

# Bloom Consulting

Countries Regions and Cities

London, Madrid and Lisbon

May 27<sup>th</sup>, 2020

## Bloom Consulting Country Brand Research: COVID-19 Study, The Impact on Tourist Behaviours



Presenting COVID-19 Impact on Tourist Behaviours

Bloom Consulting carried out two global and independent studies with our sister company, [D2-Analytix](#), on the impact of the COVID-19 pandemic on [Nation Brands](#) and [tourist behaviours](#).

This report addresses the impacts of COVID-19 on tourism, one of the most affected dimensions of the **Bloom Consulting Nation Brand Wheel**®. The purpose of this study is to understand the changes in the perceptions of tourists, discovering new trends in the sector and finally, how brand can push the sector to recover through research and big data.

This study was presented by Bloom Consulting's CEO and founder, Jose Filipe Torres, at a City Nation Place [webinar](#) on 27 May, 2020. Other leader practitioners in Nation Branding such as Rebecca Smith, Director of New Zealand Story, and Niall Gibbons, CEO of Tourism Ireland, both attended and offer their comments on the report and concept of the Brand-Nought.

### [COVID-19 Impact on Tourist Behaviours](#)

**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 Nation Branding, having worked across 5 continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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