How the world views the UK
Anholt Nation Brands Index 2026

VisitBritain Research

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See the report on our website.



Coastguard cottages set on the cliffs with a view to Seven Sisters, Seaford, East Sussex. ©VisitBritain



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

Summary

NBI 2026: Five key insights

- In 2026, the UK continues to hold its place among the world's leading nation brands, ranking **7th out of 50 nations,** although the landscape amongst the top ranked nations is becoming more competitive with the UK moving down one rank vs the previous year.

- **Culture and Tourism are among the UK's standout strengths.** Culture ranked 5th, with high rankings across the board; *contemporary culture* (3rd), *cultural heritage* (7th) and *sport* (8th). Tourism held 8th place, boosted by *historic buildings* (4th) and *vibrant city life* (6th)**.**

- **Welcome retained 20th rank,** with its score was very close to the nations ranked just above it and so a small gain could lift its rank.

- **The UK's highest ranks in 2026 came from long haul markets; China, India, Japan, South Africa and the USA,** with China and the USA showing the largest improvements out of these markets.

- **People who have visited the UK view it more positively, with previous visitors scoring the UK higher across all dimensions and attributes**. Similar to last year, *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.

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

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NBI 2026: Summary

- The UK continues to perform strongly in global rankings, placed **7th out of 50 nations in 2026**, with most dimensions maintaining top-10 status:
  - **Tourism** retains 8th place in 2026 and the UK is highly regarded for *historic buildings* (4th) and *vibrant city life* (6th).
  - **Culture** ranked 5th, with high ranks for *contemporary culture* (3rd), rich cultural heritage (7th) and sport (8th).
  - **People** ranked 10th overall.
- Across markets, the UK ranked in the top five for China (2nd), India (3rd), Japan (3rd), South Africa (3rd), USA (3rd), South Korea (5th) and Australia (5th). There **was a rise in the UK's overall NBI ranking from 5 markets** with two markets holding steady year-on-year.
- Whilst *Welcome* retained 20th, its score improved compared to 2025, showing positive momentum.
- Looking at the broader NBI survey, for the fourth consecutive year, **Japan** ranked 1st overall, whilst Italy jumped two places to 2nd, followed by Canada in 3rd. Germany saw the largest decline amongst the top ten, moving down three places. France and Spain both jumped ranks to 6th and 8th, respectively.

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

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

Introduction, study details and context

Introduction

This report is a summary of the key UK findings from the 2026 Anholt Nation Brands Index survey, conducted in July/August 2026. The results paint a detailed picture of how the UK is perceived internationally and how this has changed since 2025.

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.



Red phone box with tree blossom behind. London, England. ©VisitBritain/Bei Na

Study details

The overall Nation Brands Index is made up of six dimensions (Tourism, Culture, People, Exports, Immigration & Investment, Governance). 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 2025 International Passenger Survey showed that there were 9.4m holiday visits made to Britain by people who reside in one of the 20 countries in this report (excluding the UK); representing 63% of all inbound holiday visits to GB.

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: Spain, Irish Republic and the Netherlands.

Holiday visits to the UK from…	2025 Visits (000)	% of all holiday visits in 2025
USA	2,946	19.6%
Germany	1,433	9.5%
France	1,418	9.4%
Italy	954	6.3%
Australia	570	3.8%
Poland	421	2.8%
Canada	408	2.7%
Sweden	211	1.4%
Saudi Arabia	173	1.1%
China	149	1.0%
Brazil	129	0.9%
Turkey	127	0.8%
Mexico	118	0.8%
Japan	94	0.6%
South Korea	83	0.6%
India	69	0.5%
Argentina	66	0.4%
South Africa	35	0.2%
Russia	18	0.1%
TOTAL	*9,423*	*62.5%*

Holiday spend to the UK from…	2025 Spend (£m)	% of all holiday spend in 2025
USA	4,392	30.3%
Germany	1,150	7.9%
France	896	6.2%
Australia	764	5.3%
Canada	516	3.6%
Italy	510	3.5%
Saudi Arabia	448	3.1%
China	238	1.6%
Poland	204	1.4%
Brazil	150	1.0%
Sweden	149	1.0%
Turkey	110	0.8%
Mexico	96	0.7%
India	93	0.6%
Japan	81	0.6%
South Korea	76	0.5%
Argentina	66	0.5%
South Africa	40	0.3%
Russia	17	0.1%
TOTAL	*9,997*	*69.0%*

Source: International Passenger Survey 2025, (which is badged as *official statistics in development*, see more on the VisitBritain website).



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

Headline findings

Top ten nation brands 2026

- The **UK remains a top 10 global nation brand, ranking 7th out of 50 nations**, with a similar overall score to 2025.
- **Japan** retained its 1st ranking in 2026 from 2025, while **Italy** jumped two places into 2nd.
- **Canada** maintained its 2025 ranking of 3rd, followed by Switzerland in 4th that lost a place from 2025.
- **Germany** saw the largest decline in 2026, moving down three places to 5th this year.
- **France** and **Spain** jumped two places each to climb to 6th and 8th respectively.
- **Australia** fell 2 places to 9th in 2026, while **Sweden** dropped a place but retained a top 10 ranking in 10th.
- The **USA** remained out of the top ten, falling three places to 17th overall in 2026.

Rank	Nation	Change vs 2025
1	Japan	0
2	Italy	+2
3	Canada	0
4	Switzerland	-1
5	Germany	-3
6	France	+2
7	United Kingdom	-1
8	Spain	+2
9	Australia	-2
10	Sweden	-1

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

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How the UK ranks in 2026

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 2026 are those for ***educational qualifications, contemporary culture,*** *and* ***historic buildings and monuments*****.**

In general, the **UK's Exports and Culture** 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 14 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.*

The UK ranked 7th overall in 2026, with its score remaining equal to 2025. Looking at the longer term trend, the UK's score indexed to the average across nations has declined since 2008.



Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

UK ranking for NBI dimensions and attributes (1)

Tourism remains a strong pillar for the UK, ranking 8th globally. Within this dimension, *historic buildings* and *vibrant city life* remained highly ranked at 4th and 6th, respectively. *Visiting if money was no object* fell two ranks to 13th, whilst *natural beauty* ranked lower.

Culture is still one of the UK's best performing dimensions, despite dropping a place to 5th. *Contemporary culture* continues to achieve an impressive 3rd place. *Cultural heritage* (7th) and *sport* (8th) also maintained top ten rankings demonstrating the UK's standing as one of the world's cultural leaders.

The UK's rank for **People** fell a place to 10th. *Employing well-qualified individuals* (8th) and *close friendships* (9th) both perform well highlighting the UK's reputation for talent and social connection. *Welcome* (20th) was the only attribute within the People dimension to maintain its ranking from 2025.

Hexagon dimension / attribute	UK rank in 2026	Change vs 2025
TOURISM	8	0
Rich in historic buildings & monuments	4	0
Vibrant city life & urban attractions	6	0
Would like to visit if money was no object	13	-2
Rich in natural beauty	24	0
CULTURE	**5**	**-1**
Interesting & exciting for contemporary culture	3	0
Excels at sport	8	0
Has a rich cultural heritage	7	0
PEOPLE	10	-1
If visited, people would make me feel very welcome	20	0
Would like a person from country as a close friend	9	-2
Would employ well-qualified person from country	8	-2

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

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UK ranking for NBI dimensions and attributes (2)

Exports retained 4th place in line with historical rankings. *Innovation in science and technology* and *feeling better about buying* continued to perform strongly as both maintained a top five ranking. *Creative ideas and new ways of thinking* dropped a place to 6th.

Immigration & Investment remained well ranked for the UK, despite falling three places in 2026. *Educational qualifications* moved down to 2nd but was still the UK's highest-ranking attribute. *Business investment* (6th) and *willing to live and work there* (8th) also continued to see top ten rankings.

Governance moved down to 14th place with *competently governed* (14th), *peace and security* (15th) and *protect the environment* (16th) all maintaining their rankings. *Reduce world poverty* (10th) was the only top ten ranked attribute in the governance dimension for the UK.

Hexagon dimension / attribute	UK rank in 2026	Change to 2025
EXPORTS	**4**	**0**
Major contributor to innovation in science & tech.	5	**0**
Feel better about buying product if made there	5	**0**
Creative, cutting-edge ideas & new ways of thinking	6	**-1**
IMMIGRATION-INVESTMENT	**8**	**-3**
Willing to live & work there for substantial period	8	**-1**
A place with a high quality of life	13	**0**
A good place to study for educational qualifications	2	**-1**
Has businesses I'd like to invest in	6	**-1**
Cares about equality in society	12	**-2**
GOVERNANCE	**14**	**-1**
Competently & honestly governed	13	**0**
Respects the rights of citizens & treats with fairness	14	**-1**
Behaves responsibly in int. peace & security	15	**0**
Behaves responsibly to protect the environment	16	**0**
Behaves responsibly to help reduce world poverty	10	**-1**

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

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

Tourism, Culture and Welcome rankings

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 2026. Tourism remains a strength of the UK, ranking 8th out of 50 nations, alongside Culture, which ranks 5th overall.

Dimension / Attributes ranks UK ranks from 2008-2026	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OVERALL NBI	3	4	4	3	3	3	3	3	3	3	3	4	2	5	6	4	5	6	7
TOURISM	4	5	5	4	4	4	3	4	5	3	4	4	4	6	6	6	6	8	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	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	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	13
Is rich in natural beauty	23	24	22	22	22	20	20	18	24	24	24	26	23	31	31	27	23	24	24
CULTURE	3	4	6	4	4	4	5	5	5	5	4	5	3	4	3	4	5	4	5
Interesting & exciting contemporary culture	4	4	4	4	3	3	3	3	4	3	4	3	4	4	4	4	4	3	3
Excels at sport	7	8	8	5	6	5	4	4	5	4	5	5	3	4	5	5	5	8	8
Has a rich cultural heritage	6	7	7	7	7	7	7	6	7	7	7	7	6	8	8	6	6	7	7
PEOPLE	6	6	6	4	4	4	4	5	7	6	6	7	4	10	8	10	10	9	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	18	20	20
RANK FOR FAVOURABILITY	4	6	4	4	3	4	6	4	6	6	5	5	5	8	8	6	7	10	10
RANK FOR FAMILIARITY	5	5	5	5	5	4	5	5	3	3	3	3	4	3	5	3	3	7	7

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

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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 2026. In 2026, the UK maintained its overall NBI rank for Tourism, as well as for many key attributes across the Tourism and Culture dimensions.

Dimension / Attributes changes vs previous year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OVERALL NBI	-1	0	1	0	0	0	0	0	0	0	-1	2	-3	-1	2	-1	-1	-1
TOURISM	-1	0	1	0	0	1	-1	-1	2	-1	0	0	-2	0	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	0	0	1	0
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	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	-3	-1	-2
Is rich in natural beauty	-1	2	0	0	2	0	2	-6	0	0	-2	3	-8	0	4	4	-1	0
CULTURE	-1	-2	2	0	0	-1	0	0	0	1	-1	2	-1	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	0
Excels at sport	-1	0	3	-1	1	1	0	-1	1	-1	0	2	-1	-1	0	0	-3	0
Has a rich cultural heritage	-1	0	0	0	0	0	1	-1	0	0	0	1	-2	0	2	0	-1	0
PEOPLE	0	0	2	0	0	0	-1	-2	1	0	-1	3	-6	2	-2	0	1	-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	0
CHANGE IN FAVOURABILITY	-2	2	0	1	-1	-2	2	-2	0	1	0	0	-3	0	2	-1	-3	0
CHANGE IN FAMILIARITY	0	0	0	0	1	-1	0	2	0	0	0	-1	1	-2	2	0	-4	0

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

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Tourism ranking

- The UK's rank for **Tourism** remained 8th overall for a second consecutive year in 2026.
- *Historic buildings* kept its position as one of the UK's highest-ranking attributes by maintaining 4th place
- *Vibrant city life* continued to be ranked 6th, while *natural beauty* remained a weaker attribute at 24th place.
- *Visit if money was no object* fell two places to 13th, continuing a year-on-year declining trend.

Dimension / Attributes ranks UK ranks from 2008-2026	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
TOURISM	4	5	5	4	4	4	3	4	5	3	4	4	4	6	6	6	6	8	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	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	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	13
Is rich in natural beauty	23	24	22	22	22	20	20	18	24	24	24	26	23	31	31	27	23	24	24

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and is based on the 20 standard NBI markets.

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Culture ranking

- The UK's overall ranking for **Culture** dropped one place to 5th in 2026; however, all attributes within retained their rank from 2025.
- *Contemporary culture* continued to be one of the UK's strongest performing attributes in 3rd place.
- *Cultural heritage* and *Sport* remained in a stable top 10 position, ranking 7th and 8th respectively.

Dimension / Attributes ranks UK ranks from 2008-2026	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
CULTURE	3	4	6	4	4	4	5	5	5	5	4	5	3	4	3	4	5	4	5
Interesting & exciting contemporary culture	4	4	4	4	3	3	3	3	4	3	4	3	4	4	4	4	4	3	3
Excels at sport	7	8	8	5	6	5	4	4	5	4	5	5	3	4	5	5	5	8	8
Has a rich cultural heritage	6	7	7	7	7	7	7	6	7	7	7	7	6	8	8	6	6	7	7

Source: Anholt Nation Brands Index 2026. 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** dipped back down to 10th, after moving up a place in 2025.
- The UK stayed 20th 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. For the second consecutive year, its score improved and was very close to those of the nations ranked just above it.

Dimension / Attributes ranks UK ranks from 2008-2026	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
PEOPLE	6	6	6	4	4	4	4	5	7	6	6	7	4	10	8	10	10	9	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	18	20	20

Source: Anholt Nation Brands Index 2026. 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 2026. 12 markets out of the 20 panel markets ranked the UK within the top ten overall.

Dimension / Attributes UK ranks in 2026 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
OVERALL NBI	7	18	5	11	9	2	9	19	3	6	3	12	11	13	11	3	5	10	16	1	3
TOURISM	8	19	4	13	7	3	10	18	7	7	6	12	17	23	13	4	7	13	18	1	5
Is rich in historic buildings and monuments	4	9	2	10	5	4	5	8	5	6	5	9	9	8	10	3	5	7	9	1	5
Has a vibrant city life and urban attractions	6	12	6	10	8	3	7	8	2	7	4	10	11	11	11	2	4	4	21	1	5
Would like to visit if money was no object	13	25	7	16	16	7	18	21	6	17	9	16	23	35	18	9	15	15	21	3	9
Is rich in natural beauty	24	27	19	24	25	11	27	32	8	27	21	25	38	36	28	14	21	30	30	6	19
CULTURE	5	10	5	11	7	2	4	6	3	4	4	10	6	7	10	7	4	5	9	1	4
Interesting & exciting contemporary culture	3	9	5	9	5	2	3	4	2	4	3	10	5	11	10	2	6	4	11	1	4
Excels at sport	8	10	6	13	10	4	6	11	6	8	8	13	10	8	11	10	4	9	11	2	6
Has a rich cultural heritage	7	12	6	13	9	5	6	10	7	6	5	13	8	9	12	15	5	9	9	1	6
PEOPLE	10	33	7	15	15	6	19	22	5	16	8	15	28	34	16	2	11	8	25	1	4
If visited, people would make me feel very welcome	20	36	13	23	18	8	23	35	6	25	12	23	31	40	27	8	23	16	36	4	5
RANK FOR FAVOURABILITY	10	20	6	15	15	6	16	20	6	17	8	15	16	33	15	2	11	14	23	1	4
RANK FOR FAMILIARITY	7	11	4	20	9	6	6	12	3	7	9	18	6	9	7	2	6	9	25	1	5

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and the Total rank is based on the 20 standard NBI markets.

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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 2026 vs 2025. Five markets ranked the UK higher in 2026 compared to 2025.

Dimension / Attributes UK rank changes 2026 vs 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
OVERALL NBI	-1	-3	-1	-1	-5	4	0	-6	1	-2	1	-3	-7	5	-3	-1	-3	-4	0	0	2
TOURISM	0	-1	1	0	1	12	1	-3	1	0	0	0	-11	-3	1	-1	-1	-4	2	0	1
Is rich in historic buildings and monuments	0	1	1	-1	-1	4	0	-2	0	-1	0	0	-4	0	2	0	0	-2	0	0	-2
Has a vibrant city life and urban attractions	0	-3	-3	0	-2	8	1	-1	3	-2	0	-2	-6	-2	0	0	1	-1	0	0	2
Would like to visit if money was no object	-2	-2	0	0	-2	5	-2	-1	2	-3	-2	-2	-10	-2	-1	-2	-9	-5	4	1	-4
Is rich in natural beauty	0	1	-1	1	-6	10	-1	-4	10	1	3	-4	-5	5	0	5	-1	-1	0	4	-2
CULTURE	-1	-1	-2	-2	-2	2	0	-2	2	-1	2	-1	-2	2	-2	-2	-1	0	0	0	1
Interesting & exciting contemporary culture	0	-1	-2	-2	-1	0	0	-1	3	-2	2	-1	-2	-2	-4	0	-2	-2	1	0	-1
Excels at sport	0	-2	-2	-1	-2	3	3	-4	-1	-3	-1	-3	-3	3	0	-1	1	-4	-1	1	1
Has a rich cultural heritage	0	-3	1	-3	-2	2	1	-2	-3	0	1	-3	0	-1	-3	-1	0	-2	-2	2	2
PEOPLE	-1	-8	-3	-5	-8	6	-1	-2	5	-3	1	1	-20	3	-6	0	-7	3	-6	2	2
If visited, people would make me feel very welcome	0	-7	-2	-4	-3	1	-5	-14	14	-4	1	1	-11	2	-5	5	-9	2	-1	5	3
CHANGE IN FAVOURABILITY	0	-2	-1	-3	-6	6	0	0	-1	0	-2	-5	-7	-3	-6	-1	-5	1	-1	3	4
CHANGE IN FAMILIARITY	0	4	-2	-3	-4	2	-1	-3	1	-1	-2	-2	-1	-2	2	1	0	-2	4	0	3

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations and the Total rank change is based on the 20 standard NBI markets.

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Market rankings (1) - Europe

- **France** is the second largest market for the UK globally by volume of visits overall. The UK remained in 9th place in the rankings for France in 2026, although still below its long term position where it ranked 4th or 5th almost every year from 2008 to 2015. *Contemporary culture* (3rd) and *historic buildings* (5th) are still leading attributes for the UK. *Cultural heritage* (6th), *sport* (6th) and *vibrant city life* (7th) gained places to solidify their rankings in the top ten.
- The UK's NBI ranking from **Germany** dropped by six places to 19th, continuing a long term decline. Despite this loss of ranking, Culture remains a strength at 6th with *contemporary culture* (4th) still performing well. *Historic buildings* (8th) and *vibrant city life* (8th) also rank in the top ten within the Tourism dimension.
- **Italy** has historically ranked the UK highly overall, and this continued with a ranking of 6th in 2026. Tourism ranked 7th overall and the attributes of *historic buildings* (6th) and *vibrant cities* (7th) were highly placed. Culture remained the strongest dimension at 4th place with all attributes ranking in the top eight; *contemporary culture* (4th), *cultural heritage* (6th) and *sport* (8th).
- The UK ranked 11th place overall in **Poland** in 2026. Historically, Poland has ranked the UK within the top ten since 2008. Culture continued to be a strong dimension for the UK in Poland, and a 6th place ranking continued this trend, with all attributes remaining in the top ten. Tourism saw a lower ranking than 2025 falling to 17th in 2026, however, *historic buildings* (9th) and *vibrant cities* (11th) remained highly ranked attributes.
- The UK still ranks in the top ten in **Sweden,** but dropped four ranks to 10th in 2026, continuing a decline, after ranking the UK in the top four pre-COVID. Culture (5th) remained a strong dimension, with *contemporary culture* ranking highly at 4th. The UK also ranked within the top ten for *vibrant cities* (4th), *historic buildings* (7th), People overall (9th), *sport* (9th) and *cultural heritage* (9th).

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations.

Market rankings (2) - The Americas

- **Argentina** ranked the UK 18th in 2026, far from its peak of 7th in 2023. However, many of the attributes we focus on ranked strongly; *contemporary culture* (9th), *historic buildings* (9th), *sport* (10th), *cultural heritage* (12th) and *vibrant cities* (12th).
- **Brazil's** rank for the UK came in at 11th place overall, dropping outside the top ten for the first time since 2009. Tourism remained 13th with most attributes retaining or improving their rankings from last year. Culture (11th) and People (15th) lost a couple of places but maintained high rankings. Many attributes ranked highly; *contemporary culture* (9th), *historic buildings* (10th), *vibrant cities* (10th), *sport* (13th) and *cultural heritage* (13th).
- The UK ranked 9th from **Canada** in 2026, a fall of five places but still within the top ten. Tourism (7th) and Culture (7th) continue to perform well. There were many attributes which ranked strongly; *contemporary culture* (5th), *historic buildings* (5th), *vibrant cities* (8th), *cultural heritage* (9th) and *sport* (10th).
- The UK was ranked 12th by **Mexico** in 2026, falling outside the top ten for the second time, with Culture (10th) and Tourism (12th) dimensions strongly placed. *Historic buildings* (9th), *vibrant cities* (10th), *contemporary culture* (10th), *sport* (13th) and *cultural heritage* (13th) 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 was one of the UK's highest rankings received by the 20 panel markets in 2026, jumping up two places to 3rd, the second highest rank it has given the UK. Tourism moved up to 5th place with strong rankings for *vibrant cities* (5th), *historic buildings* (5th) and *visiting if money was no object* (9th). Culture rose to 4th with *sport* (6th) and *cultural heritage* (6th) both gaining places from 2025, while *contemporary culture* (4th) maintained a top five ranking. People moved up two places to 4th overall with *welcome* jumping three positions to 5th, the highest rank the UK received on this attribute in 2026.

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations.

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Market rankings (3) – North East Asia

- In 2026, **China** ranked the UK 2nd, the highest overall ranking across all panel markets, up four places compared to 2025. Nearly all dimensions and attributes saw increases in ranking similar to ranks given back in 2020. Tourism saw a significant rise of 12 places to 3rd place. All attributes within Tourism moved up in ranking; *natural beauty* improved by 10 places to 11th, *vibrant cities* rose to 3rd up 8 places, *visit if money was no object* moved from 12th to 7th and *historic buildings* (4th) increased by four places. Culture continued to perform strongly up two places to 2nd with attributes within ranking highly; *contemporary culture* (2nd), *sport* (4th) and *cultural heritage* (5th). People rose six places in 2026 to reach 6th, while *welcome* moved up a place to 8th.
- **Japan** has historically held the UK in high regard, and the UK gained a place to move up to 3rd in 2026. Tourism retained its strong ranking of 6th with *historic buildings* (5th), *vibrant cities* (4th) and *visiting if money was no object* (9th) all ranking high. Culture jumped two places to 4th; attributes within the dimension all ranked in the top ten with *contemporary culture* (3rd) and *cultural heritage* (5th) gaining two places and one place respectively, whilst *sport* dropped a place to 8th. People ranked highly at 8th, moving up a place from last year.
- The UK remained in the top five for **South Korea** ranking a strong 5th overall. Culture (4th) and Tourism (7th) were strongly placed with the majority of attributes ranking in the top six. People continued to be well ranked at 11th in 2026.

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations.

Market rankings (4) – Rest of the World

- **Australia** has historically ranked the UK in the top five, and this trend continued in 2026 with a 5th place ranking. Tourism moved up a place to 4th; *historic buildings* was the highest ranked attribute in the dimension after gaining a place to 2nd. Culture ranked 5th with top six rankings across all attributes; *contemporary culture* (5th), *sport* (6th) and *cultural heritage* (6th). People was highly placed in 7th and *welcome* ranked at 13th.
- **India's** rank for the UK improved in 2026 to 3rd, the joint highest ranking it has received in line with some previous years. Culture (3rd), People (5th) and Tourism (7th) all gained places. All attributes in Culture and Tourism were ranked in the top ten; the highest ranked attributes were *vibrant cities* and *contemporary culture* which were both placed 2nd with the latter seeing a record rank. The other strong performing attributes were *historic buildings* (5th), *visit if money no object* (6th), *sport* (6th), *welcome* (6th), *cultural heritage* (7th) and *natural beauty* (8th).
- The UK's rank from **Saudi Arabia** remained strong in 2026 at 11th with *contemporary culture* (10th) and *historic buildings* (10th, a new record) the highest ranked attributes. Of the dimensions we focus on, Culture ranked the highest at 10th, followed by Tourism (13th) and People (16th). Note: Saudi Arabia has only been included in the NBI since 2021.
- Historically, **South Africa** has ranked the UK highly, mostly in first or second place over the years, and retained a strong rank at 3rd overall in 2026. People (2nd) was the highest ranked dimension out of those we focus on, followed by Tourism (4th), then Culture (7th). Of all the attributes in these dimensions, three ranked particularly strongly, *vibrant cities* (2nd), *contemporary culture* (2nd) and *historic buildings* (3rd).

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations.

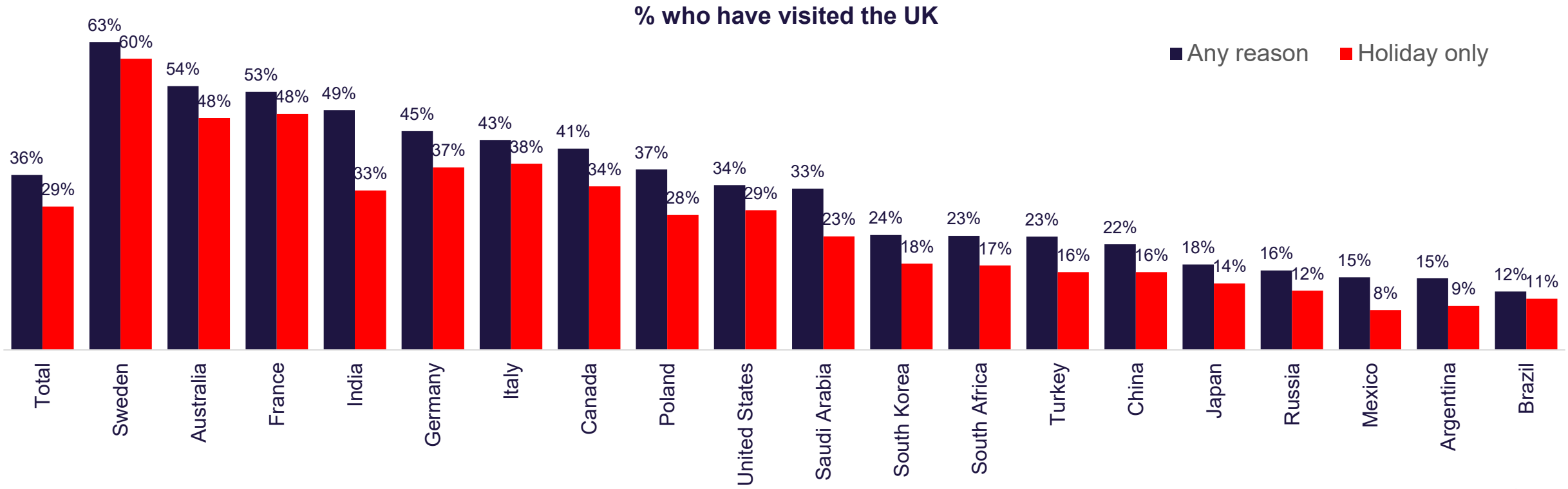


Man standing at coastal path, Kent, England ©VisitBritain/Pawel Kepa

Previous visitors to the UK

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** and **India** had visited the UK before, the highest proportion of visitors, followed by **Canada, USA** and **Saudi Arabia. India, Saudi Arabia** and **Poland** have a bigger gap between visitors for any reason and holiday visitors, likely to be driven by a larger number of VFR, study and/or business visitors to the UK.



Source: Anholt Nation Brands Index 2026. Total rank is based on the 20 standard NBI markets.

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 5.77 points higher. **People** is the dimension that sees the greatest increase in score (+6.75 points), followed by **Tourism** (+5.99 points) and **Culture** (+5.16 points). The UK's score for *welcome* increased the most out of all attributes, moving up 0.44 points, followed by *visiting if money was no object* (up 0.42 points) - these two attributes were amongst the lowest ranking attributes for those we focus on.

Dimension / Attributes 2026	Overall NBI score	Overall NBI score for previous visitors to the UK	Change in score
OVERALL NBI	70.37	76.14	*+5.77*
TOURISM	74.93	80.92	*+5.99*
Is rich in historic buildings and monuments	5.62	5.97	*+0.35*
Has a vibrant city life and urban attractions	5.48	5.83	*+0.36*
Would like to visit if money was no object	5.51	5.93	*+0.42*
Is rich in natural beauty	5.32	5.64	*+0.32*
CULTURE	72.44	77.60	*+5.16*
Interesting & exciting contemporary culture	5.33	5.65	*+0.32*
Excels at sport	5.21	5.51	*+0.30*
Has a rich cultural heritage	5.46	5.77	*+0.31*
PEOPLE	69.77	76.52	*+6.75*
If visited, people would make me feel very welcome	4.97	5.42	*+0.44*

Note:

The Overall NBI score and Dimensions (Tourism, Culture and People) are on a different scale to the Attributes (statements) in the table.

Source: Anholt Nation Brands Index 2026. Scores are out of 50 nations. Data based on the 20 standard NBI markets.



Man punting, Cambridge, England ©VisitBritain/Yu-Chun Chang

Familiarity and favourability

UK rankings for familiarity and favourability

In total across all markets, the UK's average rank in 2026 for **Favourability** came in at 10th out of 50 nations, whilst **Familiarity** came in at 7th.

The UK's **Familiarity ranked within the top 10** for all markets apart from Argentina, Brazil, Germany, Mexico, and Turkey. Positive change in rank between 2025 and 2026 was seen for Argentina, China, India, Saudi Arabia, South Africa, Turkey and USA whilst South Korea retained their rank from 2025.

In terms of **Favourability, several markets ranked the UK in the top 10** including Australia, China, India, Japan, South Africa and USA. Three markets ranked the UK higher in 2026 vs 2025; China, Sweden and USA.

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
Total	10	7
Argentina	20	11
Australia	6	4
Brazil	15	20
Canada	15	9
China	6	6
France	16	6
Germany	20	12
India	6	3
Italy	17	7
Japan	8	9
Mexico	15	18
Poland	16	6
Russia	33	9
Saudi Arabia	15	7
South Africa	2	2
South Korea	11	6
Sweden	14	9
Turkey	23	25
United Kingdom	1	1
United States	4	5

UK's rank from…	Change in rank from 2025	Change in rank from 2025
Total	0	0
Argentina	-2	4
Australia	-1	-2
Brazil	-3	-3
Canada	-6	-4
China	6	2
France	0	-1
Germany	0	-3
India	-1	1
Italy	0	-1
Japan	-2	-2
Mexico	-5	-2
Poland	-7	-1
Russia	-3	-2
Saudi Arabia	-6	2
South Africa	-1	1
South Korea	-5	0
Sweden	1	-2
Turkey	-1	4
United Kingdom	3	0
United States	4	3

Source: Anholt Nation Brands Index 2026. Ranking is out of 50 nations. Total includes the 20 standard NBI markets.

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UK scores for familiarity and favourability – 2026 vs 2025

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 India, Japan, Turkey and USA. However, South Korea became more familiar with the UK but also became less favourable with the UK too.

Panel Market	Familiarity (top 3 box percentage point change 2026 vs 2025)	Favourability (top 3 box percentage point change 2026 vs 2025)
Australia	-3%	4%
Brazil	-2%	2%
Canada	-2%	-3%
China	-2%	-3%
France	0%	2%
Germany	-2%	3%
India	2%	5%
Italy	-5%	-3%
Japan	1%	3%
Mexico	-2%	-2%
Poland	0%	-8%
Russia	-4%	-4%
Saudi Arabia	-4%	0%
South Africa	1%	0%
South Korea	3%	-6%
Sweden	-1%	0%
Turkey	3%	6%
United Kingdom	0%	7%
United States	2%	7%

Source: Anholt Nation Brands Index 2026. 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.

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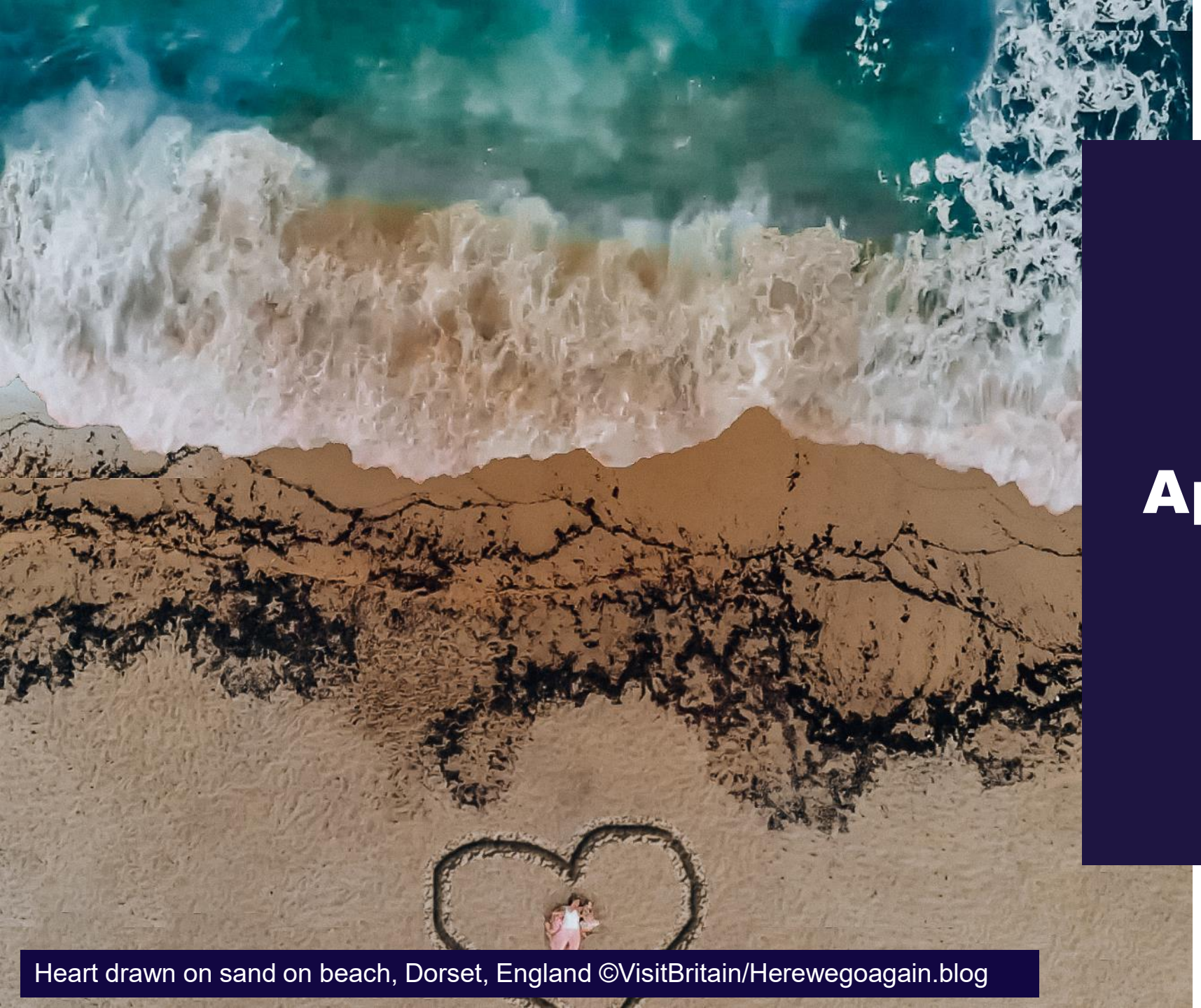

Appendix

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

50 nations ranked in 2026

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

In 2026, 50 nations were ranked overall.

The nations removed for 2026 included Bulgaria, Philippines, Romania and Slovenia.

Cyprus, Greenland, Hungary and Moldova were added in 2026.

Source: Anholt Nation Brands Index 2026.

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How the world views the UK
Anholt Nation Brands Index 2026

VisitBritain Research

November 2026

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