

«Australia» Brand tops the World

The "Australian brand" topped the United States and Italy, which were ranked second and third respectively, by the Country Brand Index 2006 (CBI). Federal Minister for Small Business and Tourism, Fran Bailey, said Tourism Australia, the government body tasked with promoting Australia overseas, had recently made a huge effort to build awareness of Australia and the result in London was "terrific". The CBI identified China, Croatia and the United Arab Emirates as the top three emerging countries likely to be major tourism destinations in the next five years...

Date: 2007-05-28

Article link:

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