

# Bloom Consulting

# Country Brand Ranking

Overview and detail analysis for Africa

UNWTO Regional Conference

Windhoek, Namibia  
June 14<sup>th</sup>, 2021

Part I – Methodology  
Results by variable

Part II – Results of the Ranking  
Global Ranking  
Africa Ranking

# Part I – Methodology

## Results by variable

Part II – Results of the Ranking

- Global Ranking
- Africa Ranking

# Bloom Consulting Country Brand Ranking<sup>©</sup>

2019  
2020



Tourism  
Edition

## Var. 1 – Economic Performance



## Var. 2 – Digital Demand



Data used in *The Travel and Tourism Competitiveness Report*

## Var. 3 – CBS Rating ©



Data used in *The Travel and Tourism Competitiveness Report*

## Var. 4 – Online Performance



## Var. 1 – Economic Performance



## Var. 2 – Digital Demand



## Var. 3 – CBS Rating ©



## Var. 4 – Online Performance



## Var. 1 – Economic Performance



## Var. 2 – Digital Demand



## Var. 3 – CBS Rating ©



## Var. 4 – Online Performance



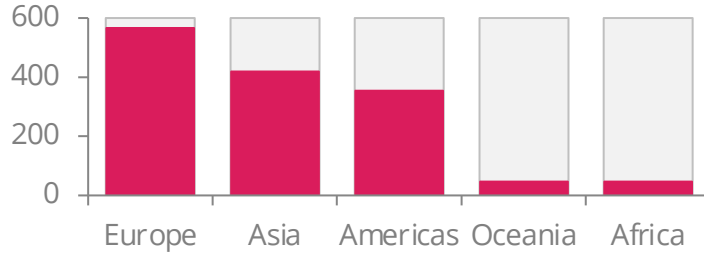


# Economic Performance

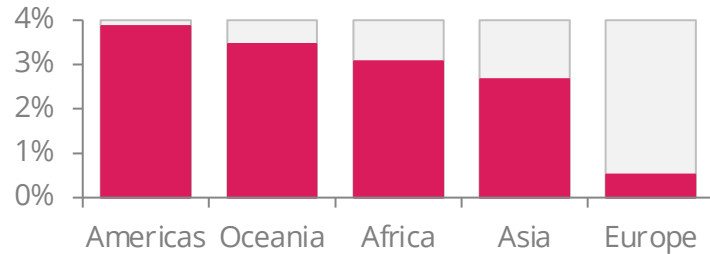
## Global Tourism – Country Brand Ranking © 2019-20

### Touristic Income

Avg. Touristic Income 2013-2017 (Billions US\$)



Avg. Touristic Income Growth 2013-2017 (%)





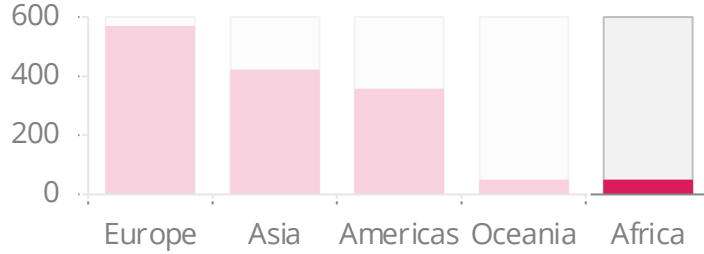


# Economic Performance

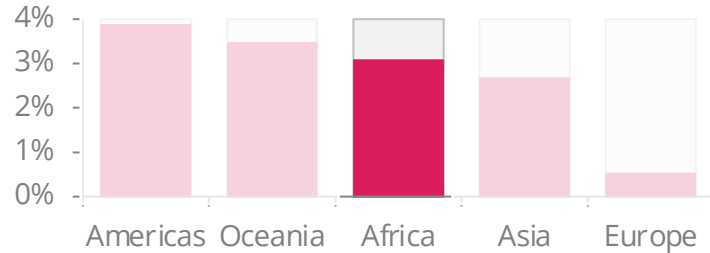
## Global Tourism – Country Brand Ranking © 2019-20

### Touristic Income

Avg. Touristic Income 2013-2017 (Billions US\$)

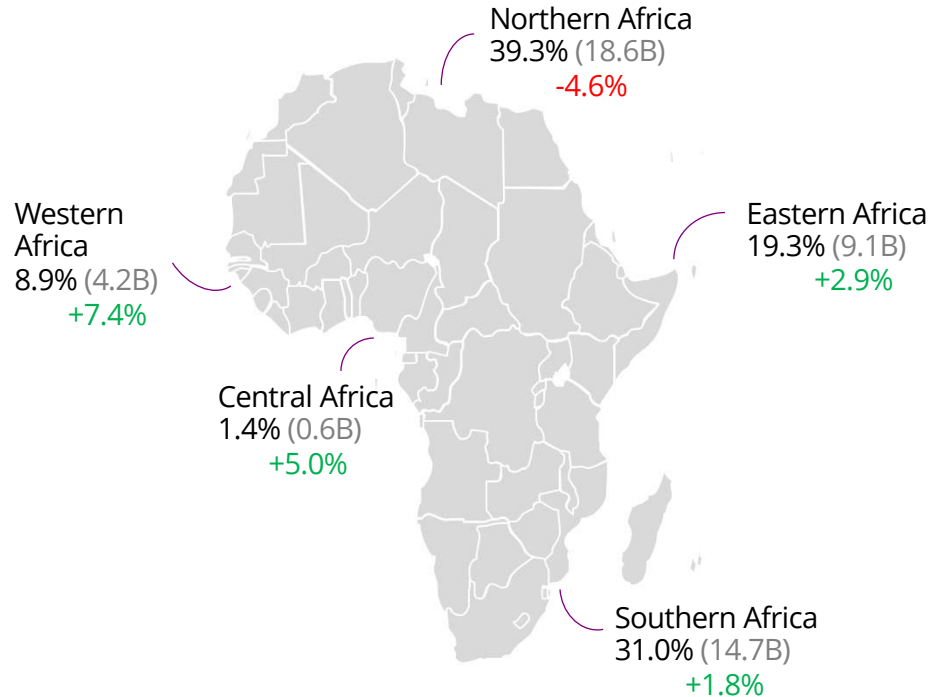


Avg. Touristic Income Growth 2013-2017 (%)



## Regional Tourism - Country Brand Ranking © 2019-20

Avg. Touristic Income 2013-2017 (Billions US\$)



## Var. 1 – Economic Performance



## Var. 2 – Digital Demand



## Var. 3 – CBS Rating ©



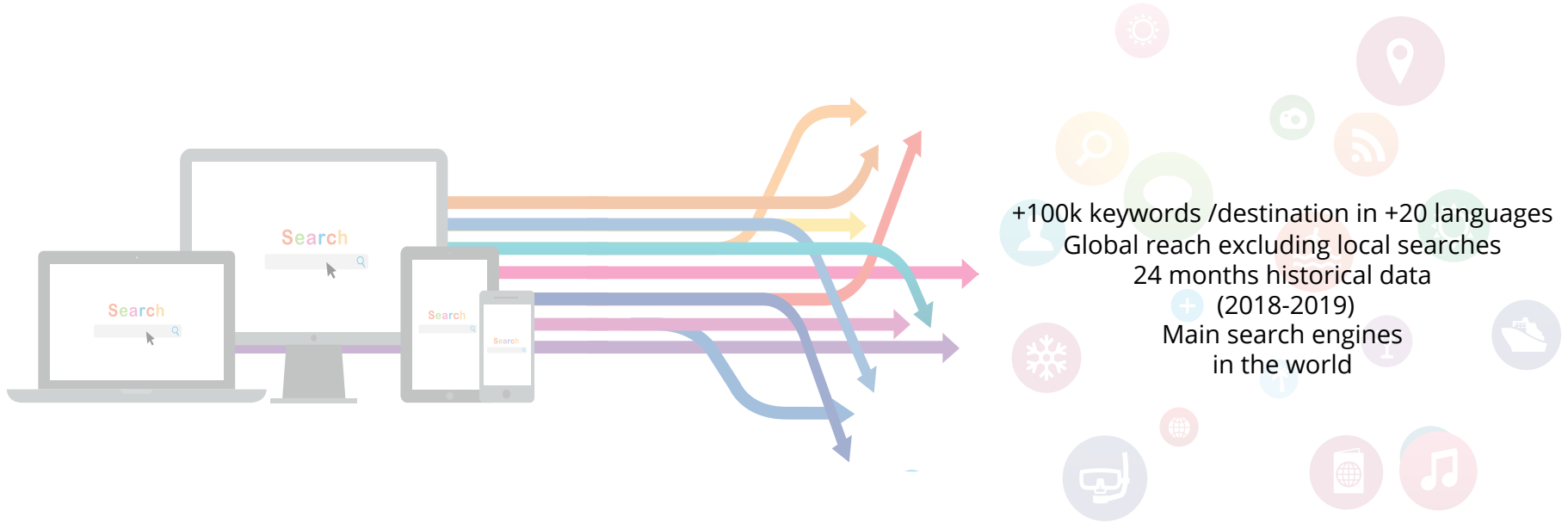
## Var. 4 – Online Performance



# Understanding the touristic appeal



# Understanding the touristic appeal



# Tourism Brandtag classification (70)

## General Information

Destinations;  
Short Trips;  
Tourism;  
Tourism Attractions;  
Tourism Packages;;  
Tours;  
Travel

## Accommodation

All-inclusive Accommodation;  
Camping;  
Holiday Accommodation;  
Hostels and Bed & Breakfast;  
Hotels and Resorts;  
Luxury Accommodation;  
Airbnb and other Special Accom;  
Rural and sustainable Accom

## Touristic activities

### Cultural Assets

Gastro Activities;  
Historical Sites;  
Museums;  
Performing Arts;  
Religious Sites & Pilgrimage;  
Restaurants;  
Traditional Markets;  
UNESCO;  
Urban Landmarks

### Leisure and Entertainment

Entertainment Parks;  
Aquarium & Zoo;  
Beaches;  
Gambling;  
Golf;  
Nightlife;  
Shopping;  
Special Events;  
Wellbeing

### Niche Markets

Business;  
Couples;  
Cruises;  
Family;  
LGBT;  
Luxury Tourism;  
Medical Tourism;  
Sustainable & Rural;  
Backpackers

### Outdoor and Nature

Adventure and Outdoor;  
Animal Watching;  
Boating;  
Diving;  
Fishing & Hunting;  
Hiking;  
Natural Wonders and Parks;  
Water Sports;  
Winter Sports

Continent: America x

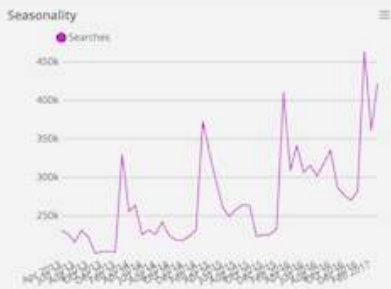
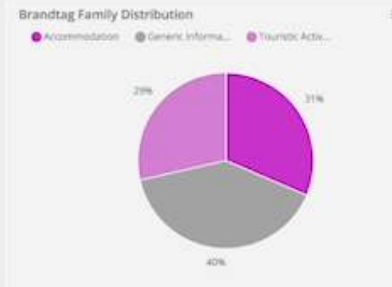
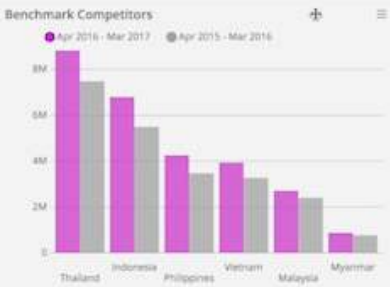
Dimension: Tourism x

Country: Vietnam x

Ranking among Competitors  
#4 Position

Searches: 3.940598M  
Apr 2016 - Mar 2017

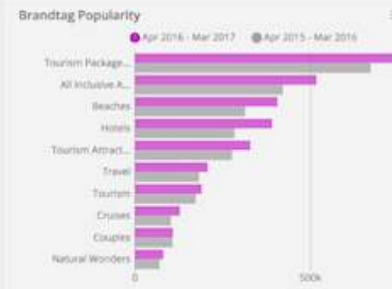
Growth Searches: 21%  
compared to last year



Target Market Distribution

Rank	Flag	Country	Searches	Growth %
1		United Kingdom	447,651k	15.20
2		Canada	359,818k	18.80
3		Germany	215,834k	23.80
4		France	66,444k	15.70
5		India	28,946k	15.30
6		China	2,117k	5.10

1 to 6 of 6





## Var. 2 – Digital Demand



Global Tourism – Country Brand Ranking © 2019-20

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# 702

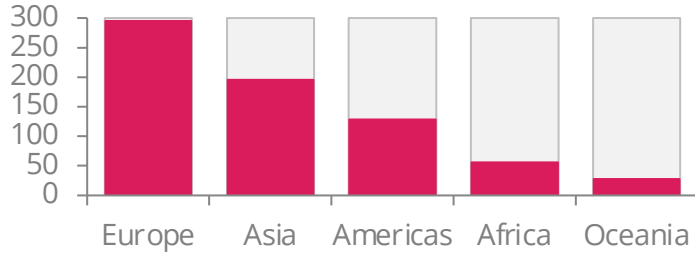
Millions of searches  
2019



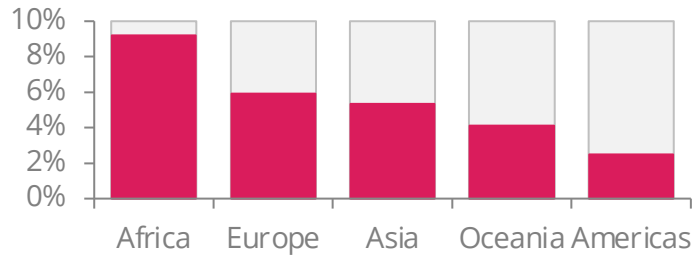
## Var. 2 – Digital Demand

### Global Tourism – Country Brand Ranking © 2019-20

Digital Demand Searches 2019  
(Millions of searches)



Avg. Digital Demand Searches Growth 2018-2019 (%)

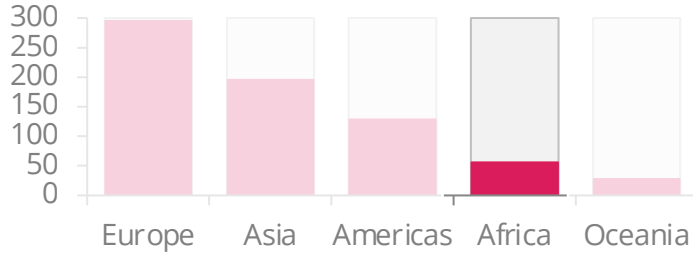




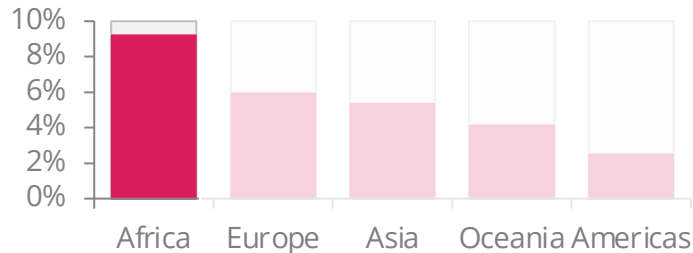
# D<sup>2</sup> Var. 2 – Digital Demand

## Global Tourism – Country Brand Ranking © 2019-20

Digital Demand Searches 2019  
(Millions of searches)

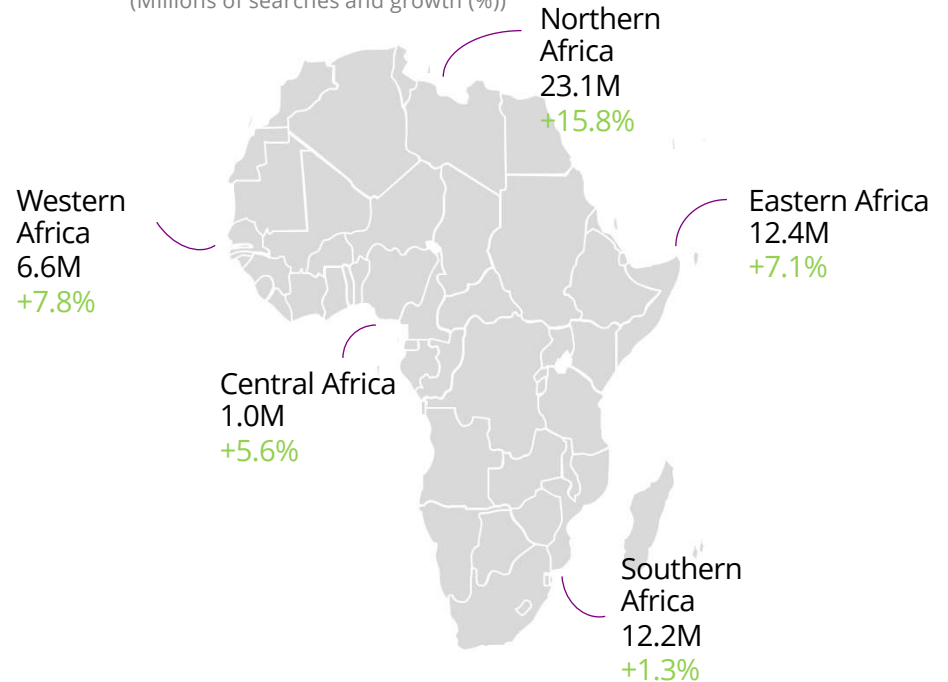


Avg. Digital Demand Searches Growth 2018-2019 (%)

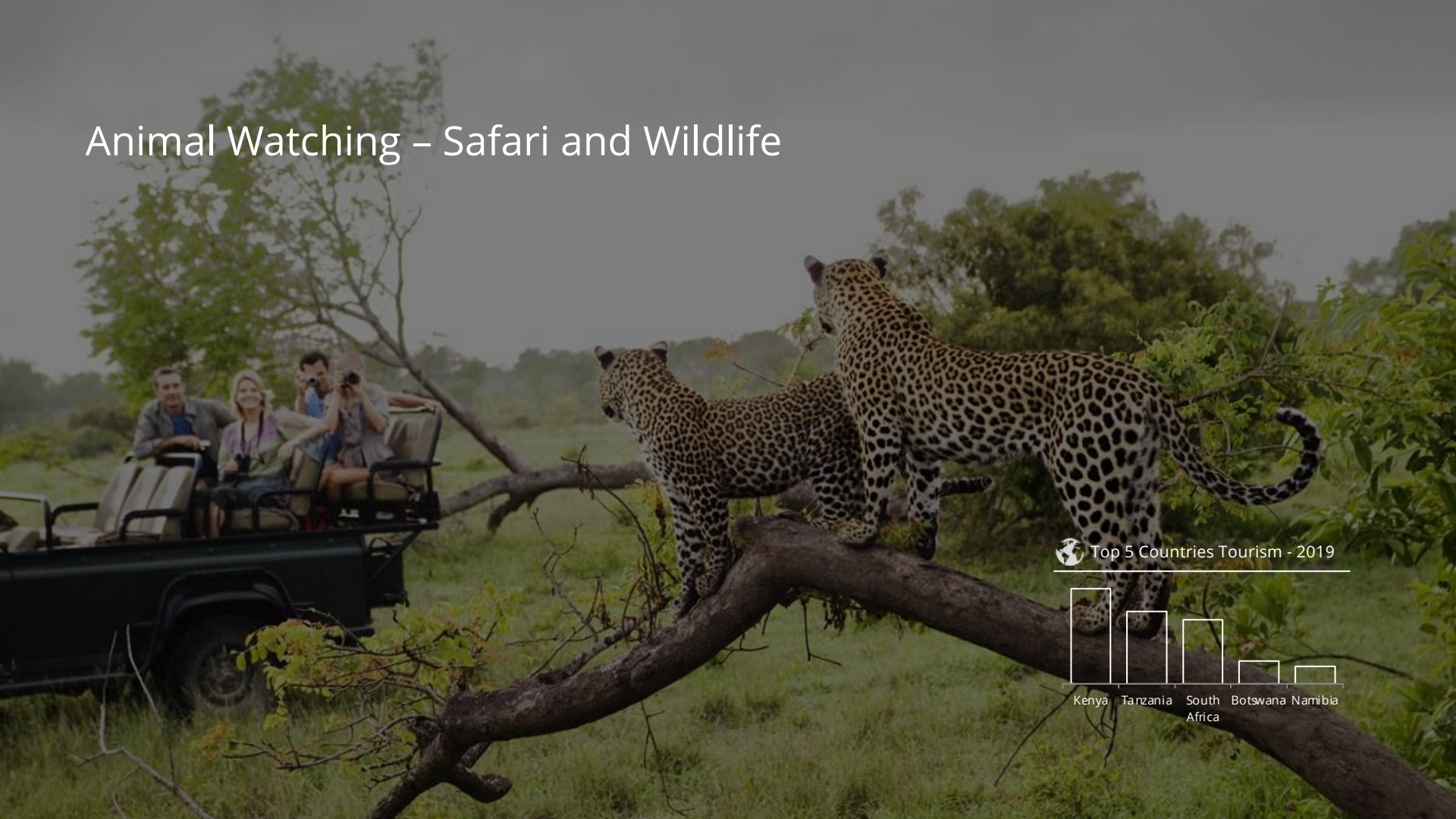



## Regional Tourism – Country Brand Ranking © 2019-20

Digital Demand Searches 2019  
(Millions of searches and growth (%))




# Animal Watching – Safari and Wildlife



 Top 5 Countries Tourism - 2019




# Natural Wonders – Deserts and Lakes

 Top 5 Countries Tourism - 2019



# Pyramids and Historical Sites

 Top 5 Countries Tourism - 2019



Egypt Morocco South Africa Congo Republic Tunisia



## Var. 2 – Digital Demand



Global – Country Brand Ranking © 2019-20

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Top 20 Brandtags Touristic Activities by Continent 2019



### Africa

1. Animal Watching
2. Natural Wonders
3. Historical Sites
4. Beaches
5. Restaurants
6. Local Gastronomy
7. Diving
8. Museums
9. Couples
10. Parks and Reserves
11. Surfing
12. Local People
13. Local Music
14. Nightlife
15. Adventure
16. Special Events
17. Golf
18. Cruises
19. Shopping
20. Hiking



## Var. 2 – Digital Demand



Global – Country Brand Ranking © 2019-20

Top 20 Brandtags Touristic Activities by Continent 2019



### Africa

- 1. Animal Watching**
- 2. Natural Wonders**
- 3. Historical Sites**
4. Beaches
5. Restaurants
- 6. Local Gastronomy**
7. Diving
8. Museums
9. Couples
- 10. Parks and Reserves**
11. Surfing
- 12. Local People**
- 13. Local Music**
14. Nightlife
- 15. Adventure**
16. Special Events
17. Golf
18. Cruises
19. Shopping
- 20. Hiking**



### Americas

- 1. Beaches**
2. Natural Wonders
3. Local Gastronomy
- 4. Cruises**
5. Restaurants
6. Shopping
7. Special Events
- 8. Nightlife**
- 9. Diving**
- 10. Couples**
11. Parks and Reserves
12. Historical Sites
13. Surfing
14. Golf
15. Adventure
16. Gastro Activities
17. Museums
18. Animal Watching
19. Fishing
20. Entertainment Parks



### Asia

- 1. Natural Wonders**
2. Shopping
- 3. Beaches**
4. Local Gastronomy
5. Restaurants
6. Special Events
- 7. Historical Sites**
- 8. Nightlife**
- 9. Couples**
10. Museums
11. Cruises
12. Diving
13. Youth / Backpackers
14. Religious / Pilgrimage
15. Hiking
16. Gardens
17. Business
18. Wellbeing
19. Gambling
20. Parks and Reserves



### Europe

- 1. Natural Wonders**
2. Beaches
- 3. Cruises**
4. Local Gastronomy
- 5. Historical Sites**
6. Restaurants
- 7. Winter Sports**
8. Shopping
9. Entertainment Parks
10. Wellbeing
11. Special Events
12. Nightlife
13. Museums
14. Religious / Pilgrimage
15. Adventure
16. Boating
17. Hiking
18. Gastro Activities
19. Couples
20. Parks and Reserves



### Oceania

- 1. Natural Wonders**
- 2. Beaches**
- 3. Cruises**
- 4. Zoos**
5. Adventure
- 6. Couples**
- 7. Diving**
- 8. Winter Sports**
- 9. Animal Watching**
10. Gastro Activities
11. Special Events
12. Shopping
13. Restaurants
14. Local Gastronomy
15. Hiking
16. Surfing
17. Golf
18. Fishing
19. Local Traditions
20. Local People

## D<sup>2</sup> Var. 2 – Digital Demand

### Global – Country Brand Ranking © 2019-20

Top 20 Brandtags Touristic Activities by Continent 2019

#### Africa

1. Animal Watching
2. Natural Wonders
3. Historical Sites
4. Beaches
5. Restaurants
6. Local Gastronomy
7. Diving
8. Museums
9. Couples
10. Parks and Reserves
11. Surfing
12. Local People
13. Local Music
14. Nightlife
15. Adventure
16. Special Events
17. Golf
18. Cruises
19. Shopping
20. Hiking

### Regional Tourism – Country Brand Ranking © 2019-20

Top 5 Micro-Brandtags Touristic Activities by Region 2019



## Var. 1 – Economic Performance



## Var. 2 – Digital Demand



## Var. 3 – CBS Rating ©



## Var. 4 – Online Performance





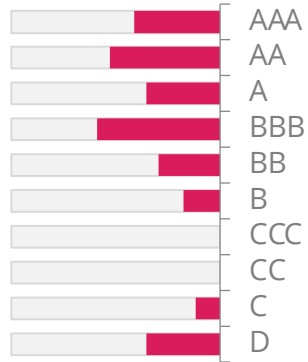
## ☆ Var 3- CBS Rating ©

🌐 Global Tourism – Country Brand Ranking © 2019-20

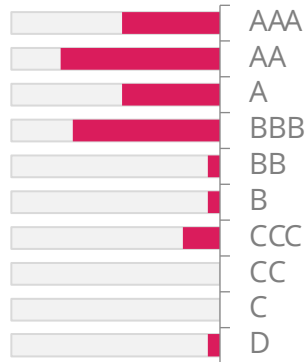
Precision of Country Brand strategies for Tourism

Ratio Scale (AAA - D)

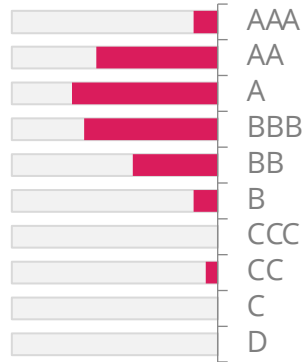
### 📍 Africa



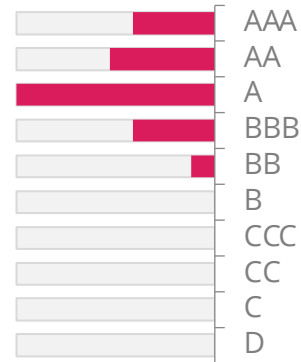
### 📍 Americas



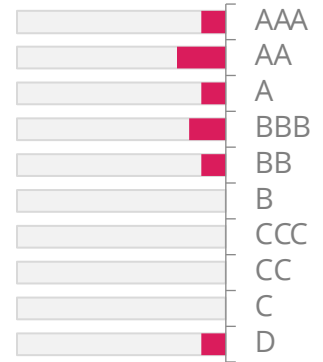
### 📍 Asia



### 📍 Europa



### 📍 Oceania



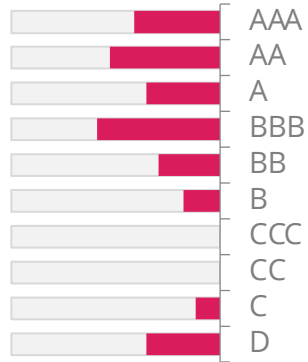
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🌐 Global Tourism – Country Brand Ranking © 2019-20

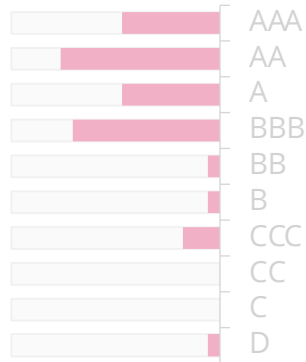
Precision of Country Brand strategies for Tourism

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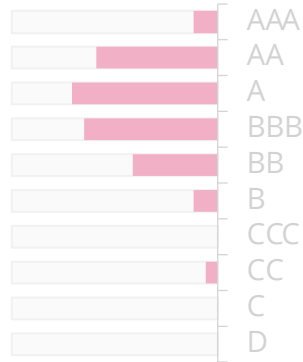
### 📍 Africa



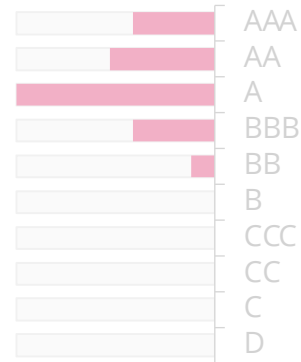
### 📍 Americas



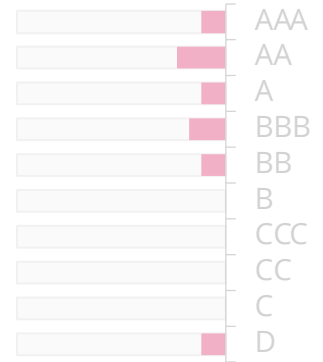
### 📍 Asia




### 📍 Europa



### 📍 Oceania



# Ranking "Africa" - Classified by "CBS Rating"

 Tourism - Data for 48 classified in the ranking countries

AAA										
AA										
A										
BBB										
BB										
B										
CCC										
CC										
C										
D										

## Var. 1 – Economic Performance



## Var. 2 – Digital Demand



## Var. 3 – CBR Rating ©



## Var. 4 – Online Performance







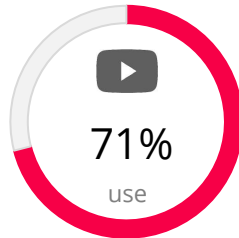
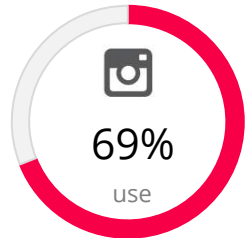
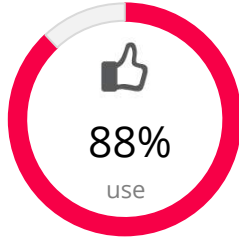
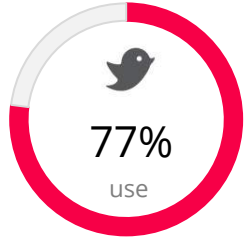
**facebook**®

## Var. 4 – Online Performance

 Global Tourism – Country Brand Ranking © 2019-20

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Use percentage by NTO agencies 2019



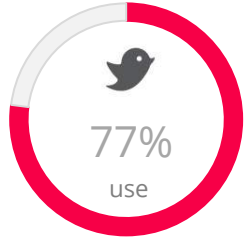


## ☁ Var. 4 – Online Performance

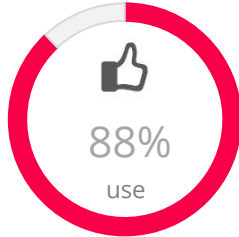
🌐 Global Tourism – Country Brand Ranking © 2019-20

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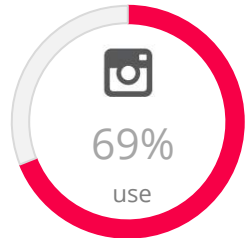
Use percentage by NTO agencies 2019



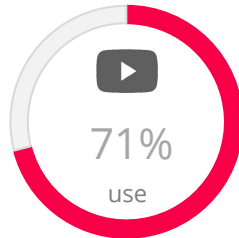
-1%



+2%



+40%

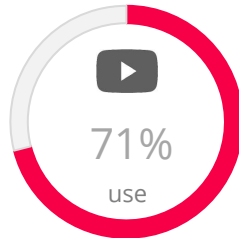
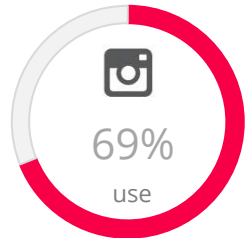
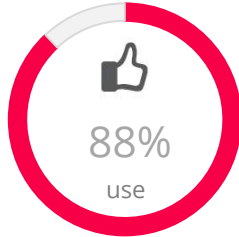
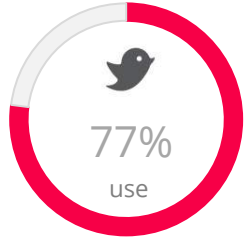


+9%

## Var. 4 – Online Performance

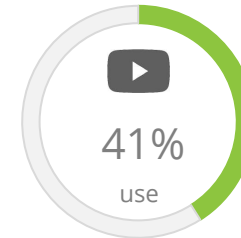
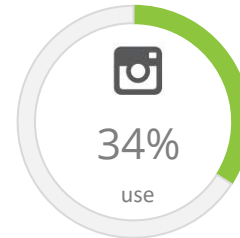
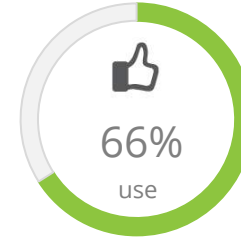
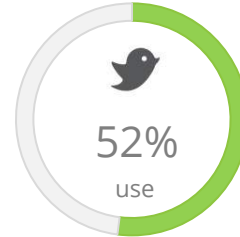
### Global Tourism – Country Brand Ranking © 2019-20

Use percentage by NTO agencies 2019



### Africa Tourism – Country Brand Ranking © 2019-20

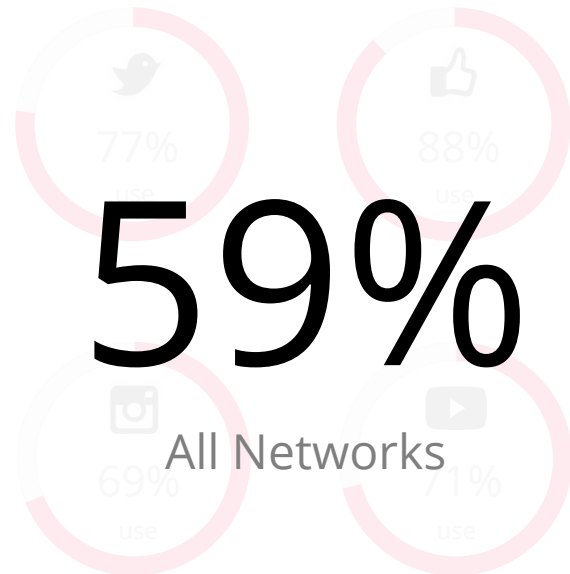
Use percentage by NTO agencies 2019



## Var. 4 – Online Performance

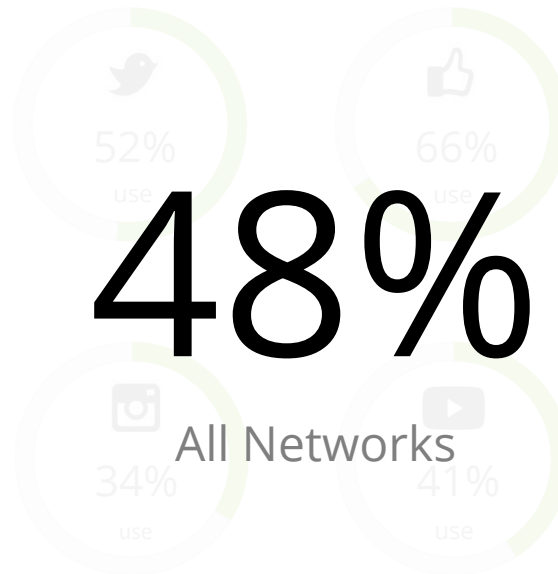
### Global Tourism – Country Brand Ranking © 2019-20

Use percentage by NTO agencies 2019



### Africa Tourism – Country Brand Ranking © 2019-20

Use percentage by NTO agencies 2019



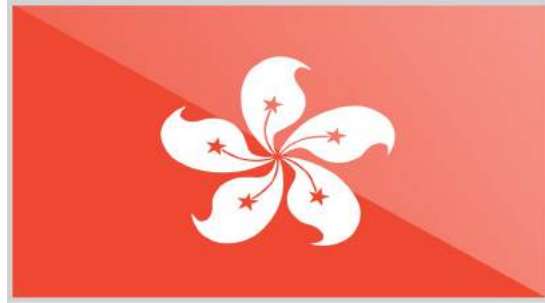
Part I – Methodology  
Results by variable

Part II – Results of the Ranking  
Global Ranking  
Africa Ranking

# Ranking - Global

 Global Tourism – Country Brand Ranking © 2019-20

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# Ranking - Global

 Global Tourism – Country Brand Ranking © 2019-20

# Ranking	Country	+/-
1.	 United States	-
2.	 Hong Kong	+2
3.	 Spain	-
4.	 United Kingdom	+5
5.	 Australia	-
6.	 Thailand	-4
7.	 Italy	+3
8.	 Japan	+6
9.	 France	-3
10.	 Germany	-2

# Ranking	Country	+ /-
11.	 Mexico	+5
12.	 Turkey	-1
13.	 China	-6
14.	 Portugal	+6
15.	 Singapore	-2
16.	 Canada	-1
17.	 Switzerland	-
18.	 India	-4
19.	 Greece	-
20.	 Croatia	+7

Analysis of 48 countries and/or territories in “Africa”,  
which classified to the ranking, with special focus in:

## Africa

Country Brand  
Ranking©

2019  Tourism  
2020 Edition



# Ranking – Africa





# Ranking – Africa

 Regional Tourism Africa – Country Brand Ranking © 2019-20

# Ranking		Country	Ranking Global
1.	+1	 Egypt	27.
2.	-1	 South Africa	33.
3.	-	 Morocco	40.
4.	+1	 Mauritius	66.
5.	-1	 Kenya	67.
6.	+1	 Tunisia	81.
7.	-1	 Tanzania	82.
8.	-	 Ethiopia	99.
9.	+1	 Madagascar	103.
10.	+3	 Seychelles	105.

# Ranking		Country	Ranking Global
11.	-2	 Namibia	106.
12.	-1	 Uganda	110.
13.	-1	 Ghana	112.
14.	+1	 Reunion	120.
15.	-1	 Nigeria	128.
16.	+2	 Sudan	130.
17.	-	 Senegal	131.
18.	+4	 Zambia	132.
19.	-3	 Zimbabwe	134.
20.	+3	 Botswana	137.

# Ranking – Africa classified by “performance”

 Regional Tourism Africa – Country Brand Ranking © 2019-20

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Top



Egypt



South Africa

Growing



Mauritius



Seychelles



Madagascar



Zambia

Keeps position



Morocco

Shrinking



Namibia



Zimbabwe

## In details - Egypt



# In details - Egypt

## Regional Tourism Africa – Country Brand Ranking © Evolution

	CBR@ 2013	CBR@ 2014/15	CBR@ 2017/18	CBR@ 2019/20
1.	Egypt	South Africa	South Africa	Egypt
2.	South Africa	Egypt	Egypt	South Africa
3.	Morocco	Morocco	Morocco	Morocco
4.	Kenya	Kenya	Kenya	Mauritius
5.	Mauritius	Tanzania	Mauritius	Kenya
6.	Tanzania	Mauritius	Tanzania	Tunisia
7.	Tunisia	Tunisia	Tunisia	Tanzania
8.	Uganda	Uganda	Ethiopia	Ethiopia
9.	Ghana	Ethiopia	Namibia	Madagascar
10.	Ethiopia	Namibia	Madagascar	Seychelles
11.	Namibia	Ghana	Uganda	Namibia
12.	Reunion	Reunion	Ghana	Uganda



## Ranking Place

Global

27<sup>th</sup> (+2)

Region

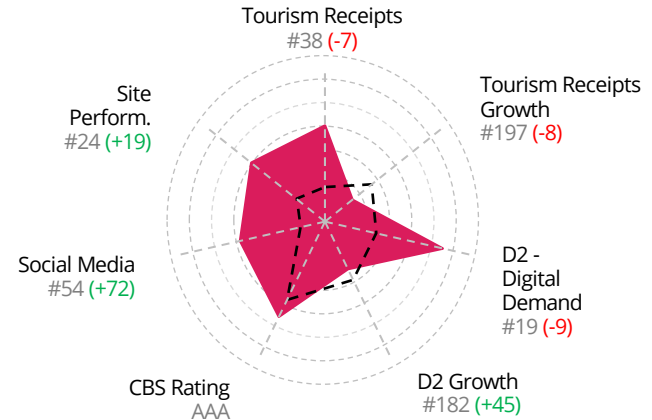
1<sup>st</sup> (+1)

## Detail by variable

Score ranking (0-7)

Country

Avg. Region



## In details – South Africa



# In details – South Africa

## Regional Tourism Africa – Country Brand Ranking © Evolution

	CBR@ 2013	CBR@ 2014/15	CBR@ 2017/18	CBR@ 2019/20
1.	Egypt	<b>South Africa</b>	<b>South Africa</b>	Egypt
2.	<b>South Africa</b>	Egypt	Egypt	<b>South Africa</b>
3.	Morocco	Morocco	Morocco	Morocco
4.	Kenya	Kenya	Kenya	Mauritius
5.	Mauritius	Tanzania	Mauritius	Kenya
6.	Tanzania	Mauritius	Tanzania	Tunisia
7.	Tunisia	Tunisia	Tunisia	Tanzania
8.	Uganda	Uganda	Ethiopia	Ethiopia
9.	Ghana	Ethiopia	Namibia	Madagascar
10.	Ethiopia	Namibia	Madagascar	Seychelles
11.	Namibia	Ghana	Uganda	Namibia
12.	Reunion	Reunion	Ghana	Uganda



## Ranking Place

Global

33<sup>rd</sup> (-5)

Region

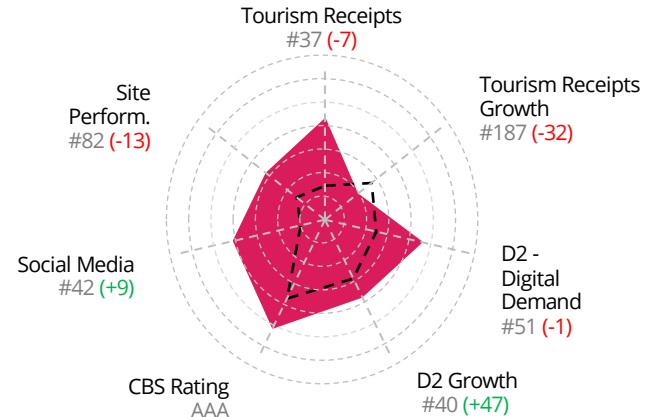
2<sup>nd</sup> (-1)

## Detail by variable

Score ranking (0-7)

Country

Avg. Region



## In details - Namibia



# In details - Namibia

## Regional Tourism Africa – Country Brand Ranking © Evolution

	CBR@ 2013	CBR@ 2014/15	CBR@ 2017/18	CBR@ 2019/20
1.	Egypt	South Africa	South Africa	Egypt
2.	South Africa	Egypt	Egypt	South Africa
3.	Morocco	Morocco	Morocco	Morocco
4.	Kenya	Kenya	Kenya	Mauritius
5.	Mauritius	Tanzania	Mauritius	Kenya
6.	Tanzania	Mauritius	Tanzania	Tunisia
7.	Tunisia	Tunisia	Tunisia	Tanzania
8.	Uganda	Uganda	Ethiopia	Ethiopia
9.	Ghana	Ethiopia	<b>Namibia</b>	Madagascar
10.	Ethiopia	<b>Namibia</b>	Madagascar	Seychelles
11.	<b>Namibia</b>	Ghana	Uganda	<b>Namibia</b>
12.	Reunion	Reunion	Ghana	Uganda



## Ranking Place

Global

106<sup>th</sup> (-4)

Region

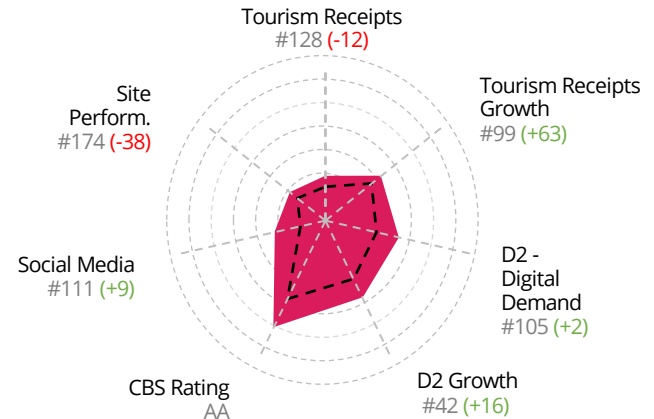
11<sup>th</sup> (-2)

## Detail by variable

Score ranking (0-7)

Country

Avg. Region





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## BLOOM CONSULTING COUNTRY BRAND RANKING

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The primary objective of this Ranking, is to measure the impact international perceptions and reputation may have over time in each Country Brand.



TOURISM EDITION  
COUNTRY BRAND RANKING



TRADE EDITION  
COUNTRY BRAND RANKING

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# Thank you!

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