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Travel & Tourism: Brand & Destination Rankings 2022

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Introduction

At YouGov we are committed to working with the travel & tourism industry and continue to invest in and innovate our offering to clients. We are tremendously proud to work with a large network of destination and travel brands globally, advising them on consumer insight, brand trackers, market and trend developments, and even consumer activities online.

We recognise that it's not enough to see WHAT is happening to your brand, you also need to understand WHY it's happening. Our connected ecosystem of what the world thinks gives travel & tourism brands a stream of accurate and actionable consumer data.

Welcome to our Travel & Tourism: Brand & Destination Rankings Report for 2022.

This report is split into three main sections:

1. **A summary of the trends, challenges and opportunities the sector faces in 2022, overall and broken down by region.** This section is based on the data we collect every day and the work we've done with clients around the world in 2021.
2. **Brand rankings – the top ten travel brands for each of nine countries** using our impression score, which we collect daily from consumers around the globe.
3. **Destination rankings – the top ten destinations for consumers** in each of nine countries using our impression score, which we collect daily from consumers around the globe.

1 What lies ahead for travel & tourism brands

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Challenges and opportunities for travel brands: What to expect in 2022

At the start of the COVID pandemic, many travel & tourism brands worldwide were forced to scale back on their marketing and brand development activities. According to various industry reports, travel advertising values halved in 2020 compared to the previous year. However, mass vaccination rollouts in the first half of 2021 brought much-needed optimism and hope of recovery. By late spring, we observed that destination marketing organisations and travel brands in the accommodation, aviation, and Online Travel Agency (OTA) sectors were reviewing and redefining their new brand strategies.

Many started scaling up their brand activities and campaigns ahead of the key summer season and then again in late autumn. The new modus operandi was very different, though, and marketers have discovered an abundance of challenges ahead of them: a volatile situation in markets; complex and fast-changing regulatory environments aimed at preventing the spread of coronavirus; and changing consumer preferences and expectations, including a desire for more sustainable travel options. Domestic leisure travel became a primary driver of travel demand and business travel continued to lag significantly behind 2019 levels. That forced brands to shift focus from a business traveler to leisure traveler and adjust their marketing accordingly.

Millions of regular travelers have not yet ventured abroad since the start of the pandemic. Those who did, learnt that the travel experience had changed a lot – in some markets there are now many requirements that need to be ticked off before a traveler even leaves the house. There's also the looming threat of cancellations or last-minute changes to a planned itinerary. Rising infection numbers, new variants, and changes to departure or arrival destination rules can further exacerbate consumer concerns about traveling, making the international travel process so cumbersome and complex that many give up in the early stages of trip planning. Brands also needed to consider how to appease traveler concerns as part of their communication with customers or the general public.

Many of the same challenges are likely to remain throughout 2022, especially since countries are still in different stages of the recovery. Those brands operating in countries where borders are opening up or will open soon need to take a fresh look into audiences and redefine brand placements and propositions to resonate with new brand considerers or customers.

The new year is brimming with opportunities, though. In 2022 we expect brands to focus even more on consumer travel inspiration and motivation as the key drivers behind a resurging demand for travel. For example, in September 2021, we asked Nordic consumers about their top travel motivations. The majority (47%) were driven by the 'Need for relaxation' and to 'Go to a destination they've always wanted to visit' (35%). In January 2022, we repeated the question in eleven APAC countries. We learnt that 'Finding space for relaxation and wellbeing' (43%) as well as a 'Need to get away' (43%) came ahead of 'Visiting friends and family' (41%), typically a primary motivation.

Going forward, **psychographic data will dominate in audience segmentation**, helping destination and travel brands better connect with desired customer segments. Most brands YouGov work with are seeking to connect consumer attitudinal data with travel sentiment data, enabling brands to track travel intent as well as tailor campaigns to resonate with audience expectations and preferences. Brands are looking to inspire travelers, align corporate values with those of core consumer groups and anticipate what changes to their offering are essential today versus what clients will expect tomorrow. YouGov has developed ways to link psychographic data with travel data as well as consumer media consumptions to help brands optimize and streamline brand and campaign research.

Another area of focus for brands will be to **create a value proposition**. Key questions will focus on how customers perceive value, how that aligns with what a brand is offering, and how to elevate customer experiences. Factors that help brands differentiate from similar peers will need to resonate with the customers they're trying to attract. Whether that's gym equipment in hotel rooms, expanded access to loyalty lounges, or a carbon offsetting scheme incorporated into a booking process – there are many ways to stand out that will help increase awareness and customer conversion rates. The key is to know what matters the most to brand loyalists vs considerers.

The third area of focus in 2022 will be establishing the most effective **marketing channels for the new audiences** brands are trying to attract. Whether it's digital or cross-channel, sponsorship, influencers, Google or Facebook, your local newspaper or the metaverse, brands will want to know how changes in budget allocation affect brand exposure and performance. Longitudinal brand tracking data will be juxtaposed with frequent campaign tracking waves to reveal changes in brand awareness and consideration metrics. Reporting timelines need to be cut to the minimum, preferably replaced with live streaming and ongoing data aggregation. YouGov has made significant strides in developing a platform, managing surveys and processing data to make brand and campaign tracking a seamless, enjoyable, and informative experience.

The emerging shift in paradigm - that we need to learn to live with the virus - is also breeding a sense of optimism that our lives could start resembling the 'normality' we were accustomed to before the pandemic. However, the last several years have made an impact on consumer attitudes and behaviors and some changes are here to stay. Gaining clarity on what those changes are and how they're likely to affect travel sectors and brands, as well as destinations, will be crucially important.

2 Developments per region

APAC

As with many other markets globally, the arrival of COVID created a challenging time for all sectors of the travel industry across the APAC region. International borders shut for all but citizens, but in many cases domestic borders closed too, providing very little opportunity for travel brands to generate sales. The result was a massive decline in demand.

Travel and border restrictions have continued for much of the past two years, with many countries only recently beginning to talk about steps towards opening up for tourism. Meanwhile places like New Zealand continue to have significant restrictions in place - preventing inbound and outbound holiday travel.

Despite APAC travel & tourism companies seeing a dramatic decline in demand, YouGov has continued to see a range of clients and industry stakeholders accessing brand tracking data such as BrandIndex and DestinationIndex during this period to ensure they are poised for strong performance once demand for travel returns.

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Many brands across the region have pivoted to campaigns focusing on growing and retaining awareness of their offerings, to ensure their brand remains top of mind, with brand awareness continuing to be an important metric.

While consumers may not have been able to travel the whole way through a traditional purchase funnel, it has continued to be particularly important to ‘caretake’ the consideration metric – ensuring a brand is not only top of mind, but also one that consumers will choose first once they have the ability to travel again.

With travel, flight, hotel and tour bookings cancelled, and a period of uncertainty and consumer negativity regarding refunds, it has also been important for clients across the whole travel sector to monitor the buzz, impression, and reputation of their brand via our BrandIndex tool. These three key metrics allow brands to measure any increase in negative perceptions, and thus shift brand messaging and communications to arrest this. While many restrictions are still in place across the region, we are continuing to see strong demand for brand insights.

Middle East

In 2020 the tourism and hospitality sector in the UAE was significantly different when compared to pre-pandemic levels. Despite being a tough period, by the end of 2021 Dubai's Department of Tourism and Commerce Marketing (DTCM) reported positive tourism numbers for the period Jan-Nov 2021- they welcomed over 6 million overnight visitors compared to 5.5 million across the whole of 2020. A similar trend was witnessed in Abu Dhabi - in November 2021 the Emirate's occupancy levels were at their highest since February 2020.

This positive trend can in part, be attributed to the remarkable way the UAE has responded to the pandemic - a current vaccination rate of over 90% (one of the highest in the world), the removal of occupancy restrictions and hosting grand events like the Dubai Expo and Abu Dhabi Grand Prix for visitors from all over the world. Aside from these factors, hospitality brands (primarily in the 5-star segment) operating in the UAE also adapted and have sensibly looked to gain insights not only domestically but also from the UAE's key source markets. Brands have been conducting sponsorship evaluation work, tracking increases in brand awareness, impression and buzz to understand how partnerships or event-related work is aiding their brand goals.

In the wake of the pandemic and its ever-evolving circumstances, the UAE’s hotel brands have expanded their intelligence gathering well beyond brand health metrics to cover brand engagement and experience and to truly understand customers and their needs. Hotel operators in the UAE have appropriately enhanced their operations to meet customer demands regarding safety and hygiene by utilizing a variety of solutions ranging from online check-ins, paperless menus, and process automations.

Additionally, with business travel yet to recover and international travel not being as seamless as it was pre-pandemic, several hotel brands in the UAE have exhibited agility and flexibility by adjusting their strategies. For example, greater emphasis is now placed on running leisure-focused campaigns and developing offerings that are geared towards boosting staycations, promoting family-focused offerings, and paying close attention to customer satisfaction and loyalty rewards preferences in order to attract and retain their clientele.

As we progress through 2022 and expect restrictions to further ease off, the outlook for the UAE’s travel & tourism sector appears positive. However, we’ve also learned that when it comes to the pandemic there are few certainties and that travel and that now, more than ever, hotel brands need to rapidly adjust to evolving circumstances.

North America

Travel brands in North America are continually shifting their focus as we near the two-year mark of the pandemic. When the pandemic first started, about 90% of the travel brands we partnered with stopped research activities - both brand-tracking and tactical initiatives. However, brands quickly realized that COVID research was crucial; monitoring sentiment levels toward travel and gathering information on travel requirements was what brands needed to draw travelers back.

As the pandemic progressed and travel started to stabilize, brands took a step back to focus on their market position and brand message to ensure it resonated with travelers. As a result, both brand tracking and strategic research have resumed for many brands but with different objectives.

Many brands took the opportunity to evolve their positioning during the pandemic. While brands still include the typical funnel metrics for consistency, much of the content in brand trackers has changed to reflect new initiatives and different positioning objectives. New content includes baseline reads of these initiatives, imagery and personality metrics, and alignment with internal data sources, increasingly leveraged when consumer research paused. In addition, there is also a greater focus on brand strengths and barriers to travel, especially in strategic research.

While the consumer targets of brand research have largely remained the same, there has been a greater focus on high-value customers. This could be the direct result of the increased focus on brand databases. In previous work with brand databases, the consistent finding is that a small proportion of customers account for a disproportionate amount of business. As such, brands are taking a deep-dive into who these customers are and what it takes to fully capture their travel spend.

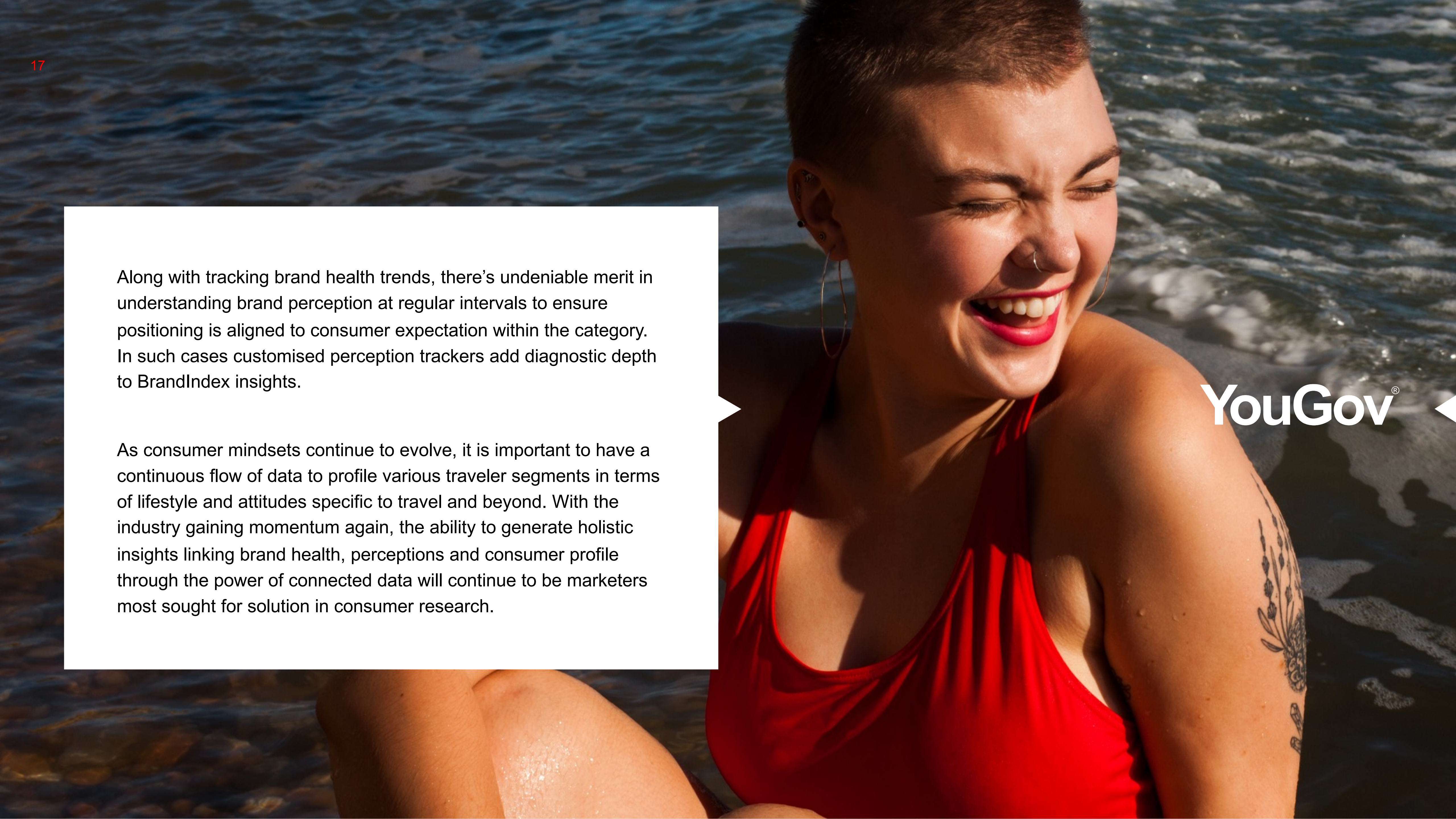
The one target that has not endured, especially among hotel brands, is the focus on business travelers. Research on leisure travel is the focus of brands. As such, brands cut business travel content to make room for leisure.

Finally, while many pre-pandemic research initiatives were structured independent of one another, brands are seeing the value in connected research systems. Brands previously evaluated their overall business by piecing together these separate research studies. With the changes to brand positioning, brands are focusing on providing one connected story, evaluating their business in one system, then layering in insights and in-depth profiling of high-value travelers and other consumer targets.

UK and Europe

In May 2021, coinciding with the lifting of restrictions and ahead of the busy summer season, many of the UK’s leading travel brands began reviewing and redefining their propositions. They were keen to resonate with the evolving mindset of travelers, along with ensuring an active presence in their consideration set.

Travel brands have shown gradual recovery for both communication awareness and buzz since the initial decline in spring 2020 and are likely to benefit from directing ad spend towards capitalizing on this momentum. Brands continue to seek smarter and faster data to track brand health and campaigns, which is best addressed through a tech enabled agile and cost-effective connected research ecosystem. As such, YouGov’s UK team have been providing frequent and continuous tracking of brand health across a consistent set of metrics, so brands can assess the impact of their marketing activities and optimise accordingly. YouGov’s proprietary syndicated tracking tool, BrandIndex is typically leveraged to obtain a daily read for travel & tourism brands in the accommodation, aviation, travel retail, leisure and entertainment sectors.



Along with tracking brand health trends, there's undeniable merit in understanding brand perception at regular intervals to ensure positioning is aligned to consumer expectation within the category. In such cases customised perception trackers add diagnostic depth to BrandIndex insights.

As consumer mindsets continue to evolve, it is important to have a continuous flow of data to profile various traveler segments in terms of lifestyle and attitudes specific to travel and beyond. With the industry gaining momentum again, the ability to generate holistic insights linking brand health, perceptions and consumer profile through the power of connected data will continue to be marketers most sought for solution in consumer research.

3 Travel brand rankings

Data from YouGov BrandIndex, our global, daily brand-tracker

Australia: Top ten travel brands

In Australia, the top five brands are all airlines but we see the national carrier in first place – and by some distance.

Rank	Brand name	Impression score
1	Qantas	43.4
2	Air New Zealand	33.4
3	Virgin Australia	32.9
4	Singapore Airlines	31.9
5	Emirates	28.6
6	Booking.com	27.8
7	Hilton	22.3
8	Spirit of Tasmania	22.2
9	Sheraton	20.4
10	Hyatt	19.7

China: Top ten travel brands

China shows a similar trend to other markets with the national carrier sitting in first place and a gap to second.

Rank	Brand name	Impression score
1	Air China | 中国国际航空/国航	48.7
2	Happy Valley |欢乐谷	33.6
3	China Southern Airlines |南方航空/南航	31.9
4	China Eastern Airlines | 东方航空/东航	30.3
5	Disneyland Shanghai | 上海迪士尼乐园	29.5
6	Fantawild |方特	28.0
7	Chimelong | 长隆	26.8
8	Shangri-La |香格里拉酒店	24.6
9	Hilton Hotel | 希尔顿酒店	24.0
10	Disneyland Hong Kong |香港迪士尼乐园	18.9

France: Top ten travel brands

For this report, YouGov assessed travel agencies, accommodation and adjacent sector brands only. With domestic tourism showing strong recovery Gîtes de France, which offers the whole gamut of holiday rentals to please every demand, is leading the rankings.

Rank	Brand name	Impression score
1	Gites de France	30.8
2	Booking.com	30.2
3	Center Parcs	28.5
4	Mercure	22.6
5	Pierre & Vacances	22.1
6	Airbnb	21.6
7	Ibis	20.1
8	Club Med	20.0
9	Novotel	20.0
10	Tripadvisor	17.9

Germany: Top ten travel brands

Germany has the national carrier in first place. However unlike in other markets, there is only a small gap between Lufthansa and Booking.com in second spot.

Rank	Brand name	Impression score
1	Lufthansa	33.5
2	Booking.com	32.5
3	TUI	31.0
4	ICE	27.3
5	Steigenberger	26.1
6	Hilton	25.2
7	Best Western	20.1
8	AIDA	19.9
9	Holiday Inn	19.6
10	Sixt	19.3

Indonesia: Top ten travel brands

Flag-carrier Garuda is the highest scoring brand in this report and also enjoys the highest gap between first and second place.

Rank	Brand name	Impression score
1	Garuda Indonesia	63.7
2	Citilink	26.2
3	Aston Hotel	26.2
4	JW Marriott	22.0
5	Ibis Hotel	21.8
6	Ritz-Carlton	20.6
7	Grand Hyatt	20.3
8	Shangri-La	20.0
9	Sheraton	19.8
10	Singapore Airlines	19.3

Japan: Top ten travel brands

As one of the most popular theme parks in Japan, Tokyo Disney Resort leads the brand ranking with the highest impression score. As such, Covid-related changes, such as capped visitor numbers and new social distancing measures appear to have had little impact on visitor demand or brand perception.

Rank	Brand name	Impression score
1	Tokyo Disney Resort	47.5
2	ANA	44.9
3	Universal Studios Japan	39.7
4	Japan Airlines (JAL)	35.0
5	Imperial Hotel	31.1
6	Huis Ten Bosch	24.3
7	JTB	24.2
8	Hotel New Otani	23.7
9	Hotel Okura	23.5
10	Hilton	21.3

UAE: Top ten travel brands

It's common for the national carrier to place first in many rankings but Emirates really stands out here with a score 22.8 points higher than rival, Etihad Airways. It's the second highest score seen in this report (behind only Garuda Indonesia in Indonesia).

Rank	Brand name	Impression score
1	Emirates	63.3
2	Etihad Airways	40.5
3	Burj Al Arab	32.6
4	Atlantis, The Palm	28.7
5	Hilton	25.9
6	Jumeirah	25.6
7	Emirates Palace	24.6
8	Marriott	23.6
9	Rotana	23.3
10	Qatar Airways	22.1

UK: Top ten travel brands

Premier Inn ranks first for the UK – the value hotel chain always performs well in our rankings. In second place is BA which also tends to perform well. These two demonstrate that there's a place for both quality and value in our impression ranking.

Rank	Brand name	Impression score
1	Premier Inn	39.9
2	British Airways	36.0
3	Hilton	28.4
4	Emirates	27.4
5	Booking.com	26.4
6	Virgin Atlantic	24.1
7	Marriott	22.8
8	Heathrow Airport	22.7
9	TUI	20.9
10	Tripadvisor	20.5

US: Top ten travel brands

The US list is dominated by hotel chains, something which may be linked to the popularity of domestic travel, especially when compared to other markets in this report.

Rank	Brand name	Impression score
1	Marriott	44.3
2	Hilton	40.3
3	Courtyard by Marriott	37.2
4	Holiday Inn	36.3
5	Holiday Inn Express	33.6
6	Universal Studios	32.2
7	Hampton by Hilton	30.7
8	Southwest	29.6
9	Disneyland / Disney World	29.3
10	Embassy Suites by Hilton	28.8

4 Destination rankings

Data from YouGov's DestinationIndex, our always-on destination brand tracker

Destination brand ranking

Tourism crises are diverse and range from epidemics, terrorist attacks, natural disasters, and political instability - all having a direct, and often severe, impact on in-bound travel demand. But COVID-19 has had the most disruptive impact globally, with the tourism sector bearing the brunt of lockdowns, travel restrictions, and the additional regulatory requirements required for mobility between countries.

Destinations which experienced earlier or higher infection, hospitalization and mortality rates, or the initial emergence of new variants faced a lot of negative press. Destination image has suffered as a result.

In a recovery context, YouGov's research highlights the importance of understanding how peoples' impressions of destinations have evolved and which factors impact tourist travel and destination selection criteria. Since 2019 we have continuously measured the public's perception of 130+ of the most popular destinations around the globe. In this report we share the nine destinations with the highest Impression scores within each market in January 2022 versus January 2021. Impression is in the lower part of a marketing funnel that helps brands establish consumers' perceptions about them.

Get in touch to find out more or for your market's destination ranking.

Australia: Destination ranking

Australians show strong favor for domestic destinations with only New Zealand and Canada appearing in the top ten from outside of Australia.

Rank	Destination	Jan 2022 impression score	Jan 2021 impression score	Change in score
1	Australia	56.8	65.9	-9.1
2	New Zealand	51.1	54.1	-2.9
3	Tasmania	47.4	45.9	1.5
4	Queensland	43.7	51.4	-7.7
5	Melbourne (Australia)	40.8	47.2	-6.4
6	Canada	40.2	41.7	-1.5
7	Hobart (Australia)	38.6	41.0	-2.3
8	New South Wales	37.1	41.7	-4.6
9	Adelaide (Australia)	36.9	39.8	-2.8
10	Sydney (Australia)	36.8	42.3	-5.6

China: Destination ranking

For Chinese consumers, the world is their oyster. The top ten includes destinations as far flung as New Zealand and France but it's Hawaii that comes out on top in terms of impression score.

Rank	Destination	Jan 2022 impression score	Jan 2021 impression score	Change in score
1	Hawaii | 夏威夷	21.8	25.1	-3.4
2	Singapore | 新加坡	20.0	17.8	2.2
3	Hong Kong | 香港	16.9	9.0	7.9
4	France | 法国	16.3	13.5	2.8
5	Macau | 澳门	16.0	16.8	-0.9
6	Bali Island (Indonesia)	14.4	24.1	-9.8
7	New Zealand | 新西兰	14.2	10.8	3.4
8	Dubai (United Arab Emirates)	12.1	12.8	-0.7
9	Japan | 日本	11.0	21.2	-10.3
10	Germany | 德国	10.1	7.5	2.6

France: Destination ranking

Like the Germans, the French have a rightfully high regard for their own country as a tourist destination with only Italy, Spain and Portugal surpassing France itself. Italy has jumped significantly in impression score from 2021 to 2022. Canada, home to fellow francophones, performs well in both 2021 and 2022, however it is also the destination with the largest drop in score year on year.

Rank	Destination	Jan 2022 impression score	Jan 2021 impression score	Change in score
1	Italy	55.5	46.4	9.2
2	Spain	54.9	50.6	4.3
3	Portugal	52.0	46.5	5.4
4	France	50.3	50.1	0.2
5	Greece	44.8	42.6	2.3
6	Canada	44.8	56.0	-11.2
7	Ireland	43.3	40.4	2.9
8	Switzerland	39.2	35.5	3.8
9	Norway	38.6	34.7	3.8
10	Iceland	35.7	36.7	-1.0

Germany: Destination ranking

Germans have the highest impression for European destinations – none of the top ten destinations among German consumers are outside of the continent. Germans have the highest impression for their own country as a tourist destination but neighboring Austria and near-neighbor Italy also perform well. Having said that the UK doesn't feature, potentially a repercussion of Brexit.

Rank	Destination	Jan 2022 impression score	Jan 2021 impression score	Change in score
1	Germany	56.5	60.5	-4.0
2	Italy	46.7	39.9	6.8
3	Austria	43.5	46.9	-3.4
4	Denmark	41.9	38.2	3.7
5	Sweden	41.6	39.5	2.1
6	Spain	40.8	42.9	-2.1
7	France	38.8	32.3	6.6
8	Switzerland	38.8	40.6	-1.9
9	Norway	38.0	41.2	-3.1
10	Netherlands	37.6	38.1	-0.6

Indonesia: Destination ranking

Bali has improved on its already impressive score from last year while Japan, although still in second position, shows a noteworthy drop in score. Switzerland and the Netherlands are the only European destinations that feature - the Netherlands potentially doing so due to the shared history.

Rank	Destination	Jan 2022 impression score	Jan 2021 impression score	Change in score
1	Bali Island (Indonesia)	63.8	58.6	5.2
2	Japan	34.1	38.7	-4.6
3	Singapore	26.7	33.2	-6.5
4	South Korea	22.2	32.0	-9.8
5	Dubai (United Arab Emirates)	18.5	20.1	-1.5
6	Switzerland	16.1	17.3	-1.2
7	Saudi Arabia	15.9	20.2	-4.3
8	New Zealand	13.5	16.6	-3.0
9	Australia	12.0	16.1	-4.1
10	Netherlands	11.3	15.5	-4.2

Japan: Destination ranking

For the second year in a row, Okinawa performs very well among Japanese consumers despite experiencing a slight decrease in score from January 2021 to January 2022. Hawaii is also notably favored with three appearances in the top ten. There's also another appearance for Canada – one of six across our nine rankings.

Rank	Destination	Jan 2022 impression score	Jan 2021 impression score	Change in score
1	Okinawa	42.9	45.6	-2.7
2	Taiwan	34.7	31.7	3.0
3	Australia	33.1	29.0	4.1
4	Island of Hawaii (US)	27.7	30.7	-3.0
5	Waikiki (Island of Oahu, Hawaii, US)	26.5	23.5	3.1
6	Singapore	26.1	21.2	5.0
7	Italy	24.1	23.4	0.6
8	Canada	23.5	22.6	0.9
9	Paris (France)	22.9	26.8	-3.8
10	Island of Oahu (Hawaii, US)	22.4	20.6	1.8

UAE: Destination ranking

With domestic travel so popular in the UAE it's unsurprising to see Dubai and Abu Dhabi holding the top two spots. It's also notable that no American destination makes the top ten.

Rank	Destination	Jan 2022 impression score	Jan 2021 impression score	Change in score
1	Dubai (United Arab Emirates)	65.7	61.8	3.9
2	Abu Dhabi	50.2	49.0	1.2
3	Switzerland	31.6	26.8	4.8
4	Singapore	30.9	24.6	6.3
5	Canada	28.6	28.0	0.7
6	Maldives	27.6	24.1	3.5
7	Japan	25.7	21.5	4.2
8	United Kingdom (UK)	23.6	18.7	4.9
9	Germany	23.2	16.1	7.1
10	South Korea	21.8	14.1	7.7

UK: Destination ranking

UK consumers are less enamoured with their own country as a holiday destination than other Europeans, indicating an appetite for international travel. Italy comes out top, with a jump in score from an already high score last year. With the exception of Canada and Iceland, all the other destinations in the top ten are European.

Rank	Destination	Jan 2022 impression score	Jan 2021 impression score	Change in score
1	Italy	52.4	48.8	3.5
2	Spain	51.9	45.1	6.8
3	Canada	51.2	57.6	-6.4
4	Norway	48.0	48.1	-0.1
5	Portugal	47.9	43.8	4.1
6	Sweden	47.8	45.3	2.5
7	Switzerland	47.0	46.2	0.8
8	Ireland	45.8	43.4	2.4
9	Denmark	45.7	41.8	3.9
10	Iceland	44.9	43.2	1.7

US: Destination ranking

Americans give first place to Italy in their ranking bouncing back after the country struggled for positive impression at the height of the pandemic. Four European destinations feature in all. Hawaii also shows popularity with three features.

Rank	Destination	Jan 2022 impression score	Jan 2021 impression score	Change in score
1	Italy	45.9	42.1	3.7
2	Island of Hawaii	44.4	41.2	3.1
3	Canada	43.5	48.5	-5.0
4	State of Hawaii	43.1	42.2	1.0
5	Sweden	42.3	N/A	N/A
6	United Kingdom (UK)	40.1	N/A	N/A
7	Iceland	38.0	33.3	4.7
8	Maui	36.3	34.5	1.8
9	Barcelona (Spain)	35.9	32.0	3.9
10	Vancouver (Canada)	35.8	35.8	0.0

Methodology

The data included in the YouGov Travel & Tourism: Brand & Destination Rankings Report 2022 has been drawn from YouGov BrandIndex and YouGov DestinationIndex respectively. The markets included in this report are Australia, China, France, Germany, Indonesia, Japan, UAE, UK and US.

For the brand ranking, brands were ranked based on their impression score, which is a measure of whether a consumer has a positive or negative impression of a brand calculated by taking the average net score for the year of 2021 (1^{st} January 2021 – 31^{st} December 2021). Consumers were asked “Which of the following brands do you have a positive impression of?”, then "Which of the following brands do you have a negative impression of?".

For the destination ranking, consumers were asked “Overall, which of the following destinations do you have a positive impression of?” then "Overall, which of the following destinations do you have a negative impression of?". The score shown is the average net score from January 2022 vs. January 2021.

The brand and destination rankings charts show those brands/destinations which received the highest average score. The scores for both the brand and destination ranking are representative of the general population of adults 18+ for all markets (Indonesia and China are online representative).

All scores listed have been rounded to a single decimal place; however, we have used additional precision to assign ranks. All brands must be tracked for at least six months to be included in either ranking.

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

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Thank you

YouGov is an international research, data and analytics group. We have been building an ever-growing source of consumer data for over 20 years, creating the richest and most complete understanding of your customers' complex lives. We call it living data. Understand what 17 million+ registered panel members in over 55 markets are thinking, on over a million - and growing - data points. Re-Contact and dig deeper to explore, plan, activate and track marketing activity with certainty, at speed, every time. Living Consumer Intelligence.

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