

September 2022

YouGov travel & tourism rankings 2022

Travel brands through the eyes of Responsible Travelers

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About YouGov and what we do

YouGov is an international research, data and analytics group. We have been building an ever-growing source of consumer data for more than 20 years, creating the richest and most complete understanding of your customers' complex lives. We call it living data. Understand what 20 million+ registered panel members in over 55 markets are thinking, on over a million - and growing - data points.

All brand data in this report comes from our flagship product, YouGov BrandIndex – a powerful, daily brand and competitor tracking tool. Clients can measure brand health, monitor growth, and track advertising to create an unbeatable strategy. Daily data, from thousands of consumer interviews every day across 54 markets, gives businesses the edge to succeed.

We work closely with our clients to help them better understand consumer values, their category purchase motivations, and how that aligns with brand values. If you would like to dive deeply into any of the brands or data we mention in this report, please get in touch with us to learn more.

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Introduction

About the report

Here at YouGov's Travel & Tourism Practice, we believe that we are at a tipping point, with the financial risk to businesses of not following a path to sustainability now much greater than the immediate rewards of doing it. The sustainability trend will only continue to accelerate, and the winners will be those who were first to take their organizations, people, investments, innovation and customers on the journey to be more environmentally friendly and eco-conscious.

The aim of this report is not to provide a new way to measure the sustainability of travel and tourism brands, but to offer a benchmark for the leading brands and destinations to evaluate their positions in the context of sustainable travel.

The more brands focus on sustainability through both amplification and action, the more consumers will know, take notice, expect and demand. It creates a positive cycle intended to align on the three Ps - People, Planet, and Profits.

It is important to note that this data is based on peoples' perceptions of brands and may not reflect what those brands are or are not doing to be more sustainable. However, it helps to understand how travel brands differentiate in the eyes of

Responsible Travelers, which brands score higher in terms of consideration amongst this audience group, and which have made significant strides in the eyes of consumers since last year.

This report is split into three main sections:

- 1. Introduction and a summary of the key takeaways that brands could consider when incorporating sustainability into their brand, communication, research and tracking activities.**
- 2. Brand rankings – the top ten travel brands for each of eleven countries using our Consideration score, which we collect daily from consumers around the globe.**
- 3. Destination rankings – the top ten international destinations for consumers in each of eighteen countries using our Consideration score, which we collect daily from consumers around the globe.**

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▶ **Foreword & key takeaways**

The importance of sustainability in travel brand development

By YouGov's Global Sector Head for Travel & Tourism,
Eva Satkute Stewart

Travel and tourism brands have an important role to play in shaping the evolution of sustainable travel. YouGov data shows that almost half of all consumers across 43 countries (**46%**) like it when brands get involved in social issues, while more than two in five consumers worldwide (**44%**) say they try to buy only from socially and environmentally responsible companies. An effective sustainability program signals that an organization or destination aspires to more than providing a service or attracting visitors, but that it wishes to actively make a difference and inspire travelers to enjoy travel more responsibly.

As we write this report in summer 2022, severe heat waves, droughts and forest fires have hit Europe, America, and large parts of APAC, making climate change increasingly tangible for the average person. More emphasis is now placed by the public on learning what brands are doing to become more sustainable. The shifts in consumer attitudes can happen not only after major natural events or disasters but also

following broader technological or societal disruptions and at an individual level – for instance, after having a baby.

Sustainability campaigns and efforts, therefore, need to be consistent and ongoing. But volume and consistency in sustainability messaging is not enough. It is also necessary to measure the effectiveness of sustainability-related brand messaging to ensure that brand values align with fundamental audience values, and that organizational efforts are landing with customers and considerers.

With all that in mind, we've used our experience working with travel brands to distil a handful of key takeaways.

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A woman with long blonde hair, wearing a light-colored t-shirt and shorts, stands on a rocky cliff edge, looking out over a vast valley. She has a red backpack on her back. To her left, a man wearing a blue cap and a grey t-shirt is sitting on the ground, also looking out over the valley. The landscape is rugged with steep cliffs and a valley floor covered in greenery. The sky is clear and blue.

Sustainability considerations in brand development

Authenticity. Your brand story begins internally. Your people and processes define how sustainable your organization really is. Identify areas where you can be more sustainable, and develop a network of sustainability champions to support, promote and develop sustainability in an authentic way. Make sure that your strategy is representative of the people who work for the organization and are passionate about sustainability. For destinations – involve community leaders, industry stakeholders, sustainability champions and content creators who could help define and promote your destination. Engaging wider groups could help discover the uniqueness associated to your brand and together you could weave the new sustainable brand story.

Differentiation. A sustainability strategy offers an opportunity to recreate what your brand stands for. Through that you can also redefine traveler experiences, create more meaningful connections with customers or visitors who care

about the environment, who wish to engage with local communities in a more meaningful way, and those seeking to immerse in culture to satisfy curiosity and wanderlust. Sustainability efforts and active brand positioning from a sustainability angle can help set brands and destinations apart from competition, attract tourists or customers who have previously not considered the brand and are typically willing to spend more when traveling.

Geographical nuance. If consumers have a positive sustainability experience in a domestic market, they are likely to have the same expectations when they reengage with your brand abroad. Consistent efforts to be more sustainable and to communicate that actively across all geographies will help align how consumers experience your brand.

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Communication considerations

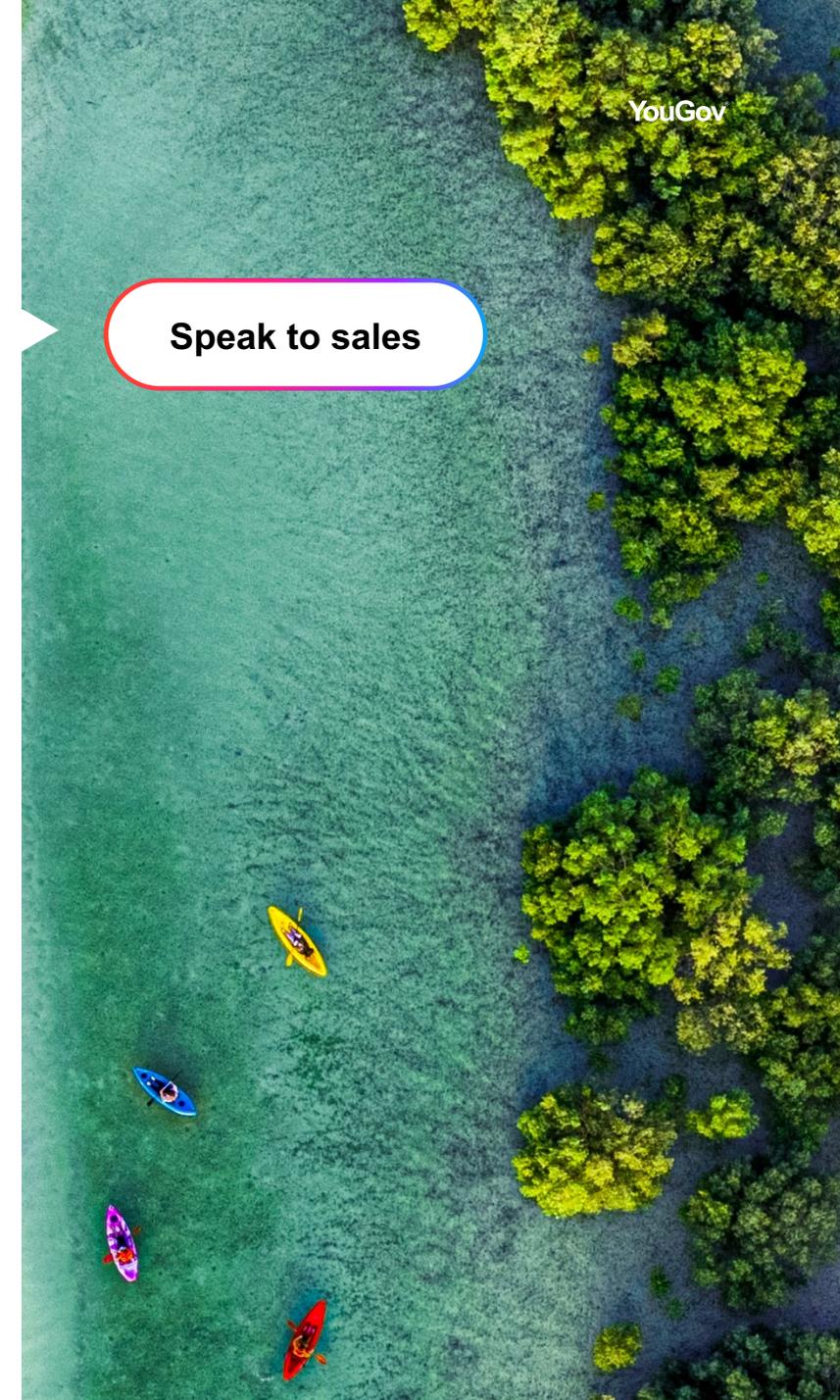
Internal alignment. Often, brand managers, designers or copywriters lack full visibility of what their companies are doing to become more sustainable – and that stands in the way of transmission to customers. To tackle this issue, brand managers need to align themselves more closely to strategy and operations teams. Once brand managers have full visibility of internal processes, they can creatively communicate brand purpose and sustainability efforts to consumers.

Trust. Brands have to maintain consistency in their efforts to be sustainable and maintain clear communication about it to avoid the risk of being accused of greenwashing. In January 2021, the European Commission published a report about screening websites for 'greenwashing'. Half of the green claims it examined lacked evidence: "In more than half of the cases, the trader did not

provide sufficient information for consumers to judge the claim's accuracy. In **37%** of cases, the claim included vague and general statements such as 'conscious', 'eco-friendly', and 'sustainable' which aimed to convey the unsubstantiated impression to consumers that a product had no negative impact on the environment. Moreover, in **59%** of cases, the trader had not provided easily accessible evidence to support its claim."

Consistency. Although global brands may pursue a consistent sustainability strategy across all their operations and offices, consumers in different countries *notice* those efforts differently and thus reward brands with varying degrees of purchase consideration. Communication can tackle that challenge but requires consistency across geographies and via email, social media and other marketing channels.

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New research areas to explore

Understand relevance. Capturing attention and winning conversion requires an interplay between life and brand values. Consumers often state they want to be more eco-friendly, but most will not make trade-offs if it is difficult, inconvenient, or costly. For instance, when selecting flights, around one in three (**35%**) say they would be willing to pay more for an environmentally-friendly flight, but **6%** more people (**41%**) say that other factors would still be more important than sustainability. Therefore, understanding consumer life values and their connection to the travel category is a vital part of winning market share. Make it a focus area of your sustainability research efforts.

Explore the 'halo effect'. Partnering with other sustainable brands can showcase a collaborative affiliation and have a positive impact on core brand. Find out which other organizations would best align with your brand values or your vision. For example, are there responsible food or toiletries suppliers that would be the right partners for your hotels? Does your Destination Management Organization work with leading B Corporations in travel or engage with travel companies which propagate responsible tourism? Does your brand mainly collaborate with travel and lifestyle influencers, or do you involve leading content creators promoting responsible consumption and net zero living? Which are the best partners for your brand and how effective those partnerships are or can be should be another important area to explore.



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Methodology

Methodology

YouGov publishes brand rankings yearly based on the data from our always-on brand tracker, [YouGov BrandIndex](#) and destination tracker, [YouGov DestinationIndex](#). Both travel brands and destinations are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands (organizations in the travel industry and countries tracked in a dedicated [YouGov BrandIndex](#) sector survey).

However, instead of taking the views of a general population, we zoomed in on how those brands in the travel and tourism industry rank amongst the Responsible Traveler segment i.e. those who self-identify as wellness-focused, care about environmental impact and are culturally minded.

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Top 10 brands (Ranking criteria)

Rankings	Brands are ranked by Consideration scores between 2021-22 (1st July 2021 to 30th June 2022)
Base size	A minimum base size of 100 is selected for a brand to qualify for the ranking
Number of days tracked	Additionally, a brand must have a non-zero volume for at least 6 months (183 days) in order to qualify for the ranking with the exception of Denmark where a non-zero volume for 5 months (150 days) applies.
Audience	Responsible Travelers are defined as consumers who indicate they are wellness-focused, care about environmental impact and are culturally minded
Brand Inclusion	Only country brands (destinations) are included; domestic market excluded from top 10. The airlines and transportation sub-sectors have been excluded from this ranking.

Top improvers (Improvers criteria)

Rankings	To determine the biggest improvers, brands have been sorted by change in score (highest to lowest between time range of 2021-22 vs 2020-21)
Base size	A minimum base size of 100 is selected for a brand to qualify as an improver
Number of days tracked	Additionally, a brand must have a non-zero volume for at least 18 months (548 days) in order to qualify as an improver
Audience	Responsible Travelers are defined as consumers who indicate they are wellness-focused, care about environmental impact and are culturally minded
Brand Inclusion	Only country brands (destinations) are included; domestic market excluded from top 10. The airlines and transportation sub-sectors have been excluded from this ranking.

A glance at Responsible Travelers

300
million people

25
countries tracked

72%
passionate
about traveling

50%
traveled with
their partner

61%
prefer to buy from
responsible companies

Responsible Travelers, an audience type which YouGov tracks daily, tend to have strong views about environmental policies and the social corporate responsibility efforts of their favorite brands. Before we look at how this audience views traditional travel and destination brands globally, let's take a peek at a few facts that we know about this consumer group.

- Based on the latest data from [YouGov's Global Travel Profiles](#) – a daily global travel survey - we estimate the market size of Responsible Travelers to exceed 300 million people in the 25 countries tracked.
- Compared to the general population, more than two thirds (72%) of Responsible Travelers are incredibly passionate about traveling. In July 2022, 67% planned to take a domestic trip and 33% planned international travel in the next 12 months.
- More Responsible Travelers fall into the Middle income (between 75% and 200% of the median; 34% vs 29% of Gen Pop average in 25 countries surveyed), and Higher income categories (higher than 200% of the median; 14% vs 12% Gen pop), so they tend to have the means to travel.
- In their most recent vacation, half (50%) of Responsible Travelers traveled with their partner, 34% with their children, 29% took a multi-generational trip, 32% went away with friends, whilst 6% traveled solo and 5% with pets (according to survey results in July 2022).
- Responsible Travelers are more likely to buy from socially and environmentally responsible companies (61% vs 44%), and are also more likely to agree that you can only ever get to know a country by experiencing its culture (75% vs 67%) compared to the Gen Pop average in the 25 countries surveyed.
- As for their favorite types of vacation, Responsible Travelers lean toward the following trips: visiting friends and family (32%), beach (30%), culture and history (28%), combined relaxing and sightseeing / activity holidays (26%), and city breaks (24%).

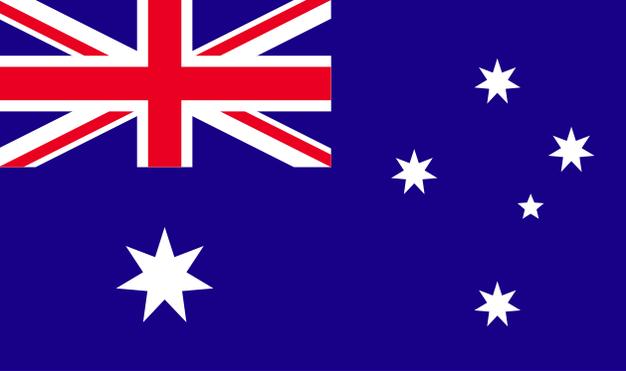
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▶ Travel brand rankings

Data from [YouGov BrandIndex](#), our global, daily brand-tracker

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Australia

Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	Booking.com	32.0
2	Flight Centre	25.7
3	Airbnb	22.7
4	Tripadvisor	16.6
5	Webjet	15.8
6	Spirit of Tasmania	14.3
7	Expedia	13.5
8	Hertz	12.4
9	Novotel	12.3
10	Hilton	12.2

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Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.



Canada

Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	Expedia	29.4
2	Airbnb	23.5
3	Booking.com	20.0
4	Tripadvisor	19.5
5	Trivago	17.3
6	Marriott	14.9
7	Hilton	11.1
8	Sheraton	7.7
9	VRBO	7.5
10	Kayak	5.1

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Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.

Finland

Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	VR	41.9
2	Aurinkomatkat	23.7
3	Tjäreborg	19.5
4	Scandic	16.1
5	Hotels.com	13.7
6	TUI	13.6
7	Booking.com	13.5
8	ebookers	10.1
9	Trivago	9.3
10	Momondo	8.5

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Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.

Germany

Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	Booking.com	39.9
2	TUI	23.8
3	Best Western	22.4
4	Steigenberger	19.9
5	Holiday Inn	18.8
6	Hilton	17.5
7	Maritim	17.4
8	ibis	16.6
9	FeWo-direkt	16.0
10	Expedia	15.9

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Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.

Saudi Arabia

Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	Hilton	24.0
2	InterContinental (IHG)	17.8
3	Holiday Inn	16.9
4	Sheraton	16.4
5	Marriott	16.1
6	Hyatt	16.1
7	Booking.com	14.4
8	Movenpick	13.1
9	Ramada	11.2
10	Almosafer	11.0

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Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.



Singapore

Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	Booking.com	21.3
2	Agoda	18.7
3	Expedia	17.6
4	Klook	17.6
5	Shangri-La	17.0
6	Marriott	15.3
7	Trip.com	14.2
8	Hotels.com	14.0
9	Airbnb	13.5
10	Grand Hyatt	12.8

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Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.

Sweden

Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	SJ	33.4
2	Hotels.com	18.6
3	Booking.com	18.1
4	Ving	13.2
5	TUI	11.8
6	Airbnb	11.0
7	Momondo	10.3
8	Apollo	9.2
9	Expedia	7.7
10	Trivago	6.5

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Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.

Thailand

Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	Agoda	21.5
2	Traveloka	17.0
3	Booking.com	16.5
4	Expedia	15.2
5	TravelGo	12.5
6	Hotels.com	10.5
7	Airbnb	9.7
8	Trip.com	9.4
9	Tripadvisor	6.6
10	Travizgo	6.6

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Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.

United Arab Emirates

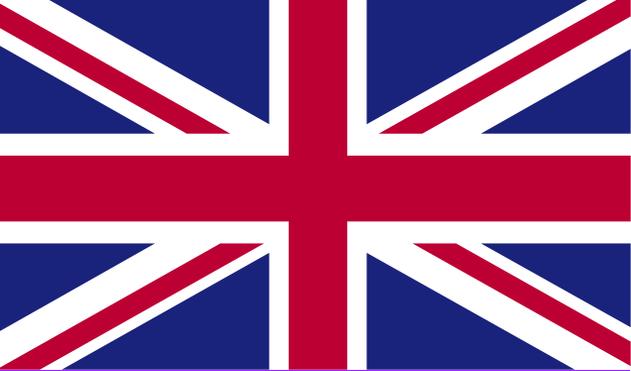
Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	Burj Al Arab	20.1
2	Hilton	20.0
3	Marriott	19.7
4	Atlantis The Palm, Dubai	19.1
5	Rotana	18.0
6	Emirates Palace	17.8
7	Jumeirah	16.7
8	Sheraton	16.3
9	Hyatt	15.4
10	Radisson	15.3

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Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.



United Kingdom

Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	Premier Inn	35.3
2	Booking.com	29.9
3	Airbnb	26.4
4	Travelodge	23.1
5	Expedia	17.3
6	Holiday Inn	17.2
7	Jet2holidays	15.7
8	Hilton	15.0
9	Best Western	13.8
10	lastminute.com	13.5

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Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.



United States

Top ten travel brands

YouGov BrandIndex: Travel brand rankings 2022

Rank	Brand Name	Score
1	Marriott	39.8
2	Hilton	32.4
3	Holiday Inn	31.4
4	Holiday Inn Express	30.1
5	Courtyard by Marriott	30.0
6	Hampton by Hilton	28.4
7	Best Western	27.3
8	Hilton Garden Inn	25.8
9	Embassy Suites	25.6
10	Comfort Inn	25.1

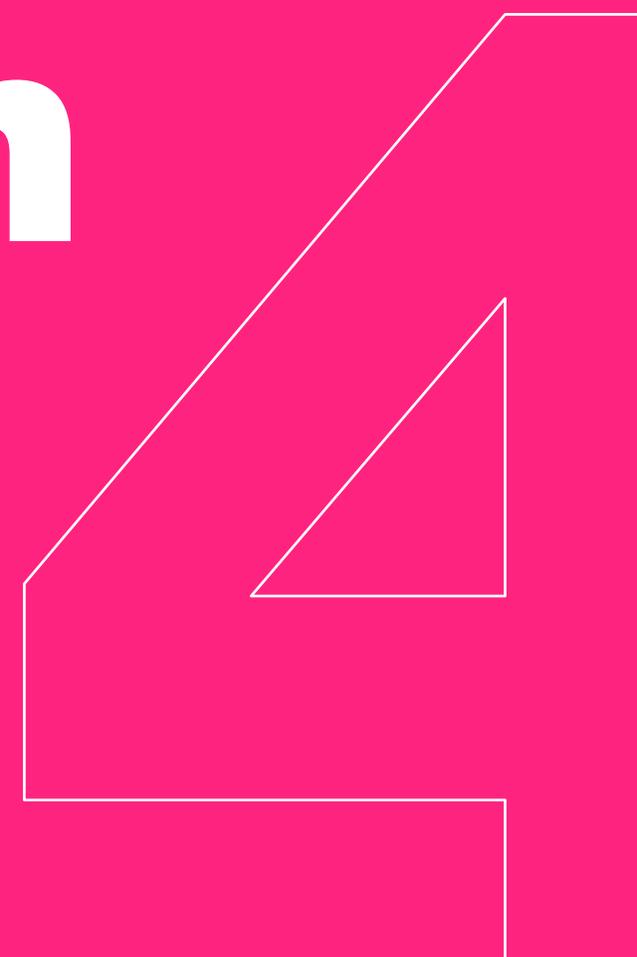
Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.

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Destination rankings

Data from [YouGov's DestinationIndex](#), our always-on destination brand tracker

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Australia

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	New Zealand	37.5
2	Japan	21.9
3	Canada	20.6
4	United Kingdom	20.5
5	Singapore	19.6
6	Italy	17.5
7	France	16.1
8	Thailand	13.1
9	Maldives	11.4
10	Germany	11.2

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Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.



Brazil

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Portugal	38.4
2	France	28.7
3	Italy	27.7
4	Canada	26.3
5	United States of America	23.4
6	Maldives	22.6
7	Dubai (UAE)	20.5
8	Australia	19.5
9	Spain	17.8
10	Mexico	17.1

Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.

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Canada

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Italy	24.7
2	United States of America	22.7
3	France	22.0
4	Greece	19.9
5	Australia	19.3
6	United Kingdom	19.2
7	Japan	19.0
8	Mexico	18.1
9	The Bahamas	15.6
10	Norway	15.2

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Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.

Denmark

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Germany	27.5
2	France	26.9
3	Italy	25.1
4	Greece	22.6
5	Spain	21.1
6	Norway	19.8
7	Portugal	17.8
8	Sweden	17.4
9	Switzerland	16.0
10	Netherlands	14.3

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Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.

Finland

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Spain	32.7
2	Sweden	29.5
3	Greece	28.1
4	Italy	27.0
5	Germany	25.4
6	Iceland	21.4
7	Portugal	21.2
8	France	20.0
9	Norway	18.2
10	Denmark	17.3

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Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.

Germany

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Italy	29.6
2	Austria	27.1
3	Denmark	23.4
4	France	23.0
5	Spain	22.7
6	Greece	21.4
7	Sweden	21.1
8	Netherlands	20.5
9	Norway	20.3
10	Switzerland	19.1

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Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.

Indonesia

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Japan	31.2
2	Singapore	23.0
3	South Korea	21.3
4	Dubai (UAE)	16.9
5	Saudi Arabia	16.8
6	Switzerland	12.5
7	Australia	11.4
8	Malaysia	9.6
9	Netherlands	9.4
10	New Zealand	9.4

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Brands are ranked based on
Consideration score between July 1st
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Italy

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.

To find out the biggest improvers, brands
have been sorted by change in score
(highest to lowest between time range of
2021-22 vs 2020-21)

Preferred destinations

Rank	Destination	Score
1	Spain	26.5
2	Portugal	19.4
3	Greece	18.2
4	France	18.1
5	United Kingdom	12.8
6	Switzerland	10.4
7	Norway	10.4
8	United States of America	10.3
9	Germany	9.2
10	Sweden	8.2

Biggest improvers

Destination	Previous Score	Current Score	Change in Score
Spain	21.5	26.5	4.96
France	14.7	18.1	3.35
Switzerland	8.0	10.4	2.40
Portugal	18.0	19.4	1.46
Norway	9.3	10.4	1.13
Dubai (UAE)	6.0	6.7	0.67
Germany	8.6	9.2	0.65
Greece	17.7	18.2	0.49
United Kingdom	12.5	12.8	0.29
Thailand	4.0	4.3	0.28

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Mexico

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

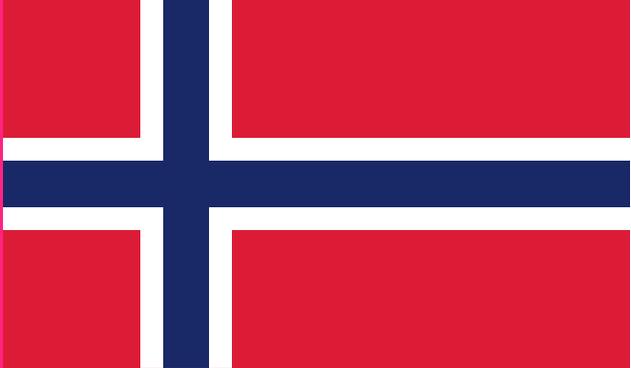
Rank	Destination	Score
1	Canada	19.2
2	United States of America	17.3
3	France	15.0
4	Spain	13.8
5	Italy	13.5
6	Japan	11.3
7	Switzerland	8.3
8	Colombia	8.0
9	United Kingdom	8.0
10	Peru	7.8

Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.

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Norway

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Spain	36.9
2	Denmark	29.4
3	Sweden	23.1
4	Germany	19.0
5	France	18.2
6	Italy	17.4
7	Portugal	17.2
8	Greece	16.8
9	United Kingdom	16.0
10	Netherlands	13.8

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Saudi Arabia

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Dubai (UAE)	27.1
2	Egypt	25.8
3	Maldives	23.2
4	Abu Dhabi (UAE)	17.7
5	Bahrain	17.6
6	Switzerland	16.3
7	United Kingdom	14.7
8	Singapore	13.6
9	United States of America	12.6
10	Spain	12.5

Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.

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Singapore

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Japan	33.8
2	New Zealand	26.5
3	Australia	24.8
4	Switzerland	24.6
5	Malaysia	21.3
6	South Korea	21.0
7	Thailand	19.9
8	Taiwan	19.5
9	Germany	15.2
10	United Kingdom	14.6

Brands are ranked based on
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Spain

Destination ranking

YouGov DestinationIndex: Destination rankings 2022

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To find out the biggest improvers, brands have been sorted by change in score (highest to lowest between time range of 2021-22 vs 2020-21)

Preferred destinations

Rank	Destination	Score
1	Portugal	29.9
2	Italy	29.2
3	France	24.0
4	Greece	20.1
5	United Kingdom	18.6
6	Germany	16.9
7	Norway	15.0
8	United States of America	14.8
9	Japan	13.8
10	Iceland	12.4

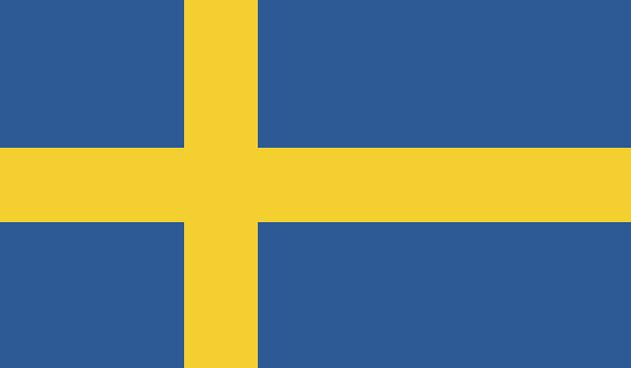
Biggest improvers

Destination	Previous Score	Current Score	Change in Score
Portugal	24.6	29.9	5.34
United Kingdom	14.5	18.6	4.04
Italy	26.1	29.2	3.11
Germany	14.5	16.9	2.43
France	22.2	24.0	1.81
Dubai (UAE)	4.1	5.4	1.24
Thailand	5.3	6.3	1.02
China	2.9	3.9	0.99
Canada	10.3	11.3	0.98
Puerto Rico	4.1	5.1	0.98

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Sweden

Destination ranking

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Rank	Destination	Score
1	Italy	27.2
2	Spain	27.1
3	Norway	23.7
4	Denmark	22.9
5	France	22.4
6	Greece	21.4
7	Germany	20.6
8	United Kingdom	19.7
9	Portugal	19.6
10	Finland	15.3

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Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.

Thailand

Destination ranking

YouGov DestinationIndex:
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Rank	Destination	Score
1	Japan	40.8
2	South Korea	22.6
3	Switzerland	21.4
4	Singapore	18.0
5	United States of America	15.8
6	China	15.2
7	France	15.1
8	Australia	13.0
9	Hong Kong	12.8
10	Lao PDR	12.6

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Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.

United Arab Emirates

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Maldives	24.9
2	Singapore	20.0
3	Switzerland	19.3
4	Canada	18.4
5	United States of America	18.4
6	United Kingdom	18.1
7	Philippines	17.0
8	Japan	16.0
9	Malaysia	14.6
10	Thailand	14.4

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Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.

United Kingdom

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Brands are ranked based on
Consideration score between July 1st
2021 and June 30th 2022.

To find out the biggest improvers, brands
have been sorted by change in score
(highest to lowest between time range of
2021-22 vs 2020-21)

Preferred destinations

Rank	Destination	Score
1	Italy	32.9
2	Spain	32.8
3	France	27.7
4	Greece	25.5
5	Portugal	25.1
6	Ireland	24.1
7	Germany	20.0
8	Canada	17.8
9	Iceland	17.6
10	Norway	17.6

Biggest improvers

Destination	Previous Score	Current Score	Change in Score
Spain	29.5	32.8	3.36
Puerto Rico	3.6	4.9	1.39
Singapore	6.8	8.1	1.23
Malaysia	5.2	6.1	0.92
Brazil	3.6	4.3	0.71
France	27.0	27.7	0.69
United States of America	15.6	16.2	0.62
Egypt	5.5	6.1	0.57
Mexico	7.5	8.0	0.47
Italy	32.5	32.9	0.46

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United States

Destination ranking

YouGov DestinationIndex:
Destination rankings 2022

Rank	Destination	Score
1	Canada	29.5
2	United Kingdom	24.5
3	Italy	24.3
4	France	21.5
5	Scotland	20.3
6	Iceland	18.4
7	Australia	17.3
8	Sweden	17.1
9	Germany	16.9
10	Mexico	16.0

Brands are ranked based on Consideration score between July 1st 2021 and June 30th 2022.

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YouGov's Global Head of Travel & Tourism

Get in touch

Get in touch to find out where your brand or destination ranks, or to discover how YouGov can help you plan and track brand activity

Thank you

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