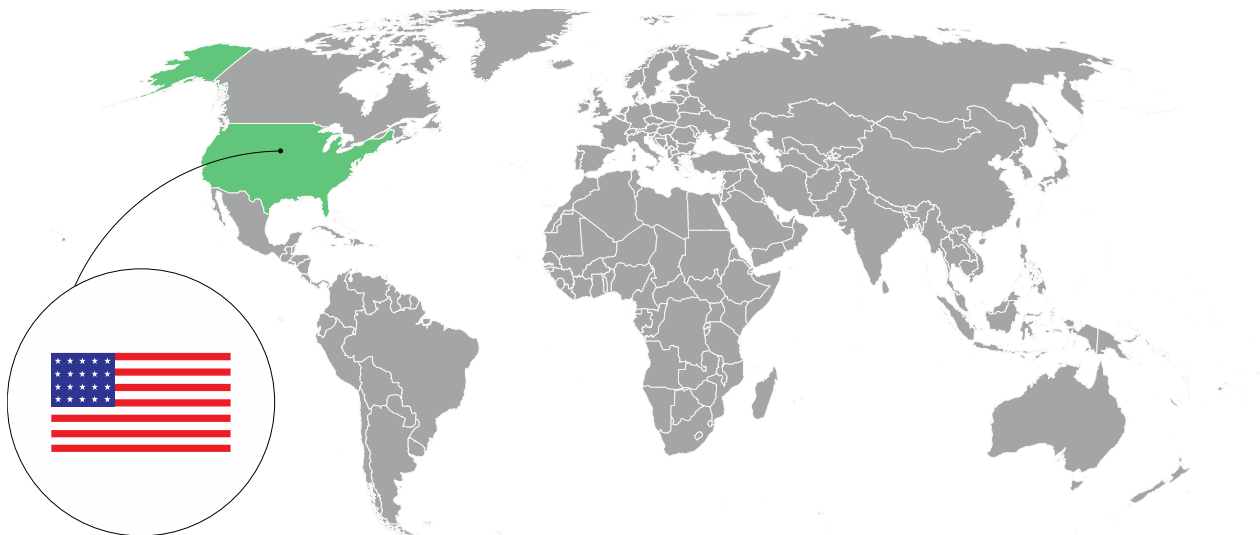


# The United States of America, still the strongest Country Brand in the world



**According to the Bloom Consulting Country Brand Ranking © 2019/2020 edition, the United States of America is still the strongest Country Brand in the world.**

**Hong Kong, the United Kingdom, Italy, France and Germany are the only Country Brands that managed to be on the Top 10 of both Tourism and Trade editions.**

The Bloom Consulting Country Brand Ranking © measures the brand performance of almost 200 countries and territories in the Tourism and Trade. Both editions were launched at City Nation Place - Latin American & The Caribbean event, on San Jose, Costa Rica, last September 3<sup>rd</sup> 2019.

Download the complete rankings [here](#).

2019  Tourism  
2020 Edition

## Highlights from the Tourism Edition

After a great performance in the previous **Tourism** ranking, Asia now shows a decreasing trend. The only exceptions being the global surprise increase of Hong Kong to 2<sup>nd</sup> place and Japan with a brilliant climb to the 8<sup>th</sup> place. Thailand unexpectedly fell to 6<sup>th</sup> place, while China dropped six positions to the 13<sup>th</sup> position. Singapore is on the verge of leaving the Top 15 and India faded to 18<sup>th</sup> place. The main exits from the global Top 25 performers were Macao and Taiwan, to 29<sup>th</sup> and 34<sup>th</sup>, which contributed to the negative trend in Asia.

Europe saw traditional brands like France and Germany barely making it inside the global Top 10, and being surpassed by Italy, who took over the 7<sup>th</sup> place. Despite *Brexit*, The United Kingdom moved up five positions in the

Ranking occupying a brilliant fourth place and Ireland climbing its way to the Top 20. Spain kept third place. Portugal and Croatia seem to be taking over the Top 25, and a lot of credit must be given to their Country Brand strategies.

Concerning the Americas, Mexico got very close to the Top 10, increasing five positions to 11<sup>th</sup>, but worldwide, only the US was able to be on the winning list, once more. Canada lost ground and leaving the Top 15<sup>th</sup> down to 16<sup>th</sup> place. Although not among the global Top 25 performers, Costa Rica moved up four position in the Americas ranking and is now the 5<sup>th</sup> most prominent brand in Tourism, taking over Peru. Nonetheless, Latin America had mixed performances due to the drops experienced by Argentina, Chile, Uruguay and Venezuela.

On the other side of the world, Oceania can still count on the Australian powerhouse which hold its 5<sup>th</sup> position worldwide and on New Zealand, which climbed six positions to 25<sup>th</sup> place. This is the first time in the history of the of Bloom Consulting Country Brand Ranking © that the Kiwis were on the Global top 25.

The big comeback was made by Egypt representing Africa followed by South Africa who lost it's thrown.



### Highlights from the Trade Edition

performance stands out becoming the runner-up in Asia and climbing five positions to 4<sup>th</sup> place, ahead of global powerful countries like Brazil, Hong Kong, France and Australia globally.

In Asia, China, which dropped strongly in Tourism, climbed to 3<sup>rd</sup> on Trade. Hong Kong has done just the opposite. It was the runner-up in the Tourism edition but decreased five positions to 10<sup>th</sup> place in the Trade one. Singapore left the Top 10 and Thailand felt hard to position number 21, while Indonesia and Malaysia seem to be recovering worldwide, now in positions 18<sup>th</sup> and 22<sup>nd</sup>, respectively.

France and Germany have performed well: the former climbed to 6<sup>th</sup> place and the latter was able to enter the Top 10. The United Kingdom maintained a solid 2<sup>nd</sup> place. Europe also has The Netherlands and Ireland going forward to 12<sup>th</sup> and 13<sup>th</sup>. Although Switzerland had the best result by climbing 13 positions to 20<sup>th</sup> place. Portugal deserves a special mention by including its Country Brand among the Top 25 for the first time in the history of this ranking.

Alongside the leader US, Brazil and Canada represent America in the global Top 10, at 5<sup>th</sup> and 8<sup>th</sup>, respectively, even though both nations are not experiencing a positive trend. Mexico and Colombia are also present in the worldwide Top 25, at 16<sup>th</sup> and 23<sup>rd</sup>. Panama managed to enter the American Top 10 and Ecuador reached 15<sup>th</sup> place in the same ranking. Almost all Caribbean nations improved its performance, with the Cayman Islands being the best positioned regionally at 12<sup>th</sup>.

Australia kept its 7<sup>th</sup> place worldwide, but unlike the Tourism ranking, New Zealand is not in the global Top 25 performers, now sitting at 42<sup>nd</sup>. Nevertheless, these two countries rules Oceania, at 1<sup>st</sup> and 2<sup>nd</sup>.

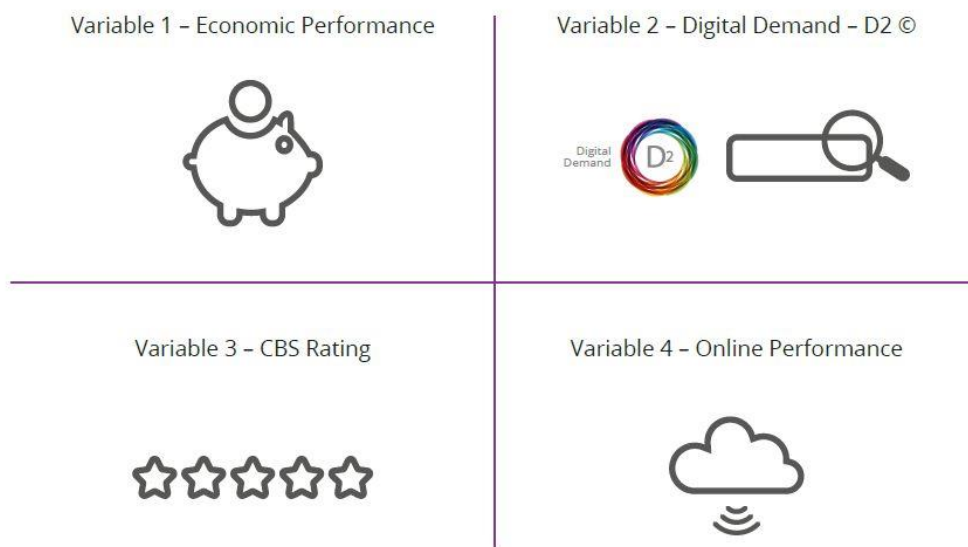
Africa kept South Africa and Nigeria on the continent's leadership but hasn't managed to guide them beyond the 36<sup>th</sup> and 38<sup>th</sup> places globally. Although Egypt is a strong Country Brand in Tourism, it has only reach 3<sup>rd</sup> place in Trade's regional rank, surpassing Morocco. But Ethiopia is the name to keep in mind in this investment edition due to its climbing to 7<sup>th</sup> place and could be the new emerging Country Brand, both locally and globally.

### Methodology

The **Bloom Consulting Country Brand Ranking**© is a biannual study developed by **Bloom Consulting** based on a proprietary algorithm that combines four key variables to analyze the success of the different brands of countries and

territories, as well as their performance in the last five years. The variables of the ranking take into account the economic performance, proactive searches in search engines (measured by the Digital Demand – D2 © tool), its performance online (in social media and websites), as well as their digital presence, to be able to present an accurate and objective evaluation of the brand.

The results of the **Bloom Consulting Country Brand Ranking©** not only measure the perceptions and the appeal of a Country Brand in the Tourism and Trade sectors, but also ranks the performance of the Country Brand in a tangible and realistic way. The 2019/2020 edition included 198 unique Country Brands for the Tourism edition and 194 for the Trade edition.



**About Bloom Consulting**

*Founded in 2003, Bloom Consulting is a consulting firm specialized in the development and evaluation of the strategies of local, regional and national governments all over the world in collaboration with presidents, prime ministers and mayors, as well as tourism and trade agencies. Bloom Consulting works in the area of Place Branding and Nation Branding and has over 70 clients in five continents, including the countries of Sweden, Costa Rica, Seychelles, Israel and Australia. Beyond this scope, Bloom Consulting is an official partner of the World Economic Forum.*

[www.bloom-consulting.com](http://www.bloom-consulting.com)

[contact@bloom-consulting.com](mailto:contact@bloom-consulting.com)