Bloom Consulting

Country Brand Ranking©

TOURISM EDITION ♡

2024/2025

WORLD ECONOMIC FORUM

Bloom Consulting is an official data partner of the World Economic Forum

Hello!

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Bloom Consulting Country Brand Ranking ©

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About Bloom Consulting

Everything you need to know about us

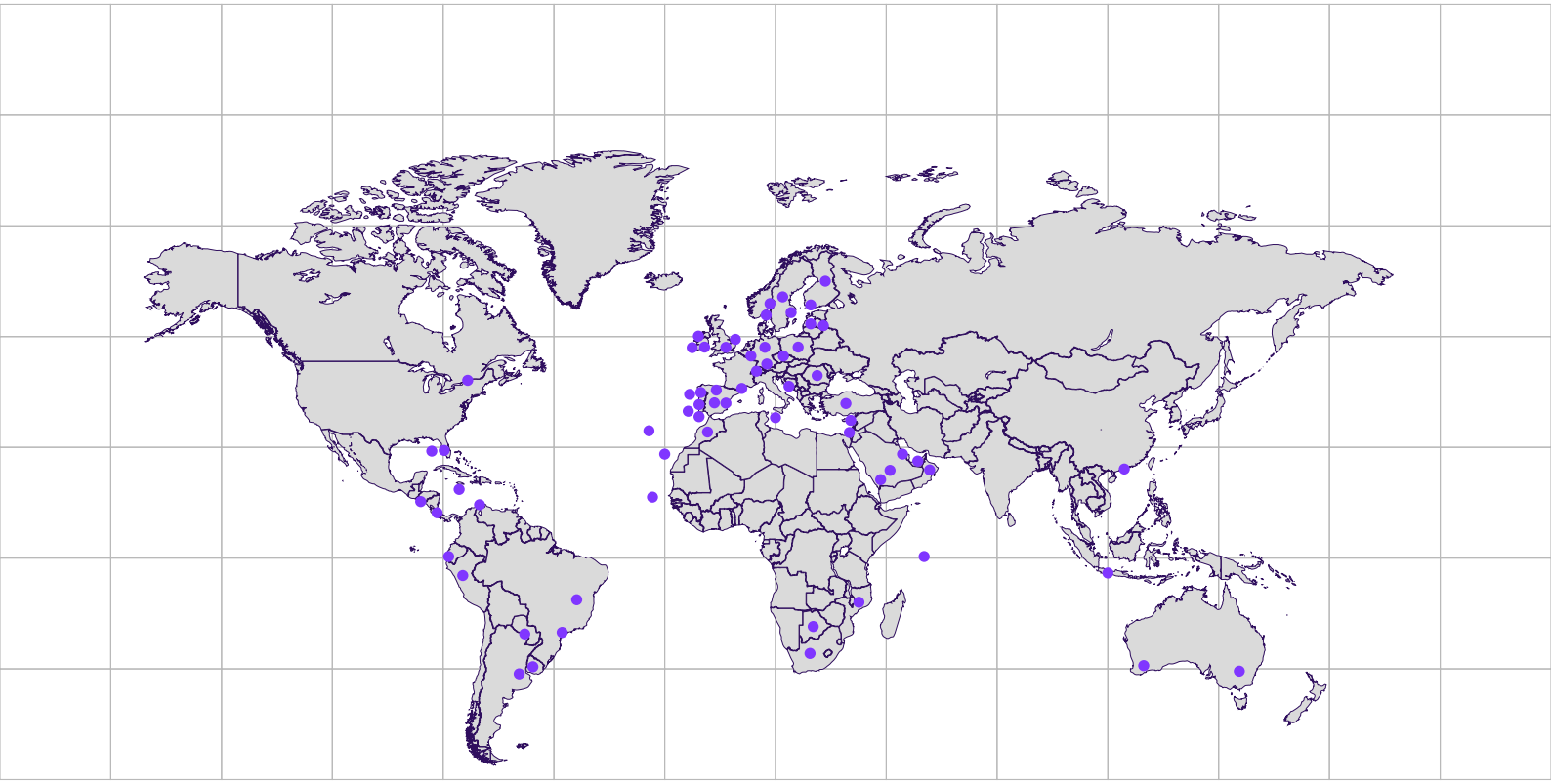
Bloom Consulting is a company specializing in Nation Branding, City Branding, and Placemaking, working for countries, regions, and cities since 2003. From our headquarters in **Madrid** and offices in **London, Lisbon, Sao Paulo, Riyadh,** and **Paris,** we have worked on more than 90 Nation and Place Brands across five continents.

Specializing in Nation Branding, City Branding, and Placemaking positions Bloom Consulting as one of the most advanced and globally renowned companies in the sector. As a result, renowned international media outlets have interviewed and quoted Bloom Consulting as a key international expert in the field.

Our firm publishes the biennial Bloom Consulting Country Brand Ranking © for Trade and Tourism, where we extensively analyze the brand performance of almost 200 Countries and Territories worldwide. Our Place Analytics division has developed an intelligence tool to analyze and measure a nation's #digitalidentity - a new concept within Nation and City Branding.

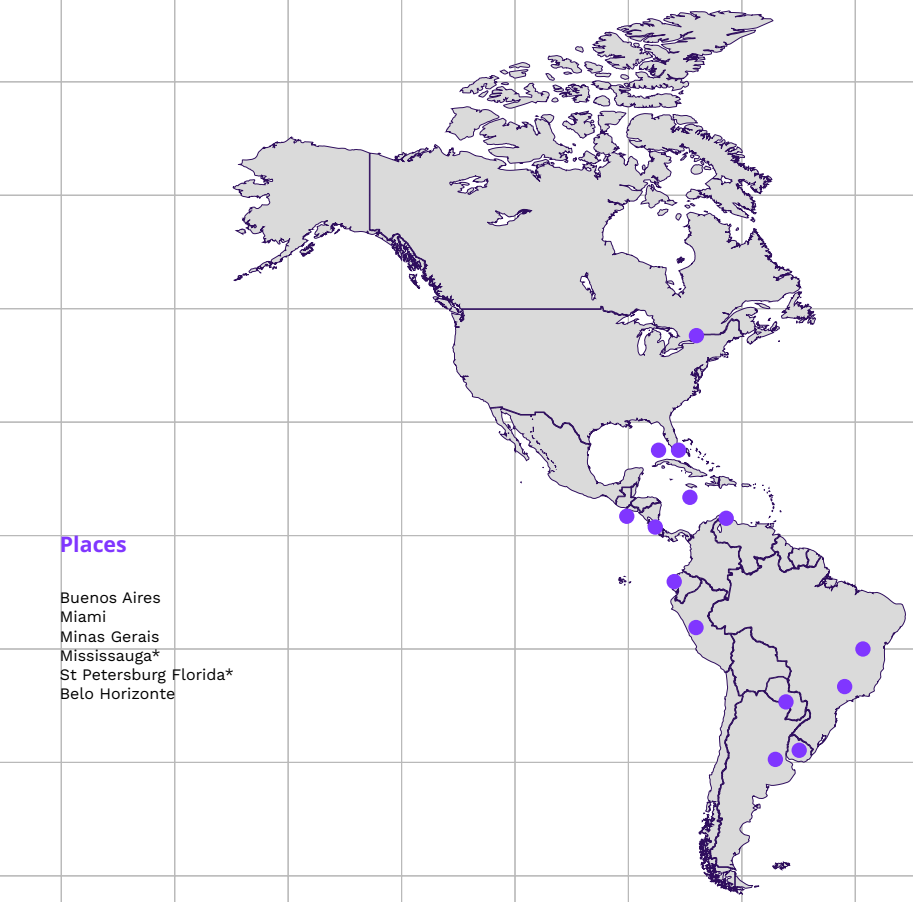
Bloom Consulting is a proud data partner of the WORLD ECONOMIC FORUM in assessing Country Brand appeal.

Here are some of the countries, regions, and cities that Bloom Consulting has worked with:



Our list of Clients

More than 90 Clients spread over 5 continents

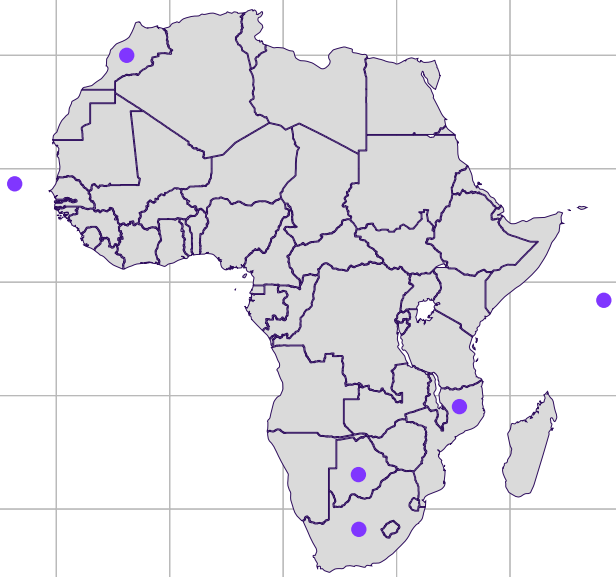


Countries

Aruba
Brazil
Costa Rica
Ecuador
El Salvador
Jamaica
Paraguay
Uruguay
Peru

Places

Buenos Aires
Miami
Minas Gerais
Mississauga*
St Petersburg Florida*
Belo Horizonte



Countries

Botswana*
Cape Verde
The Seychelles
Morocco
South Africa

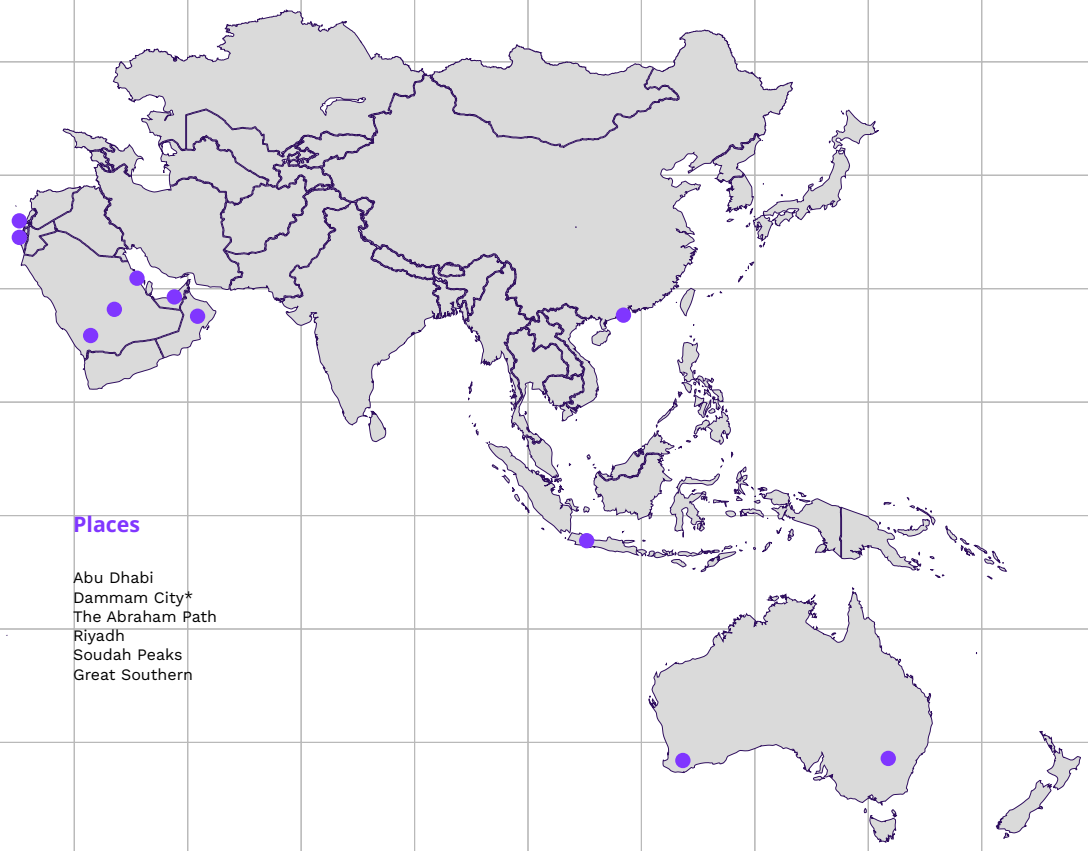
Places

Tete

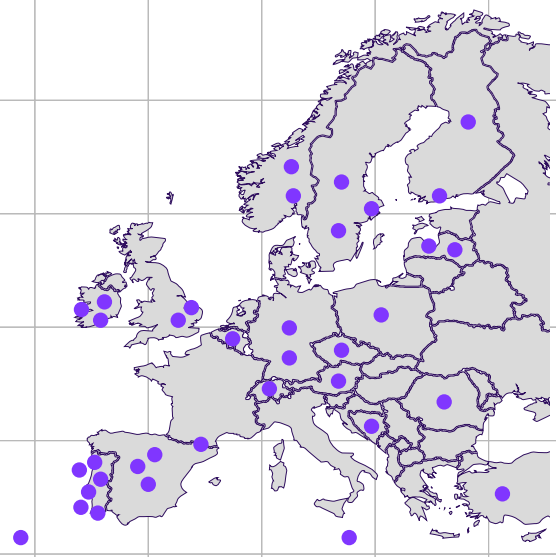
* Project led by Placematters before uniting with Bloom Consulting

Our list of Clients

More than 90 Clients spread over 5 continents



Countries	Places
Australia	Abu Dhabi
Indonesia	Dammam City*
Israel	The Abraham Path
Macao	Riyadh
Oman	Soudah Peaks
	Great Southern



Countries	Places
Andorra	Algarve
Austria	Azores
Bulgaria	Bern
Finland	Braga
Germany	Brussels
Latvia	Cascais
Malta	Castilla y León
Norway	Central Ireland
Poland	Cork City Region*
Portugal	Costa Alentejana
Spain	Gozo Island
Sweden	Helsinki
Türkiye	Herzegovina
	London Art Hub*
	London Bridge*
	Madeira
	Madrid
	Munich
	Oslo region*
	Porto & the North
	Prague
	Riga
	Stockholm
	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, May 2024

Dear Friends and Partners,

I am pleased to present the 8th edition of the Bloom Consulting Country Brand Ranking © Tourism. This year holds special significance as it marks Bloom Consulting's 20th anniversary, celebrating two decades dedicated to something we are passionate about: Nation and Place Branding.

Since 2003, we have witnessed the evolution of the field, learning how perceptions shape and shift with over 90 countries, cities, and places across five continents. We have navigated through challenging global events, recognizing that sustained efforts in managing perceptions through actions, activities, and policies are key to building resilient Nation and Place Brands capable of overcoming adversity.

Bloom Consulting's latest biennial ranking, released in March 2022, was the first to assess the impact of COVID-19 on Nation Brands. The pandemic, among the most severe crises in recent history, pressured countries and cities to adapt to new standards. Those with strong and resilient brands recovered more swiftly, while some adapted effectively to emerging tourism trends, altering perceptions in the process. However, as recovery from the pandemic began, Russia launched a full scale invasion of Ukraine, highlighting once again the interconnectedness of our world with its far-reaching effects. Recent events also shape global perceptions, though the current ranking edition reflects data compiled before the conflict's exacerbation in October 2023.

Through our proprietary Digital Identity tools and perception metrics, we closely monitor the correlation between countries' responses to crises, their management, and finally, the reflecting/resulting consequences on the Nation Brand.

Over the past two decades, Bloom Consulting's dedication to research has yielded crucial industry tools, including the Nation Brand Taxonomy Model © and the Impact of Nation Brands in Place Economies. Developed collaboratively with practitioners and academia, these tools reflect our commitment to industry development amidst challenging times. The World Economic Forum continues to use the Bloom Consulting Country Brand Ranking © as a measurement tool. Additionally, the World Bank’s recommendation of its use as a country brand performance indicator demonstrates its seminal contribution within the sector.

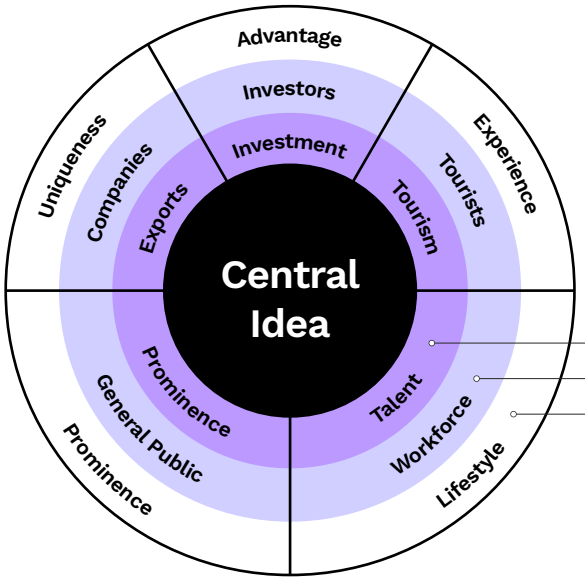
We are confident that for now the sharing of this ranking and the research insights in Bloom Consulting’s journal will provide valuable insights for countries, cities, and places on managing their Nation and Place Brands in a rapidly changing global landscape. If you wish to obtain more specific data about the performance of your Nation Brand or want to share feedback, please do not hesitate to contact us. We look forward to hearing from you.

Kind regards,

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**

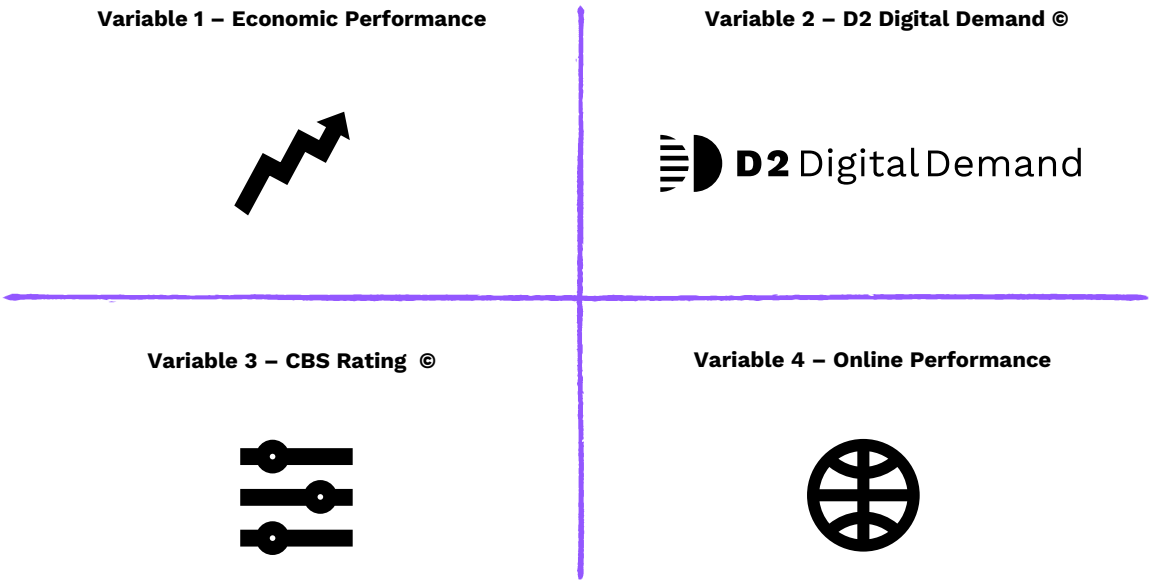
Each of these five objectives and dimensions has a specific target audience with distinct needs. The target audience of tourism, for example, are tourists, who overwhelmingly seek an unparalleled vacation experience when visiting a country, region, or city. Bloom Consulting's methodology, therefore, 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, at least 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.

For the time being, Bloom Consulting has developed rankings solely for Trade (Investment) and Tourism. This ranking concerns Tourism.

Our methodology

The logic behind our Bloom Consulting Country Brand Ranking ©



At Bloom Consulting we derive the biennial Bloom Consulting Country Brand Ranking © from our proprietary algorithm which exclusively considers tourism-related data. Together, the algorithm's four variables create a holistic overview of the latest results of Country and Place Brands, both individually and in relation to one another. The algorithm examines:

Economic Performance
The tangible economic success of a country's tourism promotion strategy. We calculate it based on the international tourism receipts and growth reported by the World Tourism Organization or, alternatively, National Tourism Organizations (NTOs) themselves. For this edition of the Bloom Consulting Country Brand Ranking © we looked at the historical data series from 2017 to 2022. Some countries have not been reporting data to the UNWTO for the last 3 years, and hence, these countries will not appear in this brand ranking edition.

D2 Digital Demands ©
The digital appeal of a country. We've developed a dedicated tool to establish this. It measures the online search volume for tourism-related activities and visitor attractions in a specific country. As a result, we gain exclusive insights into the online behavior and decision-making processes of international tourists. Our innovative tool analyzed over 55 million keyword combinations in more than 20 languages. This edition of the Bloom Consulting Country Brand Ranking © is fed on data from 2021 to 2023.

Country Brand Strategy - CBS Rating ©
The accuracy of an NTO's strategic positioning. We look at the alignment between an NTO's strategy and what international tourists are searching for. A Country Brand gets a higher rating if the NTO's strategy is shaped around the tourism-related brand tags with the highest demand in terms of search volume.

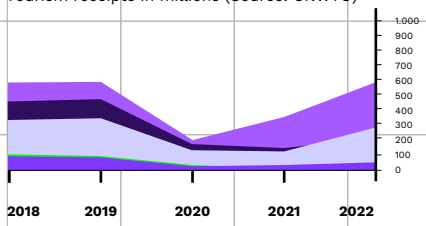
Online Performance
An evaluation of a country's online presence. We look at NTO website analytics and social media data to determine the overall visibility and permeation of a Country Brand. These days, whether or not a brand is successful has a lot to do with its performance across different platforms online.

World Outlook

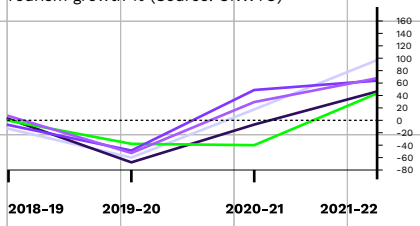
Facts and figures from the world ranking

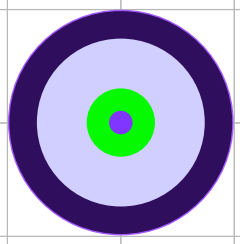
Europe Americas Asia Africa Oceania

Tourism receipts in millions (Source: UNWTO)

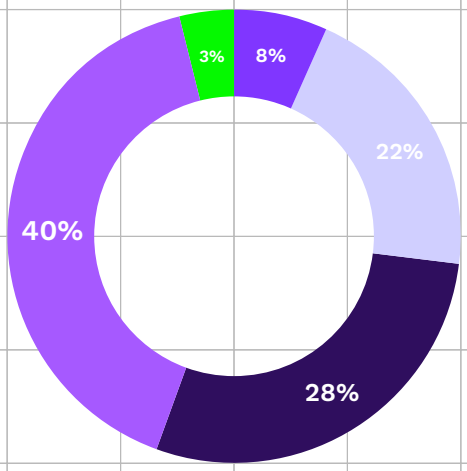


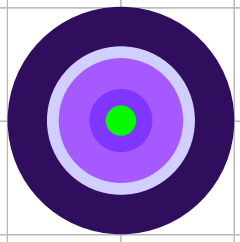
Tourism growth % (Source: UNWTO)



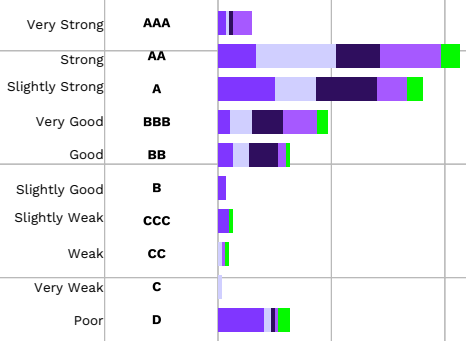


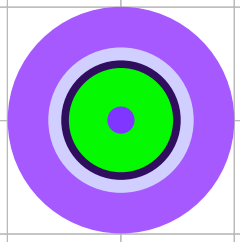
5 %
11 %
24 %
30 %
30 %





6 %
8 %
22 %
25 %
39 %

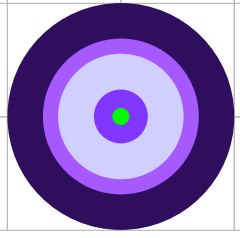




5 %
18 %
19 %
22 %
36 %

Online performance

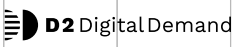
The YouTube landscape has changed as more countries have started to use the platform. Asia has increased its market share compared to Europe and the Americas. The rest of the social media network benchmarks remain stable. Europe leads on Instagram and Facebook. The Americas remain stable while Oceania continues to show its strength on Instagram.



4 %
8 %
20 %
23 %
45 %

Economic Performance

Once again, Europe reported the most tourist receipts between 2018 and 2022. The Americas have been the region with the fastest recovery after the COVID-19 pandemic, surpassing Asia in international tourist receipts for the first time. Oceania and Asia have been the regions with the slowest recovery. 2023 data will confirm if the pandemic was an inflection point for these continents or, on the contrary, if they will manage to recover previous tourist receipts and growth levels.



D2 Digital Demand ©

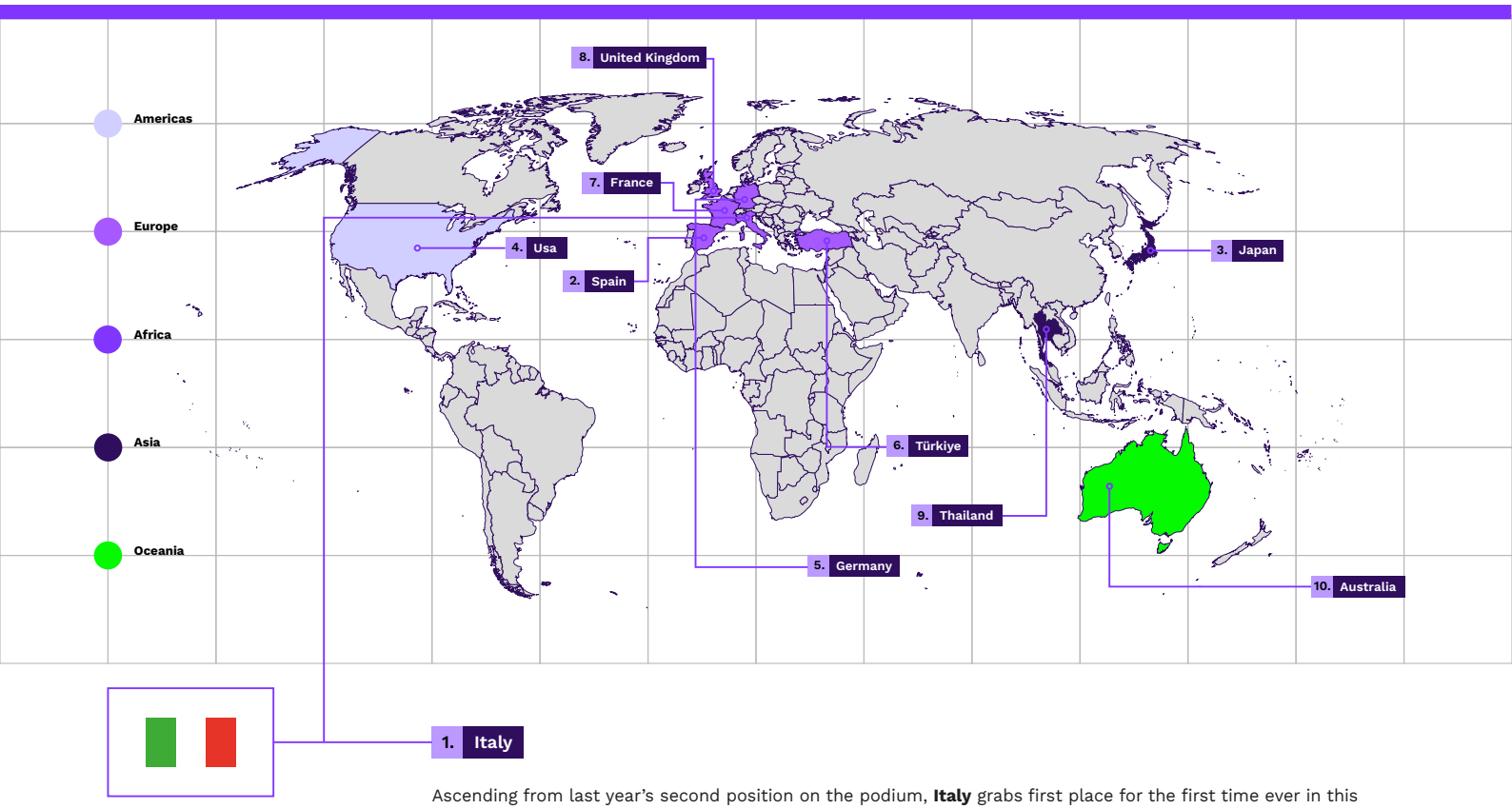
Europe continues to be the most searched region in the world despite losing a 2% market share. Demand for Asia remained stable and unchanged in relation to Europe while the Americas celebrated the highest jump with a 6% increase in search share, prolonging last year's growth trend. Unfortunately for Africa and Oceania, they each suffered from much lower interest not only during the pandemic but also during the recovery period.

Country Brand Strategy Rating (CBS Rating)

A majority of countries reach the "Strong" level in the CBS Rating © when showing that their strategic positioning is aligned with touristic demands. European countries manage to get more AAA compared to the last edition while African countries lose that competitive edge. The countries in the Americas manage to maintain their overall ratings.

The top 10 overview

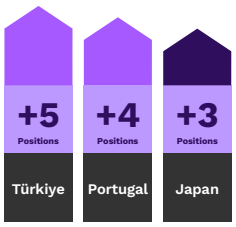
Italy at the top for the first time



Ascending from last year's second position on the podium, **Italy** grabs first place for the first time ever in this year's Bloom Consulting Country Brand © – Tourism Edition. Italy ranks among the countries with highest touristic demand and social media presence in the world and has reached an AA CBS Rating © for the first time as well. Italy has emerged as a leader following its resilience during the pandemic, but now, more than ever, people want to visit Italy, which is a testament to the strength of its Nation Brand.

Biggest Improvements

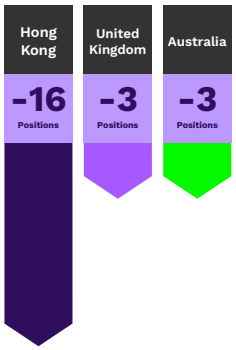
Japan has made a remarkable three-position leap forward to reach number 3 in the global rankings, breaking into the Top 5 right at the heels of Italy and Spain. Japan, however, notably holds the highest D2 Digital Demand © in the world, maintaining high tourist receipts, social media presence, and online performance benchmarks across the board. The positive impacts of the recent Tokyo Olympics have significantly enhanced Japan's brand. The Land of the Rising Sun remains a key player to follow closely in future ranking editions.



Türkiye has jumped an astounding five spots to reach number 6 in global position, keeping its improvement streak from the last edition where it gained one position. The improvements are also sustained by improved touristic demand growth, very good CBS Rating ©, and a strong social media presence. Türkiye has held its own in the rankings and continues to make impressive improvements despite recent tensions with European and international institutions derived from the Russian war in Ukraine.

Portugal experienced the highest improvement among the top performers, climbing 4 positions globally and almost making it to the Top 10. This incredible growth has been sustained in this and past editions thanks to an incredible touristic appeal measured in absolute terms (searches) as well as in excellent growth figures. Alongside an incredible tourist demand, Portugal showcases a remarkable CBS Rating © and social media presence.

Biggest Drops



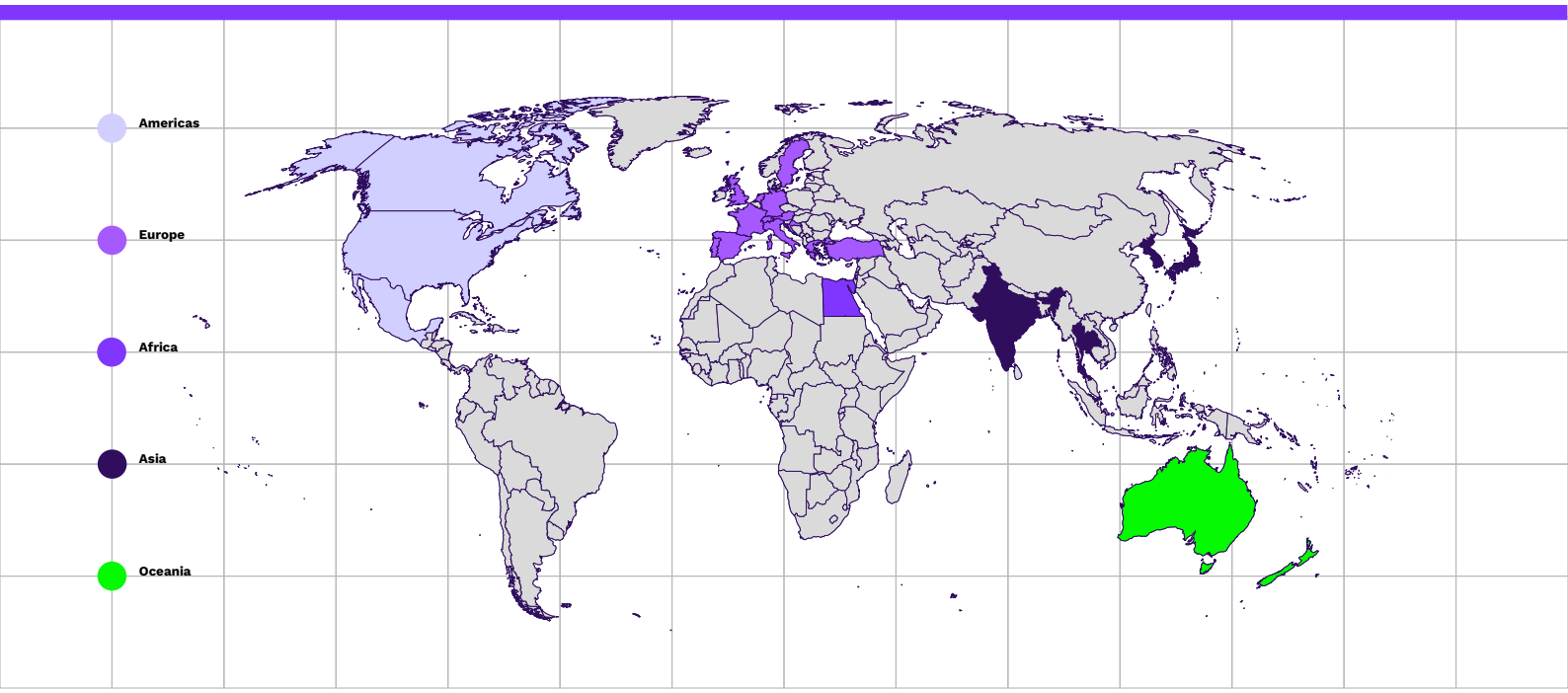
The **United Kingdom** (UK), despite its high tourist receipts and improved touristic demand, experienced a notable decline. This drop is primarily due to being outperformed by countries like Türkiye, France, and Japan across multiple variables. The UK ranks 8th globally but has dropped three positions, continuing a downward trend from its single-position drop in the previous edition of the rankings

Australia, having dropped out of the Top 10 in previous editions, failed to rebound from its losing streak. Despite a promising first-place rank in social media, the Nation Brand continued its downward trend from previous years with a three-position drop in rankings this edition, primarily due to decreased tourist receipts, D2 Digital Demand ©, and online performance benchmark scores.

With a more notable decline compared to its international peers, **Hong Kong** suffered a 16-position drop in its global rank, a continued decline from the previous year´s six-position drop. D2 Digital Demand © showed a noticeable decline, especially in generic searches for Hong Kong. There is no doubt that the effects of the pandemic and in particular the Chinese lockdown procedures during the pandemic have had a strong impact on this year's ranking.

The top 25 performers highlights

Global Top Performers



Highlights

European and Asian countries continue to dominate the Bloom Consulting Country Brand ranking ©. **Italy** ascends to the top of the Top 10 globally, followed by the previous crown-holder, Spain. Italy has had an outstanding performance in recent years, with an impressive touristic demand, social media presence, and CBS Rating ©.

Spain, despite its strong growth in tourism receipts, touristic demand and CBS Rating © improvement from ("A") to ("AA"), couldn't match Italy's performance across all variables.

The **United States of America** fell out of the Top 3 position, surrendering their place to **Japan** who hurtled three rankings to enter the Top 3. Japan's success can be attributed to its frontrunner position in D2 Digital Demand © benchmarks and a successful Olympic Games, especially in the midst of a global pandemic environment.

European touristic powerhouses such as France, Germany or the United Kingdom still make it in the global top 10 but have been relegated to lower positions by Japan and Türkiye. In fact, **Türkiye** marks a new entry in the top 10 performers with a five-position jump to bring itself into sixth place globally.

Australia is right on the cusp of the Top 10, with Austria, Croatia, and Portugal close to their heels, setting an exciting competition for Top 10 contention as all these 3 European countries have gained positions compared to the last ranking edition. However, not all European countries saw growth, as countries such as Switzerland, Greece, The Netherlands, and Norway have lost positions in this year´s ranking edition.

The Americas maintain their frequent frontrunners, with the **USA, Mexico, and Canada** standing in the Top 3 for their region, similar to Australia and New Zealand's consistent performance in Oceania.

In Asia, **India** and Malaysia also broke into the Top 20 and Top 25 respectively. Singapore remains stable but **Hong Kong's** 16-position drop reflects continued regional challenges and a struggle to emerge from post-pandemic hurdles and its strong reliance on the Chinese market.

Notable contender for the biggest jump is **Egypt** with a six-position jump to place itself as the only African country in the Top 20.

The global top 25 performers rank

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

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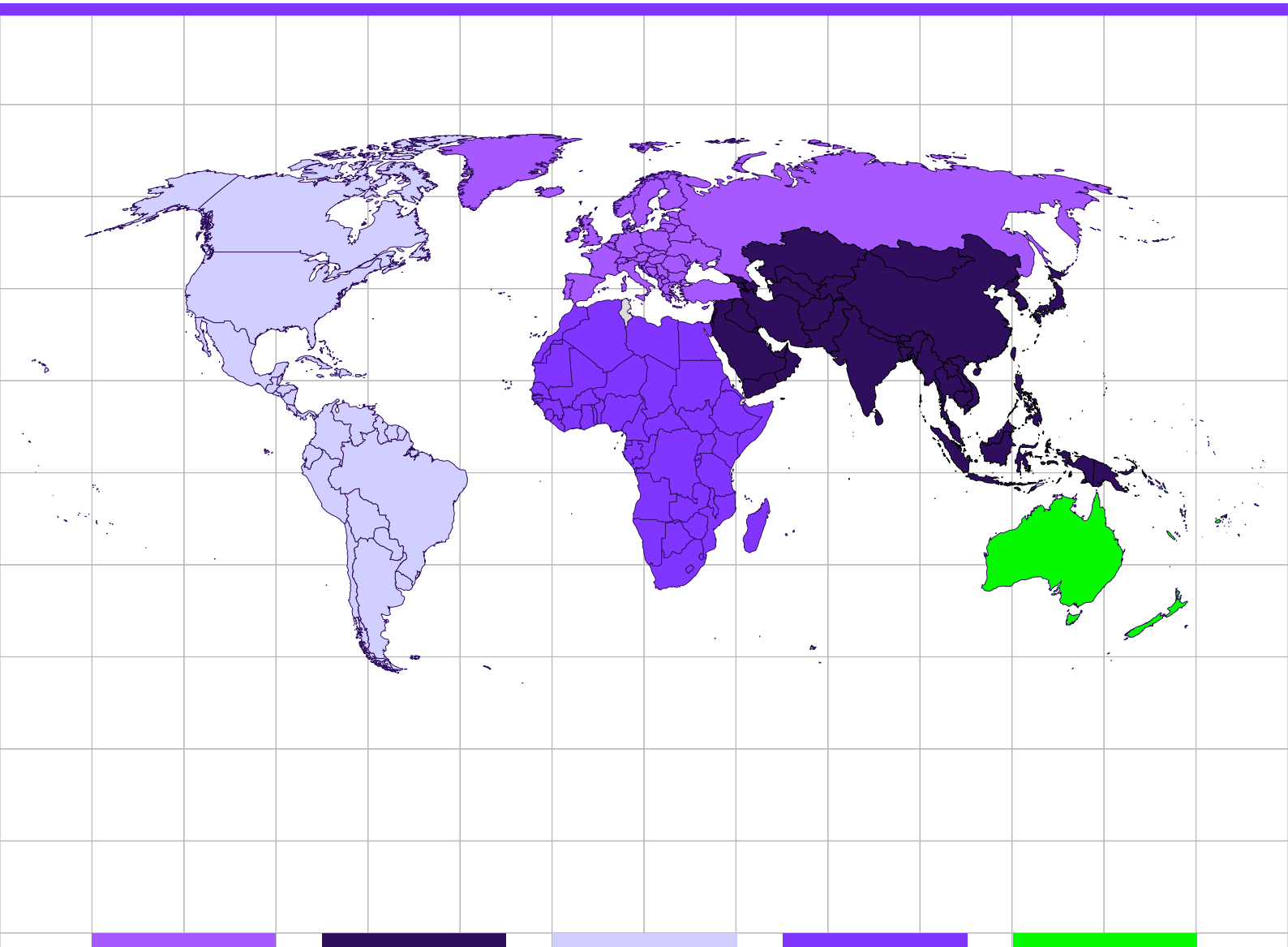
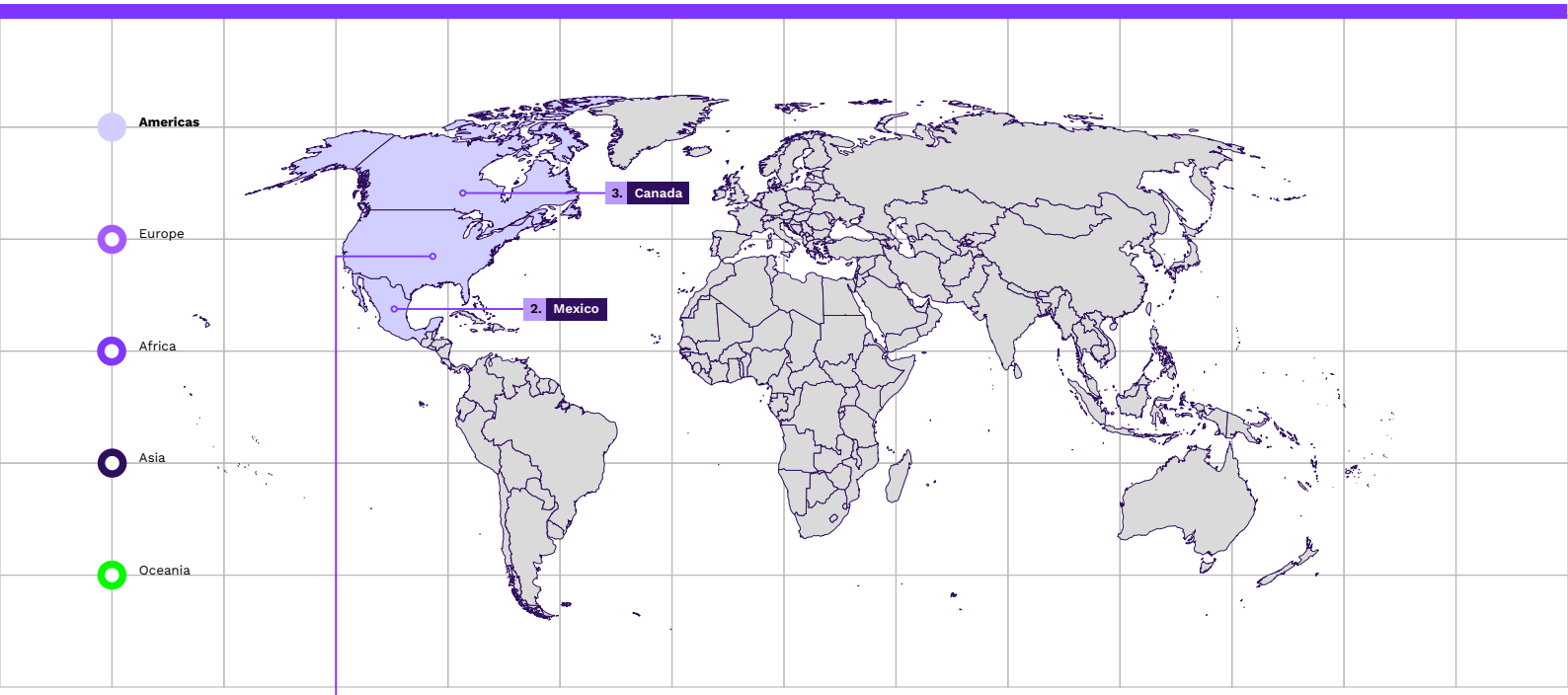
The full ranking

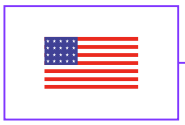
Ranking by continent



The Americas

Stability in the top 5 positions





1. United States of America

The **United States of America** (USA) remains the unrivaled leader in the Americas, consistently securing the top spot in the Bloom Consulting Country Brand Ranking ©. While ranking first in tourist receipts, which took a hit during the pandemic, a recovery is evident but not yet near pre-pandemic levels. The nation's D2 Digital Demand © and social media presence have shown remarkable resilience and growth during the challenging times following the pandemic. The USA has room for improvement with their online presence, one of the main factors keeping them in pursuit of the global Top 3.

Biggest Improvements

Colombia marks a notable ascent, adding to previous positive movements of five positions with a present increase of two more, placing it in the Top 10 for the region, overtaking other South American countries with its consistent performance in all variables. Despite a challenging migration flow from Venezuela that is affecting the socio-economic stability of the country, Colombia's tourism sector has shown resilience, reflected in its improved touristic demand and social media impact, a testament to its rising appeal.

Aruba continues its upward trajectory from the last edition, where it ascended three ranks, showing a further increase from the last edition's two-position increase. This now places it deeper into the Top 10 rank of the Americas, thanks to its sustained performance across most variables and a notable increase in touristic receipts. The island's charm, coupled with a slight improvement in the touristic demand, Aruba cements its position as a growing tourism hotspot as the US market recovers.

After several editions of falling in the rankings, **Chile** seems to have recovered with a two-position improvement in the regional ranking. This marks an inflection point, reverting the negative trend experienced in past ranking editions. Chile sustained its growth based on a strong CBS rating © "AA", good tourism recovery, and strong Instagram and Youtube presence. This improvement confirms that Chile has left behind the negative sentiment of recent social unrest.

Biggest Drops

Jamaica slips down to 10th place, a familiar position to the Country Brand Ranking © 2019 edition, falling only by one position. Overshadowed by the strides of its regional competitors, this drop comes despite Jamaica maintaining or improving across all key variables, indicating the highly competitive and persistent nature of the region.

Peru continues to face setbacks with a five-spot fall with the current ranks, primarily due to a slower recovery in touristic receipts, impacting its overall variable ranking and online performance. The impact of the country's political instability experienced during 2022 has had a impact on the ranking but, as the crisis prolongs, in time Peru will have major challenges to maintain the Top 10 position in the Americas regional ranking.

The Americas Rank

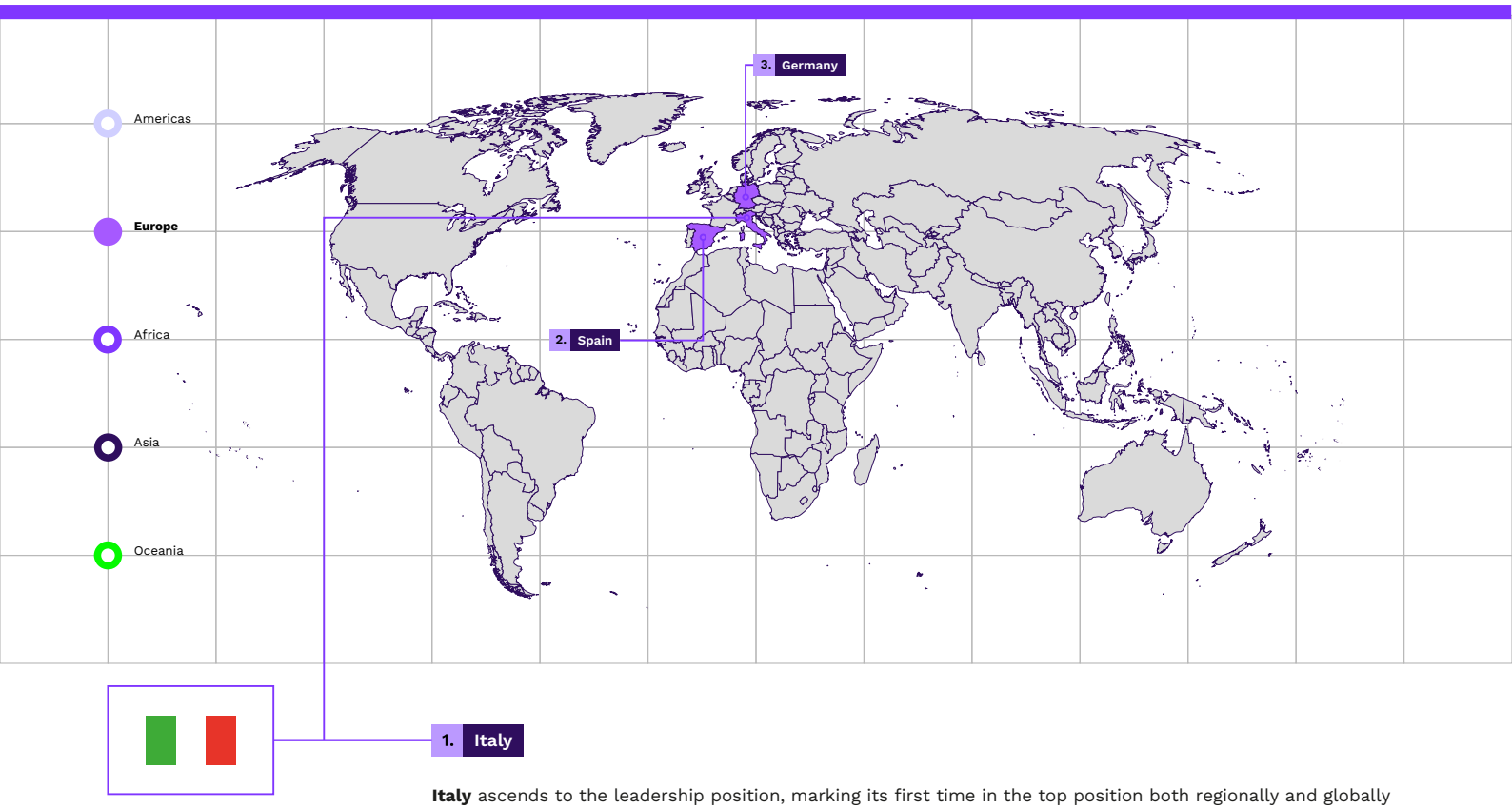
#	Variation			World Rank	CBS Rating
1.	-		United States of America	4	A
2.	-		Mexico	12	BBB
3.	-		Canada	15	A
4.	-		Costa Rica	31	AAA
5.	-		Brazil	35	AA
6.	-		Puerto Rico	45	AA
7.	↑ 1		Dominican Republic	47	A
8.	↑ 2		Aruba	49	AA
9.	↑ 2		Colombia	50	A
10.	↓ 3		Peru	51	AA
11.	↓ 2		Jamaica	53	AA
12.	-		Argentina	54	AA
13.	↑ 2		Chile	59	AA
14.	↓ 1		Bahamas	61	AA
15.	↓ 1		Panama	62	BBB
16.	↑ 2		Cuba	69	AA
17.	-		Ecuador	76	AA
18.	↓ 2		Barbados	81	A
19.	-		Uruguay	82	A
20.	↑ 1		El Salvador	86	AA
21.	↑ 1		Curaçao	92	AA
22.	↓ 2		Guatemala	95	BB
23.	↑ 1		Belize	98	A
24.	↓ 1		Martinique	99	AA
25.	-		Bermuda	100	BBB
26.	↑ 4		Nicaragua	104	A

The Americas Rank

#	Variation			World Rank	CBS Rating
27.	-		United States Virgin Islands	110	BB
28.	↑ 5		Cayman Islands	111	A
29.	↑ 7		Grenada	113	AA
30.	↑ 7		Honduras	115	AA
31.	↑ 1		Paraguay	117	BBB
32.	↓ 6		Guadeloupe	118	AA
33.	↑ 1		Bolivia	123	BB
34.	↑ 5		Antigua and Barbuda	125	AA
35.	↓ 6		Haiti	130	AA
36.	↓ 8		Trinidad and Tobago	135	A
37.	↑ 4		Dominica	143	BBB
38.	↓ 7		Venezuela	145	AA
39.	↓ 1		British Virgin Islands	150	A
40.	↑ 3		Suriname	159	AA
41.	↑ 1		Guyana	160	BB
42.	↓ 7		Saint Lucia	176	BBB
43.	↓ 3		Sint Maarten (Dutch part)	182	AA
44.	↑ 2		Saint Kitts and Nevis	184	CC
45.	↓ 1		Anguilla	187	D
46.	↓ 1		Saint Vincent and the Grenadines	190	CCC
47.	-		Turks and Caicos Islands	192	D
48.	-		Montserrat	195	C

Europe

Italy is at the top for the first time



Italy ascends to the leadership position, marking its first time in the top position both regionally and globally in the Bloom Consulting Country Brand Ranking ©. This monumental achievement is driven by Italy's extraordinary touristic appeal and its robust presence in social media. Italy's resilience and rebound following the pandemic have elevated its status, demonstrating a strong Nation Brand. With an impressive CBS Rating © of ("AA"), Italy is on a steadfast path to potentially achieving ("AAA") in future rankings, which will only make them a more formidable rival to dethrone from the first place position.

Biggest Improvements

Türkiye went up two positions in Europe's ranking, only behind Italy, Spain, and Germany. It will be interesting to observe if Türkiye is able to sustain the current tourism receipts growth and how the new sustainable tourism strategy may impact its position in future ranking editions.

Austria jumps two positions in the European ranking thanks to solid tourism receipt figures, strong tourist appeal, and an immaculate CBS Rating ©. Austria proves to be not only a successful winter but also a summer destination, witch was key to claiming its position as a top 10 European tourism brand.

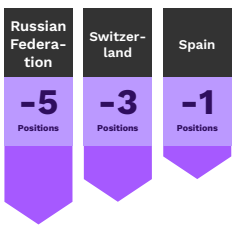
Poland, a notable case, shows a remarkable recovery and improvement, rising four spots this year from a two-position drop in the previous rank edition. This progress can be attributed to its consistent tourist receipts, enhanced social media, and a notable D2 Digital Demand © performance. A revamped website post-pandemic, aligning better with the touristic demand, has elevated Poland's CBS Rating © from ("BBB") to ("A"). Moreover, Poland's seeds of tourism and the intention for people to visit seem to be sprouting, a positive sign, especially when met with a nearby regional conflict in Ukraine right after emerging from the fog of the pandemic.

Biggest Drops

Spain, for the first time in all Country Brand Ranking editions, relinquishes its crown in Europe to Italy. Despite its strong performance in tourism receipts, it couldn't match Italy's across-the-board progress and success in all other variables. On a more positive note, Spain's CBS Rating © improved from ("A") to ("AA").

Switzerland descends by two positions, regaining its previously held position of ninth, even though it saw improvements in D2 Digital Demand ©, CBS Rating ©, and online performance, a significant drop in tourist receipts hindered its progression up the ranks.

Russia suffers a decline of twenty-one positions globally and five positions regionally, one of the biggest drops compared to other countries. This reflects the effects of the war in Ukraine that started in March 2022. There is no doubt that the stagnation or further escalation of the conflict will result in a stronger negative impact on future ranking editions.



Europe Rank

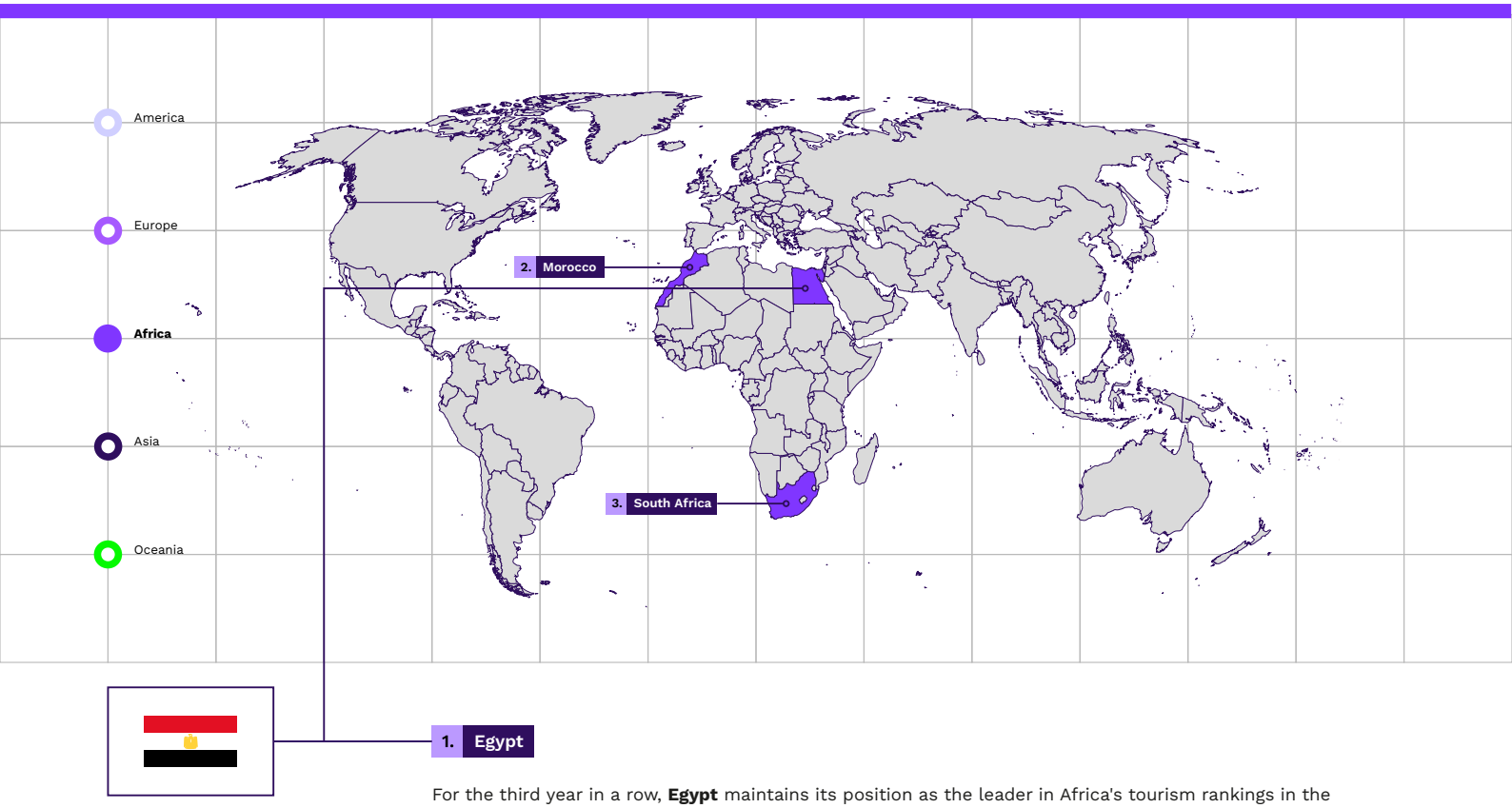
#	Variation			World Rank	CBS Rating
1.	↑ 1		Italy	1	AA
2.	↓ 1		Spain	2	AA
3.	-		Germany	5	AAA
4.	↑ 2		Türkiye	6	AA
5.	-		France	7	AA
6.	↓ 2		United Kingdom	8	A
7.	↑ 1		Portugal	11	AA
8.	↑ 2		Austria	13	AAA
9.	-		Croatia	14	AAA
10.	↓ 3		Switzerland	16	AA
11.	-		Greece	21	A
12.	-		Netherlands	22	AA
13.	-		Norway	23	AAA
14.	-		Ireland	27	BBB
15.	-		Sweden	28	AA
16.	↑ 4		Poland	32	A
17.	↓ 1		Iceland	36	AA
18.	↑ 3		Belgium	37	BBB
19.	↓ 2		Denmark	38	BB
20.	↑ 4		Slovenia	52	AAA
21.	↑ 2		Luxembourg	55	AA
22.	↓ 3		Finland	56	A
23.	↓ 5		Russian Federation	57	A
24.	↑ 1		Hungary	58	AA
25.	↓ 3		Malta	60	BBB
26.	-		Czech Republic	63	AA

Europe Rank

#	Variation		World Rank	CBS Rating
27.	-	Cyprus	64	BBB
28.	↑ 1	Albania	67	AA
29.	↑ 1	Andorra	73	AA
30.	↓ 2	Bulgaria	74	A
31.	-	Slovakia	79	AA
32.	-	Estonia	85	A
33.	-	Romania	87	BBB
34.	-	Montenegro	89	AA
35.	↑ 1	Serbia	91	A
36.	↓ 1	Ukraine	102	BBB
37.	↑ 2	Lithuania	103	BBB
38.	↓ 1	Latvia	114	BBB
39.	↑ 1	Belarus	131	BBB
40.	↓ 2	Bosnia and Herzegovina	144	D
41.	-	Macedonia, FYR	148	BB
42.	-	Moldova, Rep.	154	CC

Africa

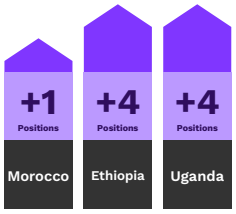
Egypt reinforces its presence in the top 25



For the third year in a row, **Egypt** maintains its position as the leader in Africa's tourism rankings in the Country Brand Ranking ©. Highlighted by its impressive touristic appeal and a stellar CBS Rating © of ("AAA"), Egypt's online performance and social media presence have notably strengthened. Climbing six positions in the global rankings, Egypt now proudly stands within the global Top 25. This solidifies a rebound for the country, overcoming past geopolitical tensions and security concerns for tourists, the reputation and Nation Brand are signaling a return to prosperity in tourism, echoed by a relatively improved tourist receipt benchmark.

Biggest Improvements

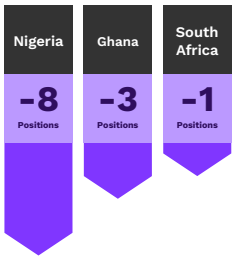
Morocco, for the first time ever, takes the lead past South Africa, climbing a spot in the African rankings to now hold second place behind Egypt and bumping South Africa down to third. Its consistent improvement in social media and online performance, alongside stable performance in other areas, showcases its growing appeal. The country's resilience in the face of challenges, such as the recent earthquake in September 2023, will be crucial in shaping its future tourism landscape and will provide insightful data for analysis in future rankings.



Ethiopia's remarkable recovery, climbing four spots after a previous five-spot drop, reflects the resilience of its tourism industry and the country's appeal despite its current fragile stability. This improvement, marked by slight gains in tourist receipts, social media, and online performance, positions Ethiopia to potentially influence future rankings, signaling a hopeful turn in its tourism prospects.

Uganda has recovered the lost position in last year's ranking and is now about to become a Top 10 tourism brand in Africa. Despite decreasing slightly in CBS Rating ©, Uganda managed to improve thanks to its solid economic tourism receipts performance.

Biggest Drops



One of Africa's strongest Nation Brand contenders, **South Africa**, falls to third place for the first time. A continued impact from the deep cuts of the pandemic on its tourist industry in the years after the pandemic, South Africa is showing a slow recovery pace in touristic arrival and demand compared to other benchmarks, and with its touristic receipts and social media performance decreasing, alongside a slight dip in D2 Digital Demand ©.

Ghana witnesses a drop, losing the two positions it had gained in the last rankings edition with a subsequent three-position decline. A steep decline in touristic receipts, despite signs of recovery in 2022, and slight decreases in social media and online performance contribute to its fall down the ranks. Though, Ghana showed a slight increase of D2 Digital Demand ©.

Nigeria faces a significant drop of eight positions, losing the ground of a positive five-position jump it had gained in previous rankings. The lack of proper digital identity management led to a CBS Rating © of ("D") and no online performance, coupled with a drop in touristic receipts, are to blame for this drop, albeit improvements in social media.

Africa Rank

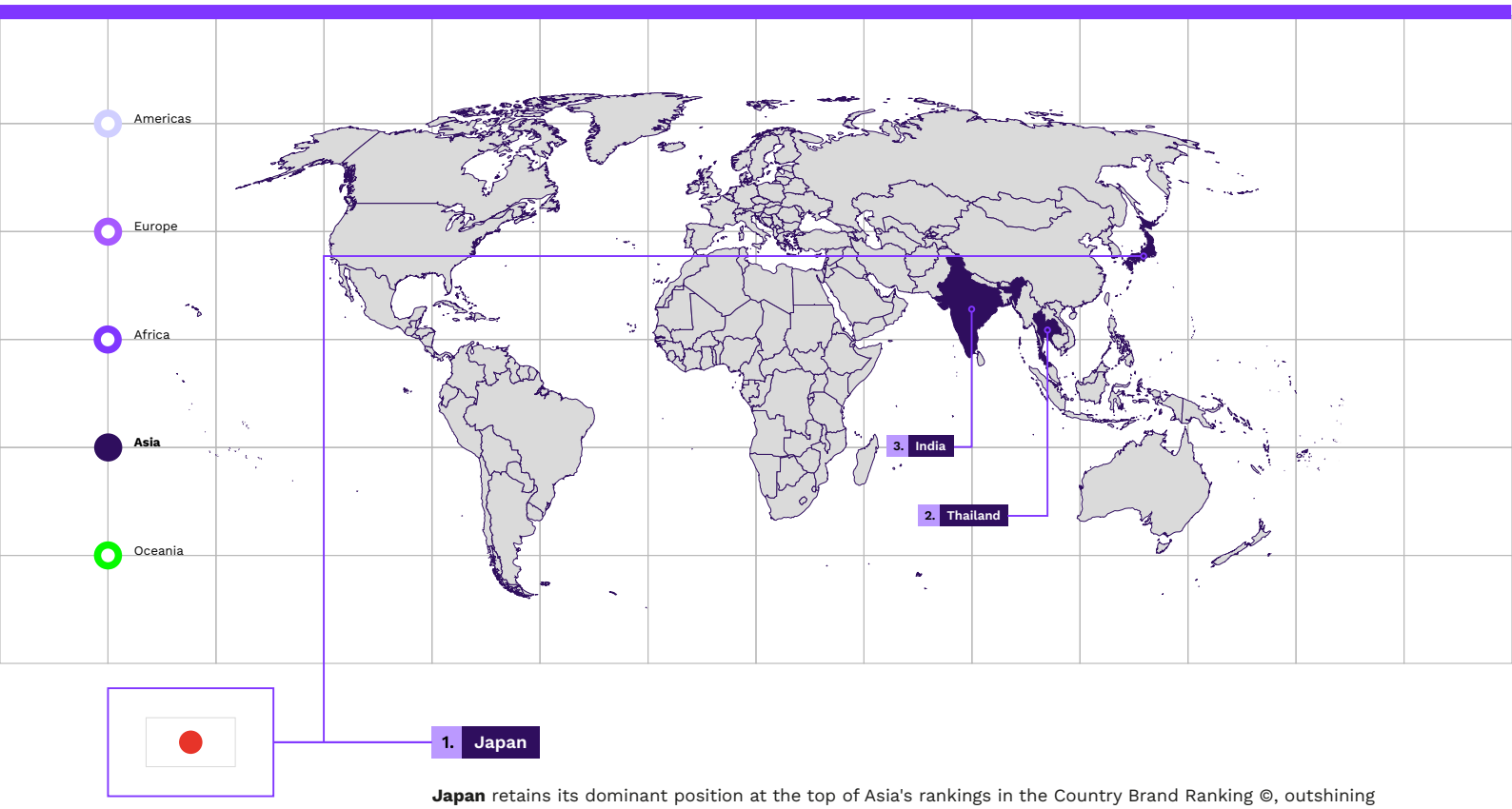
#	Variation			World Rank	CBS Rating
1.	-		Egypt	19	AAA
2.	↑ 1		Morocco	34	A
3.	↓ 1		South Africa	40	AA
4.	-		Mauritius	66	AA
5.	↑ 1		Tunisia	70	AA
6.	↓ 1		Tanzania, United Rep.	77	AA
7.	-		Kenya	88	A
8.	-		Seychelles	94	AA
9.	↑ 4		Ethiopia	97	A
10.	↓ 1		Madagascar	101	AA
11.	↑ 4		Uganda	107	A
12.	↑ 2		Namibia	108	A
13.	↓ 1		Rwanda	109	AA
14.	↓ 3		Ghana	116	BB
15.	↑ 2		Zambia	120	A
16.	↑ 2		Botswana	121	A
17.	↑ 3		Cape Verde	124	A
18.	↓ 8		Nigeria	127	D
19.	↑ 6		Gambia	129	AA
20.	↑ 1		Senegal	134	BB
21.	↑ 3		Algeria	136	A
22.	↑ 1		Mozambique	140	A
23.	↑ 11		Côte d'Ivoire	151	A
24.	↑ 2		Cameroon	153	BB
25.	↑ 5		Lesotho	158	AA
26.	↑ 3		Mali	162	BB

Africa Rank

#	Variation			World Rank	CBS Rating
27.	↓ 11		Sudan	163	D
28.	-		Zimbabwe	164	B
29.	↓ 2		Malawi	167	BBB
30.	↑ 5		Djibouti	168	BBB
31.	↑ 2		Eswatini	169	A
32.	-		Sierra Leone	170	AA
33.	↓ 11		Angola	173	D
34.	↑ 8		Sao Tome and Principe	174	BBB
35.	↑ 1		Benin	177	A
36.	↓ 17		Réunion	178	AAA
37.	↑ 1		Libya	179	A
38.	↓ 7		Togo	180	B
39.	-		Guinea-Bissau	181	A
40.	↑ 3		Burkina Faso	185	CCC
41.	↑ 3		Burundi	186	CCC
42.	↓ 5		Mauritania	188	D
43.	↓ 2		Comoros	189	D
44.	↑ 1		Eritrea	191	D
45.	↓ 5		Guinea	193	D
46.	↑ 1		Niger	194	D
47.	↑ 1		Congo, Dem. Rep.	196	D
48.	↑ 1		South Sudan	198	D
49.	↓ 3		Congo, Rep.	202	D
50.	-		Central African Republic	203	D

Asia

China’s lookdown has changed the competitive landscape



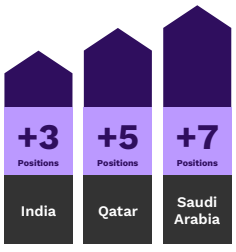
Japan retains its dominant position at the top of Asia's rankings in the Country Brand Ranking ©, outshining Thailand and Singapore in the Top 3 podium. Japan's consistent performance across all areas, including tourism receipts, D2 Digital Demand ©, online and social media presence, reinforces its strong position. The legacy of the Tokyo Olympics continues to bolster Japan's appeal, making it a challenging target for its regional competitors, as well as its evolving cultural scene.

Biggest Improvements

India’s ascent to the Top 5 in Asia following a two-position ascent is a testament to its sustained cultural and natural appeal over past editions. Improved social media and online performance reflect a burgeoning interest in India's diverse heritage and rapidly modernizing cities. It has maintained very good touristic receipts and increasing touristic appeal.

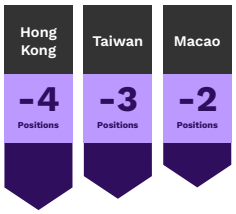
Saudi Arabia leaps into the Top 10 for the first time, following a seven-position ascent. The country has been opening up to international tourism and new projects like NEOM, Soudah Peaks, Riyadh’s rapid city development and the Red Sea developments are transforming its tourism landscape and attracting global attention. The country has seen a steady maintenance of touristic receipts while witnessing increases in D2 Digital Demand ©, social media, and online performance. There is no doubt that the Saudi Vision 2030 ambitious tourism goals are paying off, and as more tourist projects are announced, there is strong optimism for future rank improvements for Saudi Arabia.

Qatar has demonstrated notable progress with a three-position ascent, yet not making it to the Top 10 in Asia. The 2022 FIFA World Cup brought an unprecedented spotlight to the country with an impact on tourism receipts alongside a slight improvement in D2 Digital Demand © and social media presence. We will be keeping an eye on Qatar to see if the residual impacts of the event further boost Qatar’s tourism sector, complementing its already growing appeal.



Biggest Drops

It is clear that the impact of the pandemic has had a tremendously negative effect on the region, especially in Hong Kong, Macao, and Taiwan, which have all gone down in the ranking.



Hong Kong suffered a 4-position drop in the Asia regional ranking, a continued decline from previous ranking editions. D2 Digital Demand © showed a noticeable decline, especially in generic searches for Hong Kong. There is no doubt that the effects of the Chinese lockdown during the pandemic, have had a strong impact on this year's ranking.

Macao, similar to Hong Kong, continues to descend in the rankings, affected by a significant impact on tourism receipts since the pandemic and a drop in D2 Digital Demand ©, despite maintaining an excellent CBS Rating © of (“AAA”).

Taiwan, stable in the last edition, now faces a drop of three positions. The primary cause is the pandemic's impact on tourist receipts, with a slow recovery and a decrease in D2 Digital Demand ©.

Asia Rank

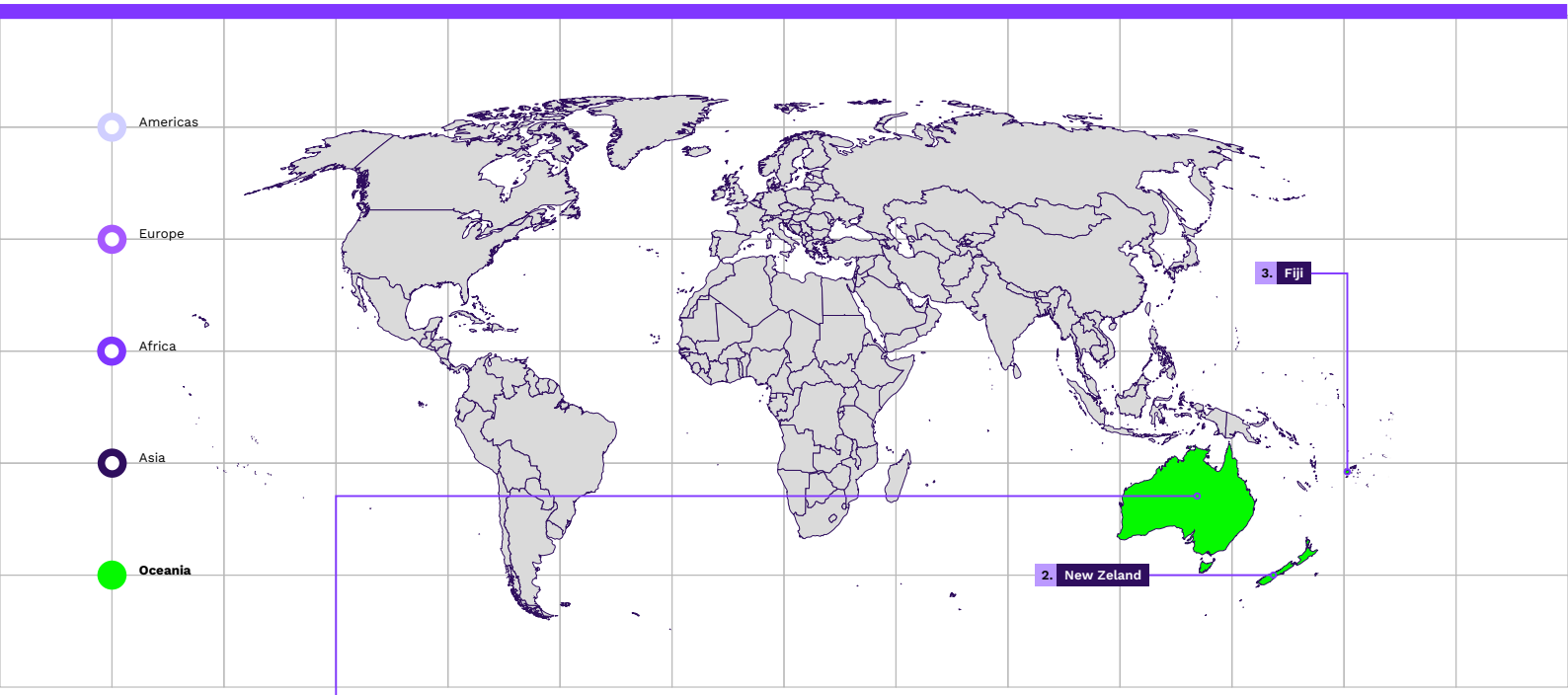
#	Variation		World Rank	CBS Rating
1.	-	Japan	3	A
2.	↑ 1	Thailand	9	BBB
3.	↑ 3	India	17	AA
4.	-	Singapore	18	A
5.	-	Korea, Rep.	20	AA
6.	↓ 4	Hong Kong SAR, China	24	BBB
7.	-	Malaysia	25	A
8.	-	China	29	A
9.	-	Indonesia	30	AA
10.	↑ 7	Saudi Arabia	33	A
11.	↑ 2	Maldives	39	A
12.	↓ 2	Macao SAR, China	41	AAA
13.	↑ 5	Qatar	42	BB
14.	↓ 3	Taiwan	43	A
15.	↓ 3	Philippines	44	A
16.	↓ 2	Viet Nam	46	A
17.	↓ 2	Israel	48	AA
18.	↓ 2	Sri Lanka	65	A
19.	-	Jordan	68	BBB
20.	↑ 1	United Arab Emirates	71	AA
21.	↓ 1	Georgia	72	AA
22.	↑ 1	Lebanon	75	AA
23.	↓ 1	Oman	78	BBB
24.	-	Bahrain	80	A
25.	↑ 1	Cambodia	83	AA
26.	↑ 3	Azerbaijan	90	BBB

Asia Rank

#	Variation			World Rank	CBS Rating
27.	↑ 3		Armenia	93	AA
28.	↓ 1		Nepal	96	A
29.	↑ 4		Kazakhstan	105	A
30.	↑ 4		Pakistan	106	BBB
31.	↑ 5		Mongolia	112	AA
32.	-		Lao P.D.R	119	BB
33.	↑ 2		Ubzekistan	122	BB
34.	↑ 5		Bangladesh	126	BBB
35.	↑ 2		Iraq	128	BBB
36.	↑ 2		Bhutan	132	BB
37.	↓ 12		Iran	139	AA
38.	↓ 7		Kuwait	142	D
39.	↑ 1		Palestine	146	A
40.	↑ 2		Brunei Darussalam	149	A
41.	↑ 2		Kyrgyzstan	152	A
42.	↓ 1		Afghanistan	155	AA
43.	↓ 15		Myanmar	161	BB
44.	-		Yemen	171	BB
45.	↑ 1		Timor-Leste	172	BB
46.	↓ 1		Tajikistan	175	BB

Oceania

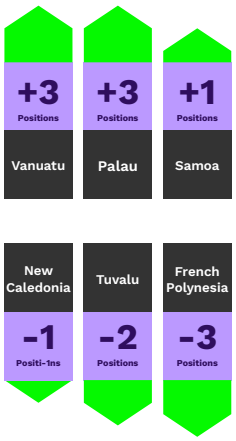
Australia and New Zealand continue to be a reference globally



Australia continues to reign as the leader in Oceania, a position it has held since the inception of the report. Despite challenges like the impactful wildfires and emergence from pandemic management, Australia retains a high CBS Rating © of ("AA") and shows continued improvements in online performance. Globally, Australia faces a dip to the tenth position, showing that there is room for improvement in tourism receipts and D2 Digital Demand © to maintain its current top 10 position in next ranking editions.

New Zealand still holds a strong second position in Oceania but lost a privileged position, dropping out of the Top 25 in the world. Tourist receipts remain strong with relatively consistent, though slightly decreased, touristic demand and stunted growth in online and social media performance. New Zealand shows potential for further CBS Rating © improvement. The nation's effective COVID-19 management and the global appeal of its charismatic leadership have enhanced its overall reputation, however, some pandemic policies and restrictions in main inbound markets may have hindered the country's tourism recovery therefore, compromising this year´s ranking position.

Fiji maintains its position and CBS Rating © of ("A"), with a strengthened tourist receipt benchmark. The small island country maintains similar social media and online performance scores, with room for improvement in D2 Digital Demand © and CBS Rating ©.



Biggest improvements and drops

Samoa and **Vanuatu** climb positions in the regional ranking, attributed to improved ratings and consistent growth in touristic appeal measurements. Vanuatu's website improvements are reflected in both CBS ratings © and online performance, while Samoa has seen growth on social media platforms, especially Facebook. **French Polynesia's** performance in the regional ranking, reflected by a 3-position drop, is affected by a decrease in D2 Digital Demand © and CBS ratings ©.

Oceania Rank

#	Variation			World Rank	CBS Rating
1.	-		Australia	10	AA
2.	-		New Zealand	26	AA
3.	-		Fiji	84	A
4.	↑ 1		Samoa	133	BBB
5.	↑ 3		Vanuatu	137	A
6.	-		Cook Islands	138	BBB
7.	↓ 3		French Polynesia	141	AA
8.	↓ 1		New Caledonia	147	AA
9.	↑ 3		Palau	156	BB
10.	↓ 1		Papua New Guinea	157	A
11.	↓ 1		Solomon Islands	165	AA
12.	↓ 1		Tonga	166	A
13.	-		Kiribati	183	BBB
14.	↑ 3		Niue	197	D
15.	↓ 1		American Samoa	199	D
16.	-		Marshall Islands	200	D
17.	↓ 2		Tuvalu	201	CC

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 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 Country Brand Ranking © focuses on tangible data, analyzed with its D2 Digital Demand © software and relevant, proprietary statistical models. Furthermore, Bloom Consulting splits its Country Brand analysis in separate dimensions from its Bloom Consulting Nation 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 the Bloom Consulting Country Brand Ranking ©?

Bloom Consulting 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 (NTOs) can get valuable information for their short to medium term strategies and goals.

What is new in the 2024 / 2025 edition of Bloom Consulting's Country Brand Ranking ©?

The latest edition of the Bloom Consulting Country Brand Ranking © places more focus than ever before on the importance of the Digital Identity of countries. Hence, the online appeal and performance will have more of an influence on the success of a Country Brand. For this reason, both the D2 Digital Demand © variable and the online performance variable hold more weight in a country's final ranking.

What is D2 Digital Demand ©?

Bloom Consulting's D2 Digital Demand © is a proprietary tool developed for the sake of quantifying and measuring the total global search volume for country-specific, trade-related keywords across 20 languages. More information on www.d2analytics.io

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 © 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 D2 Digital Demand © software. 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 the Bloom Consulting's Country Brand Ranking ©?

A country that does not provide official data to UNWTO will not be included in the Bloom Consulting's Country Brand Ranking © 2024/2025 edition. In some exceptional cases, a country has reported data directly to Bloom Consulting. If a country does not maintain official profiles on social media platforms, it is still included in the ranking, but receives a lower score for the fourth variable or CBS Rating ©.

What other services does Bloom Consulting provide aside from this Ranking?

Apart from Bloom Consulting Country Brand Ranking ©, Bloom Consulting develops integrated Country, Region, and City Brand strategies as well as Digital Identity assessments, Place Brand Analytics services, and Nation Brand measurement studies.

Bloom Consulting Country Brand Ranking ©

Glossary

D2 Digital Demand ©
Bloom Consulting's proprietary software for measuring the total search volume from the most important search engines across more than 20 different languages.

Investment Promotion Agency (IPA)
The national agency responsible for the Foreign Direct Investment promotion of its respective Country Brand. Country Brand Strategy Rating (CBS Rating ©).

Country Brand Strategy Rating (CBS Rating ©)
Bloom Consulting's rating technique, which evaluates the accuracy of an Investment Promotion Agency's strategic positioning.

Brandtags
A series of more than 30 distinct categories comprised of keywords used in online searches, each encompassing a different socio-economic and trade-related activity.

Bloom Consulting´s Algorithm
Our proprietary equation which calculates a Country Brand's ranking by assessing key variables to elaborate the ranking.

Web Analytics
An online tool that analyzes the performance of an Investment Promotion Agency websites through variables such as the number of visits and amount of time spent on the site.

Thank you!

For more information please contact

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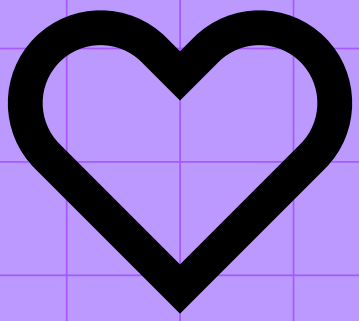
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