

2015 EUROPEAN UNION PLACE EQUITY INDEX

— RESONANCE REPORT





RESONANCE CONSULTANCY
CREATES DEVELOPMENT STRATEGIES,
PLANS AND BRANDS THAT
SHAPE THE FUTURE OF
PLACES AROUND THE WORLD.



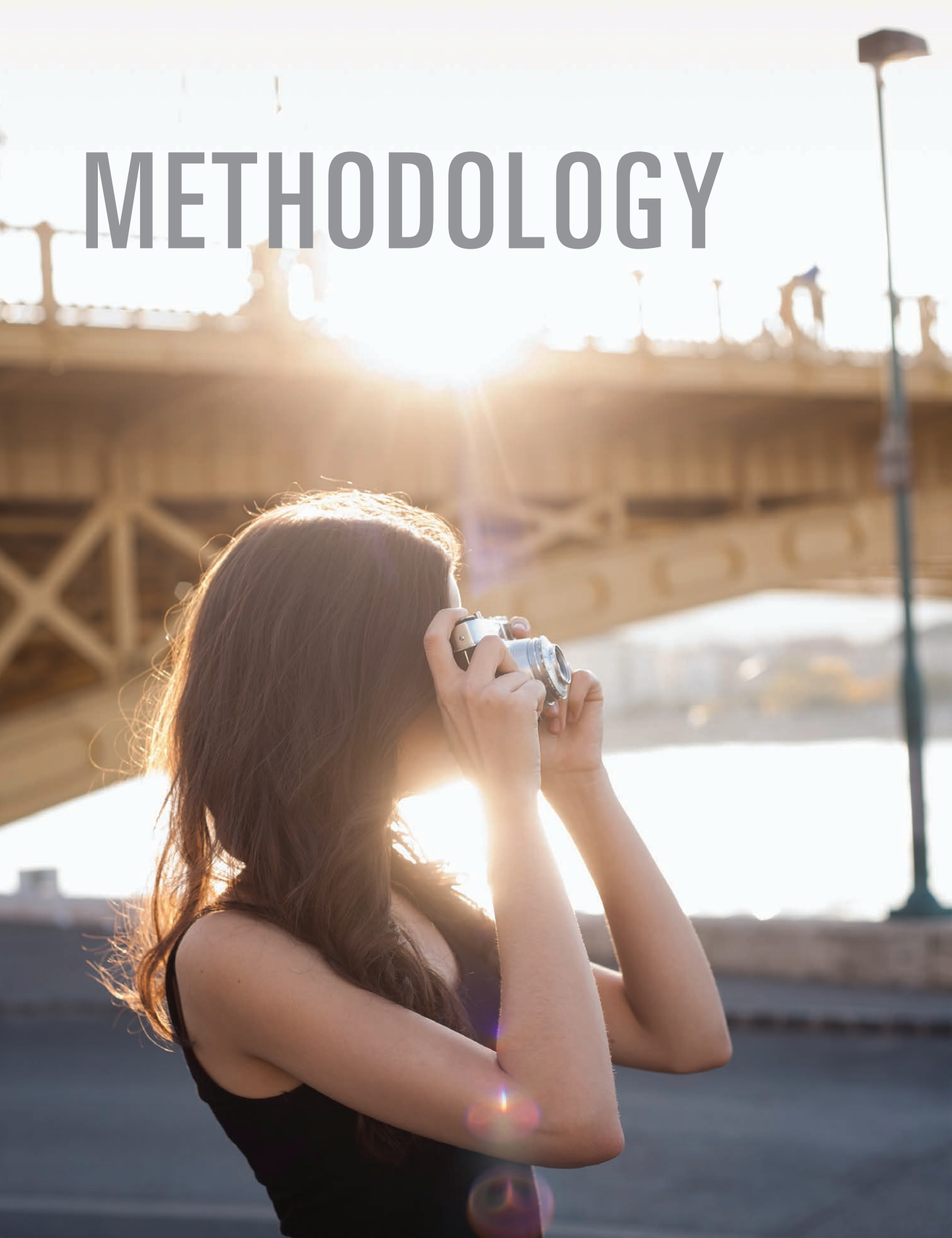
INTRODUCTION

All cities, large and small, compete for talent, trade, investment and tourism. Historically, cities' competitive identities were determined primarily by location-based factors and their effective exploitation of natural advantages like climate, access to resources, ports and proximity to other centres and points of trade.

But as developed economies have shifted from a manufacturing orientation to services, geography has become less important in determining the economic success of not only cities, but also states and countries. Today, it is increasingly quality of place that determines where talent, capital and tourism flows.

The Place Equity Index is a measure developed by Resonance Consultancy to quantify and benchmark the relative quality of place, reputation and competitive identity of one city to another. The index is a unique collection and analysis of quantitative and qualitative factors: important core statistics along with social media reviews and recommendations by locals and visitors.

We believe that this combination of key facts with the opinions, beliefs and attitudes of people who are actually experiencing the place are the key forces that shape perception of a city's identity today. And it is this perception of place that influences decisions that make a difference in the economic health of cities now.



METHODOLOGY



METHODOLOGY

Resonance Consultancy has undertaken Destination Assessments and Development Strategies for a wide range of communities, cities and countries. The more we researched in the past decade, the more we began to understand that traditional performance indicators – economic output, investment and visitors – don’t tell cities and their tourism and economic development agencies the whole story.

Over the course of our work, our team became interested in the way visitors and citizens themselves are influencing the identity and perception of cities. They do it through their evaluation of experiences in social media networks via the comments, images and reviews they share with family, friends, and people around the world. These opinions and attitudes, much more than traditional marketing, are increasingly influencing the way people perceive places.

For this analysis, we evaluated 104 cities in the European Union with a city population of 300,000 and over; while there are many great places that don’t meet that criteria, we considered the size of a city to be a critical factor to be defined as a major city.

Place Equity Index indicators are based on the most recently available data. Wherever possible, publicly available data from official sources have been used.

For each of these cities or destinations, our Place Equity Index considers both statistical performance and qualitative evaluations by locals and visitors in 24 fields that we have grouped into six core categories:

- Place:** Perceived quality of a city’s natural and built environment
- Product:** A city’s key institutions, attractions and infrastructure
- Programming:** The arts, culture and entertainment in a city
- People:** Educational attainment, immigration and diversity of a community
- Prosperity:** Employment, income, poverty and corporate head offices
- Promotion:** Quantity of articles, references and recommendations online

A destination’s Place Equity score is the average of its ranking in these six categories.



PLACE



PLACE

Both the natural and built environment of a city are key factors in shaping our perception of a destination. From how often the sun shines to the clarity of the air to the safety of the streets, our perception of the environment of a city is shaped by these readily measurable and frequently-collected statistics. Less easy to quantify is the relative natural beauty and quality of the built environment in a city or destination.

Placemaking is an approach to urban design that considers the built environment as a vehicle for creating sense of place and fostering community within a destination. To gauge the relative attractiveness of a city's placemaking, Resonance identified the number of very good or excellent local and traveller-recommended neighbourhoods, landmarks, parks and outdoor activities in Trip Advisor for each destination. Whether through the attractiveness of its natural environment or its urban design, exceptional physical places exist in destinations ranging from metropolitan centres to suburbs and islands.

Factors considered in each destination's overall Place ranking are:

- Average air quality index¹
- Average temperature and precipitation²
- Number of very good or excellent neighbourhoods and landmarks recommended by locals and visitors³
- Number of very good or excellent parks and outdoor activities recommended by locals and visitors⁴

Top 10 Place Rankings

- 01 London
- 02 Rome
- 03 Las Palmas
- 04 Paris
- 05 Valencia
- 06 Madrid
- 07 Birmingham
- 08 Dublin
- 09 Edinburgh
- 10 Lisbon

1. European Environmental Agency / Air Base
2. NOAA National Climatic Data Center
3. TripAdvisor
4. TripAdvisor



PRODUCT



PRODUCT

A city's infrastructure and institutions shape its identity via the quantity, quality and reputation of 'products' such as institutions of higher learning, museums, convention centres and airports. University rankings and the number of professional sports teams can have considerable impact on reputation, and are often top of mind when it comes to what outsiders know of and understand about a city or destination. Expensive and difficult to develop, exceptional products are typically the providence of large metropolitan cities.

Factors considered in each destination's overall Product ranking are:

- Ranking of top local university⁵
- Number of direct destinations served by airport
- Size of convention centre exhibition space
- Number of very good or excellent attractions and amusements recommended by locals and visitors⁶
- Number of very good or excellent museums and fine arts institutions recommended by locals and visitors⁷
- Number of professional football teams

Top 10 Product Rankings

- 01 London
- 02 Paris
- 03 Prague
- 04 Vienna
- 05 Rome
- 06 Stockholm
- 07 Frankfurt
- 08 Barcelona
- 09 Madrid
- 10 Amsterdam

5. Times Higher Education World University Rankings
6. TripAdvisor
7. TripAdvisor



PROGRAMMING



PROGRAMMING

If product is the ‘hardware’ of cities or destinations, the mosaic of cultural programming and lifestyle experiences they offer is the ‘software’ that makes them run. While individually insignificant, it is the sum of a city’s restaurants, nightlife, shopping and performing arts that shape its cultural identity. At the same time, unique or signature events and experiences serve to both shape identity and foster a community’s connection to place.

To gauge the relative attractiveness of a city’s programming, Resonance identified the number of very good or excellent recommended culinary and cultural experiences in TripAdvisor for each destination, and the number of very good or excellent shops, restaurants, nightlife and entertainment experiences recommended by locals and visitors in Yelp.

Factors considered in each destination’s overall Programming ranking are:

- Number of very good or excellent culinary experiences recommended by locals and visitors⁸
- Number of very good or excellent shopping experiences recommended by locals and visitors⁹
- Number of very good or excellent culture and performing arts experiences recommended by locals and visitors¹⁰
- Number of very good or excellent places to eat & drink recommended by locals and visitors¹¹
- Number of very good or excellent nightlife experiences recommended by locals and visitors¹²

Top 10 Programming Rankings

- 01 London
- 02 Paris
- 03 Berlin
- 04 Rome
- 05 Madrid
- 06 Hamburg
- 07 Barcelona
- 08 Amsterdam
- 09 Vienna
- 10 Milan

8. TripAdvisor
9. Yelp
10. TripAdvisor
11. Yelp
12. Yelp
13. Yelp



PEOPLE



PEOPLE

Human capital is a city’s most valuable resource. To evaluate the relative strength of human capital from one city to the next, the level of educational attainment has been considered, along with the diversity of the city’s population, which is of proven importance when it comes to attracting talent. To measure the relative diversity of a city’s people, data on the percentage of the population born in another country, both EU and non-EU foreigners, has been collected from Eurostat.

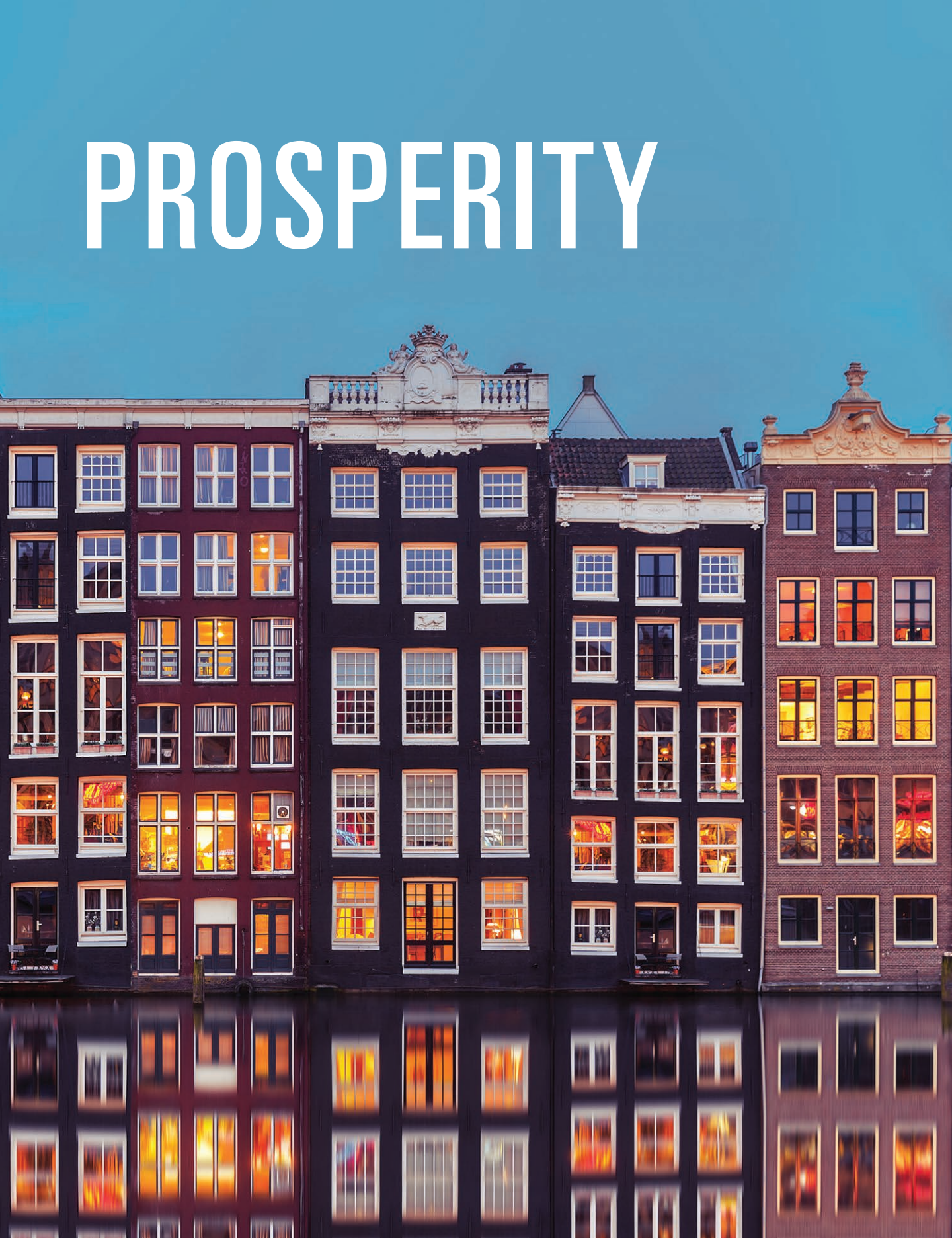
Factors considered in each destination’s overall People ranking are:

- Number of students in higher education (ISCED level 5-6)¹⁴
- Percentage of foreign-born population¹⁵

Top 10 People Rankings

- 01 Geneva
- 02 Zurich
- 03 Brussels
- 04 Krakow
- 05 Lisbon
- 06 Poznan
- 07 Lublin
- 08 Brno
- 09 Wroclaw
- 10 Manchester

14. Eurostat
15. Eurostat



PROSPERITY



PROSPERITY

Le Corbusier defined cities simply and profoundly as places that produce wealth. If they cannot generate wealth, they cannot sustain the employment and quality of life needed to attract and retain people. In general, beliefs about the wealth and prosperity of a city are informed by statistics such as the unemployment rate and income of citizens, and shaped by the presence or absence of large, recognizable corporations – this despite the fact that startups and innovation increasingly drive cities’ development and economic growth. Yet these stats don’t tell the whole story: poverty and income disparity is of growing concern when it comes to measuring quality of place.

Factors considered in each destination’s overall Prosperity ranking are:

- Unemployment rate¹⁶
- Purchasing Power Standard per inhabitant¹⁷
- Number of Financial Times Europe 500 corporate headquarters¹⁸

Top 10 Prosperity Rankings

- 01 Paris
- 02 Oslo
- 03 London
- 04 Munich
- 05 Frankfurt
- 06 Stuttgart
- 07 Amsterdam
- 08 Warsaw
- 09 Dusseldorf
- 10 Bonn

16. Eurostat
17. Eurostat
18. Financial Times Europe 500



PROMOTION



PROMOTION

The amount and frequency of media coverage, online articles, references and place-based recommendations influence our perception of a city on a daily basis, whether the news is good or bad. While larger economic centres receive the most attention, effective promotion and communications for cities is not limited to large cities; medium and small cities like Nice, Manchester and Cologne command more than their fair share of attention.

Promotion of a city today is influenced more by its residents, businesses and visitors than the city itself, but the city has an important role to play in developing and managing the ever-growing numbers of communications and media channels in order to foster an integrated omni-channel experience and consistent and aligned messaging to encourage investment, development and visitation.

The factor considered in a city's Promotion ranking is:

- Number of Google search results for each city

Top 10 Promotion Rankings

- 01 London
- 02 Paris
- 03 Nice
- 04 Berlin
- 05 Manchester
- 06 Amsterdam
- 07 Madrid
- 08 Liverpool
- 09 Barcelona
- 10 Birmingham



2015 E.U. PLACE EQUITY INDEX



Rank	City	Country	Place	Product	Programming	People	Prosperity	Promotion
1	London	UK	1	1	1	51	3	1
2	Paris	FR	4	2	2	12	1	2
3	Berlin	DE	16	12	3	80	54	4
4	Rome	IT	2	5	4	66	32	14
5	Vienna	AT	11	4	9	15	25	18
6	Amsterdam	NL	20	10	8	70	7	6
7	Madrid	ES	6	9	5	63	41	7
8	Prague	CZ	33	3	12	34	19	42
9	Frankfurt	DE	65	7	22	22	5	23
10	Barcelona	ES	29	8	7	21	74	9
11	Zurich	CH	60	16	31	2	11	44
12	Munich	DE	52	18	14	17	4	24
13	Brussels	BE	13	17	18	3	26	31
14	Lisbon	PT	10	13	13	5	50	51
15	Dublin	IE	8	15	15	44	28	12
16	Milan	IT	54	20	10	18	16	20
17	Copenhagen	DK	40	11	26	24	15	35
18	Hamburg	DE	55	21	6	76	14	22
19	Stockholm	SE	57	6	29	84	12	16
20	Oslo	NO	46	44	39	53	2	29
21	Manchester	UK	23	29	32	10	77	5
22	Geneva	CH	73	32	67	1	31	25
23	Edinburgh	UK	9	33	28	43	23	21
24	Cologne	DE	77	22	16	40	21	11
25	Helsinki	FI	24	14	40	52	20	34
26	Stuttgart	DE	80	31	41	27	6	43



Rank	City	Country	Place	Product	Programming	People	Prosperity	Promotion
27	Florence	IT	63	39	11	20	35	36
28	Valencia	ES	5	27	25	25	94	45
29	Glasgow	UK	19	26	27	60	44	18
30	Warsaw	PL	76	51	35	31	8	46
31	Liverpool	UK	17	25	42	62	67	8
32	Dusseldorf	DE	94	36	24	49	9	87
33	Lyon	FR	74	23	20	54	51	15
34	Krakow	PL	88	34	36	4	36	77
35	Birmingham	UK	7	35	37	83	80	10
36	Poznan	PL	68	62	82	6	17	91
37	Bristol	UK	14	53	33	96	38	13
38	Aarhus	DK	36	42	99	45	18	78
39	Bologna	IT	71	61	50	13	27	48
40	Antwerp	BE	28	76	34	29	40	73
41	Bonn	DE	90	79	60	35	10	49
42	Nice	FR	47	58	45	85	65	3
43	Toulouse	FR	72	45	30	41	57	30
44	Leicester	UK	26	46	69	30	85	40
45	Wroclaw	PL	81	43	91	9	34	92
46	Cardiff	UK	21	66	48	59	55	39
47	Bordeaux	FR	61	60	17	58	69	28
48	Mannheim	DE	85	103	71	16	13	68
49	Sheffield	UK	22	49	59	67	70	32
50	Hannover	DE	89	24	44	55	39	62
51	Nottingham	UK	25	83	63	33	64	41
52	Rennes	FR	37	56	73	37	60	55



Rank	City	Country	Place	Product	Programming	People	Prosperity	Promotion
53	Brno	CZ	78	47	87	8	71	82
54	Turin	IT	91	28	51	47	49	69
55	Lille	FR	35	52	38	79	87	38
56	Rotterdam	NL	50	40	46	93	42	53
57	Seville	ES	43	48	19	71	97	76
58	Nuremberg	DE	64	59	47	72	24	83
59	The Hague	NL	79	19	64	89	37	66
60	Göteborg	SE	38	30	74	75	56	86
61	Las Palmas	ES	3	81	95	88	101	17
62	Coventry	UK	42	101	85	14	66	54
63	Bremen	DE	62	68	53	74	22	60
64	Marseille	FR	59	41	23	99	76	26
65	Bilbao	ES	27	57	70	57	62	70
66	Essen	DE	92	55	55	50	29	56
67	Alicante	ES	12	65	80	42	100	67
68	Naples	IT	53	54	21	61	102	57
69	Gdansk	PL	51	75	94	32	59	95
70	Leeds	UK	58	91	43	87	47	27
71	Nantes	FR	32	67	57	90	63	47
72	Liège	BE	45	82	93	26	84	98
73	Strasbourg	FR	56	90	65	39	73	52
74	Montpellier	FR	82	77	62	23	88	50
75	Genoa	IT	87	37	66	97	43	33
76	Palma de Mallorca	ES	41	70	81	46	93	84
77	Katowice	PL	102	96	101	11	30	93
78	Zaragoza	ES	15	87	68	82	90	81

Rank	City	Country	Place	Product	Programming	People	Prosperity	Promotion
79	Malaga	ES	39	38	58	86	104	63
80	Dortmund	DE	95	74	61	48	52	74
81	Bari	IT	93	50	104	19	95	75
82	Grenoble	FR	69	95	76	36	68	61
83	Murcia	ES	18	78	98	64	98	80
84	Bochum	DE	100	98	75	28	45	88
85	Lublin	PL	99	102	100	7	86	97
86	Duisburg	DE	104	72	83	38	48	94
87	Dresden	DE	84	85	49	91	46	59
88	Aix-en-Provence	FR	66	88	56	77	58	72
89	Bielefeld	DE	96	104	72	56	33	90
90	Valladolid	ES	30	97	89	78	91	96
91	Wuppertal	DE	98	69	78	69	53	103
92	Rouen	FR	34	99	84	94	78	64
93	Saint-Etienne	FR	44	84	92	92	83	79
94	Szczecin	PL	70	64	97	73	82	99
95	Leipzig	DE	83	71	52	95	79	58
96	Bradford	UK	31	93	86	101	89	37
97	Palermo	IT	48	73	54	98	99	65
98	Malmo	SE	97	80	88	68	75	101
99	Lodz	PL	101	63	96	65	81	100
100	Cordoba	ES	49	86	77	100	103	85
101	Bydgoszcz	PL	103	89	103	81	72	104
102	Sintra	PT	67	92	102	102	61	88
103	Toulon	FR	75	100	90	103	92	71
104	Vila Nova de Gaia	PT	86	94	79	104	96	102





RESONANCE

Canada

801 - 602 West Hastings Street
Vancouver, BC V6B 1R4
P +1.604.681.0804
E info@resonanceco.com

United States

112 W 34th Street, 18th Floor
New York, NY 10120
P +1.646.233.1383
E info@resonanceco.com

resonanceco.com

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