

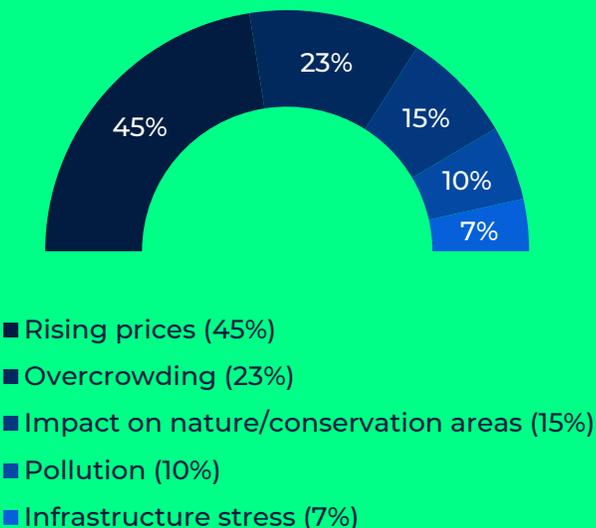
Unveiling the Essence of Country Brand Measurement: A Closer Look at Croatia

As we explore the realm of destination branding, we will unveil vital tactics for evaluating and improving a nation's reputation. Croatia will serve as our prime example, demonstrating how a country can strategically assess its brand foundations, address potential challenges, and gain a competitive edge.

Croatia reputation pillars in German media by share of voice



Croatian tourism issues in German media by share of voice



Competitors to Croatia in German media by influence score

