

# How the world views the UK

## Anholt Nation Brands Index 2025

VisitBritain Research

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



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# Summary

# NBI 2025: Five key insights

- The **UK's nation brand** remained firmly in the top tier, ranking **6<sup>th</sup> out of 50 nations in 2025**.
- **Culture and Tourism remain areas of strength for the UK.** Culture climbed to 4<sup>th</sup> place, with all attributes retaining high ranks; *contemporary culture* (3<sup>rd</sup>), *cultural heritage* (7<sup>th</sup>) and *sport* (8<sup>th</sup>). Tourism continues to rank highly at 8<sup>th</sup>, supported by strong appeal for *historic buildings* (4<sup>th</sup>) and *vibrant city life* (6<sup>th</sup>).
- Despite minor shifts in rank, the **UK's scores increased year-on-year**, reflecting competitiveness across all key attributes.
- **The majority of markets ranked the UK in the top 10 nations.** The markets that held the UK in highest regard were South Africa (2<sup>nd</sup>), South Korea (2<sup>nd</sup>), Australia (4<sup>th</sup>), Canada (4<sup>th</sup>), India (4<sup>th</sup>), Italy (4<sup>th</sup>), Japan (4<sup>th</sup>), Poland (4<sup>th</sup>) and the USA (5<sup>th</sup>).
- **Those who visit the UK are more likely to score the UK higher in the NBI across all dimensions and attributes.** *Welcome* and *visiting if money was no object* (which ranked amongst the lowest out of the attributes we focus on) both saw the largest uplift in score for previous visitors.



# NBI 2025: Summary

- The UK continues to perform strongly in global rankings, placed **6<sup>th</sup> out of 50 nations in 2025**, with most dimensions maintaining top-10 status:
  - › **Tourism** remains firmly in the top 10 at 8<sup>th</sup>. The UK is highly regarded for *vibrant city life* (6<sup>th</sup>) and *historic buildings* (4<sup>th</sup>) which remains a top choice for aspirational travel experiences.
  - › **Culture** rose to 4<sup>th</sup> place, with gains in *contemporary culture* (3<sup>rd</sup>).
  - › **People** improved to 9<sup>th</sup>.
- Across markets, the UK ranked in the top five overall including 2<sup>nd</sup> in South Africa and South Korea, and 4<sup>th</sup> in Australia, Canada, India, Italy, Japan and Poland. It also secured 5<sup>th</sup> place in the USA. There **was a rise in the UK's overall NBI ranking from 10 markets** with four markets holding steady year-on-year.
- Whilst *Welcome* moved to 20<sup>th</sup>, its score improved compared to 2024, showing positive momentum.
- Looking at the broader NBI survey, for the second consecutive year, **Japan** ranked 1<sup>st</sup> and **Germany** 2<sup>nd</sup> whilst Canada jumped up to third ahead of Italy, Switzerland and the UK. Australia and France both rose two places to 7<sup>th</sup> and 8<sup>th</sup>, followed by Sweden (down one place) and Spain which rose to enter the top 10. The **USA** dropped outside the top ten to rank 14<sup>th</sup> overall.

A wide-angle photograph of the Clifton Suspension Bridge in Bristol, England. The bridge, a suspension bridge with two large stone towers, spans a deep gorge. Below the bridge, a river flows through a lush green forest. In the distance, a city is visible on a hillside. The sky is filled with numerous hot air balloons of various colors, including red, blue, and white, floating against a backdrop of soft, white clouds. The overall scene is peaceful and scenic.

# 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 2025 Anholt Nation Brands Index survey, conducted in July/August 2025. The results paint a detailed picture of how the UK is perceived internationally and how this has changed since 2024.

The Anholt Nation Brands Index (or NBI) is an annual study amongst c40,000 consumers in 20 panel countries around the world, conducted by Anholt & Co. Adults aged 18 or over who are online were interviewed in each country. Respondents score 50 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, Saudi Arabia, South Africa, South Korea, Sweden, Turkey, UK and USA. The 50 nations can be found on slide 34.

For ease, dimensions are capitalised, and attributes are italicised.



# 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




# Context: holiday visits from NBI markets

Data from the 2024 International Passenger Survey showed that there were 9.7m holiday visits made to the UK by people who reside in one of the 20 countries in this report (excluding the UK); representing 61% of all inbound holiday visits to the UK.

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

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

Holiday visits to the UK from...	2024 Visits (000)	% of all holiday visits in 2024	Holiday spend to the UK from...	2024 Spend (£m)	% of all holiday spend in 2024
USA	2,876	18.1%	USA	£4,236	28.0%
Germany	1,651	10.4%	Germany	£1,238	8.2%
France	1,586	10.0%	France	£988	6.5%
Italy	883	5.5%	Australia	£768	5.1%
Australia	511	3.2%	Italy	£498	3.3%
Canada	363	2.3%	Canada	£405	2.7%
Poland	368	2.3%	Saudi Arabia	£398	2.6%
Sweden	229	1.4%	China	£263	1.7%
China	191	1.2%	Sweden	£201	1.3%
Brazil	174	1.1%	Brazil	£150	1.0%
Saudi Arabia	173	1.1%	Poland	£156	1.0%
India	110	0.7%	India	£136	0.9%
South Korea	112	0.7%	South Korea	£100	0.7%
Mexico	115	0.7%	Mexico	£103	0.7%
Japan	97	0.6%	South Africa	£32	0.7%
Turkey	99	0.6%	Turkey	£87	0.6%
Argentina	76	0.5%	Japan	£78	0.5%
South Africa	29	0.2%	Argentina	£72	0.5%
Russia	10	0.1%	Russia	£85	0.1%
TOTAL	9,653	61.0%	TOTAL	£9,994	66.0%

A woman with blonde hair, wearing a grey fedora and a green quilted jacket, is looking out of the open window of a red train carriage. She is holding onto a metal pole. The train is moving through a landscape with hills in the background. A steam locomotive is visible in the distance, emitting a large plume of white steam. The sky is overcast with grey clouds.

## Headline findings

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



# Top ten nation brands 2025

- The **UK** remains a leading global nation brand, **ranking 6<sup>th</sup> out of 50 nations**, with an overall score increase compared to 2024.
- The top 2 nations from 2024 retained their rankings in 2025, with **Japan** remaining 1<sup>st</sup> and **Germany** following in 2<sup>nd</sup>.
- **Canada** saw the largest increase of 3 places, jumping from 6<sup>th</sup> to 3<sup>rd</sup> in 2025.
- **Italy**, **Switzerland** and **Sweden** all both dropped one place.
- **Australia** and **France** jumped 2 places each to climb to 7<sup>th</sup> and 8<sup>th</sup>, while Spain entered the top 10 in 2025.
- The **USA** dropped out of the top ten, ranking 14<sup>th</sup> overall in 2025.

Rank	Nation	Change vs 2024
1	Japan	0
2	Germany	0
3	Canada	+3
4	Italy	-1
5	Switzerland	-1
6	United Kingdom	-1
7	Australia	+2
8	France	+2
9	Sweden	-1
10	Spain	+1

# How the UK ranks in 2025

The overall Anholt 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 2025 are those for *educational qualifications, contemporary culture, and historic buildings and monuments*.

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

The UK demonstrates broad strength across attributes: 22 out of 23 attributes for the UK rank in the top 20 nations, and 15 of these are ranked in the top 10. Some attributes such as *rich in natural beauty, welcome, protect the environment and peace and security* rank lower.





# UK ranking for NBI dimensions and attributes (1)

**Tourism** remains a strong pillar for the UK, ranking 8<sup>th</sup> globally after four years in 6<sup>th</sup>. Within this dimension, *historic buildings* rose to 4<sup>th</sup>, reinforcing the UK's cultural appeal. *Vibrant city life* continues to perform well at 6<sup>th</sup>.

**Culture** strengthened its position, moving up to 4<sup>th</sup> overall, with *contemporary culture* achieving an impressive 3<sup>rd</sup> place. While *sport* and *cultural heritage* saw slight shifts, the UK continues to rank among the world's cultural leaders.

**People** improved to 9<sup>th</sup>, with strong recognition for *employing well-qualified individuals* (6<sup>th</sup>) and *close friendships* (7<sup>th</sup>), highlighting the UK's reputation for talent and social connection. While *welcome* moved to 20<sup>th</sup>, its score improved amongst those who have visited the UK before.

Hexagon dimension / attribute	UK rank in 2025	Change vs 2024
<b>TOURISM</b>	8	-2
Rich in historic buildings & monuments	4	+1
Vibrant city life & urban attractions	6	-1
Would like to visit if money was no object	11	-1
Rich in natural beauty	24	-1
<b>CULTURE</b>	4	+1
Interesting & exciting for contemporary culture	3	+1
Excels at sport	8	-3
Has a rich cultural heritage	7	-1
<b>PEOPLE</b>	9	+1
If visited, people would make me feel very welcome	20	-2
Would like a person from country as a close friend	7	0
Would employ well-qualified person from country	6	+1

# UK ranking for NBI dimensions and attributes (2)

**Exports** held 4<sup>th</sup> place, with strong recognition for *innovation in science and technology, creative ideas/new ways of thinking* and *feeling better about buying* (all ranking 5<sup>th</sup>).

**Immigration & Investment** remained at 5<sup>th</sup> for the fifth consecutive year, with *educational qualifications* reaching 1<sup>st</sup> place for the first time in NBI history. *Equality in society* also improved, moving up to 10<sup>th</sup> place.

**Governance** climbed two places to 13<sup>th</sup> place with improvements across all attributes apart from *protect the environment*. *Competently governed* (13<sup>th</sup>), *rights of citizens* (13<sup>th</sup>) and *reduce world poverty* (9<sup>th</sup>) all gained two ranks in 2025 whilst peace and security gained one rank (15<sup>th</sup>).

Hexagon dimension / attribute	UK rank in 2025	Change to 2024
<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	5	+1
Creative, cutting-edge ideas & new ways of thinking	5	0
<b>IMMIGRATION-INVESTMENT</b>	<b>5</b>	<b>0</b>
Willing to live & work there for substantial period	7	-2
A place with a high quality of life	13	-2
A good place to study for educational qualifications	1	+1
Has businesses I'd like to invest in	5	-1
Cares about equality in society	10	+2
<b>GOVERNANCE</b>	<b>13</b>	<b>+2</b>
Competently & honestly governed	13	+2
Respects the rights of citizens & treats with fairness	13	+2
Behaves responsibly in int. peace & security	15	+1
Behaves responsibly to protect the environment	16	-2
Behaves responsibly to help reduce world poverty	9	+2



A photograph of four hikers standing on a rocky mountain peak, looking down at a vast mountain valley. The hikers are wearing colorful outdoor gear: a black jacket with a patterned backpack, a teal jacket with an orange backpack, a red jacket, and a grey puffer jacket. The valley below is filled with rolling hills and a winding river, all bathed in the warm, golden light of a low sun. The sky is a mix of soft pinks, oranges, and blues, with a few wispy clouds and a single contrail from an aircraft visible in the upper left.

# **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 2025. Tourism remains a strength of the UK ranking 8<sup>th</sup> out of 50 nations, alongside Culture, which ranks 4<sup>th</sup> overall.

Dimension / Attributes ranks UK ranks from 2008-2025	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>OVERALL NBI</b>	3	4	4	3	3	3	3	3	3	3	3	4	2	5	6	4	5	6
<b>TOURISM</b>	4	5	5	4	4	4	3	4	5	3	4	4	4	6	6	6	6	8
Is rich in historic buildings and monuments	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4
Has a vibrant city life and urban attractions	4	4	4	4	4	4	4	4	4	4	4	4	4	6	5	5	5	6
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	10	11
Is rich in natural beauty	23	24	22	22	22	20	20	18	24	24	24	26	23	31	31	27	23	24
<b>CULTURE</b>	3	4	6	4	4	4	5	5	5	5	4	5	3	4	3	4	5	4
Interesting & exciting contemporary culture	4	4	4	4	3	3	3	3	4	3	4	3	4	4	4	4	4	3
Excels at sport	7	8	8	5	6	5	4	4	5	4	5	5	3	4	5	5	5	8
Has a rich cultural heritage	6	7	7	7	7	7	7	6	7	7	7	7	6	8	8	6	6	7
<b>PEOPLE</b>	6	6	6	4	4	4	4	5	7	6	6	7	4	10	8	10	10	9
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	18	20
<b>RANK FOR FAVOURABILITY</b>	4	6	4	4	3	4	6	4	6	6	5	5	5	8	8	6	7	10
<b>RANK FOR FAMILIARITY</b>	5	5	5	5	5	4	5	5	3	3	3	3	4	3	5	3	3	7

Source: Anholt Nation Brands Index 2025. Ranking is out of 50 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 2025. In 2025, the UK's overall NBI rank increased for the Culture and People dimensions, as well as for *historic buildings/monuments* and *contemporary culture*.

Dimension / Attributes changes vs previous year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>OVERALL NBI</b>	-1	0	1	0	0	0	0	0	0	0	-1	2	-3	-1	2	-1	-1
<b>TOURISM</b>	-1	0	1	0	0	1	-1	-1	2	-1	0	0	-2	0	0	0	-2
Is rich in historic buildings and monuments	0	0	0	-1	0	0	0	0	0	0	0	0	0	0	0	0	1
Has a vibrant city life and urban attractions	0	0	0	0	0	0	0	0	0	0	0	0	-2	1	0	0	-1
Would like to visit if money was no object	-1	0	2	0	0	1	-1	1	-1	1	-1	1	-2	0	0	-3	-1
Is rich in natural beauty	-1	2	0	0	2	0	2	-6	0	0	-2	3	-8	0	4	4	-1
<b>CULTURE</b>	-1	-2	2	0	0	-1	0	0	0	1	-1	2	-1	1	-1	-1	1
Interesting & exciting contemporary culture	0	0	0	1	0	0	0	-1	1	-1	1	-1	0	0	0	0	1
Excels at sport	-1	0	3	-1	1	1	0	-1	1	-1	0	2	-1	-1	0	0	-3
Has a rich cultural heritage	-1	0	0	0	0	0	1	-1	0	0	0	1	-2	0	2	0	-1
<b>PEOPLE</b>	0	0	2	0	0	0	-1	-2	1	0	-1	3	-6	2	-2	0	1
If visited, people would make me feel very welcome	1	0	1	-1	3	-3	2	-1	-1	-2	-1	5	-7	2	-3	1	-2
CHANGE IN FAVOURABILITY	-2	2	0	1	-1	-2	2	-2	0	1	0	0	-3	0	2	-1	-3
CHANGE IN FAMILIARITY	0	0	0	0	1	-1	0	2	0	0	0	-1	1	-2	2	0	-4

Source: Anholt Nation Brands Index 2025. Ranking is out of 50 nations and is based on the 20 standard NBI markets.



# Tourism ranking

- In 2025, **Tourism** ranked 8<sup>th</sup> overall with its scoring very close to the nation in 7<sup>th</sup> place.
- **Historic buildings** gained one position to 4<sup>th</sup>, after ranking 5<sup>th</sup> since 2024 and remains one of the highest ranking attributes for the UK.
- **Vibrant city life** ranked 6<sup>th</sup> place, **visit if money was no object** ranked 11<sup>th</sup> and **natural beauty** came in at 24<sup>th</sup> place.

Dimension / Attributes ranks UK ranks from 2008-2025	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>TOURISM</b>	4	5	5	4	4	4	3	4	5	3	4	4	4	6	6	6	6	8
Is rich in historic buildings and monuments	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4
Has a vibrant city life and urban attractions	4	4	4	4	4	4	4	4	4	4	4	4	4	6	5	5	5	6
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	10	11
Is rich in natural beauty	23	24	22	22	22	20	20	18	24	24	24	26	23	31	31	27	23	24

Source: Anholt Nation Brands Index 2025. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

# Culture ranking

- The UK's overall ranking for **Culture** gained one place in 2025 to 4<sup>th</sup>. It remained the UK's highest-ranking dimension, along with Exports.
- **Contemporary culture** rose to a strong 3<sup>rd</sup> place.
- Some slight shifts were seen for **sport** and **cultural heritage** but they remained firmly in the top 10.

Dimension / Attributes ranks UK ranks from 2008-2025	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>CULTURE</b>	3	4	6	4	4	4	5	5	5	5	4	5	3	4	3	4	5	4
Interesting & exciting contemporary culture	4	4	4	4	3	3	3	3	4	3	4	3	4	4	4	4	4	3
Excels at sport	7	8	8	5	6	5	4	4	5	4	5	5	3	4	5	5	5	8
Has a rich cultural heritage	6	7	7	7	7	7	7	6	7	7	7	7	6	8	8	6	6	7

Source: Anholt Nation Brands Index 2025. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

# People and Welcome ranking

- Perceptions of the UK's **People** remained in the top 10, rising to 9<sup>th</sup> place in 2025.
- The UK ranked 20<sup>th</sup> overall for the '*if visited, the people would make me feel very welcome*' attribute, which is the most relevant factor within the People dimension for tourism potential. Notably, its score improved compared to 2024 and was very close to those of the nations ranked just above it.

Dimension / Attributes ranks UK ranks from 2008-2025	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
PEOPLE	6	6	6	4	4	4	4	5	7	6	6	7	4	10	8	10	10	9
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	18	20

Source: Anholt Nation Brands Index 2025. Ranking is out of 50 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 20 panel markets across selected dimensions and attributes in 2025. 16 markets out of the 20 panel markets ranked the UK within the top 10 overall.

Dimension / Attributes UK ranks in 2025 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>	6	15	4	10	4	6	9	13	4	4	4	9	4	18	8	2	2	6	16	1	5
<b>TOURISM</b>	8	18	5	13	8	15	11	15	8	7	6	12	6	20	14	3	6	9	20	1	6
Is rich in historic buildings and monuments	4	10	3	9	4	8	5	6	5	5	5	9	5	8	12	3	5	5	9	1	3
Has a vibrant city life and urban attractions	6	9	3	10	6	11	8	7	5	5	4	8	5	9	11	2	5	3	21	1	7
Would like to visit if money was no object	11	23	7	16	14	12	16	20	8	14	7	14	13	33	17	7	6	10	25	4	5
Is rich in natural beauty	24	28	18	25	19	21	26	28	18	28	24	21	33	41	28	19	20	29	30	10	17
<b>CULTURE</b>	4	9	3	9	5	4	4	4	5	3	6	9	4	9	8	5	3	5	9	1	5
Interesting & exciting contemporary culture	3	8	3	7	4	2	3	3	5	2	5	9	3	9	6	2	4	2	12	1	3
Excels at sport	8	8	4	12	8	7	9	7	5	5	7	10	7	11	11	9	5	5	10	3	7
Has a rich cultural heritage	7	9	7	10	7	7	7	8	4	6	6	10	8	8	9	14	5	7	7	3	8
<b>PEOPLE</b>	9	25	4	10	7	12	18	20	10	13	9	16	8	37	10	2	4	11	19	3	6
If visited, people would make me feel very welcome	20	29	11	19	15	9	18	21	20	21	13	24	20	42	22	13	14	18	35	9	8
<b>RANK FOR FAVOURABILITY</b>	10	18	5	12	9	12	16	20	5	17	6	10	9	30	9	1	6	15	22	4	8
<b>RANK FOR FAMILIARITY</b>	7	15	2	17	5	8	5	9	4	6	7	16	5	7	9	3	6	7	29	1	8

Source: Anholt Nation Brands Index 2025. Ranking is out of 50 nations and the Total rank is based on 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 2025 vs 2024. 10 markets ranked the UK higher in 2025 compared to 2024.

Dimension / Attributes UK rank changes 2025 vs 2024 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	-5	1	-2	-1	2	1	2	-1	0	0	2	6	12	8	-1	2	0	-7	0	1
<b>TOURISM</b>	-2	-5	2	0	-4	-7	-2	-1	-5	-2	2	-1	8	12	0	0	0	-3	-12	0	3
Is rich in historic buildings and monuments	1	0	1	1	-2	-3	0	2	-2	1	1	1	2	3	0	-1	1	0	-5	0	3
Has a vibrant city life and urban attractions	-1	-1	2	-3	-2	-4	-3	-3	0	-1	-1	1	2	6	1	0	-2	1	-11	0	0
Would like to visit if money was no object	-1	0	3	-4	-6	3	5	0	-3	-4	3	-4	9	4	3	-5	5	-1	-9	-3	1
Is rich in natural beauty	-1	3	-2	2	2	-12	0	1	-6	3	-3	4	5	5	-2	-7	1	-4	-15	-4	7
<b>CULTURE</b>	1	-1	-1	0	0	0	0	-1	0	-1	-1	0	1	2	3	-1	1	-1	-3	0	2
Interesting & exciting contemporary culture	1	-2	0	0	1	4	1	0	-1	1	0	-3	2	0	5	1	1	2	-6	0	2
Excels at sport	-3	1	-1	-2	-2	0	-4	-3	-2	-2	-2	0	0	3	0	0	-3	1	-1	-1	1
Has a rich cultural heritage	-1	1	-2	1	-3	-3	-1	1	8	1	0	2	0	5	7	2	1	3	-2	-2	2
<b>PEOPLE</b>	1	2	2	-1	-1	7	5	-1	-6	1	0	2	11	7	20	0	1	-2	-3	-2	2
If visited, people would make me feel very welcome	-2	4	0	-8	-7	23	5	1	-11	-3	-2	0	8	3	18	-10	-3	-8	-3	-1	1
<b>CHANGE IN FAVOURABILITY</b>	-3	-4	2	1	4	1	5	0	-1	-2	3	1	10	7	1	1	2	-6	-9	-3	-4
<b>CHANGE IN FAMILIARITY</b>	-4	-2	2	-2	-1	-3	-1	-1	0	-1	0	-4	3	2	-2	1	0	-2	-17	0	-4

Source: Anholt Nation Brands Index 2025. Ranking is out of 50 nations and the Total rank change is based on the 20 standard NBI markets.

# Market rankings (1) - Europe

- **France** is the second largest market for the UK globally by volume of visits. The UK's ranking from France gained one rank to 9<sup>th</sup> place in 2025. The UK ranks highly for *contemporary culture* (3<sup>rd</sup>) and *historic buildings* (5<sup>th</sup>), with *cultural heritage* (7<sup>th</sup>), *vibrant cities* (8<sup>th</sup>) and *sport* (9<sup>th</sup>) also ranking within the top ten.
- The UK's NBI ranking from **Germany** gained two places in 2025, moving to 13<sup>th</sup> (the highest rank since 2019). Culture remains a strength at 4<sup>th</sup> as does the attributes within; *contemporary culture* (3<sup>rd</sup>), *sport* (7<sup>th</sup>) and *cultural heritage* (8<sup>th</sup>). Tourism related attributes such as *historic buildings* (6<sup>th</sup>) and *vibrant city life* (7<sup>th</sup>) ranked highly as well.
- **Italy** has historically ranked the UK highly overall and for the fourth consecutive year ranked the UK 4<sup>th</sup>. Tourism ranked 7<sup>th</sup> overall and *historic buildings* (5<sup>th</sup>) and *vibrant cities* (5<sup>th</sup>) maintained their high ranks. Culture was the strongest dimension at 3<sup>rd</sup> place with a new record for *contemporary culture* (2<sup>nd</sup>) and high ranks for *sport* (5<sup>th</sup>) and *cultural heritage* (6<sup>th</sup>).
- The UK ranked a strong 4<sup>th</sup> place in **Poland** and saw gains in rank across most attributes. Tourism ranked at a record 6<sup>th</sup> place with *historic buildings* (5<sup>th</sup>), *vibrant city life* (5<sup>th</sup>) and *visiting if money was no object* (13<sup>th</sup>) all gaining rank. Culture moved up to 4<sup>th</sup> place with all attributes remaining in the top 8.
- **Sweden** ranked the UK 6<sup>th</sup> in 2025 overall and saw high ranks for Culture (5<sup>th</sup>), Tourism (9<sup>th</sup>) and People (11<sup>th</sup>). The UK ranked within the top ten for *contemporary culture* (2<sup>nd</sup>), *vibrant cities* (3<sup>rd</sup>), *sport* (5<sup>th</sup>), *historic buildings* (5<sup>th</sup>), *cultural heritage* (7<sup>th</sup>) and *visiting if money was no object* (10<sup>th</sup>).



## Market rankings (2) - The Americas

- **Argentina** ranked the UK 15<sup>th</sup> in 2025, with many attributes we focus on ranking in the top 10; *contemporary culture* (8<sup>th</sup>), *sport* (8<sup>th</sup>), *cultural heritage* (9<sup>th</sup>), *vibrant cities* (9<sup>th</sup>) and *historic buildings* (10<sup>th</sup>).
- **Brazil's** rank for the UK came in at 10<sup>th</sup> place overall with high ranks for Culture (9<sup>th</sup>), People (10<sup>th</sup>) and Tourism (13<sup>th</sup>). Many attributes ranked within the top 10; *contemporary culture* (7<sup>th</sup>), *historic buildings* (9<sup>th</sup>), *vibrant cities* (10<sup>th</sup>) and *cultural heritage* (10<sup>th</sup>).
- The UK received a strong 4<sup>th</sup> place rank from **Canada**, with Culture (5<sup>th</sup>), People (7<sup>th</sup>) and Tourism (8<sup>th</sup>) ranking highly. The highest-ranking attributes were *contemporary culture* (4<sup>th</sup>) and *historic buildings* (4<sup>th</sup>) but the UK also received top 10 ranks for *vibrant cities* (6<sup>th</sup>), *cultural heritage* (7<sup>th</sup>) and *sport* (8<sup>th</sup>).
- **Mexico** ranked the UK two places higher in 2025 at 9<sup>th</sup> place. *Vibrant cities* (8<sup>th</sup>), *historic buildings* (9<sup>th</sup>), *contemporary culture* (9<sup>th</sup>), *sport* (10<sup>th</sup>) and *cultural heritage* (10<sup>th</sup>) ranked the highest across the attributes we focus on.
- The **USA** is the largest inbound market for the UK for both volume and value and ranked the UK one place higher in 2025 at 5<sup>th</sup> place, with increases in nearly all the attributes we report on. Tourism moved up to 6<sup>th</sup> place with *historic buildings* moving up to a high of 3<sup>rd</sup> place followed by *vibrant city life* (7<sup>th</sup>) and *visiting if money was no object* (5<sup>th</sup>). Culture moved up to 5<sup>th</sup> with high ranks across all attributes; *contemporary culture* (3<sup>rd</sup>), *sport* (7<sup>th</sup>) and *cultural heritage* (8<sup>th</sup>). People ranked 6<sup>th</sup> overall with *welcome* ranking 8<sup>th</sup>, the highest rank the UK received on this attribute in 2025.

## Market rankings (3) – North East Asia

- In 2025, **China** ranked the UK 6<sup>th</sup>, up two places compared to 2024. Culture remained a strength of the UK at 4<sup>th</sup> place, as did the attributes within; *contemporary culture* (2<sup>nd</sup>), *sport* (7<sup>th</sup>) and *cultural heritage* (7<sup>th</sup>). *Historic buildings* (8<sup>th</sup>), *vibrant cities* (11<sup>th</sup>) and *visiting if money were no object* (12<sup>th</sup>) also ranked highly. People improved to 12<sup>th</sup> place and *welcome* jumped up to 9<sup>th</sup> place.
- **Japan** has historically held the UK in high regard, and the UK retained 4<sup>th</sup> place in 2025. Tourism moved up two places to 6<sup>th</sup> and saw high ranks for *vibrant city life* (4<sup>th</sup>), *historic buildings* (5<sup>th</sup>) and *visiting if money were no object* (7<sup>th</sup>). Culture also remained a strength at 6<sup>th</sup> as did the attributes within; *contemporary culture* (5<sup>th</sup>), *cultural heritage* (6<sup>th</sup>) and *sport* (7<sup>th</sup>). People ranked highly at 9<sup>th</sup> place.
- The UK returned to 2<sup>nd</sup> place for **South Korea**, the highest rank the UK received in 2025. Culture (3<sup>rd</sup>) and Tourism (6<sup>th</sup>) ranked highly with majority of attributes ranking in the top six. People ranked highly overall at 4<sup>th</sup> place.

## Market rankings (4) – Rest of the World

- **Australia** has continuously ranked the UK highly, moving up one place to 4<sup>th</sup> in 2025. Tourism moved up two ranks to 5<sup>th</sup> place with gains in rank for *historic buildings* (3<sup>rd</sup>), *vibrant city life* (3<sup>rd</sup>) and *visiting if money was no object* (7<sup>th</sup>). Culture ranked at a strong 3<sup>rd</sup> place with high ranks across all attributes; *contemporary culture* (3<sup>rd</sup>), *sport* (4<sup>th</sup>) and *cultural heritage* (7<sup>th</sup>). People ranked 4<sup>th</sup> and *welcome* ranked highly at 11<sup>th</sup>.
- **India** ranked the UK 4<sup>th</sup> in 2025 with Culture (5<sup>th</sup>) and Tourism (8<sup>th</sup>) remaining within the top 10. High ranks were seen within the Tourism dimension for *historic buildings* (5<sup>th</sup>), *vibrant city life* (5<sup>th</sup>) and *visiting if money was no object* (8<sup>th</sup>). Culture ranked highly at 5<sup>th</sup> as did *sport* and *contemporary culture* (both 5<sup>th</sup>), with *cultural heritage* moving up eight places to 4<sup>th</sup> place. People ranked highly at 10<sup>th</sup> overall.
- The UK's rank from **Saudi Arabia** improved eight places to 8<sup>th</sup> in 2025 with top attributes being *contemporary culture* (6<sup>th</sup>), *cultural heritage* (record 9<sup>th</sup>), *vibrant cities* (record 11<sup>th</sup>), *sport* (11<sup>th</sup>) and *historic buildings* (12<sup>th</sup>). Of the dimensions we focus on, Culture ranked the highest at 8<sup>th</sup>, followed by People (record 10<sup>th</sup>) and Tourism (14<sup>th</sup>). Note: Saudi Arabia has only been included in the NBI since 2021.
- **South Africa** has consistently ranked the UK highly and ranked the UK 2<sup>nd</sup> in 2025, the top rank the UK saw this year. People (2<sup>nd</sup>), Tourism (3<sup>rd</sup>) and Culture (5<sup>th</sup>) received top-tier ranks. Across attributes, *vibrant cities* (2<sup>nd</sup>), *contemporary culture* (2<sup>nd</sup>) and *historic buildings* (3<sup>rd</sup>) received the highest ranks.





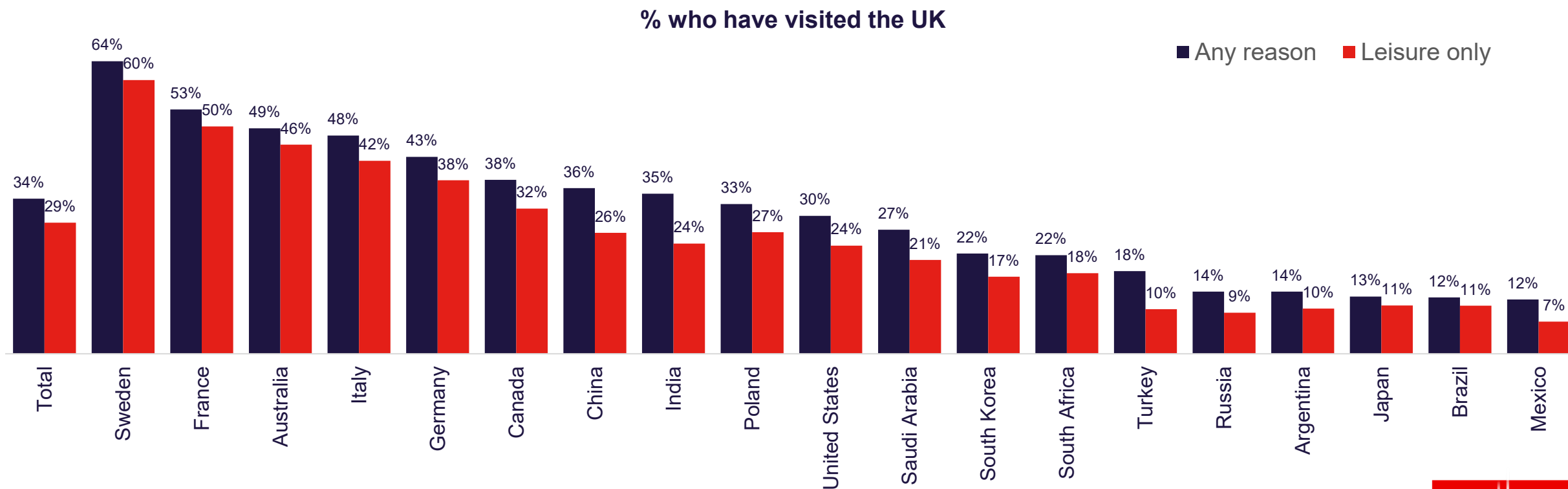
# **Previous visitors to the UK**

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



# Previous visitors to the UK - % who have visited

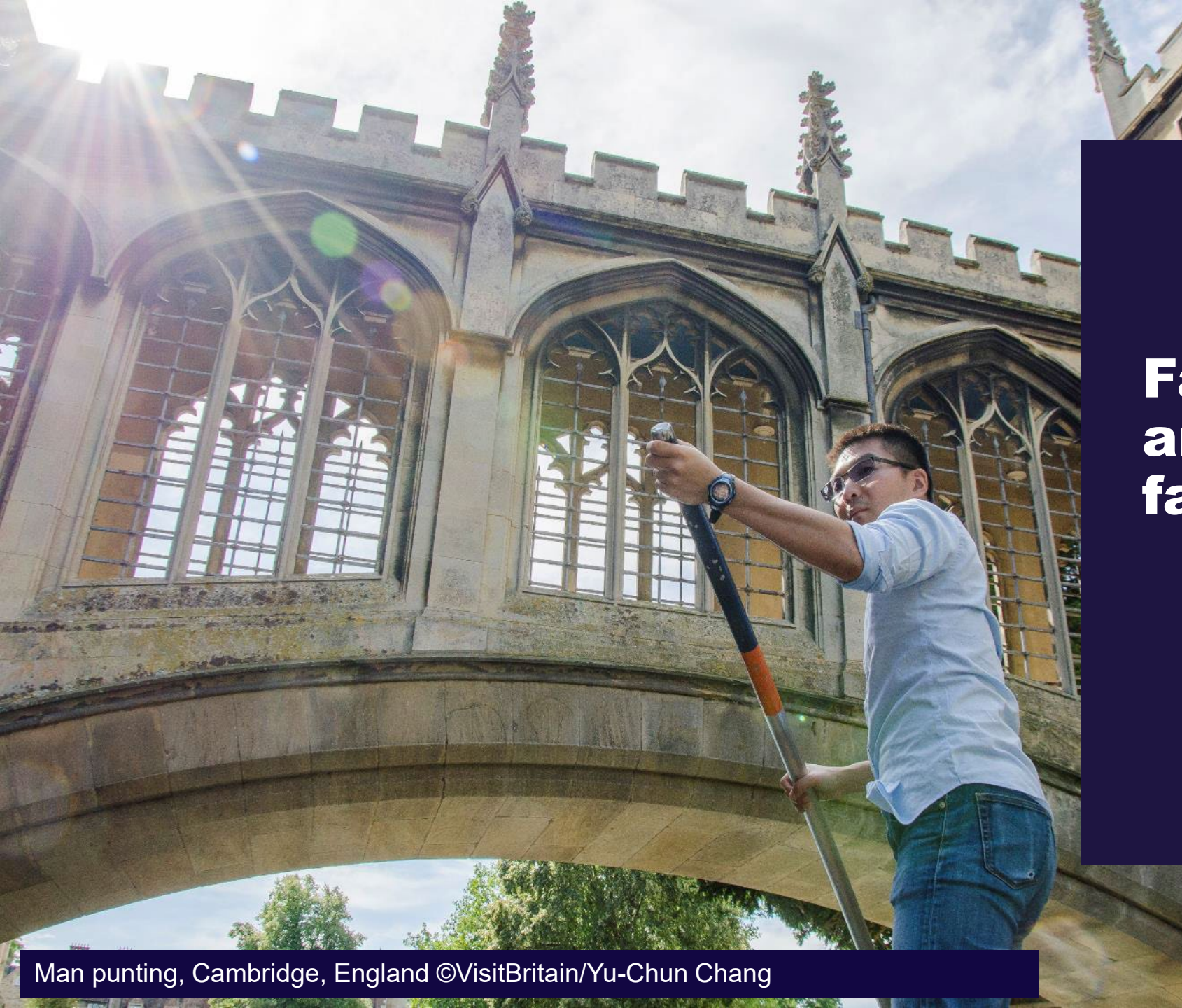
As we have seen in a number of other studies and in previous NBI results, those who have previously visited the UK often have more positive views of the UK compared to those who have not yet visited. The top nations most likely to have visited are European neighbours. However, around half of respondents in this survey panel from **Australia** had visited the UK before, along with just over a third of respondents from **Canada, China** and **India**. **China** and **India** have a bigger gap between visitors for any reason and leisure visitors, likely to be driven by a larger number of VFR and/or study visitors to the UK.



# Perceptions of previous UK visitors - score

Scores given by those who have visited the UK before (for either leisure or business) are higher across all dimensions and attributes we focus on. Overall, previous visitors scored the UK 4.86 points higher. People is the dimension that sees the greatest increase in score (+5.75 points), followed by Tourism (+4.65 points) and Culture (+4.28 points). The UK's score for *welcome* increased the most out of all attributes, moving up 0.40 points, followed by *visiting if money was no object* (up 0.33 points) - these two attributes were amongst the lowest ranking attributes for those we focus on.

<b>Note:</b>  <i>The Overall NBI score and Dimensions (Tourism, Culture and People) are on a different scale to the Attributes (statements) in the table.</i>	Dimension / Attributes 2025	Overall NBI score	Overall NBI score for previous visitors to the UK	Change in score
	OVERALL NBI	70.37	75.23	+4.86
	TOURISM	75.12	79.77	+4.65
	Is rich in historic buildings and monuments	5.64	5.89	+0.25
	Has a vibrant city life and urban attractions	5.50	5.75	+0.25
	Would like to visit if money was no object	5.54	5.87	+0.33
	Is rich in natural beauty	5.30	5.58	+0.28
	CULTURE	72.47	76.75	+4.28
	Interesting & exciting contemporary culture	5.32	5.56	+0.24
	Excels at sport	5.21	5.47	+0.26
	Has a rich cultural heritage	5.46	5.74	+0.28
	PEOPLE	69.92	75.67	+5.75
	If visited, people would make me feel very welcome	4.97	5.37	+0.40



# **Familiarity and favourability**



# UK rankings for familiarity and favourability

In total across all markets, UK's average rank for In 2025, the UK's average rank for **Favourability** came in at 10<sup>th</sup> out of 50 nations, whilst **Familiarity** came in at 7<sup>th</sup>.

The UK's **Familiarity** ranked within the top **10** for all markets apart from in Argentina, Brazil, Mexico, and Turkey. Positive change in rank between 2024 and 2025 was seen for Australia, Poland, Russia and South Africa whilst India, Japan and South Korea were amongst the nations to retain their rank from 2024.

In terms of **Favourability**, the majority of markets ranked the UK higher in 2025 vs **2024**, with highest ranks from South Africa, Australia, India and Japan.

*Familiarity = how well do you know the UK (top 3 of five point Likert scale)*

*Favourability = how favourable are you to the UK (top 3 of seven point Likert scale)*

UK's rank from...	Favourability	Familiarity	UK's rank from...	Change in rank from 2024	Change in rank from 2024
Total	10	7	Total	-3	-4
Argentina	18	15	Argentina	-4	-2
Australia	5	2	Australia	2	2
Brazil	12	17	Brazil	1	-2
Canada	9	5	Canada	4	-1
China	12	8	China	1	-3
France	16	5	France	5	-1
Germany	20	9	Germany	0	-1
India	5	4	India	-1	0
Italy	17	6	Italy	-2	-1
Japan	6	7	Japan	3	0
Mexico	10	16	Mexico	1	-4
Poland	9	5	Poland	10	3
Russia	30	7	Russia	7	2
Saudi Arabia	9	9	Saudi Arabia	1	-2
South Africa	1	3	South Africa	1	1
South Korea	6	6	South Korea	2	0
Sweden	15	7	Sweden	-6	-2
Turkey	22	29	Turkey	-9	-17
United Kingdom	4	1	United Kingdom	-3	0
United States	8	8	United States	-4	-4



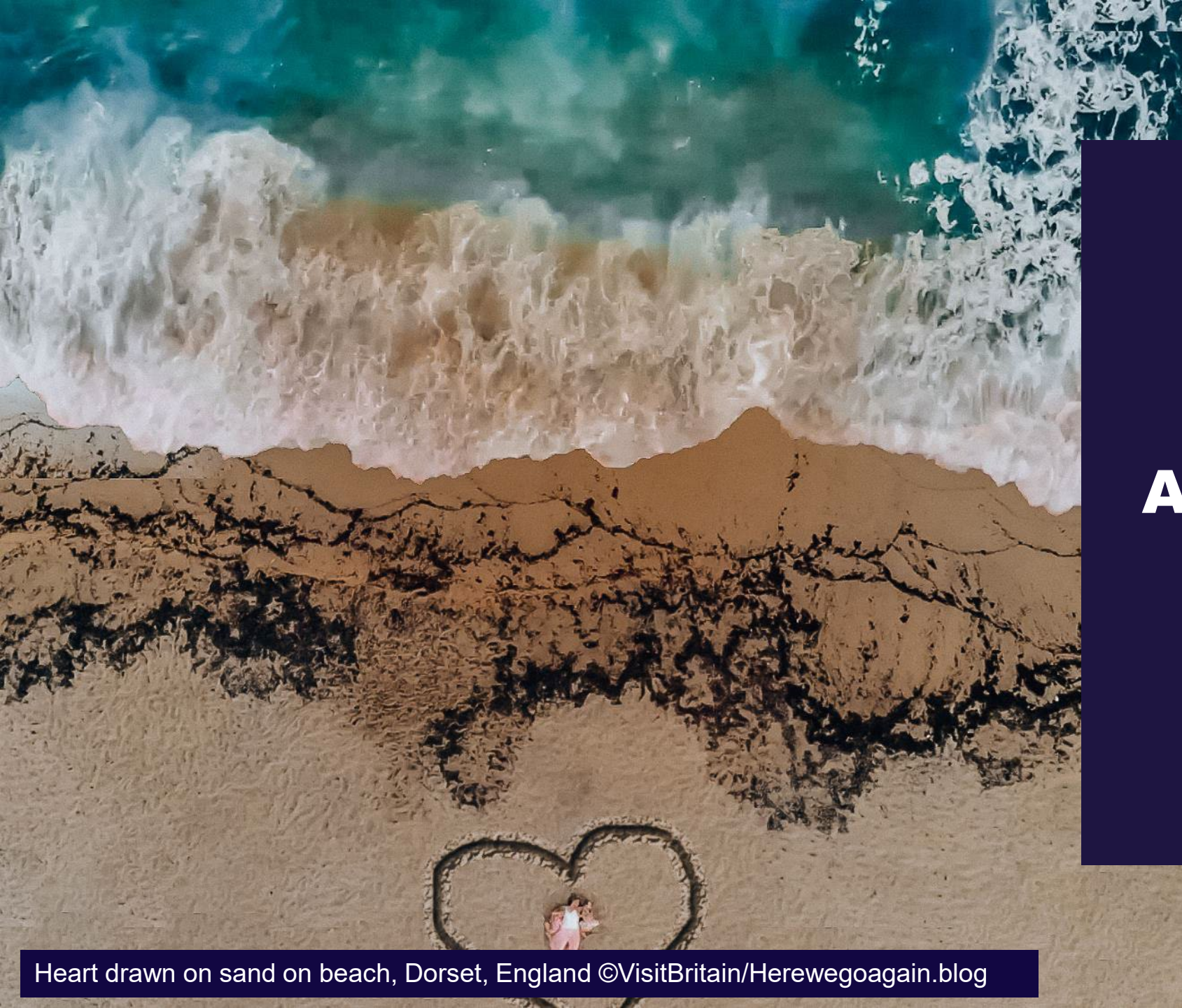
# UK scores for familiarity and favourability – 2025 vs 2024

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 (favourability). The tables show the YoY changes from those who said they were familiar and favourable with the UK.

It is expected that those who become more familiar with a market also become more favourable with the destination. This was the case for Australia, Canada, France, Italy, Japan, Poland, Russia and South Korea. However, some markets, such as Brazil, China and Germany became more familiar with the UK but also became less favourable with the UK too.

Panel market	Familiarity (top 3 box percentage point change 2025 vs 2024)	Favourability (top 3 box percentage point change 2025 vs 2024)
Argentina	-4%	-12%
Australia	4%	6%
Brazil	4%	-4%
Canada	9%	2%
China	11%	-1%
France	8%	4%
Germany	3%	0%
India	-11%	-4%
Italy	6%	2%
Japan	16%	9%
Mexico	-5%	-15%
Poland	9%	0%
Russia	4%	3%
Saudi Arabia	0%	-1%
South Africa	-8%	-2%
South Korea	7%	0%
Sweden	-8%	0%
Turkey	-8%	-10%
United Kingdom	-5%	2%
United States	-3%	-2%

Source: Anholt Nation Brands Index 2025. Ranking is out of 50 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.



# Appendix

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

# 50 nations ranked in 2025

Argentina	Iceland	Palestine	Turkey / Türkiye
Australia	India	Philippines	Ukraine
Austria	Ireland	Poland	United Kingdom
Belgium	Israel	Portugal	United States
Brazil	Italy	Romania	Wales
Bulgaria	Japan	Russia	
Canada	Kenya	Saudi Arabia	
Chile	Latvia	Scotland	
China	Lithuania	Singapore	
Czech Republic	Mexico	Slovenia	
Estonia*	Namibia	South Korea	
Finland	Netherlands	Spain	
France	New Zealand	Sweden	
Germany	Northern Ireland	Switzerland	
Greece	Norway	Taiwan	

In 2025, 50 nations were ranked overall.

The nations removed for 2025 included Egypt, Indonesia, Peru, Slovakia, South Africa and United Arab Emirates.

Bulgaria, Latvia, Lithuania, Namibia, Philippines and Slovenia were added in 2025.

# How the world views the UK

## Anholt Nation Brands Index 2025

VisitBritain Research

December 2025

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

