

## SWITZERLAND HAS THE BEST REPUTATION JUST AFTER CANADA

**BOSTON (USA), 25 July 2017** - After two years, Canada is back as the leader of the latest Country RepTrak®, the world's largest survey on the reputation of countries. Switzerland is second among the most prestigious countries in the world and moves one place up compared to the previous year. The US and Russia are among the big losers, while Greece, the Arab Emirates and Egypt are making the biggest leap forward.

Country RepTrak® 2017 illustrates the link between the reputation of a country and its impact on tourism. "The reputation of a country has a direct impact on tourism, exports and foreign investment," says Nicolas Trad, Executive Partner at the Reputation Institute. "For example, a 1-point increase in the overall Reputation Index (RepTrak® Pulse) of a country in a particular market causes an average increase of 3.1% in tourist arrivals and an increase of 1.7% in exports of the respective country."

The top 10 countries in the Country RepTrak® 2017 are:

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|-----------------------|--------------------|
| 1. Canada             | 6. Norway          |
| 2. <b>Switzerland</b> | 7. Finland         |
| 3. Sweden             | 8. Denmark         |
| 4. Australia          | 9. The Netherlands |
| 5. New Zealand        | 10. Ireland        |

### Switzerland takes second place

This year, Canada took first place for the fifth time with 82.8 RepTrak® Pulse Points - the last time was in 2015. Switzerland is on the way up and has improved its scores this year, coming in at second place. Especially in the areas of "beauty" and "security", Switzerland scores points. In addition, the other G8 countries regard the Swiss way and quality of life as extremely attractive. Thus, it is not surprising that the willingness of consumers to travel to Switzerland is very high. Sweden, the winner of last year, is now placed third.

### Further key findings from the study:

- **Greece's** reputation improved most significantly (+ 14.3%), followed by the Arab Emirates (+ 13.6%) and Egypt (+ 10.7%).
- In particular, the **US** (-8.1%) suffered - Donald Trump's presidency is having serious consequences for the country's reputation, and sets the US back on the 38th place (27th in 2016). The diminished reputation is concentrated in the variables "is run by an effective government", "has adopted progressive social and economic policies" or "ethical country with transparency and low corruption".
- After the Brexit decision, **Great Britain** has lost five places and is now ranked 18th.
- Despite last year's recovery, **Russia** suffered a setback (-6.4%) this year, especially in the areas of "ethical and transparent country" and "responsible participants in the global community".

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Therefore, Russia ranks far behind on position 51. Only Nigeria, Pakistan, Iran and Iraq have an even poorer reputation.

- **Spain** and **Portugal** are recovering not only economically, but also continue to improve their reputation.

The scores reported in Country RepTrak® are based on more than 39,000 reviews, which were collected in March 2017. The assessment of consumers in terms of economic performance, environmental aspects and state structures was measured. While among the most prestigious countries only a few of the large and economically leading industrializations are to be found, the reputation correlates relatively strongly with factors such as satisfaction, security and state integrity. In general, the better a country's reputation, the greater the willingness of consumers to travel to, to live, to work, to invest, to purchase products from this country or to recommend it to their personal environment.

The full list of the most reputable countries in the world can be found online at:

<https://www.reputationinstitute.com/Resources/Registered/PDF-Resources/2017-Country-RepTrak-Most-Reputable-Countries.aspx>.

### About Reputation Institute

Reputation Institute's RepTrak® methodology is the gold standard in the science of reputation. Reputation Institute helps global companies unlock the power of their reputations for competitive advantage. Reputation Institute has conducted research over the last 20 years on 7,000 companies across 40 countries developing the largest global normative database in the world on reputation management, KPI's, benchmarks, metrics and best practices.

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

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