

# How the world views the UK

## Anholt Nation Brands Index 2024

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 2024: Four key insights

- Overall, the **UK's nation brand remained strong at 5<sup>th</sup> out of 50 nations in 2024**, one place down vs 2023.
- **Culture and Tourism remain areas of strength for the UK.** Tourism retained 6<sup>th</sup> place for the fourth year in a row with *historic buildings* and *vibrant cities* retaining 5<sup>th</sup>. Culture dropped one rank to 5<sup>th</sup> place with all attributes within retaining high ranks; contemporary (4<sup>th</sup>), sport (5<sup>th</sup>) and cultural heritage (6<sup>th</sup>).
- **The majority of markets ranked the UK in the top 10 nations.** The markets that held the UK in highest regard were South Africa (1<sup>st</sup>), Canada (3<sup>rd</sup>), India (3<sup>rd</sup>), Italy (4<sup>th</sup>), Japan (4<sup>th</sup>) and South Korea (4<sup>th</sup>).
- **Those who visit the UK are more likely to rank the UK higher in the NBI.** Overall, previous visitors ranked the UK 2<sup>nd</sup> vs 5<sup>th</sup> (overall NBI). Tourism and Culture rank 2<sup>nd</sup> whilst People rises to 4<sup>th</sup> and *welcome* improves to 13<sup>th</sup>.



# NBI 2024: Summary

- The **UK ranked 5<sup>th</sup> in 2024 out of 50 nations**, down one place vs 2023. For the second consecutive year, **Japan** ranked 1<sup>st</sup>, with **Germany** retaining 2<sup>nd</sup> place after losing top spot in 2023. **Switzerland** saw the largest positive change within the top 10 moving up 3 places to 4<sup>th</sup>. **Italy** climbed 2 places into 3<sup>rd</sup> whilst the US fell a place to 7<sup>th</sup> place. **Canada** and **France** both dropped in the rankings to 6<sup>th</sup> and 10<sup>th</sup> respectively.
- For the UK, most ranks across dimensions remained in the top 10:
  - › **Tourism** retained 6<sup>th</sup> place
  - › **Culture** dropped one place to 5<sup>th</sup>
  - › **People** stayed in 10<sup>th</sup> place
- In the Tourism dimension, **historic buildings** and **vibrant cities** retained 5<sup>th</sup>. **Visiting if money was no object** dropped to 10<sup>th</sup> and **natural beauty** rose four places to 23<sup>rd</sup>.
- Within the Culture dimension, **contemporary culture** and **sport** retained their ranks at 4<sup>th</sup> and 5<sup>th</sup> respectively. Rich **cultural heritage** also maintained its position in 6<sup>th</sup> place for a second consecutive year.
- **People** stayed in 10<sup>th</sup> place, while **welcome** moved up a place to 18<sup>th</sup>.
- The **UK ranked within the top five for many markets**; 1<sup>st</sup> in South Africa, 3<sup>rd</sup> in Canada and India, 4<sup>th</sup> in Italy, Japan, and South Korea, and 5<sup>th</sup> in Australia. There was a **rise in the UK's overall NBI ranking from 6 countries** and there were **five\* (excluding Russia) countries where the UK retained its 2023 rank**.



# 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 2024 Anholt Nation Brands Index survey, conducted in July/August 2024. The results paint a detailed picture of how the UK is perceived internationally and how this has changed since 2023.

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, South Africa, Saudi Arabia, 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 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 2023, a similar proportion was seen (63%), however, holiday visits remained slightly below pre-pandemic levels at 10.0m.

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

Views were also collected in other important VisitBritain inbound markets including India, Japan, South Korea and Brazil. 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, Switzerland, Spain and Belgium.

Holiday visits to the UK from...	2019 Visits (000)	% of all holiday visits in 2019	2023 Visits (000)	% of all holiday visits in 2023
USA	2,208	13.1%	2,641	16.6%
France	1,535	9.1%	1,400	8.8%
Germany	1,500	8.9%	1,456	9.2%
Italy	1,155	6.8%	836	5.3%
China	512	3.0%	157	1.0%
Australia	449	2.7%	488	3.1%
Canada	368	2.2%	397	2.5%
Sweden	302	1.8%	303	1.9%
Poland	276	1.6%	330	2.1%
India	206	1.2%	162	1.0%
Japan	205	1.2%	94	0.6%
South Korea	203	1.2%	128	0.8%
Brazil	198	1.2%	203	1.3%
Saudi Arabia	139	0.8%	199	1.3%
Mexico	136	0.8%	126	0.8%
Argentina	92	0.5%	83	0.5%
Russia	80	0.5%	3	0.0%
Turkey	80	0.5%	92	0.6%
South Africa	55	0.3%	44	0.3%
<b>TOTAL</b>	<b>9,699</b>	<b>57%</b>	<b>9,142</b>	<b>58%</b>

Holiday spend to the UK from...	2019 Spend (£m)	% of all holiday spend in 2019	2023 Spend (£m)	% of all holiday spend in 2023
USA	£2,200	16.5%	£3,681	24.7%
Germany	£863	6.6%	£1,028	6.9%
China	£834	6.4%	£239	1.6%
France	£717	5.5%	£819	5.5%
Italy	£638	4.9%	£469	3.2%
Australia	£495	3.8%	£748	5.0%
Saudi Arabia	£440	3.4%	£473	3.2%
Canada	£343	2.6%	£459	3.1%
Sweden	£193	1.5%	£205	1.4%
Japan	£190	1.5%	£88	0.6%
Brazil	£176	1.4%	£210	1.4%
South Korea	£169	1.3%	£130	0.9%
India	£156	1.2%	£202	1.4%
Poland	£127	1.0%	£146	1.0%
Russia	£76	0.6%	£3	0.0%
Turkey	£75	0.6%	£107	0.7%
Mexico	£74	0.6%	£103	0.7%
Argentina	£57	0.4%	£76	0.5%
South Africa	£52	0.4%	£61	0.4%
<b>Total</b>	<b>£7,875</b>	<b>60%</b>	<b>£9,247</b>	<b>62%</b>



## Headline findings

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



# Top ten nation brands 2024

- The top 2 nations from 2023 retained their rankings in 2024, with **Japan** remaining 1<sup>st</sup> and **Germany** following in 2<sup>nd</sup>.
- **Italy** and **Switzerland** saw positive change taking 3<sup>rd</sup> and 4<sup>th</sup> place in 2024.
- The **UK** ranked 5<sup>th</sup> in 2024, moving down one place.
- **Canada** saw the largest decline moving down 3 places to 6<sup>th</sup>, followed by the **US** which lost a rank to 7<sup>th</sup> place.
- **Sweden** and **France** swapped ranks in 2024, whilst **Australia** retained 9<sup>th</sup> place.

Rank	Nation	Change vs 2023
1	Japan	0
2	Germany	0
3	Italy	+2
4	Switzerland	+3
5	United Kingdom	-1
6	Canada	-3
7	United States	-1
8	Sweden	+2
9	Australia	0
10	France	-2

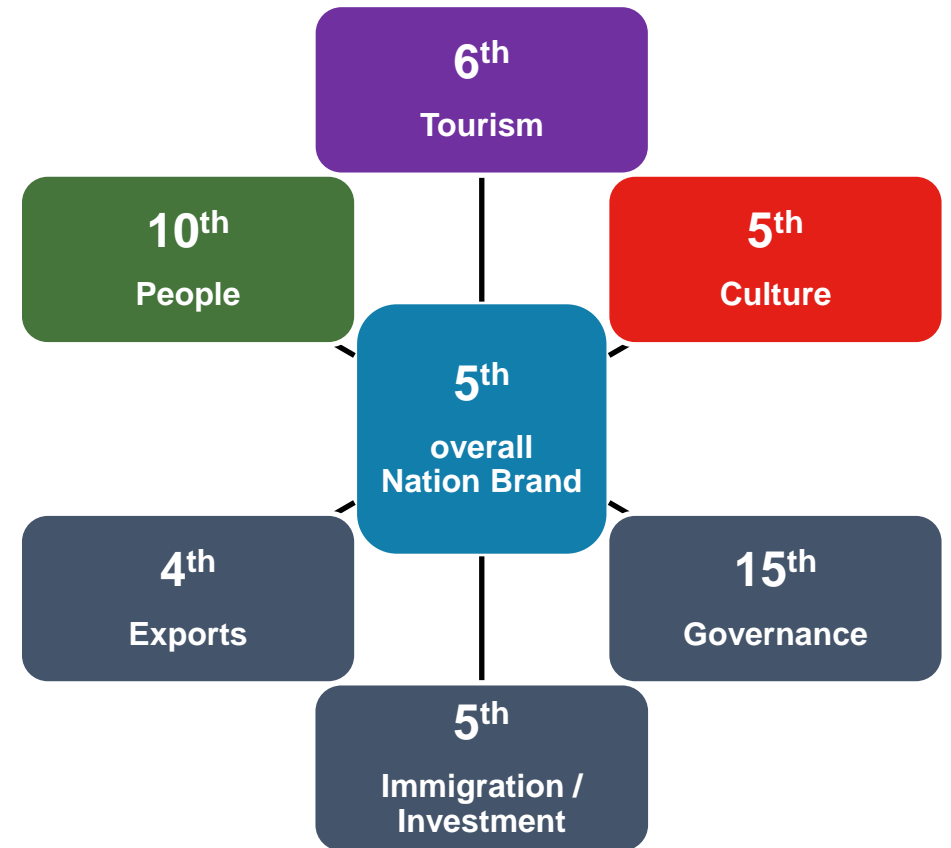
# How the UK ranks in 2024

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 2024 are those for *educational qualifications*, *business investment* and *contemporary culture*.

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

The **UK** was perceived to have a lower ranking for attributes including *rich in natural beauty*, *welcome*, *peace and security*, *competently governed*, and *respects the rights of citizens*, however, for most attributes the UK is in the upper tier of nations. 22 out of 23 attributes for the UK are ranked in the top 20 nations, and 14 of these are ranked in the top 10.





# UK ranking for NBI dimensions and attributes (1)

**Tourism** retained 6<sup>th</sup> place for the fourth year in a row, and *historic buildings* and *vibrant cities* retained 5<sup>th</sup>. Although, *natural beauty* gained four ranks, it is still the lowest ranking attribute for the UK. *Visiting if money were no object* dropped three ranks to 10<sup>th</sup> place.

**Culture** remains an area of strength at 5<sup>th</sup> place, although down one place vs 2023. Despite this, none of the Culture attributes saw a change in rank; *contemporary culture* (4<sup>th</sup>), *sport* (5<sup>th</sup>), and *cultural heritage* (6<sup>th</sup>).

The UK's rank for **People** retained 10<sup>th</sup> place. There was change across all three attributes, as *welcome* gained a place from last year to move up to 18<sup>th</sup>, but *close friend* and *employing well-qualified person* both dropped to 7<sup>th</sup>.

Hexagon dimension / attribute	UK rank in 2024	Change vs 2023
<b>TOURISM</b>	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	10	-3
Rich in natural beauty	23	+4
<b>CULTURE</b>	5	-1
Interesting & exciting for contemporary culture	4	0
Excels at sport	5	0
Has a rich cultural heritage	6	0
<b>PEOPLE</b>	10	0
If visited, people would make me feel very welcome	18	+1
Would like a person from country as a close friend	7	-3
Would employ well-qualified person from country	7	-2

# UK ranking for NBI dimensions and attributes (2)

The UK's ranking for **Exports** has retained 4<sup>th</sup> in line with historical NBI data. The UK's position as a *major contributor to innovation in science and technology* remained at 5<sup>th</sup>, as did *creative ideas* and *new ways of thinking*. However, *feeling better about buying product* dropped 2 places to 6<sup>th</sup>.

**Immigration and Investment** remained at 5<sup>th</sup> for a fourth year in a row. There was however change across 4 of the attributes with only *educational qualifications* maintaining the same position. *Willing to live and work there* and *high quality of life* saw drops of 1 and 3 places respectively, with *high quality of life* moving to a low of 11<sup>th</sup>. *Business investment* (4<sup>th</sup>) and *equality in society* (12<sup>th</sup>) both saw positive change.

**Governance** dropped four places to 15<sup>th</sup> place. The UK saw a decline for *competently governed* (15<sup>th</sup>), *rights of citizens* (15<sup>th</sup>), and *peace and security* (16<sup>th</sup>). *Protect the environment* and *reduce world poverty* retained their ranks of 14<sup>th</sup> and 11<sup>th</sup> respectively.

Hexagon dimension / attribute	UK rank in 2024	Change to 2023
<b>EXPORTS</b>	<b>4</b>	<b>0</b>
Major contributor to innovation in science & tech.	5	0
Feel better about buying product if made there	6	-2
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	5	-1
A place with a high quality of life	11	-3
A good place to study for educational qualifications	2	0
Has businesses I'd like to invest in	4	+2
Cares about equality in society	12	+1
<b>GOVERNANCE</b>	<b>15</b>	<b>-4</b>
Competently & honestly governed	15	-4
Respects the rights of citizens & treats with fairness	15	-5
Behaves responsibly in int. peace & security	16	-5
Behaves responsibly to protect the environment	14	0
Behaves responsibly to help reduce world poverty	11	0



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 valley below is filled with rolling hills and a winding river, all under a soft, hazy sky. The scene is captured from a high vantage point, looking down into the valley.

# 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 2024. Culture and Tourism remain areas of strength for the UK's nation brand.

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

Source: Anholt Nation Brands Index 2024. 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 2024. In 2024, the UK's overall NBI rank dropped one place but remained in the top five.

Dimension / Attributes UK rank changes for 2024 vs 2023	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>OVERALL NBI</b>	-1	0	1	0	0	0	0	0	0	0	-1	2	-3	-1	2	-1
<b>TOURISM</b>	-1	0	1	0	0	1	-1	-1	2	-1	0	0	-2	0	0	0
Is rich in historic buildings and monuments	0	0	0	-1	0	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	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
Is rich in natural beauty	-1	2	0	0	2	0	2	-6	0	0	-2	3	-8	0	4	4
<b>CULTURE</b>	-1	-2	2	0	0	-1	0	0	0	1	-1	2	-1	1	-1	-1
Interesting & exciting contemporary culture	0	0	0	1	0	0	0	-1	1	-1	1	-1	0	0	0	0
Excels at sport	-1	0	3	-1	1	1	0	-1	1	-1	0	2	-1	-1	0	0
Has a rich cultural heritage	-1	0	0	0	0	0	1	-1	0	0	0	1	-2	0	2	0
<b>PEOPLE</b>	0	0	2	0	0	0	-1	-2	1	0	-1	3	-6	2	-2	0
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
<b>CHANGE IN FAVOURABILITY</b>	-2	2	0	1	-1	-2	2	-2	0	1	0	0	-3	0	2	-1
<b>CHANGE IN FAMILIARITY</b>	0	0	0	0	1	-1	0	2	0	0	0	-1	1	-2	2	0

Source: Anholt Nation Brands Index 2024. Ranking is out of 50 nations and is based on the 20 standard NBI markets.





# Tourism ranking

The UK's rank for **Tourism** maintained 6<sup>th</sup> place in 2024 for the fourth consecutive year.

There were no changes for *historic buildings and monuments* and *vibrant city life*, which are both historically strong attributes for the UK (both ranking 5<sup>th</sup>).

*Visit if money was no object* dropped to of 10<sup>th</sup> place, losing three ranks from the previous year.

*Natural beauty*, a continuously weak attribute for the UK, rose four places to 23<sup>rd</sup>.

Dimension / Attributes UK ranks from 2008-2024	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>TOURISM</b>	4	5	5	4	4	4	3	4	5	3	4	4	4	6	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	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	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	10
Is rich in natural beauty	23	24	22	22	22	20	20	18	24	24	24	26	23	31	31	27	23

Source: Anholt Nation Brands Index 2024. Ranking is out of 50 nations and is based on the 20 standard NBI markets.



# Culture ranking

The UK's overall ranking for the **Culture** dimension slipped back to 5<sup>th</sup> place in 2024, but all attributes within retained their rank from the previous year.

**Contemporary culture** stayed in 4<sup>th</sup> place for a fifth consecutive year to remain one of the UK's strongest attributes.

**Sport** has become one of the UK's most positively recognised attributes reaching a record of 3<sup>rd</sup> place in 2020, however since then the score has dropped slightly to 5<sup>th</sup> which it has maintained for the last 3 years.

The UK's **cultural heritage** has remained in a record equalling rank of 6<sup>th</sup> for a second consecutive year.

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

Source: Anholt Nation Brands Index 2024. 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** has remained at a low of 10<sup>th</sup>, a ranking first receive back 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 gained a spot in 2024 to move up to 18<sup>th</sup> place. Although not to the extent of natural beauty, welcome is an area of relative weakness for the UK.

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

Source: Anholt Nation Brands Index 2024. 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 2024. 16 markets out of the 20 panel markets ranked the UK within the top 10 overall.

Dimension / Attributes UK ranks in 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>	5	10	5	8	3	8	10	15	3	4	4	11	10	30	16	1	4	6	9	1	6
<b>TOURISM</b>	6	13	7	13	4	8	9	14	3	5	8	11	14	32	14	3	6	6	8	1	9
Is rich in historic buildings and monuments	5	10	4	10	2	5	5	8	3	6	6	10	7	11	12	2	6	5	4	1	6
Has a vibrant city life and urban attractions	5	8	5	7	4	7	5	4	5	4	3	9	7	15	12	2	3	4	10	1	7
Would like to visit if money was no object	10	23	10	12	8	15	21	20	5	10	10	10	22	37	20	2	11	9	16	1	6
Is rich in natural beauty	23	31	16	27	21	9	26	29	12	31	21	25	38	46	26	12	21	25	15	6	24
<b>CULTURE</b>	5	8	2	9	5	4	4	3	5	2	5	9	5	11	11	4	4	4	6	1	7
Interesting & exciting contemporary culture	4	6	3	7	5	6	4	3	4	3	5	6	5	9	11	3	5	4	6	1	5
Excels at sport	5	9	3	10	6	7	5	4	3	3	5	10	7	14	11	9	2	6	9	2	8
Has a rich cultural heritage	6	10	5	11	4	4	6	9	12	7	6	12	8	13	16	16	6	10	5	1	10
<b>PEOPLE</b>	10	27	6	9	6	19	23	19	4	14	9	18	19	44	30	2	5	9	16	1	8
If visited, people would make me feel very welcome	18	33	11	11	8	32	23	22	9	18	11	24	28	45	40	3	11	10	32	8	9
<b>RANK FOR FAVOURABILITY</b>	7	14	7	13	13	13	21	20	4	15	9	11	19	37	10	2	8	9	13	1	4
<b>RANK FOR FAMILIARITY</b>	3	13	4	15	4	5	4	8	4	5	7	12	8	9	7	4	6	5	12	1	4

Source: Anholt Nation Brands Index 2024. 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 2024 vs 2023. 6 markets ranked the UK higher in 2024 and 6 ranked on par with the previous year.

Dimension / Attributes UK rank change 2024 vs 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
<b>OVERALL NBI</b>	-1	-3	-1	0	4	0	-4	3	1	0	-1	-4	-8	0	-7	3	2	2	-5	0	0
<b>TOURISM</b>	0	-2	-5	-3	7	0	1	1	2	0	-2	-4	-5	1	1	6	6	0	-5	0	3
Is rich in historic buildings and monuments	0	-3	-3	-2	3	1	0	0	0	0	1	-3	-1	0	2	4	1	1	-1	0	0
Has a vibrant city life and urban attractions	0	0	-3	-1	3	2	0	2	0	-2	1	-1	-1	0	2	3	0	-2	-6	0	1
Would like to visit if money was no object	-3	-8	-6	-1	0	-6	0	-1	4	3	-4	-1	-6	5	-9	6	-2	4	-9	0	5
Is rich in natural beauty	4	10	1	4	8	0	9	8	2	-4	2	-4	8	12	-3	33	11	1	-9	2	2
<b>CULTURE</b>	-1	1	0	-1	2	0	-1	1	0	0	0	-2	-4	0	-3	6	1	1	-2	0	0
Interesting & exciting contemporary culture	0	-1	-1	-1	1	-1	-1	1	1	0	-1	0	-3	0	-6	6	-1	0	-5	0	0
Excels at sport	0	-1	1	-2	-2	-1	-1	2	1	1	1	-4	-3	0	-4	0	1	2	-3	1	-2
Has a rich cultural heritage	0	-1	1	-3	4	3	0	0	-5	-3	0	-2	-3	0	1	20	1	-2	-2	1	3
<b>PEOPLE</b>	0	-3	0	1	7	-2	-7	3	0	2	-2	-8	-4	12	-14	10	6	-2	-13	0	-1
If visited, people would make me feel very welcome	1	10	-1	11	6	-6	-2	15	3	1	-1	0	-7	12	-7	12	8	8	-24	-2	6
<b>CHANGE IN FAVOURABILITY</b>	-1	-3	-4	-4	-4	-5	-4	2	-1	1	2	-2	-13	4	-3	1	1	4	-2	0	2
<b>CHANGE IN FAMILIARITY</b>	0	0	-1	-1	2	-1	1	0	-1	-1	-3	2	-4	0	2	0	0	-1	4	0	1

Source: Anholt Nation Brands Index 2024. 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 fell four places to 10<sup>th</sup> this year. Tourism gained one rank to 9<sup>th</sup> place with *historic buildings* (5<sup>th</sup>), *vibrant cities* (5<sup>th</sup>) and *visiting if money was no object* (21<sup>st</sup>) retaining ranks from the previous year. *Natural beauty* gained several places to a record 26<sup>th</sup>. Culture lost rank this year, but is still the highest ranked dimension (4<sup>th</sup>), with *contemporary culture* at 4<sup>th</sup>, *sport* at 5<sup>th</sup>, and *cultural heritage* at 6<sup>th</sup>. France's perception of People dropped seven places to 23<sup>rd</sup> in 2024.

The UK's NBI ranking from **Germany** gained three places to move up to 15<sup>th</sup> in 2024. Many dimensions and attributes were ranked higher than 2023, particularly *welcome* which saw an improvement of fifteen places to 22<sup>nd</sup>. Culture (3<sup>rd</sup>), *contemporary culture* (3<sup>rd</sup>), *sport* (4<sup>th</sup>), *vibrant cities* (4<sup>th</sup>), and *historic buildings* (8<sup>th</sup>) were the UK's highest rankings in Germany.

**Italy** has historically ranked the UK highly overall and for the third consecutive year placed the UK 4<sup>th</sup>. Many dimensions and attributes ranked in the top five; Culture (2<sup>nd</sup>), *sport* (3<sup>rd</sup>), *contemporary culture* (3<sup>rd</sup>), *vibrant cities* (4<sup>th</sup>), and Tourism (5<sup>th</sup>). *Natural beauty* (31<sup>st</sup>), *welcome* (18<sup>th</sup>), and People (14<sup>th</sup>) ranked lower for the UK.

**Poland** has historically held positive views on the UK, ranking the UK at 10<sup>th</sup> place in 2024 (down 8 places vs 2023). Although the majority of attributes saw declines, the UK was still ranked in the top 10 for Culture (5<sup>th</sup>), *contemporary culture* (5<sup>th</sup>), *historic buildings* (7<sup>th</sup>), *vibrant cities* (7<sup>th</sup>), *sport* (7<sup>th</sup>) and *cultural heritage* (8<sup>th</sup>). People (19<sup>th</sup>) and *welcome* (28<sup>th</sup>) ranked lower.

The UK moved up two places in **Sweden's** rankings to 6<sup>th</sup>. Many dimensions and attributes saw rankings improvements in 2024 with the highest ranks for *vibrant cities* (4<sup>th</sup>), Culture (4<sup>th</sup>), *contemporary culture* (4<sup>th</sup>), *historic buildings* (5<sup>th</sup>), *sport* (6<sup>th</sup>) and Tourism (6<sup>th</sup>).



## Market rankings (2) - Americas

**Argentina** ranked the UK 10<sup>th</sup> in 2024, down three places vs 2023. Tourism ranked 13<sup>th</sup> and held strong ranks for *vibrant cities* (8<sup>th</sup>) and *historic buildings* (10<sup>th</sup>). Culture moved up to 8<sup>th</sup> place in 2024, whilst the attributes within dropped a rank but remained within the top 10. People (27<sup>th</sup>) and *welcome* (33<sup>rd</sup>) remained low rankings for the UK.

The UK retained 8<sup>th</sup> place from **Brazil** in 2024. Tourism ranked 13<sup>th</sup> and Culture ranked 9<sup>th</sup> overall, although there were small declines for attributes within these dimensions. People improved one rank to 9<sup>th</sup> place and *welcome* rose eleven places to 11<sup>th</sup>.

The UK returned to the top 3 in **Canada**'s rankings for the first time since 2020 moving into 3<sup>rd</sup> place. Tourism was up seven places into 4<sup>th</sup>, driven by *historic buildings* (2<sup>nd</sup>), *vibrant cities* (4<sup>th</sup>), and *natural beauty* (21<sup>st</sup>), all improving in rank. Culture jumped two places into 5<sup>th</sup>. People (6<sup>th</sup>) and *welcome* (8<sup>th</sup>) both saw increases in rankings to move into the top 10.

The UK moved down to 11<sup>th</sup> place in **Mexico**, with many dimensions and attributes seeing decreases. Tourism and Culture saw a slight decline but remain areas of strength at 11<sup>th</sup> and 9<sup>th</sup> respectively. Highest ranking attributes include *contemporary culture* (6<sup>th</sup>), *vibrant cities* (9<sup>th</sup>), *historic buildings* (10<sup>th</sup>), *visiting if money were no object* (10<sup>th</sup>) and *sport* (10<sup>th</sup>).

The **USA** is the largest inbound market for the UK for both volume and value and maintained its ranking of 6<sup>th</sup> place. Tourism saw an increase of three places to move to 9<sup>th</sup> place with improvements for *visit if money was no object* (6<sup>th</sup>), *vibrant cities* (7<sup>th</sup>), and *natural beauty* (24<sup>th</sup>), and historic buildings retaining 6<sup>th</sup>. Culture and *contemporary culture* retained the rankings of 7<sup>th</sup> and 5<sup>th</sup> respectively, while *cultural heritage* rose to 10<sup>th</sup> place. People dropped one place to 8<sup>th</sup> but *welcome* moved up six places to 9<sup>th</sup>.

## Market rankings (3) – North East Asia

In 2024, **China** ranked the UK 8<sup>th</sup> for the second year in a row. It ranks the UK highly for Culture (4<sup>th</sup>), *cultural heritage* (4<sup>th</sup>), *historic buildings* (5<sup>th</sup>), *contemporary culture* (6<sup>th</sup>), *sport* (7<sup>th</sup>) and *vibrant cities* (7<sup>th</sup>). *Welcome* (32<sup>nd</sup>) and *People* (19<sup>th</sup>) received lower ranks.

**Japan** has historically held the UK in high regard, and the UK maintained a top 5 ranking in 4<sup>th</sup> place in 2024. Tourism (8<sup>th</sup>), Culture (5<sup>th</sup>) and *People* (9<sup>th</sup>) rank within the top 10 with highest ranking attributes being *vibrant cities* (3<sup>rd</sup>), *contemporary culture* (5<sup>th</sup>), *sport* (5<sup>th</sup>), *cultural heritage* (6<sup>th</sup>) and *historic buildings* (6<sup>th</sup>).

The UK returned to the top 5 rankings for **South Korea** moving into 4<sup>th</sup> place. Tourism moved up six places 6<sup>th</sup> in 2024, ranking highly for *vibrant cities* (3<sup>rd</sup>) and *historic buildings* (6<sup>th</sup>). Culture rose to 4<sup>th</sup> place, ranking highly for *sport* (2<sup>nd</sup>), *contemporary culture* (5<sup>th</sup>) and *cultural heritage* (6<sup>th</sup>). *People* made a significant positive jump up to 5<sup>th</sup> this year, with *welcome* moving up eight places to 11<sup>th</sup> place.

# Market rankings (4) – Rest of the World

**Australia** has continuously ranked the UK highly, coming in at 5<sup>th</sup> place in 2024. The UK ranked highly for Culture (2<sup>nd</sup>), *contemporary culture* (3<sup>rd</sup>), *sport* (3<sup>rd</sup>), *historic buildings* (4<sup>th</sup>), *vibrant cities* (5<sup>th</sup>), *cultural heritage* (5<sup>th</sup>) and People (6<sup>th</sup>).

**India** ranked the UK one place higher in 2024 in 3<sup>rd</sup> place. Tourism moved up to 3<sup>rd</sup> place, with *visit if money was no object* (5<sup>th</sup>) and *natural beauty* (12<sup>th</sup>) both rising in rank. *Historic buildings* (3<sup>rd</sup>) *vibrant cities* (5<sup>th</sup>), Culture (5<sup>th</sup>) and People (4<sup>th</sup>) retained their rankings from the previous year. *Contemporary culture* (4<sup>th</sup>), *sport* (3<sup>rd</sup>), and *welcome* (9<sup>th</sup>) all improved ranking compared to last year.

The UK's ranking from **Saudi Arabia** declined to 16<sup>th</sup> place in 2024. However, Tourism moved up one place to 14<sup>th</sup> whilst *historic buildings* (12<sup>th</sup>) and *vibrant cities* (12<sup>th</sup>) also moved up two places. Culture ranked 11<sup>th</sup> with declines for *contemporary culture* (11<sup>th</sup>) and *sport* (11<sup>th</sup>), but *cultural heritage* moved up one place to 16<sup>th</sup>. People (30<sup>th</sup>) and *welcome* (40<sup>th</sup>) received lower rankings from Saudi Arabia.

**South Africa** has consistently ranked the UK highly and in 2024 the UK returned to 1<sup>st</sup> place. Tourism moved up to 3<sup>rd</sup> place, with improvements across all four attributes in this dimension, *historic buildings* (2<sup>nd</sup>), *vibrant cities* (2<sup>nd</sup>), *visit if money no object* (2<sup>nd</sup>), and *natural beauty* (12<sup>th</sup>). Culture also rose six places to 4<sup>th</sup> place with *contemporary culture* (3<sup>rd</sup>) and *cultural heritage* (16<sup>th</sup>) both seeing increases as well. People performed strongly moving up ten places to 2<sup>nd</sup> place, along with *welcome* which also saw a significant rise of 12 places to reach 3<sup>rd</sup> place.





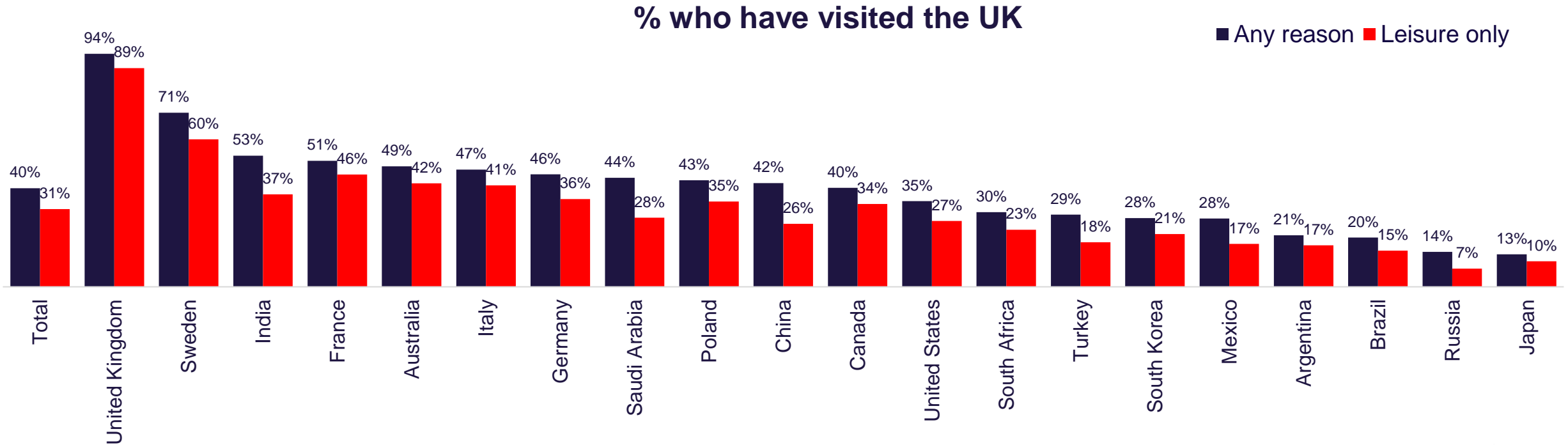
# Previous visitors to the UK

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, around half in long haul markets **India and Australia** have a high proportion of visitors, followed by **Saudi Arabia, China** and **Canada**. **China, India** and **Saudi Arabia** 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 Nation Brands Index 2024. Total rank is based on the 20 standard NBI markets.



# Perceptions of previous UK visitors vs UK total - ranks

Dimension / Attributes ranks 2024	Overall NBI	Overall NBI (previous visitors to the UK)
<b>OVERALL NBI</b>	5	2
<b>TOURISM</b>	6	2
Is rich in historic buildings and monuments	5	4
Has a vibrant city life and urban attractions	5	3
Would like to visit if money was no object	10	4
Is rich in natural beauty	23	15
<b>CULTURE</b>	5	2
Interesting & exciting contemporary culture	4	2
Excels at sport	5	2
Has a rich cultural heritage	6	5
<b>PEOPLE</b>	10	4
If visited, people would make me feel very welcome	18	13

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 2<sup>nd</sup> overall.**

Higher ranks are seen across all dimensions with **Tourism** ranking four places higher (2<sup>nd</sup>), **Culture** ranking three places higher (2<sup>nd</sup>) and **People** rising from 10<sup>th</sup> to 4<sup>th</sup> place.

**Historic buildings and visiting if money was no object** both rise to 4<sup>th</sup> place whilst **vibrant cities** moves to 3<sup>rd</sup> place. **Sport** and **contemporary culture** climb to 2<sup>nd</sup>, whilst **cultural heritage** moves up one place to 5<sup>th</sup>. Although still low scores for the UK, **welcome** improves to 13<sup>th</sup> and **natural beauty** moves to 15<sup>th</sup>.



## **Familiarity and favourability**



# UK rankings for familiarity and favourability

In total across all markets, UK's average rank for **Favourability** dropped a place to 7<sup>th</sup>, while **Familiarity** retained 3<sup>rd</sup> place from last year.

**Familiarity ranked within the top 10** for all markets apart from in Argentina, Brazil, Mexico, and Turkey. Positive change in rank between 2023 and 2024 was seen for Canada, France, Mexico, Saudi Arabia, Turkey, and United States. 8 out of the 20 markets saw negative change in rank including Australia, Brazil, China, India, Italy, Japan, Poland, and Sweden. Germany and South Africa were amongst the nations to retain their rank from 2023.

**In terms of Favourability, 11 markets saw negative change in rank.** Poland, China, Australia, Brazil, Canada, and France saw the largest decreases in rank in 2024. France, Germany, and Poland favoured the UK the least in 2024.

UK's rank from...	Favourability	Familiarity	UK's rank from...	Change in rank from 2023	Change in rank from 2023
Total	7	3	Total	-1	0
Argentina	14	13	Argentina	-3	0
Australia	7	4	Australia	-4	-1
Brazil	13	15	Brazil	-4	-1
Canada	13	4	Canada	-4	2
China	13	5	China	-5	-1
France	21	4	France	-4	1
Germany	20	8	Germany	2	0
India	4	4	India	-1	-1
Italy	15	5	Italy	1	-1
Japan	9	7	Japan	2	-3
Mexico	11	12	Mexico	-2	2
Poland	19	8	Poland	-13	-4
Russia	37	9	Russia	4	0
Saudi Arabia	10	7	Saudi Arabia	-3	2
South Africa	2	4	South Africa	1	0
South Korea	8	6	South Korea	1	0
Sweden	9	5	Sweden	4	-1
Turkey	13	12	Turkey	-2	4
United Kingdom	1	1	United Kingdom	0	0
United States	4	4	United States	2	1



# UK scores for familiarity and favourability – 2024 vs 2023

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.

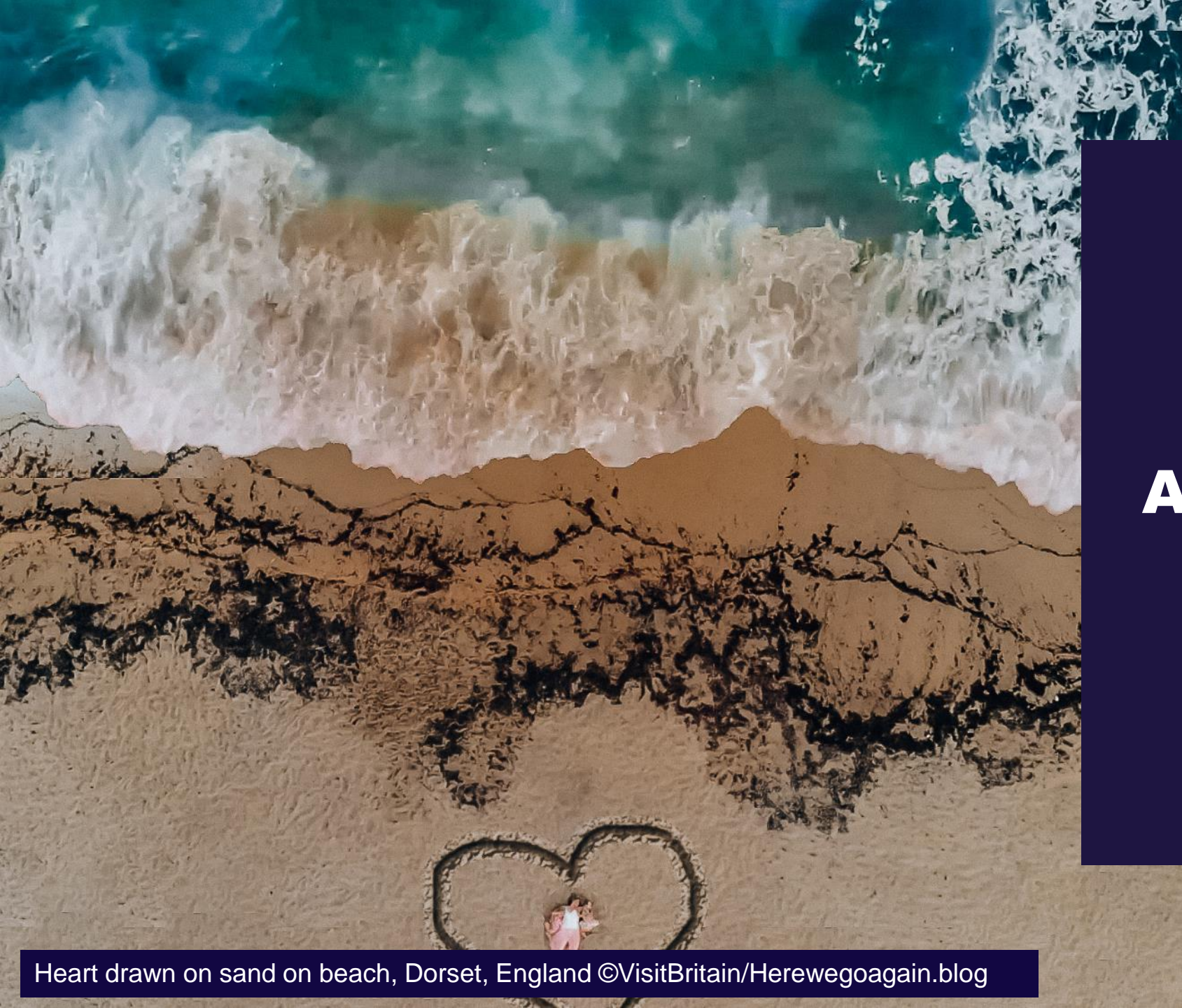
Germany and India became more familiar and favourable with the UK but markets such as Argentina and the US became more familiar with the UK but did not improve on favourability of the UK.

Many markets saw a decline in both metrics; Saudi Arabia and China saw the highest decrease in favourability and Japan and Australia saw the largest decrease for familiarity.

Panel Market	Familiarity (top 3 box percentage point change 2024 vs 2023)	Favourability (top 3 box percentage point change 2024 vs 2023)
Argentina	3%	-5%
Australia	-6%	-10%
Brazil	-2%	-7%
Canada	-1%	-4%
China	-2%	-14%
France	-2%	-1%
Germany	1%	5%
India	2%	1%
Italy	-3%	-2%
Japan	-8%	-6%
Mexico	-2%	-2%
Poland	-2%	-12%
Russia	0%	0%
Saudi Arabia	-3%	-16%
South Africa	0%	-3%
South Korea	-5%	-5%
Sweden	-1%	-2%
Turkey	0%	-12%
United Kingdom	-1%	4%
United States	2%	0%

Source: Anholt Nation Brands Index 2024. 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 2024

Argentina	Iceland	Poland	Ukraine
Australia	India	Portugal	United Arab Emirates
Austria	Indonesia	Romania	United Kingdom
Belgium	Ireland	Russia	United States
Brazil	Israel	Saudi Arabia	Wales
Canada	Italy	Scotland	
Chile	Japan	Singapore	
China	Kenya	Slovakia	
Czech Republic	Mexico	South Africa	
Egypt	Netherlands	South Korea	
Estonia	New Zealand	Spain	
Finland	Northern Ireland	Sweden	
France	Norway	Switzerland	
Germany	Palestine	Taiwan	
Greece	Peru	Turkey / Türkiye	

In 2024, the number of countries ranked went from 60 down to 50.

The nations removed for 2024 included Botswana, Colombia, Dominican Republic, Ecuador, Hungary, Jordan, Morocco, Panama, Philippines, Qatar, Tanzania, and Vietnam.

Estonia and Palestine were added in 2024.

These changes have made no difference to the UK's ranks at the global level.

# How the world views the UK

## Anholt Nation Brands Index 2024

VisitBritain Research

November 2024

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

