
10.4%
4.5%

Digital Demand

Digital Demand - D2 ©
Europe is this year the most searched continent by international tourists worldwide, overtaking Asia compared to the previous ranking edition. Asia now comes in second, followed very closely by the Americas.

Very Strong	AAA	
Strong	AA	
Slightly Strong	A	
Very Good	BBB	
Good	BB	
Slightly Good	B	
Slightly Weak	CCC	
Weak	CC	
Very Weak	C	
Poor	D	

☆☆☆☆☆
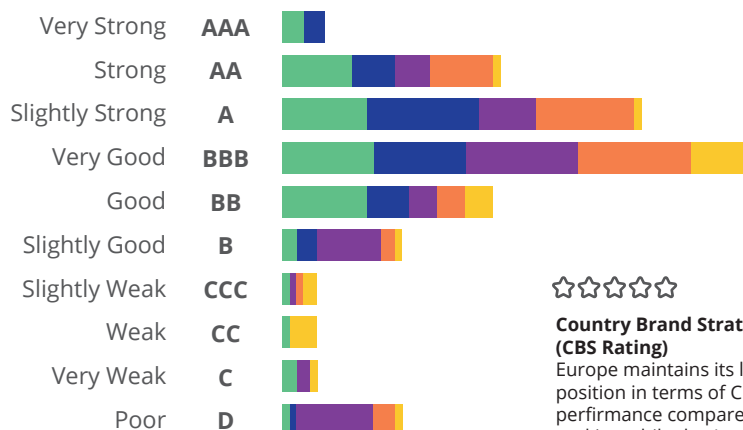
Country Brand Strategy Rating (CBS Rating)
Europe maintains its leadership position in terms of CBS rating perfimance compared to last year ranking while the Americas scales up putting more countries with "AA" and "A" ratings. New Afriacn entries in the ranking cope the "Poor" rating classification.

Online performance
Facebook continues to be the platform with the most users, followed by Twitter and Instagram. Since last year, Europe takes over the Americas in Facebook and dramatically increases its Inatagram's performance compared to the leading Oceania.

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017   Tourism
2018   Edition

The top 10 overview

1 American, 5 European, 3 Asian and 1 Oceanian

America   Europe   Africa   Asia   Oceania

4. Hong Kong SAR, China
7. China

2. Thailand

3. Spain
6. France
8. Germany
9. United Kingdom
10. Italy

5. Australia

Number 1 United States of America
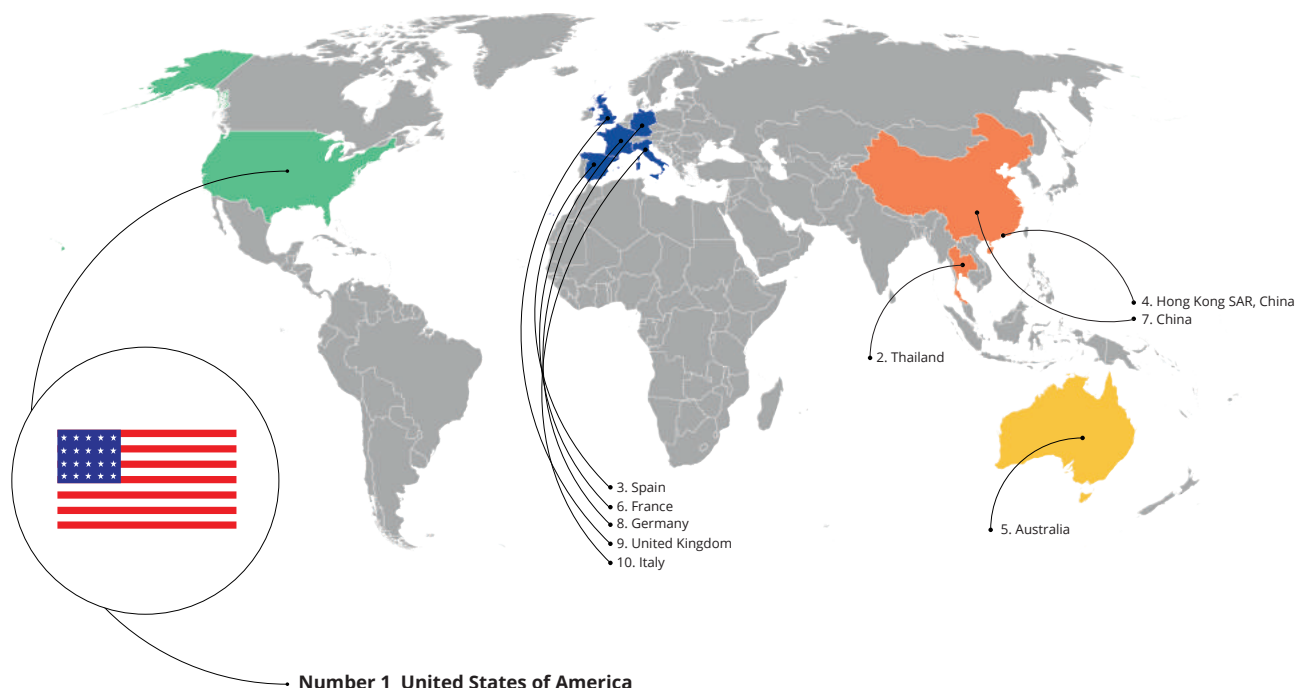
Once again, the United States of America tops Bloom Consulting's Country Brand Ranking © 2017 Tourism Edition. The country's dominance in total tourism receipts, along with the effectiveness of its NTO strategy (as measured by its strong CBS Rating ©) and a high level of Digital Demand ©, have enabled the United States of America to maintain first positon, yet again.

Biggest improvements

Asia is unsurprisingly climbing up the rankings, with Thailand jumping to second place due to impressive tourism receipts and a drastically improving D2 © score, in turn overtaking the European tourism powerhouses of Spain and France. China has also been doing their bets to attract tourists from abroad - their efforts to appeal to the rest of the world seem to be proving effective, as a formidable D2 © score sees the Asian giant rise two positions within the top 10. While Asia is generally seeing more improvement than Europe, its efforts are not enough to become the number one continents in the top 10, as an impressive 5 countries in the ranking are represented from Europe.

We should not forget the fact that Hong Kong is still sitting on top at the 4th position, maintaining its appeal for tourists. Outside of the growing Asian market, we have Australia who is gradually growing as well, year after year it doesn't seem like they are going to stop their growth amongst the tourism industry anytime soon.

+4
Positions
Thailand

+2
Positions
Australia

+2
Positions
China

Germany
-5
Positions

Macao
-4
Positions
OUT
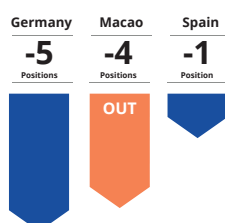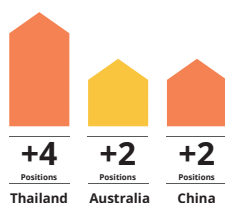
Spain
-1
Position

Biggest drops

Despite the surge of UK's position now reaching the 9th position, Europe's tourism market seems unable again to capitalize on previous growth. Amongst the top 10, it is the continent growing least. Spain, France, and Germany dropped to 3rd, 6th, and 8th position respectively, mainly as a result of stagnating tourist receipts. Only Italy remained unaffected at 10th place. Their Asian and American competitors are slowly but surely overtaking them, although the Asian SAR of Macau has dropped 4 places, plummeting out of the top 10.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
        Edition

Global top 25 performers

Highlights

America Europe Africa Asia Oceania
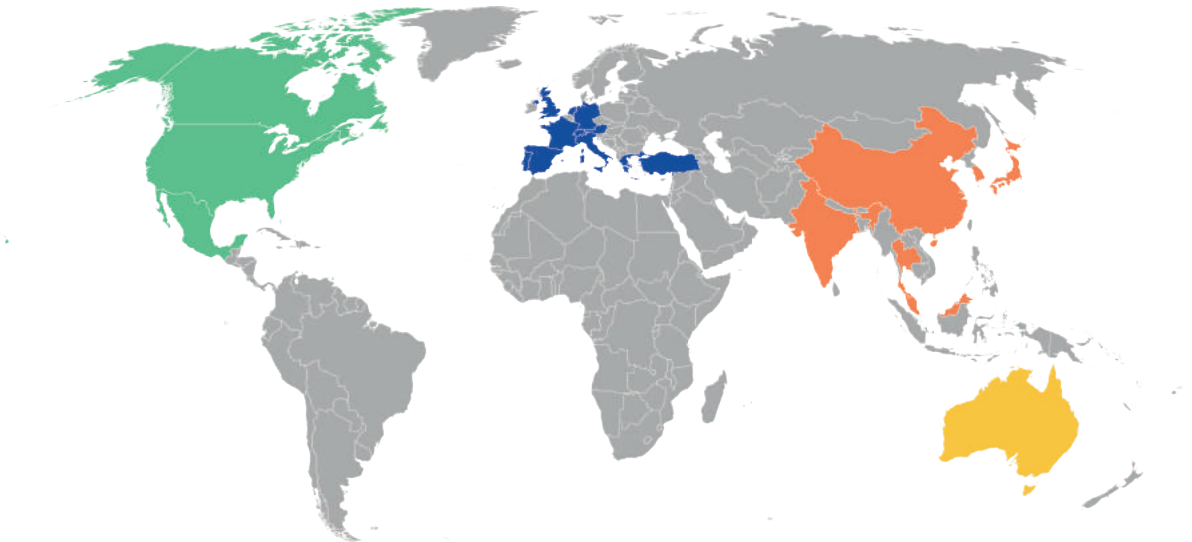
Within the Global Top 25, there have been many changes from last year's ranking. Outside of the Top Ten (detailed in the previous section of this ranking), commencing with Turkey, had a positive year as it went up 5 positions putting it in the 11th position. This result can be attributed to an impressive Social Media score - an immense feat given the current political instability in the nation. A weakened D2 © score ensures Austria keeps on falling, by 6 positions down to 18th, allowing Canada and Mexico the chance to move up the ranking. Despite ongoing socioeconomic woes, Greece was re-energized and hiked 6 positions to 19th, solidifying its rightful place in the top 25. This is due to sustained growth in tourism receipts, as well as an increase of D2©. This trend of southern Europe improving their tourism brand is also reflected in Portugal, as it goes up two positions, with the same characteristics of improved variables. Omitting the southern nations, however, and the European continent generally saw a downward trend in tourism.

Although Europe has had a disappointing performance, other continents, such as Asia are improving. Just outside of the top 10 are non-movers Singapore and Japan, waiting for the chance to break their way into the top 10. This is also supported by China and Thailand who keep on growing, and Hong Kong who remains at the top of the Asian leaderboard, despite not moving up the overall ranking. However, it must not be forgotten that Malaysia has been dropping down the ranks, continuing the negative trend witnessed in last year's ranking. Slumping D2© searches, as well as a lower number of online searches in comparison to last year's performance, are the cause of a 4 position downturn to 23rd.

This year's Country Brand Ranking welcomes a new country to the Global Top 25: Taiwan, after having moved up one place from last year to rank 25th. As much as this is good news for Taiwan, South Africa had to forfeit its spot. This naturally leads to the clear result that there are no African nations amongst the best performing 25 Country Brands.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
         Edition

The global top 25 performers rank

#	Variation			CBS Rating
1.	-		United States of America	AA
2.	+4		Thailand	A
3.	-1		Spain	BBB
4.	-		Hong Kong SAR, China	AA
5.	+2		Australia	A
6.	-1		France	A
7.	+2		China	AA
8.	-5		Germany	AA
9.	+2		United Kingdom	BBB
10.	-		Italy	BBB
11.	+5		Turkey	BBB
12.	-4		Macao SAR, China	AA
13.	-		Singapore	AA
14.	-		Japan	A
15.	+2		Canada	A
16.	+4		Mexico	BBB
17.	-2		Switzerland	A
18.	-6		Austria	AA
19.	+6		Greece	A
20.	+2		Portugal	A
21.	-3		Korea, Rep.	BBB
22.	+1		India	BBB
23.	-4		Malaysia	BBB
24.	-3		Netherlands	AAA
25.	+1		Taiwan	A

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
         Edition

The full ranking
Ranking by continent

Bloom Consulting

Countries Regions and Cities

The Americas

Well done Brazil and watch out for Perú

America Europe Africa Asia Oceania

2º Canada
3º Mexico

Number 1 United States of America
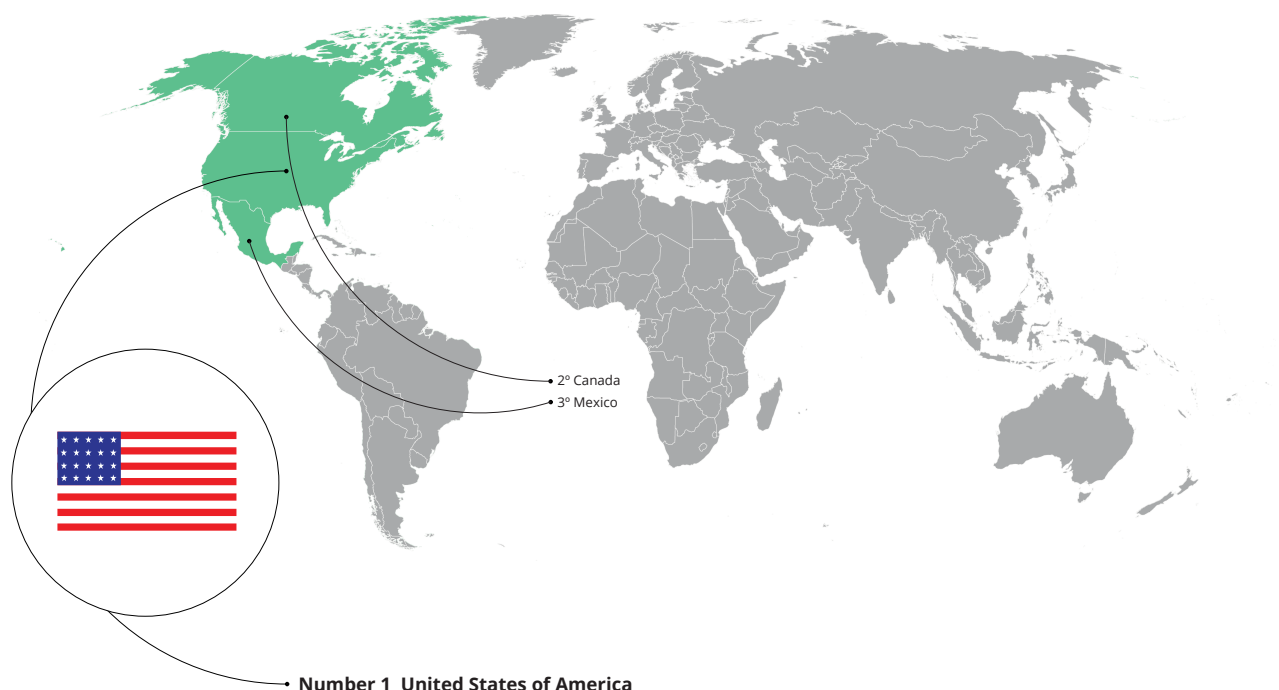
Unsurprisingly, the United States of America remains the undisputed leaders continentally and internationally. Despite a slight decrease in D2 © searches, stable growth in online performance coupled with a strong CBS Rating © and tourist receipts being 10 times bigger than its closest competitor, cements their position atop of the ranking.

Biggest improvements
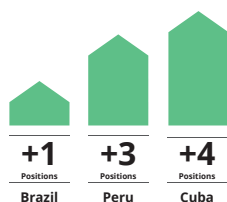
Although Canada and Mexico are both experiencing growth in all variables, they don't have much chance of increasing within the rankings whilst competing with the likes of the USA, and they, therefore, remain in 2nd and 3rd position respectively. Countries such as Brazil, Peru, and Cuba have had tremendous growth in this year's ranking. By overtaking Argentina thanks to a strong CBS Rating ©, Brazil narrowed the gap with Mexico, taking 4th place. Peru is reaping the rewards of a good Country Branding strategy, by climbing 3 spots to claim 6th position, and now closely follows Brazil. With the end of the USA embargo, Cuba recently opened its borders to foreign tourists through its ties to the USA. As a result, Cuba has escalated to 14th position, after a jump of 4 spots.

+1	+3	+4
Positions	Positions	Positions
Brazil	**Peru**	**Cuba**

Biggest drops

Argentina	**Uruguay**	**Chile**
-1	-3	-4
Position	Positions	Positions
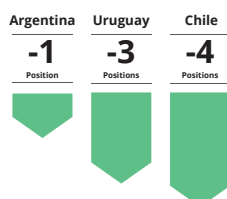
Chile, Argentina, and Uruguay have fallen in this year's ranking for different reasons. Argentina, through falling one position, fell out of the race for the top 4, with Brazil overtaking. Although Uruguay grew in all variables, it sunk three positions to land in 16th position, explained by the tremendous growth of their direct competitors, in Jamaica, Cuba and Aruba. Chile, whilst still in the top 10, dropped 4 spots and despite their increasing level of tourist receipts, much like Uruguay, its unable to keep up with the growth of the countries around it.

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
         Edition

The Americas

Highlights

America Europe Africa Asia Oceania
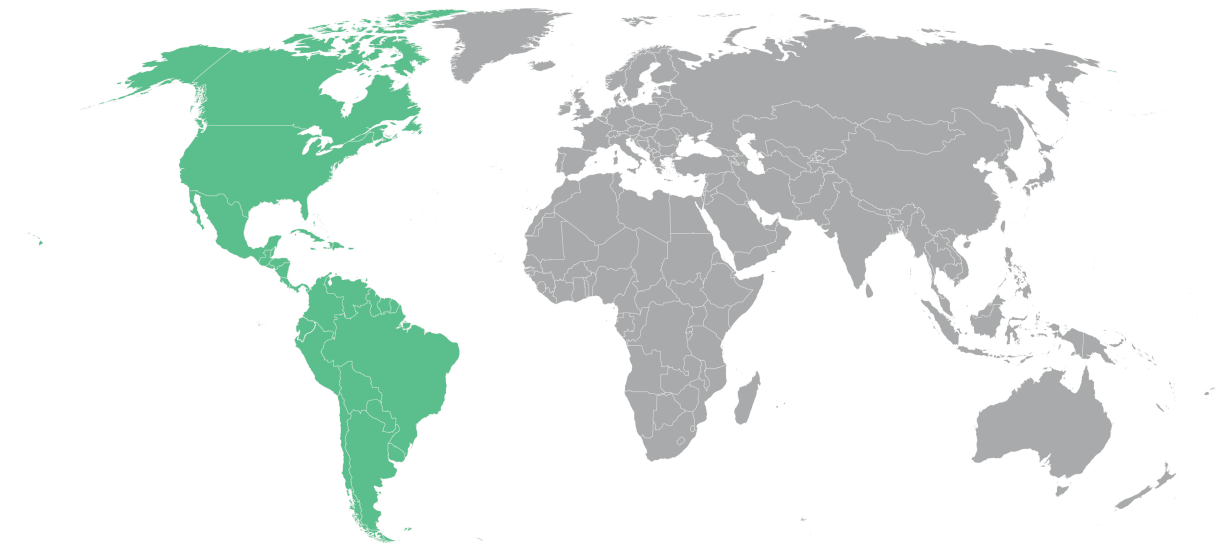
The undisputed leader in the Americas is the USA. They lead in regards to tourist receipts, continuously improve their digital influence, and as a result, continue to distance themselves from their closest regional competitors - Canada and Mexico. The northern hemisphere is again the top 3 of the Americas. A rapidly growing Cuba, the powerful nations of Brazil, Argentina and Peru fighting for the top, while other nations slip down the rankings although they are experiencing overall growth, illustrate just how exciting a market the Americas is.

Within the tourist receipts variable, only 6 of the 46 nations performed worse in this year's ranking compared to the last. South America continues to increase its appeal for tourists, with Brazil hosting a multitude of public international events such as the Olympics and the FIFA World Cup, utilized as an opportunity to display the richness of the American nations. This success can be depicted through the astonishing percentage of countries that are performing a growth in their receipts, for example Peru, whose growth is largely fuelled by an ever-increasing number of inbound international tourists.

Looking further into the regional top 5, we see Brazil and Argentina closely following one another, but still at least 20 global positions away from the continent's leaders - Mexico, Canada and the U.S.A. However, the ever-competing 4th and 5th position holders are on a good trajectory to make their way into the top 3 within the future, as all four variables are growing at an attractive rate. Brazil, for example, has experienced particularly solid growth in its CBS Rating ©, while Argentina still shows strength in D2 ©. Looking more broadly at the top 10, a special mention goes to Costa Rica, who after consecutive years of sitting in 11th position, have successfully managed to get a foothold in the top 10, and now find themselves up in 9th. This is thanks to considerable improvement in Online Performance and tourism receipts growth. Uruguay again falls 3 positions, now down to 16th, while even further afield, boosted by a strong CBS Rating ©, El Salvador move up 3 positions to 20th.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
              Edition

The Americas Rank

#	Variation		World Rank	CBS Rating
1.	-	United States of America	1.	AA
2.	-	Canada	15.	A
3.	-	Mexico	16.	BBB
4.	+1	Brazil	37.	AA
5.	-1	Argentina	39.	A
6.	+3	Peru	41.	A
7.	+1	Panama	42.	AA
8.	-1	Puerto Rico	43.	AAA
9.	+2	Costa Rica	46.	BBB
10.	-4	Chile	48.	BBB
11.	-1	Dominican Republic	50.	BBB
12.	-	Bahamas	55.	AAA
13.	+1	Aruba	60.	AA
14.	+4	Cuba	63.	BBB
15.	+1	Jamaica	64.	BBB
16.	-3	Uruguay	65.	A
17.	-2	Colombia	69.	BB
18.	-1	Guatemala	75.	A
19.	-	Ecuador	78.	AA
20.	+3	El Salvador	82.	AA
21.	-1	Barbados	87.	A
22.	+2	Venezuela	88.	AA
23.	-2	Curaçao	89.	BBB
24.	-2	Paraguay	96.	AAA
25.	+3	Martinique	100.	AA

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
        Edition

The Americas Rank

#	Variation			World Rank	CBS Rating
26.	+7		Bolivia	103.	BBB
27.	-1		Bermuda	108.	BB
28.	+3		Guadeloupe	109.	A
29.	-4		Sint Maarten (Dutch part)	110.	AA
30.	-3		Honduras	111.	A
31.	-1		Belize	112.	BBB
32.	+4		Nicaragua	116.	A
33.	+5		Haiti	119.	BBB
34.	+1		United States Virgin Islands	123.	BBB
35.	-1		Cayman Islands	127.	BBB
36.	+1		Antigua and Barbuda	131.	BB
37.	-5		Saint Lucia	134.	BBB
38.	+3		Grenada	138.	A
39.	-		British Virgin Islands	141	A
40.	-		Anguilla	151.	AA
41.	+3		Dominica	160.	BB
42.	+1		Guyana	163.	BB
43.	-1		Saint Kitts and Nevis	168.	BB
44.	+2		Suriname	170.	BB
45.	-		Saint Vincent and the Grenadines	177.	B
46.	*		Montserrat	182.	CC

* = New country or territory included in the ranking

Bloom Consulting
Countries Regions and Cities

Europe
The fading star

America **Europe** Africa Asia Oceania

2. France
3. Germany

Number 1 Spain
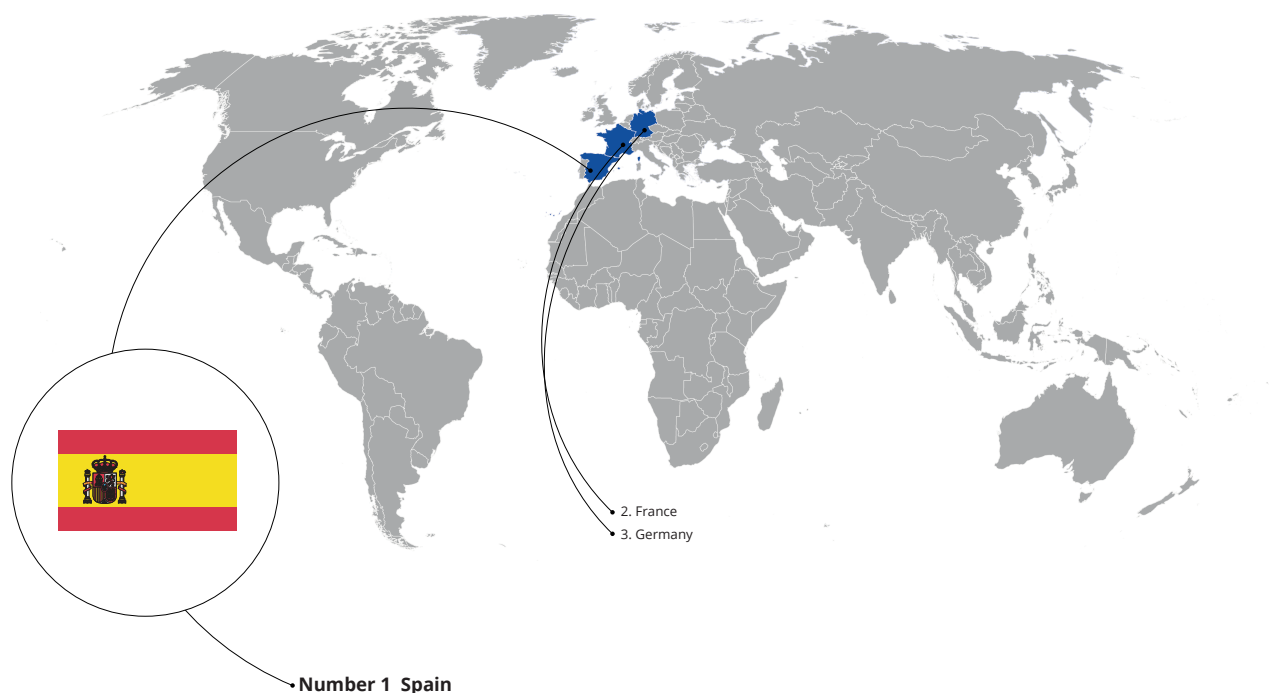
Spain is again the undisputed leader of Europe. Although it lost its second place on a global scale to Thailand, it is still one of the most sought after countries in the world in the digital world. Its superb D2 © strength shows no signs of slowing down, and its online performance and social media presence are also expanding at a steady rate. Trailing behind are France and Germany, who despite their high levels of tourism receipts and CBS Ratings © superior to the leader, are struggling to construct a Country Brand for Tourism as robust as that of Spain.

Biggest improvements
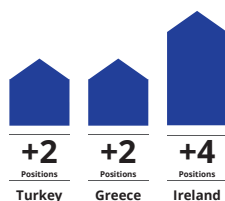
Although Europe's market for tourism is, in general, a rather stable and undisputed one, 3 nations in particular have managed to excel and grow over the last year. Turkey has improved by two positions, putting them in 6th position, due to the combination of impressive growth in tourism receipts and D2 © searches, as well as an astonishing growth in the social media variable. Greece also rose 2 positions to reclaim a spot in the top 10, as it now sits in 9th position. It also increased in the world rankings, improving from 25th last year to claim a more appropriate position of 19th globally. Greece's growth is explained principally by a sharp increase in the growth of its tourism receipts. Ireland impressed after moving up 4 positions to claim 12th spot in Europe. This is a continuation of the growth they have been demonstrating over several previous years and is largely the result of progressing social media prowess. It might be trailing behind the top 10 for now, but we should not be surprised to see Ireland's tourism brand in the top 10 soon.

+2
Positions
Turkey

+2
Positions
Greece

+4
Positions
Ireland

Biggest drops

Germany
-1
Position

Austria
-2
Positions

Netherlands
-2
Positions
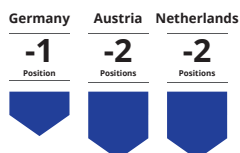
A severe drop in tourist receipts and D2© searches has caused both Austria and the Netherlands both to fall two spots, placing them in 8th and 11th position respectively. This means that the Netherlands has fallen out of the top 10, relinquishing its position to the revived Greece, and Austria swaps positions with Turkey. Germany has been unable to hold on to 2nd position and falls by one position to 3rd. While there was no noticeable decline in any variable, a lack of substantial growth simply meant that its position was vulnerable.

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
        Edition

Europe

Highlights
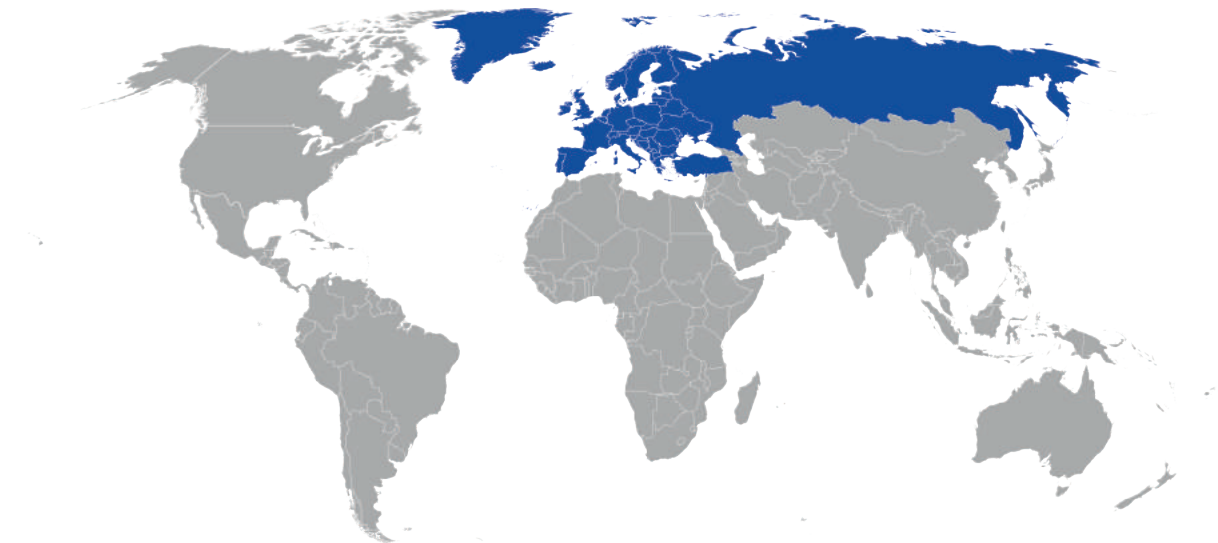
It comes as no surprise as Spain keep a firm grip on their position at the top of the European ranking. Challenging for the number one spot from 2nd position, however, is a gently improving France. Despite being unable to improve its CBS Rating ©, a slight increase in tourism receipts growth has seen it clinch past Germany to claim 2nd position. However, while this improvement was enough to see it rise a position regionally, more substantial growth was required to have an impact in the Global Ranking, and as a result, France falls one position to 6th. After Italy surpassed the United Kingdom to take 4th in the last ranking, their positions have switched back, as a resurgence in social media and D2 © sees the United Kingdom take back 4th position. Turkey rose 2 positions to switch positions with Austria, now in 8th, with non-mover Switzerland sandwiched between them in 7th place. Greece makes their way back into the European top ten in 9th, while another non-mover in Portugal completes the ten best Country Brands for tourism.

The Netherlands fall out of the top ten to find themselves in 11th position, followed closely by a booming Ireland, whose hike of 4 positions to 12th sees the likes of Croatia, Sweden, Russia, and Belgium all drop one position respectively. Despite possessing a perfect CBS Rating ©, stagnant tourism receipts keeps Norway in 17th, followed closely again by Poland. Malta has shown excellent levels of growth in tourism receipts and an improving CBS Rating © sees the island move up 3 positions to take 19th.

Many of Europe's traditional tourism powerhouses have further fallen this year in the Global Rankings. Spain cedes its position to Thailand to go 3rd, and France is overtaken by Australia to now sit in 6th place. The economic leader of the continent, Germany, drastically dropped from 3rd to 8th on a Global scale. On the other hand, the U.K. did go up the rankings and claims a rightful spot in the top 10 on a global scale. It can be argued that in terms of growth, Europe is losing its competitive edge over the rest of the world, more specifically to the rising Asian markets. It appears that Europe leads over Asia due to its greater number of established tourism destinations, but with Asia experiencing considerably higher growth, it will be interesting to see if Europe gives up more positions to its Asian competitors.
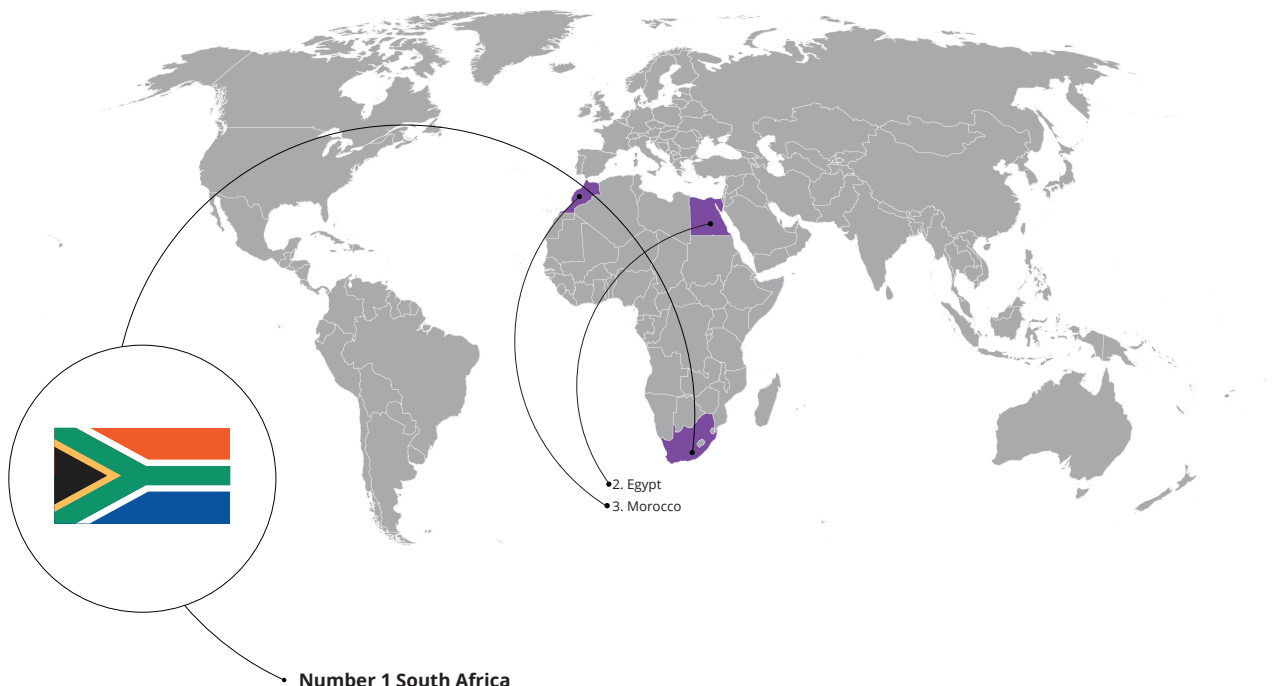
Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
Edition

Europe Rank

#	Variation			World Rank	CBS Rating
1.	-		Spain	3.	BBB
2.	+1		France	6.	A
3.	-1		Germany	8.	AA
4.	+1		United Kingdom	9.	BBB
5.	-1		Italy	10.	BBB
6.	+2		Turkey	11.	BBB
7.	-		Switzerland	17.	A
8.	-2		Austria	18.	AA
9.	+2		Greece	19.	A
10.	-		Portugal	20.	A
11.	-2		Netherlands	24.	AAA
12.	+4		Ireland	26.	A
13.	-1		Croatia	27.	BBB
14.	-1		Sweden	30.	AA
15.	-1		Russian Federation	32.	A
16.	-1		Belgium	33.	A
17.	-		Norway	34.	AAA
18.	-		Poland	36.	AA
19.	+3		Malta	51.	AA
20.	+1		Denmark	52.	A
21.	+3		Finland	54.	A
22.	-2		Hungary	57.	A
23.	-4		Czech Republic	58.	BB
24.	+1		Luxembourg	61.	AAA
25.	+2		Cyprus	62.	BBB

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
Edition

Europe Rank

#	Variation			World Rank	CBS Rating
26.	-3		Slovenia	68.	A
27.	+1		Bulgaria	71.	BBB
28.	+5		Iceland	77.	A
29.	+2		Romania	80.	A
30.	-4		Estonia	81.	AA
31.	-1		Slovakia	83.	A
32.	-3		Ukraine	84.	A
33.	-1		Lithuania	95.	BBB
34.	+1		Albania	97.	BBB
35.	+2		Montenegro	99.	BBB
36.	-2		Latvia	104.	BBB
37.	-1		Serbia	113.	BB
38.	-		Belarus	118.	BBB
39.	-		Bosnia and Herzegovina	125.	A
40.	-		Macedonia, FYR	154.	BBB
41.	-		Moldova, Rep.	164.	B

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
         Edition

Africa

South Africa remains at the top

America   Europe   **Africa**   Asia   Oceania

2. Egypt
3. Morocco

Number 1 South Africa

Last edition's winners have managed to stay on top - congratulations to South Africa!
South Africa have managed to keep the African crown for a second consecutive year.
However, despite taking the top spot, the largest economy of Africa only experienced
growth in the variable of online performance. A weak challenge from its closest
competitors means that South Africa hangs on for another year.
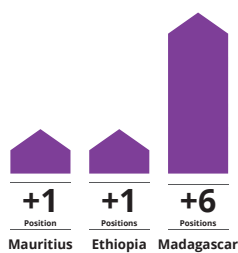
Biggest improvements

The only change inside the top 5 in this year's ranking was made by Mauritius, which,
due to an improved CBS Rating ©, rose one position to claim 5th. Ethiopia is steadily
rising up the African top 10, after rising another one position to now sit in 8th. The most
impressive change to occur in the top 10 involves Madagascar. Drastic improvements in
D2 © and online performance have resulted in the fourth largest island soaring a
staggering 6 spots, to land proudly in 10th position.

+1	+1	+6
Position	Positions	Positions
Mauritius	**Ethiopia**	**Madagascar**
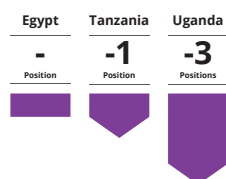
Biggest drops

Egypt did not lose any positions in the ranking though it suffered a lower score in all
variables compared to last year as continues suffering from the negative effect of the
Arab spring and continued violence issues. Uganda fared poorly in this year's ranking -
it drops out of top the 10 as a result of decreasing D2 © searches, a weak social media
score, and faltering online performance. Tanzania, after surpassing Mauritius in the
previous ranking to take 5th position, has fallen back down to 6th, ceding its position to
the same culprit. This slight drop in the ranking is due to stagnation in its tourism
receipts, which allowed Mauritius the seize the opportunity to reclaim 5th.

Egypt	**Tanzania**	**Uganda**
-	-1	-3
Position	Position	Positions

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
        Edition

Africa

Highlights
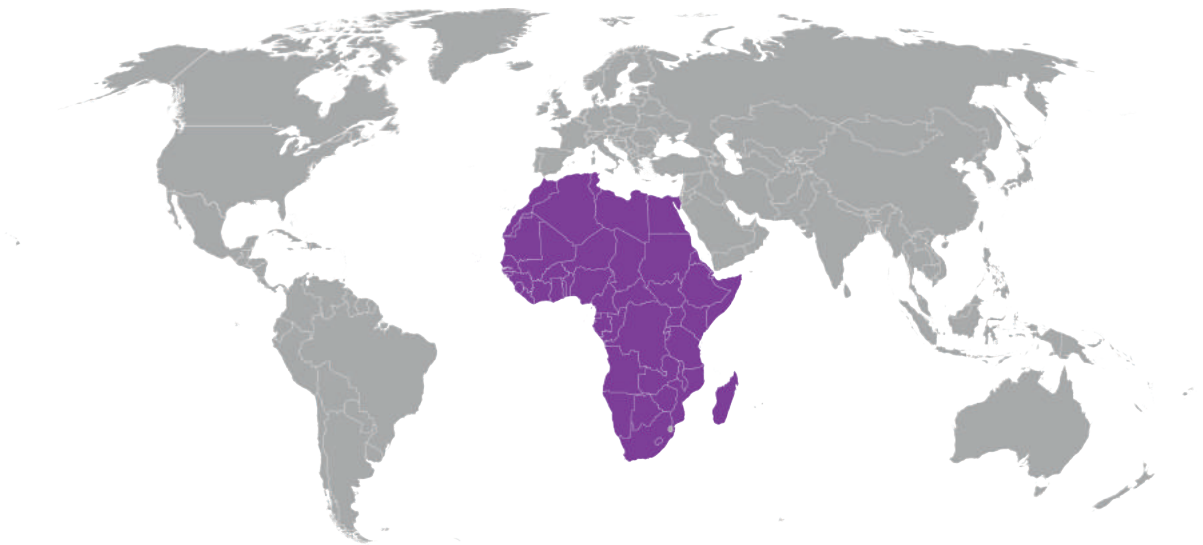
The tourism sector seems to be steadily declining in Africa for the time being. Although there has been no change amongst the top 4 countries in the regional ranking, looking at how they have fared globally compared to last year's ranking doesn't paint a pretty picture. The unchanged top four plunged a combined total of 22 positions in the Global Ranking, leaving South Africa 28th, Egypt 29th, Morocco 38th, and Kenya in 59th position respectively. Even though Mauritius claimed back its position of 5th from Tanzania, it too fell down the Global Ranking. In fact, the only nation in the African top ten to have climbed on a global level is the highly impressive Madagascar, which soared a phenomenal 24 positions to take 105th.

In last year's ranking, we mentioned that the African tourist market would suffer since international tourists could stop choosing it as a destination due reasons such as violence events and security issues. Looking at this year's top 25 countries, it is apparent that last year's predictions have somewhat become a reality - almost every country has been awarded a lower score in the tourism receipts variable. Another indicator that Africa's tourism Country Brands are showing no signs of improvement is the paltry display of CBS Ratings © across the region; once again no nations are awarded a perfect 'AAA' rating. Only 4 countries managed to receive the next best rating of 'AA', while 7 countries were awarded 'D' - the lowest possible rating.

On a brighter note, 10 African nations are featured for the first time in this year's ranking: Senegal; Liberia; Burundi; Djibouti; Niger; Mauritania; Sao Tome and Principe; Congo, Dem. Rep.; Congo, Rep.; Central African Republic. The highest-ranked new entrant is the west-African nation of Senegal, which makes its mark at 17th regionally, and 126th in the Global Ranking.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
        Edition

Africa Rank

#	Variation			World Rank	CBS Rating
1.	-		South Africa	28.	AA
2.	-		Egypt	29.	A
3.	-		Morocco	38.	A
4.	-		Kenya	59.	A
5.	+1		Mauritius	73.	BBB
6.	-1		Tanzania, United Rep.	76.	AA
7.	-		Tunisia	86.	BB
8.	+1		Ethiopia	94.	BBB
9.	+1		Namibia	102.	A
10.	+6		Madagascar	105.	BBB
11.	-3		Uganda	107.	BBB
12.	-1		Ghana	115.	BBB
13.	+1		Seychelles	117.	BBB
14.	+1		Nigeria	120.	AA
15.	-3		Réunion	121.	A
16.	-3		Zimbabwe	122.	BBB
17.	*		Senegal	126.	D
18.	+1		Sudan	128.	AA
19.	+1		Angola	133.	BBB
20.	-2		Rwanda	136.	A
21.	+1		Mozambique	140.	BBB
22.	+1		Zambia	142.	A
23.	-6		Botswana	144.	A
24.	+2		Algeria	148.	BBB
25.	*		Liberia	149.	D

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017 Tourism
2018 Edition

Africa Rank

#	Variation		World Rank	CBS Rating
26.	-1	Cameroon	155.	B
27.	+1	Gambia	156.	BBB
28.	+1	Togo	157.	BB
29.	-2	Mali	162.	BBB
30.	+5	Sierra Leone	167.	BBB
31.	-1	Benin	169.	BB
32.	-1	Lesotho	171.	AA
33.	*	Burundi	172.	B
34.	-1	Malawi	173.	BBB
35.	-3	Swaziland	174.	BBB
36.	-12	Côte d'Ivoire	175.	D
37.	-3	Burkina Faso	176.	B
38.	*	Djibouti	180.	B
39.	*	Niger	181.	D
40.	-4	Comoros	183.	BB
41.	*	Mauritania	184.	B
42.	*	Sao Tome and Principe	186.	C
43.	*	Congo, Dem. Rep.	187.	D
44.	-7	Guinea-Bissau	190.	B
45.	*	Congo, Rep.	192.	D
46.	*	Central African Republic	193.	D

* = New country or territory included in the ranking

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©

2017
2018

Tourism
Edition

Asia

Thailand, the new champion

2. Hong Kong SAR, China
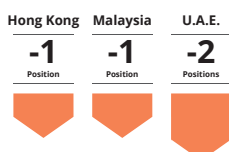3. China

Number 1 Thailand
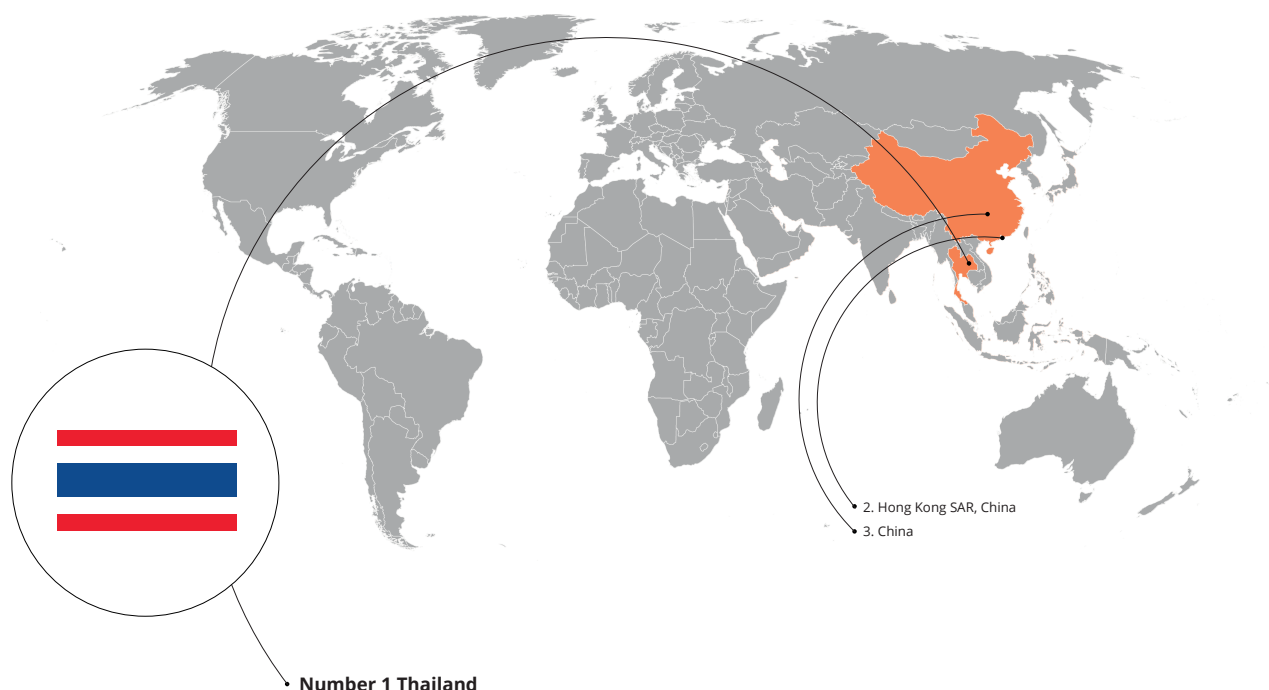
Thailand is arguably the standout nation in this year's ranking. Not only has it conquered Hong Kong SAR to reclaim its Asian throne, it has also excelled in the Global Ranking, jumping a superb 4 positions - from 6th to 2nd. Thailand's phenomenal hike up the ranking is the product of a surge in tourism receipts and continuing strength in Digital Demand ©, alongside solid scores in the variables of social media and online performance. This ensures that Thailand perch on the top of Asia, and bask in a highly impressive position of 2nd in the world.

Biggest improvements
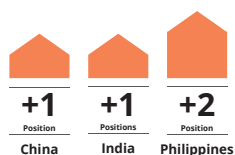
After sinking to 4th position in last year's ranking, China has bounced back to retake 3rd position in Asia, largely due to its rightful earning of a strong CBS Rating ©. Formidable scores in all other variables mean the Asian giant also move up two positions globally, to 7th. A much improved social media score resulted in India experiencing another year of respectable growth, as it further solidifies its place in the top 10 by climbing to 8th. Further down the ranking, the Philippines have also displayed impressive continued growth, as it moves up two positions to claim 12th. If its tourism receipts continue to rise, it may well challenge the Asian top 10 in years to come.
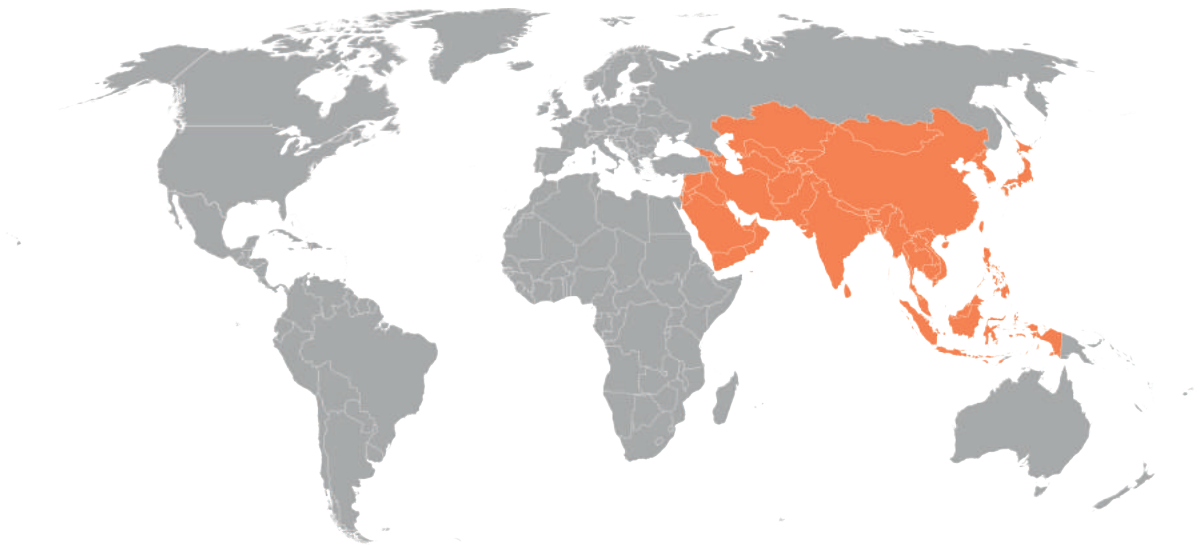
+1	+1	+2
Position	Positions	Position
China	**India**	**Philippines**

Biggest drops

Hong Kong	Malaysia	U.A.E.
-1	-1	-2
Position	Position	Positions

Hong Kong failed to keep its spot at the top of the ranking, ceding its position to a booming Thailand. Despite their tourist receipts increasing at an above average rate, the D2© searches have not witnessed growth as fruitful compared to that of its competitors, which has, in turn, caused the slip-up. Another nation sliding down the ranking is Malaysia, who, are fortunate to remain in the top 10 of Asia after recording another year of weaker scores. It now means it sits in 9th position, principally due to a poor performance in D2© searches and a lack of growth in tourism receipts. In the last year we noticed that the U.A.E. fell out of the top 10, and now they have been unable to bounce back, falling a further two positions to 13th. Despite receiving a slightly better CBS Rating ©, a shrinking score in D2 © sees the U.A.E. struggle for another year.

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
        Edition

Asia

Highlights

Asia has experienced successful years, with growth in tourist receipts and D2 © searches amongst a clear majority of its nations. Thailand has soared through the Global Ranking, with other nations such as China and Hong Kong remaining in the top 10. These countries are followed closely by Macao, Singapore, and Japan, who are 11th, 12th and 13th respectively. Ten of the top 25 nations in our ranking are from the Asian continent, a figure tied to that of Europe, and a long way ahead of the Americas.

Putting Thailand aside, we can witness the ever-growing competitiveness of the Asian Market as a whole by looking at nations beyond the Asian top ten. An improved CBS Rating © coupled with an advancing social media score means Indonesia are becoming ever closer to featuring in the Asian top ten for the first time. It moves up 1 position to claim 11th - the position previously held by the United Arab Emirates.

Vietnam rises a further two positions to 15th regionally, yet rockets a fantastic 10 positions in the Global Ranking to 47th. The fact that countries such as Vietnam are experiencing such greater ranking changes on a global level than at a competitive level demonstrates the astounding level of overall growth seen in Asia. The Maldives also continues to boast impressive results: having hiked up 5 positions in the last ranking, it now jumps a further 3 positions to reach 17th - a splendid accomplishment for a small nation in the Indian Ocean. This is the direct result of ever-increasing touristic demand illustrated through the improving score in the variable of tourism receipts.

It is clear to see in this year's ranking that Asia is reducing the gap respect Europe, aiming to become the world's biggest market for tourism. It is the continent with the highest growth rate in the tourism industry in terms of D2 © and tourism receipts. Astonishingly, the top 32 nations in the Asian ranking possess a CBS Rating © of 'BBB' - equating to very good.

Asia Rank

#	Variation			World Rank	CBS Rating
1.	+1		Thailand	2.	A
2.	-1		Hong Kong SAR, China	4.	AA
3.	+1		China	7.	AA
4.	-1		Macao SAR, China	12.	AA
5.	-		Singapore	13.	AA
6.	-		Japan	14.	A
7.	-		Korea, Rep.	21.	BBB
8.	+1		India	22.	BBB
9.	-1		Malaysia	23.	BBB
10.	-		Taiwan	25.	A
11.	+1		Indonesia	35.	A
12.	+2		Philippines	40.	A
13.	-2		United Arab Emirates	44.	BBB
14.	+2		Israel	45.	A
15.	+2		Viet Nam	47.	BBB
16.	-3		Saudi Arabia	49.	A
17.	+3		Maldives	53.	AA
18.	+1		Sri Lanka	56.	A
19.	+2		Qatar	66.	A
20.	-2		Jordan	67.	BBB
21.	-6		Lebanon	70.	AA
22.	+1		Iran	72.	AA
23.	-1		Cambodia	74.	BBB
24.	+4		Georgia	79.	BBB
25.	-1		Oman	85.	A

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
         Edition

Asia Rank

#	Variation			World Rank	CBS Rating
26.	+4		Azerbaijan	90.	A
27.	-		Nepal	91.	AA
28.	-3		Bahrain	92.	A
29.	-3		Kazakhstan	98.	BBB
30.	-1		Pakistan	101.	A
31.	+1		Kuwait	106.	AA
32.	+3		Armenia	114.	A
33.	-2		Iraq	124.	BB
34.	+2		Lao P.D.R.	129.	BBB
35.	-2		Yemen	130.	BB
36.	+2		Mongolia	137.	BBB
37.	-		Palestine	139.	BBB
38.	+2		Kyrgyzstan	145.	BBB
39.	+4		Bhutan	147.	BB
41.	+2		Bangladesh	153.	BBB
42.	-		Afghanistan	158.	BBB
43.	-3		Myanmar	159.	D
44.	*		Timor-Leste	178.	B
46.	-		Tajikistan	179.	B

* = New country or territory included in the ranking

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
Edition

Oceania

Australia, who else?
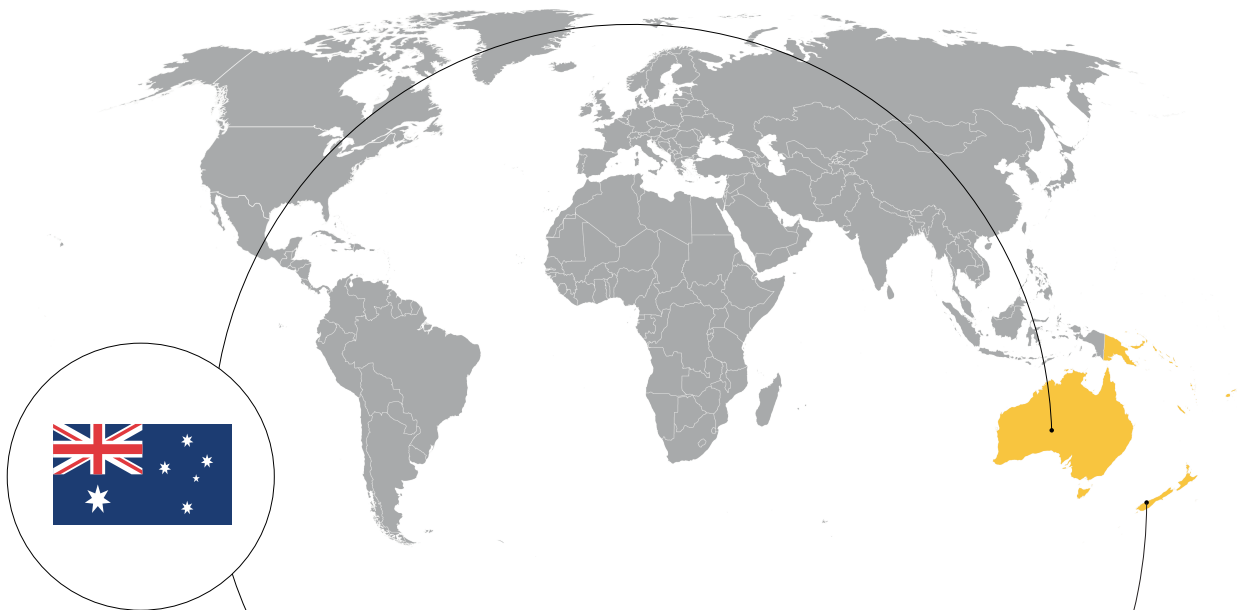
Number 1 Australia

Like in the last years' edition (and the years before!), Australia asserts its dominance at the top of its continent. What is most impressive is that this year, the Oceanian tourism giant further surged through the Global Ranking, surpassing France to ascend to 5th position. It has excelled in every variable: constant impressive growth in tourism receipts, an ever-growing amount of D2© searches, and powerful social media and online performance means it seems unlikely that while Australia continues to rise on a global level, it will never be toppled as the Oceanian leader.

Number 2 New Zealand

The following nation is, of course, New Zealand, which has also experienced sizeable growth amongst the international community, going up 5 spots in the Global Ranking to reach an impressive 31st position. New Zealand witnessed a healthy increase in their tourism receipts, despite a slight decline in the D2© variable and online performance. The overall upward trend of Oceania's number one and two demonstrates that the region is an ever-growing market, and consistently improving its image.

Biggest improvements and drops

Overall in Oceania, there are no relevant improvements as all the countries remain stable. However, from a global perspective, we are able to observe that Australia and New Zealand continue to climb into admirable positions. Their neighbors are also gradually improving their global ranking with the likes of Fiji, French Polynesia climbing up the ranking.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018 Tourism Edition

Oceania
Highlights
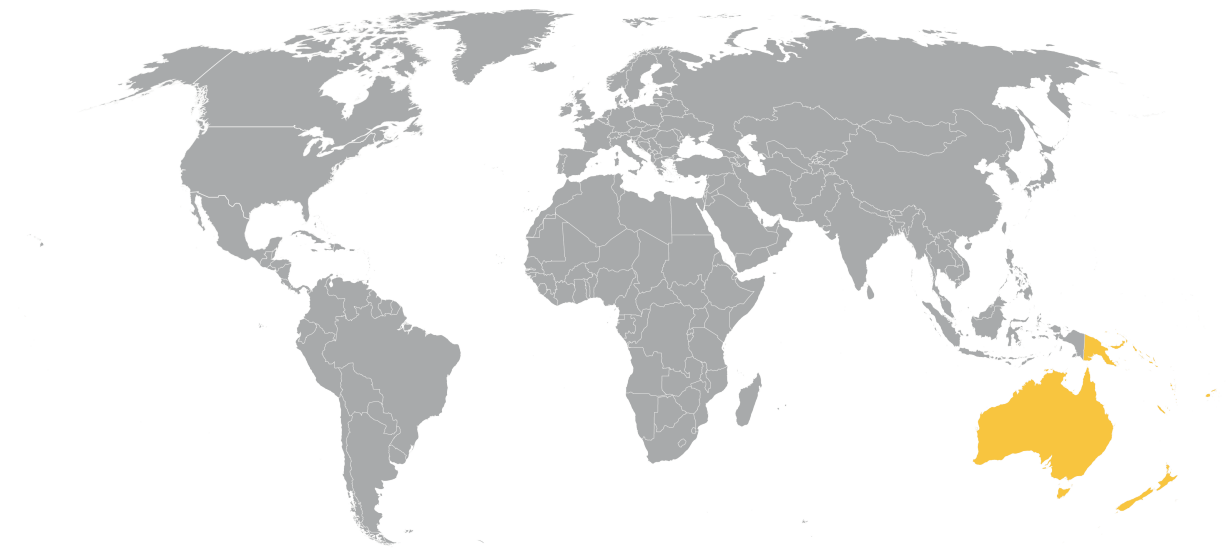
The regional ranking for Oceania continues to be dominated by Australia - a Country Brand that successfully manages a formidable online presence and an attractiveness which draws huge levels of tourism receipts. These factors combine to place the nation as the fifth most powerful Country Brand worldwide. For the second consecutive year, Australia continues to rank as the top performer in the world in terms of social media and online presence. Although the CBS Rating © has slightly improved this year, a perfect rating would allow Australia to achieve the perfect Country Brand. The regional top five is completed by New Zealand, Fiji, Vanuatu, and French Polynesia. New Zealand is known for its incredibly successful Country Brand marketing, with a strong online performance, and the best CBS Rating © in the entire region, of 'AA'.

Fiji again ranks third regionally, and despite being a considerable distance behind Australia and New Zealand, recorded strong growth on a global scale, climbing 11 positions to break into the top 100 at 93rd worldwide. This is due to a good improve-ment of its CBS Rating ©. Out of the top 10 in Oceania, French Polynesia is the only nation to move up the ranking after overtaking Vanuatu to claim 4th position, thanks to a boost in its social media score. New Caledonia, Samoa, Palau and the Cook Islands remain unchanged, while the top 10 is completed by a new entrant to the ranking - Papua New Guinea! This ranking also welcomes three other Oceanian nations: Kiribati, Tuvalu, and the Marshall Islands, which place bottom of the region in 14th, 15th, and 16th respectively.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
             Edition

Oceania Rank

#	Variation			World Rank	CBS Rating
1.	-		Australia	5.	A
2.	-		New Zealand	31.	AA
3.	-		Fiji	93.	BBB
4.	+1		French Polynesia	132.	BBB
5.	-1		Vanuatu	135.	BBB
6.	-		New Caledonia	143.	BBB
7.	-		Samoa	146.	BBB
8.	-		Palau	150.	BBB
9.	-		Cook Islands	152.	BBB
10.	*		Papua New Guinea	161.	BB
11.	-1		Solomon Islands	165.	BBB
12.	-1		Tonga	166.	BBB
13.	-1		Micronesia	185.	B
14.	*		Kiribati	188.	CCC
15.	*		Tuvalu	189.	CC
16.	*		Marshall Islands	191.	D

* = New country or territory included in the ranking

Bloom Consulting

Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
              Edition

Bloom Consulting Country Brand Ranking ©

Frequently Asked Questions

Why did Bloom Consulting develop its Country Brand ranking?

Bloom Consulting created its Country Brand ranking as a means of evaluating the impact of Country Brand strategies in primarily economic terms. Our ranking is effective in analyzing the appeal of a Country Brand, and is therefore useful as a tool for increasing a Country Brand's success.

How does Bloom Consulting's Country Brand Ranking © differ from other similar rankings?

While other Country Brand rankings tend to focus on soft data, such as surveys and expert opinions, Bloom Consulting's Country Brand Ranking © focuses on tangible data, analyzed with its Digital Demand - D2 © tool and relevant, proprietary statistical models. Furthermore, Bloom Consulting splits its Country Brand analysis in separated dimensions from it's Brand Wheel ©, instead of a creating a combination of factors thus providing a more detailed and thorough analysis in each specific dimension; while this report deals solely with Tourism, we also publish a Country Brand ranking for Trade (Investment).

Who benefits from the information in Bloom Consulting's Country Brand Ranking ©?

Our Country Brand Ranking © is valuable for anyone who needs to measure their Country Branding performance in the area of Tourism. Therefore Ministries of Economy and National Tourism Organizations can take valuable information for their short to medium term strategies and goals.

What is new in the 2017 / 2018 edition of Bloom Consulting's Country Brand ranking?

The 2017 / 2018 edition of our Country Brand ranking places more focus than ever before on the importance of online appeal to the success of a Country Brand. For this reason, both the Digital Demand - D2 © variable and the online presence variable hold a more significant weight in a country's final ranking.

What is Digital Demand - D2 ©?

Bloom Consulting's Digital Demand - D2 © is a proprietary tool developed for the sake of quantifying and measuring the total global search volume for country-specific, tourism-related keywords across nine languages.

How is it possible for a Country Brand to have both a poor CBS Rating and a high overall position in the Country Brand ranking?

A country's CBS Rating only evaluates the accuracy of its Country Brand strategy, as derived from a comparison between the strategic positioning of its NTO and the actual demand from tourists discerned by our Digital Demand - D2 © tool. Subsequently, although a country's total tourism receipts may be incredibly high, its tourism strategy may not be maximizing the Country Brand's full potential.

Why are some countries not featured in Bloom Consulting's Country Brand Ranking ©?

A country that does not provide official data to UNWTO will not be included in Bloom Consulting's Country Brand Ranking © 2017 / 18 edition. Nevertheless, if a country does not maintain official pages on social media platforms, it is still included in the ranking, but receives a lower score for the fourth variable.

What other services does Bloom Consulting provide aside this Ranking?

Apart from our Country Brand ranking, Bloom Consulting develops integrated Country, Region and City Brand strategies, as well as revolutionary Digital Demand - D2 © reports tailored to any destination in the world.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017
2018   Tourism
        Edition

Bloom Consulting Country Brand Ranking ©

Glossary

Digital Demand - D2 ©
Bloom Consulting's proprietary tool for measuring the total "search volume" from the most important search engine across nine different languages.

Country Brand Strategy Rating (CBS Rating ©)
Bloom Consulting's rating technique evaluating the accuracy of NTO strategic positioning.

Brandtags
A series of 45 distinct categories comprised of keywords used in online searches, each encompassing a different tourism-related activity or attraction.

Bloom Algorithm
Our proprietary equation that calculates a Country Brand's ranking by assessing four key variables.

National Tourism Organization (NTO)
The official national agency responsible for the touristic promotion of its respective Country Brand.

Web Analytics
An online tool that analyzes the performance of an NTO website through variables such as number of visits and amount of time spent on its webpage.

Bloom Consulting
Countries Regions and Cities

Country Brand
Ranking©
2017   Tourism
2018 🤍 Edition

Thank you!

For more information please contact

Spain (HQ)

José Filipe Torres
Founding Partner and CEO
jtorres@bloom-consulting.com

or

Gonzalo Vilar
Partner and head of strategy
gvilar@bloom-consulting.com

Calle Monte Esquinza 14, 6D
28010 Madrid, Spain
Office phone: +34-913-080-286

Press:
corporate@bloom-consulting.com