

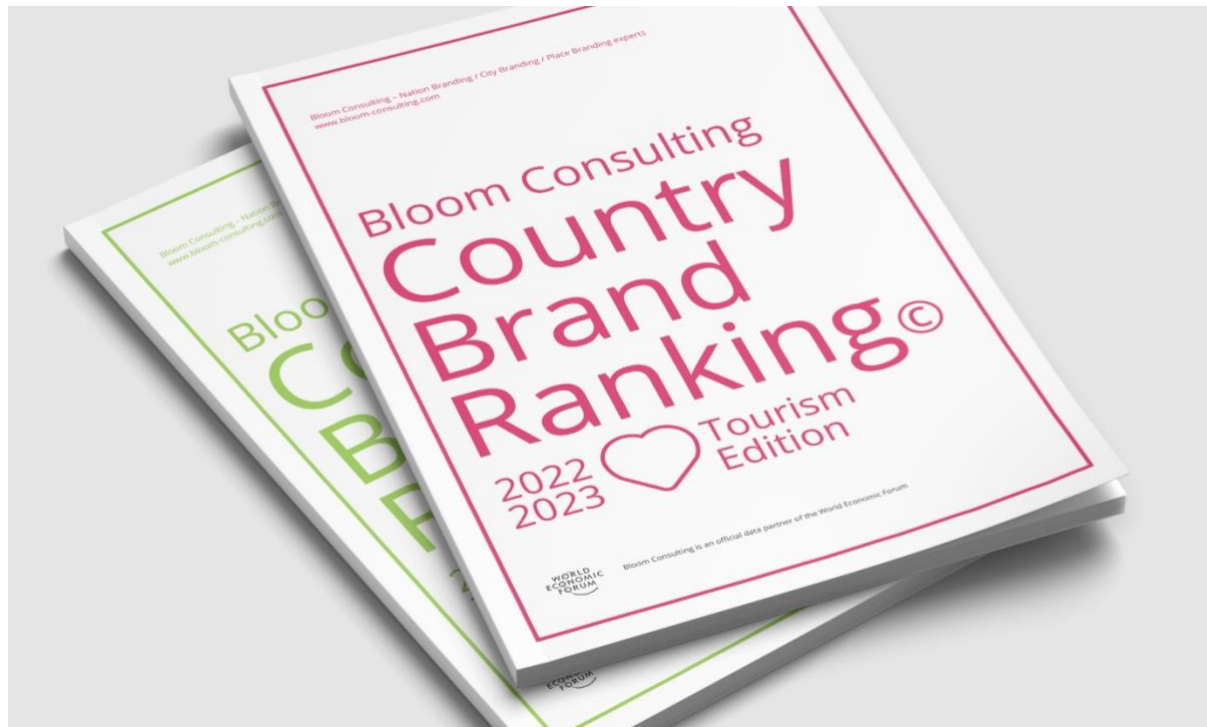
Bloom Consulting

Countries Regions and Cities

Madrid

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New Bloom Consulting Country Brand Rankings © first to reveal impacts of Covid-19 on Nation Brands



Bloom Consulting Country Brand Ranking Tourism and Trade Editions

Bloom Consulting announces the release of its annual Country Brand Rankings ©. The 2022 | 2023 editions of the Trade and Tourism reports are the first to reveal the effects of the Covid-19 pandemic on the performance of over 200 Nation and Territory Brands worldwide.

Tourism

Spain and **Italy** were among the first and worst-hit countries in Europe by the pandemic but Spain still takes the throne and Italy has jumped five places to reach number two. The South European stars have pushed the **United States of America** down to three. In a good year for Europe, **Germany** has risen by six places, landing at a comfortable number four. Finally, the **United Kingdom** has suffered a minor drop, closing the Top 5.

Trade

Despite Brexit, the **United Kingdom** comes in at number one, pushing the **United States of America** down to two for the first time since the inception of the ranking. Continuing its upward journey, **India** is now in at number three. Powerhouses **France** and **Germany** have gained ground and round off the Top 5.

Future editions will reveal the effects of the Russia-Ukraine war on the performance of Nation and Territory brands.

Download the complete reports here: <https://www.bloom-consulting.com/en/country-brand-ranking>

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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