

# How the world views the UK – 2022

Foresight 183

VisitBritain Research

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## Introduction, study details and context

# Introduction

This edition of Foresight is a summary of the key UK findings from the 2022 Anholt-Ipsos Nation Brands Index survey, conducted between 5<sup>th</sup> July and 11<sup>th</sup> August 2022. The results paint a detailed picture of how the UK is perceived internationally.

The Anholt-Ipsos Nation Brands Index (or NBI) is an annual study amongst 60,000 consumers in 20 panel countries around the world. Adults aged 18 or over who are online were interviewed in each country. Respondents score 60 nations (including the UK) on a raft of attributes including some relating to Tourism, Culture and People as well as those relating to Exports, Governance and Immigration / Investment. The overall 'nation brand' rank is based on scores across all attributes. The 20 panel countries are: Argentina, Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Poland, Russia, South Africa, Saudi Arabia, South Korea, Sweden, Turkey, UK and USA.

VisitBritain commissioned research in two additional markets which are not part of the standard panel (outlined above) in 2022; the Netherlands and Spain. Fieldwork in these two markets took place at the same time as the standard NBI survey. Please note that ranks and averages for 'all markets' include the standard set of 20 panel countries, excluding Spain and the Netherlands.

In this report we first explore the UK brand on each of the NBI attributes and dimensions. The following section explores each of the tourism related dimensions (Tourism, Culture and People) in more detail and changes to the UK rank on each of these over time. We then look at the results by market, highlighting the changes between 2021 and 2022 and will take a brief look at demographic differences. And to put the results in the context of tourism we'll also look at the impact of travel on ranking and scores. To close, we'll explore familiarity and favourability by markets, before investigating the UK's Tourism and Cultural word associations for all 22 markets.

# Study details

The overall Nation Brands Index is made up of six dimensions (Tourism, Culture, People, Exports, Governance, Immigration & Investment). For inbound tourism, the most relevant indices are of course Tourism as well as Culture, plus how ‘welcome’ respondents feel they would be in the UK (which appears under the People dimension).

The rank for each dimension of the hexagon is made up of respondents’ answers to three to five statements – respondents are not directly asked to rank countries overall but they are asked their opinion about a country in relation to each statement, e.g. *‘To what extent do you agree that [the UK] is rich in historic buildings and monuments?’ Please answer on a scale of one to seven where one is strongly disagree and seven is strongly agree*. They give a score for the country on that attribute and then scores are compared to those given to other countries to produce the rankings for each dimension and attribute.

A change in the UK’s ranking might therefore be due to a change in the UK’s score and/or a change in the scores given to other nations in the survey. Ranking changes can be the result of small changes in scores. Nations often rank themselves top on several dimensions so we concentrate on the UK’s ranking in this report.

For reasons of space we have not shown the long term trends for each market that fieldwork is conducted in; please contact VisitBritain Research if you have a specific question about this.

Respondents are representative of the online population in each market, and they are not necessarily international travellers, so for many their views are based on perceptions not experiences.

Please note that ranks and averages for ‘all markets’ include the standard set of 20 panel countries (i.e. excludes Spain & the Netherlands)

# Context: holiday visits from NBI markets

The latest data available to illustrate a 'normal' year is from the International Passenger Survey in 2019. During 2019, there were over 11.5 million holiday visits made to the UK by people who reside in one of the 21 countries this report focuses on (therefore excluding the UK). These 11.5 million visits represented 68% of all holiday visits to the UK in 2019.

The NBI remains an important tool for VisitBritain to measure perceptions as the UK's three largest markets by volume (USA, France and Germany) are covered, as well as sizeable markets like Italy, Spain, Netherlands, China, Australia, Canada and Sweden, and higher spending markets like Saudi Arabia.

Views were also collected in other emerging markets including Brazil and India. However, there are still some absences from our top ten markets whose views may vary from those presented here: the Irish Republic and Belgium.

Inbound data for 2021 and 2022 has been impacted by COVID-19 but you can see what is available [on our website](#).

2019 holiday visits to the UK from...	Number in thousands	% of all holiday visits to the UK	2019 holiday spend to the UK from	Value in £m	% of all holiday spend to the UK
USA	2,208	13.10%	USA	2,200	16.50%
France	1,535	9.10%	Germany	863	6.50%
Germany	1,500	8.90%	China	834	6.30%
Italy	1,155	6.80%	France	717	5.40%
Spain	1,041	6.20%	Italy	638	4.80%
Netherlands	790	4.70%	Australia	495	3.70%
China	512	3.00%	Spain	474	3.60%
Australia	449	2.70%	Saudi Arabia	440	3.30%
Canada	368	2.20%	Netherlands	398	3.00%
Sweden	302	1.80%	Canada	343	2.60%
Poland	276	1.60%	Sweden	193	1.50%
India	206	1.20%	Japan	190	1.40%
Japan	205	1.20%	Brazil	176	1.30%
South Korea	203	1.20%	South Korea	169	1.30%
Brazil	198	1.20%	India	156	1.20%
Saudi Arabia	139	0.80%	Poland	127	1.00%
Mexico	136	0.80%	Mexico	74	0.60%
Argentina	92	0.50%	Russia	76	0.60%
Russia	80	0.50%	Turkey	75	0.60%
Turkey	80	0.50%	Argentina	57	0.40%
South Africa	55	0.30%	South Africa	52	0.40%
<b>TOTAL</b>	<b>11,528</b>	<b>68.20%</b>	<b>TOTAL</b>	<b>8,747</b>	<b>65.60%</b>

Source: International Passenger Survey, ONS, 2019. "Total" above includes all 21 markets although elsewhere in the report 'Total' includes the 20 standard NBI markets.



## Headline findings

Woman looking out of window on train, Caernarfon, Wales ©VisitBritain/Ben Selway

# Headline summary

- The **UK was ranked 6<sup>th</sup> in 2022 out of 60 nations**. Germany held 1<sup>st</sup> place, as it has done since 2017, Canada fell to third after a record-high of 2<sup>nd</sup> in 2021 and is replaced by Japan in 2<sup>nd</sup>. Italy retained 4<sup>th</sup> whilst France moved up one place to 5<sup>th</sup>.
- The UK saw ranking improvements across many of the dimensions when compared to 2021:
  - › **Tourism** retained 6<sup>th</sup> place
  - › **Culture** moved back up one place to 3<sup>rd</sup>
  - › **People** moved up two places to 8<sup>th</sup>
- In the Tourism dimension, **historic buildings** retained its 5<sup>th</sup> position whilst **visiting if money were no object** stayed at 7<sup>th</sup>. Vibrant cities moved back up one rank to 5<sup>th</sup>. **Natural beauty** retained 31<sup>st</sup> place.
- Within the Culture dimension, **contemporary culture** held its strong rank of 4<sup>th</sup> whilst **excelling at sport** dropped one place to 5<sup>th</sup> and **cultural heritage** stayed at 8<sup>th</sup> place.
- Both People and Welcome moved up to 8<sup>th</sup> and 16<sup>th</sup> place respectively. **Having a person from the UK as a close friend** dropped one rank to 4<sup>th</sup> whilst **employing a qualified person from the UK** moved back up one place to 5<sup>th</sup>.
- 16 out of the 21 panel markets (excluding the UK) ranked the UK within the top 10 overall. There was a rise in our overall NBI ranking from eight countries and there were four countries where the UK retained its 2021 rank.
- Previous visitation continues to have a positive impact on perceptions of the UK and the destination is seen as ‘fascinating’ and ‘exciting’ by over one third of respondents.

# Top ten nation brands 2022

There were minor changes to the top 10 nation brands in 2022 with all markets seeing a score decrease in 2022 vs 2021.

The **UK** dropped 1 ranking to 6<sup>th</sup> place with a slight score decrease of 0.95 points. However, 6 markets in the top 10 reported larger score decreases than the UK.

**Germany** had one of the largest score decreases in the top 10 but continued to hold first place for the 6<sup>th</sup> year in a row.

**Japan** and **Canada** swapped places with Japan now 2<sup>nd</sup> and Canada 3<sup>rd</sup>.

**Italy** retained 4<sup>th</sup> place whilst **France** moved up one rank to 5<sup>th</sup>, pushing the **UK** to 6<sup>th</sup>.

In 2022, markets in 7<sup>th</sup> to 10<sup>th</sup> place had a consistent NBI rank with 2021.

Rank	Nation	Change vs 2021
1	Germany	0
2	Japan	+1
3	Canada	-1
4	Italy	0
5	France	+1
6	United Kingdom	-1
7	Switzerland	0
8	United States	0
9	Sweden	0
10	Australia	0

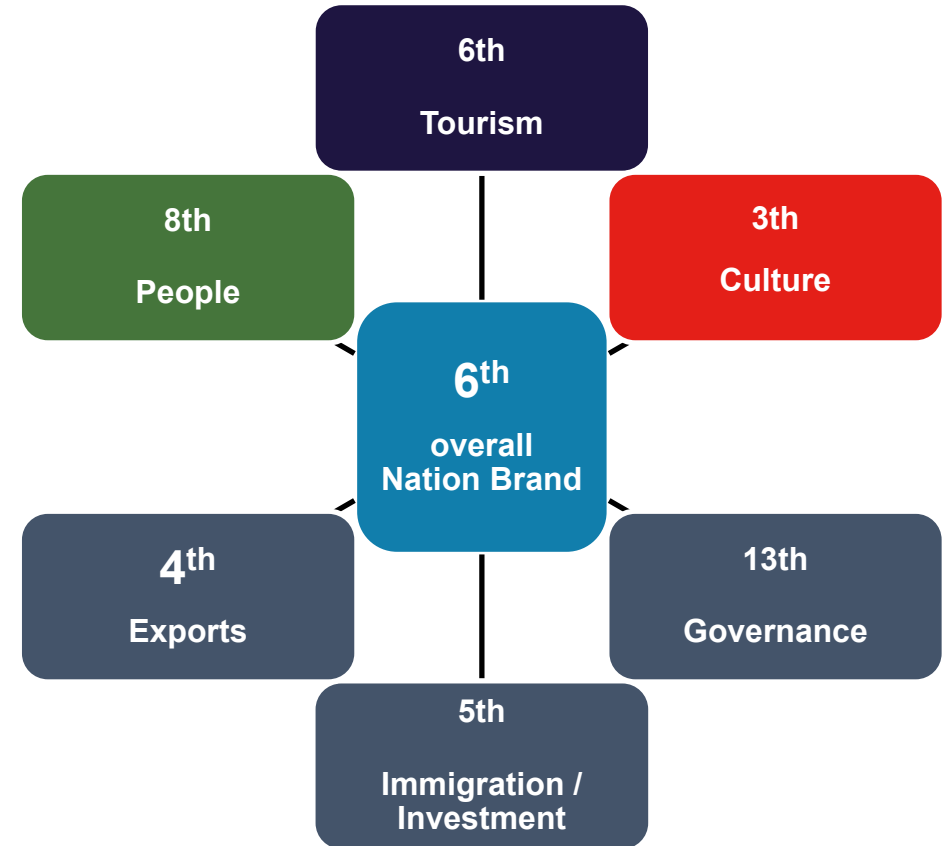
# How the UK ranks in 2022

The overall Nation Brands Index is composed of six dimensions in the NBI hexagon. Responses to several statements make up each of the six hexagon dimensions, as shown in more detail on the next two slides.

Amongst the **UK's highest attribute rankings for 2022** are those for **educational qualifications, contemporary culture, historic buildings and monuments, vibrant city life/urban attractions and sport.**

**Having a close friend from the UK and willingness to live and work in the UK** were held in high regard, as is the UK's reputation around our **Exports.**

Attributes such as rich in **natural beauty, behaving responsibly to protect the environment, governance and welcome** are ranked relatively lower for the UK in 2022, though for most the UK is still well within the upper tier of nations.



# UK ranking for NBI dimensions and attributes (1)

**Tourism** retained 6<sup>th</sup> place in 2022. Historic buildings stayed at 5<sup>th</sup> place, whilst vibrant cities rose one rank to 5<sup>th</sup>. A place to visit if money was no object came in at 7<sup>th</sup> for the second year in a row. Natural beauty remained a weakness for the UK in 2022 staying at 31<sup>st</sup> rank.

**Culture** moved back to 3<sup>rd</sup>, the record it held in 2020, whilst all the attributes within this dimension remained in the top 10. Contemporary culture remained at 4<sup>th</sup> for the third consecutive year whilst Sport dropped one rank to 5<sup>th</sup> place. Cultural heritage remained at 8<sup>th</sup> place.

The UK's ranking for **People** saw recovery from 2021 moving up two places to 8<sup>th</sup> place. Similarly, welcome improved a couple of ranks but still had a relatively low score, compared to some of the UK's strengths, moving up to 16<sup>th</sup> place in 2022. Having a close friend from the UK and employing a well-qualified person were ranked highly at 4<sup>th</sup> and 5<sup>th</sup> place respectively.

Hexagon dimension / attribute	UK rank in 2022	Change vs 2021
<b>TOURISM</b>	<b>6</b>	<b>0</b>
Rich in historic buildings & monuments	5	0
Vibrant city life & urban attractions	5	1
Would like to visit if money was no object	7	0
Rich in natural beauty	31	0
<b>CULTURE</b>	<b>3</b>	<b>1</b>
Interesting & exciting for contemporary culture	4	0
Excels at sport	5	-1
Has a rich cultural heritage	8	0
<b>PEOPLE</b>	<b>8</b>	<b>2</b>
If visited, people would make me feel very welcome	16	2
Would like a person from country as a close friend	4	-1
Would employ well-qualified person from country	5	1

# UK ranking for NBI dimensions and attributes (2)

The UK's ranking for **Exports** has retained 4<sup>th</sup>. The UK as a major contributor to innovation in science and technology retained its 5<sup>th</sup> rank and feeling better about products made in the UK retained 6<sup>th</sup>. Creative and new ways of thinking gained one rank to 5<sup>th</sup>.

**Immigration and Investment** retained its 5<sup>th</sup> rank from 2021. The UK as a place to live and work for a substantial period gained one rank to 4<sup>th</sup> whilst quality in society regained two ranks to 10<sup>th</sup>. All other attributes maintained their ranks from 2021.

Whilst the **Governance** dimension moved down two ranks to 13<sup>th</sup> place in 2022, respecting citizens and treating them with fairness retained 10<sup>th</sup> position whilst behaving responsibly to help reduce world poverty gained one rank to 9<sup>th</sup> place.

Hexagon dimension / attribute	UK rank in 2022	Change to 2021
<b>EXPORTS</b>	<b>4</b>	<b>0</b>
Major contributor to innovation in science & tech.	5	0
Feel better about buying product if made there	6	0
Creative, cutting-edge ideas & new ways of thinking	5	1
<b>IMMIGRATION-INVESTMENT</b>	<b>5</b>	<b>0</b>
Willing to live & work there for substantial period	4	1
A place with a high quality of life	8	0
A good place to study for educational qualifications	2	0
Has businesses I'd like to invest in	6	0
Cares about equality in society	10	2
<b>GOVERNANCE</b>	<b>13</b>	<b>-2</b>
Competently & honestly governed	17	-6
Respects the rights of citizens & treats with fairness	10	0
Behaves responsibly in int. peace & security	12	-3
Behaves responsibly to protect the environment	16	-1
Behaves responsibly to help reduce world poverty	9	1



# Tourism, Culture and Welcome rankings

Hot air balloons at Clifton Suspension Bridge, Bristol, England ©VisitBritain/Eric Nathan

# UK ranking for Tourism, Culture and Welcome attributes - overall

The below table shows the UK's ranking across selected dimensions and attributes from 2008 to 2022. Culture and Tourism remain areas of strength for the UK's nation brand.

Dimension / Attributes UK ranks from 2008-2022	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>OVERALL NBI</b>	3	4	4	3	3	3	3	3	3	3	3	4	2	5	6
<b>TOURISM</b>	4	5	5	4	4	4	3	4	5	3	4	4	4	6	6
Is rich in historic buildings and monuments	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5
Has a vibrant city life and urban attractions	4	4	4	4	4	4	4	4	4	4	4	4	4	6	5
Would like to visit if money was no object	7	8	8	6	6	6	5	6	5	6	5	6	5	7	7
Is rich in natural beauty	23	24	22	22	22	20	20	18	24	24	24	26	23	31	31
<b>CULTURE</b>	3	4	6	4	4	4	5	5	5	5	4	5	3	4	3
Interesting & exciting contemporary culture	4	4	4	4	3	3	3	3	4	3	4	3	4	4	4
Excels at sport	7	8	8	5	6	5	4	4	5	4	5	5	3	4	5
Has a rich cultural heritage	6	7	7	7	7	7	7	6	7	7	7	7	6	8	8
<b>PEOPLE</b>	6	6	6	4	4	4	4	5	7	6	6	7	4	10	8
If visited, people would make me feel very welcome	14	13	13	12	13	10	13	11	12	13	15	16	11	18	16
<b>RANK FOR FAVOURABILITY</b>	4	6	4	4	3	4	6	4	6	6	5	5	5	8	8
<b>RANK FOR FAMILIARITY</b>	5	5	5	5	5	4	5	5	3	3	3	3	4	3	5

Source: Anholt-Ipsos Nation Brands Index 2022. Ranking is out of 60 nations and is based on the 20 standard NBI markets.



# UK ranking changes for Tourism, Culture and Welcome attributes - overall

The below table shows the UK's change in ranking across selected dimensions and attributes from 2008 to 2022. In 2022, the UK's overall NBI rank moved down one rank but it improved on vibrant city life, Culture, People and welcome.

Dimension / Attributes UK rank change for 2022 vs 2021	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>OVERALL NBI</b>	-1	0	1	0	0	0	0	0	0	0	-1	2	-3	-1
<b>TOURISM</b>	-1	0	1	0	0	1	-1	-1	2	-1	0	0	-2	0
Is rich in historic buildings and monuments	0	0	0	-1	0	0	0	0	0	0	0	0	0	0
Has a vibrant city life and urban attractions	0	0	0	0	0	0	0	0	0	0	0	0	-2	1
Would like to visit if money was no object	-1	0	2	0	0	1	-1	1	-1	1	-1	1	-2	0
Is rich in natural beauty	-1	2	0	0	2	0	2	-6	0	0	-2	3	-8	0
<b>CULTURE</b>	-1	-2	2	0	0	-1	0	0	0	1	-1	2	-1	1
Interesting & exciting contemporary culture	0	0	0	1	0	0	0	-1	1	-1	1	-1	0	0
Excels at sport	-1	0	3	-1	1	1	0	-1	1	-1	0	2	-1	-1
Has a rich cultural heritage	-1	0	0	0	0	0	1	-1	0	0	0	1	-2	0
<b>PEOPLE</b>	0	0	2	0	0	0	-1	-2	1	0	-1	3	-6	2
If visited, people would make me feel very welcome	1	0	1	-1	3	-3	2	-1	-1	-2	-1	5	-7	2
<b>CHANGE IN FAVOURABILITY</b>	-2	2	0	1	-1	-2	2	-2	0	1	0	0	-3	0
<b>CHANGE IN FAMILIARITY</b>	0	0	0	0	1	-1	0	2	0	0	0	-1	1	-2

Source: Anholt-Ipsos Nation Brands Index 2022. Ranking is out of 60 nations and is based on the 20 standard NBI markets.

# Tourism ranking

The UK's rank for **Tourism** maintained 6<sup>th</sup> place in 2022.

There were no changes in the UK's rank for **historic buildings and monuments** – a historically strong attribute for the UK which maintained its 5<sup>th</sup> rank. **Vibrant city life** moved back up one rank to 5<sup>th</sup>.

**A place to visit if money was no object** maintained 7<sup>th</sup> place in 2022.

**Natural beauty** has continually been a weak attribute for the UK and despite improvements in 2020, this attribute maintained 31<sup>st</sup> place in 2022. However, its score was not so far off the 3 nations just ahead.

TOURISM dimension and attributes	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>Overall</b>	4	5	5	4	4	4	3	4	5	3	4	4	4	6	6
Is rich in historic buildings and monuments	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5
Has a vibrant city life and urban attractions	4	4	4	4	4	4	4	4	4	4	4	4	4	6	5
Would like to visit if money was no object	7	8	8	6	6	6	5	6	5	6	5	6	5	7	7
Is rich in natural beauty	23	24	22	22	22	20	20	18	24	24	24	26	23	31	31

Source: Anholt-Ipsos Nation Brands Index 2022. Ranking is out of 60 nations and is based on the 20 standard NBI markets.



# Culture ranking

The UK's overall ranking for the **Culture** dimension rose one place in 2022 to 3<sup>rd</sup> place, the highest rank across all dimensions and attributes.

**Contemporary culture** remained one of the strongest attributes for the UK, retaining 4<sup>th</sup> rank for the third consecutive year.

Perceptions that the UK **excels at sports** has had a noticeable shift in rank since 2011 and ranked the highest in 2020 at 3<sup>rd</sup> place. It moved down to 5<sup>th</sup> in 2022 but had a close score with the nation just ahead.

The UK's **cultural heritage** ranked at 8<sup>th</sup> place for the second year in a row, however, its score was not far behind the nation ranked in 7<sup>th</sup>.

CULTURE dimension and attributes	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Overall	3	4	6	4	4	4	5	5	5	5	4	5	3	4	3
Is an interesting and exciting place for contemporary culture such as music, films, art and literature	4	4	4	4	3	3	3	3	4	3	4	3	4	4	4
Excels at sport	7	8	8	5	6	5	4	4	5	4	5	5	3	4	5
Has a rich cultural heritage	6	7	7	7	7	7	7	6	7	7	7	7	6	8	8

Source: Anholt-Ipsos Nation Brands Index 2022. Ranking is out of 60 nations and is based on the 20 standard NBI markets.

# People and Welcome ranking

Perceptions of the UK's People has been fluctuating between 4<sup>th</sup> and 7<sup>th</sup> rank since 2008. It fell to its lowest rank of 10<sup>th</sup> in 2021 but regained some ground to 8<sup>th</sup> out of 60 nations in 2022.

The overall ranking of the UK's welcome attribute is the most relevant to VisitBritain within the people dimension – **if visited, the people would make me feel very welcome**. After a large decrease in 2021, welcome also regained two ranks to 16<sup>th</sup>. Although not to the extent of natural beauty, welcome is an area of relative weakness for the UK, though still well within the top third of all nations in the survey.

PEOPLE dimension and monitored attribute	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Overall	6	6	6	4	4	4	4	5	7	6	6	7	4	10	8
If visited, the people would make me feel very welcome	14	13	13	12	13	10	13	11	12	13	15	16	11	18	16

Source: Anholt-Ipsos Nation Brands Index 2022. Ranking is out of 60 nations and is based on the 20 standard NBI markets.

# UK ranking for Tourism, Culture and Welcome attributes – by market

The below table shows the UK's ranking across the 22 panel markets across selected dimensions and attributes in 2022. 16 markets out of the 21 panel markets (excluding the UK) ranked the UK within the top 10 overall.

Dimension / Attributes UK ranks in 2022 by market	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States	Spain	Netherlands
<b>OVERALL NBI</b>	6	11	4	10	6	6	13	16	5	4	5	5	3	21	8	1	5	3	15	1	4	5	7
<b>TOURISM</b>	6	15	2	12	7	5	14	15	6	6	6	9	8	17	13	6	5	6	17	1	3	3	6
Is rich in historic buildings and monuments	5	9	3	11	4	6	6	7	6	6	6	10	7	9	12	5	7	5	8	1	6	5	8
Has a vibrant city life and urban attractions	5	10	3	12	8	5	6	4	6	5	6	5	6	9	12	4	4	1	17	1	6	2	2
Would like to visit if money was no object	7	20	4	10	5	5	19	18	8	9	6	10	13	42	13	1	7	6	15	1	3	12	11
Is rich in natural beauty	31	40	17	31	28	17	42	36	24	34	24	29	45	48	28	41	22	36	28	11	19	29	35
<b>CULTURE</b>	3	9	2	9	5	7	3	4	4	4	4	6	3	9	8	9	5	1	9	1	6	4	3
Interesting & exciting contemporary culture	4	7	1	8	5	5	4	3	6	3	4	5	4	8	6	5	5	1	11	1	6	2	3
Excels at sport	5	8	3	10	5	10	4	3	6	4	4	9	4	13	10	8	3	4	9	2	5	3	4
Has a rich cultural heritage	8	13	7	13	8	8	8	11	12	7	6	10	7	12	13	30	6	8	8	2	7	8	4
<b>PEOPLE</b>	8	22	5	10	12	14	21	19	5	11	9	10	12	50	12	1	6	5	21	2	5	8	12
If visited, people would make me feel very welcome	16	31	5	19	13	27	23	25	8	19	17	20	15	56	24	7	14	11	37	8	8	30	19
<b>RANK FOR FAVOURABILITY</b>	8	11	5	11	9	7	17	20	7	7	6	11	6	45	7	2	9	6	16	1	4	12	10
<b>RANK FOR FAMILIARITY</b>	5	13	2	15	5	6	5	9	3	5	5	16	11	12	4	5	5	3	15	1	5	4	5

Source: Anholt-Ipsos Nation Brands Index 2022. Ranking is out of 60 nations. Total includes the 20 standard NBI markets.



# UK ranking changes for Tourism, Culture and Welcome attributes – by market

The below table shows the UK's change in ranking across selected dimensions and attributes for 2022 vs 2021. 8 markets ranked the UK higher in 2022 vs 2021.

Dimension / Attributes UK rank change 2022 vs 2021 by market	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
<b>OVERALL NBI</b>	-1	-3	-1	-4	2	4	-1	3	1	3	-1	0	2	-14	6	0	0	3	-2	0	-1
<b>TOURISM</b>	0	-5	1	-4	2	14	-3	2	-1	1	1	0	1	-7	16	-2	0	0	-3	0	1
Is rich in historic buildings and monuments	0	-3	0	-4	2	5	0	5	-2	2	1	0	0	-3	17	0	0	2	1	0	-1
Has a vibrant city life and urban attractions	1	-4	2	-6	-1	5	-1	3	-1	0	-2	6	0	-2	15	-2	1	2	0	0	-2
Would like to visit if money was no object	0	-10	1	-4	4	14	1	0	-3	3	4	-2	1	-30	6	2	-3	1	6	0	1
Is rich in natural beauty	0	-2	1	4	-6	17	-2	6	6	4	1	-11	4	-1	10	-2	-1	-6	1	-4	1
<b>CULTURE</b>	1	-3	3	-1	1	0	1	2	2	1	-1	2	1	-1	9	-6	-2	3	-2	0	0
Interesting & exciting contemporary culture	0	-2	1	0	1	-1	0	1	-2	2	-1	0	0	-2	1	-2	-1	3	-4	0	-2
Excels at sport	-1	0	1	-1	2	-1	2	4	5	1	3	-3	3	-4	7	-5	0	2	0	0	-1
Has a rich cultural heritage	0	-4	3	0	-1	6	-1	3	-5	0	1	2	0	-2	11	-11	0	2	0	-1	1
<b>PEOPLE</b>	2	-5	-1	0	1	13	2	4	4	2	0	-4	1	-32	7	1	-1	2	-3	-1	0
If visited, people would make me feel very welcome	2	-5	0	-2	-2	7	5	14	3	5	2	-3	8	-17	10	9	6	3	1	-5	-2
<b>CHANGE IN FAVOURABILITY</b>	0	-2	0	-6	-1	10	3	0	-5	9	4	-5	7	-32	9	-1	-2	2	2	1	2
<b>CHANGE IN FAMILIARITY</b>	-2	-2	2	-3	2	-1	-1	0	2	0	0	-3	-9	-9	4	-2	0	0	10	1	-2

Source: Anholt-Ipsos Nation Brands Index 2022. Ranking is out of 60 nations. Total includes the 20 standard NBI markets. Spain and Netherlands not shown as there was no fieldwork in 2021.

# Market rankings (1)

**France** is the UK's largest European source market, and is the second largest for the UK globally by volume of visits. The UK's ranking in France improved in some areas including Culture, which gained back 3<sup>rd</sup> place, and visiting if money was no object, which gained one rank. Contemporary culture and Sport both came in at 4<sup>th</sup> whilst cultural heritage dropped to 8<sup>th</sup>. People moved back up two ranks and welcome improved slightly to 23<sup>rd</sup>. Whilst Tourism dropped to 14<sup>th</sup>, historic buildings and vibrant cities ranked highly, both at 6<sup>th</sup> place. Overall, the UK dropped a rank to 13<sup>th</sup> place.

The UK's NBI ranking from **Germany** moved back up 3 places to 16<sup>th</sup> after six years of consecutive decreases. All dimensions and attributes either stayed the same or improved from 2021, particularly Welcome which moved up 14 places to 25<sup>th</sup> place. Of the dimensions we focus on, Culture received the highest ranks from Germany, with all attributes within the top eleven.

**Italy** has historically held a positive view of the UK overall and ranked the UK 4<sup>th</sup> in 2022. Culture moved back to 4<sup>th</sup>, as did sport whilst contemporary culture moved up to 3<sup>rd</sup>. Visiting if money was no object moved up to 9<sup>th</sup> whilst natural beauty took 34<sup>th</sup> place. People saw improvements to 11<sup>th</sup> as did welcome, to 19<sup>th</sup>.

**Spain** ranked the UK 5<sup>th</sup> in 2022, up two ranks from 2019 when it was last included in the panel markets. Rank improvements were seen across all dimensions and attributes we focus on apart from welcome, which moved down four ranks. Spain holds the UK in high regard for Tourism (3<sup>rd</sup>), Culture (4<sup>th</sup>) and People (8<sup>th</sup>). Its lower scores were for visiting if money was no object (12<sup>th</sup>), natural beauty (29<sup>th</sup>) and welcome (30<sup>th</sup>).

The **Netherlands** was also last included in 2019 and ranked the UK four places higher at 7<sup>th</sup> in 2022. Dutch respondents ranked Culture and the attributes within at 3<sup>rd</sup> or 4<sup>th</sup>. Tourism improved one rank to 6<sup>th</sup> from 2019, whilst vibrant cities improved 3 ranks to a record 2<sup>nd</sup> place. People retained 12<sup>th</sup> whilst welcome dropped to 19<sup>th</sup>.

**Russia** scored the UK 21<sup>st</sup>, with decreases in rank across all dimensions and attributes in 2022.

## Market rankings (2)

The UK's overall ranking from **Sweden** has always been in the top six. In 2022, the UK ranked in 3<sup>rd</sup> place which it last held in 2016. Whilst Tourism retained its 6<sup>th</sup> rank, historic buildings moved up to 5<sup>th</sup> and vibrant cities to 1<sup>st</sup>. Culture was ranked 1<sup>st</sup>, which it also held back in 2014 and contemporary culture was also ranked 1<sup>st</sup>, last held in 2012. People improved to 5<sup>th</sup> in 2022 and Welcome moved up to 11<sup>th</sup> place.

**Poland** has also held the UK in high regard and moved back to 3<sup>rd</sup> in 2022. Across Tourism and Culture, all attributes are in the top 10 apart from visiting if money was no object (13<sup>th</sup>) and natural beauty (45<sup>th</sup>). Welcome improved to 15<sup>th</sup>, the highest score since 2013.

**Turkey** dropped two places in 2022 to 15<sup>th</sup> but is still in line with higher ranks reported since 2016. Tourism lost three places to 15<sup>th</sup> place but the attributes within recovered some ground this year. Culture fell two places to 9<sup>th</sup> with contemporary culture falling four places to 11<sup>th</sup> after retaining 7<sup>th</sup> for two years. Sport and cultural heritage maintained 9<sup>th</sup> and 8<sup>th</sup> from the previous year. Welcome and natural beauty ranked 37<sup>th</sup> and 28<sup>th</sup> respectively.

This was the second year **Saudi Arabia** was included in the panel countries and it ranked the UK 8<sup>th</sup>, showing significant improvements from 14<sup>th</sup> in 2021. Tourism moved up sixteen places to 13<sup>th</sup> with similar ranks for the attributes within apart from natural beauty which ranked 28<sup>th</sup>. Culture moved up nine places to 8<sup>th</sup> with contemporary culture ranking 6<sup>th</sup>, sport at 10<sup>th</sup> and cultural heritage at 13<sup>th</sup>. People improved to 12<sup>th</sup> and welcome improved ten places to 24<sup>th</sup>.

**South Africa** ranked the UK 1<sup>st</sup> overall, as it has done for the previous five years. Apart from natural beauty, ranks for Tourism and the attributes within were within the top 6 with visiting if money was no object in 1<sup>st</sup> place, a rank held back in 2017. Culture fell to 9<sup>th</sup>, with all attributes within this dimension decreasing vs 2021. People moved to 1<sup>st</sup> place whilst welcome improved to 7<sup>th</sup>.

# Market rankings (3)

**India's** ranked the UK 5<sup>th</sup> overall with Tourism with historic buildings and vibrant cities ranking strong at 6<sup>th</sup> place whilst visiting if money was no object came in at 8<sup>th</sup>. Culture ranked 4<sup>th</sup> whilst contemporary culture and sport were at 6<sup>th</sup>. Cultural heritage moved down to 12<sup>th</sup> whilst People and welcome saw improvements to 5<sup>th</sup> and 8<sup>th</sup> respectively.

**Australia** has historically held the UK in high regard with the UK ranking 4<sup>th</sup> in 2022. Tourism improved to 2<sup>nd</sup> place after three years at 3<sup>rd</sup>. Historic buildings and vibrant cities ranked 3<sup>rd</sup> whilst visiting if money was no object moved back up to 4<sup>th</sup>. Culture regained 2<sup>nd</sup> position with contemporary culture gaining 1<sup>st</sup> place which it last held in 2015. Sport improved one rank to 3<sup>rd</sup> whilst cultural heritage made some recovery to 7<sup>th</sup> after dropping to 10<sup>th</sup> in 2021. Welcome stayed at 5<sup>th</sup> place in 2022.

In 2022, **China** made some recovery with its overall NBI for the UK moving up to 6<sup>th</sup>. Tourism and visiting if money was no object both increased fourteen places to 5<sup>th</sup> whilst historic buildings improved to 6<sup>th</sup> and natural beauty to 17<sup>th</sup>. Culture retained 7<sup>th</sup> from 2021 whilst contemporary culture and sport moved down one rank each, and cultural heritage improved six places to 8<sup>th</sup>. People and welcome made some improvements in 2022 as well.

**Japan** holds the UK in high regard ranking the UK 5<sup>th</sup> in 2022 vs 4<sup>th</sup> in 2021. Tourism and all attributes within held 6<sup>th</sup> rank, apart from natural beauty which came in at 24<sup>th</sup>. Culture and contemporary culture ranked 4<sup>th</sup>. Sport improved three places to 4<sup>th</sup> and cultural heritage moved up one place to 6<sup>th</sup>. There was no change for People at 9<sup>th</sup> but welcome did improve two places to 17<sup>th</sup>.

**South Korea** has consistently ranked the UK within the top 5 since 2008 and retained 5<sup>th</sup> place in 2022. Tourism also stayed at 5<sup>th</sup> whilst historic buildings retained 7<sup>th</sup>, vibrant cities moved up one place to 4<sup>th</sup> and visiting if money was no object fell to 7<sup>th</sup>. Culture performed strongly at 5<sup>th</sup> with attributes within this dimension all within the top six. People has been a strong dimension, always ranking within the top ten, reaching 6<sup>th</sup> in 2022. Welcome improved six places to 14<sup>th</sup>.

# Market rankings (4)

**Argentina** ranked the UK 11<sup>th</sup> in 2022 vs 8<sup>th</sup> in 2021. Whilst there were decreases across all dimensions and attributes we focus on, the UK ranks within the top ten for historic buildings, vibrant city life, Culture, contemporary culture and sport.

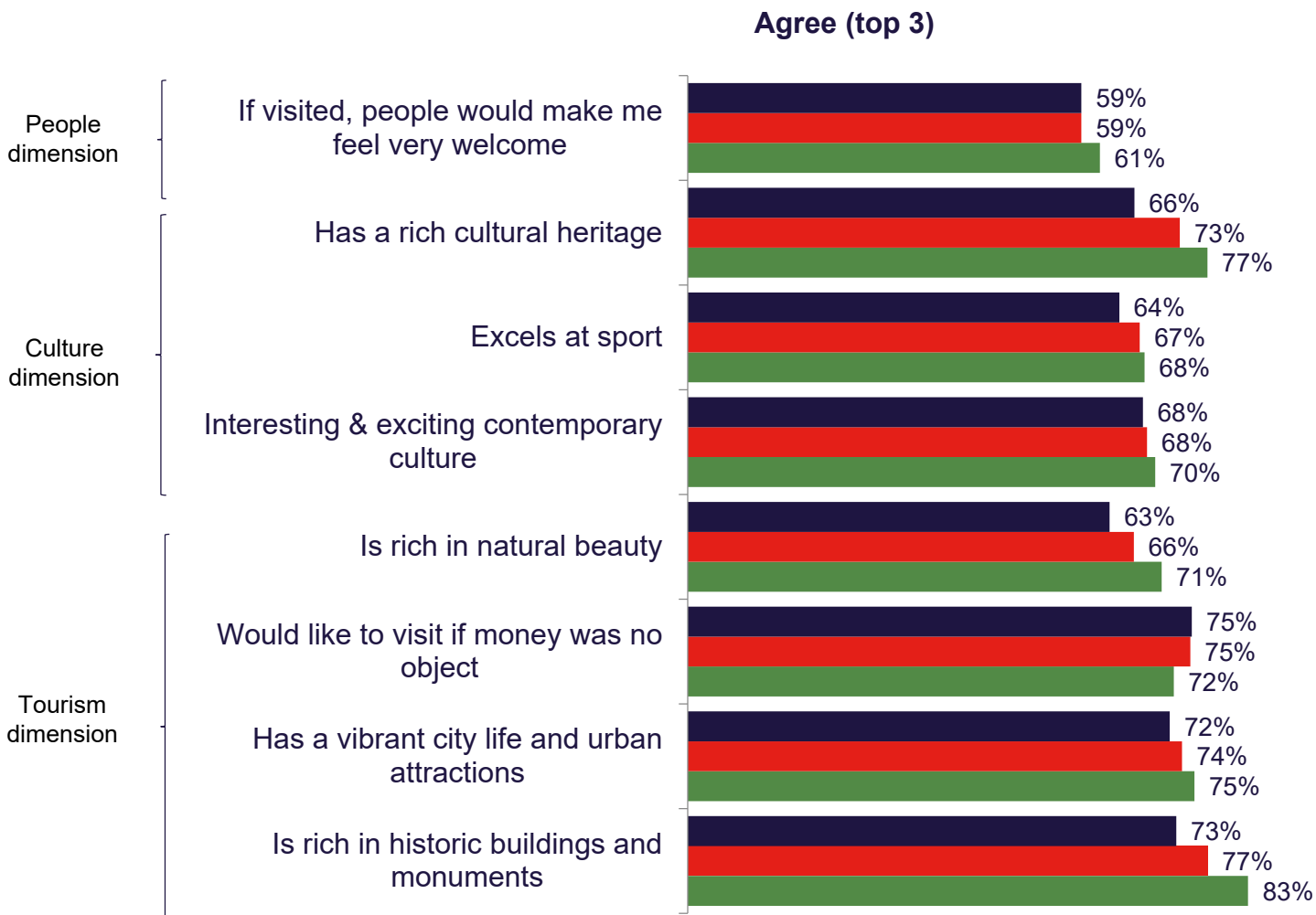
The UK ranked 10<sup>th</sup> in **Brazil** 2022, after two years at 6<sup>th</sup>. Tourism ranked 12<sup>th</sup> with attributes within this dimension ranking 10<sup>th</sup> to 12<sup>th</sup>, apart from natural beauty which ranked 31<sup>st</sup>. Culture has consistently been in the top ten since 2008 reaching 9<sup>th</sup> in 2022. Contemporary culture and cultural heritage retained 8<sup>th</sup> and 13<sup>th</sup> from 2021 whilst sport came in at 10<sup>th</sup>. People remained at 10<sup>th</sup> and welcome dropped two ranks to 19<sup>th</sup>.

**Canada** ranked the UK 6<sup>th</sup> in 2022 with improvements across seven of the dimensions and attributes we focus on. All attributes within Tourism were in the top eight, apart from natural beauty (28<sup>th</sup>). Culture, contemporary culture and sport all saw improvements to 5<sup>th</sup> whilst cultural heritage dropped one rank to 8<sup>th</sup>. There were no huge changes for People and welcome which ranked at 12<sup>th</sup> and 13<sup>th</sup>.

A strong ranking from **Mexico** saw the UK take 5<sup>th</sup> position out of 60 nations, on par with 2021. Tourism retained 9<sup>th</sup> place and within this dimension vibrant cities ranked 5<sup>th</sup> (the highest rank since 2008) whilst historic buildings and visiting if money was no object ranked in 10<sup>th</sup> place. Culture improved two places to 6<sup>th</sup> with all attributes within in the top ten. Mexico ranked the UK 10<sup>th</sup> for People and 20<sup>th</sup> for welcome, moving down a few places vs 2021.

**The US** is the largest inbound market for the UK for both volume and value and whilst the UK ranked 4<sup>th</sup> this year, Tourism moved back to 3<sup>rd</sup> place as did visiting if money was no object. Ranks for historic buildings and vibrant cities fell slightly, but still received strong ranks at 6<sup>th</sup> place. Also at 6<sup>th</sup> was Culture and all attributes within this dimension came in the top seven. People retained 5<sup>th</sup>, whilst welcome dropped to 8<sup>th</sup>.

# Tourism, Culture and Welcome attributes for the UK – by age



Whilst the majority of each age group tended to agree that the UK possessed the attributes we focus on, there is some variation by age.

In general, those aged 18-34 were slightly less likely to agree on all attributes apart from wanting to visit if money was no object.

Agreement that the UK is rich in cultural heritage, sport, natural beauty, vibrant cities and historic buildings rises with age. Those in the top age category, 55+ years, were most likely to agree that the UK fulfilled seven out of eight attributes listed.

Source: Anholt-Ipsos Nation Brands Index 2022. Data based on 22 panel markets.

“Please state how far you agree with the following sentence: This country is/has \*insert attribute\* - United Kingdom”



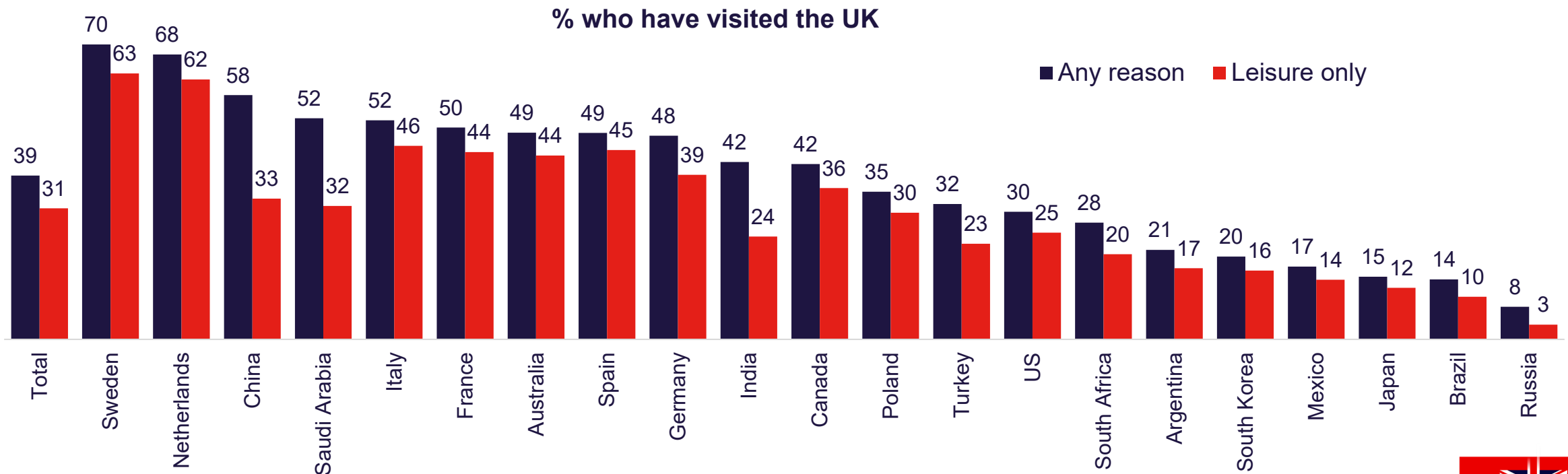


# Previous visitors to the UK

Man standing at coastal path, Kent, England ©VisitBritain/Pawel Kepa

# Previous visitors to the UK in 2022

As we have seen in a number of other studies and in previous NBI results, those who have previously visited the UK often have more positive views of the UK compared to those who have not yet visited. The top nations most likely to have visited are European neighbours; however, **China, Saudi Arabia, Australia, India** and **Canada** also have a high proportion of visitors. **India, Saudi Arabia** and **China** have a bigger gap between visitors for any reason and leisure visitors, likely to be driven by a larger number of VFR, study or business visits from these markets to the UK.



Source: Anholt-Ipsos Nation Brands Index 2022. Total includes the 20 standard NBI markets.

# Perceptions of previous UK visitors vs UK total - ranks

Dimension / Attributes 2022	Overall NBI rank	Overall NBI rank (previous visitors to the UK)
<b>OVERALL NBI</b>	6	1
<b>TOURISM</b>	6	2
Is rich in historic buildings and monuments	5	5
Has a vibrant city life and urban attractions	5	2
Would like to visit if money was no object	7	2
Is rich in natural beauty	31	24
<b>CULTURE</b>	3	1
Interesting & exciting contemporary culture	5	2
Excels at sport	8	3
Has a rich cultural heritage	4	2
<b>PEOPLE</b>	8	3
If visited, people would make me feel very welcome	16	11

The table to the left shows evidence that those who have previously visited the UK (for either leisure or business) generally have more positive perceptions of the UK. **This audience rank the UK 1<sup>st</sup> overall.**

Higher ranks are seen across all dimensions with **Tourism** ranking three places higher (3<sup>rd</sup>), **Culture** ranking two places higher (1<sup>st</sup>) and **People** rising from 8<sup>th</sup> to 3<sup>rd</sup> place.

Whilst **historic buildings** retains its rank, **vibrant cities** and **visiting if money was no object** move to 2<sup>nd</sup> place. **Contemporary culture** and **cultural heritage** also move to 2<sup>nd</sup>, whilst **sport** improves to 3<sup>rd</sup>. **Welcome** improves to 11<sup>th</sup> and **natural beauty** gains some ranks within this audience.

# Perceptions of previous UK visitors vs non-visitors - score

Dimension / Attributes 2022	Score change between UK visitors vs UK non-visitors (2022)
<b>OVERALL NBI</b>	13.19
<b>TOURISM</b>	11.61
Is rich in historic buildings and monuments	8.10
Has a vibrant city life and urban attractions	9.29
Would like to visit if money was no object	11.63
Is rich in natural beauty	8.63
<b>CULTURE</b>	11.44
Interesting & exciting contemporary culture	9.00
Excels at sport	10.08
Has a rich cultural heritage	8.30
<b>PEOPLE</b>	13.77
If visited, people would make me feel very welcome	13.10

By looking at the score change between non-visitors and previous visitors to the UK, depicted to the left, we can see that **previous visitors scored the UK higher on all dimensions and attributes we focus on showing the positive impact travel can have for perceptions of the UK.**

The biggest positive difference in perception is for **People and welcome. Tourism, visiting if money was no object and Culture** also saw a larger jump in scores from previous visitors.

**Built heritage, cultural heritage, natural beauty** and contemporary culture saw the smallest positive changes.

On the next slide, we can look to see how previous visitors to the UK scored the UK in relation to how previous visitors to other nations scored those nations.



# Familiarity and favourability

# UK rankings for familiarity and favourability

In total across all markets, the UK's average rank for **Familiarity** dropped two ranks to 5<sup>th</sup> place whilst **Favourability** maintained 8<sup>th</sup> from 2021.

**Familiarity remained within the top 10** for many markets apart from Argentina, Brazil, Mexico, Poland, Russia and Turkey. All of these markets ranked the UK lower in 2022 vs 2021, apart from Turkey which ranked the UK 10 ranks higher than the previous year. Australia, Canada, India and Saudi Arabia also saw rank increases for Familiarity in 2022.

**In terms of favourability, 9 markets saw positive changes in rank.** Australia and Germany ranked the UK the same as 2021 but the latter gave the UK one of it's lowest ranks (20<sup>th</sup>). Decreases were seen in all South American markets, Canada, India, South Africa, South Korea and Russia.

UK's rank from...	Favourability	Familiarity	UK's rank from...	Change in favourability rank from 2021	Change in familiarity rank from 2021
Total	8	5	Total	0	-2
Argentina	11	13	Argentina	-2	-2
Australia	5	2	Australia	0	2
Brazil	11	15	Brazil	-6	-3
Canada	9	5	Canada	-1	2
China	7	6	China	10	-1
France	17	5	France	3	-1
Germany	20	9	Germany	0	0
India	7	3	India	-5	2
Italy	7	5	Italy	9	0
Japan	6	5	Japan	4	0
Mexico	11	16	Mexico	-5	-3
Poland	6	11	Poland	7	-9
Russia	45	12	Russia	-32	-9
Saudi Arabia	7	4	Saudi Arabia	9	4
South Africa	2	5	South Africa	-1	-2
South Korea	9	5	South Korea	-2	0
Sweden	6	3	Sweden	2	0
Turkey	16	15	Turkey	2	10
USA	4	5	USA	2	-2
Spain	12	4	Spain	N/A	N/A
Netherlands	10	5	Netherlands	N/A	N/A

# UK scores for familiarity and favourability – 2022 vs 2021

The data can also be looked at by the proportion of respondents who said they were familiar with the UK and their subsequent opinion of the UK.

We would expect that those who become more familiar with the UK to also become more favourable of the destination; this was the case across many of the panel countries when comparing 2022 to 2021. However, markets such as **Argentina, Brazil, and to a lesser extent, Mexico, saw a rise in familiarity but a decrease in favourability.**

India, South Africa and Russia saw a **decline in both metrics.**

Markets such as **France, and Poland, saw the opposite effect with lower familiarity but higher favourability in 2022.**

	Familiarity (top 3 box percentage point change 2022 vs 2021)	Favourability (top 3 box percentage point change 2022 vs 2021)
Argentina	2%	-5%
Australia	4%	3%
Brazil	1%	-3%
Canada	3%	3%
China	6%	11%
France	-6%	1%
Germany	0%	1%
India	-2%	-8%
Italy	3%	6%
Japan	5%	10%
Mexico	0%	-1%
Poland	-4%	4%
Russia	-8%	-33%
Saudi Arabia	3%	6%
South Africa	-2%	-1%
South Korea	2%	4%
Sweden	2%	4%
Turkey	0%	1%
US	3%	6%

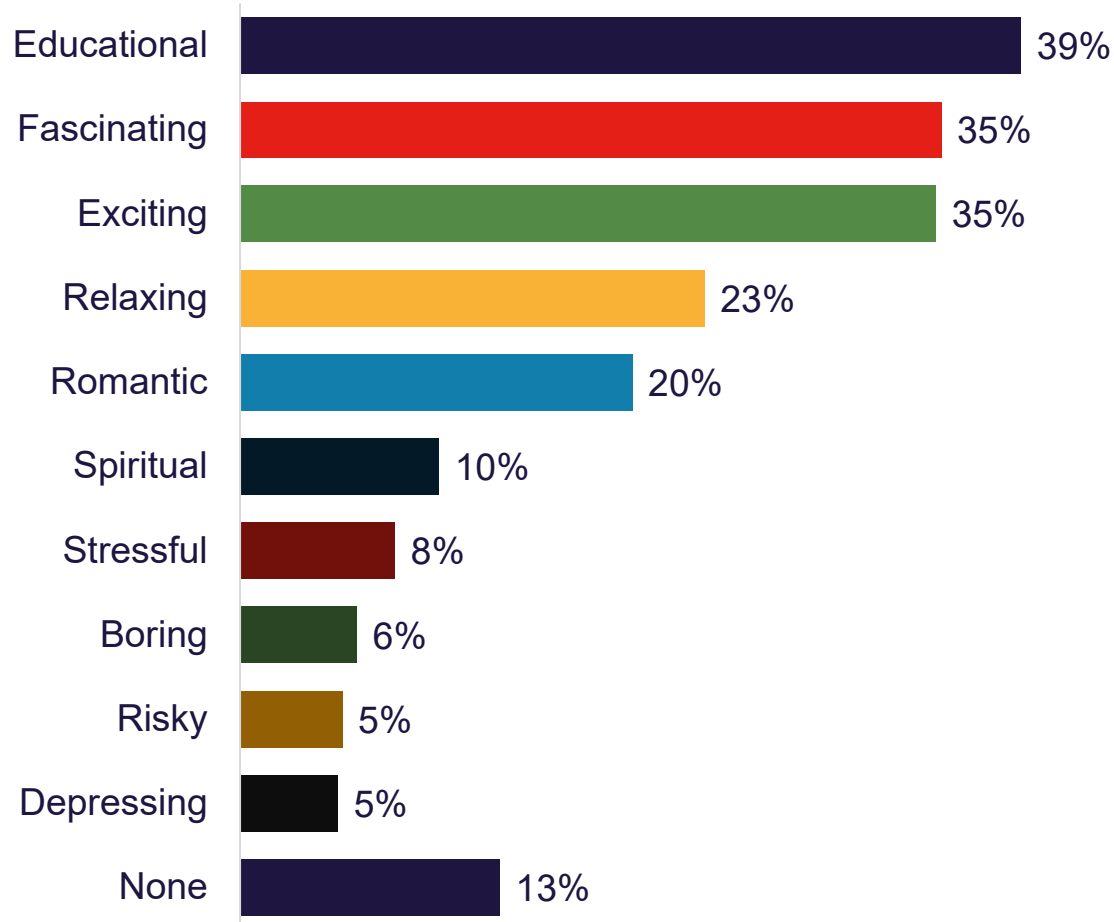
Source: Anholt-Ipsos Nation Brands Index 2022. Ranking is out of 60 nations. Total includes the 20 standard NBI markets. Top 3 box where 1 is very familiar and 5 is never heard of it. Top 3 box where 1 is extremely favourable and 7 is extremely unfavourable.



## Tourism and culture associations

Group of people under a painted ceiling, Derbyshire, England ©VisitBritain

# Tourism word associations with the UK

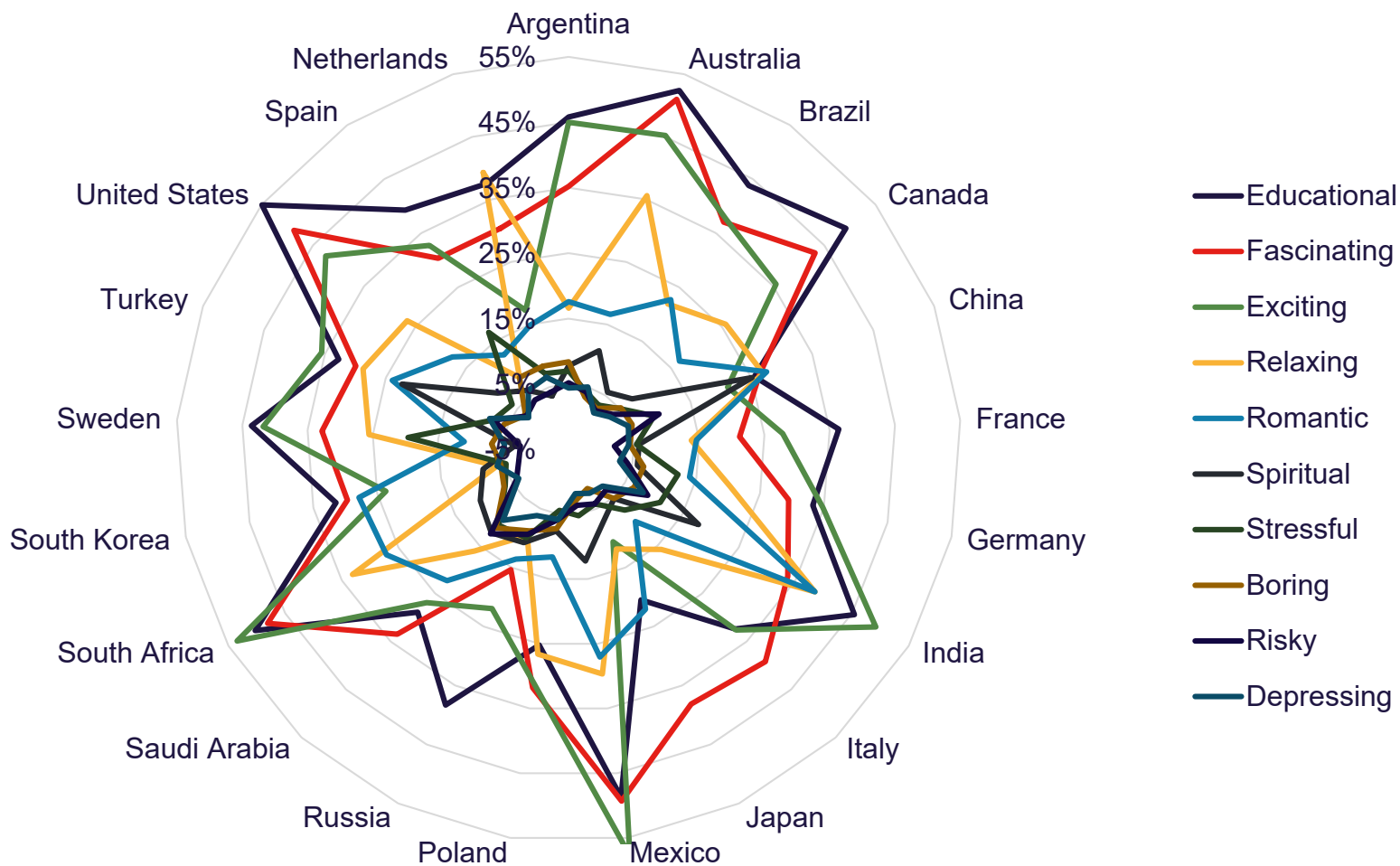


The UK is most likely to be thought of as **'educational'** (39%) in reflection of the rich history and culture for which the UK is ranked highly. The UK is also highly regarded in terms of offering world class opportunities, and is ranked 2<sup>nd</sup> for being a good place to study for educational opportunities, which is the highest single attribute rank for the UK and has held 2<sup>nd</sup> since 2008.

The UK is also seen as **'fascinating'** and **'exciting'** by over a third of respondents.

Around 1 in 5 said the UK was **'relaxing'** and **'romantic'** whilst the perception of the UK as the remaining descriptors were scored much lower - 10% or below.

# UK's tourism word associations by market



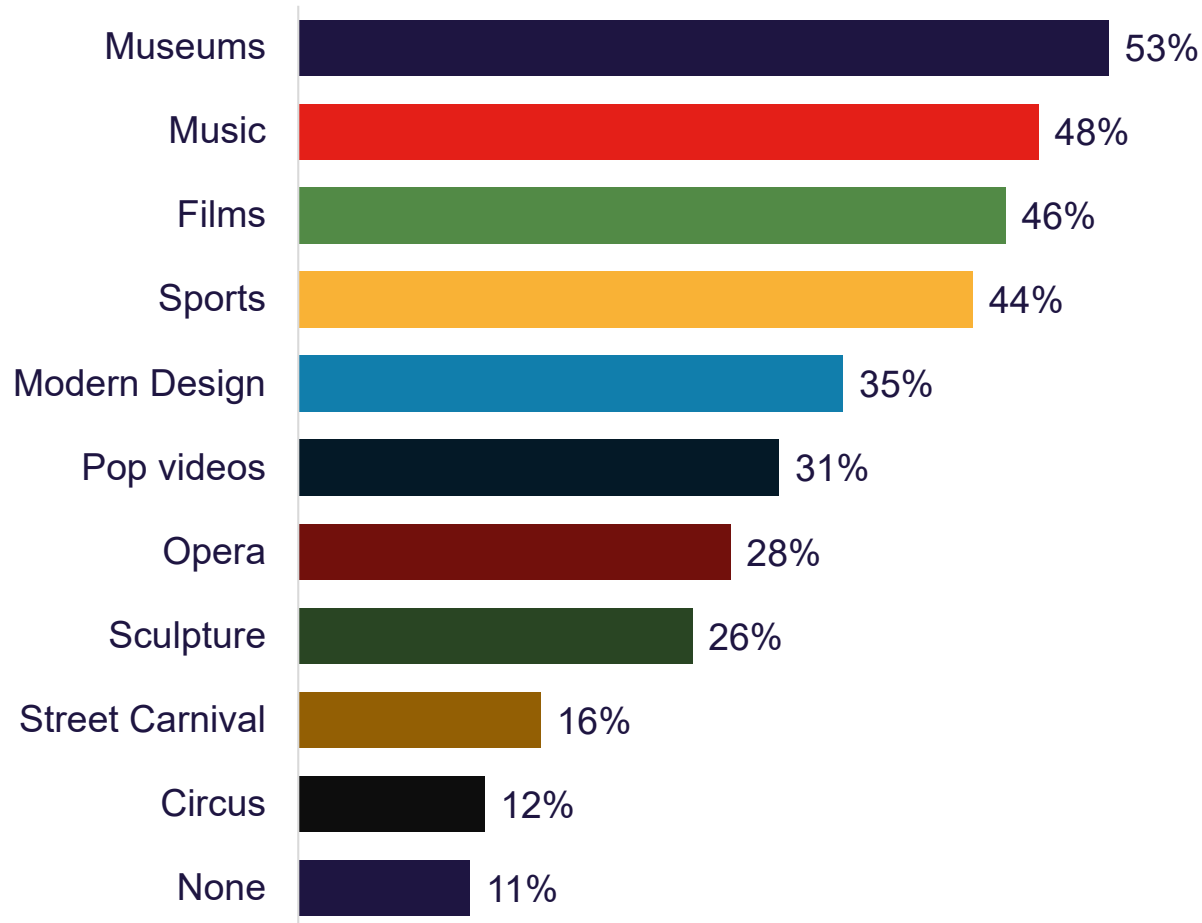
Picking out some markets, the highest proportion of respondents from the US, Australia, South Africa, Canada, Mexico and South Africa said the UK was **'educational'**.

More than half of respondents from Mexico and South Africa said the UK was **'exciting'**.

The UK as **'relaxing'** was expressed by more than a third of respondents from Australia, India and the Netherlands.

Please see slide 46 for market proportions in table form.

# Cultural products associated with the UK



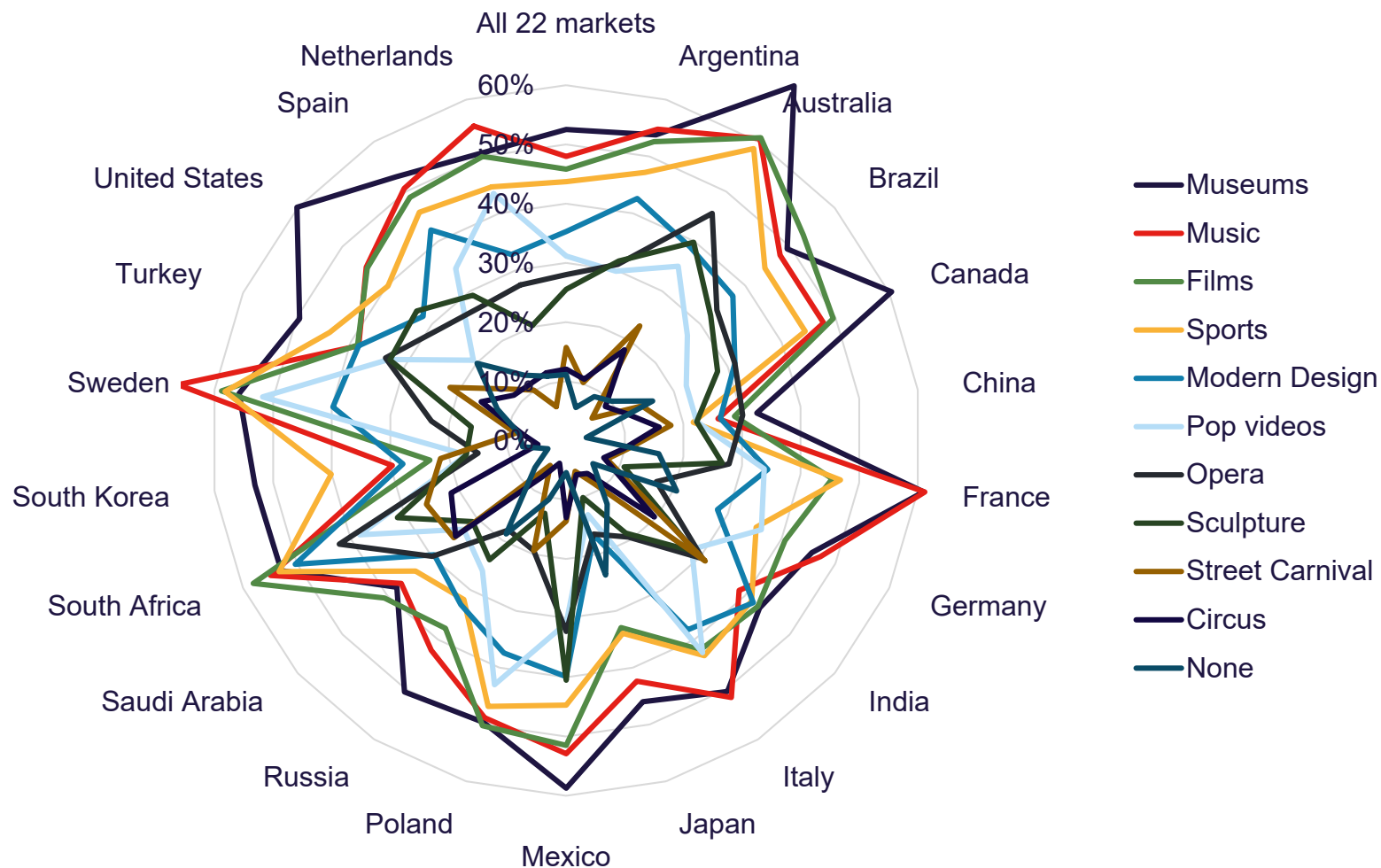
Just over half of respondents associate the UK with **museums**. Nearly half also associated **music** and **films** with the UK with both these cultural products having a strong link to tourism and a key role in driving visitation to certain locations and regions around the UK. All three products have consistently been rated the highest for the UK.

Just over two fifths associate '**Sport**' with the UK in line with the high ranking of the UK excelling at sport (5<sup>th</sup>).

Whilst **modern design**, **pop videos**, **opera** and **sculpture** are rated lower, a higher proportion have associated the UK with these products in 2022 vs 2021.

**Street carnivals** and the **circus** are rated the lowest whilst around 1 in 10 of respondents said that they did not associate the UK with any of the above cultural products.

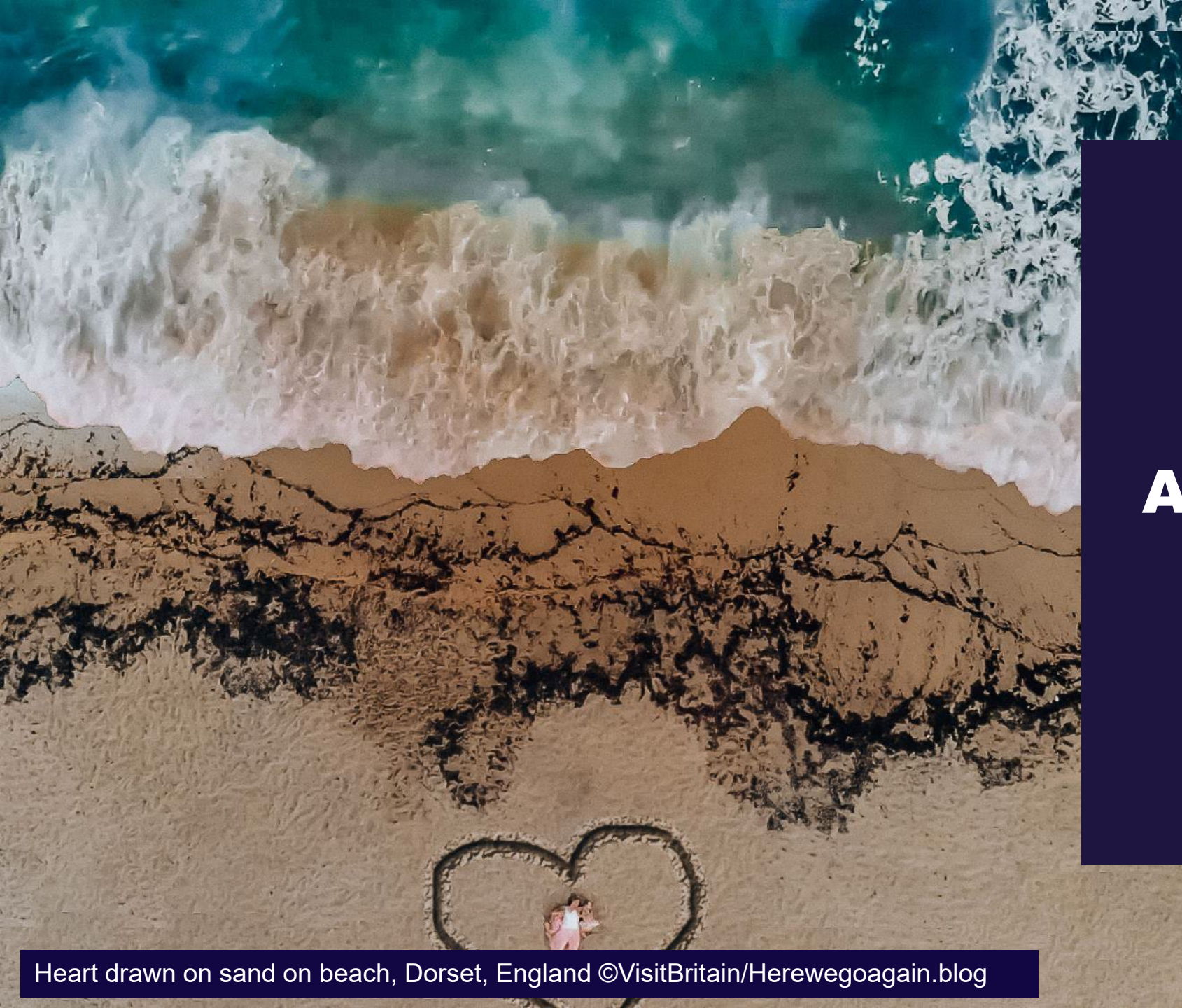
# UK's cultural products associated by market



**Museums** were most associated with the UK in Australia, Canada, France, the UK and Mexico.

**Music** was held in the highest regard Sweden, Australia and France, whilst **film** was most associated with the UK in Australia, Sweden and South Africa.

More than half of those from Australia, South Africa and Sweden associated the UK with **Sport**.



# Appendix

Heart drawn on sand on beach, Dorset, England ©VisitBritain/Herewegoagain.blog

# Tourism word associations with the UK – full table

	Romantic	Depressing	Exciting	Boring	Fascinating	Risky	Educational	Stressful	Spiritual	Relaxing	None
All 22 markets	20%	5%	35%	6%	35%	5%	39%	8%	10%	23%	13%
Argentina	18%	4%	45%	8%	35%	5%	46%	7%	8%	17%	7%
Australia	17%	5%	45%	3%	51%	4%	52%	4%	11%	36%	11%
Brazil	23%	2%	38%	3%	37%	2%	44%	3%	6%	22%	19%
Canada	17%	3%	36%	5%	43%	4%	49%	5%	7%	26%	14%
China	28%	5%	21%	5%	26%	10%	26%	9%	25%	27%	3%
France	15%	4%	28%	4%	21%	2%	36%	5%	6%	14%	21%
Germany	14%	3%	35%	7%	29%	4%	33%	12%	6%	20%	20%
India	38%	8%	49%	7%	34%	9%	45%	11%	18%	38%	5%
Italy	10%	3%	33%	5%	39%	3%	32%	8%	5%	16%	13%
Japan	22%	2%	11%	2%	38%	4%	20%	4%	7%	12%	28%
Mexico	27%	2%	58%	3%	49%	4%	49%	5%	12%	30%	4%
Poland	12%	6%	31%	7%	32%	6%	25%	4%	8%	27%	16%
Russia	14%	6%	22%	9%	15%	9%	38%	10%	11%	10%	18%
Saudi Arabia	22%	10%	27%	11%	33%	13%	29%	11%	12%	16%	10%
South Africa	27%	4%	53%	6%	48%	4%	50%	6%	11%	33%	5%
South Korea	28%	6%	24%	6%	30%	3%	31%	5%	8%	6%	12%
Sweden	11%	5%	42%	7%	33%	2%	44%	20%	3%	26%	12%
Turkey	24%	8%	36%	6%	30%	7%	33%	7%	22%	29%	13%
United States	18%	3%	42%	3%	49%	3%	55%	6%	9%	27%	14%
Spain	13%	6%	33%	8%	30%	4%	39%	17%	6%	8%	14%
Netherlands	15%	7%	17%	8%	30%	4%	38%	7%	4%	39%	12%

# Cultural products associated with the UK – full table

	Opera	Pop videos	Sculpture	Street Carnival	Sports	Music	Circus	Museums	Films	Modern Design	None
All 22 markets	28%	31%	26%	16%	44%	48%	12%	53%	46%	35%	11%
Argentina	31%	30%	32%	10%	47%	55%	11%	54%	53%	43%	6%
Australia	46%	35%	40%	23%	59%	61%	18%	71%	61%	39%	9%
Brazil	34%	27%	32%	6%	44%	48%	9%	49%	53%	37%	10%
Canada	31%	22%	28%	14%	44%	48%	11%	60%	50%	31%	16%
China	30%	22%	22%	18%	22%	26%	16%	33%	29%	26%	3%
France	28%	34%	27%	10%	47%	61%	10%	61%	45%	34%	16%
Germany	17%	36%	11%	8%	35%	47%	7%	46%	41%	28%	21%
India	30%	28%	29%	31%	41%	39%	20%	43%	43%	42%	6%
Italy	19%	43%	19%	9%	43%	52%	7%	50%	42%	38%	13%
Japan	16%	13%	10%	5%	34%	42%	6%	46%	33%	17%	24%
Mexico	32%	31%	40%	14%	45%	53%	13%	59%	52%	40%	5%
Poland	19%	43%	13%	19%	47%	49%	4%	50%	50%	37%	10%
Russia	18%	26%	24%	5%	32%	42%	7%	50%	38%	33%	19%
Saudi Arabia	30%	23%	21%	25%	34%	37%	25%	38%	41%	29%	7%
South Africa	42%	38%	31%	26%	53%	55%	21%	53%	58%	50%	3%
South Korea	15%	17%	17%	21%	40%	30%	5%	53%	23%	28%	7%
Sweden	23%	52%	16%	9%	58%	66%	7%	56%	59%	40%	8%
Turkey	34%	33%	33%	22%	44%	39%	16%	50%	39%	39%	13%
United States	29%	21%	33%	13%	40%	45%	12%	60%	44%	32%	20%
Spain	27%	35%	29%	10%	46%	51%	11%	53%	49%	42%	13%
Netherlands	27%	43%	20%	6%	45%	55%	12%	51%	50%	33%	11%

Source: Anholt-Ipsos Nation Brands Index 2022.



# 60 nations ranked in 2022

Argentina	France	Netherlands	South Africa
Australia	Germany	New Zealand	South Korea
Austria	Greece	Northern Ireland	Spain
Belgium	Hungary	Norway	Sweden
Botswana	Iceland	Palestine	Switzerland
Brazil	India	Panama	Taiwan
Canada	Indonesia	Peru	Tanzania
Chile	Ireland	Poland	Thailand
China	Israel	Qatar	Turkey
Colombia	Italy	Russia	Ukraine
Czech Republic	Japan	Saudi Arabia	United Arab Emirates
Dominican Republic	Kenya	Scotland	United Kingdom
Ecuador	Latvia	Serbia*	United States
Egypt	Mexico	Singapore	Vietnam*
Finland	Morocco	Slovakia	Wales

In 2022, Mongolia and Nigeria were removed from the 60 nations and Serbia and Vietnam were added. These changes have made no difference to the UK's ranks at the global level.

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VisitBritain Research

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*If you would like the data in a different format, please contact [vbresearch@visitbritain.org](mailto:vbresearch@visitbritain.org)*

