

VANCOUVER VOTED CITY WITH THE WORLD'S BEST REPUTATION

Canada sweeps 'most reputable city and country' in RepTrak™ studies highlighting the value of destination reputation management

LONDON, ENGLAND September 27, 2012 – Vancouver has been named the city with the world's best reputation. The result is from Reputation Institute's [2012 City RepTrak™](#). The yearly study ranks the world's 100 most reputable cities by polling more than 18,000 people from the G8 countries.

Vancouver now joins its home, Canada, in the winner's circle. Canada was named the world's most reputable country in the [2012 Country RepTrak™](#) ranking released just three weeks ago.

RepTrak™ destination studies dive deep into the emotional bond between stakeholders and destinations by quantifying the degree to which people **Trust, Admire, Respect** and have an **Affinity** for a city or country.

Underlining a destination's RepTrak™ score are three dimensions that influence the perceptions of a destination. These dimensions: *Advanced Economy, Appealing Environment* and *Effective Administration*, are what drive a destination's reputation and stakeholder support.



In the City RepTrak™ study, these three dimensions are further defined by 13 reputation attributes that participants in the study are asked to evaluate. These include the destinations' perceived: *beauty; safety; cultural offerings; infrastructure; business environment; schools* and more.

"We live in a reputation economy. While the idea of a destination's reputation may not be on the top of everyone's mind when they decide where to live, work, vacation, or do business, our studies indicate that it should.

We have found that a person's perceived reputation of a city is a key factor when deciding where to visit, or in terms of business, to invest. Our modeling demonstrates that effective management of these reputation drivers translates directly into increased tourism receipts, investment, and stakeholder support," says Nicolas Georges Trad, Executive Partner of [Reputation Institute](#).

Vancouver and Sydney were the only cities to finish in the top 10 in all three of the aforementioned, reputation dimensions. Vancouver scored highest in administration and was recommended by poll participants as also the best place to live and work.

The host of the 2010 Winter Olympics focuses many resources on creating a welcoming environment and promoting its multicultural heritage.

“At Tourism Vancouver, we have a role as a brand steward for our city, helping to court and share positive and responsible media comments, ensuring that our visitor infrastructure is safe and welcoming to everyone, and by inviting the world to come and spend some time with us.

We believe that a factor in Vancouver’s stature is our reputation as a city where all nationalities gather comfortably, where over 40 first languages are spoken in the average school, where perhaps 50% of our population has English as a second language and in our having a deep-seated respect for varied religious views.

Ongoing immigration continues to provide us with an array of benefits: be they wonderful foods; inspired cooking, festivals, music and fashion. In Vancouver, we tend to share ideas, to learn from one another and to celebrate our differences,” commented Rick Antonson, President and CEO of Tourism Vancouver.

Although Vancouver was not voted the most beautiful city in the world, it did place number seven in the category behind old world and architecturally revered Venice, Florence, Rome, Paris, Vienna and Barcelona.

When tallying a reputation score, the 13 reputation attributes are weighted in order of importance in determining a city’s overall reputation. The most important reputation attributes were found to be: *beautiful city; safe environment; wide range of appealing experiences, including food, sport, architecture, and entertainment; well-respected leaders and progressive social, economic, and environmental policies.*

It is no wonder then that small to medium sized, safe, environmentally friendly and sporty cities like Vancouver, Vienna, Sydney and Copenhagen top the list while the mega cities that never sleep, such as Hong Kong, London, New York and Tokyo are lower down in ranking.

“The world’s largest cities certainly face more challenges when it comes to managing their reputations. They have many more factors that can impact their reputation and many of these influencers cannot be controlled. Additionally, big cities tend to operate much more under the microscope of the media. The conversation surrounding a destination - be it in the news and/or social media – is often a major influence on public perception. We can see in this year’s results just how effective Vancouver has been in shaping a constructive and trustworthy dialogue with the media,” says Reputation Institute’s Nicolas Georges Trad.

While global mega-cities like New York and Hong Kong may still rank amongst the most visited in the world, to maintain and increase their tourism and investment share, the RepTrak™ demonstrates that they will need to focus more on improving these key attributes.

“Destinations that identify and devote proper resources to building a strong reputation attract more tourists, more business investment and when the price is right, sell more products. We can see what happens when for example, a destination neglects these reputation attributes and the opposite effect occurs, as with the USA’s drop in tourism numbers. Destinations, like businesses, need to pay attention to their reputation,” says Kasper Nielsen, Executive Partner of Reputation Institute.

About Reputation Institute

Reputation Institute is the world's leading corporate reputation consulting firm. Founded in 1997, with a presence in over 30 countries, we are the pioneer in reputation management. Through systematic research and analysis, Reputation Institute supports companies to build comprehensive strategies and make operational decisions that are designed to align stakeholders with corporate objectives creating tangible economic value. We enable leaders to make business decisions that build and protect reputational capital and drive competitive advantage. For more information: www.reputationinstitute.com.

Reputation Institute Contacts:

Andrew Singer

T: +45 5090 5190

E: <mailto:asinger@reputationinstitute.com>

Lila Ghayour

T: +1 212 495 3855 – ext. 340

E: lghayour@reputationinstitute.com

2012 City RepTrak™ Results*

City	Rank	City RepTrak™ Pulse
Vancouver	1	74,22
Vienna	2	74,03
Sydney	3	73,01
Copenhagen	4	72,96
Oslo	5	72,14
Barcelona	6	71,84
Florence	7	71,66
Venice	8	71,04
Stockholm	9	71,03
Melbourne	10	70,68
Paris	11	70,23
Munich	12	70,03
London	13	69,52
Osaka	14	69,46
San Francisco	15	68,95
Rome	16	68,87
Zurich	17	68,74
Geneva	18	68,73
Frankfurt	19	68,48
Edinburgh	20	68,45
Madrid	21	68,28
Toronto	22	68,10
Berlin	23	67,91
Auckland	24	67,82
Prague	25	67,82
Montreal	26	67,62
Helsinki	27	67,37
Tokyo	28	67,15
Lisbon	29	66,97
Dublin	30	66,95
Brussels	31	66,86
Brisbane	32	66,73
Perth	33	66,52
Bali (Denpasar)	34	66,22
Adelaide	35	65,91
Orlando	36	65,89

Argentina-Australia-Belgium-Brazil-Canada-Chile-China-Colombia-Denmark-Finland-France-Germany-Greece-India
Ireland-Italy-Japan-Mexico-Netherlands-Norway-Panama-Peru-Portugal-Puerto Rico-Russia-South Africa-Spain-Sweden
Switzerland-Turkey-Ukraine-United Arab Emirates-United Kingdom-United States

Seattle	37	65,50
Milan	38	65,05
New York	39	64,82
Houston	40	64,76
Amsterdam	41	64,69
Lyon	42	64,53
New Orleans	43	64,37
Washington DC	44	63,56
St. Petersburg	45	63,48
Monterrey	46	63,23
Dubai	47	62,78
Singapore	48	62,78
Budapest	49	62,73
Boston	50	62,65
Los Angeles	51	62,01
Miami	52	61,88
Atlanta	53	61,51
Taipei	54	61,32
Chicago	55	60,00
Rio de Janeiro	56	59,61
Abu Dhabi	57	59,44
Seoul	58	59,11
Kuala Lumpur	59	59,05
Santiago	60	58,88
Montevideo	61	58,22
San Juan	62	58,22
Las Vegas	63	57,98
Buenos Aires	64	57,90
Warsaw	65	57,83
Hong Kong	66	57,59
Istanbul	67	57,46
Santo Domingo	68	57,41
Cancún	69	57,08
Macau	70	57,03
Athens	71	56,51
Cape Town	72	56,33
Kiev	73	55,99
Jerusalem	74	55,52
Lima	75	55,32
Mecca	76	54,85
Shanghai	77	54,62

New Delhi	78	54,50
Guangzhou	79	54,35
Caracas	80	54,11
Sao Paulo	81	53,23
Ryad	82	52,94
Hanoi	83	52,90
Jakarta	84	52,74
Bangkok	85	52,57
Port-au-Prince	86	51,63
Kolkata/Calcutta	87	51,33
Mexico City	88	51,18
Tel Aviv	89	50,47
Cairo	90	50,33
Nairobi	91	50,11
Beijing	92	49,98
Mumbai	93	49,96
Johannesburg	94	49,72
Manila	95	49,02
Karachi	96	46,41
Bogota	97	44,88
Moscow	98	44,13
Tehran	99	35,12
Baghdad	100	28,09

*The methodology used in this year's City RepTrak™ has been aligned with our Country RepTrak™ study. It therefore departs from last year's City methodology.