FOR IMMEDIATE RELEASE

EDINBURGH NAMED SIXTH IN LARGEST WORLD'S MOST REPUTABLE CITIES SURVEY, WHILE SYDNEY TAKES THE TOP SPOT

Reputation Institute's City RepTrak® identified most reputable cities based on perceptions of economy, environment and government.

LONDON (Nov. 3, 2016) – Sydney, Australia, and Vienna, Austria, have claimed the top spots in Reputation Institute's 2016 City RepTrak®, the world's largest annual survey of city reputations. Sydney takes the first spot for the second year in a row, followed by Vienna in a very close second place. Vienna is climbing quickly, having improved in the rankings from fourth place in 2015 to second in 2016. Canada has three cities in the top ten, including Toronto, Montreal, and Vancouver. Edinburgh was the only UK city to claim a place in the top ten, with London falling outside of the top 20.

The top ten cities in the 2016 City RepTrak® are:

1. Sydney, Australia
2. Vienna, Austria
3. Zürich, Switzerland
4. Toronto, Canada
5. Stockholm, Sweden
6. Edinburgh, United Kingdom
7. Montreal, Canada
8. Rome, Italy
9. Vancouver, Canada
10. Copenhagen, Denmark

"For city reputation, the competition at the top is only getting stronger," said Nicolas Georges Trad, Executive Partner at Reputation Institute. "For the first time in the City RepTrak® study we have cities with an "excellent" reputation (i.e. scoring more than 80 out of a possible 100 points). Reputation is an important issue for local policymakers concerned about tourism, relocation and investment, as there is a direct link between a city's reputation and people's willingness to visit, work and live there. By focusing on the key factors that drive overall reputation, cities can improve their reputation scores and benefit from increased support from their stakeholders (from tourists to central Governments)."
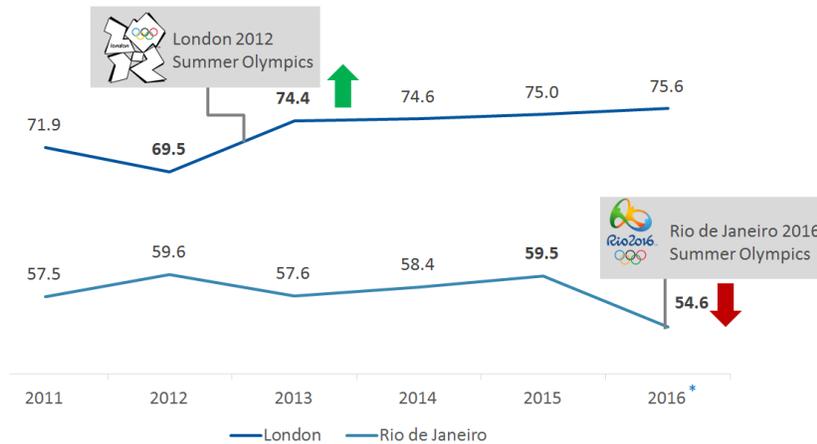
City RepTrak® is a global survey based on more than 22,000 consumer ratings, collected in the G8 countries, which ranks the world's 55 most reputable cities based on levels of trust, esteem, admiration and respect. Perceptions are then grouped into three dimensions: Advanced Economy, Effective Government and Appealing Environment. Cities with strong reputations are perceived positively in all three dimensions.

Zurich, Toronto, Montreal, and Rome are new to the Top 10 in 2016 compared with 2015, while London has failed to gain a place in the top ten since 2014. Thirteen of the top 20 cities in the 2016 City RepTrak® are European, with Vienna the highest of this group.
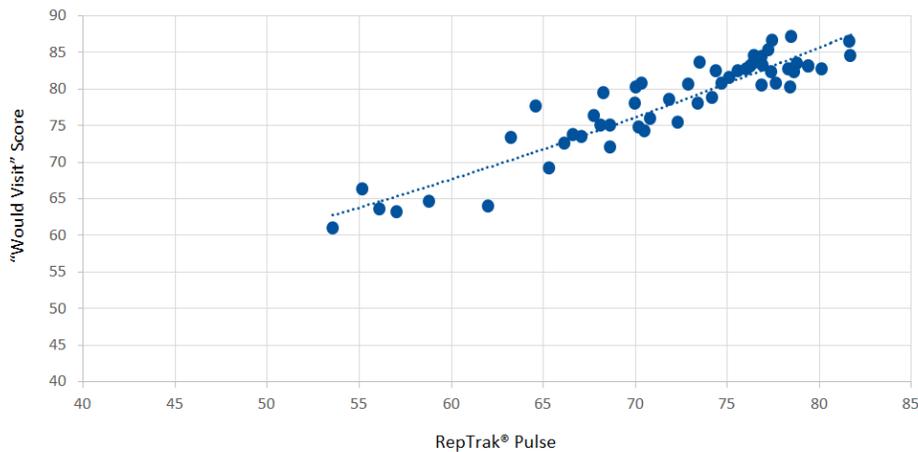
Hosting the Olympics has a positive reputational lift for cities that are strong economically and politically, and a negative effect for those who lack stability. For London, the 2012 Summer Olympics had a positive effect on the city's reputation, with the capital enjoying the afterglow since then.

In contrast, the impact of the 2016 Olympics on the reputation of Rio de Janeiro in Rio the story is very different. Rio's score dropped by 5 points right after the Olympics ended. Brazil's political, economic and health crises set an unstable stage for the Games, and the many infrastructure and organisational issues covered by global media only exasperated this.

The value created by a strong reputation is undeniable, as the cities with the highest reputations attract the most visitors.

The cities that have the best reputations are also the ones that people would most like to live, work in, invest in and visit, as seen below (those in blue feature in the top 10 of the reputation ranking):

Rank	LIVE	WORK IN	INVEST	VISIT
1	TORONTO	ZURICH	ZURICH	ROME
2	SYDNEY	TORONTO	TOKYO	VENICE
3	ZURICH	SYDNEY	TORONTO	VIENNA
4	STOCKHOLM	FRANKFURT	SYDNEY	BARCELONA
5	VIENNA	STOCKHOLM	NEW YORK	SAN FRANCISCO
6	VANCOUVER	MONTREAL	STOCKHOLM	SYDNEY
7	MONTREAL	VANCOUVER	FRANKFURT	AMSTERDAM
8	MELBOURNE	EDINBURGH	MUNICH	NEW YORK
9	COPENHAGEN	MELBOURNE	COPENHAGEN	TOKYO
10	FRANKFURT	SAN FRANCISCO	SINGAPORE	EDINBURGH

The full list of the most reputable cities can be found online at:
http://www.reputationinstitute.com/research/City-RepTrak.aspx

Reputation Institute will hold a webinar to discuss the most reputable cities today, November 3, 2016, at 2pm UK (10am EDT). Nicolas Georges Trad, Executive Partner at Reputation Institute, will highlight the top cities as well   as the most improved cities. Register for the webinar on our website at: http://www.reputationinstitute.com/Events.

About Reputation Institute

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: http://www.reputationinstitute.com

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