

Madrid

May 16<sup>th</sup>, 2017

## The USA on a Winning Streak: Taking the first Spot in both Rankings

Bloom Consulting has recently published the 5th edition of the Bloom Consulting Country Brand Ranking© for both Tourism and Trade.











Both editions of the Country Brand Ranking measure the effectiveness of the Country Brand of over 200 Nations and Territories worldwide in the Tourism and Investment (FDI) Dimensions.

Here are the highlights for both Rankings:

### Country Brand Ranking©

2017  
2018  Tourism  
Edition

#### Thailand Closely Tailing the USA in the Country Brand Ranking© Tourism Edition

#	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

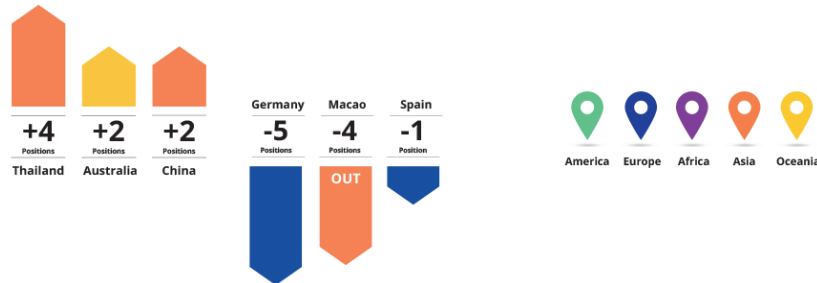
While the USA has taken the reigns of the Country Brand Ranking© Tourism edition once again, Thailand has shown an impressive performance this year by ascending the Ranking by 4 positions and making it to the second spot. This was not a lucky streak; the Kingdom has been moving its way up the Ranking since Bloom Consulting's first edition of the Ranking in 2011, when it started out in 10<sup>th</sup> place. Thailand's success is driven by increasing tourism receipts and a large number of searches performed towards the Country in the Tourism Dimension as measured with the Digital Demand – D2© software. Thailand's Country Brand seems unstoppable, with a continuously growing number of international tourists who want to visit the Country's vibrant cities and dreamy beaches.

Still in Asia, Hong Kong was able to defend its spot in 4<sup>th</sup> place, which is most likely a result of its above-average growth in Tourism receipts. China has impressed with a 2-position rise to 7<sup>th</sup> place, proving that the Country's increased focus on the Tourism industry is paying off. The United States will need to work hard to defend their winning position because this truly seems to be the Asian Century.

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## Countries Regions and Cities

Asia's neighboring continent Oceania has been shooting up the Ranking as well, with Australia having risen to 5<sup>th</sup> place in this year's Tourism edition of the Country Brand Ranking©. Australia has shown an impressive performance in every variable of the Ranking most notably being the best performer in terms of Social Media and online presence worldwide - an important component of the ranking that some Nations overlook.



While Spain could not hold up with the competition coming from Thailand, Germany might be tumbling out of the top ten altogether after having fallen down 5 spots down the Ranking to the 8<sup>th</sup> position. Although Germany has not had a significant decrease in its performance, the lack of substantial growth of its Tourism industry has been impeding the Country from holding up with the strong competition within the Top 10.

The United Kingdom was the only European Country that was able to impress by joining the Top 10 after a two-position rise to the 9<sup>th</sup> place. The Country has had an expanding Social Media presence and an increasing number of searches have been performed towards the United Kingdom in the Tourism Dimension. While no direct consequences of the Brexit vote are visible yet, this might change soon.

## Country Brand Ranking©

2017  
2018 Trade Edition

### The UK and the Americas Climbing up the Country Brand Ranking© Trade Edition

#	Variation	Country	CBS Rating
1.	-	United States of America	A
2.	+1	United Kingdom	AAA
3.	+4	Brazil	A
4.	-2	China	BBB
5.	-1	Hong Kong SAR, China	AA
6.	+4	Canada	BBB
7.	+1	Australia	A
8.	-2	France	AA
9.	-	India	AA
10.	-5	Singapore	A

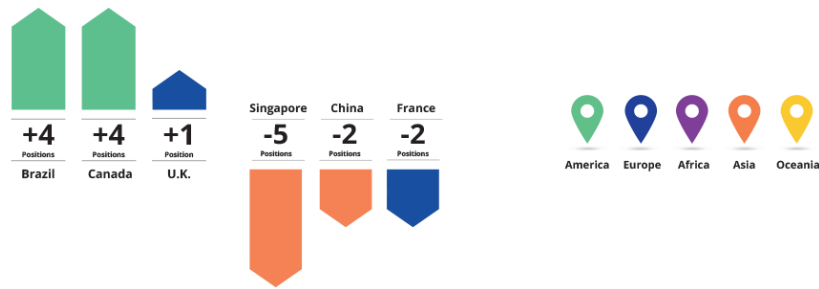
The United States of America are the winners of the Country Brand Ranking© Trade Edition for the 5<sup>th</sup> consecutive year. Their winning streak is the result of an excellent score in Net FDI, a consistently high number of searches performed towards the Country as measured with the Digital Demand - D2© tool and a strong Country Brand Strategy Rating©.

The USA is not the only American Country to impress. Brazil is coming in close by moving up 4 positions in the Ranking, making it to 3<sup>rd</sup> place. The Country has shown an impressive Social Media performance, high Net FDI scores and strong D2© results. Furthermore, Canada has secured itself a spot in 6<sup>th</sup> place after an incredible 4-position ascension. The Country has proven that it is fierce competition within the Top 10. On

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## Countries Regions and Cities

the other side of the Atlantic, the UK is threatening to push the USA off of its throne after having risen by one spot to 2<sup>nd</sup> position.



Unlike in the Tourism Edition, Asia faced a major downturn in this year's Trade Edition. While the global financial center Singapore seemed to be on a promising rise in last year's Ranking, the Lion City's roar was not loud enough to keep its competitors away.

Singapore has fallen from 5<sup>th</sup> position to 10<sup>th</sup>, partially due to a stronger performance of its competitors. Furthermore, the UK and Brazil pushed China down from 2<sup>nd</sup> to 4<sup>th</sup> position. The Asian giant has had a weak Country Brand Strategy Rating© and a slowing FDI growth in the past two years.

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**Bloom Consulting**, founded in 2003, specializes in the development and evaluation of strategies for national, regional and local governments around the world, and collaborate with Prime Ministers, Presidents and mayors, as well as tourism bureaus and trade and investment agencies. Bloom Consulting have worked extensively in the field of Country Branding, having worked with over 45 Countries in 4 Continents. Their client list includes Governments across the globe such as that of Poland Germany, Sweden, Abu Dhabi, and Seychelles, among others. Within South America, Bloom Consulting have previously worked with the Agency for Promotion and Investment in Costa Rica (CINDE), evaluating the brand of national investment in a global context; the Government of Paraguay, developing their new country brand; and the city of Buenos Aires, evaluating and creating a strategy to implement with regards to tourism attraction. In addition, Bloom Consulting are official data partners of the World Economic Forum, having contributed data to the recently published Travel and Tourism and Competitiveness Report 2017.

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