

## Bloom Consulting is official data partner for WEF Travel & Tourism Competitiveness Report 2019



COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

Insight Report

# The Travel & Tourism Competitiveness Report 2019

## Travel and Tourism at a Tipping Point

The cover of The Travel & Tourism Competitiveness Report 2019

The World Economic Forum (WEF) Travel & Tourism Competitiveness Report 2019 is now published. We are happy to be an official data partner of the WEF once again.

We used the Bloom Consulting Country Brand Ranking and D2 – Digital Demand © data sets for the report.

It has been an honor to work closely with the WEF team on this biennial publication!

The 2019 edition of the Travel & Tourism Competitiveness Report features the latest iteration of the Travel & Tourism Competitiveness Index (TTCI). Published biennially, the TTCI benchmarks the Travel & Tourism (T&T) competitiveness of 140 economies. It measures the set of factors and policies that enable the sustainable development of the T&T sector, which in turn, contributes to the development and competitiveness of a country.

Download the report here: [Travel & Tourism Competitiveness Report 2019](#)

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