

# A country Brand is more than tourism

Developed by FutureBrand, a leading global brand consultancy, in conjunction with public relations firm Weber Shandwick's Global Travel Practice, the global study of more than 1,500 international travelers, travel industry experts and hospitality professionals examines how countries can be branded and ranked according to key criteria. This year's CBI includes customizable country data, as well as rankings, emerging trends, travel motivations, challenges and opportunities within the world of travel, tourism and country branding...

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