

Madrid
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Bloom Consulting Research: The Impact of Nation and Place Brands on the Local and Global Economy



Bloom Consulting has released its latest report, “The Impact of Nation and Place Brands on the Local and Global Economy,” uncovering the significant influence that perceptions of places have on economic indicators such as tourism receipts, foreign direct investment (FDI), and talent attraction. Analyzing data from 55 countries and 63 cities, the report uses a linear regression model to quantify the impact of place branding on local economies with a concrete, data-driven approach.

Bloom Consulting’s findings demonstrate that perception-based branding efforts could represent approximately one-fourth of a place’s economic transactions tied to tourism, FDI, and talent flows. In monetary terms, this equates to about \$250 out of every \$1,000 in economic value, or a total global impact of \$934 billion—equivalent to 1% of global GDP, comparable to the entire renewable energy market or the creative economy sector.

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.

The implications of these findings are profound. Governments, tourism authorities, investment promotion agencies, and the private sector can leverage this data as a key performance indicator to assess and enhance the economic impact of their Nation and City Brands. Understanding the relationship between perceptions and economic outcomes is vital for strategic planning and competitive positioning.

For more information and to download here:

Full report: [The Impact of Nation and Place Brands on the Local Economy](#)

Addendum: [The Impact of Nation and Place Brands on the Local Economy](#)

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