

# SYDNEY HAS THE WORLD'S BEST REPUTATION ACCORDING TO REPUTATION INSTITUTE'S 2013 CITY REPTRAK® STUDY

## KEY HIGHLIGHTS

*Study confirms link between city reputations and economic outcomes.*

*The reputation of a country affects the reputation of its cities.*

*The "emerging" cities are trending downwards.*

*Europe dominates the global stage in reputation.*

**Madrid, October 17<sup>th</sup>, 2013** – Sydney has the world's best city reputation according to Reputation Institute's 2013 City RepTrak® Study, which surveys more than 22,000 people (general public) from the G8 countries. Fieldwork took place between January and February 2013.

The yearly City RepTrak® Study ranks the world's 100 most reputable cities based on levels of trust, esteem, admiration and respect, as well as perceptions regarding 13 attributes, grouped into three dimensions: "Advanced Economy" (*headquarters to many leading companies, technologically advanced, financially stable...*), "Appealing Environment" (*a beautiful city, a safe city...*) and "Effective Government" (*favorable environment for doing business, run by well-respected leaders, progressive social, economic and environmental policies...*).

Study results confirm the link between city reputations and economic outcomes. "People have images of a city on their mind when they are deciding to go on holiday there, to live or work there, or to buy products originated there. Our modeling demonstrates that a city that knows how to effectively manage its reputation can attract more tourists, greater investment or a bigger influx of talent," says Fernando Prado, responsible for the Place Reputation Unit of Reputation Institute.

Along with Sydney, which received a score of 77.4 on a 100-point scale, the top five cities include: Toronto (76.9), Stockholm (76.9), Vienna (76.9) and Venice (75.8). At the opposite end of the scale are Cairo (46.1), Nairobi (44.4), Karachi (43.5), Tehran (32.1) and Baghdad (28.5). Europe has a clear dominance of the global reputation stage, with an average of 76.5 points and 15 cities listed within the top twenty. The European cities additionally improved by an average of 3.1 points in relation to 2012 scores, compared to a global average increase of just 1.4 points.

"The cities with the best reputations are those which have been able to maintain a balance and certain leadership in each of the three dimensions of our model, while those cities with a poor reputation show bias towards fewer of the mentioned dimensions. The results of our study also demonstrate that neither the number of inhabitants nor the Gross Domestic Product (GDP) is an essential factor in the construction of a good reputation. In fact, none of the cities in the top ten of the RepTrak® Study appear in the top ten in all of the aforementioned variables," added Prado.

The results also highlight the key drivers of a good reputation: *the beauty of the urban environment* (the most influential); *safety*; *the cultural, gastronomy and entertainment offering*; or *standards of living*, all of which are common characteristics of the top five cities. Occasionally the size of a city helps in building a good reputation. New York, Tokyo and Beijing for example are always put under the spotlight by the media and this interest also translates to the general public in the form of a desire to visit, etc. However, managing reputation and managing awareness are two distinct fields. Many other factors also intervene which, like social, political or cultural, are just as important as the economic ones.

"The larger a city is, the more complicated it becomes to manage. This is one of the reasons that explain why, with the exception of London, the top ten in the RepTrak® Study features only medium-sized cities. Our study shows us that those managing cities also need to pay attention to the finer details that ultimately define the

relationship with stakeholders, rather than focus solely on the headline figures of tourist arrivals or product sales. Destinations, like businesses, need to pay attention to their reputation,” concludes Fernando Prado.

## TOP TRENDS

### 1. The reputation of a country affects the reputation of its cities

There is a demonstrated correlation between the reputation of a city and the reputation of the country in which it is located. In general terms, the reputation of a city is slightly above that of its respective country, although there are some notable exceptions. For example, three of the Chinese cities measured in the study (Hong Kong, Shanghai and Guangzhou) have a reputation vastly superior (by 23.5, 16.7 and 14.8 points respectively) to that of China (44 points). Conversely, three Australian cities (Brisbane, Perth and Adelaide) have a reputation below (by 11.2, 8.2 and 5.5 points respectively) the reputation of Australia (76.1 points)

### 2. American cities continue to improve their reputations

The worst appears to be over for the American cities, who this year re-enforced the improvement in their reputations. New York increases 7.8 points, making it the city with the best reputation in the USA. Boston improves by 7.3 points; Los Angeles, 4.5 points; Miami, 4.0 points; Washington DC, 3.7 points; and Las Vegas, 3.0 points.

### 3. Cities in Italy and Greece are recovering

The recovery of both Greece's and Italy's reputations recorded in the Country RepTrak® Study 2013 is also reflected in their cities. Athens, which fell 14 points in 2012, this year improves by 7.6 points. For its part, in Italy, Venice increases 6.3 points; Florence, 5.3; Rome and Milan, 4.2.

### 4. The “emerging” cities are trending downwards

While the growth in the reputations of emerging countries such as Mexico, South Korea, Brazil, Taiwan, Indonesia or Malaysia is positive, the reputations of the cities in these countries fall by a combined average of 3.0 points.

### 5. Awareness helps, but awareness alone is not sufficient

Being a well-known city is not synonymous with having a good reputation. Sydney (1<sup>st</sup> in the 2013 ranking), Stockholm (3<sup>rd</sup>) and Vienna (4<sup>th</sup>) all have awareness levels significantly below those of Paris, New York, Rome or Tokyo, yet these last four cities have a worse reputation. The cities with a good reputation, yet insufficient levels of awareness have a clear communication opportunity.

### 6. Europe dominates the global stage in reputation

European cities lead the ranking with an average reputation of 69.8 points, almost two points above the average of the cities in North America (68.1). Asia-Pacific cities have on average a reputation of 57.3 points, while the Latin-American city average is 55.5 points. The cities with the worst reputations are African, with an average of 53.2 points.

Rank	City	2013	2012
1	Sydney	77,3	73,0
2	Toronto	76,9	68,1
3	Stockholm	76,9	71,0
4	Vienna	76,9	74,0
5	Venice	75,8	71,0
6	Florence	75,7	71,7
7	Edinburgh	75,1	68,4
8	Zurich	74,7	68,7
9	London	74,4	69,5
10	Copenhagen	74,3	73,0
11	Geneva	74,3	68,7
12	Helsinki	74,2	67,4
13	Munich	74,0	70,0
14	Vancouver	73,6	74,2
15	Melbourne	73,5	70,7
16	Frankfurt	73,1	68,5
17	Oslo	73,0	72,1
18	Montreal	73,0	67,6
19	Amsterdam	72,8	64,7
20	Dublin	72,6	66,9
21	New York	72,6	64,8
22	Paris	72,5	70,2
23	Barcelona	72,2	71,8
24	Auckland	72,1	67,8
25	Rome	71,9	68,9
26	Osaka	71,4	69,5
27	Madrid	71,0	68,3
28	Brussels	70,8	66,9
29	Adelaide	70,7	65,9
30	Prague	70,4	67,8
31	Tokyo	70,0	67,1
32	Boston	70,0	62,6
33	San Francisco	69,6	68,9
34	Lyon	69,3	64,5
35	Berlin	68,3	67,9
36	Perth	67,9	66,5
37	Milan	67,9	65,1
38	Orlando	67,3	65,9
39	Washington DC	67,2	63,6
40	Lisbon	67,1	67,0
41	Dubai	66,6	62,8
42	Los Angeles	66,5	62,0
43	Houston	65,9	64,8
44	Miami	65,9	61,9
45	Seattle	65,3	65,5
46	Brisbane	65,0	66,7

47	New Orleans	64,8	64,4
48	Singapore	64,5	62,8
49	Atlanta	63,8	61,5
50	Bali	63,6	66,2
51	Budapest	62,2	62,7
52	Montevideo	61,8	58,2
53	Chicago	61,7	60,0
54	Hong Kong	61,4	57,6
55	Warsaw	61,3	57,8
56	Athens	61,1	56,5
57	Las Vegas	61,0	58,0
58	St.Petersburg	60,2	63,5
59	Monterrey	60,0	63,2
60	Cancún	59,4	57,1
61	Cape Town	58,9	56,3
62	Santiago	58,6	58,9
63	Abu Dhabi	58,5	59,4
64	Rio de Janeiro	57,6	59,6
65	Buenos Aires	57,5	57,9
66	Kuala Lumpur	57,1	59,1
67	Istanbul	57,1	57,5
68	Lima	56,6	55,3
69	Taipei	56,5	61,3
70	San Juan	56,4	58,2
71	Seoul	55,8	59,1
72	Sao Paulo	55,8	53,2
73	Kiev	55,3	56,0
74	Jerusalem	54,7	55,5
75	Shanghai	54,6	54,6
76	Johannesburg	54,5	49,7
77	Macau	54,4	57,0
78	Santo Domingo	54,0	57,4
79	Port-au-Prince	53,3	51,6
80	Bangkok	53,2	52,6
81	Guangzhou	52,7	54,3
82	Beijing	52,6	50,0
83	Mumbai	51,9	50,0
84	New Delhi	51,7	54,5
85	Ryad	51,2	52,9
86	Mecca	50,7	54,8
87	Manila	50,4	49,0
88	Hanoi	50,3	52,9
89	Bogota	50,2	44,9
90	Moscow	50,0	44,1
91	Kolkata/Calcutta	50,0	51,3
92	Jakarta	49,9	52,7
93	Tel Aviv	49,4	50,5

94	Caracas	49,0	54,1
95	Mexico City	47,2	51,2
96	Cairo	46,1	50,3
97	Nairobi	44,4	50,1
98	Karachi	43,5	46,4
99	Tehran	32,1	35,1
100	Baghdad	28,5	28,1

**Reputation Institute Contact:**

**International**

Kasper Erbo Mortensen

T: +45 7025 0313

E: [kmortensen@reputationinstitute.com](mailto:kmortensen@reputationinstitute.com)

**United States**

Lila Ghayour

T: +1 212 4953855 – ext. 340

E: [lghayour@reputationinstitute.com](mailto:lghayour@reputationinstitute.com)

**Spain and Latin America**

Fernando Urías

T: +34 917817184

E: [urias@reputationinstitute.com](mailto:urias@reputationinstitute.com)

**About The Study**

*City RepTrak<sup>®</sup>, based on the methodology of the RepTrak<sup>®</sup> system, is a model used to analyze the perceptions of a city measured in this case by the general public. Reputation Institute identified a set of 100 international cities which qualified as candidates for inclusion in the 2013 City RepTrak<sup>®</sup> Study. Selection was based upon a combination of the following criteria: (a) largest populations, (b) largest gross domestic product or GDP, (c) and cities which are the largest destinations for tourism. We then measured the perceptions of the selected cities across G8 countries [Canada, France, Germany, Italy, Japan, Russia, the United Kingdom and the United States of America]. The 2013 City RepTrak<sup>®</sup> study was conducted in January - March of 2013 with over 22,000 consumers providing their external perceptions of the 100 cities. For more information, contact [Cityretrak@reputationinstitute.com](mailto:Cityretrak@reputationinstitute.com)*

**About Reputation Institute**

*Reputation Institute is the world's leading reputation-based advisory firm, founded by Dr. Charles Fombrun and Dr. Cees van Riel in 1997. We enable many of the world's leading companies to make more confident business decisions that build and protect reputation capital and drive competitive advantage. Our most prominent management tool is the RepTrak<sup>®</sup> model for analyzing the reputations of companies and institutions best known via the Forbes published Global RepTrak<sup>®</sup> 100, the world's largest study of corporate reputations. Businesses and executives regularly discover best practices in reputation management by affiliating with our Knowledge Center and participating in its learning programs and networking events. Reputation Institute has offices and associates in 30 countries around the world. For more information, visit: <http://www.reputationinstitute.com>*