

Bloom Consulting – Country Branding and Place Branding experts
www.bloom-consulting.com

Bloom Consulting Country Brand Ranking[©]

2019
2020



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

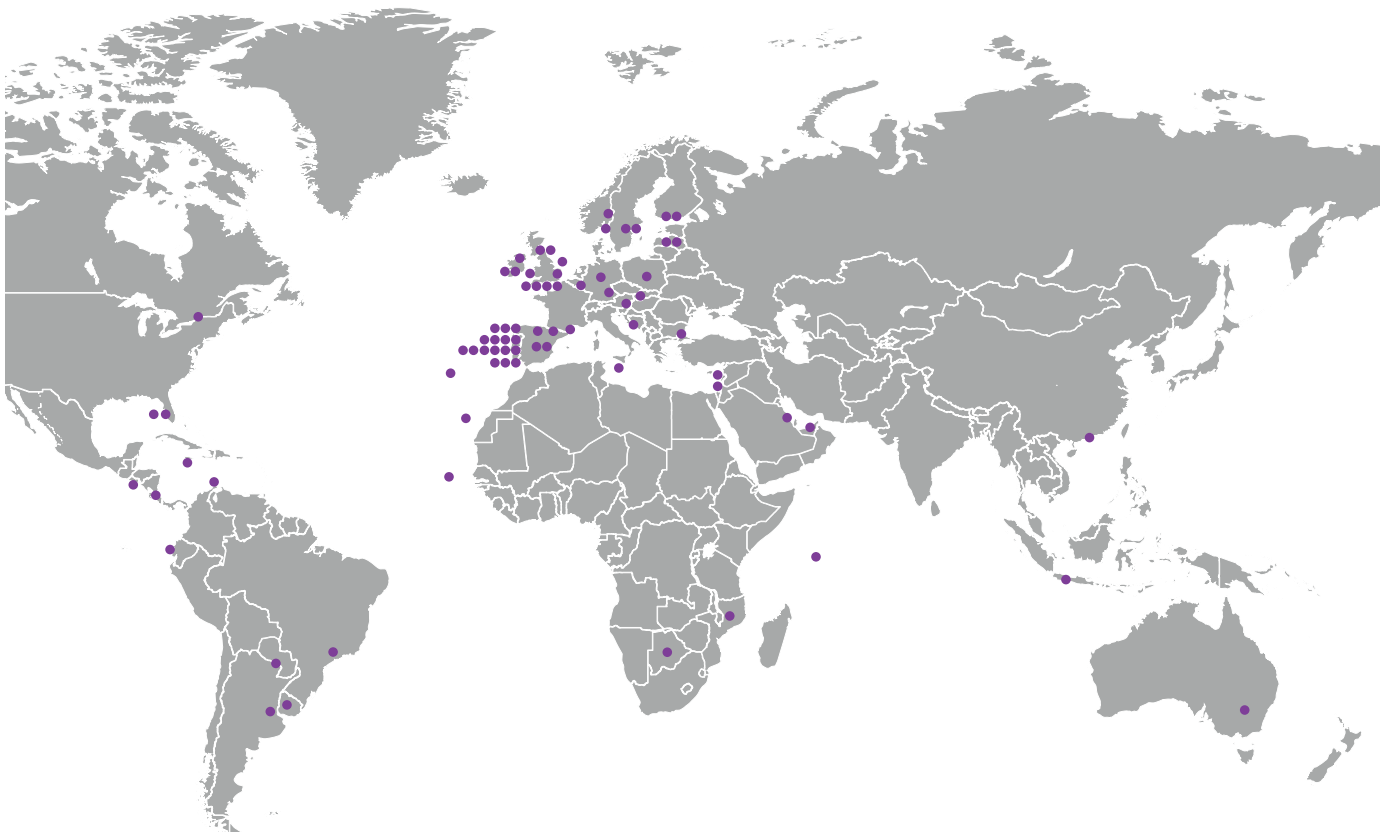
It has been a great journey since 2003, when Bloom Consulting was founded in **Madrid** as a Country Branding and Place Branding consultancy. Now, in 2019, we are celebrating our 15th anniversary with our other three offices in the international cities of **Lisbon, London** and **Sao Paulo**.

Bloom Consulting has worked with Countries, Regions and Cities from all over the world, with clients from the five continents. And our work has had significant media coverage, with interviews by **The Economist, Forbes, CNN** and **The Guardian**.

Our agency publishes the biannual *Bloom Consulting Country Brand Ranking* © for *Trade* and *Tourism*, where we extensively analyze the brand performance of almost 200 countries and territories worldwide. Furthermore, we produce the *Digital City Index* © and the *Digital Country Index* © to measure the brand appeal of Countries, Cities and Territories in the Digital World.

Bloom Consulting is a proud data partner of the  to assess Country Brand appeal.

Here are some of the Countries, Regions and Cities that Bloom Consulting has worked with:



Our list of Clients

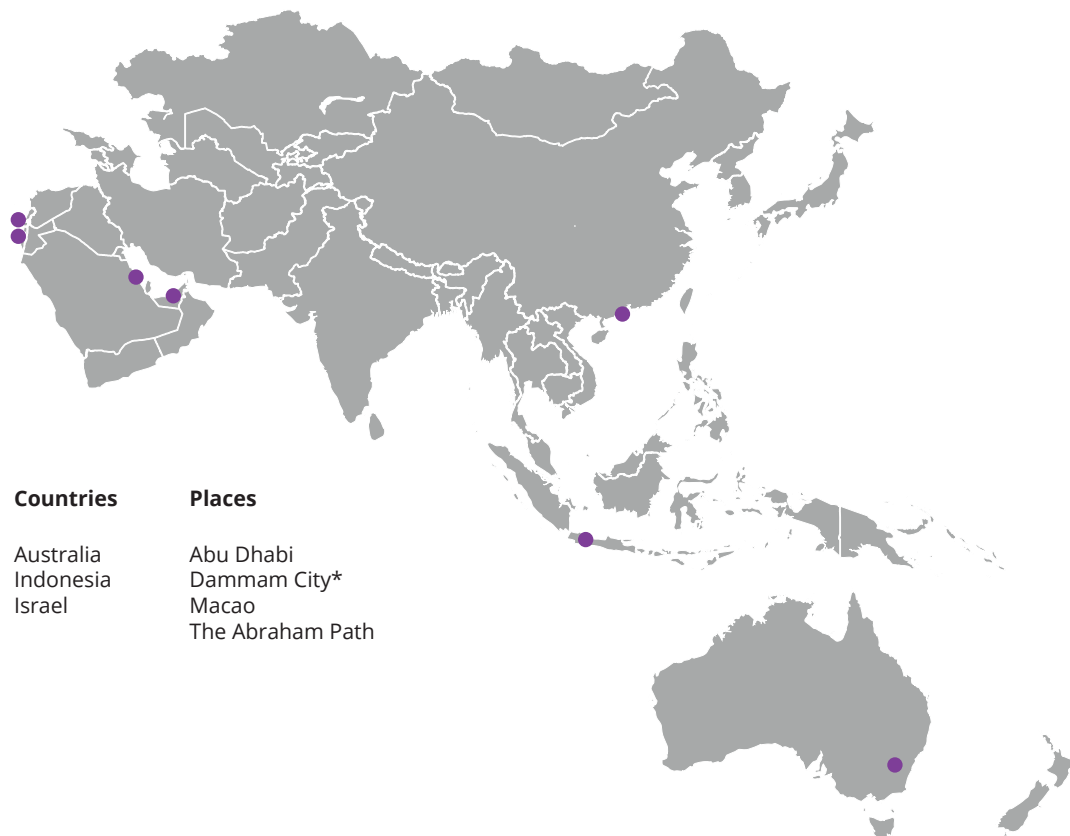
More than 70 Clients spread over 5 continents



* Project led by Placematters before uniting with Bloom Consulting

Our list of Clients

More than 70 Clients spread over 5 continents

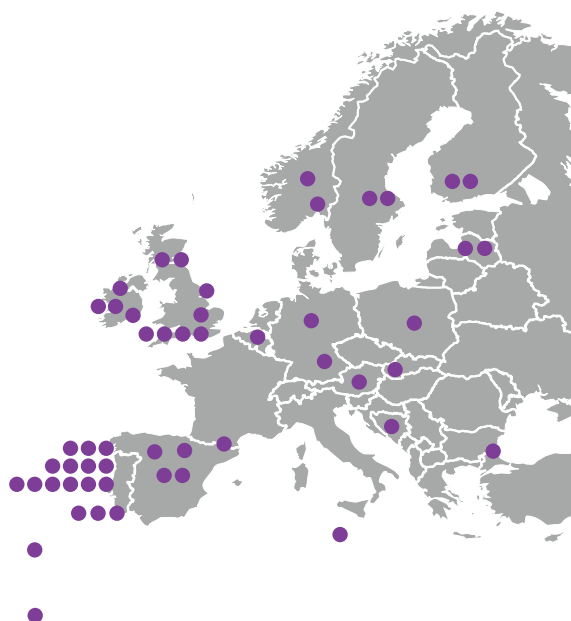


Countries

Australia
Indonesia
Israel

Places

Abu Dhabi
Dammam City*
Macao
The Abraham Path



Countries

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

Places

Algarve
Angra do Heroísmo
Bern
Braga
Bragança
Brussels
Caldas da Rainha
Castelo Branco
Castilla y León
Central Ireland
Cork City Region*
Costa Alentejana
East Renfrewshire*
Enfield North London*
Europe
Figueira da Foz
Glasgow Airport*
Guimarães
Helsinki
Herzegovina
Idanha-a-Nova

Leiria
London Art Hub*
London Bridge*
Madeira
Madrid
Mafra
Mondim de Basto
Munich
North East Lincolnshire*
Oslo region*
Penafiel
Porto & the North
Riga
Royal Borough of
Kensington and Chelsea*
Shopping Centre Bratislava*
Stockholm
Vitoria
West of Ireland
Atlantic Coast*

* Project led by Placematters before uniting with Bloom Consulting

A letter from our CEO

A ranking that marks a special date

Madrid, September 2019

2019 marks the 15th anniversary of the foundation of Bloom Consulting. Fifteen years of living a great adventure, full of challenges and successes, setbacks and discoveries, sacrifices and victories. Fifteen years of learning, building and sharing. Fifteen years of hard work rewarded with the success of our clients and partners.

The world has changed a lot since Bloom Consulting was born, and we have grown with it as we keep following and anticipating the evolution of our sector. And to do so it is necessary to know the places, the cultures, the people and their needs. It is the only way we can create strategies that have a real impact.

We truly believe in what we do. Our only focus is Country Branding and Place Branding and we put all of our efforts in our specialty. We are fully committed to provide the best know-how and the best possible solutions for each individual case.

The successful implementation of a project, with its positive and tangible results, is what inspires us to keep improving our methodology. We are living in a digital world that is constantly changing, and only a well-prepared technological framework can measure the evolution of the performance of different Country Brands and their perceptions.

Tourism is the most important sector in the world's economy, with almost 685 million online searches analyzed in this CBR© Tourism Edition. And the data we provide in this ranking are essential for the different destinations to understand their positioning and their strengths.

Our knowledge and experience tell us that the strength of a Country Brand can affect its economic performance as well as its touristic industry. We hope that this ranking can bring you valuable information for the present and the future of your country. If you wish to obtain more specific data about the performance of your Country Brand, do not hesitate to contact us at the following e-mail: contact@bloom-consulting.com

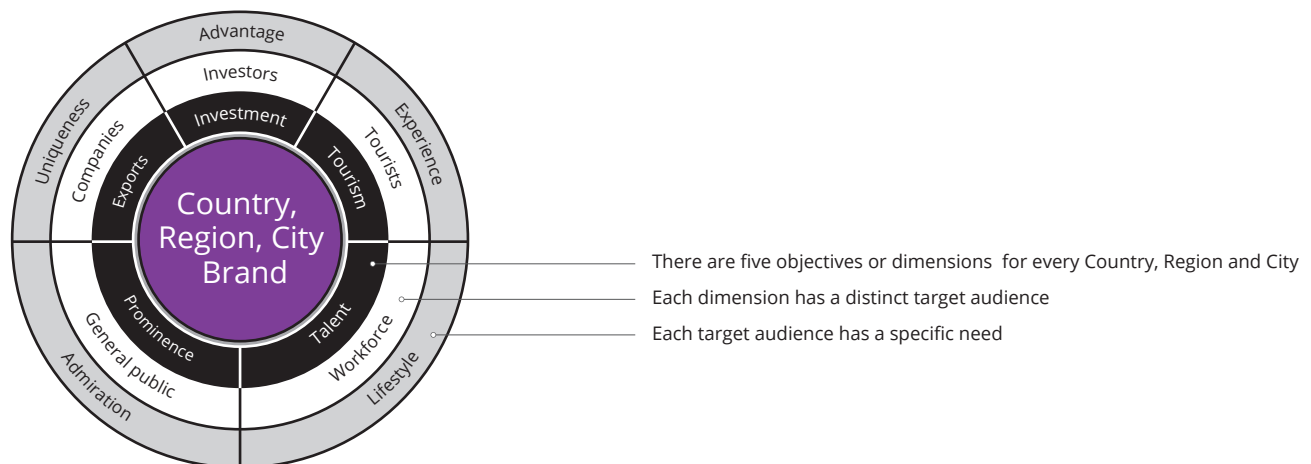
Welcome to the 6th edition of the Bloom Consulting Country Brand Ranking © Tourism!



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.

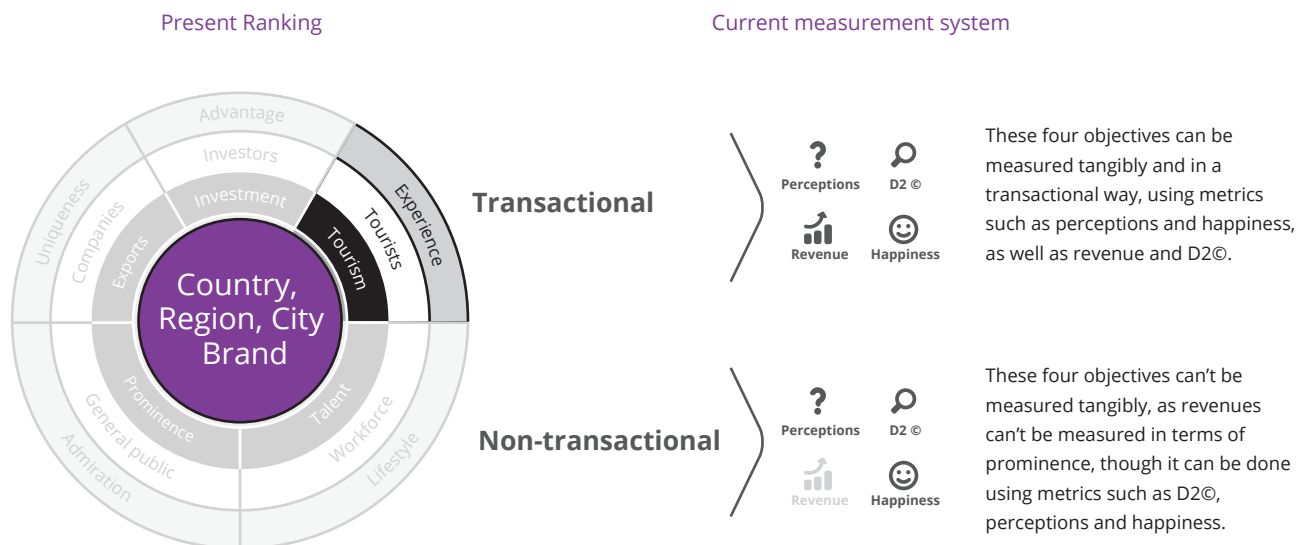
1. Attraction of **Investment**
2. Attraction of **Tourism**
3. Attraction of **Talent**
4. Strengthening **Prominence** (Increase of Public Diplomacy efforts)
5. Strengthening **Exports**

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.

Our approach to Country Branding

Bloom Consulting's Branding Wheel



Another key facet of Bloom Consulting's approach to Country, Region and City Branding is our trademark performance measurement system. Bloom Consulting has developed a set of performance indicators that measure the impact of a branding strategy within each of the five objectives and dimensions. Branding methodologies have traditionally relied on soft data such as public perception, surveys and interviews. Our technique, on the other hand, uses proprietary methods such as our Digital Demand – D2 © tool, measuring the online demand for a specific country by the target audience as well as indicators of economic impact.

For this report – the Bloom Consulting Country Brand Ranking © Tourism Edition – the online search for tourism in a specific destination, as well as tourism revenues, are measured. This data can assess the current economic impact of tourism within a country, as well as predict its future success in the industry.

Not all five dimensions of the Branding Wheel can be measured in the same way. As highlighted in the figure above, three are measured tangibly (Investment, Tourism and Exports), while the remaining two sectors (Talent and Prominence) are non-transactional.

For the time being, Bloom Consulting has developed rankings for Trade and Tourism only.

This ranking concerns **Tourism**.

Our methodology

The logic behind our Bloom Consulting Country Brand Ranking ©

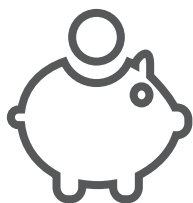
Bloom Consulting derives its biannual Country Brand Ranking © from our proprietary algorithm, only considering tourism-related variables in its formation. The results of our ranking not only measure perceptions and appeal of a tourism-specific Country Brand but also classify its relative branding performance in a tangible and realistic manner.

This year, the Bloom Consulting Country Brand Ranking © is more comprehensive than ever before as it includes 198 unique country and territory brands, five more than in the last Edition of the ranking.

Our algorithm, accordingly, comprises four key variables used in analyzing the success of Country and Territory Brands, as well as their relative performance as compared to one another. The ranking variables account for the economic performance of a country's tourism sector, its online performance, as well as digital measurements, to present an accurate and objective Brand Ranking.

This methodology used in the Bloom Consulting Country Brand Ranking © is outlined in the figure below and detailed in the following pages.

Variable 1 – Economic Performance



Variable 2 – Digital Demand – D2 ©



Variable 3 – CBS Rating



Variable 4 – Online Performance



Variable 1 + Variable 2 + Variable 3 + Variable 4 = **Country Brand Ranking**

Our methodology

Variable 1 – Economic performance



Tourism receipts



Tourism receipts growth



The tangible economic success of a country

The economic performance of a country's tourism sector is a key variable in Bloom Consulting's Country Brand Ranking ©. Economic success, whether obtained intentionally by a tailored strategy or not, is the most important aspect in measuring an effective Country Brand; the brand of a country's tourism industry cannot be strong if the country does not achieve financial gain from international visitors. Tourists will travel to a country that has a stronger appeal and greater attractiveness as a tourist destination, traits governed by the success of that Country Brand.

This variable is based on the international tourism statistics data provided by countries to Bloom Consulting and to the UNWTO (United Nation World Tourism Organization).

Tourism receipts

Average of total annual tourism receipts of international tourists within a country, 2013-2017.

Given the fact that Country Brand strategies often do not have immediate economic returns, Bloom Consulting calculates this figure as an average of a country's total annual tourism receipts from international tourists over a five-year period (2013-2017). This adjustment also accounts for possible yearly variations in total receipt due to political instability or acute economic crises.

Note that this variable is the decisive factor for the inclusion of a country or territory in our ranking. Without official data provided by UNWTO or directly from the tourism organization of the territory or country, we will not include the territory or country in the Tourism edition of Bloom Consulting Country Brand Ranking © for 2019/20.

Tourism receipts growth

Average growth of total annual tourism receipts of international tourists within a country, 2013-2017.

To account for a Country Brand's relative economic performance improvement in the tourism sector by year, Bloom Consulting computes the annual growth rate of tourism receipts from international tourists within each country as compiled through a five-year average.

Our methodology

Variable 2 – Digital Demand – D2 ©



Accommodation



General Information



Specific Activities

The total online demand for a country

According to the 2014 Google Traveler study, 65% of leisure travelers used the Internet as a trusted source of information when choosing a travel destination. Thus, millions of travelers worldwide are so inspired by the results they see on search engines that they choose to travel to a destination based on its online image.

Rankings often measure the attractiveness of a Country Brand solely by extensive market research, surveys and opinion studies. Bloom Consulting has a different measurement system as we use a proprietary software called Digital Demand – D2©. The Digital Demand - D2© tool measures the total online search volume for tourism-related activities and attractions within all of the countries and territories included in the ranking, allowing us to assess the online behavior and decision-making processes of international tourists. The more online tourism-related searches a country has, the more appealing that Country Brand is.

Given the undeniable importance of online presence in the success of a Country Brand, Bloom Consulting has analyzed online tourism-related search data across 47 brandtags, each comprising destination-specific keywords correlated to tourist activities and attractions. A total of 25,740,000 keywords were analyzed across nine languages (English, Spanish, French, Italian, German, Portuguese, Russian, Japanese, and Chinese) to derive global results.

Here is the list of topics (brandtags) covered by the Digital Demand – D2 © software, classified into three families:

Accommodation

1. Accommodation
2. Airbnb
3. Bed and Breakfast
4. Camping
5. Hostels
6. Hotels
7. Resorts
8. Special Accommodation

General Information

9. Destinations
10. Tourism
11. Tourism Attractions
12. Tourism Packages and Products

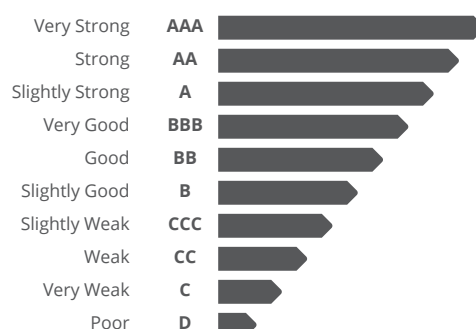
Touristic Activities

- | | | |
|---------------------------|------------------------|------------------------------------|
| 13. Adventure and Outdoor | 25. Gastro Activities | 37. Performing Arts |
| 14. Animal Watching | 26. Golf | 38. Religious Sites and Pilgrimage |
| 15. Beaches | 27. Hiking | 39. Shopping |
| 16. Boating | 28. Historical Sites | 40. Special Events |
| 17. Business | 29. Hunting | 41. Sustainable and Rural Tourism |
| 18. Couples | 30. LGBT | 42. Traditional Markets |
| 19. Cruises | 31. Luxury Tourism | 43. UNESCO |
| 20. Diving | 32. Medical Tourism | 44. Water Sports |
| 21. Entertainment Parks | 33. Museums | 45. Wellbeing |
| 22. Family | 34. Natural Wonders | 46. Winter Sports |
| 23. Fishing | 35. Nightlife | 47. Youth and Backpackers |
| 24. Gambling | 36. Parks and Reserves | |

NOTE: The detailed Digital Demand – D2 © information for every country is not presented in this document. If you are interested in a full Digital Demand - D2 © report for a specific country or group of countries (also available for regions or cities), please email us at d2@bloom-consulting.com

Our methodology

Variable 3 – Country Brand Strategy – CBS Rating ©



The accuracy of a Country's Branding strategy for tourism

The third variable of Bloom Consulting's Country Brand Ranking © evaluates the accuracy of the strategic positioning of the national tourism organizations (NTOs) of all 198 countries and territories included in the ranking. Bloom Consulting measures an NTO accuracy by means of formulae that compare the most popular brandtags (as measured by our Digital Demand - D2 © software) for a specific country to the most heavily promoted brandtags by that country's NTO.

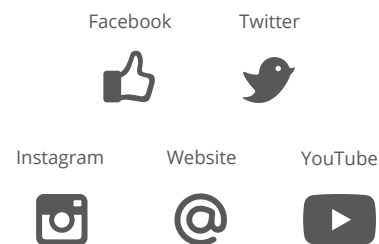
A Country Brand receives a higher rating if that country's NTO focuses its strategic and promotional positioning on the tourism-related brandtags with the highest demand as measured by total online searches from international tourists. A low rating can suggest either the inappropriate promotion of the least popular brandtags (as measured by digital demand volume) by an NTO or the lack of focus on the brandtags.

Exceptions may apply in the case of a country that has recently begun a new Country Brand Strategy for tourism to highlight lesser-known brandtags in hopes of finding new markets. In this case, a lower rating simply implies that the result of this new strategic positioning has yet to make an impact.

At times, countries do not have sufficient online presence to be awarded an accurate CBS Rating, therefore Bloom Consulting decided to attribute these countries and territories the lowest possible rate (D), so that they can still be included in the ranking, as they might have tourism receipts.

Our methodology

Variable 4 – Online performance



The total online presence of a country

Given the importance of digital strategic positioning and communication in the success of a Country Brand, the final variable for our Bloom Consulting Country Brand Ranking © takes advantage of NTO's website analytics and social media data to analyze and evaluate the total online presence of a Country Brand. A country's NTO functions as the gateway to its Country Brand and its online presence. Through its official website and presence on additional online platforms, the NTO contributes greatly to the brand's overall success.

Website Analytics

In order to assess the performance of an NTO website, Bloom Consulting uses a website analytics tool to calculate the number of total visits to the official webpage and the average time spent per visitor. Our algorithm rewards websites with a higher number of visitors and a greater digital reach.

Social Media Presence

Our algorithm additionally accounts for social media by evaluating its presence on Facebook, Twitter, Instagram and YouTube. The more likes or followers the official NTO account has on these platforms, the better its ranking will be. If an NTO is inactive or does not have an account, our algorithm penalizes its Country Brand ranking.

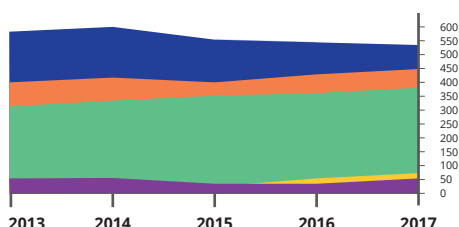
While social media activity and general online presence are important variables, they are given the least weight in our algorithm, at least for now.

World Outlook

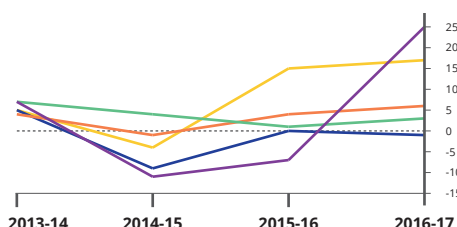
Facts and figures from the world ranking



Tourism receipts in millions (Source: UNWTO)

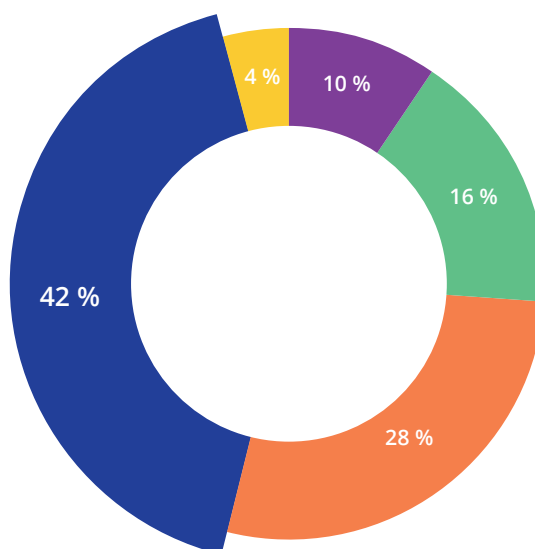
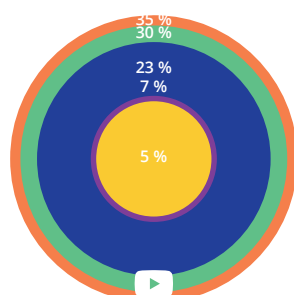
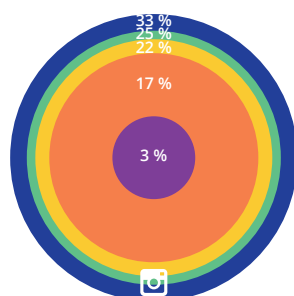
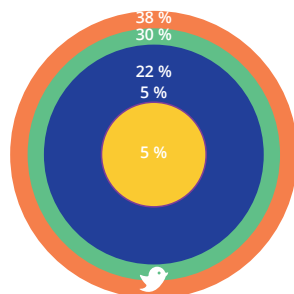
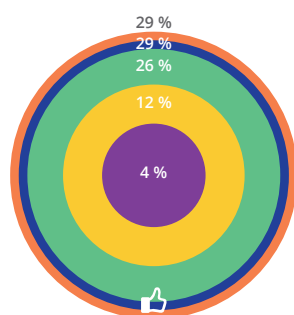


Tourism growth % (Source: UNWTO)



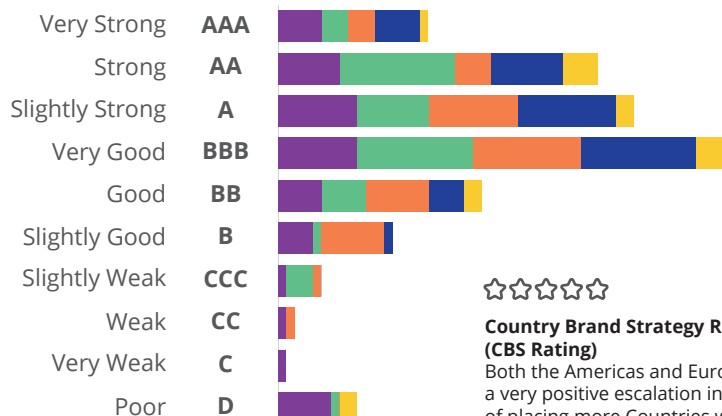
Economic Performance

Europe is once again the continent with the largest tourism receipts between 2013-2017, accounting for one-third of the world's receipts. Asia comes after Europe, with a more steady growth since 2013, but it's Africa who recovers the most with an increased rate of 25% in 2017.



Digital Demand - D2 ©

Europe remains the most searched continent by international tourists and shows no sign of backing down, which continually widens the gap with the runner-up, Asia. The Americas have gotten more searches on Digital Demand - D2 and therefore occupies the third position, followed by Africa and Oceania.



Country Brand Strategy Rating (CBS Rating)

Both the Americas and Europe had a very positive escalation in terms of placing more Countries with "AAA" ratings and overall have reinforced the strongest classifications. Africa also deserves credit for having seven countries in the highest category, when it had none on the previous ranking.

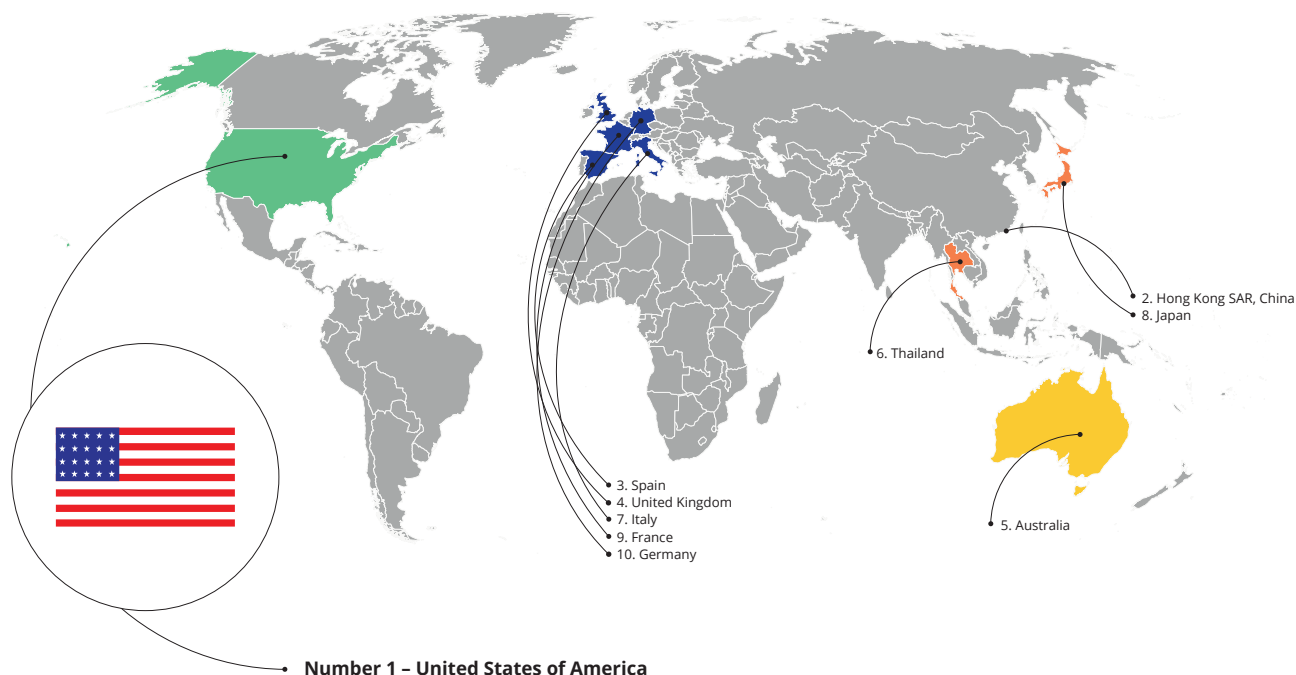


Online performance

Since the last ranking, Asia took over Facebook, Twitter and YouTube, but still has a long way to go on Instagram, which is now led by Europe. The Americas managed to boost their Instagram performance, but are losing space on the other social media, due to a more positive effort by the other continents, especially Asia.

The top 10 overview

Europe is on the rise again, Asia in decline

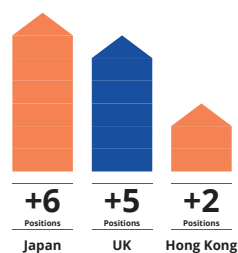


As expected, the **United States of America** is the best Country Brand in the Bloom Consulting Country Brand Ranking © 2019/2020 – Tourism Edition. Despite having slightly decreased in Digital Demand - D2 © searches and social media presence, this country continued to dominate total tourism receipts while showing constant growth without any signs of weakening. Maintaining its high CBS Rating, the US is on its way to reach its NTO strategy, for which the results will be seen in the next ranking, bearing in mind that the political situation of the country has changed since the previous ranking.

Biggest Improvements

It was expected that the 2016 referendum about the **United Kingdom's** exit from the European Union would lead to the devaluation of the pound. This fact was, indeed, an extremely positive factor for its tourism receipts. Still, the United Kingdom has been firmly committed to its Country Brand, with a significant performance in different variables: it went up to the fourth position thanks to a solid performance in online searches, a boost in social media and an increase in its Rating Score (from BBB to A). It is important to point out that this international giant has surpassed Germany and France, and is getting closer to Spain's tourism receipts.

Contrary to Asia's negative trend, **Hong Kong** took a brilliant second position, being one of the biggest winners in this ranking. Its solid online performance can be clearly seen in its excellent results in social media presence and Digital Demand – D2 © searches. It also earned the second highest CBS Rating. **Japan** represented the only new entry in the global Top 10. Due to a general improvement in several variables, particularly the growth shown in Digital Demand – D2 © searches, it is placed as the second nation with the quickest absolute increase.

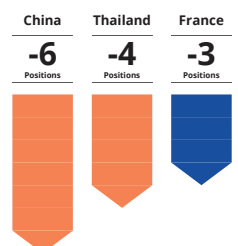


Biggest Drops

Thailand, the biggest surprise of this CBR ©, followed Asia's negative trend. It returned to the sixth position that it was in five years ago, and thus lost its leadership in the continent to Hong Kong. Thailand and Hong Kong have been taking turns in the leading position since the first ranking. Thailand lost its superiority in this ranking to Hong Kong due to the stagnation of its tourism receipts and the increase of Hong Kong's. It will be interesting to see if investing in more sustainable tourism will help Thailand once again gain ground in the ranking.

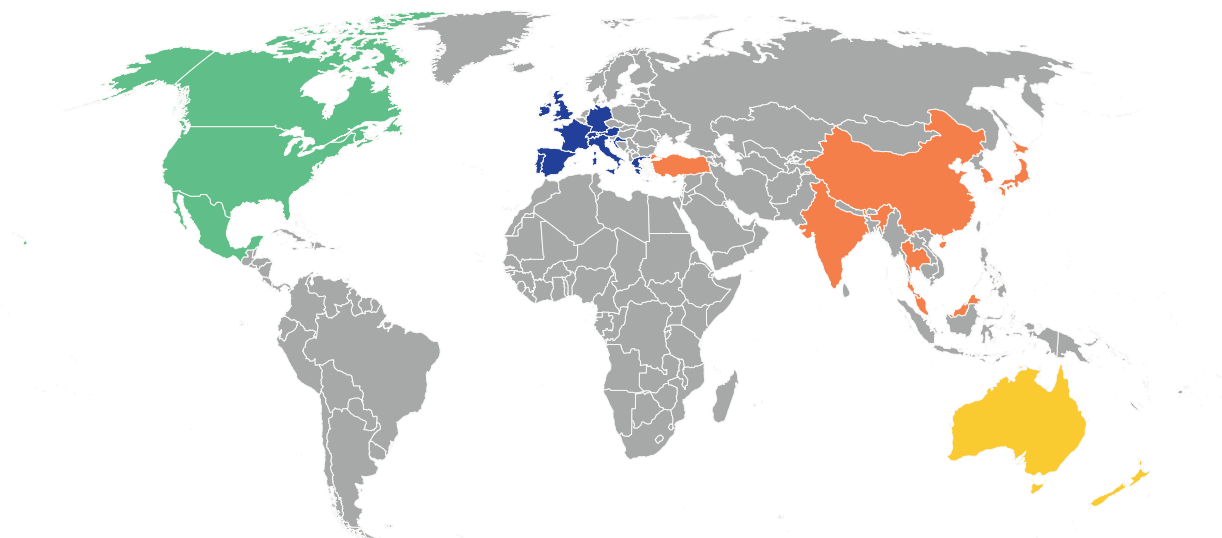
China was also penalized by a weaker performance in online searches and social media presence. It also showed negative figures in tourism receipts, resulting in its exit from the global Top 10 to the 13th position. The diplomatic tensions, pollution, currency increase and a weaker focus in promoting its Country Brand can help to disclose this drop, which will be explained further and in more detail in the Asia ranking.

France was unable to keep up with the increases of the United Kingdom, Italy and Japan, and decreased in its online and social media results, as well as Rating Score (from A to BBB). Nonetheless, it is the global runner-up in tourism receipts and the third on Digital Demand – D2 © searches. The next ranking will verify if this decrease becomes a trend, with the negative influence of the terrorist attacks the country has encountered in the past few years which projected instability and insecurity and could affect its appeal for international visitors.



Global top 25 performers

Highlights



After an amazing performance in the previous ranking, the Asian continent is moving in the opposite direction in this current one. Asia had many of its countries significantly slowing down in their performance, with **China** being left out of the Top 10, **Thailand** dropping a few places in the ranking and **Macao** out of the Top 25. Unlike the last CBR ©, where this continent showed great strength, there is now a generalized decreasing trend. **Japan** was one of the few exceptions by breaking away from this negative trend and ascending to eighth place in the world.

Looking both at the global Top 10 and Top 25, clearly Europe remains the continent with the most presence in the Bloom Consulting Country Brand Ranking © 2019-2020. Although **The Netherlands** left the Top 25, Europe consolidated itself with the new entries of **Croatia** and **Ireland**, as well as **Norway**, who stayed at number 26. Europe swiped a place from Asia, the former powerhouse that lost influence with the exits of **Macao** and **Taiwan** in this edition.


























The Top 10 remained relatively stable, with the exception of **Japan's** entrance, China's exit and powerhouses like **France** and **Germany** dropping to the last two spots. The Top 25 was a bit more frenzied. Regarding the tourism Country Brands, there has been a progression by countries in the southern part of the Mediterranean as emerging destinations. **Portugal** continued to experience a positive trend in terms of international tourist appeal. This trend is backed up by its great performance in digital searches and social media presence, as well as achieving stable tourism receipts. It is currently placed at the 14th position of the ranking with a spectacular increase of six places.

Croatia is also performing well in this current edition representing the best entrance in the ranking, directly at position number 20. Since it joined the European Union in 2013, Croatia has been focusing on responsible and sustainable tourism policies. This small country assured a good growth in the last ranking, gaining consistent tourism receipts and obtaining positive numbers of searches in Digital Demand – D2©.

The Americas retained its main three representatives: the leader **USA**, **Canada**, and **Mexico**, still the only Latin American country present in this continent's Top 25. At the moment, Mexico is at the doorstep of the global Top 10 and seems ready to be a part of it in the next ranking. Curiously, the global insecurity related to drug cartels conflicts does not seem to affect touristic visits to Mexico, since it has increased five positions reaching 11th place.

New Zealand also deserves a special mention by being part of the Top 25 for the first time and joining Oceania's leader, **Australia**. Its appeal was confirmed by the proactive searches shown in Digital Demand – D2 © and by very positive and solid tourism receipts, as a result of a strong investment on its Country Brand. Oceania had, for the first time, two countries in the world's peak. Africa, on the other hand, was not able to reach this level yet, although **Egypt** was very close, with a hopeful 27th place and exemplarily fighting all of its internal adversities to improve its Country Brand.

The global top 25 performers rank

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

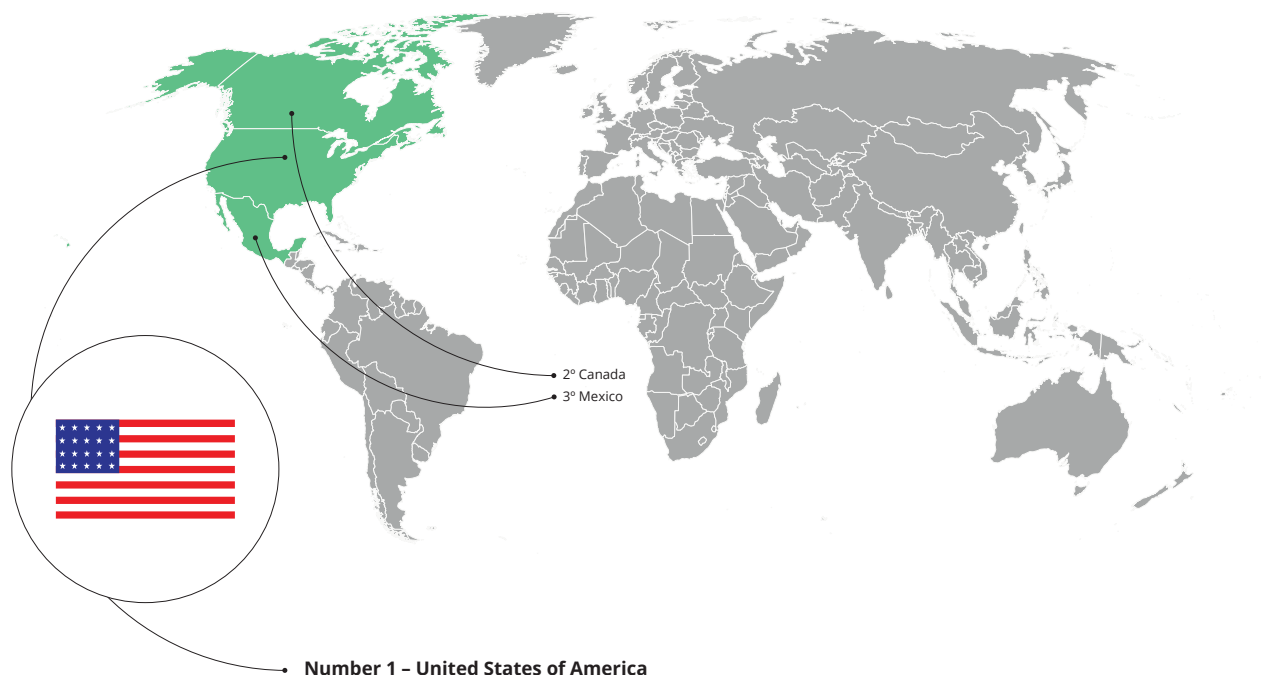
The full ranking

Ranking by continent



The Americas

Costa Rica, the champion



The United States of America is once again the unrivalled and undisputable regional and world leader in this edition of the Bloom Consulting Country Brand Ranking ©. With solid and stable tourism receipts, this country is not showing any signs of slowing down its appeal for international visitors, despite a slight decrease in Digital Demand – D2 © searches. By keeping its Rating Score (AA), it will be interesting to see, in a future ranking, the performance of the different variables, since the political situation between rankings has changed.

Biggest Improvements

Mexico, although it ranked below the USA, is the clear runner-up in the continent. It not only reached second place in the region but it also went up the ladder in the world ranking, staying just one step away from the Top 10. With a strong performance in Digital Demand – D2 © searches and social media, as well as high levels of tourism receipts, this Central American country has surpassed Canada, its most direct competitor.

Costa Rica, continued the positive trend it has been fostering in the last ranking and obtained fifth position in the current CBR©. In terms of growth it increased tourism receipts by 2%, surpassing Argentina and Panama, thanks to the awareness of the natural beauty and diversity of its Country Brand . By betting on sustainability as the engine of its economy, it's an example to other countries using the same strategy. This Central American destination improved its performance in Digital Demand – D2 © searches with the third best continental score and entered the Top 20 global ranking.

The Caribbean region experienced a strong growth despite being hit by violent hurricanes in the summer of 2017. Especially countries like the **Dominican Republic** and **Jamaica** were able to enter the Top 10. At eighth place, the Dominican Republic improved its general performance and tourism receipts by an incredible 5%. However, it is not yet possible to see the impact of the untimely deaths of some tourists in the spring of 2019 on the country. Jamaica must be congratulated for reaching a higher CBS Rating (AA) and being able to stabilize its tourism receipts thanks to prioritizing its Country Brand given the strong competition in the area.

Biggest Drops

Canada dropped to third place in the region. Even though it achieved high scores in all the variables, including tourism receipts and Rating Score, it wasn't strong enough to avoid being passed by Mexico. **Argentina** is one of the biggest drops in this ranking, and not only left the Top 5, but almost dropped from the Top 10. It had a performance in all variables that confirms its negative trend in the past ranking. The serious political crisis during the Kirchner administration maybe having an effect on its economic recovery and resulting in a decline in tourism. **Panama** also had a decrease in performance and is suffering the consequences, as it dropped its CBS Rating, being inferior to its direct competitors. Also, it lost its position in the Top 10.

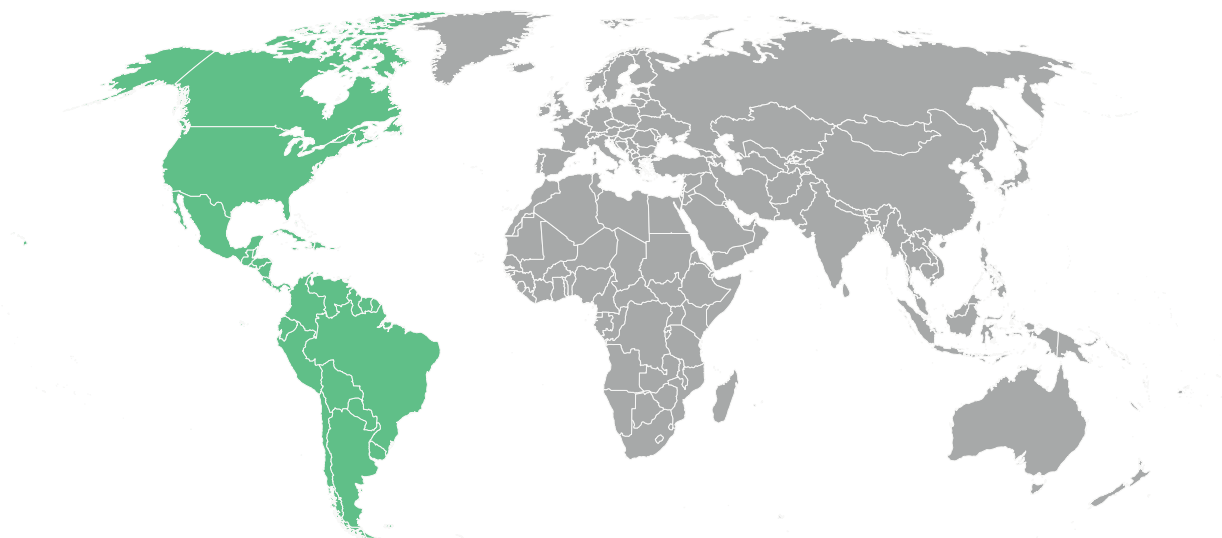


The Americas

Highlights



America Europe Africa Asia Oceania



The **United States of America** has been in first place in its continent and in the world since the first Bloom Consulting Country Brand Ranking ©. Thus, this current edition did not bring any surprises. The United States continued leading tourism receipts, widening the gap with its closest competitors, **Mexico** and **Canada**.

Brazil and **Peru** find themselves on a third level of the American rank and seem to be unmovable from that position. Their actions are still more modest than those on the Top 3 but have a lot of expansion margin and appeal. **Costa Rica** emerged as a destination that proves that sustainability is a sign of economic benefit.


























Among the 47 nations, 18 of them raised their positions in the ranking, 16 dropped down, 11 stayed the same and two countries entered the ranking for the first time. All these movements prove that the Americas market is constantly changing regarding proactive searches of international tourists. In fact, some countries increased their positions in a very short period of time, like the Caribbean, for instance, with 80% of them experiencing positive growth in touristic activities. Countries like **Mexico**, **Costa Rica**, **Jamaica**, **Barbados**, **Guadalupe**, **Honduras**, **Nicaragua** and the **Virgin Islands** have all increased their positions since the last ranking and had a very high Rating Score. The **Dominican Republic** could also be included, but its performance in future rankings is unknown due to incidents suffered by some tourists in the territory.

Haiti deserves a special mention thanks to its very positive performance and was able to respond well to all the calamities it suffered in the last few years: an earthquake, a hurricane and the humanitarian crisis that followed. **Cuba**, a strong name in the region, does not replicate this positive trend, despite showing signs that it was moving in a better direction in the previous ranking.























South America, in general, is showing a decreasing trend regarding the ability to attract tourists, evidently in recent rankings. For example, **Chile** and **Uruguay**, were not able to maintain themselves in the Top 10 of the regional ranking. They have both lost positions from ranking to ranking, especially Uruguay, who has dropped seven places since 2013. **Argentina** is no better by declining four positions, and **Venezuela**, which is practically out of the continental Top 25, due to their political and economic instability. Venezuela's case is more worrying as it became one of the least searched destinations between 2013-2017 and is experiencing a very serious crisis at all levels.

The islands of **Trinidad and Tobago** and **Turks and Caicos** are the new entries in the current ranking. The first one jumped directly to the 32nd position and had a high CBS Rating. The second one landed in the final position due to the exclusivity it brings to its authorized visitors. **Belize** left the ranking since it did not offer the necessary data that could allow the analysis of its performance.

The Americas Rank

#	Variation		World Rank	CBS Rating
1.	-	 United States of America	1	AA
2.	+1	 Mexico	11	A
3.	-1	 Canada	16	AA
4.	-	 Brazil	35	AAA
5.	+4	 Costa Rica	37	AA
6.	-	 Peru	38	AA
7.	+1	 Puerto Rico	44	AA
8.	+3	 Dominican Republic	46	A
9.	-4	 Argentina	51	BBB
10.	+5	 Jamaica	52	AA
11.	-1	 Chile	53	AA
12.	-5	 Panama	55	BBB
13.	-	 Aruba	57	AA
14.	-2	 Bahamas	58	BBB
15.	-1	 Cuba	59	BBB
16.	+1	 Colombia	64	BB
17.	-1	 Uruguay	69	A
18.	+3	 Barbados	73	AAA
19.	-1	 Guatemala	76	A
20.	-1	 Ecuador	80	BBB
21.	+2	 Curaçao	90	BB
22.	-2	 El Salvador	91	A
23.	-1	 Venezuela	92	AAA
24.	-	 Paraguay	93	AAA
25.	-	 Martinique	97	AAA

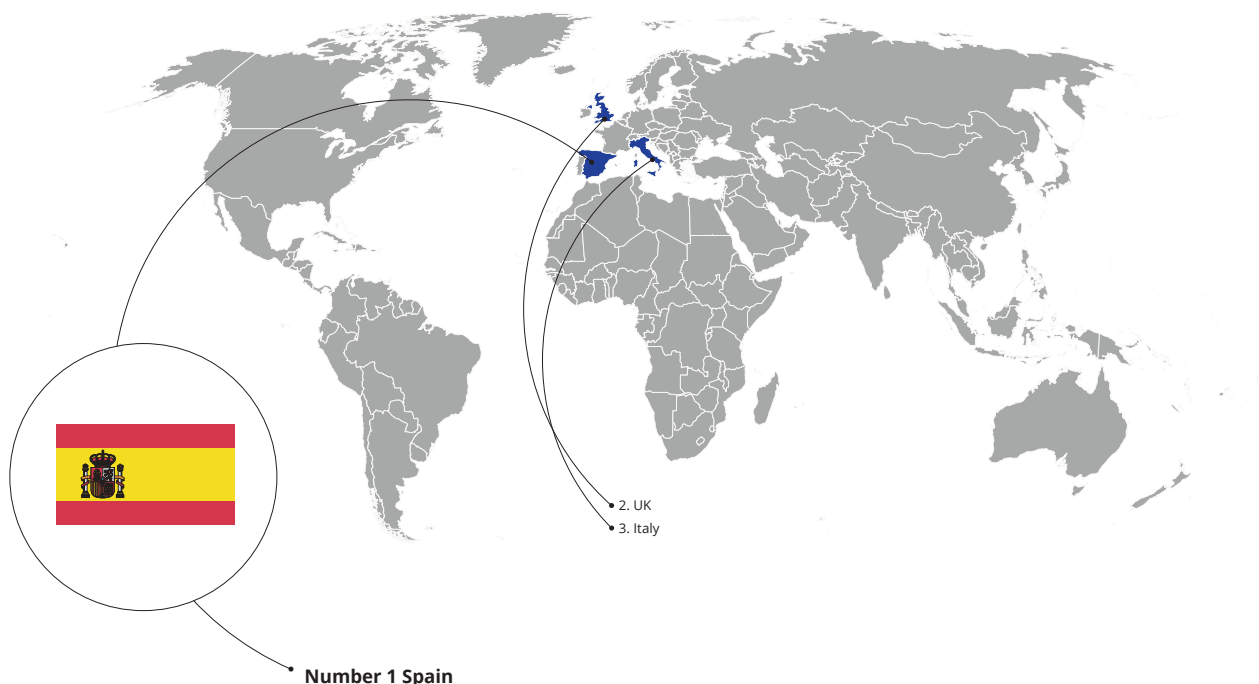
The Americas Rank

#	Variation			World Rank	CBS Rating
26.	+1		Bermuda	98	BBB
27.	+1		Guadeloupe	100	AAA
28.	+2		Honduras	101	AA
29.	+3		Nicaragua	102	AA
30.	+3		Haiti	107	BBB
31.	+3		United States Virgin Islands	109	AA
32.	*		Trinidad and Tobago	113	AA
33.	-7		Bolivia	119	BBB
34.	-5		Sint Maarten (Dutch part)	121	AA
35.	-		Cayman Islands	125	A
36.	+2		Grenada	126	AAA
37.	-		Saint Lucia	129	BBB
38.	-2		Antigua and Barbuda	133	BBB
39.	-		British Virgin Islands	135	AAA
40.	+1		Dominica	156	BBB
41.	+1		Guyana	158	A
42.	+2		Suriname	169	BBB
43.	-3		Anguilla	170	CCC
44.	-1		Saint Kitts and Nevis	174	CCC
45.	-		Saint Vincent and the Grenadines	180	B
46.	-		Montserrat	181	CCC
47.	*		Turks and Caicos Islands	182	D

* = New country or territory included in the ranking

Europe

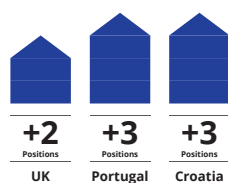
A fight between giants



Spain once again occupied first place in the European ranking, thanks to a continued and unbeatable strength in the Digital Demand – D2 © and a steady growth in tourism receipts. This country also had a great online influence and increased performance in social media. On an international level, it remained third despite the terrorist attack in Barcelona in 2017, but it was surpassed by Hong Kong. The Spanish dominance could be threatened given the new partners on the top: the UK and Italy, who performed quite high in the dimensions.

Biggest Improvements

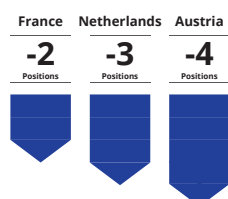
In this edition two international giants have emerged trying to claim Europe's leadership: the **United Kingdom** and **Italy**. In this current ranking, both countries gained two places. They showed excellent results in Digital Demand – D2 © searches and incredible growth in tourism receipts. Also, both of them have improved their CBS Rating to A. Italy bet on a new tourism program based on digitalization, with a result that has been clearly visible with its great performance in Digital Demand – D2 ©.



Portugal reinforced its positive tourism trend climbing up to seventh place in Europe and 14th position in the world ranking. The favorable cycle to attract tourists is clearly visible in its online search performance and its social media strategy. **Croatia**, the new entry, closed up the Top 10. It had a clear growth of 2% in its tourism receipts rate and improved the performance of the previous CBR ©. This was done thanks to a proactive Digital Demand - D2© and a great CBS Rating. It will be interesting to observe Croatia's evolution in the next ranking, since the Balkans awake the curiosity of many tourists looking for alternatives to traditional destinations.

Norway and **Iceland** also had a great performance in this ranking by listing the biggest increases in the continental rank. The first country outperformed its direct competitors, Sweden and Belgium, in Digital Demand – D2 ©. The second country has been doubling its extraordinary tourism receipts since 2016. It must also be taken into account that both countries reached high CBS Rating.

Biggest Drops

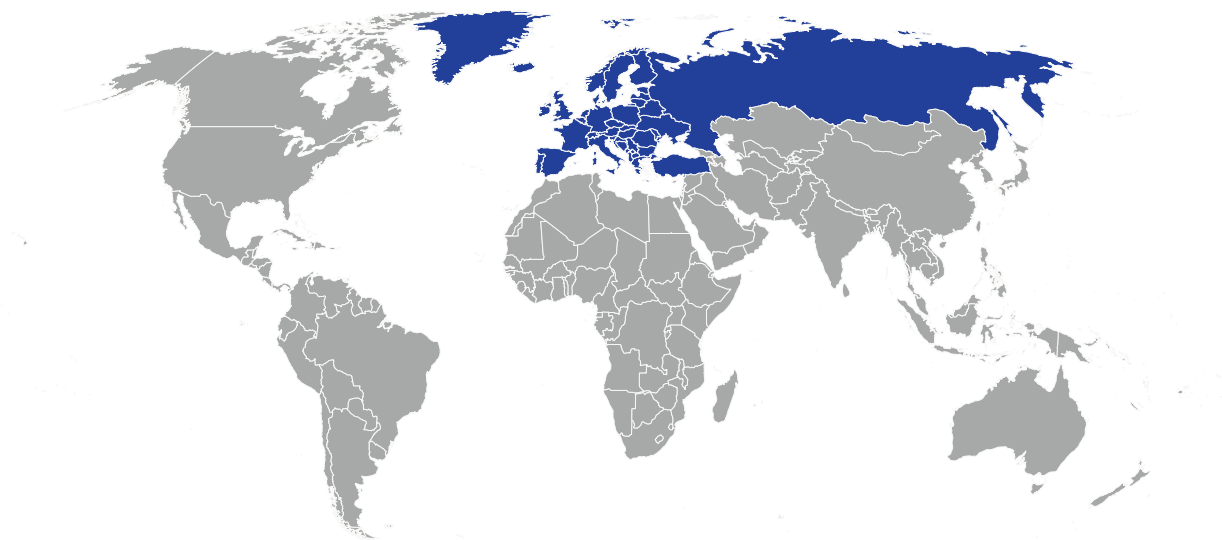


France and **Germany** have relinquished their usual places to their biggest and most direct competitors, the United Kingdom and Italy, and moved to fourth and fifth place respectively. Despite the high level of tourism receipts, none of them showed an increase compared to the last ranking. This could be due to a better performance in this variable by the United Kingdom, Ireland and Italy. In terms of Digital Demand – D2 © searches, both countries still hold good positions but the decrease in general performance is confirmed by achieving a worse CBS Rating.

Austria did not counteract the negative trend observed since the last ranking and was left out of the Top 10, although it improved in Digital Demand – D2 © searches and showed a sustainable growth of 2% in tourism receipts. **Hungary** also strongly decreased in the ranking. **The Netherlands** continued the negative trend due to a general decrease, especially in tourism receipts. This country is trying to tackle the excess of tourists but did not achieve the desired balance yet, like Costa Rica with a sustainable tourism policy.

Europe

Highlights



Spain is the undisputable leader of this European ranking and also well positioned in the global rank at third. Nonetheless, the **United Kingdom** showed, in defiance of all odds due to the Brexit, that it has the intention of fighting for Europe's leadership by climbing to second place. In the global ranking, it reached fourth place. This growth is notable in most destinations in the north of Europe, with the United Kingdom leading the way, but with good results from **Norway, Iceland** and **Ireland**, which are also around thanks to their positive performance in Digital Demand – D2 © and CBS Rating.

Italy had great success by climbing to the third position in the continent, being part of the extremely positive trend on the Mediterranean countries. It was followed by **Portugal** and **Croatia**, who are demonstrating to be the new tourism powers. **Turkey** and **Greece** were able to defend their previous positions in the ranking, with the former keeping its CBS Rating and the latter decreasing in it. **Malta** is the exception to this trend, being surpassed by **Iceland**, which more than doubled its tourism receipts, improved its searches and hiked its Rating Score.


























The region of the Balkans significantly improved its performance in the European and world rankings, with **Albania, Montenegro** and **Bosnia Herzegovina** also increasing their CBS Rating. These countries are proving that this area is becoming an interesting point of curiosity for many visitors looking for alternatives to the traditional European destinations. **Andorra**, a country that did not provide the necessary data to allow analysis until the current CBR © and that represents the new entry in this ranking, also showed good results.

France, Germany and **The Netherlands** are in a decreasing path, with the three European tourism giants trying to tackle the problem of excessive tourism. The high number of tourists in some areas has become a reason of concern for main world tourism destinations.


















The good general performance of the northern and the Mediterranean countries, and even the curiosity woken up by the Balkans, counteract a territorial decentralization of tourism interests in Central Europe. In fact, countries like France, Germany, **Austria** and **Hungary** lost digital awareness and have taken a new direction in tourism demand that seems to be getting away from them, indicating signs that tourists want to explore interesting tourism alternatives.

Despite these situations, Europe continues to lead all dimensions in the tourism world ranking, which proves that the designation of "Old Continent" is merely historical: it had more tourism receipts than the other continents, attracted more proactive online searches in Digital Demand, positioned more countries with the highest CBS Ratings, alongside the Americas, and shared with Asia the performance in online projection.

Europe Rank

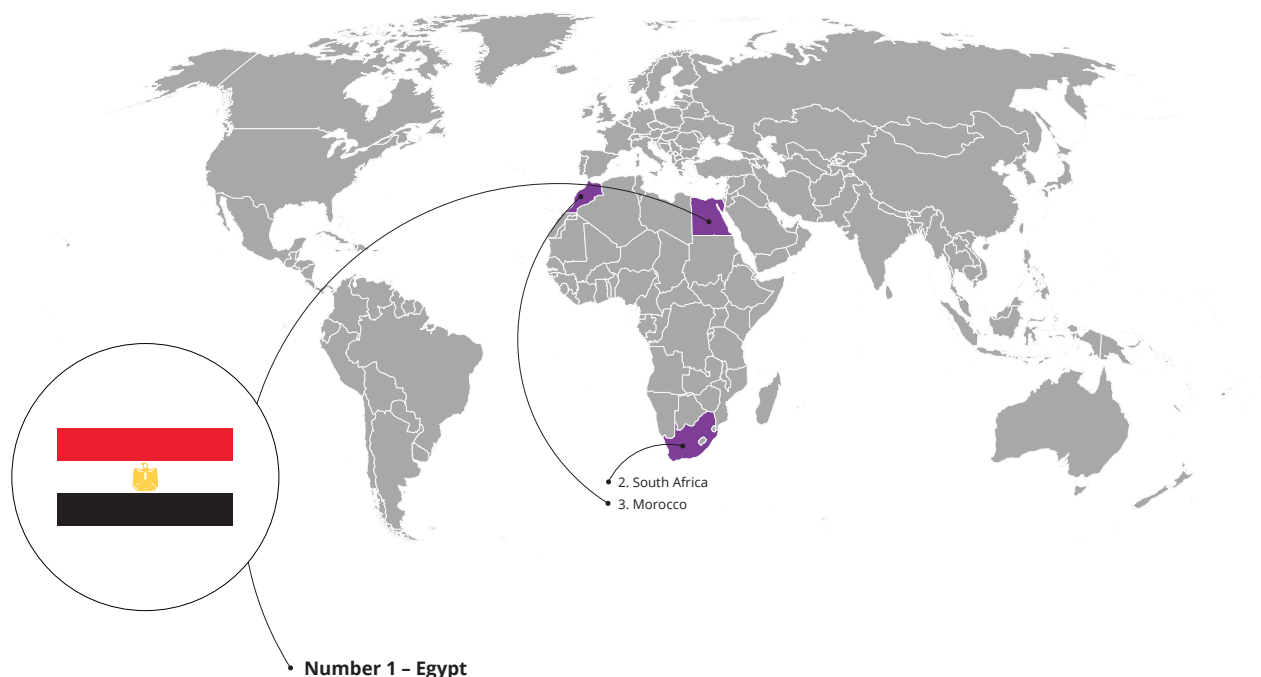
#	Variation			World Rank	CBS Rating
1.	-		Spain	3	A
2.	+2		United Kingdom	4	A
3.	+2		Italy	7	A
4.	-2		France	9	BBB
5.	-2		Germany	10	A
6.	-		Turkey	12	BBB
7.	+3		Portugal	14	AAA
8.	-1		Switzerland	17	AA
9.	-		Greece	19	BBB
10.	+3		Croatia	20	AA
11.	+1		Ireland	21	A
12.	-4		Austria	23	A
13.	+4		Norway	26	AAA
14.	-3		Netherlands	28	AA
15.	-1		Sweden	30	AA
16.	-1		Russian Federation	32	AA
17.	-1		Belgium	36	A
18.	-		Poland	39	A
19.	+1		Denmark	43	AA
20.	+1		Finland	48	AA
21.	+7		Iceland	50	AAA
22.	-3		Malta	54	A
23.	-		Czech Republic	56	A
24.	-		Luxembourg	60	AAA
25.	-		Cyprus	61	A

Europe Rank

#	Variation			World Rank	CBS Rating
26.	-		Slovenia	62	AAA
27.	-5		Hungary	65	A
28.	-1		Bulgaria	71	A
29.	-		Romania	74	BBB
30.	+4		Albania	84	AA
31.	-		Slovakia	85	AAA
32.	-2		Estonia	87	AA
33.	+2		Montenegro	95	A
34.	-2		Ukraine	96	BBB
35.	*		Andorra	104	A
36.	-3		Lithuania	108	BBB
37.	-		Serbia	114	BB
38.	+1		Bosnia and Herzegovina	116	AAA
39.	-3		Latvia	122	A
40.	-2		Belarus	127	A
41.	-		Moldova, Rep.	157	BB
42.	-2		Macedonia, FYR	160	BBB

Africa

Egypt - The comeback



Number 1 – Egypt

Egypt, for the first time since the 2013 CBR ©, occupied the lead position in the Africa ranking, relegating South Africa to the second position. Despite going through an unstable political period, due to the civil unrest during the Arab Spring of 2010 and the military coup in 2013, this new African leader showed a very positive performance. It stood out in the Digital Demand – D2 © searches and Rating Score (AAA), and improved tourism receipts and social media presence. All these positive performances in all variables allowed it to climb two places in the world ranking, staying very close to the Top 25, making it the best positioned African country. Nonetheless, in 2018 Egypt was the target of terrorist attacks, increasing the insecurity feeling in the region, something that must be taken into account for future analysis.



Biggest Improvements

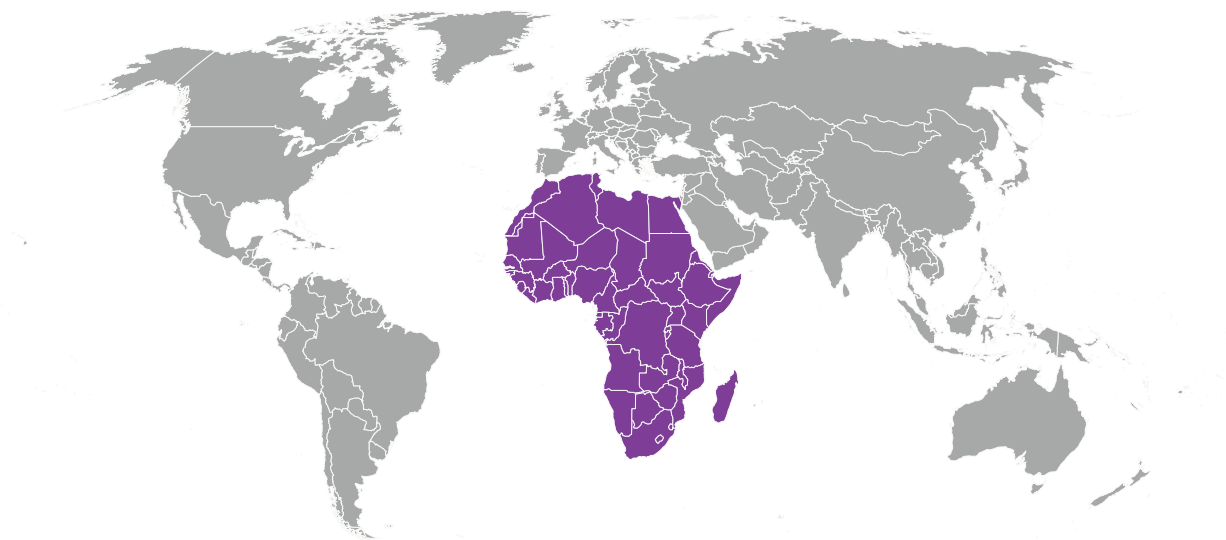
Aside from the resurgence of Egypt, there were four more countries in the Top 10. Three of them are islands in the Indian Ocean and they have the potential to offer a paradise-like tourism experience, thus competing in this sense with the Caribbean region. **Mauritius** marked a positive trend and climbed another position to fourth place. It became one of the leaders in Digital Demand – D2 © searches and improved its performance in all other variables in this ranking. **Madagascar** raised one place, to ninth, leaving space to **Seychelles** to round off the Top 10. Both nations were successful in digital appeal and had a systematic growth in tourism receipts, as well as a good presence on social media. **Tunisia**, in sixth place, also had a notable achievement due to the improvement of the analyzed variables.

Biggest Drops

South Africa, who led the last two rankings, gave up the continent's leadership to Egypt in this edition. Even with the highest tourism receipts in the continent, it significantly went down five places in the world ranking. **Kenya** dropped from fourth to fifth place, the place it held since 2015. It exchanged positions with Mauritius because of a decrease in Digital Demand – D2 © searches and tourism receipts. **Tanzania** also changed places with Tunisia due to a fall in tourism receipts and digital searches, assuming a slightly negative trend also visible in their drop of six positions in the global ranking.

Africa

Highlights




























Egypt, the new regional leader, could be a lesson for the other countries in all continents due to its ability to show resilience and reinventing itself, despite being the target of terrorist attacks and having to manage internal conflicts. It overtook **South Africa** by improving its results in all the variables.

In this Bloom Consulting Country Brand Ranking © 2019-2020 edition, the African continent shows an interest in competing with Oceania for the second half of the ranking: it registered a 25% growth in tourism receipts in 2016/2017, and more than doubled its proactive searches. Although in size they are not comparable: Africa has 48 countries in this CBR © while Oceania only has 15.
























In this edition there were shifts among countries as well as five new entries: **Cape Verde, Guinea, Eritrea, Libya** and **South Sudan**, although some of them are often associated with armed conflicts. The most positive aspect is that seven countries reached the highest score in the CBS Rating (**Egypt, South Africa, Tanzania, Reunion, Sudan, Botswana** and **Lesotho**). Africa did not have any representatives in this category in the previous ranking. There was also an increase in countries with an AA score, now counting nine (**Mauritius, Kenya, Namibia, Uganda, Nigeria, Zambia, Mozambique, Mali** and **Malawi**) and a slight decrease among those with a D score.

All these good results are evidence that African countries are betting on their Country Brand, even if they still have a long way to go. Some positive trends can be identified in the period between 2013-2017. The north part of Africa is recovering, with positive results shown by **Egypt, Tunisia** and **Morocco**. Also, the islands in the Indian Ocean are improving and promoting themselves with the potential for broader tourism. The negative side of this current ranking is that traditional destinations for safaris, like **Tanzania, Namibia** and **Kenia**, lost attractiveness among international tourists.

Africa Rank

#	Variation			World Rank	CBS Rating
1.	+1		Egypt	27	AAA
2.	-1		South Africa	33	AAA
3.	-		Morocco	40	A
4.	+1		Mauritius	66	AA
5.	-1		Kenya	67	AA
6.	+1		Tunisia	81	BBB
7.	-1		Tanzania, United Rep.	82	AAA
8.	-		Ethiopia	99	A
9.	+1		Madagascar	103	BBB
10.	+3		Seychelles	105	BBB
11.	-2		Namibia	106	AA
12.	-1		Uganda	110	AA
13.	-1		Ghana	112	A
14.	+1		Réunion	120	AAA
15.	-1		Nigeria	128	AA
16.	+2		Sudan	130	AAA
17.	-		Senegal	131	BB
18.	+4		Zambia	132	AA
19.	-3		Zimbabwe	134	A
20.	+3		Botswana	137	AAA
21.	-1		Rwanda	140	BBB
22.	-1		Mozambique	141	AA
23.	-4		Angola	144	BBB
24.	-		Algeria	145	A
25.	+1		Cameroon	150	BBB

Africa Rank

#	Variation			World Rank	CBS Rating
26.	*		Cape Verde	151	BB
27.	-		Gambia	152	BBB
28.	+1		Mali	154	AA
29.	-1		Togo	163	BBB
30.	+4		Malawi	164	AA
31.	+1		Lesotho	166	AAA
32.	-2		Sierra Leone	171	A
33.	+5		Djibouti	173	BBB
34.	+3		Burkina Faso	177	B
35.	-4		Benin	178	B
36.	-3		Burundi	183	BB
37.	+5		Sao Tome and Principe	184	B
38.	*		Guinea	186	BB
39.	+2		Mauritania	187	BB
40.	+4		Guinea-Bissau	188	BBB
41.	-5		Côte d'Ivoire	189	C
42.	*		Eritrea	190	C
43.	-4		Niger	191	D
44.	*		Libya	192	D
45.	-		Congo, Rep.	193	D
46.	*		South Sudan	194	D
47.	-4		Congo, Dem. Rep.	195	D
48.	-2		Central African Republic	197	D

* = New country or territory included in the ranking

Asia

Thailand drops, China sinks



After losing the lead in the previous CBR © to Thailand, **Hong Kong** surpassed it thanks to its general performance and secured its accomplishment giving no possibility to the Southeastern Asian country. The alternation in first place observed between these two Asian countries in the ranking is not surprising. Aside from dethroning Thailand in the region, Hong Kong also went ahead of Spain in the world ranking. The amazing numbers in social media, the performance in online searches and the high Rating Score were responsible for recovering first place. The downside was in terms of tourism receipts and Digital Demand, D2 ©, where it continued to be slightly below Thailand. Also, the protests due to the new extradition law to China taking place during the launch of this CBR © might have repercussions in a future ranking.

Biggest Improvements

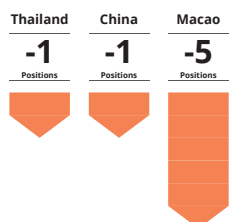
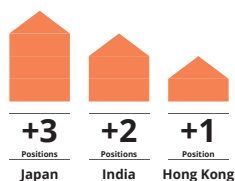
After a period of standstill, as seen in the previous ranking, **Japan** had a positive performance by climbing three positions to reach third place in the Asian ranking and six places in the global ranking, reaching the much desired Top 10. Heading the region in terms of Digital Demand – D2 ©, it is the second-best Country Brand in social media and among the five best regarding receipts.

India and **Malaysia**, now in sixth and seventh place respectively, improved their general performance, standing out with high tourism receipts. Although India has been rising in the last three editions of the ranking, being able to reach the global Top 20, Malaysia seems to be recovering after losing several positions in previous rankings. With a gradual increase, **Indonesia** emerges this edition in Asia's Top 10, thanks to improving tourism receipts, its performance in social media and Rating Score.

Biggest Drops

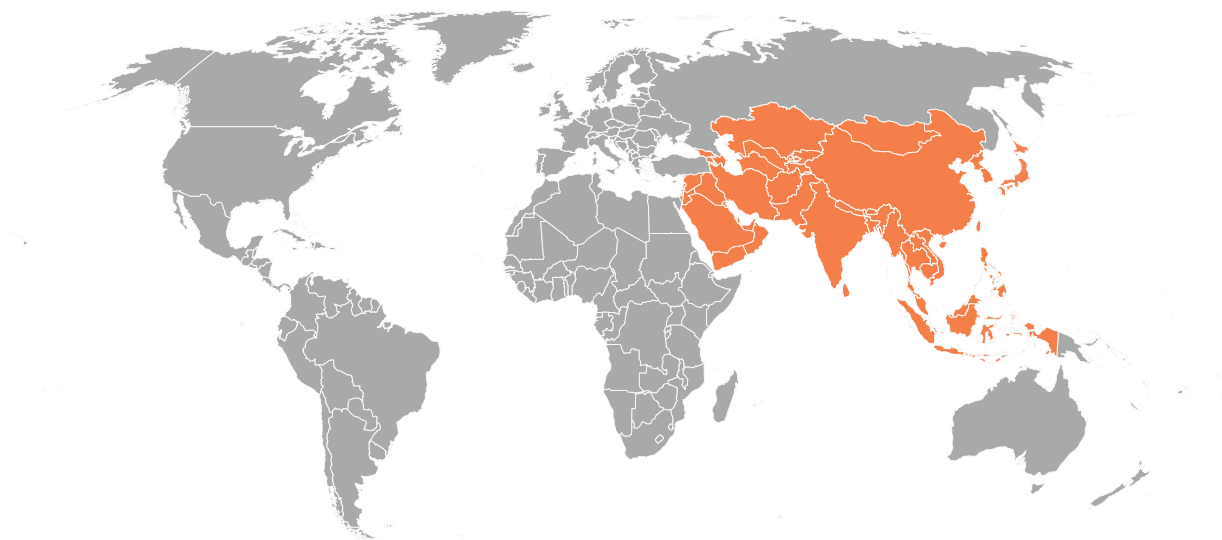
China fell hard in the international ranking by dropping six places and leaving the Top 10. This fall was not as hard in the continental ranking, where it barely went down one place, although it wasn't able to stay among the best three Asian countries. Pollution issues may have caused some concern among tourists. This world powerhouse needs to bet on Country Brand strategy and social media if it wants to have more digital influence, despite continuing to show high numbers in tourism receipts.

By being surpassed by Hong Kong, **Thailand** emerges as one of the losers in Asia's ranking. It must be pointed out that it did not have a bad performance and actually slightly increased tourism receipts and Digital Demand – D2 © in comparison to the new leader, but Hong Kong was able to stand out due to its positive digital performance and Rating Score. **Macao** continued its decreasing trend since 2017 and lost positions both in Asia's and the world's rankings, even with the highest Rating Score (AAA). It has dropped five positions to reach the ninth place and continues to have low scores in all other variables.



Asia

Highlights




























In general, Asia's performance was a surprise in this Bloom Consulting Country Brand Ranking ©, after the amazing results reached in 2017. It is currently not experiencing the golden years of tourism and is showing a decreasing trend compared to Europe's solid results. With only 16 countries appearing in the world's Top 50 and two countries reaching the highest CBS Rating (**Macao SAR** and **Maldives**), it doesn't have enough pleas to counteract Europe's performance in terms of tourism receipts and digital influence and has only shown similar scores in online performance and social media.

Due to internal competition, the Asian market has lost some of the positive trends seen in the last ranking. Countries that performed well before, like **China** and **Thailand**, lost online awareness and became the grand losers of this current edition. It is also significant to point out that the number of countries that rose is the same as the number that fell. Only six of the 45 nations maintained the same position they had in the previous ranking. As a side note for future observations, there is a problem with excess tourism in this region, and how Asian countries tackle this issue in the present and in the future could cause shifts in both the continental and global rankings.





















Hong Kong and **Japan** are the exceptions to the continent's negative trend, since they hiked up important positions in both rankings. They have been the clear winners of this current edition. In the international ranking, Hong Kong jumped up to second place, just behind the United States of America and surpassing Spain on the global ranking, while relegating Thailand to fourth place. In the continental ranking, it once again reached the top spot due to an effective Country Brand strategy. Japan seemed to open up to international visitors resulting in being among the best three countries in Asia and entering the global Top 10. On the way it outperformed European giants like France and Germany.

Brunei Darussalam has been the only new entry in this ranking, although at the lowest position. **India**, **Malaysia** and **Indonesia** entered the Top 10, with the first two being present in the world's Top 25 thanks to positive tourism receipts and good qualifications in Rating Score. Two islands in the continent, **Maldives** and **Sri Lanka**, experienced a progressive increase, standing out the former, due to getting close to the Top 10. **Israel**, **Vietnam** and **Georgia** also gathered positive results. **Qatar**, who recently went through a diplomatic crisis with Saudi Arabia and other countries in the region, suffered powerful sanctions like the closing of its borders. These situations have halted its evolution. Nonetheless, it will host 2022 FIFA World Cup and is expected to attract the world's attention with the celebration of this important sporting event.

Asia Rank

#	Variation			World Rank	CBS Rating
1.	+1		Hong Kong SAR, China	2	AA
2.	-1		Thailand	6	BBB
3.	+3		Japan	8	A
4.	-1		China	13	AA
5.	-		Singapore	15	A
6.	+2		India	18	A
7.	+2		Malaysia	22	AA
8.	-1		Korea, Rep.	24	A
9.	-5		Macao SAR, China	29	AAA
10.	+1		Indonesia	31	AA
11.	-1		Taiwan	34	BBB
12.	+5		Maldives	41	AAA
13.	+1		Israel	42	AA
14.	+1		Viet Nam	45	BBB
15.	-3		Philippines	47	BBB
16.	+2		Sri Lanka	49	AA
17.	-1		Saudi Arabia	63	BBB
18.	+1		Qatar	68	BBB
19.	+5		Georgia	70	A
20.	-7		United Arab Emirates	72	BB
21.	-1		Jordan	75	B
22.	+3		Oman	77	A
23.	-		Cambodia	78	BB
24.	-2		Iran	83	A
25.	-4		Lebanon	86	BBB

Asia Rank

#	Variation			World Rank	CBS Rating
26.	-		Azerbaijan	88	AA
27.	-		Nepal	89	AA
28.	-		Bahrain	94	BBB
29.	+2		Kuwait	111	A
30.	+2		Armenia	115	BBB
31.	+3		Lao P.D.R.	117	A
32.	-3		Kazakhstan	118	BBB
33.	-3		Pakistan	124	BBB
34.	+2		Mongolia	136	AA
35.	+4		Bhutan	138	A
36.	-3		Iraq	143	CC
37.	-2		Yemen	146	BB
38.	-1		Palestine	147	A
39.	+1		Bangladesh	153	A
40.	+1		Afghanistan	159	AA
41.	-3		Kyrgyzstan	161	BB
42.	-		Myanmar	165	BB
43.	*		Brunei Darussalam	172	BB
44.	-1		Timor-Leste	175	BB
45.	-1		Tajikistan	179	B

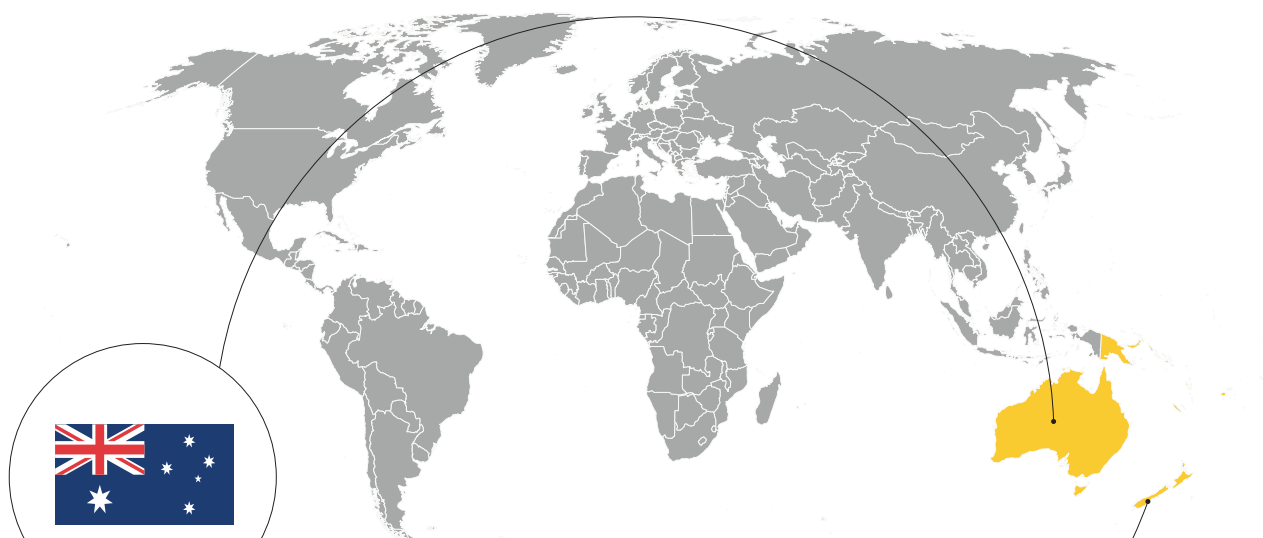
* = New country or territory included in the ranking

Oceania

Australia, who else?



America Europe Africa Asia Oceania



Number 1 – Australia

Certainly, **Australia's** dominance is not a surprise in this Bloom Consulting Country Brand Ranking © since it has been leading Oceania since the first year. As expected, it showed high results in all variables and was able to raise its Rating Score (AA). The Australian Country Brand was able to keep the fifth position in the world: it stayed ahead of Thailand after its fall but, on the other hand, it was surpassed by the United Kingdom.

Number 2 – New Zealand

New Zealand reflected a positive performance in the global ranking by entering the Top 25, with an incredible escalation of six places to the 25th position. Without changes since the first ranking, this growth is mainly due to its great performance in Digital Demand – D2 © searches, an increase of 5% in tourism receipts and the highest Rating Score (AAA). Although it still cannot go head to head with Australia, it deserves praise due to the results shown in this edition and for being able to stand out globally.

Biggest Improvements

With no changes seen in the first four positions, there is a new entry at fifth place: the island territory of **New Caledonia**. Assuming a new position thanks to exceptional appreciation of its Country Brand, it is currently one of the leaders in the region in terms of Rating Score (from BBB to AAA). The **Cook Islands** saw the biggest increase, reaching the sixth position. It not only had an excellent CBS Rating score but it also showed the highest online performance increase in the continent. Both of these destinations also rose in the global ranking, but are still on the bottom (139 and 142, respectively).

Biggest Drops

Vanuatu represents the biggest drop in this ranking, directly losing to New Caledonia and the Cook Islands. It was not able to get a higher CBS Rating than them, and was relegated to eighth place. The second biggest drop belongs to **Palau**, which went back to the same place it had in 2015. A decrease in Digital Demand – D2 © searches and a downturn in tourism receipts compared to the 2017 ranking could be the cause.

Oceania

Highlights


















It is the smallest continent in geographical size and the one with less countries, but it has great Country Brands, such as Oceania's undisputable leader, **Australia's** powerhouse. Out of the 15 nations in Oceania's list, four went up the ranking, two went down, eight stayed the same and there was one new entry (**Niue Islands**), making this continent more stable than the other ones.

Oceania had two countries in the Global Top 25 for the first time in the history of Bloom Consulting Country Brand Ranking ©. This was accomplished by continuous effort and the international recognition of **New Zealand's** Country Brand. The high CBS Rating was responsible for increasing New Zealand's performance and the same happened with **French Polynesia, New Caledonia, the Cook Islands and Palau**. Only New Zealand and New Caledonia possess AAA Rating Scores, while in the previous ranking Oceania did not have a single country with the highest score. In fact, most of the nations in this continent are betting on an effective Country Brand, thus obtaining more positive results in the Rating Score.

Nonetheless, with a Top 10 counting almost no changes, there are six examples of growth in the global list: New Zealand, **Fiji**, French Polynesia, New Caledonia, Cook Islands and **Kiribati**, although most of them are still positioned at the bottom of the ranking.

Clearly Oceania can be evaluated as having three different tiers. Australia is above all other countries by a good margin. New Zealand comes in second, and the third tier is made up of the remaining nations. This situation results in a very uneven area in terms of performance. It is up to New Zealand to improve its numbers in all variables every year to get closer to Australia. It will be interesting to see if the two islands are able to compete with each other regarding appeal, tourism and digital influence.

Oceania Rank

#	Variation			World Rank	CBS Rating
1.	-		Australia	5	AA
2.	-		New Zealand	25	AAA
3.	-		Fiji	79	A
4.	-		French Polynesia	123	AA
5.	+1		New Caledonia	139	AAA
6.	+3		Cook Islands	142	AA
7.	-		Samoa	148	BBB
8.	-3		Vanuatu	149	BB
9.	-1		Palau	155	AA
10.	-		Papua New Guinea	162	BBB
11.	-		Solomon Islands	167	A
12.	-		Tonga	168	BBB
13.	+1		Kiribati	185	BB
14.	+2		Marshall Islands	196	D
15.	*		Niue	198	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 Digital Demand – D2 © tool 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 can take valuable information for their short to medium term strategies and goals.

What is new in the 2019 / 2020 edition of Bloom Consulting's Country Brand Ranking ©?

The 2019 / 2020 edition of our Country Brand Ranking places more focus than ever before on the importance of online appeal to the success of a Country Brand. For this reason, both the Digital Demand – D2 © variable and the online presence variable hold a more significant weight in a country's final ranking.

What is Digital Demand – D2 ©?

Bloom Consulting's Digital Demand – D2 © is a proprietary tool developed for the sake of quantifying and measuring the total global search volume for country-specific, tourism-related keywords across nine languages. More information at www.d2digitaldemand.com

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 only 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 Digital Demand – D2 © tool. 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 © 2019 / 2020 edition. Nevertheless, if a country does not maintain official pages on social media platforms, it is still included in the ranking, but receives a lower score for the fourth variable.

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 revolutionary Digital Demand – D2 © reports tailored to any destination in the world.

Bloom Consulting Country Brand Ranking ©

Glossary

Digital Demand – D2 ©

Bloom Consulting's proprietary tool for measuring the total "search volume" from the most important search engines across nine different languages.

Country Brand Strategy Rating (CBS Rating ©)

Bloom Consulting's rating technique evaluating the accuracy of NTO strategic positioning.

Brandtags

A series of 47 distinct categories comprised of keywords used in online searches, each encompassing a different tourism-related activity or attraction.

Bloom Algorithm

Our proprietary equation that calculates a Country Brand's ranking by assessing four key variables.

National Tourism Organization (NTO)

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

Web Analytics

An online tool that analyzes the performance of an NTO website through variables such as number of visits and amount of time spent on its webpage.

Thank you!

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