

How the world views the UK Nation Brands Index 2023

VisitBritain Research

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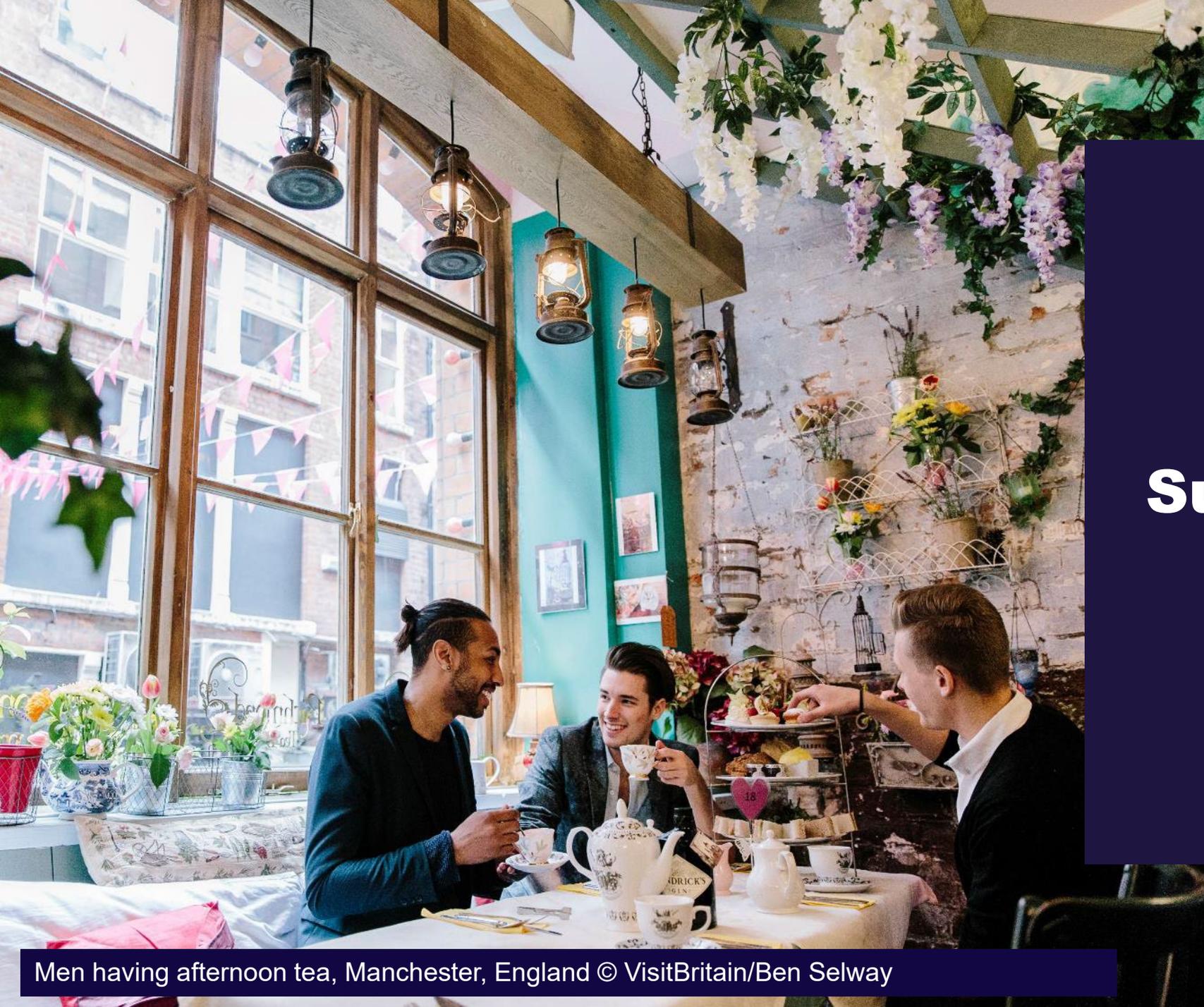


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See the report on [our website](#).





Summary

Men having afternoon tea, Manchester, England © VisitBritain/Ben Selway

NBI 2023: Four key insights

- The UK moved up two places in the overall Nation Brands Index in 2023, ranking 4th out of 60 nations. The UK held steady at 6th for Tourism and slipped one place to 4th for Culture. All **individual attributes related to Tourism and Culture remained stable or improved** from the previous year with all but natural beauty ranking within the top 7.
- The UK's rank for **Welcome remained low**, dipping to 19th place in 2023 (the lowest rank ever received for this measure).
- New measures for 2023, relevant for tourism, revealed a more **competitive landscape for the UK with Safety ranking 14th, Food ranking 21st and Uniqueness coming in at 22nd**. *New measures are separate to the core NBI measures, please see slide 33.*
- The **UK was most associated with positive personality traits** and was seen to be mostly sophisticated, attractive, strong, trustworthy, competent and friendly in 2023 by the panel markets.

NBI 2023: Summary

- The **UK ranked 4th in 2023 out of 60 nations**, up two places vs 2022. For the first time, **Japan** ranked 1st in 2023, up from 5th place in 2019. **Germany** slipped to 2nd place after six years at the top. **France** saw the largest change within the top 10 and fell to 8th place. **Canada** held steady at 3rd place whilst the US climbed to 6th place. **Italy** and **Sweden** dropped one place each to 5th and 10th.
- The UK saw some drops in rank across dimensions, but all remained within the top 10:
 - › **Tourism** retained 6th place
 - › **Culture** dropped one place to 4th
 - › **People** moved back down to 10th
- In the Tourism dimension, **historic buildings** and **vibrant cities** retained 5th. **Visiting if money was no object** stayed at 7th and **natural beauty** rose four places to 27th.
- Within the Culture dimension, **contemporary culture** and **sport** retained their ranks at 4th and 5th respectively. Rich **cultural heritage** saw positive movement regaining two spaces and moving back to 6th place
- **People** dropped back down to 10th and **welcome** also moved down to 19th.
- The **UK ranked within the top five for many markets**; 2nd in Poland, 3rd in Japan and 4th in Australia, India, Italy, South Africa and Turkey. There was a **rise in our overall NBI ranking from 7 countries** and there were **three countries where the UK retained its 2022 rank**.
- Separate to the core NBI index, the UK ranked between 10th and 13th on attributes related to **sustainability**, in line with People and Governance. Attributes relevant to tourism revealed a more competitive landscape for the UK with **Safety** ranking 14th, **Food** ranking 21st and **Uniqueness** ranking 22nd. *These measures are new for 2023, please see slide 33.*
- **Previous visitation continues to have a positive impact on perceptions** of the UK and the destination was seen most as sophisticated, attractive, strong, trustworthy, competent and friendly.



Introduction, study details and context

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

Introduction

This report is a summary of the key UK findings from the 2023 Anholt-Ipsos Nation Brands Index survey, conducted between 27th June and 3rd August 2023. 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 one additional market which are not part of the standard panel (outlined above) in 2023; Spain. Fieldwork in this market 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, (i.e. without Spain), unless stated. See slide 40 for full list of 60 nations.



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, unless stated otherwise)

Context: holiday visits from NBI markets

Data from the 2019 International Passenger Survey shows that there were 10.7m holiday visits made to the UK by people who reside in one of the 20 countries in this report (therefore excluding the UK); representing 64% of all inbound visits to the UK. In 2022, a similar proportion was seen (62%) but the number of visits was much lower due to the impact of the Covid-19 pandemic at 7.5m holiday visits.

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, China, Australia, Canada and Sweden, and higher spending markets like Saudi Arabia.

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

Holiday visits to the UK from...	2019 Visits (000)	% of all holiday visits in 2019	2022 Visits (000)	% of all holiday visits in 2022	Holiday spend to the UK from...	2019 Spend (£m)	% of all holiday spend in 2019	2022 Spend (£m)	% of all holiday spend in 2022
USA	2,208	13.1%	2,206	18.2%	USA	£2,200	16.5%	£3,157	27.3%
France	1,535	9.1%	1,088	9.0%	Germany	£863	5.4%	£695	5.7%
Germany	1,500	8.9%	991	8.2%	China	£834	6.5%	£9	6.0%
Italy	1,155	6.8%	558	4.6%	France	£717	4.8%	£655	2.7%
Spain	1,041	6.2%	833	6.9%	Italy	£638	3.6%	£317	4.2%
China	512	3.0%	6	0.1%	Australia	£495	6.3%	£301	0.1%
Australia	449	2.7%	193	1.6%	Spain	£474	3.7%	£482	2.6%
Canada	368	2.2%	331	2.7%	Saudi Arabia	£440	2.6%	£510	3.6%
Sweden	302	1.8%	305	2.5%	Canada	£343	1.5%	£420	1.8%
Poland	276	1.6%	195	1.6%	Sweden	£193	1.0%	£204	0.7%
India	206	1.2%	115	0.9%	Japan	£190	1.2%	£52	1.6%
Japan	205	1.2%	49	0.4%	Brazil	£176	1.4%	£143	0.4%
South Korea	203	1.2%	46	0.4%	South Korea	£169	1.3%	£72	0.6%
Brazil	198	1.2%	151	1.2%	India	£156	1.3%	£183	1.2%
Saudi Arabia	139	0.8%	136	1.1%	Poland	£127	3.3%	£86	4.4%
Mexico	136	0.8%	110	0.9%	Russia	£76	0.6%	£7	1.1%
Argentina	92	0.5%	54	0.5%	Turkey	£75	0.4%	£40	0.4%
Russia	80	0.5%	7	0.1%	Mexico	£74	0.6%	£125	0.1%
Turkey	80	0.5%	29	0.2%	Argentina	£57	0.6%	£50	0.3%
South Africa	55	0.3%	47	0.4%	South Africa	£52	0.4%	£71	0.6%
TOTAL	10,738	64%	7,452	62%	Total	£8,349	63%	£7,578	66%

Source: International Passenger Survey, ONS, 2019 and 2022. "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

Top ten nation brands 2023

There were some significant changes in the top 10 nation brands in 2023.

The **UK** re-entered the top five and regained two places moving up to 4th place.

For the first time, **Japan** ranked 1st in 2023, up from 5th place in 2019. **Germany** slipped to 2nd place after six years at the top. **France** saw the largest change within the top 10 and fell to 8th place. **Canada** held steady at 3rd place whilst the **US** climbed to 6th place. **Italy** and **Sweden** dropped one place each to 5th and 10th.

See the [full press release from IPSOS](#) for the NBI 2023.

Rank	Nation	Change vs 2022
1	Japan	+1
2	Germany	-1
3	Canada	0
4	United Kingdom	+2
5	Italy	-1
6	United States	+2
7	Switzerland	0
8	France	-3
9	Australia	+1
10	Sweden	-1

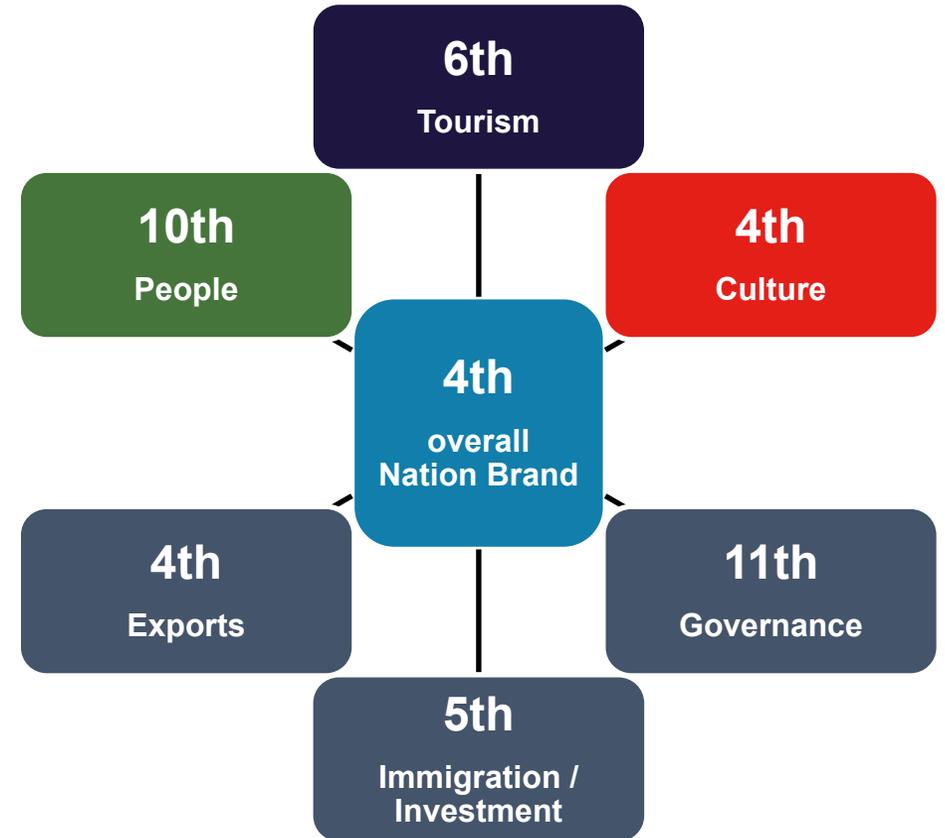
How the UK ranks in 2023

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.

The **UK's highest attribute rankings for 2023** are those for **educational qualifications, buying products made in this country, contemporary culture, willingness to live and work in the UK and having a close friend from the UK.**

In general, the UK's **Culture** and **Exports** are held in high regard for the UK.

Attributes such as **rich in natural beauty, welcome, behaving responsibly to protect the environment and caring about equality in society** are ranked relatively lower for the UK in 2023, though for most the UK is still well within the upper tier of nations.



UK ranking for NBI dimensions and attributes (1)

Tourism retained 6th place for the third year in a row and the attributes within did not see much movement. Historic buildings and Vibrant cities retained 5th. Aspiration to visit if money was no object stayed at 7th (the lowest rank it has received) for 3 consecutive years. Natural beauty did rise four places to 27th but is still an area of weakness for the UK.

Culture slipped to 4th and within the dimension, contemporary culture and sport retained their ranks at 4th and 5th respectively. Rich cultural heritage saw positive movement regaining two spaces and moving back to 6th place (the record rank it last received back in 2020).

The UK's ranking for **People** dropped back down to 10th (the lowest rank it has received, equal with 2021). Welcome also moved down to 19th, the lowest score ever received for this attribute. Having a close friend from the UK and employing a well-qualified person retained ranks from last year at 4th and 5th place.

Hexagon dimension / attribute	UK rank in 2023	Change vs 2022
TOURISM	6	0
Rich in historic buildings & monuments	5	0
Vibrant city life & urban attractions	5	0
Would like to visit if money was no object	7	0
Rich in natural beauty	27	+4
CULTURE	4	-1
Interesting & exciting for contemporary culture	4	0
Excels at sport	5	0
Has a rich cultural heritage	6	+2
PEOPLE	10	-2
If visited, people would make me feel very welcome	19	-3
Would like a person from country as a close friend	4	0
Would employ well-qualified person from country	5	0

UK ranking for NBI dimensions and attributes (2)

The UK's ranking for **Exports** has retained 4th in line with all historical NBI data. The UK as a major contributor to innovation in science and technology and creative and new ways of thinking retained their 5th rank. Feeling better about products made in the UK climbed back up to 4th place.

Immigration and Investment remained at 5th for the third year in a row. All other attributes within this dimension retained their rank from the previous year whilst equality in society dropped down to 13th, the lowest score ever received for this attribute.

Governance regained two ranks to 11th in 2023. Significant ground was recovered for competently and honestly governed (back to 11th). Respecting citizens and treating them with fairness retained 10th for the fifth consecutive year. Peace and security, and behaving responsibly to protect the environment saw slight improvements in rank position whilst behaving responsibly to reduce poverty moved down to a low of 11th place.

Hexagon dimension / attribute	UK rank in 2023	Change to 2022
EXPORTS	4	0
Major contributor to innovation in science & tech.	5	0
Feel better about buying product if made there	4	+2
Creative, cutting-edge ideas & new ways of thinking	5	0
IMMIGRATION-INVESTMENT	5	0
Willing to live & work there for substantial period	4	0
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	13	-3
GOVERNANCE	11	+2
Competently & honestly governed	11	+6
Respects the rights of citizens & treats with fairness	10	0
Behaves responsibly in int. peace & security	11	+1
Behaves responsibly to protect the environment	14	+2
Behaves responsibly to help reduce world poverty	11	-2

A photograph showing four hikers standing on a rocky mountain peak, looking out over a vast mountain valley. The hikers are wearing colorful jackets and backpacks. The landscape is rugged with rolling hills and a winding river or road in the distance. The sky is clear with a few wispy clouds. The overall scene is serene and scenic.

Tourism, Culture and Welcome rankings

People standing on high point looking down at mountain view. Argyll, Glencoe, Scotland.
©VisitBritain/Kieran Duncan

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 2023. Culture and Tourism remain areas of strength for the UK's nation brand.

Dimension / Attributes UK ranks from 2008-2023	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
OVERALL NBI	3	4	4	3	3	3	3	3	3	3	3	4	2	5	6	4
TOURISM	4	5	5	4	4	4	3	4	5	3	4	4	4	6	6	6
Is rich in historic buildings and monuments	4	4	4	4	5	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	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	7
Is rich in natural beauty	23	24	22	22	22	20	20	18	24	24	24	26	23	31	31	27
CULTURE	3	4	6	4	4	4	5	5	5	5	4	5	3	4	3	4
Interesting & exciting contemporary culture	4	4	4	4	3	3	3	3	4	3	4	3	4	4	4	4
Excels at sport	7	8	8	5	6	5	4	4	5	4	5	5	3	4	5	5
Has a rich cultural heritage	6	7	7	7	7	7	7	6	7	7	7	7	6	8	8	6
PEOPLE	6	6	6	4	4	4	4	5	7	6	6	7	4	10	8	10
If visited, people would make me feel very welcome	14	13	13	12	13	10	13	11	12	13	15	16	11	18	16	19
RANK FOR FAVOURABILITY	4	6	4	4	3	4	6	4	6	6	5	5	5	8	8	6
RANK FOR FAMILIARITY	5	5	5	5	5	4	5	5	3	3	3	3	4	3	5	3

Source: Anholt-Ipsos Nation Brands Index 2023. 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 2023. In 2023, the UK's overall NBI rank regained two places re-entering the top five nation brands.

Dimension / Attributes UK rank change for 2023 vs 2022	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
OVERALL NBI	-1	0	1	0	0	0	0	0	0	0	-1	2	-3	-1	2
TOURISM	-1	0	1	0	0	1	-1	-1	2	-1	0	0	-2	0	0
Is rich in historic buildings and monuments	0	0	0	-1	0	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	0
Would like to visit if money was no object	-1	0	2	0	0	1	-1	1	-1	1	-1	1	-2	0	0
Is rich in natural beauty	-1	2	0	0	2	0	2	-6	0	0	-2	3	-8	0	4
CULTURE	-1	-2	2	0	0	-1	0	0	0	1	-1	2	-1	1	-1
Interesting & exciting contemporary culture	0	0	0	1	0	0	0	-1	1	-1	1	-1	0	0	0
Excels at sport	-1	0	3	-1	1	1	0	-1	1	-1	0	2	-1	-1	0
Has a rich cultural heritage	-1	0	0	0	0	0	1	-1	0	0	0	1	-2	0	2
PEOPLE	0	0	2	0	0	0	-1	-2	1	0	-1	3	-6	2	-2
If visited, people would make me feel very welcome	1	0	1	-1	3	-3	2	-1	-1	-2	-1	5	-7	2	-3
CHANGE IN FAVOURABILITY	-2	2	0	1	-1	-2	2	-2	0	1	0	0	-3	0	2
CHANGE IN FAMILIARITY	0	0	0	0	1	-1	0	2	0	0	0	-1	1	-2	2

Source: Anholt-Ipsos Nation Brands Index 2023. Ranking is out of 60 nations and is based on the 20 standard NBI markets.



Tourism ranking

The UK's rank for **Tourism** maintained 6th place in 2023 for the third consecutive year.

There were no changes in the UK's rank for **historic buildings and monuments** – a historically strong attribute for the UK which maintained its 5th rank. **Vibrant city life** retained 5th.

A place to visit if money was no object maintained 7th place in 2023, still its lowest rank.

Natural beauty rose four places in 2023 to 27th place but this remained a weak attribute for the UK.

Dimension / Attributes UK ranks from 2008-2023	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
TOURISM	4	5	5	4	4	4	3	4	5	3	4	4	4	6	6	6
Is rich in historic buildings and monuments	4	4	4	4	5	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	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	7
Is rich in natural beauty	23	24	22	22	22	20	20	18	24	24	24	26	23	31	31	27

Source: Anholt-Ipsos Nation Brands Index 2023. 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 slipped back to 4th place in 2023.

Contemporary culture remained one of the strongest attributes for the UK, retaining 4th rank for the fourth 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 3rd place. It moved down to 5th in 2022 and has retained 5th for 2023.

The UK's **cultural heritage** ranked at 6th place, regaining two spaces (the record rank last received back in 2020).

Dimension / Attributes UK ranks from 2008-2023	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
CULTURE	3	4	6	4	4	4	5	5	5	5	4	5	3	4	3	4
Interesting & exciting contemporary culture	4	4	4	4	3	3	3	3	4	3	4	3	4	4	4	4
Excels at sport	7	8	8	5	6	5	4	4	5	4	5	5	3	4	5	5
Has a rich cultural heritage	6	7	7	7	7	7	7	6	7	7	7	7	6	8	8	6

Source: Anholt-Ipsos Nation Brands Index 2023. 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 fallen back down to 10th in 2023, a low rank it also received in 2021.

The overall ranking of the UK's welcome attribute is the most relevant to Britain's tourism potential within the people dimension – **if visited, the people would make me feel very welcome**. It saw a drop down to 19th place in 2023. Although not to the extent of natural beauty, welcome is an area of relative weakness for the UK.

Dimension / Attributes UK ranks from 2008-2023	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
PEOPLE	6	6	6	4	4	4	4	5	7	6	6	7	4	10	8	10
If visited, people would make me feel very welcome	14	13	13	12	13	10	13	11	12	13	15	16	11	18	16	19

Source: Anholt-Ipsos Nation Brands Index 2023. 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 21 panel markets (standard 20 plus Spain) across selected dimensions and attributes in 2023. 18 markets out of the 21 panel markets ranked the UK within the top 10 overall.

Dimension / Attributes UK ranks in 2023 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
OVERALL NBI	4	7	4	8	7	8	6	18	4	4	3	7	2	30	9	4	6	8	4	1	6	7
TOURISM	6	11	2	10	11	8	10	15	5	5	6	7	9	33	15	9	12	6	3	1	12	4
Is rich in historic buildings and monuments	5	7	1	8	5	6	5	8	3	6	7	7	6	11	14	6	7	6	3	1	6	6
Has a vibrant city life and urban attractions	5	8	2	6	7	9	5	6	5	2	4	8	6	15	14	5	3	2	4	1	8	4
Would like to visit if money was no object	7	15	4	11	8	9	21	19	9	13	6	9	16	42	11	8	9	13	7	1	11	16
Is rich in natural beauty	27	41	17	31	29	9	35	37	14	27	23	21	46	58	23	45	32	26	6	8	26	30
CULTURE	4	9	2	8	7	4	3	4	5	2	5	7	1	11	8	10	5	5	4	1	7	4
Interesting & exciting contemporary culture	4	5	2	6	6	5	3	4	5	3	4	6	2	9	5	9	4	4	1	1	5	4
Excels at sport	5	8	4	8	4	6	4	6	4	4	6	6	4	14	7	9	3	8	6	3	6	8
Has a rich cultural heritage	6	9	6	8	8	7	6	9	7	4	6	10	5	13	17	36	7	8	3	2	13	7
PEOPLE	10	24	6	10	13	17	16	22	4	16	7	10	15	56	16	12	11	7	3	1	7	19
If visited, people would make me feel very welcome	19	43	10	22	14	26	21	37	12	19	10	24	21	57	33	15	19	18	8	6	15	35
RANK FOR FAVOURABILITY	6	11	3	9	9	8	17	22	3	16	11	9	6	41	7	3	9	13	11	1	6	24
RANK FOR FAMILIARITY	3	13	3	14	6	4	5	8	3	4	4	14	4	9	9	4	6	4	16	1	5	5

Source: Anholt-Ipsos Nation Brands Index 2023. Ranking is out of 60 nations and the Total rank is based on the 20 standard NBI markets (i.e. excluding Spain).

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 2023 vs 2022. 7 markets ranked the UK higher in 2023 and 3 ranked on par with the previous year.

Dimension / Attributes UK rank changes 2023 vs 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
OVERALL NBI	2	4	0	2	-1	-2	7	-2	1	0	2	-2	1	-9	-1	-3	-1	-5	11	0	-2	-2
TOURISM	0	4	0	2	-4	-3	4	0	1	1	0	2	-1	-16	-2	-3	-7	0	14	0	-9	-1
Is rich in historic buildings and monuments	0	2	2	3	-1	0	1	-1	3	0	-1	3	1	-2	-2	-1	0	-1	5	0	0	-1
Has a vibrant city life and urban attractions	0	2	1	6	1	-4	1	-2	1	3	2	-3	0	-6	-2	-1	1	-1	13	0	-2	-2
Would like to visit if money was no object	0	5	0	-1	-3	-4	-2	-1	-1	-4	0	1	-3	0	2	-7	-2	-7	8	0	-8	-4
Is rich in natural beauty	4	-1	0	0	-1	8	7	-1	10	7	1	8	-1	-10	5	-4	-10	10	22	3	-7	-1
CULTURE	-1	0	0	1	-2	3	0	0	-1	2	-1	-1	2	-2	0	-1	0	-4	5	0	-1	0
Interesting & exciting contemporary culture	0	2	-1	2	-1	0	1	-1	1	0	0	-1	2	-1	1	-4	1	-3	10	0	1	-2
Excels at sport	0	0	-1	2	1	4	0	-3	2	0	-2	3	0	-1	3	-1	0	-4	3	-1	-1	-5
Has a rich cultural heritage	2	4	1	5	0	1	2	2	5	3	0	0	2	-1	-4	-6	-1	0	5	0	-6	1
PEOPLE	-2	-2	-1	0	-1	-3	5	-3	1	-5	2	0	-3	-6	-4	-11	-5	-2	18	1	-2	-11
If visited, people would make me feel very welcome	-3	-12	-5	-3	-1	1	2	-12	-4	0	7	-4	-6	-1	-9	-8	-5	-7	29	2	-7	-5
CHANGE IN FAVOURABILITY	2	0	2	2	0	-1	0	-2	4	-9	-5	2	0	4	0	-1	0	-7	5	-1	-2	-12
CHANGE IN FAMILIARITY	2	0	-1	1	-1	2	0	1	0	1	1	2	7	3	-5	1	-1	-1	-1	-1	0	-1

Source: Anholt-Ipsos Nation Brands Index 2023. Ranking is out of 60 nations and the Total rank change is based on the 20 standard NBI markets (i.e. excluding Spain).

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 significantly in 2023, moving up seven places to 6th place. France ranks the UK highly for various strands of culture; Culture and sport retained 3rd and 4th place, contemporary culture back up to 3rd place and cultural heritage moved up to 6th. Historic buildings and vibrant cities both gained one place to 5th. Visiting if money was no object remains a weakness at 21st as does natural beauty (35th). People gained five places to 16th and welcome moved up to 21st place.

The UK's NBI ranking from **Germany** moved down to 18th place in 2023 with many dimensions and attributes losing ranks, particularly Welcome which dropped twelve places to 37th place. Culture (4th), contemporary culture (4th), sport (6th), vibrant cities (6th), historic buildings (8th) and cultural heritage (9th) were the UK's highest ranks in Germany.

Italy has historically held a positive view of the UK overall and retained 4th place in 2023. Many dimensions and attributes ranked in the top five; Culture (2nd), vibrant cities (2nd), contemporary culture (3rd), sport (4th), cultural heritage (4th) and Tourism (5th). Visiting if money were no object (13th), People (16th), welcome (19th) and natural beauty (27th) ranked lower for the UK.

Spain ranked the UK 7th in 2023, down two places on the previous year. Rank decreases were seen across all measures apart from Culture (retained 4th) and cultural heritage (gained a place to 7th). In addition, Spain ranks the UK highly for Tourism (4th), vibrant cities (4th), historic buildings (6th), cultural heritage (7th) and sport (8th). Welcome (35th) and People (19th) lost significant ranks in 2023 and were amongst the lowest scoring measures along with natural beauty (30th).

Russia's rank for the UK saw a drop of nine ranks in 2023 to 30th place. Decreases were seen across most measures and contemporary culture was the highest ranking attribute at 9th place.

Market rankings (2)

The UK's overall ranking from **Sweden** has historically always been in the top six but fell to 8th place in 2023. Even though rank decreases were seen for many measures, Sweden still ranks the UK within the top ten for many of the areas we focus on. The UK ranks highly for vibrant cities (2nd), contemporary culture (4th), Culture (5th), Tourism (6th) and historic buildings (6th). Ranks for welcome and visiting if money were no object saw larger drops in rank in 2023 resulting in ranks at 18th and 13th place respectively.

Poland has also held the UK in high regard and moved up one place to 2nd in 2023. Culture is an area of strength ranking 1st, as well as contemporary culture (2nd), sport (4th) and cultural heritage (5th). Tourism dropped one place to 9th and historic buildings and vibrant cities both ranked 6th. People (15th), visiting if money were no object (16th), welcome (21st) and natural beauty (46th) were the lowest ranking measures.

The UK ranked 9th in **Saudi Arabia**, down one place vs 2022. Record ranks were seen for contemporary culture (5th), sport (7th), visiting if money was no object (11th) and natural beauty (23rd), although the latter is still an area of weakness. Tourism moved down two places to 15th whilst historic buildings and vibrant cities both dropped two places to 14th. People (16th), cultural heritage (17th), natural beauty (23rd) and welcome (33rd) are the lowest ranks for the UK in Saudi Arabia.

South Africa has consistently held the UK in high regard at 1st or 2nd place since 2008 but ranked the UK 4th in 2023. Tourism dropped three places to 9th with all the attributes within seeing a drop in rank, although vibrant cities (5th) and historic buildings (6th) still ranked highly. Culture dropped one place to 10th with contemporary culture and sport at 9th place but cultural heritage remaining a weakness for the UK at 36th place. People also dropped to 12th after ranking 1st in 2022 along with welcome which dropped eight ranks to 15th.

Market rankings (3)

India ranked the UK one place higher in 2023 at 4th place. Tourism gained one place to 5th and within this dimension historic buildings gained three places to 3rd, vibrant cities moved up one place to 5th and natural beauty gained ten places to 14th rank. Visiting if money was no object dropped to 9th. Attributes within Culture all saw improvements with contemporary culture ranking 5th, sport at 4th and cultural heritage at 7th. People improved to 4th place but saw welcome drop to 12th.

Australia has historically held the UK in high regard and retained 4th place in 2023. The UK was ranked highly for historic buildings (1st), vibrant cities (2nd), Culture (2nd), contemporary culture (2nd), sport (4th), visiting if money was no object (4th), cultural heritage (6th) and People (6th). Natural beauty retained 17th from the previous year but welcome dropped five places to a low of 10th place.

In 2023, **China's** ranking for the UK dropped two places to 8th. Attributes related to Tourism all ranked in the top ten. Culture saw an improvement to 4th place, contemporary culture retained 5th whilst sport improved to 6th and cultural heritage improved to 7th. People (17th) and Welcome (25th) ranked the lowest within the set of attributes we focus on.

Japan holds the UK in high regard ranking the UK 3rd in 2023. Tourism retained 6th place, as did visiting if money was no object whilst vibrant cities moved up two places to 4th. Culture ranked 5th with all attributes within ranking highly; contemporary culture (4th), sport (6th) and cultural heritage (6th). People gained two places to 7th whilst welcome also saw an improvement to 10th place in 2023.

The UK ranked 6th in **South Korea** in 2023 after ranking in the top 5 since 2008. Tourism dropped to 12th place, mainly driven by the drop for natural beauty (ten places to 32nd) with the other three attributes ranking within the top ten. Culture retained 5th place, contemporary culture move up one place to 4th, sport retained 3rd and cultural heritage dipped to 7th. People and welcome saw drops to 11th and 19th place, respectively.

Market rankings (4)

Argentina ranked the UK 7th in 2023, up four places vs 2022. Tourism improved to 11th with rank increases also seen for historic buildings (7th), vibrant cities (8th) and visiting if money was no object (15th). Culture retained 9th and sport retained 8th whilst contemporary culture moved up to 5th and cultural heritage moved up to 9th. People and Welcome ranked low at 24th and 43rd places, respectively.

The UK's rank for **Brazil** improved two places to 8th in 2023. Tourism, historic buildings and vibrant cities all saw improvements in the latest year whilst visiting if money was no object fell outside the top ten and natural beauty retained 31st. Brazil ranks the UK highly for Culture, sport and cultural heritage (all at 8th) as well as contemporary culture at 6th. Welcome decreases three places to 22nd.

Canada's overall rank for the UK dropped one place to 7th in 2023. The UK's sport (4th) and historic buildings (5th) rank the highest in Canada. Tourism dropped to a low of 11th but historic buildings (5th), vibrant cities (7th), visiting if money was no object (8th) retained places within the top ten whilst natural beauty ranked at 29th. Culture dropped to 7th but also saw the attributes within retain a place in the top ten. People and Welcome both saw a decrease of one rank.

The UK took 7th position in **Mexico**, down two places vs 2022. Tourism gained two places to 7th, the highest rank seen since 2008 with improvements seen for historic buildings (7th), visiting if money was no object (9th) and natural beauty (21st) whilst vibrant cities dropped three spaces to 8th. Culture dropped one place to 7th with other attributes retaining a place in the top 10. People retained 10th, whilst welcome saw a dip to 24th.

The US is the largest inbound market for the UK for both volume and value and saw a decrease in rank to a low of 6th place. Tourism saw a drop of nine places to 12th with historic buildings retaining 6th, vibrant cities down two places to 8th and visiting if money was no object losing eight places to 11th. Natural beauty also dropped to a low of 26th. Culture dropped to 7th with contemporary culture (5th) and sport (6th) still ranking highly but cultural heritage falling outside the top ten to a low of 13th. People and Welcome also saw lows this year of 7th and 15th place.

Source: Anholt-Ipsos Nation Brands Index 2023. Ranking is out of 60 nations.

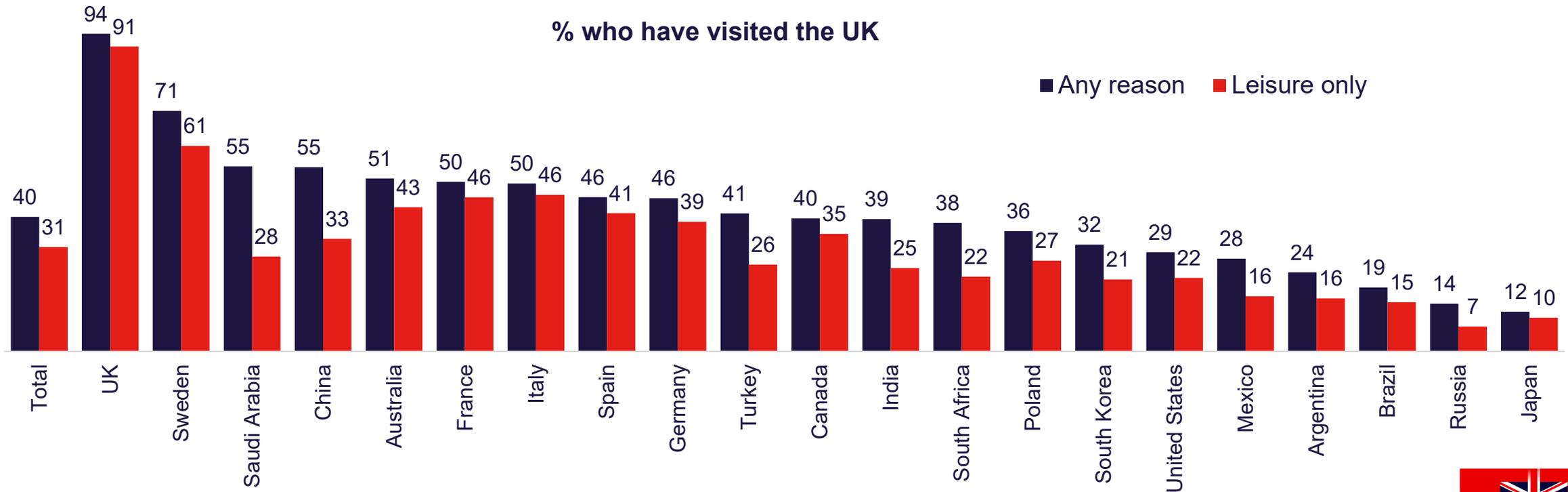


Previous visitors to the UK

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

Previous visitors to the UK

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, **Saudi Arabia, China, Australia, Canada, India** and **South Africa** also have a high proportion of visitors. **Saudi Arabia, China, India** and **South Africa** 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 2023. Total rank is based on the 20 standard NBI markets (i.e. excluding Spain).



Perceptions of previous UK visitors vs UK total - ranks

Dimension / Attributes ranks 2023	Overall NBI	Overall NBI (previous visitors to the UK)
OVERALL NBI	4	1
TOURISM	6	2
Is rich in historic buildings and monuments	5	4
Has a vibrant city life and urban attractions	5	2
Would like to visit if money was no object	7	4
Is rich in natural beauty	27	19
CULTURE	4	1
Interesting & exciting contemporary culture	5	1
Excels at sport	5	5
Has a rich cultural heritage	6	5
PEOPLE	10	5
If visited, people would make me feel very welcome	21	14

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 1st overall.**

Higher ranks are seen across all dimensions with **Tourism** ranking four places higher (2nd), **Culture** ranking three places higher (1st) and **People** rising from 10th to 5th place.

Historic buildings and **visiting if money was no object** both rise to 4th place whilst **vibrant cities** moves to 2nd place. **Sport** retains 5th, **cultural heritage** moves up one place to 5th whilst **contemporary culture** moves to top rank at 1st place. Although still low scores, **welcome** improves to 14th and **natural beauty** moves to 19th; although still both low scores for the UK.



Common Interest Attributes

Image: Smiling woman in bakery. Cambridge, England. ©VisitBritain/Jon Attenborough

Common interest attributes – new for 2023

For the NBI 2023 survey, IPSOS added 11 common interest questions to explore the growing importance of a nation's reputation. Similar to the NBI core index, respondents ranked the 60 nations on a range of different attributes. However these should be treated as separate to the core NBI index. Five of these attributes focus on sustainability and the other six focus on topics of growing importance to a nation's reputation – see analysis on the next couple of slides.



Source: Anholt-Ipsos Nation Brands Index 2023

Image: Aerial view of heart shape on beach with a person in centre in Weymouth, Dorset, England. ©VisitBritain/Herewegoagain.blog

Common interest attributes - Sustainability

The UK ranked between 10th and 13th on attributes related to sustainability, in line with People and Governance. *Please note, the below statements focus on sustainability and are not related to the overall NBI score or ranks.*

Attribute	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
CLEAN WATER - This country is focused on access to clean water and nutrition for all	10	13	9	10	10	4	10	18	6	20	11	8	8	47	15	6	13	15	7	7	10	13
CLIMATE CHANGE - This country is taking action to combat climate change	11	14	10	7	11	10	15	21	4	21	8	8	9	33	5	5	8	17	7	5	7	14
CLEAN ENERGY - This country is working hard towards affordable and clean energy	12	13	11	8	13	8	13	20	4	20	8	9	8	27	10	4	12	18	10	5	12	11
WILDLIFE - This country is focused on protecting wildlife and restoring habitats	13	23	13	13	14	7	16	22	10	21	13	14	13	40	4	25	14	15	8	4	10	17
RESPONSIBLE INDUSTRY - This country encourages more responsible industries that do not damage the environment	13	16	11	12	15	24	19	19	7	18	12	11	11	30	15	8	15	16	9	6	13	18

- Although the UK ranked 4th in the overall NBI, it ranked lower in these set of statements that focused on sustainability topics. The UK received ranks close to each other across all attributes (10th-13th) receiving the highest rank for **Clean Water** (equal 10th with another nation) and **Climate Change** (11th).
- Across markets, Turkey and India ranked the UK in the top ten across all attributes. China and South Africa followed a similar pattern but ranked the UK poorly on Responsible Industry and Wildlife; respectively. The UK received low ranks across all attributes for Russia.

Source: Anholt-Ipsos Nation Brands Index 2023. Ranking is out of 60 nations. Total includes the 20 standard NBI markets (i.e. excluding Spain).

Common interest attributes - Other

The UK ranked highly for Economic Leader and Trust Products but lower on other attributes related to its uniqueness and honesty about its past. Please note, the below statements focus on a nation's reputation and are not related to the overall NBI score or ranks.

Attribute	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
ECONOMIC LEADER - I think of this country as a global economic leader	5	5	5	5	5	5	8	13	4	5	4	6	4	10	8	3	4	6	5	3	3	6
TRUST PRODUCTS - I trust the products that are made in this country	6	5	5	6	9	7	6	15	5	5	5	6	5	18	6	4	5	8	8	1	4	10
SAFETY - I would feel safe in this country	14	14	11	8	14	17	16	21	7	18	7	7	19	43	26	12	11	20	6	10	13	17
FOOD - This country's food is good	21	14	18	14	26	11	60	50	3	31	37	18	26	32	11	17	29	38	5	2	22	40
UNIQUENESS - This place is unlike anywhere else	22	33	24	26	21	15	37	41	9	22	15	13	19	51	21	27	17	40	5	11	22	39
HONEST PAST - This country is honest about its past	23	56	19	16	23	41	11	25	36	15	19	34	7	57	57	59	29	23	16	15	23	25

- The UK ranked highly for **Economic Leader** (5th) and **Trust Products** (6th). It ranked 14th for **Safety** although the nations ranking higher than the UK up to 10th place had close scores. **Food**, **Uniqueness** and **Honest Past** ranked low at 21st, 22nd and 23rd respectively.
- Most markets ranked the UK within the top 10 nations for Economic Leader and Trust Products apart from Russia and Germany. The UK's Food ranked well in India (3rd) and Turkey (5th) but lower in some European markets. The UK as a place with Uniqueness resonated well with those from India and Turkey whilst the UK having an Honest Past was only in the top ten for Poland.



Familiarity and favourability

UK rankings for familiarity and favourability

In total across all markets, the UK's average rank for **Familiarity** gained two ranks to 3rd place whilst **Favourability** also moved up two places, to 6th.

Familiarity ranked within the top 10 for all markets apart from in Argentina, Brazil, Mexico and Turkey. Many markets saw positive rank changes between 2022 and 2023, especially Poland. A few markets saw negative ranks changes, particularly Saudi Arabia. Argentina, France, India and the US retained their rank from 2022.

In terms of favourability, 6 markets saw positive changes in rank. Spain, Italy, Sweden and Japan saw the largest decreases in rank in 2023. Russia, Spain and Germany favoured the UK the least with ranks lower than the top 20.

UK's rank from...	Favourability	Familiarity
Total	6	3
Argentina	11	13
Australia	3	3
Brazil	9	14
Canada	9	6
China	8	4
France	17	5
Germany	22	8
India	3	3
Italy	16	4
Japan	11	4
Mexico	9	14
Poland	6	4
Russia	41	9
Saudi Arabia	7	9
South Africa	3	4
South Korea	9	6
Sweden	13	4
Turkey	11	16
United Kingdom	1	1
United States	6	5
Spain	24	5

UK's rank from...	Change in rank from 2022	Change in rank from 2022
Total	2	2
Argentina	0	0
Australia	2	-1
Brazil	2	1
Canada	0	-1
China	-1	2
France	0	0
Germany	-2	1
India	4	0
Italy	-9	1
Japan	-5	1
Mexico	2	2
Poland	0	7
Russia	4	3
Saudi Arabia	0	-5
South Africa	-1	1
South Korea	0	-1
Sweden	-7	-1
Turkey	5	-1
United Kingdom	0	0
United States	-2	0
Spain	-12	-1

UK scores for familiarity and favourability – 2023 vs 2022

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. The Y-o-Y changes from those who said they were familiar and favourable with the UK are shown in the table.

We would expect that those who become more familiar with the UK to also become more favourable of the destination. This was the case with Turkey but markets such as Canada, Poland and South Korea became more familiar with the UK but did not improve on favourability of the UK.

Many markets saw a decline in both metrics; Japan and Spain seeing the highest decrease in favourability and Argentina and Brazil seeing the largest decrease for familiarity.

Panel Market	Familiarity (top 3 box percentage point change 2023 vs 2022)	Favourability (top 3 box percentage point change 2023 vs 2022)
Argentina	-5%	-4%
Australia	0%	2%
Brazil	-5%	-3%
Canada	4%	0%
China	-2%	-9%
France	0%	0%
Germany	-2%	-1%
India	-2%	-1%
Italy	-2%	-6%
Japan	-3%	-13%
Mexico	-2%	-5%
Poland	1%	0%
Russia	-2%	1%
Saudi Arabia	-1%	5%
South Africa	-1%	2%
South Korea	1%	0%
Sweden	-1%	-4%
Turkey	5%	7%
UK	1%	-2%
US	-2%	-2%
Spain	-3%	-8%

Source: Anholt-Ipsos Nation Brands Index 2023. Ranking is out of 60 nations. 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.

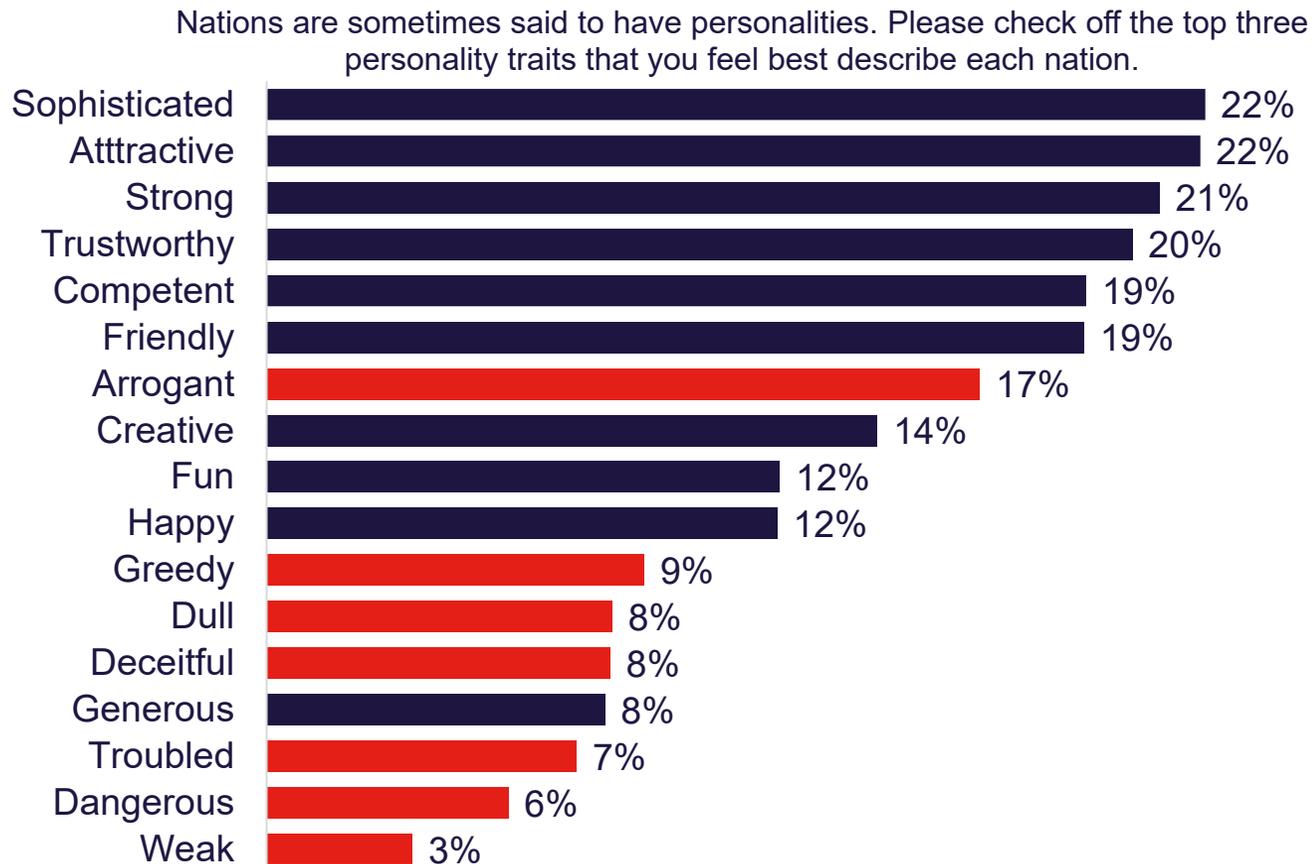


Personality traits of the UK

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

Personality traits of the UK

The UK is associated with more positive personality traits vs negative overall.



A new question in 2023 asked respondents to assign 3 personality traits to each measure nation – both positive (blue) and negative (red).

The UK had a higher proportion of positive responses vs negative responses. Around 1 in 5 respondents from the 22 panel markets said the UK was sophisticated, attractive, strong, trustworthy, competent and friendly.

The majority of negative responses were below the 10% mark.

See proportions by market on the next slide.

Personalities of the UK by market

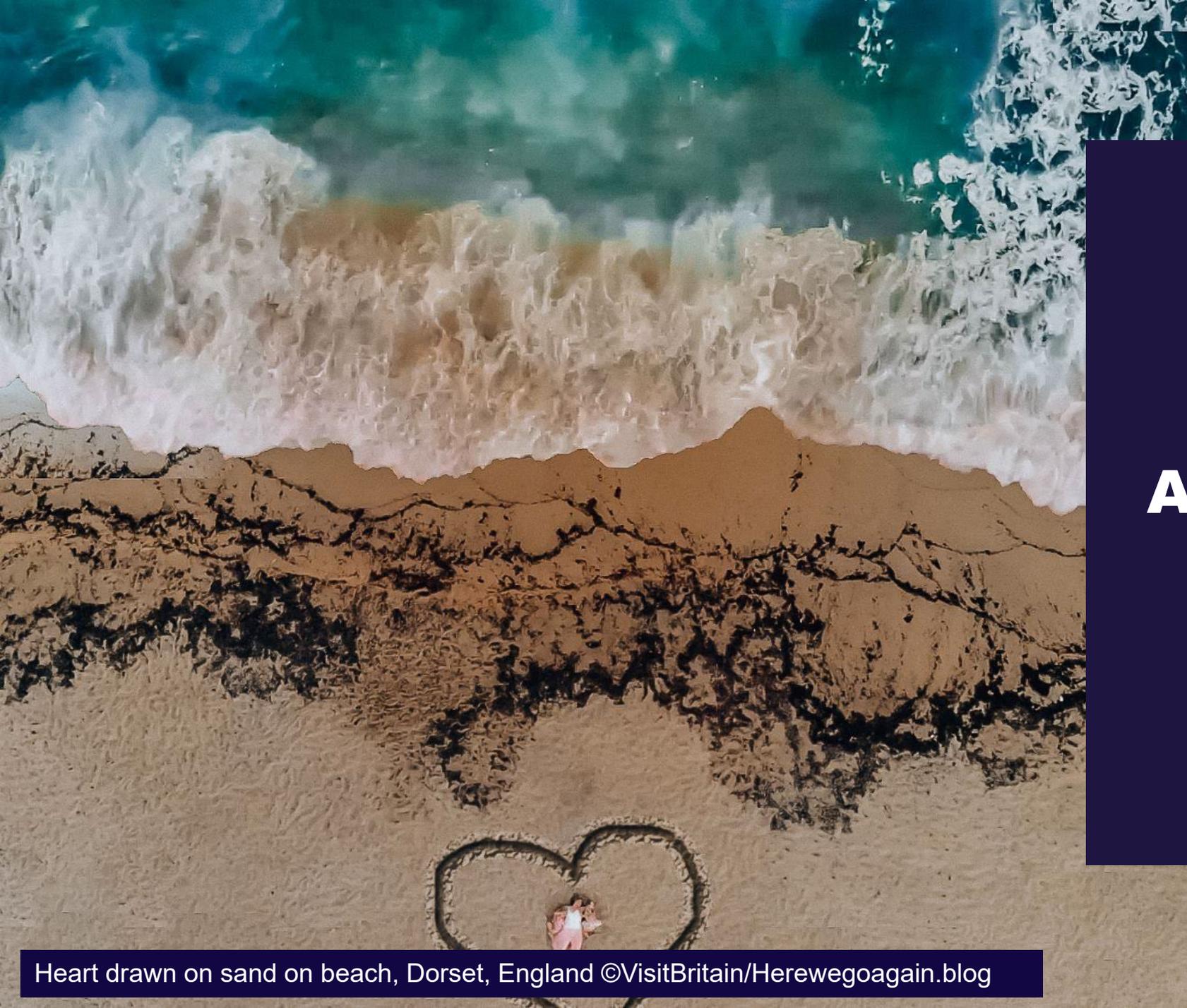
Most markets associate the UK with positive personalities.

Positive traits

Negative traits

Panel Market	Sophisticated	Attractive	Strong	Trustworthy	Competent	Friendly	Arrogant	Creative	Fun	Happy	Greedy	Dull	Deceitful	Generous	Troubled	Dangerous	Weak
Total	22%	22%	21%	20%	19%	19%	17%	14%	12%	12%	9%	8%	8%	8%	7%	6%	3%
Argentina	32%	25%	27%	20%	24%	10%	25%	11%	7%	4%	11%	11%	14%	6%	4%	6%	2%
Australia	22%	23%	21%	23%	26%	30%	13%	13%	13%	18%	7%	9%	3%	8%	6%	3%	4%
Brazil	34%	21%	32%	23%	27%	15%	13%	11%	9%	7%	18%	5%	4%	6%	4%	3%	1%
Canada	26%	24%	24%	26%	26%	29%	17%	12%	13%	13%	6%	9%	4%	5%	7%	3%	4%
China	11%	18%	19%	15%	13%	19%	13%	26%	20%	19%	8%	5%	8%	9%	6%	5%	4%
France	14%	31%	18%	23%	24%	18%	14%	19%	11%	10%	6%	7%	7%	6%	6%	2%	6%
Germany	32%	15%	9%	19%	15%	26%	22%	8%	24%	4%	4%	11%	4%	5%	16%	7%	7%
India	13%	29%	25%	22%	11%	25%	10%	16%	10%	21%	8%	3%	5%	11%	6%	6%	2%
Italy	18%	16%	21%	19%	26%	14%	20%	15%	10%	6%	5%	10%	7%	4%	4%	4%	3%
Japan	38%	27%	13%	22%	14%	24%	9%	14%	9%	6%	3%	3%	5%	5%	10%	3%	1%
Mexico	33%	26%	25%	21%	31%	15%	15%	16%	9%	11%	8%	6%	6%	11%	6%	5%	2%
Poland	17%	24%	22%	22%	24%	21%	14%	20%	7%	10%	7%	11%	8%	6%	12%	5%	4%
Russia	10%	15%	16%	13%	13%	7%	41%	6%	4%	7%	19%	9%	32%	4%	7%	18%	4%
Saudi Arabia	9%	19%	16%	14%	10%	12%	13%	15%	12%	17%	10%	7%	11%	16%	7%	10%	6%
South Africa	24%	25%	25%	16%	18%	19%	13%	14%	12%	11%	10%	5%	9%	11%	4%	5%	3%
South Korea	23%	26%	19%	26%	11%	17%	17%	12%	12%	11%	10%	9%	7%	8%	7%	3%	2%
Sweden	21%	19%	14%	22%	10%	27%	16%	16%	15%	14%	8%	15%	6%	10%	7%	5%	5%
Turkey	10%	13%	32%	21%	17%	11%	15%	14%	18%	19%	12%	9%	8%	11%	12%	9%	3%
United States	28%	20%	19%	23%	22%	27%	12%	13%	15%	19%	5%	6%	4%	10%	6%	5%	4%
Spain	29%	18%	17%	13%	24%	10%	32%	12%	7%	5%	17%	14%	12%	7%	6%	2%	2%

Source: Anholt-Ipsos Nation Brands Index 2023. Total includes the 21 NBI markets (i.e. including Spain).



Appendix

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

60 nations ranked in 2023

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

In 2023, Latvia, Palestine, Thailand and Serbia were removed from the 60 nations and Portugal, Romania, the Philippines and Jordan were added. These changes have made no difference to the UK's ranks at the global level.

How the world views the UK Nation Brands Index 2023

VisitBritain Research

December 2023

If you would like the data in a different format, please contact research@visitbritain.org

