

Bloom Consulting

Countries Regions and Cities

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The World Economic Forum released the NEW Travel & Tourism Development Index in Davos and Bloom Consulting is an official data partner.



The cover of The Travel & Tourism Development Index 2021

The World Economic Forum today at Davos Forum presented their latest report - The Travel and Tourism Development Index 2021.

Bloom Consulting is part of the Advisory Group for the World Economic Forum's (WEF) Travel and Tourism Development Index 2021. Together with its intelligence company, D2 – Analytics, it is one of the official global data partners for this Index. It is the evolution of widely known Travel & Tourism Competitiveness Index known already for 15 years.

The 2021 WEF Travel & Tourism Development Index is a biannual “strategic benchmarking tool” that measures a broad range of tourism and travel related indicators and policies in over 100 countries. It also affords economies an overall score on how they rank against other countries and regions.

Bloom Consulting provided data from its Country Brand Ranking © and D2 – Digital Demand © that together measure the effectiveness of a Country’s Brand.

Bloom Consulting is proud to have shared its intelligence with the World Economic Forum since 2015. It has been an honor to work closely with the WEF team on this biennial publication!

Download the report here: [Travel & Tourism Development Index 2021](#)

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

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