

Bloom Consulting – Nation Branding / City Branding / Place Branding experts  
www.bloom-consulting.com

# Bloom Consulting Country Brand Ranking<sup>©</sup>

2022  
2023



Tourism  
Edition



Bloom Consulting is an official data partner of the World Economic Forum

Hello!

# Bloom Consulting Country Brand Ranking ©

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# About Bloom Consulting

## Everything you need to know about us

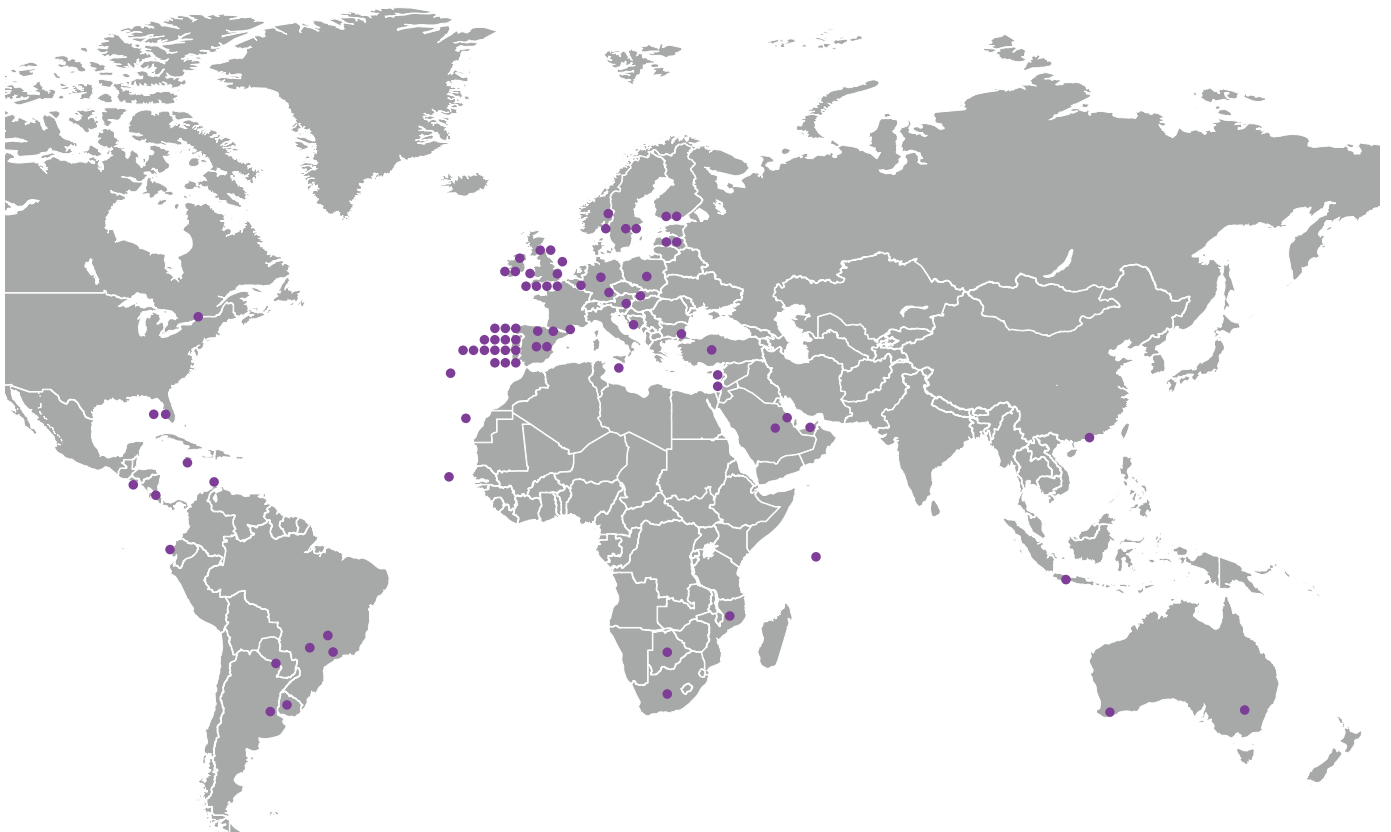
Bloom Consulting is a company specialized in Nation Branding, City Branding and Placemaking, working for countries, regions and cities since 2003. From our headquarters in **Madrid** and offices in **London, Lisbon** and **Sao Paulo**, we have worked on more than 90 projects across five continents.

Our specialization in Nation Branding, City Branding and Placemaking makes Bloom Consulting one of the most advanced and globally renowned companies in the sector. As a result, the most prestigious international media outlets, such as **The Economist, Forbes, The Guardian** and **CNN**, have interviewed us and quoted Bloom Consulting as a key international expert in the field.

Our firm publishes the bi-annual *Bloom Consulting Country Brand Ranking © for Trade and Tourism*, in which we extensively analyze the brand performance of almost 200 Countries and Territories worldwide. Our Place Analytics division has developed an intelligence tool to analyze and measure a nation's #digitalidentity - a new concept within Nation and City Branding.

Bloom Consulting is a proud data partner of the  in assessing Country Brand appeal.

Here are some of the countries, regions and cities that Bloom Consulting has worked with:



# Our clients

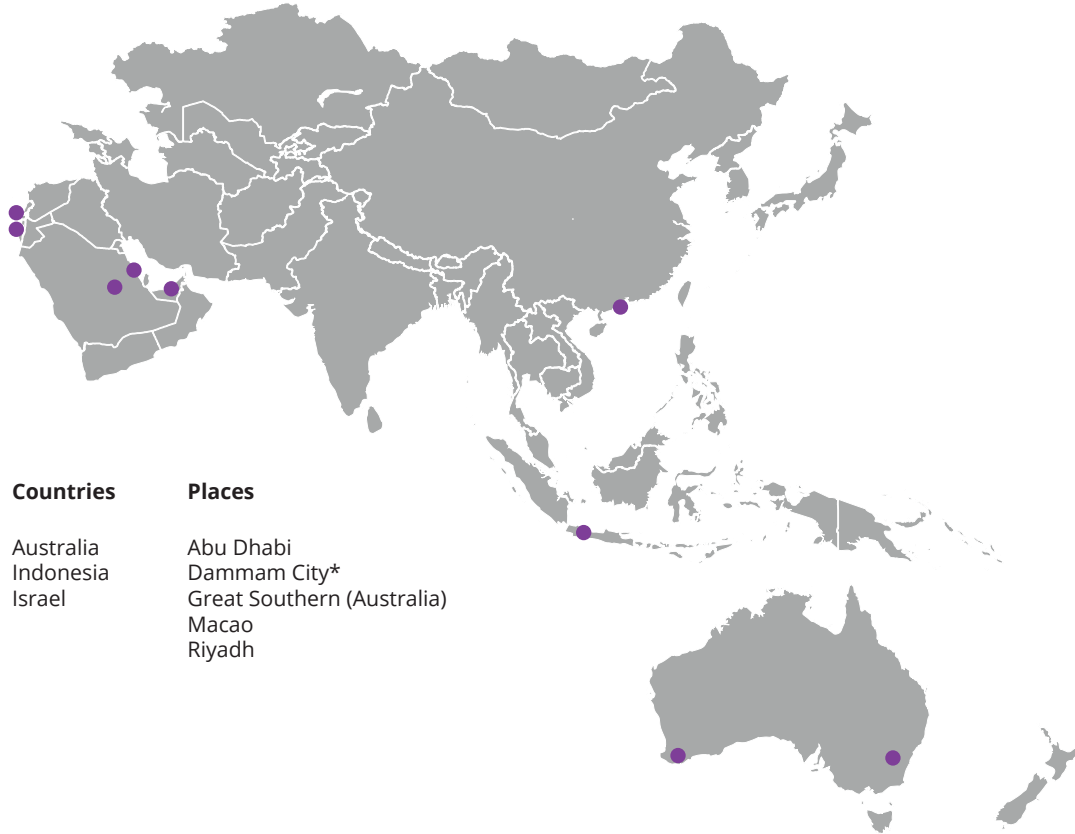
More than 80 clients spread across five continents



\* Project led by Placematters before uniting with Bloom Consulting  
 \*\* Project led by Places for Us before uniting with Bloom Consulting

# Our clients

More than 80 clients spread across five continents

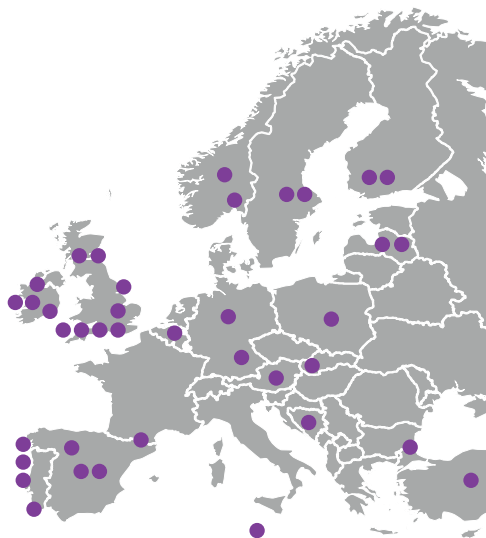


**Countries**

Australia  
Indonesia  
Israel

**Places**

Abu Dhabi  
Dammam City\*  
Great Southern (Australia)  
Macao  
Riyadh



**Countries**

Andorra  
Austria  
Bulgaria  
Finland  
Germany  
Latvia  
Malta  
Norway  
Poland  
Portugal  
Spain  
Sweden  
Turkey

**Places**

Algarve  
Azores  
Bern  
Braga  
Brussels  
Cascais  
Castilla y León  
Central Ireland  
Cork City Region\*  
Costa Alentejana  
Europe  
Gozo Island  
Helsinki

Herzegovina  
London Art Hub\*  
London Bridge\*  
Madeira  
Madrid  
Munich  
Oslo region\*  
Porto & the North  
Riga  
Stockholm  
West of Ireland  
Atlantic Coast\*

\* Project led by Placematters before uniting with Bloom Consulting

# A letter from our CEO

## The first ranking to include the pandemic effect

Madrid, March 2022

Dear Friends and Partners,

Thank you for reading the next edition of the Bloom Consulting Country Brand Ranking © Tourism.

When Bloom Consulting's last bi-annual ranking was published in September 2019, no one could have imagined what was on the horizon. The events of the last two years have been hugely significant for Country Brands; how governments have responded to the pandemic has had a material impact on tourism.

Whilst the pandemic has clearly had the biggest impact on Nation Brands over the past two years, there are additional issues that will continue to shape the performance of Country Brands, such as geopolitics, digitization, climate goals and sustainability. In addition, the pandemic made clear that the digital identity of countries has never been more important.

The effects of the invasion of Ukraine in 2022 will be seen and felt in future rankings. The current editions rely on data compiled before the war escalated.

Using proprietary digital identity metrics and tools, Bloom Consulting and its sister company, D2-Analytics have analyzed the impact of Covid-19 on the Country Brand performance of almost 200 countries and territories worldwide.

After almost 20 years in the business, Bloom Consulting continues to anticipate the evolution of our sector, bringing insights and strategies to our clients. That the World Economic Forum uses the Bloom Consulting Country Brand Ranking © as a measurement tool and the World Bank recommends it as a country brand performance indicator demonstrates that our approach is valued within the sector.

We believe in what we do more than ever as we continue to evolve our methodology and take inspiration from our clients who use the data and "walk the talk". Making the data accessible and free gives countries the opportunity to benchmark their performance and implement new strategies for the future. We are confident that this ranking will bring you valuable insights for the present, and for the future.

If you wish to obtain more specific data about the performance of your Country Brand, or want to share feedback, do not hesitate to contact us.

We look forward to hearing from you.

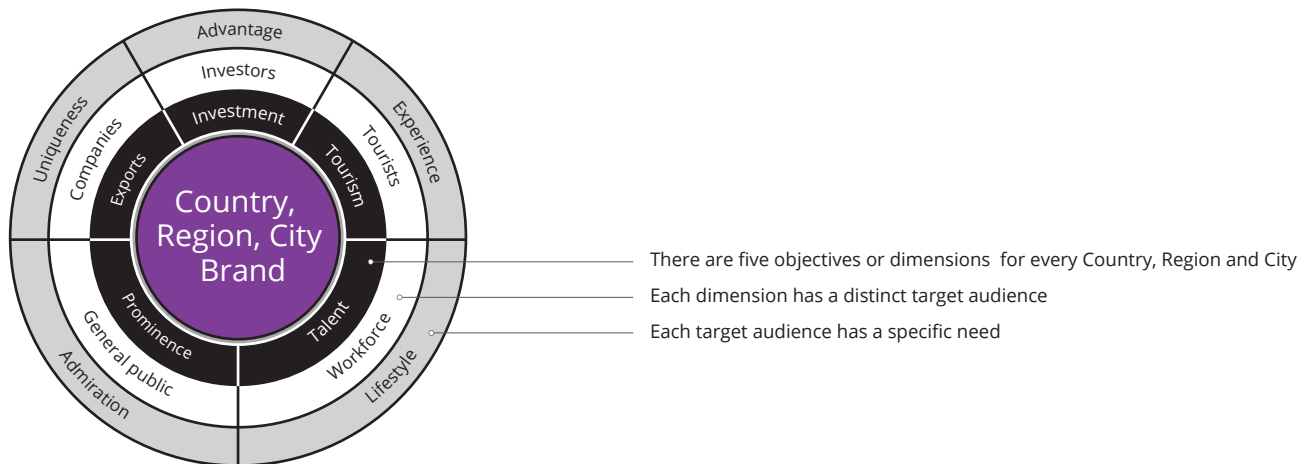
Kind regards,



José Filipe Torres  
CEO, Bloom Consulting

# Our approach to Country Branding

## Bloom Consulting's Branding Wheel



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 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 country, region or city. Bloom Consulting's methodology, therefore, either works holistically on the five dimensions or focuses on isolating each objective or dimension to develop unique and tailored strategies.

By isolating tourism, we understand that a stricter strategy may not meet the diverse needs that a Country Brand has, in terms of audiences and markets. Any attempt to create a larger strategy for a Country, Region or City Brand may not address sufficient content to improve the projection of the brand.

For the time being, Bloom Consulting has developed rankings solely for Trade (Investment) and Tourism.

This ranking concerns **Tourism**.



# Our methodology

The logic behind our Bloom Consulting Country Brand Ranking ©

Variable 1 – Economic Performance



Variable 2 – D2 - Digital Demand ©



Variable 3 – CBS Rating ©



Variable 4 – Online Performance



At Bloom Consulting we derive the biannual Country Brand Ranking © from our proprietary algorithm, which considers exclusively tourism-related data. Together, the algorithm's four variables create a holistic overview of the latest results of Country and Territory Brands on their own and in relation to each other. The algorithm examines:

## Economic performance

Or the tangible economic success of a country's tourism promotion strategy. We calculate it based on the international tourism receipts and growth reported by the World Tourism Organization or, alternatively, National Tourism Organizations (NTOs) themselves. For this edition of the Country Brand Ranking © we looked at the historical data series from 2014 to 2019.

## D2 - Digital Demand ©

Or the digital appeal of a country. We've developed a dedicated tool to establish this. It measures the online search volume for tourism-related activities and visitor attractions in a specific country. As a result, we gain exclusive insights into the online behavior and decision-making processes of international tourists. Our innovative tool analyzed over 51 million keyword combinations in more than 20 languages. This edition of the Country Brand Ranking © is fed on data from 2017 to 2020, which includes the first impacts of Covid-19.

## Country Brand Strategy - CBS Rating ©

Or the accuracy of an NTO's strategic positioning. We look at the alignment between an NTO's strategy and what international tourists are really searching for. A Country Brand gets a higher rating if the NTO's strategy is shaped around the tourism-related brand tags with the highest demand in terms of search volume.

## Online performance

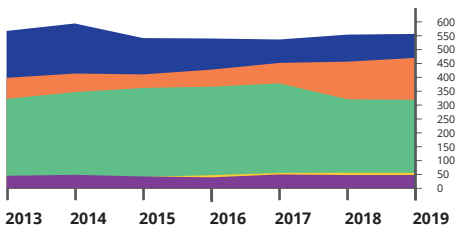
Or an evaluation of a country's online presence. We look at NTO website analytics and social media data to determine the overall visibility and permeation of a Country Brand. These days, whether or not a brand is successful has a lot to do with its performance across different platforms online.

# World Outlook

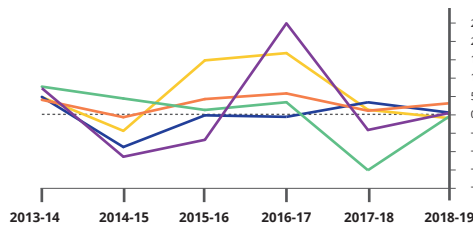
## Facts and figures from the world ranking



Tourism receipts in millions (Source: UNWTO)

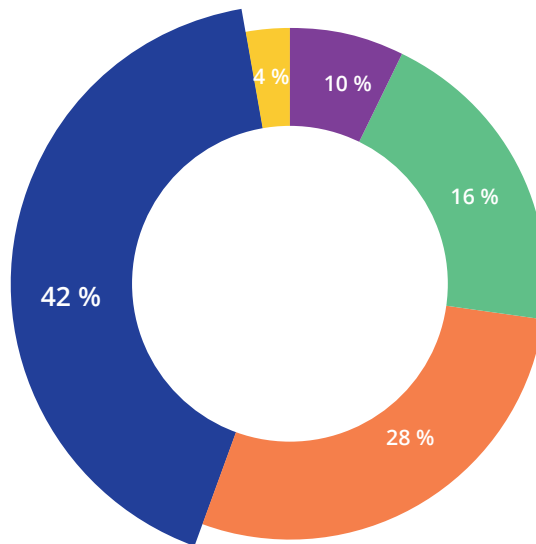
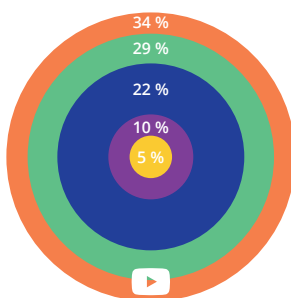
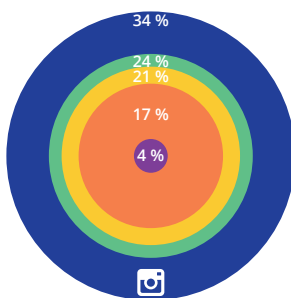
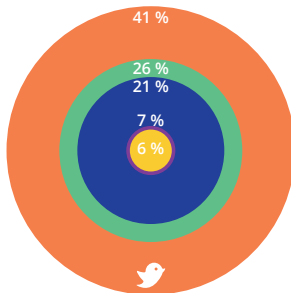
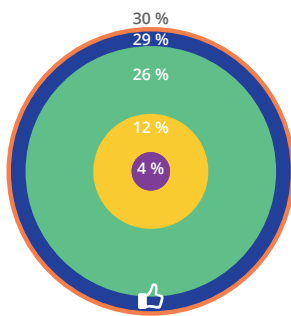


Tourism growth % (Source: UNWTO)



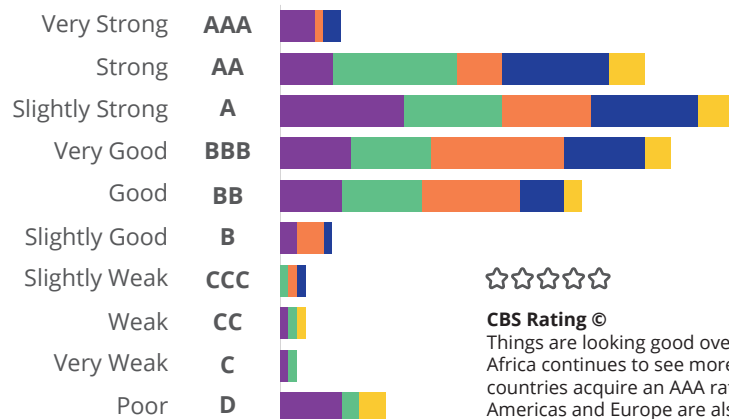
### Economic Performance

Once again, Europe reported the most tourism receipts between 2013 and 2019. The Americas is the only continent to have experienced a decrease in the last years and has temporarily lost the race to Asia to become Europe's main competitor. Asia's tourism receipts continued to grow while Oceania and Africa recorded a stable performance.



### D2 - Digital Demand ©

Europe stays put. Even during the pandemic, it remains international tourists' most searched continent. Demand for Asia stayed stable and unchanged in relation to Europe. The Americas celebrated the highest jump with a 4% increase in searches. Unfortunately for Africa, it suffered from much lower interest during the pandemic, as did Oceania.



### CBS Rating ©

Things are looking good overall. Africa continues to see more countries acquire an AAA rating. The Americas and Europe are also moving forward with more countries scoring "strong". In Asia, the general trend is improvement with more countries scoring "good" ratings this year.

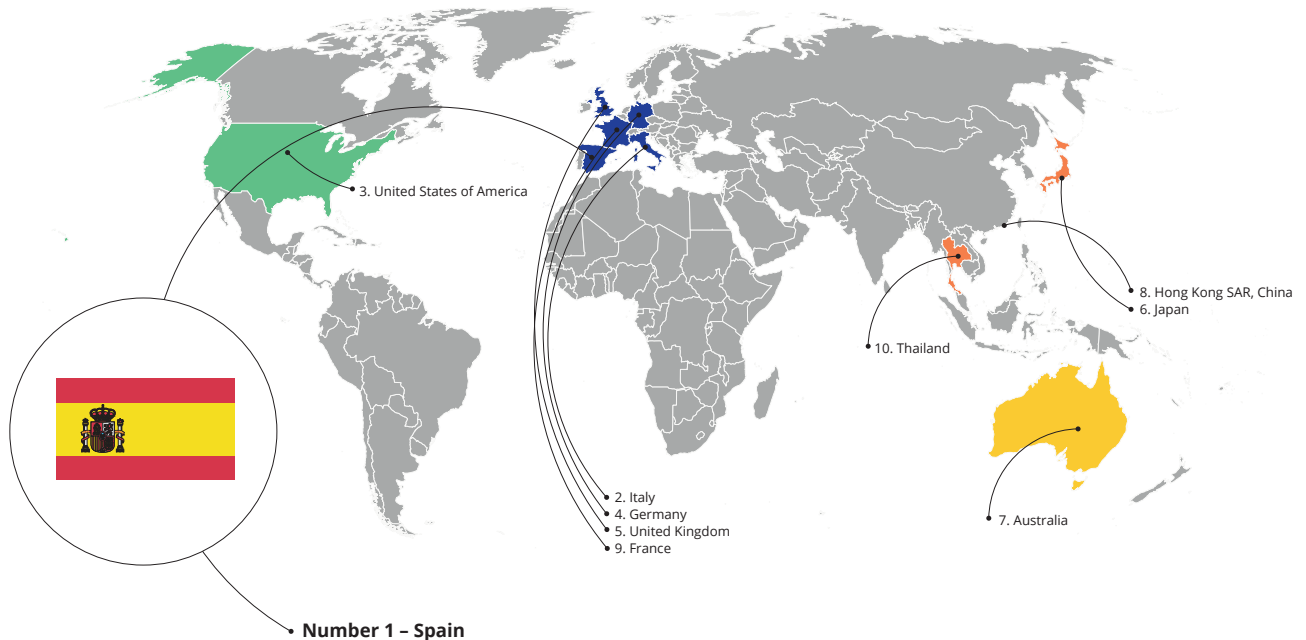


### Online Performance

Asia is still ahead in terms of social media presence thanks to its leadership on Facebook, YouTube and especially Twitter. Europe leads on Instagram. With the exception of Twitter, the Americas maintain a stable social media presence, while Oceania continues to show its strength on Instagram.

# Top performers

The United States is the biggest loser



For the first time in five editions of the report, **Spain** takes first place in this Bloom Consulting Country Brand Ranking – Tourism Edition! Spain is still in the lead for touristic receipts and scored highly for D2 - Digital Demand © and social media presence. Substantial digital appeal during the public health crisis has led Spain to continue to show constant growth without any signs of weakening. With its current CBS Rating © (“A”), Spain still has room to improve and the potential to maintain its prime position in the next editions of the ranking.

### Biggest Improvements

**Italy** and **Germany** follow in the footsteps of Spain. **Italy** has jumped five places to become the second most prominent brand and beats the United Kingdom and the United States of America (USA). Despite the major impact of Covid-19 on Italy, it cemented its position as the most appealing country in terms of D2 - Digital Demand © really proving the resilience of its Nation Brand. Combined with outstanding improvements to its social media performance, this compensated for a minor drop in tourism receipts and online performance.

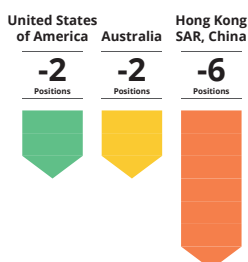
Up six places since the last report, **Germany** comes in at number four in the global ranking. Superb results for social media and D2 - Digital Demand © prove the strength of its digital presence. During the Covid-19 pandemic, Germany was one of the most searched countries thanks to tourists' interest in the country's travel restrictions, heritage, cities and gastronomy. Paired with a stable CBS Rating © (“A”) and economic performance, this gave the country an encouraging push. Both Italy and Germany are in a good position to maintain the positive trend in future.

In contrast to the largely negative results for countries in Asia, **Japan** shines in the global Top 10. Data show improvements across the board, with particularly positive results for its touristic appeal and social media performance. It's no wonder that the home of the rising sun has climbed two places. Hopefully, the positive effects of the Tokyo 2020 Summer Olympics will bump Japan into the next global Top 5.



### Biggest Drops

The **USA** gave up the throne to Spain, dropping to third place in this edition of the Country Brand Ranking ©. The “land of the free and home of the brave” has dominated the top position since the first ranking in 2011. This time, despite being the world leader for tourism receipts, its performance in other areas didn't live up. The USA's social media performance has stalled, and it suffered a drop in CBS Rating ©. As tourism revenues rebound post Covid-19 and the country's new leadership settles in, it will be interesting to observe the USA's comeback and resulting position next time.

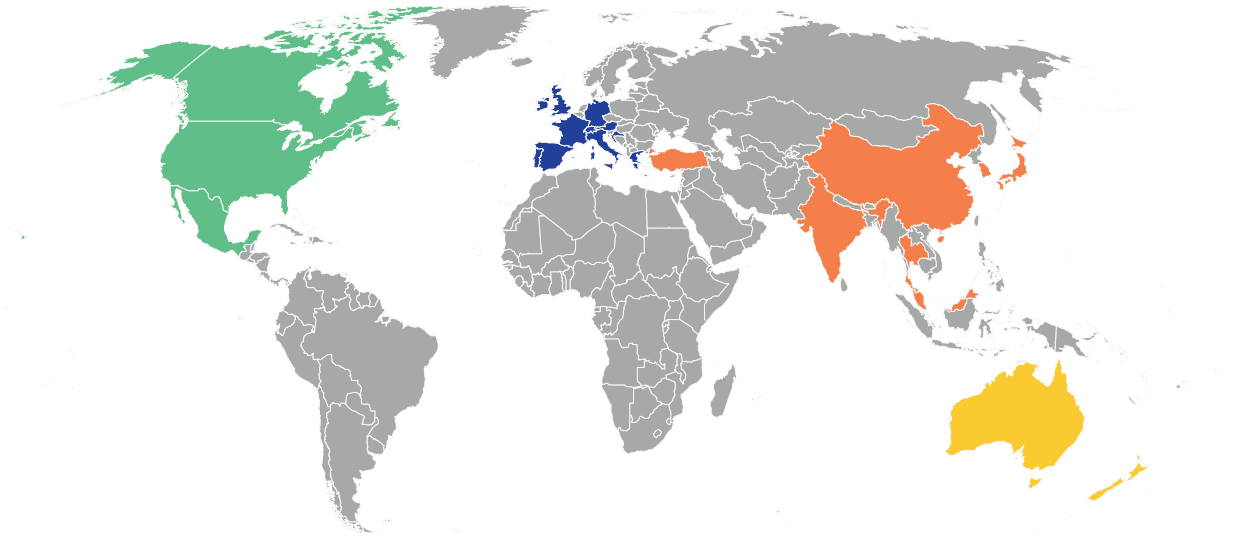


**Hong Kong** has fallen six places in the global ranking, suffering from a weaker performance in D2 - Digital Demand ©, social media presence, and tourism receipts. There is no doubt that the Covid-19 pandemic and regional tensions have had a negative impact on this East Asian metropolis of 7,5 million inhabitants.

Not the best year for **Australia** which has left the Top 5 for the first time. Unable to keep up with the advances of Germany, Italy and Japan, the Southern giant has tumbled two places. While Australia maintains a high CBS Rating © (AA) and scored well for social media, it lost out to its direct competitors in D2 - Digital Demand © searches, and reported less tourism receipts. Despite the damaging wildfires, followed by the pandemic and the government's strict response, Australia continues to be a top performer, showing the admirable strength of its Nation Brand. As travel restrictions ease and the economy recovers, further positive developments are likely.

# Global Top performers

## Highlights



The Top 10 remains relatively stable with no new entries. Major players such as the **United Kingdom** and the **United States of America** (USA) dropped one and two spots respectively. While European countries carry on improving their rankings, the Asian continent is losing its foothold among the top performers. This continues the trend seen in previous rankings.

Looking at the Top 25, Europe remains the most widely represented continent in the 2022/2023 edition. Although **Ireland** dropped out of the Top 25, Europe gained strength with the addition of **Norway** and the return of the **Netherlands**.

All eyes on **Croatia**, which, along with other Mediterranean countries, continues to experience encouraging results in terms of international touristic appeal. Its consistently great performance in D2 - Digital Demand © and social media presence, as well as stable tourism receipts go hand in hand with Croatia's becoming a top tourism destination in Europe. Croatia has jumped four places to number 16 in the global ranking.

The **Netherlands** swoops back into the ranking at number 21. Its focus on responsible and sustainable tourism policies during the pandemic was clearly a sensible step forward. The country shows growth across the board, having scored well for the number of searches in D2 - Digital Demand ©, online performance, and witnessed a slight increase in social media.


























Asia lost influence with the exits of **Malaysia** and **China** in this edition along with Thailand's fall and Hong Kong's major drop. The significance of Covid-19 originating in China and the knock-on effects cannot be played down. While the continent showed great strength in previous rankings, it now seems to be experiencing a downward turn. **Japan** is one of the few to avoid this trend, rising to number six in the world. Thanks to its strong digital appeal, Japan is expected to maintain good results in future rankings, too.

The **USA**, **Canada**, and **Mexico** continue to represent the Americas in the global ranking. Mexico is still the only Latin American country present among the Top 25 and is very much at the doorstep of the global Top 10. It may have fallen by one place but seems ready to rise in the next ranking. Mexico's drop is due to a slight decrease in tourism receipts and CBS Rating ©. At the same time, it maintains great results in terms of D2 - Digital Demand © and online performance thanks to its open policy during the Covid-19 crisis.

For the second time in a row, **New Zealand** scores a place among the Top 25 where it joins Oceania's leader, **Australia**. Thanks to significant investment in its Country Brand, New Zealand scores highly for social media and online performance. The high volumes of D2 - Digital Demand © illustrate that a country's geographic location is not an obstacle. The land of the Kiwis is a strong competitor on the global stage.

Promising results for Africa this year on the global scale. **Egypt** shows serious determination, coming in at number 25 in the ranking. It has shown great strength in overcoming internal challenges and social unrest while improving its Country Brand.

# The global top 25 performers rank

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

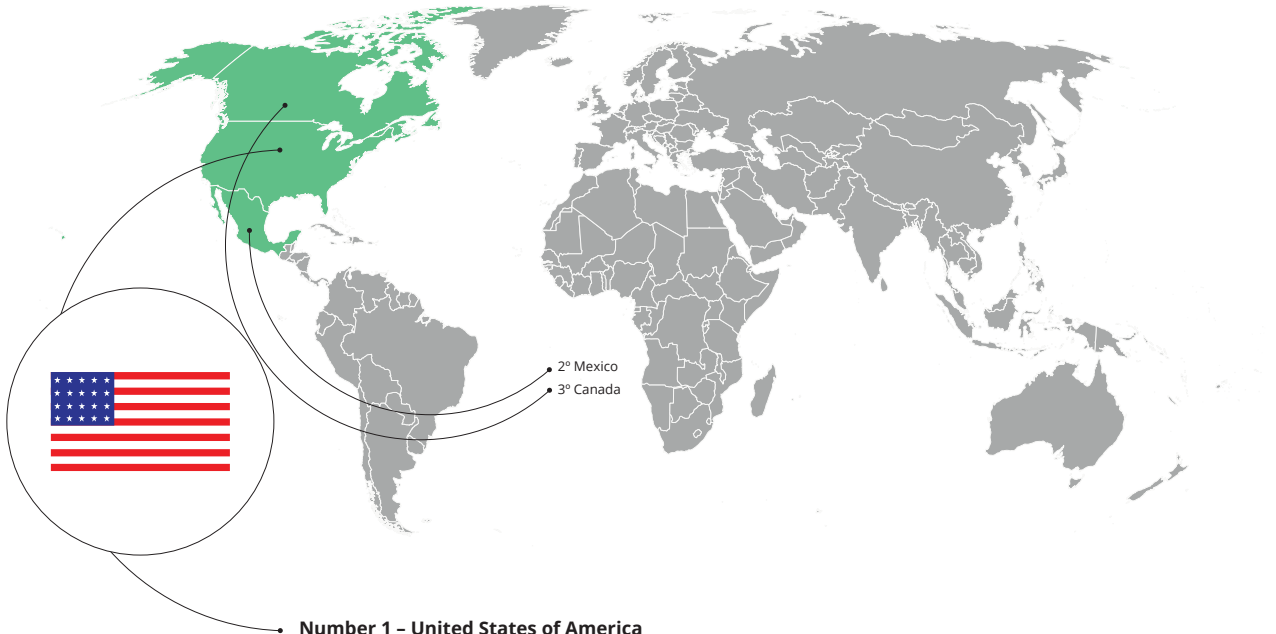
# The full ranking

Ranking by continent



# The Americas

## Costa Rica joins number one league



### Number 1 - United States of America

The **United States of America** (USA) is once again the unrivalled and indisputable regional leader. Despite the slight decrease in tourism receipts, it refuses to let go of the comfortable top spot. While D2 - Digital Demand © for the USA actually increased during Covid-19, it is still behind in volume compared to other major tourism destinations. Future editions will reveal how the political situation and management of the Covid-19 pandemic have impacted touristic appeal of the USA in the long term.

### Biggest Improvements

**Costa Rica** consolidated its position as a top performer in the region. As number four in the ranking, the Central American country overtook Brazil for the first time. This rainforested wildlife wonderland improved both its social media and online performance. Strong digital demand from tourists in the USA has been key to achieving this success. By betting on sustainability as the engine of its economy, Costa Rica establishes itself as an example to other countries opting for the same strategy.

**Colombia** continues to leap forward and reinforce the trend towards growth experienced in previous rankings. Making it to number 11 in the Americas, this is the first time Colombia has overcome the South American tourism powerhouses of Argentina and Chile. Despite a drop in tourism receipts, Colombia climbed the rankings thanks to positive results for D2 - Digital Demand ©, online performance, and social media presence.

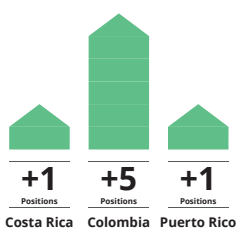
Overall, the Caribbean region experienced healthy growth despite being shaken by natural disasters in the last few years. **Puerto Rico** is now in the Top 6, having greatly improved on previous results in the aftermath of the destructive Hurricane Maria back in 2017. A sound D2 - Digital Demand © and online performance hint at the success of Puerto Rico's Covid-19 management strategy, taking the country to new heights in the ranking.

### Biggest Drops


























For the first time, **Argentina** is no longer among the Americas Top 10, continuing its downward turn as seen in previous rankings. Maintaining its CBS Rating © (BBB) and achieving an increase in social media and online performance results was not enough to compensate for the drop in tourism receipts and D2 - Digital Demand © searches. It will take time to feel the effects of the recent rebranding exercise.

**Chile** fell four places to number 15 in the Americas, not showing enough strength to compete with Colombia's rise. While the country managed to grow its social media presence and online performance, and maintained a good CBS Rating © ("AA"), touristic demand has decreased in this two-year period affected by the country's recent episodes of social unrest and political instability. However, we expect Chile to come back stronger in future editions thanks to its remarkable management of the Covid-19 pandemic and the stabilizing of its political and social situation.

An improved social media and online performance didn't save **Panama** from sliding down in the rankings. Unfortunately, the country witnessed a drop in D2 - Digital Demand © searches, as well as in its CBS Rating © (again), placing Panama in an unfortunate position compared to its direct competitors.


























# The Americas Rank

#	Variation		World Rank	CBS Rating
1.	-	 United States of America	3	A
2.	-	 Mexico	12	BBB
3.	-	 Canada	14	A
4.	+1	 Costa Rica	31	AA
5.	-1	 Brazil	38	AA
6.	+1	 Puerto Rico	42	A
7.	-1	 Peru	46	AA
8.	-	 Dominican Republic	50	A
9.	+1	 Jamaica	53	AA
10.	+3	 Aruba	54	A
11.	+5	 Colombia	55	BB
12.	-3	 Argentina	57	BBB
13.	+1	 Bahamas	60	BB
14.	-2	 Panama	61	BB
15.	-4	 Chile	63	AA
16.	+2	 Barbados	71	AA
17.	+3	 Ecuador	73	BBB
18.	-3	 Cuba	74	BBB
19.	-2	 Uruguay	79	BBB
20.	-1	 Guatemala	81	BB
21.	+1	 El Salvador	86	BB
22.	-1	 Curaçao	94	AA
23.	+2	 Martinique	97	AA
24.	*	 Belize	99	BB
25.	+1	 Bermuda	102	BB



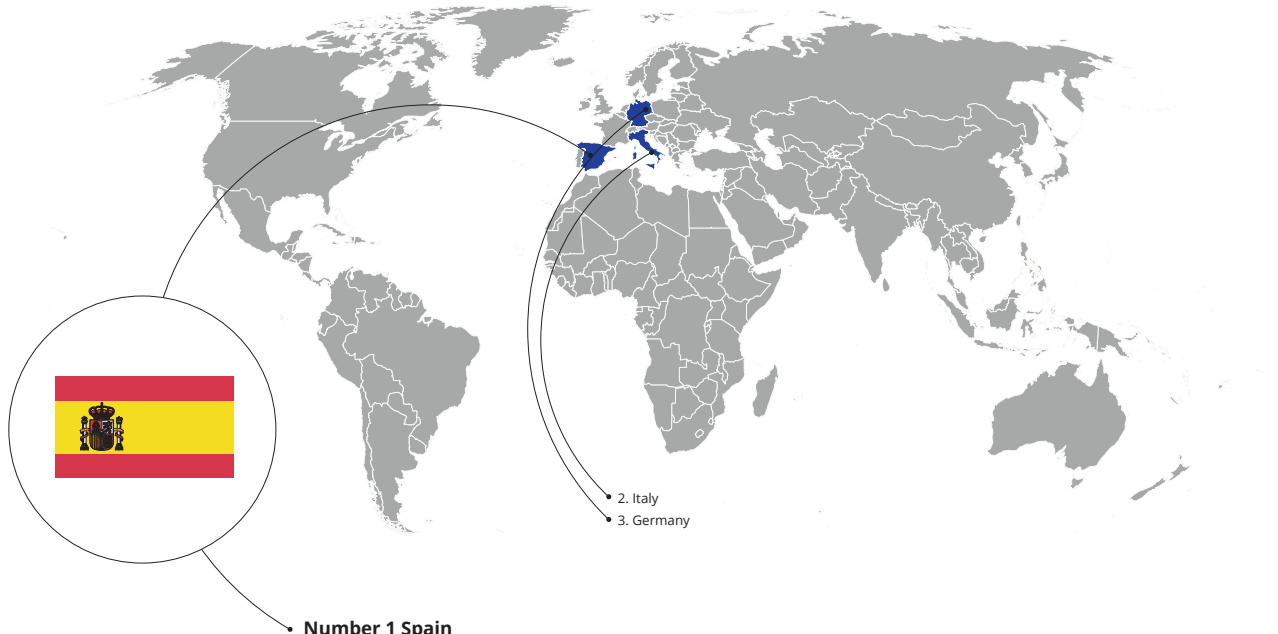
# The Americas Rank

#	Variation			World Rank	CBS Rating
26	+1		Guadeloupe	107	AA
27	+4		United States Virgin Islands	110	BB
28	+4		Trinidad and Tobago	114	A
29	+1		Haiti	115	A
30	-1		Nicaragua	117	A
31	-8		Venezuela	121	AA
32	-8		Paraguay	123	AA
33	+2		Cayman Islands	125	BBB
34	-1		Bolivia	126	BBB
35	2		Saint Lucia	133	BBB
36	-		Grenada	135	AA
37	-9		Honduras	136	A
38	+1		British Virgin Islands	137	AA
39	-1		Antigua and Barbuda	139	BBB
40	-6		Sint Maarten (Dutch part)	140	AA
41	-1		Dominica	151	BB
42	-1		Guyana	161	A
43	-1		Suriname	172	A
44	-1		Anguilla	175	D
45	-		Saint Vincent and the Grenadines	186	CCC
46	-2		Saint Kitts and Nevis	189	CC
47	-		Turks and Caicos Islands	190	D
48	-2		Montserrat	192	C

\* = New country or territory included in the ranking

# Europe

## Spain and Italy at the top table in the world



### Number 1 Spain

Hats off to **Spain** as it remains the number one country in Europe! Its steady growth in tourism receipts, established online and social media presence are driving the Southern European country's upward journey. Spain's reassuring public health efforts and touristic policies during the Covid-19 pandemic had a positive impact on touristic demand, which was key to consolidating its leadership in Europe and globally.

### Biggest Improvements

In this edition, two international giants have emerged as forerunners in the race for interest from tourists: **Germany** and **Italy**. Both countries have risen in the rankings, by two and one places respectively, having scored excellent results for D2 - Digital Demand © and social media performance. They maintain their "good" CBS Rating © ("A"). Italy shows great strength in light of the pandemic, managing to maintain its strong appeal among tourists despite the challenges thrown its way.

**Austria** is back on track, climbing two places to reach number 10 in Europe, and six places to reach number 17 on the global stage. The country is doing well in terms of driving demand among tourists, scoring well for D2 - Digital Demand © during the pandemic, as well as online search and social media performance. This goes hand in hand with one of the NTO's strategic goals to support the local tourism industry in its digital transformation. Austria is also in a good position to benefit from the growing demand for all-season outdoor and nature-related activities in a post-pandemic world.

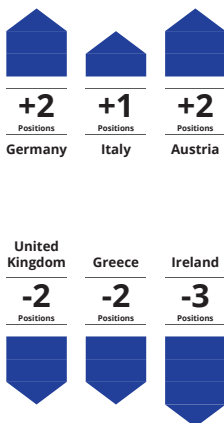
**Switzerland** secures the seventh place in the Europe ranking. It did score a lower CBS Rating © ("A") and experience drops in tourism receipts and online performance. However, thanks to an "open border" and friendly policy towards winter sports during the pandemic and an increased interest in outdoor pursuits in summer, the Alpine country witnessed considerably higher D2 - Digital Demand ©.

### Biggest Drops























The **United Kingdom** (UK) and **France** surrendered to their biggest and most direct competitors – Germany and Italy - dropping to number four and five respectively. While both the UK and France celebrated considerable tourism receipts, their performance in other evaluated areas was not mighty enough to compete with the success of Switzerland, Germany, and Italy. The UK felt the effects of Brexit and its controversial management of the Covid-19 pandemic. Its performance should stabilize again in future as it can rely on and leverage a well-established Nation Brand.

Unfortunately for **Ireland**, the slight increases in social media and online performance were not enough to save it from falling three places in the Europe ranking and six on the global stage. With less tourism receipts, a decrease in D2 - Digital Demand © and CBS Rating ©, its overall performance has weakened.


















**Portugal** is still in the Top 10, having fallen by one place in the rankings. Recent successful Covid-19 management will definitely help Portugal come back stronger in the next edition of the tourism ranking.



# Europe Rank

#	Variation		World Rank	CBS Rating
1.	-	 Spain	1	A
2.	+1	 Italy	2	A
3.	+2	 Germany	4	A
4.	-2	 United Kingdom	5	A
5.	-1	 France	9	BBB
6.	-	 Turkey	11	A
7.	+1	 Switzerland	13	A
8.	-1	 Portugal	15	AA
9.	+1	 Croatia	16	AA
10.	+2	 Austria	17	A
11.	-2	 Greece	19	BB
12.	+2	 Netherlands	21	AA
13.	-	 Norway	23	AAA
14.	-3	 Ireland	27	BBB
15.	-	 Sweden	29	AA
16.	+5	 Iceland	32	AA
17.	+2	 Denmark	33	BBB
18.	-2	 Russian Federation	36	A
19.	+1	 Finland	40	AA
20.	-2	 Poland	45	BBB
21.	-4	 Belgium	48	BBB
22.	-	 Malta	51	BB
23.	+1	 Luxembourg	52	AA
24.	+2	 Slovenia	59	AA
25.	+2	 Hungary	62	BBB

# Europe Rank

#	Variation		World Rank	CBS Rating
26.	-3	 Czech Republic	64	AA
27.	-2	 Cyprus	65	BBB
28.	-	 Bulgaria	69	A
29.	+1	 Albania	75	AA
30.	+5	 Andorra	76	AA
31.	-	 Slovakia	83	AA
32.	-	 Estonia	87	A
33.	-4	 Romania	90	BB
34.	-1	 Montenegro	91	A
35.	-1	 Ukraine	93	CCC
36.	+1	 Serbia	98	BB
37.	+2	 Latvia	105	BBB
38.	-	 Bosnia and Herzegovina	109	AAA
39.	-3	 Lithuania	111	BBB
40.	-	 Belarus	130	A
41.	+1	 Macedonia, FYR	153	BB
42.	-1	 Moldova, Rep.	166	B

# Africa

Gaining ground with Egypt now in global Top 25



## Number 1 - Egypt

For the second time in a row, **Egypt** secured the lead position in the Africa ranking. Egypt stood out in terms of D2 - Digital Demand © and an impressive CBS Rating © ("AAA"). Its online performance and social media presence became stronger, too. Such incredible achievements across the board sent Egypt up by two places in the rankings, landing it in the global Top 25 for the first time. After feeling the knock-on effects of the civil unrest in the Arab Spring and terrorist attacks in 2018, the country's reputation has bounced back. Now, once again, Egypt seems to be on the road to prosperity from tourism.

### Biggest Improvements

**Tanzania** is confidently climbing the tourism rankings. It retains the highest possible CBS Rating © ("AAA"), having focused efforts on promoting its unique natural world and cultural heritage. The East African country shows improvements across all evaluated areas of performance.

**Nigeria** climbed five places to come in at number 10 in the Africa ranking thanks to scoring for social media and online performance for the first time. However, the country of over 210 million inhabitants lost out on tourism receipts, saw a decrease in its CBS Rating © and D2- Digital Demand ©.

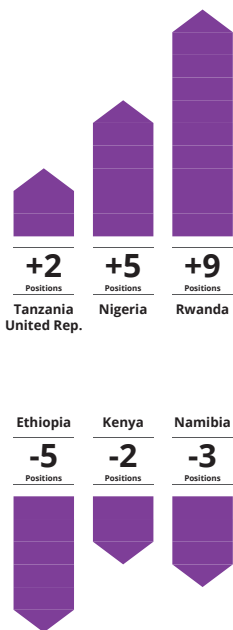
**Rwanda** leapt up by nine places, just missing out on a place in the Africa Top 10. While tourism receipts decreased, Rwanda saw noteworthy improvements to its social media performance, as well as good results for D2 - Digital Demand © and online performance. It is developing a name for itself as a wildlife destination, as well as a regional meetings and events hub.

### Biggest Drops


























In the midst of a civil war, **Ethiopia** is out of the Africa Top 10, having dropped five places. Ethiopia retained its CBS Rating © ("A") and online performance but this was not enough to compensate for decreases across other ranking variables.

**Kenya** is also down from number five to number seven. The only improvement to report is its increase in online performance. Unfortunately, D2 - Digital Demand © search and social media performance, as well as tourism receipts suffered blows. It seems likely that the figures will climb back up once global tourism picks up again.


























**Namibia** dropped by four places and is now number 15 in the Africa ranking. Namibia has experienced a decrease across all variables with the exception of its online performance. Let's see if the country's new heritage-based sustainable development strategy for tourism helps boosts its figures again in time for the next edition.



# Africa Rank

#	Variation		World Rank	CBS Rating
1.	-	 Egypt	25	AAA
2.	-	 South Africa	41	AA
3.	-	 Morocco	43	BBB
4.	-	 Mauritius	68	A
5.	+2	 Tanzania, United Rep.	77	AAA
6.	-	 Tunisia	82	BBB
7.	-2	 Kenya	84	A
8.	+2	 Seychelles	95	A
9.	-	 Madagascar	96	BBB
10.	+5	 Nigeria	103	A
11.	+2	 Ghana	106	BBB
12.	+9	 Rwanda	112	BBB
13.	-5	 Ethiopia	113	A
14.	-3	 Namibia	120	A
15.	-3	 Uganda	124	AA
16.	-	 Sudan	129	AAA
17.	+1	 Zambia	131	AA
18.	+2	 Botswana	134	AA
19.	-5	 Réunion	141	AAA
20.	+6	 Cape Verde	143	BB
21.	-4	 Senegal	145	BB
22.	+1	 Angola	147	BBB
23.	-1	 Mozambique	149	A
24.	-	 Algeria	150	A
25.	+2	 Gambia	152	A

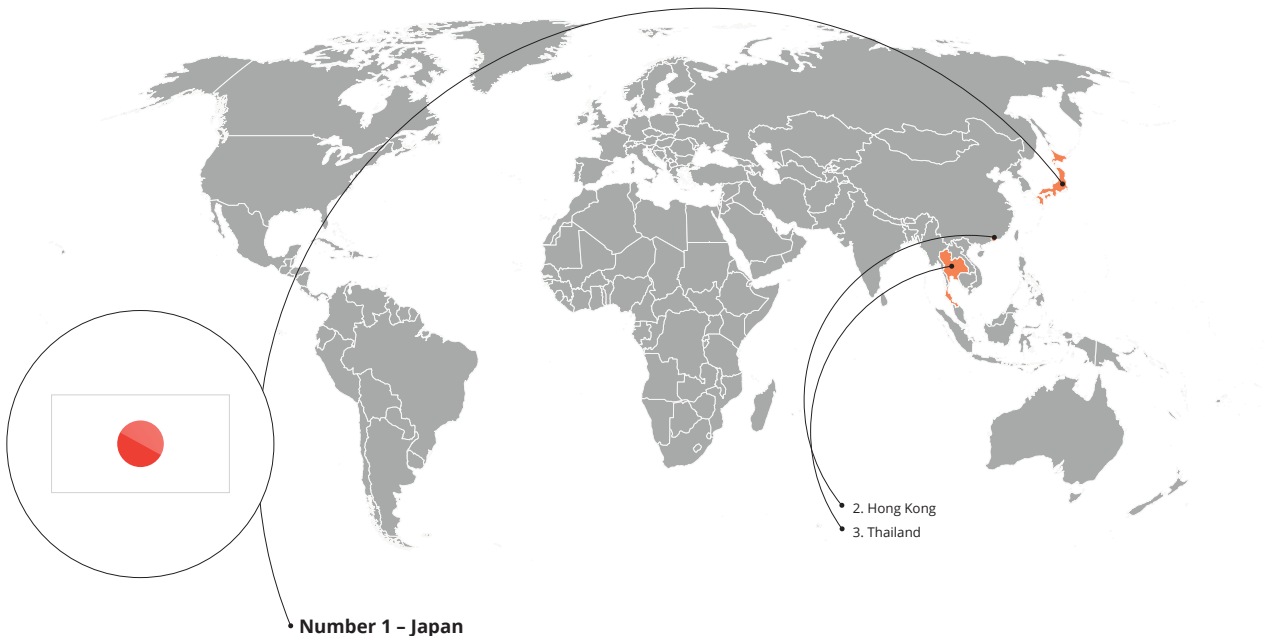
# Africa Rank

#	Variation		World Rank	CBS Rating
26	-1	 Cameroon	156	BB
27	+3	 Malawi	159	A
28	-9	 Zimbabwe	160	BB
29	-1	 Mali	165	BBB
30	+1	 Lesotho	167	AA
31	-2	 Togo	170	BB
32	-	 Sierra Leone	171	A
33	*	 Eswatini	173	A
34	+7	 Côte d'Ivoire	174	C
35	-2	 Djibouti	177	BBB
36	-1	 Benin	179	BB
37	+2	 Mauritania	180	B
38	+6	 Libya	181	A
39	+1	 Guinea-Bissau	183	A
40	-2	 Guinea	185	AA
41	*	 Comoros	187	D
42	-5	 Sao Tome and Principe	188	BB
43	-9	 Burkina Faso	191	B
44	-8	 Burundi	193	CC
45	-3	 Eritrea	194	D
46	-1	 Congo, Rep.	195	D
47	-4	 Niger	196	D
48	-1	 Congo, Dem. Rep.	198	D
49	-3	 South Sudan	202	D
50	-2	 Central African Republic	203	D

\* = New country or territory included in the ranking

# Asia

## Japan leverages its strong appeal



**Japan** performed well across the board, outrunning Thailand, and Hong Kong. It was the only country to report an increase in tourism receipts. While Japan's CBS Rating © ("A") remains unchanged, it witnessed growth in online and social media, as well as D2 - Digital Demand © search performance. The effects of the Tokyo Olympics held in 2021 will continue to impact the brand, making it more complicated for Japan's direct competitors to knock the regional leader off its high perch.

### Biggest Improvements

**South Korea** is on the ascent, rising by three places to reach number five in the Asia ranking, and by four to reach number 20 in the world. While tourism receipts were down, it saw improvements across all variables. The home of K-pop now proudly sports a very high CBS Rating © ("AA"). The spread of its pop culture, music, film and beauty industries are putting South Korea on the minds and maps of tourists around the globe.

**Singapore** is number four in the Asia ranking. Despite falling by three places in the world ranking, the city-state is still in the global Top 20 club. Singapore's tourism receipts and CBS Rating © are down, but its online and social media performances are encouraging. As tourism picks up again after the pandemic, it will be interesting to observe the effects and recovery on the South East Asian hub.

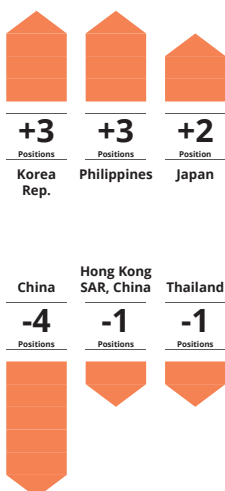
The **Philippines** seems to be recovering after going through a downward spiral in previous rankings. This is despite the decreases in results across all evaluated variables, except online performance where it managed to improve on its score. With a new tourism response and recovery plan now in action to tackle the consequences of the global pandemic, the Philippines are on track to continue reporting growth in future.

### Biggest Drops

In a bitter moment for **China**, the country has fallen fifteen places in the global ranking, losing its spot among the Top 25. That translates to minus four places in the Asia ranking. China is obviously feeling the consequences of Covid-19 originating in the city of Wuhan and subsequent restrictions. It has witnessed a dramatic decrease in website performance, suffered a big blow to its CBS Rating ©, D2 - Digital Demand © search and social media performance, as well as tourism receipts. China certainly has challenges to deal with and there is no doubt that it will invest largely in reverting the current situation. The Beijing 2022 Winter Olympics was the first major event in China's attempt to rebuild its Nation Brand.


























**Hong Kong** is down one place in the Asia ranking and as many as six on the global scale, however, it is still ahead of Thailand. Hong Kong's regional tensions and Covid-19 have left their negative mark on the East Asian metropolis' results, seen in a huge drop in D2 - Digital Demand © and past tourism receipts.

**Thailand** is also experiencing a downward turn and just managed to hold onto a place in the global Top 10. Traditionally, the Thai brand has been boosted and sustained by a strong D2 - Digital Demand ©, but this year that was not enough to ensure continued growth, since tourism receipts, social media performance and even its CBS Rating © plunged. It will be interesting to follow the country's results in the aftermath of the pandemic and after its introduction of policies like Sandbox for travelers.


























# Asia Rank

#	Variation		World Rank	CBS Rating
1	+2	 Japan	6	A
2	-1	 Hong Kong SAR, China	8	A
3	-1	 Thailand	10	BB
4	+1	 Singapore	18	BBB
5	+3	 Korea, Rep.	20	AA
6	-	 India	22	A
7	-	 Malaysia	26	A
8	-4	 China	28	BBB
9	+1	 Indonesia	30	A
10	-1	 Macao SAR, China	34	AA
11	-	 Taiwan	35	BBB
12	+3	 Philippines	37	BB
13	-1	 Maldives	39	AA
14	-	 Viet Nam	44	BBB
15	-2	 Israel	47	A
16	-	 Sri Lanka	49	A
17	-	 Saudi Arabia	56	BBB
18	-	 Qatar	58	CCC
19	+2	 Jordan	66	B
20	-1	 Georgia	67	AA
21	-1	 United Arab Emirates	70	BB
22	-	 Oman	72	BBB
23	+2	 Lebanon	78	BBB
24	+4	 Bahrain	85	BBB
25	-1	 Iran	88	A

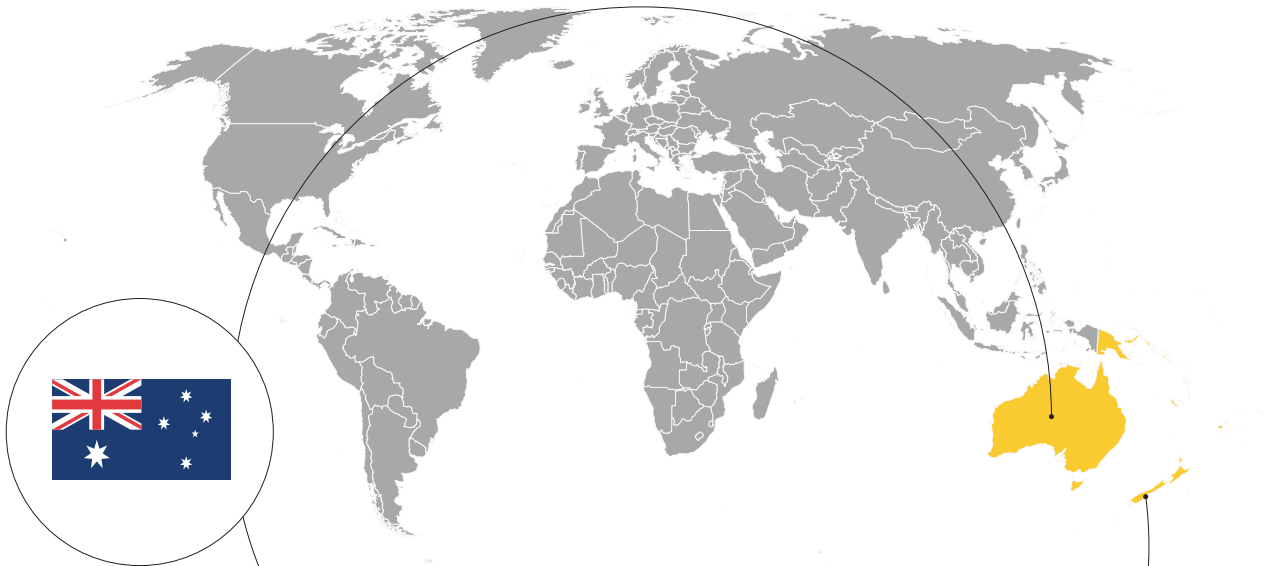
# Asia Rank

#	Variation			World Rank	CBS Rating
26	-3		Cambodia	89	BB
27	-		Nepal	92	A
28	+14		Myanmar	100	BB
29	-3		Azerbaijan	101	BBB
30	-		Armenia	104	BBB
31	-2		Kuwait	108	BB
32	-1		Lao P.D.R.	118	BBB
33	-1		Kazakhstan	119	BBB
34	-1		Pakistan	122	B
35	*		Uzbekistan	127	BB
36	-2		Mongolia	128	AA
37	-1		Iraq	132	BBB
38	-3		Bhutan	138	BBB
39	-		Bangladesh	144	BBB
40	-2		Palestine	154	A
41	-1		Afghanistan	155	AAA
42	+1		Brunei Darussalam	158	BB
43	-2		Kyrgyzstan	162	BB
44	-7		Yemen	164	B
45	-		Tajikistan	178	BB
46	-2		Timor-Leste	182	BB

\* = New country or territory included in the ranking

# Oceania

## Australia and New Zealand remain in global Top 25



### Number 1 - Australia

**Australia** is number one again in the region. To many, its dominance will not come as a surprise as the Great Southern Land has been in the lead since the first year the report was published. However, during this time the travel industry in Australia has felt the impact of strict pandemic management measures, as well as damaging wildfires, which garnered worldwide attention from the media. Nonetheless, Australia retains its high CBS Rating © ("AA"), a stable social media performance and shows improvements to its online performance. The country's drop to number seven in the global rankings can be explained with decreases in tourism receipts and D2 - Digital Demand © searches, as well as solid competition from other countries. Japan, for example, beats Australia in this edition.

### Number 2 - New Zealand

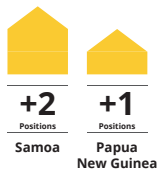
**New Zealand** is still firmly number two in the Oceania ranking and even climbed one place in the global ranking to reach number 24. The Nation Brand is solid and benefits from the country's charismatic leader and exemplary approach to managing the Covid-19 pandemic. New Zealand scores highly for D2 - Digital Demand © and reports continuous growth across online and social media performance. However, the island country has space to grow in terms of CBS Rating ©, which fell this time around.

### Biggest Improvements


















While the top four countries remain unchanged, **Samoa** comes in at number five, rising by two places. Tourism receipts may be down and its CBS Rating © now lower, however, the South Pacific island country is doing well in terms of D2 - Digital Demand ©, online and social media performance. **Papua New Guinea** is on the rise, too. While still at only number 162 of the global ranking, the country reached number eight in Oceania thanks to an increase in CBS Rating ©, as well as social media performance.

### Biggest Drops

**New Caledonia** may have gotten a higher score than Samoa and the Cook Islands in terms of CBS Rating ©, however, that didn't stop the country from suffering the biggest drop in the Oceania ranking. It's now at number seven, having fallen two places. **Palau** reports the second biggest loss, now coming in at number 10 in the Oceania ranking. Its promotional efforts focused on the pristine beaches, pacific landscapes and the island's living heritage have helped obtain a top CBS Rating © ("AAA"). Unfortunately, a negative score in D2 - Digital Demand © and tourism receipts impeded Palau's growth in this edition.



# Oceania Rank

#	Variation		World Rank	CBS Rating
1	-	 Australia	7	AA
2	-	 New Zealand	24	AA
3	-	 Fiji	80	A
4	-	 French Polynesia	116	AA
5	+2	 Samoa	142	BB
6	-	 Cook Islands	146	A
7	-2	 New Caledonia	148	AA
8	-	 Vanuatu	157	BB
9	+1	 Papua New Guinea	163	A
10	+1	 Solomon Islands	168	A
11	+1	 Tonga	169	BBB
12	-3	 Palau	176	BBB
13	-	 Kiribati	184	BBB
14	*	 American Samoa	197	D
15	*	 Tuvalu	199	CC
16	-2	 Marshall Islands	200	D
17	-2	 Niue	201	D

\* = New country or territory included in the ranking

# 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. 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 D2 - Digital Demand © software and relevant, proprietary statistical models. Furthermore, Bloom Consulting splits its Country Brand analysis in separate dimensions from its Brand Wheel ©, instead of 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 (NTOs) can get valuable information for their short to medium term strategies and goals.

### **What is new in the 2022 / 2023 edition of Bloom Consulting's Country Brand Ranking ©?**

The latest edition of the Bloom Consulting Country Brand Ranking places more focus than ever before on the importance of the digital identity of countries. Hence the online appeal and performance will have more of an influence on the success of a Country Brand. For this reason, both the Digital Demand - D2 © variable and the online performance variable hold more weight in a country's final ranking.

### **What is D2 - Digital Demand ©?**

Bloom Consulting's D2 - Digital Demand © is proprietary software developed with the intent of quantifying and measuring the total global search volume for country-specific, tourism-related keywords across more than 20 languages. Find more information at [www.d2analytics.io](http://www.d2analytics.io).

### **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 © 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 D2 - Digital Demand © software. 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 © 2022/2023 edition. In some exceptional cases, a country has reported data directly to Bloom Consulting. If a country does not maintain official profiles on social media platforms, it is still included in the ranking, but receives a lower score for the fourth variable or CBS Rating ©.

### **What other services does Bloom Consulting provide aside from this Ranking?**

Apart from our Country Brand Ranking, Bloom Consulting develops integrated Country, Region and City Brand strategies, as well as Digital identity assessments, Place Brand Analytics services and Nation Brand measurement studies.

# Bloom Consulting Country Brand Ranking ©

## Glossary

### **D2 - Digital Demand ©**

Bloom Consulting's proprietary software for measuring the total search volume from the most important search engines across more than twenty different languages.

### **National Tourism Organization (NTO)**

The national agency responsible for the touristic promotion of its respective Country Brand.

### **Country Brand Strategy Rating (CBS Rating ©)**

Bloom Consulting's rating technique, which evaluates the accuracy of an NTO's strategic positioning.

### **Brandtags**

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

### **Bloom Algorithm**

Our proprietary equation which calculates a Country Brand's ranking by assessing key variables to elaborate the ranking.

### **Web Analytics**

An online tool that analyzes the performance of a National Tourism Organization (NTO) website through variables such as the number of visits and amount of time spent on the webpage.

# Thank you!

For more information please contact

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