

“Discover your destination!” A classification of tourism slogans of countries around the world¹

ÁRPÁD FERENC PAPP-VÁRY² – MÁTÉ FARKAS³

This study attempts to classify the tourism slogans of countries around the world into groups. The categorisation is based on an analysis of slogans from 170 countries, classifying them into 11+1 groups. The results show that slogans including the name of the country (29.4%) and solutions including the term You/Your (12.9%) were the most popular, while 10.6% of the countries tried to position themselves by linking their slogans to a larger geographical unit.

The results also demonstrate that “Discover”-type slogans (8.8%) and mottos including the words “beautiful” and “wonderful” (9.4%) are still very popular. The following six categories that use words such as life, nature and happiness or depict feelings only amounted to 2.7–7.1%. The share of slogans that could not be classified into any of the categories is 18.2%. In addition to the 170 countries using any kind of slogans, 26 countries do not have a tourism slogan. These countries can be considered as a thirteenth group.

Keywords: slogan, destination branding, country branding, tourism marketing, national identity.

JEL codes: M31, M37, M38.

Introduction

In addition to logos, slogans may be the most tangible elements in the marketing and communications of a brand. Both slogans and logos are good if they capture the character and story of the brand, distinguish it from its competitors and are capable of inspiring and activating potential customers.

The abovementioned statements are not only valid for “classic” products or services, but they can also apply to countries. Countries may have a slogan and a

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² PhD habil, Dean, Budapest Metropolitan University, Faculty of Business, Communication and Tourism, e-mail: apappvary@metropolitan.hu.

³ Senior PR expert, One on One Communications, e-mail: mate.farkas@oneonone.hu.

logo, and they can even use multiple ones in practice – creating separate slogans and logos for the institution dealing with tourism, the organisation stimulating investment, initiatives to promote the export of local products, and so on.

The present study examines tourism slogans. Firstly, these may influence the most people (as opposed to slogans promoting investment for a significantly smaller target group, for example). Secondly, tourism is a priority for almost all countries and most of them would like to further increase the importance of the industry and the incomes generated by it (Cook et al. 2009). Last, but not least, there is another practical consideration: tourism slogans are the easiest to find.

As regards the structure of the article, the review of literature starts with a more general topic, discussing the attributes of a good slogan and the most important aspects in the creation of a slogan. The study then examines the most significant findings of earlier studies analysing country slogans.

The focus of primary research was to classify the countries’ known tourism slogans (170 slogans in total) into categories. During the analysis, tourism slogans were mostly grouped according to the words used in them. The novelty of the results is proved by the fact that no similar attempts have been made, especially not at a global level, including the slogans of all countries.

Comparing the new findings to the results of a 2009 country slogan database, the study also examines the question whether the slogans of the countries are constant or whether there are several countries that have replaced their slogans in the past ten years.

An overview of relevant literature, theoretical framework

The slogan as a battle cry

If we are looking for the origin of the word ‘slogan’, we must travel through time and space back to Gaul. Gallic people used the word ‘sluagh-ghairm’ as a battle cry (Healey 2009). This was the thing soldiers lined up behind, and as soon as they heard it, they knew they had to give their lives and blood for victory, their common goal.

Although we do not use the word as a battle cry anymore, we can be sure that “similarly to brand names, slogans are an extremely effective tool for the development of brand equity” – as Kotler, “the Pope of Marketing”, and Keller, one of the most famous experts of branding, wrote in their book *Marketing Management* (Kotler–Keller 2006. 378). They also highlight that the role of the

slogan is to provide a reference point or clue to customers in order to make them understand what's behind the brand, and what makes it special.

It is worth quoting Ildikó Sárközy, the editor of the website *szlogenek.hu*: “A slogan is a sentence that includes the textual message of a brand. In the case of a good slogan, the unique selling proposition is expressed. The slogan is an essential part of brand communications: it is its basis and climax at the same time” (Sárközy 2009).

A similar definition of slogans is given by Denton Jr. (1980), stating that they are rhetorical devices and that they are usually brief expressions or phrases, constructed and utilised in marketing, to build or reinforce an image or identity (O'Guinn et al. 2011).

According to a theory by Supphellen and Nygaardsvik (2002), slogans are “short phrases that communicate descriptive or persuasive information about a brand”. Dowling and Kabanoff (1996) state that their main role is to assist the brand's selling proposition.

However, creating a successful slogan that achieves the desired results and meets its goals is far from simple. Its process, formula and guidelines have been summarised by several prominent advertising professionals and scholars, including Kohli et. al. (2007), Salem (2012), Papp-Váry (2013) or Gaille (2017).

Despite the importance of slogans, there are actually only a few of them that we can recall. What is Nike's slogan? Readers may easily say “Just do it”. And what is the slogan of its greatest rival, Adidas, the market leader in Europe? It is not easy to recall. Well, its current slogan is “Adidas is all in”, and the preceding one was “Impossible is nothing”. Or let us consider Coca-Cola: the great influence of the brand is demonstrated by the fact that, according to surveys, Coca-Cola is the second best known word in the world after OK. But what is the slogan of the brand? “Always”? Or “The real thing”? Well, these were its slogans some time ago, but Coca-Cola has been using a different one for some time now. Its current slogan (used since 2016) is “Taste the feeling”.

This also highlights two important things. On the one hand, the consistency of using a slogan is important. The “Just do it” slogan has been used by Nike for 30 years, since 1988, while Adidas and Coca-Cola have been changing their slogans quite frequently. On the other hand, it can also be seen that slogans are not as important as marketers would often think. Quite big brands can be built without people knowing their slogans (for example, not many people could recall

Google’s slogan). At the same time, this does not mean that a good slogan would not be greatly useful in marketing and sales. Nevertheless, its influence should not be overestimated, either.

It is no coincidence that, in addition to its practical application, the topic has also inspired scholars of various disciplines worldwide. Zuyun (2006) and Dong (2013) examined the linguistic application of slogans in their studies. One of the most important basic functions of a good slogan – making products or services more attractive – also served as the central theme of a well-known book (Ries–Ries 2015).

A study by Fransen et al. (2007) adds that slogans frequently try to associate brands with personal dreams and ambitions, exerting benefits to consumers, since purchasing those brands might help the consumer in achieving and expressing ideals and aspirations.

In their study, Duarte and Galvao (2016) examined the effectiveness of slogans in the consumer market, testing which factors might influence the brand slogan recall and recognition. An empirical study was conducted via a self-administered original questionnaire, applied to a sample of 156 elements, analysing the recall and recognition rates for twenty-nine slogans from nine different product categories: retailing, cokes, juices, water, sports, telecoms, beer, personal care, and ice cream. The independent variables used to analyse each slogan recall and recognition were: slogan length, slogan antiqueness, brand industry, slogan language, brand consuming frequency and sympathy towards the brand. A positive relationship was found between the antiqueness of slogans and their spontaneous recall. It was also found that the spontaneous recall of slogans showed high variation among brands and shorter slogans had higher recall rates. Other variables (slogan language, brand consuming frequency and sympathy towards the brand) did not show a significant impact on the recall/recognition of slogans.

Country slogans from battle cries to the attraction of tourists

The abovementioned works typically include corporate examples, but several authors in the tourism industry also discuss the role of slogans in destination marketing (Li–Qu 2010, Gali et. al. 2016). Nevertheless, valuable writings on their use in country branding (the theoretical background of the present study) have also been published, including Supphellen–Nygaardsvik (2002), Azambuja–Pipoli (2010), and writings by Dinnie (2012) focusing on Asian countries.

In addition to product slogans, country slogans were also used as early as decades or even centuries ago. Nevertheless, their purpose was different at the time – they did not serve to attract tourists and investors, or improve the sales of the country’s products. Their focus was much more on communication, or they functioned as status reports on the political situation. Even more often, it provided a vision for local people.

A hundred and fifty years ago a Canadian historical document used the words “peace, order and good government” to describe the country. Later, “From Sea to Sea” (*A Mari Usque Ad Mare*) became the official Canadian national motto, also included in the Canadian coat of arms. Originally, it was some kind of a vision at a time when they wanted to expand the territory of the country from the Atlantic Ocean to the Pacific Ocean.

The best known “country slogan” to this day, “liberty, equality, fraternity” (*Liberté, Égalité, Fraternité*), also appeared as some sort of a vision and was left to us from the time of the French Revolution. In the mid-20th century, the slogan was also included in the constitution of the country.

The national mottos of Uruguay (*Liberty or Death*, in Spanish: “*Libertad o Muerte*”), Cuba (*The Fatherland or Death*, in Spanish: “*Patria o Muerte*”), or Zimbabwe (*Unity, Freedom, Work*) were born in a similar way. The latter is particularly interesting because, according to some statistics, unemployment in Zimbabwe was 95% under the presidency of Robert Mugabe. Regardless, the role of country slogans has also changed in the meantime. The aim of 21st century mottos is not only and not primarily some political statement or vision and they are not addressed to people who live there. They are much more meant to provide foreigners (ideally tourists, investors and buyers of the country’s products at the same time) with arguments supporting the country. “A good slogan emphasises the general, still unique characteristics of a state that can be attractive for potential tourists”, says Richard Lee, an expert on the topic, as quoted by Richardson–Cohen (1993).

However, this is hard to achieve, therefore most country slogans – rather wisely – primarily target tourists. At the same time, this focus on tourists is still not enough to create a motto that is not overly general. When Jeremy Hildreth, one of the gurus of country branding and the author of the book “*Brand America*”, visited Hungary in 2007, he said, “There are a lot of slogans like ‘*Discover ...*’ – and you could substitute any country here. Or there is ‘*Land of contrasts*’. I googled it, and it displayed the brochures of 69 countries, cities, or regions. It

was probably much more, but I got bored gathering them. It is tough to build a brand like that because you miss the most important part: the unique selling proposition.” (Papp-Váry 2007).

Another expert, Graham Dann, wrote in his article *Differentiating Destinations in the Language of Tourism*, published in 2000, that most countries often advertise something that does not say anything special about them as their most important value. Bangladesh is “A country of friendly millions”, Hungary has “The friendliest people in Europe”, Irishmen are “The friendliest people you’ll meet anywhere”, and “Lao people are frank, open and friendly”. And the list of generalities could continue: “Barbados – Just beyond your imagination”, “Greenland – What a wonderful world”. “Beyond words and imagination”? “What a beautiful place”? How many countries, regions, cities could be described by these slogans?

We should also mention “The heart of Europe”. This slogan has been used by almost all European countries, regardless of their geographic location. It was especially popular after the change of regimes in the late 1980s and the early 1990s, when countries called “Eastern European” by the “West” tried to justify their values, historical roots, and European identity that way.

“Beyond words”, a slogan formerly used by Greece, was another rather generalising term. This was later replaced by “Explore your senses”. They changed their slogan again a few years ago. The current slogan, “All Time Classic”, may be the best choice because it works in multiple ways. On the one hand, Greece has become one of the world’s most popular destinations, a “classic” location for people going on holiday. On the other hand, the term “all time” also emphasises their rich ancient cultural and architectural heritage.

However, Anholt, the father of the term ‘nation brand’, points out that the influence of slogans and logos shall not be overestimated; he thinks that strategy and substance must come first, then the rest should follow (Anholt 2008). As we have seen in the examples above, the practice of place branding often works the other way around, unfortunately – if it does work as a brand strategy at all. Oftentimes, as the examples above show, logos and slogans are introduced without any idea about what they mean or what equity they are intended to build. In such cases, engagement is usually lacking, and visual identity is just something that goes in the corner of the page on stationary, business cards and flags; hence, the initiative is extremely limited in its effect.

At the same time, Anholt (2010) says that, if all government agencies (and maybe even some private and civil society actors) use the same design in their stationary and the way they present themselves, consistency can project a professional image. If local businesses, multinationals with provenance, diplomatic actors, cultural organisations, exporters, tourism businesses, promotion boards, government agencies and individuals consistently engage with the outside world referring to their origin with pride, it will raise awareness and may even have a slight impact on reputation. However, such support and momentum will not be achieved without a clear sense of what the brand is supposed to represent and propel. Although the expert primarily described entire branding programs in his writing, his findings are also valid for slogans that support positioning.

Methodology: a categorisation of country slogans

Given these considerations, it is worth examining what slogans countries use, and how they can be grouped together. It is important to stress the fact that these are tourism slogans – more specifically, the English versions of these slogans. Besides their tourism slogan, some countries actually have a specific slogan for attracting potential investors. However, in a certain sense, tourism slogans also influence investors. As Ries and Trout (1997. 134) say, “CEOs like to invest in countries where business trips amount to a vacation”. Therefore, an analysis of tourism slogans is also the most relevant in this respect, considering that almost all countries have such slogans – however, as the analysis will show, there are some without a tourism slogan.

Our analysis covered 170 slogans in total. The main source for the examination was a map published in late 2016 by the British travel website FamilyBreakFinder (“Map Shows Every Country’s Tourism Slogan”), which became known worldwide within a short time after being republished in high-reach media such as Reddit, The Guardian, Daily Mail, Lonely Planet, and even Pravda. In addition, a lot of users posted the map on their social media pages, therefore it could reach an even wider audience, also demonstrating that people are very interested in the topic. FamilyBreakFinder has modified and updated the map according to its readers’ feedback, thus it is considered accurate, but in the course of our research we also checked each slogan by examining information on the websites of the countries’ national tourism organisations and supplemented the list whenever it was needed.

As far as we know, this study is the first attempt to classify all these country slogans (170 examples in total) into groups. In this regard, we primarily focused on words appearing in slogans and the message conveyed by them. Therefore, we defined 11 + 1 groups in total – the latter category includes “others” that could not be listed in any of the 11 other groups. In addition to the 170 countries using slogans, we also found 26 countries without tourism slogans. Most of these are located in Africa or Asia, but one of them is a European country.

Data processing: individual slogan categories

Category 1: Slogans including the country name

One of the copywriting recommendations of Ogilvy, the emblematic figure of advertising, was to create a headline including the brand name in some form (Ogilvy 2001). He also used this in the case of tourist destinations: the most famous example was probably his campaign launched for Puerto Rico. “Pablo Casals is coming home to Puerto Rico” was a great success in 1957: tourist expenditures rose from \$19 million to \$53 million a year (Lui 2009). Bernbach, another legendary figure of the industry, used a similar method in the case of Jamaica. For example, one of his headlines said “People become Jamaica fans because of the beautiful sun, sea, beaches, flowers, hotels. And other reasons.” In addition, these advertisements typically featured the name of the country in a large size, with unique logotype (Levenson 2002).

Arden, a former creative director of the Saatchi&Saatchi advertising agency, says that it is even better to include the brand name in the slogan or tagline than in the headline (2003). There are several well-known examples of this from the world of FMCG and other industries: “Come to Marlboro Country”, “The Coke Side of Life”, “A Guinness a day is good for you.”, “If it’s Madewell, it’s well made”, “Fly the friendly skies of United”, “No FT, No comment”, “Today, Tomorrow, Toyota”, “Maybe she’s born with it. Maybe it’s Maybelline.” and “There are some things money can’t buy. For everything else, there’s MasterCard.”

Based on the examples above, we can agree that several countries use this combination and include the country name in the slogan. Moreover, 50 countries out of 170 chose this kind of a slogan, constituting by far the largest group. Therefore, we only highlight the most surprising or “unusual” phrases.

For example, “#spainindetail” is the only slogan that includes a hashtag. Using a hashtag is also a good idea because its primary function is to identify and

categorise interests and topics on social websites and networks, also facilitating research by keywords. Clicking on the subject, a compilation of messages including the specific subject appears: in this case, the subject is #spainindetail, and positive experiences related to Spain appear. The criteria of distinction and raising interest are clearly fulfilled, and the slogan with the term “detail” inspires people to get a deeper understanding of the country instead of shallow experiences. The latest “Smile! You are in Spain!” motto or the preceding “Bravo Spain”, and possibly the most famous “Everything under the Sun” received criticism several times, suggesting that they were shallow and you could only associate them with sunshine and beaches, while “#spainindetail” refers to the fact that the country also comes with a rich offer of culture, music and gastronomy (backed up by marketing communications materials).

“Made in Italy”, a slogan used by the other big Southern European country, Italy, symbolises the unique patriotic attitude of Italians; the Italian self-confidence, if you will. ‘If it works in the fashion industry, why couldn’t we use it for the whole country?’, Italians may have asked.

The only European slogan that has not been translated into English is that of France. “Rendez-vous en France” (in English: Date in France) reflects the identity and pride of the French nation. It might as well prepare tourists to learn a few expressions in French if they want to chat with the local people or order a meal in a French restaurant.

The list of unique examples also includes Slovenia, the only country whose name incorporates the English word “love”, which they never fail to emphasise with their slogan. “I feel sLOVEnia” has become a serious umbrella brand expanded to other areas beyond tourism, also presented by the freely available brand book of the country (see ukom.gov.si 2017).

St. Vincent and the Grenadines use their name in an abbreviated form. “Discover SVG” supports branding processes in a less creative way, although the focus of their efforts to convince tourists is probably visual communication in addition to beautiful photos, videos and other visual materials created in the Caribbean region. However, it is a question whether this three-letter abbreviation has become well-known, as most people driving SUVs are not aware of what the abbreviation stands for. In this case, why do the tourism experts of the country think that potential tourists can identify a completely unknown three-letter combination, such as SVG?

Australia implemented a comprehensive tourism campaign after the introduction of the “There is NOTHING like Australia” slogan, with a primary focus on Asian markets (India, China, South Korea). In their case, it must be emphasised that they (even as a separate continent) avoided the failure of “wanting to sell everything to everyone” and identified the three main fields in which they can excel globally. Tourism Australia’s campaigns for young people were focused on water experiences, such as adventure travel and diving in a unique environment. Coastal experiences with world-class hospitality, programmes and excursion sites were offered to middle-aged people. A third category included culinary experiences, the Australian cuisine, which resulted in 1,600 different critiques, recommendations and reports on Australian restaurants in target markets (tourism.australia.com 2017). The slogan encompasses these three key areas, referring to diversity and uniqueness with the word NOTHING, suggesting that people who do not visit the country will miss things that they cannot make up for elsewhere. It is also true that if we do not know the background defined by the Australian government agency responsible for tourism, the word NOTHING tells us what it literally means: nothing.

The motto of Hungary, “Think Hungary – More than expected”, also belongs to the group of slogans including the name of the country, and it was introduced in 2013. The related image film includes culture, architectural masterpieces, beautiful landscapes, medicinal waters, and a couple of culinary specialties – then, towards the end of the video, examples of Hungarian inventiveness and creativity, aimed at investors. An undoubtedly positive aspect of the slogan is that it overstepped the use of clichés such as “Discover” or “Beautiful”, not to mention a slogan that was previously used by the country: “The heart of Europe”. However, the term “more than” is one of the most overused phrases in marketing communications. Another disadvantage of the slogan “more than expected” is that it under-positions Hungary, suggesting that people planning a travel to Hungary do not expect much and have rather critical assumptions about the country.

Within this category, we may also form a subcategory including alliterative slogans. As Jeremy Hildreth says in his article “The joys and sorrows of logos and slogans in place branding” (2013), it is always beneficial if a slogan is musical and melodious. One of its forms is alliteration, with several examples among country slogans: “Brilliant Barbados”, “Timeless Tuvalu”, “Epic Estonia”, and even “Remarkable Rwanda”, which are more creative solutions than “Beautiful

Bangladesh”. In the case of the slogan “Incredible !ndia”, there is some extra wordplay: an exclamation mark (or a letter I upside down) is used instead of the initial of the country name. We may also find triple alliterations such as “Live Love Lebanon” and “Pristine Paradise Palau”. In the case of all eight slogans mentioned above, alliteration may facilitate efforts to raise awareness, identification and imprinting. As musicality is involved, it may make slogans sound better.

Table 1: Slogans including the country name

Country	Slogan (original in English)
Armenia	Visit Armenia, it is beautiful
Australia	There is NOTHING like Australia
Bangladesh	Beautiful Bangladesh
Barbados	Brilliant Barbados
Bolivia	Bolivia awaits you
Brazil	Brasil – Sensational!
Burundi	Beautiful Burundi
China	China Like Never Before
Colombia	Colombia is magical realism
Costa Rica	Essential Costa Rica
Cuba	Autentica Cuba
Cyprus	Cyprus in your heart
Djibouti	Djibeauty
Ecuador	All you need is Ecuador
England	Discover your England
Estonia	Epic Estonia
Finland	I wish I was in Finland
France	Rendez-vous en France
Grenada	Pure Grenada
Hungary	Think Hungary, more than expected
Iceland	Inspired by Iceland
India	Incredible !ndia
Indonesia	Wonderful Indonesia
Ireland	Jump into Ireland
Italy	Made in Italy
Jordan	Yes, it’s Jordan
Kenya	Magical Kenya
Lebanon	Live Love Lebanon
Luxembourg	Live your unexpected Luxembourg
Macedonia	Macedonia Timeless
Monaco	Easy going Monaco
New Zealand	100% Pure New Zealand

Country	Slogan (original in English)
Pakistan	It's beautiful, it's Pakistan
Palau	Pristine Paradise Palau
Panama	Panama surprises
Philippines	It's more fun in the Philippines
Russia	Reveal your own Russia
Rwanda	Remarkable Rwanda
San Marino	San Marino for All
Serbia	My Serbia
Slovakia	Travel in Slovakia – Good idea
Slovenia	I feel sLOVEnia
South Korea	Imagine your Korea
Spain	#spainindetail
St. Vincent and the Grenadines	Discover SVG
Thailand	Amazing Thailand: It begins with the people
Tunisia	I feel like Tunisia
Tuvalu	Timeless Tuvalu
Uruguay	Uruguay natural
Venezuela	Venezuela is your destination!

Source: Authors' own research

Category 2: The word “You” or “Your” is included in the slogan

Twenty-two countries of the 170 examined slogans integrate the word “You” or “Your” in some form, resulting in the second largest group. The popularity of this concept may be due to the idea that marketing is about the customer (in this case, about the potential tourist) above all. On the other hand, since there is no difference between the uses of the word “you” in formal and informal addressing in modern English, the use of this word in slogans addressing consumers is not as impolite as it would be in German. However, an adaptation dilemma occurs when an English slogan is translated into a language where the difference of using the equivalent of “You” (for example, “Du” and “Sie” in German) is an important question. Nevertheless, one of the advantages of using “You” and “Your” is that the consumer can be personally addressed with such slogans and, if applied correctly, they can mobilise people, acting like a battle cry.

One of the best examples in this group is “Beats to your rhythm”, the slogan of Argentina. This represents that the slogan belongs to a dancing (tango), musical, passionate country which also provides the appropriate opportunities for people looking for a more relaxed vacation and other cultural programmes as Argentina is an adaptive country.

Following the same line of thought, Albania emphasises personal freedom. Their slogan “Go your own way” can be particularly attractive to tourists looking for unique experiences, supposing that it is not misunderstood: non-native English speakers may interpret the slogan as “Come here, do what you like, we do not pay much attention”. This impression of a Balkan country that is unknown to many people is not very favourable.

Of course, this slogan category also includes more cliché-like solutions than unique and functioning concepts. “Your Singapore” or “Ours. Yours. Bahrain.” do not really meet the criteria of good slogans. Slogans like “Iran – You are invited” or “Bolivia awaits you” do not activate tourists effectively: everyone is welcome in these countries, but they do not tell us why it would be worth going there, so these invitations may easily be left without an answer from tourists.

Table 2: Slogans including “You” or “Your”

Country	Slogan (original in English)
Albania	Go your own way
Argentina	Beats to your rhythm
Bahrain	Ours. Yours. Bahrain
Bolivia	Bolivia awaits you
Botswana	Our pride, your destination
Cyprus	Cyprus in your heart
Ecuador	All you need is Ecuador
England	Discover your England
Fiji	Where Happiness Finds You
Georgia	For the best moments of your life
Iran	You Are Invited
Luxembourg	Live your unexpected Luxembourg
Paraguay	You have to feel it
Poland	Move your imagination
Russia	Reveal your own Russia
Saint Kitts and Nevis	Follow your heart
Singapore	Your Singapore
South Korea	Imagine your Korea
Uganda	You're welcome
Ukraine	It's all about U
United States of America	All within your reach
Venezuela	Venezuela is your destination!

Source: Authors' own research

However, it is important to point out that slogans can be understood less as standalone items than as highlighted elements of the entire marketing communications concept. Our study did not examine the latter aspect; therefore, it is possible that the abovementioned slogans perform better as part of a specific concept.

Category 3: Slogans including the name of a larger geographical unit

The third most popular group of slogans consists of messages based on a larger geographical unit – 18 out of 170 countries use this concept. Emphasising the location may be particularly useful if it demonstrates the main strength of a specific country.

The case of Portugal is a good example: the slogan “Europe’s West Coast” indicates the wide coastal line and the ocean, therefore people visiting the country are likely to be interested in it and link it with expected experiences (e.g. boat trips, coastal sunset, wildlife, seafood, etc.). The slogan of The Gambia, “The smiling coast of Africa”, is also a good example: it combines the continent (Africa), the location (seaside) and the atmosphere (cheerfulness and hospitality). As the smallest country of Africa, they possess little competitive value, but they can stand out from the rest because of their beach and hospitality.

The Gambia is also an example of a smaller country trying to achieve a better position based on the reputation of a larger geographical unit. Two European mini-states, Andorra and Malta, also follow this concept. The former is “The Pyrenean Country”, and the latter is “Truly Mediterranean”. However, we can also find similar examples on other continents: Tonga is no other than “The true South Pacific”, while Trinidad and Tobago is “The true Caribbean”.

Interesting examples also include Tanzania, which is known less as a country and more for its wonderful natural sights. Therefore, they chose the somewhat long slogan “The land of Kilimanjaro, Zanzibar and the Serengeti” for good reason. It is interesting, however, that Madagascar, located not far from Tanzania, only describes itself as “A genuine island, a world apart”. In their case, the slogan could also be “Madagascar – The way you saw it in the cartoon”. Of course, such slogans usually cause outrage among locals as they fear that these degrade the country and narrow down what it offers, although everything that is bigger, better known and positive is worth being associated with.

Within the group, the use of the expression “heart” or “heart of” is common practice in destination marketing and, as such, can also be highlighted. According

to the slogans, Bosnia and Herzegovina is “The heart of SE Europe”, Taiwan is “The heart of Asia”, while Malawi is “The warm heart of Africa”. With this practice, they do not only indicate their location, but also try to influence emotions, even if – as we have pointed out – “heart of (geographical unit)” is a kind of a cliché solution. Nowadays, Bosnia and Herzegovina also uses the slogan “The Heart-Shaped Land”, which refers to the geographical shape of the country, similar to a heart with a slight (or rather big) exaggeration.

Table 3: Slogans including the name of a larger geographical unit

Country	Slogan (original in English)
Andorra	The Pyrenean Country
Bosnia and Herzegovina	The heart of SE Europe
Cameroon	All of Africa in one country
Chad	Oasis of the Sahel
The Gambia	The smiling coast of Africa
Guyana	South America Undiscovered
Kyrgyzstan	Oasis on the Great Silk Road
Madagascar	A genuine island, a world apart
Malaysia	Truly Asia
Malawi	The warm heart of Africa
Malta	Truly Mediterranean
Portugal	Europe’s West Coast
Romania	Explore the Carpathian garden
Sri Lanka	Wonder of Asia
Taiwan	The heart of Asia
Tanzania	The land of Kilimanjaro, Zanzibar and the Serengeti
Tonga	The true South Pacific
Trinidad and Tobago	The true Caribbean

Source: Authors’ own research

Category 4: Slogans including the terms “discover” or “discovery”

As we have mentioned in the introduction, one of the most overused phrases of tourism marketing is “discover”, which we found in 15 slogans in some form.

Saudi Arabia stands out even among cliché solutions with its slogan “Experience to discover”.

Of course, this group also includes good practices. For example, Guyana demonstrates how a country can communicate its obscurity in a positive manner. The territory of the state is mostly covered by forest and has only 770,000 inhabitants – it is not even a dominant player within South America. The country

name is derived from an Indigenous Amerindian language and means “the land of many waters”, but its communication is not based on this because that would not point out their advantage: the untouched environment. Therefore, Guyanese people prefer to use the “South America undiscovered” slogan (with which they were also included in the previous category). Unlike neighbouring Venezuela, the majority of Guyanese natural treasures are still clean and untouched.

Special mention should be made of Japan’s slogan. “Endless discovery” may sound very banal at first, but most visitors agree that one needs a lot of time to discover the natural and cultural treasures of the country – Japan offers an almost unlimited range of novelties, and people who have visited it at least once tend to return quite often.

Table 4: Slogans including the terms “discover” or “discovery”

Country	Slogan (original in English)
Bulgaria	A discovery to share
Canada	Keep exploring
England	Discover your England
Guyana	South America undiscovered
Japan	Endless discovery
Liechtenstein	Explore princely moments
Moldova	Discover the routes of life
Romania	Explore the Carpathian garden
Saudi Arabia	Experience to discover
Sierra Leone	The freedom to explore
Solomon Islands	Seek the unexplored
St. Vincent and the Grenadines	Discover SVG
United Arab Emirates	Discover all that’s possible
Vanuatu	Discover what matters
Zambia	Let’s explore

Source: Authors’ own research

Category 5: Slogans using the words “beautiful” or “wonderful”

All countries are beautiful in their own way, or at least they all have natural values or artificial attractions that people are interested in. However, it is quite rare that a country is beautiful in its entirety, therefore it is surprising to find that highlighted in several cases (16 in total) as the main experience promised by the country. Of course they lose some of their originality as a result of that.

Laos and Saint Lucia actually use the same slogan, “Simply beautiful”. Syria’s motto “Always beautiful” is just heart-breaking if we consider what has

happened to the country: although it is historically beautiful, locals and potential tourists probably have a different view after the invasion of the Islamic State and the bombings that followed. Moreover, a significant part of cultural and historical monuments were destroyed, so even if the situation improves in the future, the tourist drawing power of the country will probably not be as strong as before.

Besides the word “beautiful”, “wonder” also belongs to this category. Sri Lanka is no other than the “Wonder of Asia”, Kazakhstan is “The land of wonders”, and Cambodia is the “Kingdom of wonder”. At the same time, these phrases may be less unique, and they do not necessarily mobilise the target group.

Djibouti and its slogan “Djibeauty” form a separate category: its advantage is distinction, but its disadvantage is that the witty wordplay only makes sense in English.

Table 5: Slogans using the words “beautiful” or “wonderful”

Country	Slogan (original in English)
Armenia	Visit Armenia, it is beautiful
Bangladesh	Beautiful Bangladesh
Cambodia	Kingdom of wonder
Djibouti	Djibeauty
Indonesia	Wonderful Indonesia
Kazakhstan	The land of wonders
Laos	Simply beautiful
Lithuania	Real is beautiful
Montenegro	Wild beauty
Oman	Beauty has an address
Pakistan	It’s beautiful – it’s Pakistan
Saint Lucia	Simply beautiful
Samoa	Beautiful Samoa
Sri Lanka	Wonder of Asia
Syria	Always beautiful
Zimbabwe	A world of wonders

Source: Authors’ own research

Category 6: Slogans including the words “nature” or “natural”

Wonderful natural formations exist in several countries all around the world, but rather surprisingly the tourism slogans of only five countries highlight it with different levels of wittiness. The island of Dominica would like to own the combination “The nature island”. Norway’s slogan “Powered by nature” also refers to the nature of their primary sight, fjords: these formations have not been created by man, but by nature.

With its slogan “Get natural”, Switzerland aims to target those who wish for “green” or “snowy” experiences. It is a relevant slogan as the majority of Swiss tourism (e.g. mountain biking, mountaineering, skiing, snowboarding) happens for the purposes of sports or recreation (hiking in the fresh air, Alpine excursions). Figuratively, the slogan may also refer to naturalness, a basic value in Switzerland.

In the case of Belize, “Mother Nature’s Best Kept Secret” is an extremely exciting choice. The most precious treasure may also refer to Belize as a real tax haven, a well-known offshore location. The previous tourism slogan might have actually scared away the businessmen open to such ventures, as it said “A curious place”. Well, this is not something that people wishing to “hide” their money want to hear. They would probably prefer “The best kept secret”.

Table 6: Slogans including the words “nature” or “natural”

Country	Slogan (original in English)
Belize	Mother Nature’s Best Kept Secret
Dominica	The nature island
Norway	Powered by nature
Switzerland	Get natural
Uruguay	Uruguay natural
Uzbekistan	Naturally irresistible!

Source: Authors’ own research

Category 7: Slogans based on rich history

Several countries wish to make use of their rich history, as we have showed in the introduction through the example of Greece. Including that example, we found nine such cases in total. Mozambique invites tourists to “Come to where it all started”. Egypt describes itself as the place “Where it all begins” (which is partially justified). Ethiopia also tries to suggest something similar by stating that it is the “Land of origins” (which is also partially true). And, of course, we can also mention Israel, “The Land of Creation” – although this slogan clearly supports Israel’s modern, “start-up nation” positioning as well.

Peru suggests it is the “Land of the Incas”, and Guatemala declares it is the “Heart of the Mayan World” – these slogans are based on the Indian culture and heritage. It is interesting that, in the latter case, they have also considered changing their country’s name: instead of the slogan mentioned above, the country name “Guatemala” could be an even more direct reference to the Maya heritage, and associations with the Spanish word mala (bad) could be avoided (see Papp-Váry 2017).

We may also consider countries using the adjective “timeless” as a separate subgroup: Macedonia, Tuvalu and Vietnam think that they are (and will continue to be) just as interesting, lovely and charming in the eyes of visitors as they were in the past.

Table 7: Slogans based on rich history

Country	Slogan (original in English)
Egypt	Where it all begins
Ethiopia	Land of origins
Greece	All time classic
Guatemala	Heart of the Mayan World
Israel	The Land of Creation
Macedonia	Macedonia Timeless
Peru	Land of the Incas
Tuvalu	Timeless Tuvalu
Vietnam	Timeless charm

Source: Authors' own research

Category 8: Slogans based on the word “happiness”

Coca-Cola’s slogan was “Open Happiness” between 2009 and 2015. The notion was also used by some countries: the slogans of Bhutan, Aruba and Fiji include the word “happy” or “happiness”.

Considering these examples, Bhutan’s case is hardly surprising. Back in 1979, a former king of the country was the first to say “We do not believe in Gross National Product. (...) Gross National Happiness is more important.” (Earthjournalism.net 2012)

The list of countries displaying happiness in their slogan includes a European state, Denmark. They describe themselves as the “Happiest place on Earth”. They support this statement with studies, because they often achieve an excellent position in happiness reports (Business Insider 2017). It is another question that they owe this to their well-functioning state, advanced social system and welfare, which may not be the most important experience offered to tourists.

Table 8: Slogans based on the word “happiness”

Country	Slogan (original in English)
Aruba	One happy island
Bhutan	Happiness is a place
Denmark	Happiest place on Earth
Fiji	Where happiness finds you

Source: Authors' own research

Category 9: Slogans using the words “dream”, “inspiration”, or “imagination”

The “All within your reach” slogan of the United States of America may sound strange at first, considering the size of the country. However, the slogan may have another interpretation, which actually justifies the classic “American dream”: this is the place where you can achieve everything and anything.

Qatar’s “Where dreams come to life” slogan expressly refers to imagination and an almost fairy tale-like economy. Let us face it: the fact that they host the 2022 FIFA World Cup seems dreamlike in itself. Another strength of the slogan is that it belongs to mottos which do not only address tourists but also provide inspiration for investors, potential settlers and local citizens.

Germany is getting stronger in innovation, and their history has proved several times that they can undergo serious development. They probably refer to this in their slogan “Simply inspiring”, which can be communicated effectively towards various target groups with minor modifications.

Table 9: Slogans using the words “dream”, “inspiration”, or “imagination”

Country	Slogan (original in English)
Dominican Republic	Dominican Republic has it all!
Germany	Simply inspiring
Korea	Imagine your Korea
Poland	Move your imagination
Qatar	Where dreams come to life
South Africa	Inspiring new ways
United States of America	All within your reach

Source: Authors’ own research

Category 10: Slogans including the words “feel”, “live”, or “experience”

The primary aim of using the words “believe”, “feel”, “experience”, and “live” is to wield some positive influence on emotions, but that effect has significantly decreased in the past decades as a result of frequent use. Having noticed this phenomenon, European countries are not using these words at the moment, but there are still some examples in South America and Africa.

Mexico tries to exert some influence using the words “live” and “believe” together in the slogan “Live it to believe it”, but it does not say anything specific about the place and, in this example, almost any country could replace Mexico. Given the country’s excellent conditions and natural and cultural sights, the use of a more concrete slogan could be considered.

Micronesia could also consider a more concrete slogan than “Experience the warmth” that could potentially result in higher activation of the target group (or at least referring to the character and uniqueness of the country). Although warmth can be translated into a sense that suggests the love that people feel, in the case of the slogan we cannot really be sure that recipients understand its secondary meaning.

In Bermuda we could feel love (“Feel the love”), and in Tajikistan we could feel friendship (“Feel the friendship”). Suriname is colourful (“A colourful experience”), Swaziland offers royal experiences (“A royal experience”), and we must experience Haiti (but what exactly?), or feel Paraguay (“Experience it”, and “You have to feel it”) – all in all, this group would probably win the cliché contest.

Table 10: Slogans including the words “feel”, “live” or “experience”

Country	Slogan (original in English)
Bermuda	Feel the love
Haiti	Experience it
Lebanon	Live Love Lebanon
Luxembourg	Live your unexpected Luxembourg
Mexico	Live it to believe it
Micronesia	Experience the warmth
Paraguay	You have to feel it
Slovenia	I feel sLOVEnia
Suriname	A colourful experience
Swaziland	A royal experience
Tajikistan	Feel the friendship
Tunisia	I feel like Tunisia

Source: Authors' own research

Category 11: Slogans based on the word “life”

Croatia’s “Full of life” slogan carries the promise of holidays and leisure experiences, although it is not a bad message for investors, either. The Maldives’ slogan “The sunny side of life” also emphasises vacation, relaxation and good weather.

At the same time, it is quite hard to understand Georgia’s slogan “For the best moments of your life” – it does not refer to the unique characteristics of the country and seems to be quite an overpromising slogan for tourists. The Moldovan slogan “Discover the routes of life” is a similar example: it includes messages of discovery and life, unless the country wants to refer to the fate of the area that

was troubled for centuries – Moldova was one of the European countries in the deepest economic crisis in the 1990s, with a GDP well below the CEE average. It is a real challenge for the country (wedged between Ukraine and Romania) to find its unique character that is also attractive to tourists.

Table 11: Slogans based on the word “life”

Country	Slogan (original in English)
Bahamas	Life Is Grand
Croatia	Full of life
Georgia	For the best moments of your life
Maldives	The sunny side of life
Moldova	Discover the routes of life
Qatar	Where dreams come to life

Source: Authors' own research

Category 12: Slogans that cannot be classified into any other groups

We have identified 31 out of 170 slogans that cannot be classified into any groups. In some way, this is a positive thing because it means that these countries managed to create something unique.

The Republic of Cape Verde and the country of Jamaica highlight relaxation. The motto of the former, “No stress”, refers to the small number of happenings, which enables easy relaxation. In addition, their slogan is identical with the title of a popular song. Jamaica’s “Get All Right” slogan may strengthen the easy, laidback image of the country: we almost hear Bob Marley’s music. “The original cool”, the original slogan of the Netherlands may have been created for the same reason, somewhat referring to the fact that it was the first European country where a stress-free, laid-back, cool outlook on life took the centre stage.

Other countries use other arguments. Kosovo’s “History in the making” slogan may attract tourists as they can have a close-up view of how a country is being built, and it can also be a positive message for investors, showing them that they are opening up new vistas. East Timor’s slogan, “Being First Has Its Rewards”, was probably created for the same purpose.

The “Land of stories” slogan of the Czech Republic basically belongs to a marketing communications concept. As a result of the country’s rich cultural and historical traditions, Czechs put special emphasis on “storytelling”, therefore they created (well-articulated and sophisticated factual) stories not only about the country but also about domestic destinations and each attraction group.

Austria's "Arrive and revive" slogan has been translated into more than 20 languages, enabling accurate understanding. The "Arrive and revive" concept focuses on quality pastime. Its advertising spots highlight family and individual leisure time without gadgets, in the wonderful Austrian landscapes. The attraction of Austria's experience promise is very similar to that of Switzerland, therefore they try to distinguish themselves from Switzerland (and also from Germany) in their communication with good situational awareness.

Of course, we can also find questionable slogans besides positive examples. Algeria also goes against one of the golden rules: we do not know what marketer created its "Tourism for everybody" slogan, as there is an iron law that the target group cannot be "everybody". Chile fell into the same trap: "All are welcome" may look nice at an airport, but an advertisement including that slogan is not quite mobilising. The same can be said of the slogan of the Kiribati archipelago, which says "For travellers".

Honduras' slogan "Everything is here" also seems rather exaggerated. However, the slogan of nearby El Salvador is rather an underestimation. "The 45-minute country" scarcely makes the country attractive – it is doubtful that many people would want to travel to a country whose attractions can be viewed within 45 minutes.

Nigeria's government received harsh criticism when it introduced the "Good people, great nation" slogan. As Nigerian and international critics explained, you could scarcely change the image of a country with slogans and attractive colour combinations if its government members steal, manipulate election results, and sometimes bump off opposition members. In addition, the Internet further tainted the country's reputation, which had not been so bright anyway, with the 419 fraud, the action of online con artists promising wealth in return for the banking details of people falling for the scam in hopes of getting rich fast.

It is interesting that wordplays also appear in this category. Instead of "Much more", Morocco uses the slogan "Much Mor" referring to Moors. Belgium says it is simply "The place to Be".

Category 13: Countries without a slogan

Of course, there are countries which do not have a tourism slogan – at least for now. This group mostly includes African countries (Angola, Benin, Burkina Faso, Central African Republic, Democratic Republic of the Congo, Eritrea, Gabon, Ghana, Guinea, Ivory Coast, Liberia, Mali, Mauritania, Niger, Republic of the Congo, Senegal, South Sudan, Sudan, Togo, Western-Sahara, Yemen), and

Table 12: Slogans that cannot be classified

Country	Slogan (original in English)
Algeria	Tourism for everybody
Antigua and Barbuda	The beach is just the beginning
Austria	Arrive and revive
Belarus	Hospitality beyond borders
Belgium	The place to Be
Brunei	A kingdom of unexpected treasures
Cape Verde	No stress
Chile	All are welcome
Czech Republic	Land of stories
East Timor	Being First Has Its Rewards
El Salvador	The 45-minute country
Honduras	Everything is here
Jamaica	Get All Right
Kiribati	For travellers
Kosovo	History in the making
Latvia	Best enjoyed slowly
Lesotho	The kingdom in the sky
Mauritius	It's a pleasure
Mongolia	Go Nomadic
Morocco	Much Mor
Myanmar	Let the journey begin
Namibia	Endless horizons
Nepal	Once is not enough
The Netherlands	The original cool
Nicaragua	Unica. Original!
Nigeria	Good people, great nation
Papua New Guinea	A million different journeys
Scotland	A spirit of its own
Seychelles	Another world
Turkey	Be our guest!
United Kingdom	Home of amazing moments

Source: Authors' own research

the reason for the lack of a tourism slogan is probably the low level of tourism development and related communications activities. However, the group also includes three Asian countries, namely Afghanistan, Iraq and Turkmenistan (although Iraq's Kurdistan region has a tourism slogan, "The other Iraq").

Rather surprisingly, there is also a European country that uses no slogan, namely Sweden. However, this is compensated for by well-known marketing communications

campaigns, for example “The Swedish Number”, which allowed callers to get connected to a random Swede and talk about anything. Such engaging actions probably communicate the message of the country better than any kind of slogan.

Results: the frequency of each slogan type

Having presented the categories of the analysis, it is worth reviewing the most popular solutions. We have calculated the percentage ratio in light of the 170 slogans examined. As we have mentioned above, it is important to note that some slogans were included in multiple groups, for example Guyana’s slogan “South America undiscovered”. We also must not forget that, in addition to the 170 countries analysed in our study, 26 countries do not have a tourism slogan at all.

Table 13: The frequency of each slogan type

Slogan group	Frequency (number)	Proportion (in %, the percentage of 170 examined slogans)
Slogans that include the country name	50	29.4%
- including an alliteration	8	4.7%
Slogans including the word “You” or “Your”	22	12.9%
Slogans including the name of a larger geographical unit	18	10.6%
Slogans including the word “beautiful” or “wonderful”	16	9.4%
Slogans including the term “discover”	15	8.8%
Slogans including the word “feel”, “live” or “experience”	12	7.1%
Slogans based on rich history	9	5.3%
Slogans using the word “dream”, “inspiration”, or “imagination”	7	4.1%
Slogans based on the word “life”	6	3.5%
Slogans including the word “nature” or “natural”	6	3.5%
Slogans based on the word “happiness”	4	2.7%
Slogans that could not be classified	31	18.2%

Source: Authors’ own research

On the whole, the category “finishing in the first place” was the group including the country name. The role of alliterations is to be highlighted even among these 50 slogans: its 8 occurrences mean that it surpasses four other categories in the table, therefore we may also consider it an individual group.

Slogans including the words “You” or “Your” also take a prominent place, with 22 occurrences: these countries try to address their consumers personally through their slogans.

More than 10% of the examined slogans position the country in connection with a larger geographical unit, mostly a continent or ocean. Somewhat cliché-like “discover” slogans make up 8.8%, and the ones including the words “beautiful” or “wonderful” amount to 9.4% of 170 slogans in total.

The share of slogans including the words “feel”, “live” or “experience” is 7.1%, while that of slogans based on rich history is 5.3%.

The occurrence of slogans including the words “dream”, “inspiration” or “imagination” is comparatively low, only 4.1%. The share of slogans including the words “life”, “nature”, “natural”, “happiness”, or “happy” is even smaller.

Slogans that could not be classified into any of the categories constitute a relatively large group, with a share of 18.2%. Just like all the other categories of the analysis, this one also includes both more creative and less original solutions.

Discussion: the role of consistency

Although finding a good slogan is a great treasure for a country and its tourism organisation, it is at least as important to use it consistently in terms of both geographical dimension and timespan. “(...) maintaining absolute control and conducting the same campaign in every country paid huge dividends. It was just like McDonalds – you are going to get the Big Mac”, says Tourism New Zealand CEO George Hickton (see Pike 2007. 14). If we keep mentioning the slogan for years or decades, we may expect that, sooner or later, it will be imprinted – just like Nike’s “Just do it”. On the contrary, if we keep changing the slogan during each campaign, significant results are unlikely to be achieved.

However, frequent slogan changes are more common in the case of countries than in the case of classic brands. In the latter case, it is characteristic that, when a new head of marketing arrives, s/he wants to leave his/her mark by inventing a new slogan, logo and marketing communications concept. If the advertising agency is also replaced at the same time, the chances of creating a new slogan are even bigger. In the case of countries, changes of government, changes in the management of tourism organisations and certain political games may also be involved. The new leader is all the more motivated to show that s/he is better or different, with more creative ideas. For example, Steven examined the slogans of US states in 1982, 1993 and 2003 (see Pike 2007). According to his findings, only

6 out of 47 slogans used in 1982 remained valid until 1993, and only 13 out of 43 slogans examined in 1993 were still used in 2003.

Unfortunately, there is no comprehensive study on the earlier slogans of the 170+26 countries examined in this writing. Also, we must not forget that many of these countries were established in recent decades or years. It is enough to think of East Timor or South Sudan, but we may also mention the successor states of the Soviet Union or Yugoslavia as examples.

Yet the comparison is possible, even if it is not for the complete sample. Papp-Váry and Gyémánt (2009) provide 32 country slogan examples, and out of these, only nine remained unchanged over the past eight years. Furthermore, many countries have changed their slogans several times.

Of course, some of those changes are reasonable: for example, it was practical to find an English slogan to replace Argentina's Spanish slogan. Bhutan has probably become better known for its Gross National Happiness index than for being the "Land of the Thunder Dragon". Ethiopia's slogan "13 months of sunshine" hardly made any sense to tourists. The historical significance of Israel and the country's positioning as a start-up state is better reflected by the phrase "Land of creation" than the slogan "No one belongs here more than you". In the case of Estonia, "Positively transforming" is probably not valid any more as it is obvious that the country has completed its political and economic transition. At the same time, it seems a near miss that they did not connect the slogan to the well-known E-Estonia vision and mission, but were satisfied with the "Epic Estonia" alliteration.

The latter is also an example of new slogans including the country name: "Essential Costa Rica", "Incredible India", "Magical Kenya", "Macedonia timeless", "#spainindetail", or "Think Hungary – More than expected". It seems that these countries took the advice of Ogilvy and Bernbach some decades later (Ogilvy 2001; Levenson 2002).

On the contrary, it is difficult to understand the changes of slogans in the following examples, which do not seem to be truly effective: "Discover your England" instead of "Enjoy England", "Imagine your Korea" instead of "Korea sparkling", or "Move your imagination" instead of "Creative tension" in the case of Poland, unless their aim was to include the word "Your" in their slogans at all costs. It is also hard to understand why Norway replaced "Pure Escape" (praised in several case studies) with the slogan "Powered by nature". Cambodia's new choice, "Kingdom of wonder" instead of "World of treasures", does not appear to be justified, either.

Table 14: Countries that used the same slogan in 2009 and 2017

Country	Slogan in 2009	Unchanged slogan in 2017
Aruba	One happy island	One happy island
Bermuda	Feel the love	Feel the love
Brunei	The kingdom of unexpected treasures	The kingdom of unexpected treasures
Canada	Keep exploring	Keep exploring
Kosovo	History in the making	History in the making
Montenegro	Wild beauty	Wild beauty
New Zealand	100% Pure New Zealand	100% Pure New Zealand
Switzerland	Get natural	Get natural
Uruguay	Uruguay Natural	Uruguay Natural

Source: Authors' own research

Table 15: Countries that replaced their 2009 slogan

Country	Slogan in 2009	New slogan in 2017
Albania	A new Mediterranean love	Go your own way!
Argentina	Más de una razón	Beats to your rhythm
Austria	At last	Arrive and revive
Bhutan	Land of the Thunder Dragon	Happiness is a place
Cambodia	World of treasures	Kingdom of wonder
Costa Rica	No artificial ingredients	Essential Costa Rica
Croatia	Mediterranean as it once was	Full of life
England	Enjoy England	Discover your England
Estonia	Positively transforming	Epic Estonia
Ethiopia	13 months of sunshine	Land of origins
Hungary	A Love for life, and Talent for entertaining	Think Hungary – More than expected
India	We add spice to your life	Incredible India
Israel	No one belongs here more than you	Land of creation
Kenya	Experience a different safari every day	Magical Kenya
Korea	Korea sparkling	Imagine your Korea
Macedonia	Cradle of culture, land of nature	Macedonia timeless
Nicaragua	A water paradise	Unica. Original!
Nigeria	Heart of Africa	Good people, great nation
Norway	Pure escape	Powered by nature
Poland	Creative tension	Move your imagination
Romania	Come as tourist, leave as friend	Explore the Carpathian garden
Spain	Everything under the sun	#spainindetail
Tonga	The ancient kingdom of Tonga	The true South Pacific

Source: Authors' own research

Conclusion: A slogan is just the final step

To conclude, our study has shown how many solutions different countries use to create their slogans. Of course, as it turns out, they are not so many: the 170 examined slogans can be classified into 11 categories, and one so-called “other” category. Also, we must not forget that, in addition to the 170 countries with slogans, we found 26 countries without any central tourism slogan. This can be considered as the thirteenth category.

Our classification has summarised the most typical slogan variations: first of all, slogans featuring the name of the country (29.4%), solutions including the word You/Your (12.9%), and slogans positioning the country in connection with a larger geographical unit, for example a continent or an ocean (10.6%). We have also found out that “discover”-type slogans (8.8%) and slogans including the words “wonderful” or “beautiful” (9.4%) are still very popular. The five categories above are the most common, while six other categories using words such as life, nature, happiness, or referring to some emotion are identified in 2.7-7.1% of the cases. Slogans that cannot be classified into any of these categories constitute a comparatively large group, with a share of 18.2%. As in all other categories, we can also find more creative and less original solutions in the latter case.

The study has also explained that it is better to use a mediocre slogan in the long term than to introduce a new, current slogan each year because the latter solution makes consistent branding significantly more difficult. However, as we have found out in our examination of 32 country slogans, only 9 countries already used their slogan in 2009, and in 23 cases the slogan was replaced. As our analysis has pointed out, some of these changes could be justified, but in several cases the reasons for the change can be questioned.

Last but not least, it is important to note that a slogan is just the final step. The “product” itself plays a more important role in the attraction of tourists and slogans are also just one (although quite visible) element of marketing communications. Therefore, the influence of country slogans must be neither overestimated nor underestimated. A well-chosen slogan can be very useful in any case.

As we explained in the introductory chapter, the study can serve as a good basis for all professionals actively engaged in country branding. Cliché-like solutions and keywords may be filtered out by an overview of the world’s country slogans, while good examples may provide help and inspiration. In addition, in

the chapters discussing the literature available on the topic, we also examined international and Hungarian specialised literature to highlight the characteristics and functions of good slogans.

However, the study does not provide an in-depth analysis of slogan effectiveness, although further empirical research on the topic could explain the effect of individual slogans on their target group. As a follow-up to our research, a possible question to analyse would be if slogans alone could actually raise interest in a country. That study could be conducted as a “blind test” surveying what countries people connect with individual slogans.

Weighing the functions of slogans may also be an exciting topic. What is the most important factor for their effect on inbound tourism? Is it their simplicity, attractiveness, adaptation to positioning, or easy-to-remember character?

The third exciting field recommended for research is examining the effect of the visual elements used in slogans. Is a slogan more functional if it is used together with a logo? What is the effect of typography? How does a photo accompanying a slogan affect the target group? The analysis of slogans may result in a series of exciting research projects in the future, providing tangible scientific results that are also applicable in practice.

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