

Bloom Consulting

Countries Regions and Cities

Al Soudah and Madrid

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Bloom Consulting Selected to Develop Destination Brand Strategy for Al Soudah



Image: Soudah landscape – Bloom Consulting ©

Bloom Consulting has been selected to develop the Al Soudah Destination Brand strategy. An integral part of the Public Investment Fund's contribution to Vision 2030's goals, Bloom Consulting has been continually working on the project since 2022.

Soudah Development project involves a full Region Brand measurement and analysis: a Destination Brand Strategy, Destination Brand Planning, and Placemaking strategic recommendations. The main goal of the project is to protect the distinctive natural resources of the region and celebrate its unique cultural heritage to create a destination that has both local and international appeal.

More information about the Soudah Development can be found here:

<https://www.vision2030.gov.sa/v2030/v2030-projects/soudah-development/>

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand and City Brand strategies for governments around the world. The company collaborates with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Country Branding, having worked across 5 continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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