

Executive summary - European cities

The
Digital
City
Index'17

Developed by:
Bloom Consulting and Digital Demand - D2©

The Digital City is the Real City.

Bloom Consulting is very proud to present the first Digital City Index 2017 Europe edition. After having launched the Digital Country Index 2016 and 2017, we decided to further expand the data investigation and create a City version of the Index. **The Digital City Index 2017 Europe edition** reflects the true demand that Global Citizens have for 67 thoroughly selected European Cities. Around 260 Million searches have been performed towards these Cities over the past year and as we are living in an increasingly digital world, this number will keep growing in the future.

The Index allows us to see the positions of all of the selected European Cities in three Dimensions: Tourism, Investment and Talent. A position is not only determined by the number of searches, but also by the overall consistency of these searches within the Dimensions. By collecting data from previous years as well, we are able to show the evolution in the positioning of each City in the ranking. Further, we have created Awards for five different categories, which reflect more specific strengths and appeals of the European Cities.

We can see that several major events that took place in Europe over the past year, strongly affected the search demand for European Cities. In this executive summary, you will find how events, such as the Brexit referendum, the UEFA Euro 2016, and terrorist attacks, impacted the digital appeal of the 67 selected European Cities.

Our research reveals that classic European Destinations are not experiencing as much growth in searches as other European Cities. It may seem surprising, but Barcelona has the second highest digital appeal out of all the 67 observed Cities and is strengthening its position amongst the Top 3.












This development shows that while Capital Cities are traditionally the most prominent Cities in a Country, others are on the rise.

The Digital City Index 2017 Europe edition allows us to overcome our perceptions and see the real dynamics in Europe. Welcome to the #DigitalCity

Executive Summary - European Cities

The top spots of the Index

Figure 1: The Top 15 Performers of the first edition of the Digital City Index© and variations from last year

|  Europe ▼ | | | |  Investment |  Tourism |  Talent |
|------------------------------------------------------------------------------------------------------------|----|-----------------------------------------------------------------------------------------------|----|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| 1 | 0 |  London | 1 | 1 | 1 | |
| 2 | +1 |  Barcelona | 4 | 2 | 2 | |
| 3 | -1 |  Paris | 3 | 3 | 3 | |
| 4 | 0 |  Berlin | 2 | 6 | 4 | |
| 5 | 0 |  Amsterdam | 5 | 4 | 6 | |
| 6 | 0 |  Rome | 7 | 5 | 11 | |
| 7 | +1 |  Dublin | 12 | 12 | 5 | |
| 8 | +1 |  Madrid | 8 | 8 | 8 | |
| 9 | -2 |  Vienna | 10 | 9 | 7 | |
| 10 | +2 |  Prague | 27 | 7 | 16 | |
| 11 | -1 |  Munich | 9 | 18 | 14 | |
| 12 | +1 |  Zurich | 6 | 29 | 12 | |
| 13 | +3 |  Lisbon | 33 | 11 | 17 | |
| 14 | +3 |  Budapest | 23 | 13 | 22 | |
| 15 | -1 |  Valencia | 26 | 15 | 13 | |

Winners of the Digital City Index 2017 (Europe edition)

1st place: London

London takes it all: Unsurprisingly the British Capital has managed to outperform all other European Cities in the Index by clearly leading in all three Dimensions.

Figure 2: London City detail results

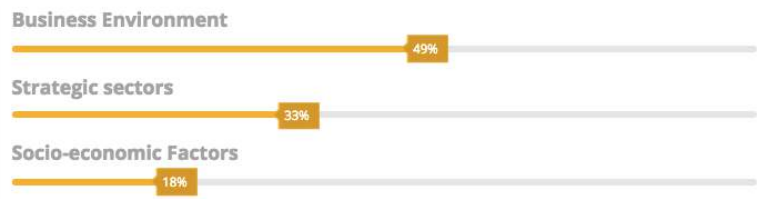


London

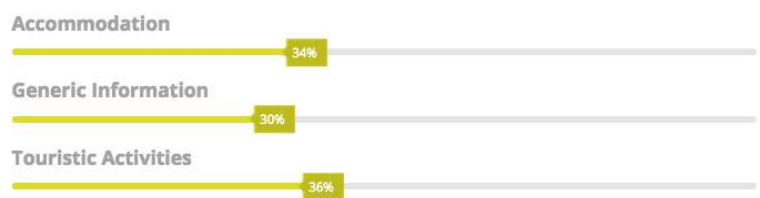
General Position
 Europe **1** Variation since 2016 **0**

Dimension Position - Europe
 Investment **1** Tourism **1** Talent **1**

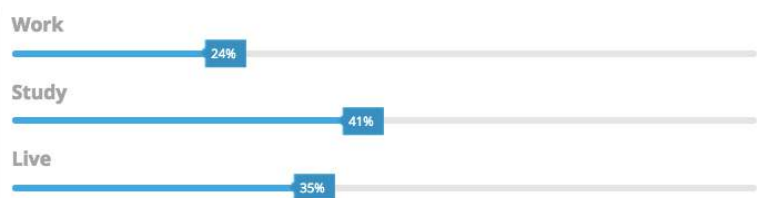
Searching for Investment - Share of results by "brandtag" family



Searching for Tourism - Share of results by "brandtag" family



Searching for Talent - Share of results by "brandtag" family



Winners of the Digital City Index 2017 (Europe edition)

Although the City has the highest digital appeal, overall searches performed about London have not been growing as much as searches for other major European Cities presented in the Index. Nevertheless, London is the undisputable winner of the first Digital City Index.

Within the Tourism Dimension searches only went up by 16% since last year, whereas Amsterdam and Barcelona, two of London's strongest contenders, both experienced growth rates over 30%. The Tourism ranking is the closest amongst all three Dimensions for the top Cities, separating London from close contender Amsterdam only with a small fraction in terms of absolute searches.

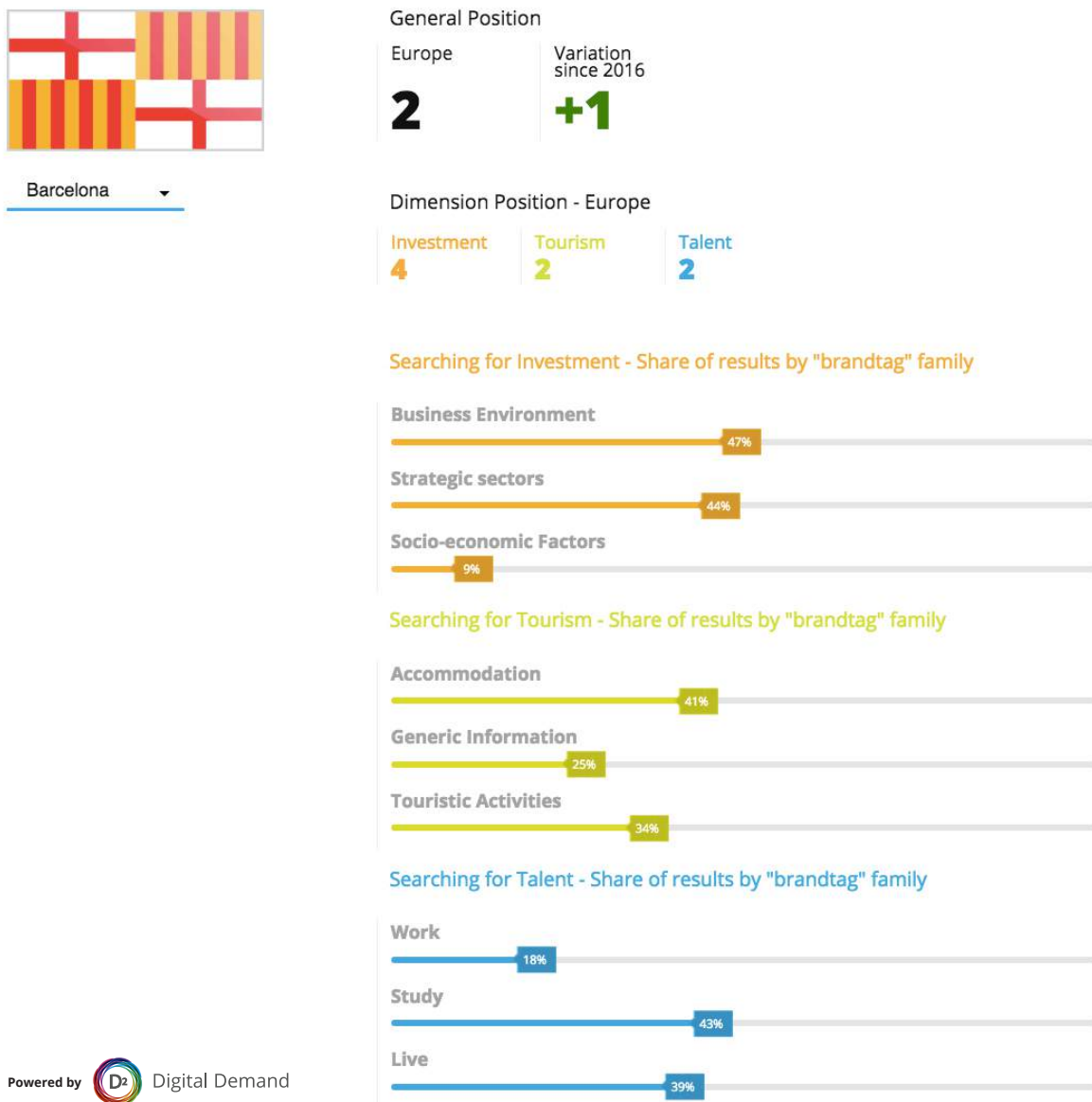
Despite ranking 1st in Investment with sufficient distance from potential competitors, London's growth rate amounts to a moderate 12%, which is substantially less than Europe's average of 23%. The latest headache of the City is the Talent Dimension, which declined with a rate of 6%. This considerable downward trend is mostly triggered by a decrease in searches towards working in London with 14%. Nevertheless, London still outperforms all its competitors.

The Brexit referendum clearly affected London's Investment Dimension. The months following the results of the referendum show a remarkable decrease in searches, especially those related to labor costs and startups. Interestingly, the UK's favor of a Brexit made the British Pound fall to its lowest level in 30 years, thereby increasing the online demand as well as the actual visits from tourists. Overall, it seems that the Brexit referendum affected London much more than the UK on a Country level.

2nd place: Barcelona

Barcelona outshines the Spanish Capital and takes the 2nd place in the overall ranking, surpassing Paris.

Figure 3: Barcelona City detail results



Executive Summary - European Cities

Winners of the Digital City Index 2017 (Europe edition)

Digital demand for Barcelona has increased by 32% over the past year, a remarkable performance when comparing the growth rate to the ones of competing Cities. The Tourism Dimension of Barcelona shows a clear seasonality with peaks in the spring and summer months. There is a rising interest in the City's beaches and its restaurants, with a progression of searches by 42% and 47% respectively. This growing interest is not completely positive as the City's inhabitants seem to be overwhelmed by the mass tourism and even demand to introduce a tourist cap.

In the Talent Dimension, searches performed about Barcelona show an overall upward trend with an increase of 24%. This can be mainly explained due to its appeal towards international students. Searches about Universities have thus incremented by 34% between 2015 and 2016. Moreover, the overall growth within the Talent Dimension is the highest among the Top 10 Cities of the Index. Barcelona further shows a solid performance in the Investment Dimension with a growth in searches of 11%.

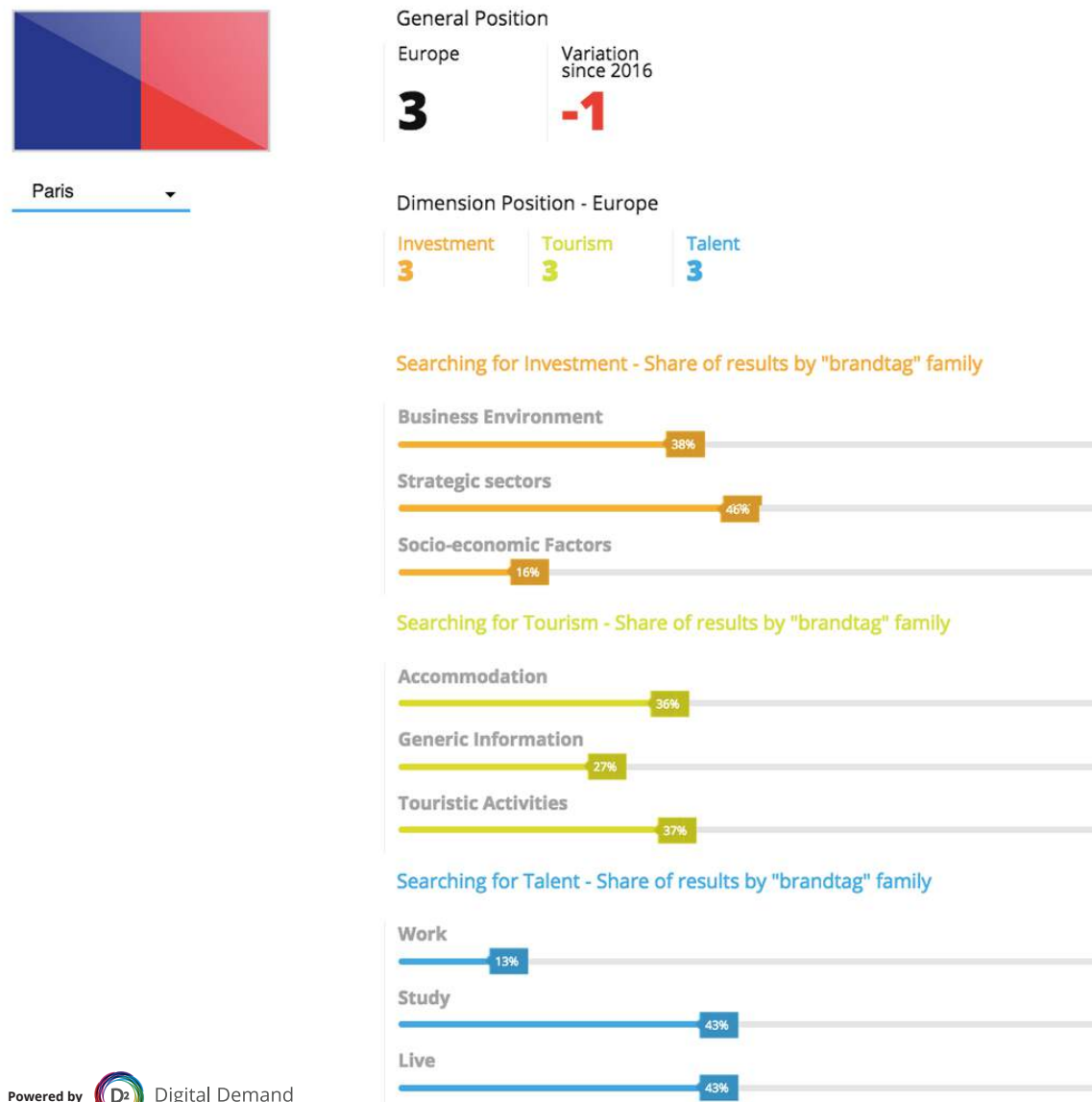
Generally, the City is continuously improving in all three Dimensions and is therefore a strong contender among the Top 3. The referendum on Catalan independence, which has been a recurring topic of discussion in Spanish politics, did not affect the City's appeal. However, time will tell whether the terroristic attacks in Summer 2017 will diminish the digital appeal of Barcelona in the same way as it affected Paris.

Winners of the Digital City Index 2017 (Europe edition)

3rd place: Paris

With the several violent events Paris suffered, the City loses one place in each Dimension and thus drops in the overall ranking.

Figure 4: Paris City detail results



Winners of the Digital City Index 2017 (Europe edition)

Paris achieved its highest growth rate in the Investment Dimension with an increase of 16% since last year. This is primarily due to an augmentation of 34% within its textile industry. Despite this growth, the City is struggling to keep up with strong competitors such as Amsterdam and Berlin, which both are showing high growth rates of 52% and 21% respectively.

A low growth in searches of only 1% has been observed for the Talent Dimension and searches performed about Tourism in Paris have even been declining by 3%. The main reasons for this are the terrorist attacks the City underwent in the recent years. Searches decreased constantly over the past year, mainly regarding living and working in Paris, by 5% and 13% respectively. Especially the Bataclan attack in November 2015 had an impact on touristic interest, with searches in December being 25% lower than the year before. Even the UEFA Euro Cup 2016 couldn't boost interest in the Tourism Dimension, it thus seems debatable whether big events truly have a strong and lasting impact on a City's appeal.

Overall, it was a rough year for Paris and the terrorist acts seem to not only affect Paris' Brand, but also France's as a whole. In the Digital Country Index 2017, we see that searches performed about France in the Talent Dimension were influenced negatively by the attacks, which indicates that searches of the Country are clearly connected with and reflected by the ones of the Capital City. We hope that Paris will overcome the incidents and are curious to see if it manages to increase its digital appeal within our next ranking, reconquering the second place "back" from Barcelona.

Winners of the Digital City Index 2017 (Europe edition)

4th place: Berlin

Berlin takes the 4th place of the European ranking and is the 2nd most appealing City within the Investment Dimension.

Figure 5: Berlin City detail results



Berlin

General Position

Europe

4

Variation since 2016

0

Dimension Position - Europe

Investment
2

Tourism
6

Talent
4

Searching for Investment - Share of results by "brandtag" family

Business Environment

63%

Strategic sectors

27%

Socio-economic Factors

10%

Searching for Tourism - Share of results by "brandtag" family

Accommodation

31%

Generic Information

24%

Touristic Activities

45%

Searching for Talent - Share of results by "brandtag" family

Work

25%

Study

38%

Live

37%

Winners of the Digital City Index 2017 (Europe edition)

Berlin has performed really strong within the Investment Dimension and searches in this category augmented by 21%, the City was even able to overtake Paris. The main drivers of Berlin's success are within the business environment and strategic sectors, which both experienced an increase in digital appeal. Overall, the City convinced with a constantly increasing growth rate nearly throughout all categories.

In the month after the announcement of the Brexit referendum, searches for investing in Berlin peaked with a growth of 60%, indicating that the City is considered as an alternative business location. This rise was the highest when comparing it to Paris, Amsterdam, Dublin, Madrid, and Lisbon, other Cities with growing digital demand in Investment around the time the referendum was announced and executed. Within the Talent Dimension, Berlin seems to be appealing for people to live in, as searches went up by 19%. Interestingly, it loses digital interest in the category work, facing a drop of searches by 9%. In the Tourism Dimension, Berlin ranks 6th, and is nevertheless steadily improving its performance with a significant boost of searches by 31%.

Recalling the ranking of the global Digital Country Index 2017, Germany ranks 2nd in Europe, showing that the digital appeal and perception of the Country might be relatively stronger than the one of its Capital.

5th place: Amsterdam

Amsterdam is in the 5th position of the European ranking of the Digital City Index, with an outstanding performance in the Tourism Dimension.

Figure 6: Amsterdam City detail results



Amsterdam

General Position

Europe

5

Variation since 2016

0

Dimension Position - Europe

Investment
5

Tourism
4

Talent
6

Searching for Investment - Share of results by "brandtag" family

Business Environment



Strategic sectors



Socio-economic Factors



Searching for Tourism - Share of results by "brandtag" family

Accommodation



Generic Information



Touristic Activities



Searching for Talent - Share of results by "brandtag" family

Work



Study



Live



Winners of the Digital City Index 2017 (Europe edition)

Amsterdam currently ranks 2nd in the Tourism Dimension and is in a tight race with Barcelona, which is only 200,000 searches behind. The high search volume is accompanied by a 30% growth for Amsterdam's Tourism Dimension. However, like Barcelona, the Capital of the Netherlands is experiencing problems related to overcrowding and affordable residences for inhabitants. Instead of introducing a cap, they try to overcome the problem by finding a dialogue with all involved stakeholders and review their tourism concept actively to find a mutually beneficial solution.

Amsterdam has been experiencing a remarkable increase in searches of 50% in the Investment Dimension, where it currently ranks 5th. The City has a particularly appealing business environment and overall searches rose by 65% over the past year, showing clear peaks after the Brexit referendum. Foreign investors are increasingly interested in its port infrastructure in which searches augmented by 91% and in industrial sectors which account for a growth of 34%.

In the Talent Dimension, Amsterdam currently ranks 6th with only a minor fraction behind Dublin. Searches performed have increased by 14% between 2015 and 2016, which is a moderate growth rate compared to other competitors among the Top 10 ranked Cities.

The Digital City shows that...

Brussels and Istanbul - struggle to regain balance

Brussels took several months to recover from the terrorist attacks it suffered, whereas Istanbul's downfall may have reached a point of no return.

Special forces control Brussels Zaventem airport

The failed coup of July 2016



After suffering from several terrorist attacks recently, Brussels and Istanbul have lost the most positions in the Digital City Index 2017 Europe edition in comparison to last year's searches. While Brussels moved down the ranking by 6 positions and currently takes the 21st place, Istanbul dropped down by a worrying 12 positions, taking the 23rd place. Both the Brussels lockdown in November 2015 and the bombings in March 2016 had an impact on the digital appeal of the City. After the bombings in March, the Investment Dimension was surprisingly not affected. However, searches performed in the Talent and Tourism Dimension decreased by 8% and 10% respectively.

It took 2 months until Brussels recovered from the attacks in the Talent Dimension, and 5 months until it reached the previous level in the Tourism Dimension.

However, while Brussels seemed to be able to slightly recover from the terrorist attacks, Istanbul is not going down a slippery slope anymore, but may have reached a point of no return. The political instability in the Country in combination with several violent events have clearly damaged its appeal in all three Dimensions. After the Ankara bombings, the failed coup attempt and the attack at the Atatürk airport, the City will most likely severely suffer from the legacy of these incidences. Overall, searches performed about Istanbul's Tourism Dimension have decreased by 32% since last year.

The Digital City shows that...

Madrid - finally recovering after a lost decade.

The Spanish Capital shows ambitious results in the Investment Dimension and thus seems to be back in the game.

Madrid's famous entrance to "Gran Via" Avenue



Although Barcelona outperforms the Spanish Capital in this year's Digital City Index, Madrid stands out for its incredible growth in the Investment Dimension. Out of all the Top 5 Cities in the Digital City Index, it experienced the highest growth in searches, measuring an impressive 41%. Therefore, in terms of growth, Madrid is way ahead of its national competitor, Barcelona, for which a surge in searches of only 11% was observed.

Madrid's real estate industry experienced a growth in searches of 48% within the last year and the market continues to recover. Furthermore, it seems that the decision to reform the labor market paid off, this is supported by an increase of searches towards labor pool by 68%. Overall, Madrid is still lacking behind in the number of total searches and has enormous catching up to do, however, the City is on the best way to regain its economic strength. The fact that Madrid is considered a great City for international students is reflected in a large rise in searches of 21% performed about studying in Madrid.

Furthermore, it is considered increasingly appealing to live in, with a growth in searches of 25%. All in all, Madrid is clearly more than tapas and fantastic art museums, and is establishing itself as a strong competitor by showing that a City can find its way out of a crisis. Good job, Madrid!

The Digital City shows that...

Reykjavik - All about tourism

Reykjavik has experienced the highest growth in the Digital City Index 2017 Europe edition, managed by an incredible augmentation of its Tourism Dimension.

Street life in Reykjavik



Despite placing 46th in the overall ranking, Reykjavik is the City that has been experiencing the highest growth out of all the Cities represented, measuring an incredible increase in searches of 84%. This boost can be mainly observed in the Tourism Dimension, where searches have almost doubled.

Iceland's national soccer team's astonishing performance in the UEFA Euro Cup 2016 clearly helped to expand the appeal of the City in the Tourism Dimension even further. During the tournament, searches were more than twice as high in Tourism as in the year before. It seems interesting to note that Paris, as one of the host Cities of the event, did not experience a high progression of searches. Yet, it seems like a national soccer team can truly increase the appeal of a City, as we have seen with Reykjavik.

All in all, Reykjavik is clearly on the rise. However, it only moved up one position in the general ranking. The plain reason is that the development of Reykjavik's Tourism industry is not enough, as the Investment and Talent need enhancements as well.

The Digital City shows that...

Edinburgh - Education and Innovation

Edinburgh is flourishing as the new business hub for creative start-ups, leveraged by its attraction of international students and researchers.

Queen Margaret University



Edinburgh improved in the overall ranking by moving up an impressive five positions. The City has experienced an overall increase in searches of 32% and especially stands out for its appeal to invest in, with a rise in searches of 59%. The main drivers were the ones towards business hubs and start-ups, with growth rates of 62% and 53% respectively.

Edinburgh's growth also soared in the Tourism Dimension, Global Citizens are particularly interested in camping, which is reflected in a search growth of 141%. Further, there is an increasing demand in gastronomic offers, as searches related to such terms doubled in 2016. Out of all the searches executed about Edinburgh, 24% are within the Talent Dimension, compared to competing Cities, this is a uniquely high share. The most searched topic by far within this Dimension is unsurprisingly Universities, as Edinburgh is the home of the University of Edinburgh, which is not only one of the oldest, but also one of the best ranked in Europe.

Overall, Edinburgh is a strong contender in all three Dimensions. We would not be surprised to see the City move up the ranking in the future. Good luck!

The Digital City shows that...

Lisbon - rapidly aiming at the Top 10

Lisbon strengthens its position in the Tourism Dimension, moves up the ranking within the Talent Dimension and aims at attracting more investors.

Lisbon's famous "Pasteis de Belém"



Lisbon's current rank represents an incredible progression of 3 positions in comparison to the previous year, overtaking Cities such as Milan and Manchester. Searches performed about the City grew at an astonishing 41% rate. The City is especially thriving in the Tourism Dimension, where it has been experiencing a particularly high increase in searches of 42%. The Portuguese Capital has become increasingly popular over the past years, which is why Lisbon is currently ranked 11th within the Tourism Dimension, narrowly missing the Top 10.

In the Talent Dimension, Lisbon moved up by 4 spots to take the 17th position, and is close behind its direct competitor, Vienna.

In the Investment Dimension, Lisbon takes the 33rd place. While the City is showing improvement, with an incredible growth in searches of 72%, it still has a long way to go to catch up with its competitors. By hosting the Web Summit until 2020, Lisbon tries to gain a stronger foothold in the Investment Dimension. One of Europe's most important entrepreneurship, technology, and innovation conferences can truly be an important step towards a prosperous future and can be further used to promote the City within all three Dimensions.

The Digital City shows that...

Budapest - one of the most promising Cities in Europe?

Budapest's new direct competitor is Prague.

Budapest's thermal baths



On a Country level, Hungary raised 5 positions within our Digital Country Index, and now also its Capital managed to surpass several competitors, going from 17th to 14th position, thanks to an impressive raise in searches by 36%. This achievement is triggered due to a balanced growth in all Dimensions, which allows Budapest to compete with the Top 10 in some fields.

Concerning Tourism, Budapest is a popular Destination for wellbeing, and has proved to be young and festive as it is ranked 7th in the searches performed about its nightlife. In the Investment Dimension, Budapest has outrun Cities such as Vienna and also within the Talent Dimension it is on the rise: Searches about the real estate industry doubled within two years, which confirms that Budapest has definitely built an asset in this field.

Over the past years, the Hungarian City progressively managed to widen the gap with its Eastern competitors, such as Moscow, St. Petersburg, Bratislava and Bucharest. Budapest's direct competitor is now Prague. The Czech Capital City has already been surpassed in the Investment Dimension, is threatened in Talent, but still holds a comfortable lead in Tourism. However, Prague's touristic appeal grew less than Budapest's, so the gap may narrow in the years to come if Budapest keeps drawing larger crowds. Congratulations, Budapest!

The Digital City shows that...

Dublin - on the rise

Within the past year, Dublin has outshined Vienna. Is Rome next?

Dublin Street life



Even though Dublin is not within the Top 10 in Tourism, it is experiencing a significant and steady growth of searches by 35%. For specific touristic activities, the strongest interest is displayed for its gastronomy and of course for bars and pubs. Yet, Dublin's main challenge remains to beat Rome which has an established stronghold in Tourism. In the Investment Dimension, Dublin has widened the gap between Vienna and Rome thanks to its port infrastructure which attracts many investors. After the Brexit referendum, people were interested in Dublin's business environment and the City experienced some peaks in searches. Yet, it is not clear who will get the biggest share of the Brexit spoils.

In Talent, Dublin once again proved to be competitive as it holds the 5th position, outperforming Vienna in terms of absolute searches in 2016. Topics such as housing account for most of Dublin's good performance in this Dimension. Knowing that several companies have already decided to move their offices from London to Dublin; the resulting influx of new workers definitely influenced the housing market.

All in all, the success of Dublin can be attributed to the fact that it kept its strong 5th place in the Talent Dimension and has the second highest growth rate of overall searches within the Top 10 with 31%.

The Award Winners

Like in the **Digital Country Index**, we gave out Awards to Cities for specific categories. The Awards, as well as the respective winner of each Award, are explained in the following section.

An Award is given to a City that has the highest average number of searches in all sub-categories of each respective Award, thereby covering multiple Dimensions. That means that an Award will only be given to those Cities that show a consistently high performance over all categories.

In order to win the **Entrepreneurship Award**, a City has to attract a high number in searches within the following categories: Business climate, strong R&D and ICT industries, and has to be considered as a great City to invest in.

The **Arts Award** is granted to the City that shows the best average performance in categories such as museums, performing arts, UNESCO heritage sites, and art studies.

The **Green Award** consists of the categories parks and gardens, eco-tourism, as well as the renewable energy sector.

The **Fun Award** is made up of different categories such as adventure and outdoors, beaches, gambling, nightlife, and restaurants.

The **Rising Star Award** is given to the City that has shown the overall highest growth rate over all three Dimensions.

London

This year's winner of the **Entrepreneurship Award** is London.

Techcrunch, Disrupt event - London



Although London's performance in the Investment Dimension decreased, comparing to last year, the City is still considered as the Entrepreneur Capital of Europe, attracting by far the most searches. London has been receiving a comparably high number of searches related to its ICT industry and investment. Future policies and trade agreements will show whether it will continue to be considered Europe's business hub once it is not a part of the European Union anymore.

Berlin is in the 2nd place of the Entrepreneur ranking, which is a well-deserved prize since the City is becoming increasingly known for its flourishing start-up scene, offering a vibrant entrepreneurial atmosphere. The German Capital received the highest number of searches about general investment possibilities, showing a remarkable growth of 86% since last year.

Amsterdam's improvement paid off and the City is rewarded by ranking 3rd within our Entrepreneur Award. The major driver behind this development is its asset built in the R&D industry. Indeed, the Amsterdam Science Park is the largest hub in Europe for science education, research and entrepreneurship for ICT, which makes it the perfect place to innovate and build new ideas.

London (again)

Europe artists' center is London.

London Art Scene



True to the motto 'London takes it all', the City shows its cultural dominance by winning this year's Arts Award. London is not only the home of some of Europe's most renowned Art schools but also of some of the most visited museums in the continent. Besides museums, London further received a particularly high number of searches related to performing arts. This is not surprising considering that the City is the 'place to be' for aspiring actors, singers, or dancers in Europe. It will be tough for any other competitor to take the Art Award away from London.

One might have expected Paris to be the winner of the Arts Award, especially considering that France won the Arts Award in the Digital Country Index 2017. However, the City was outperformed by London and therefore ranks 2nd in this category. London is actually quite far ahead of Paris in terms of searches performed within the Arts category. Therefore, it seems unlikely that Paris will be able to overtake London soon.

The 3rd most searched City in the Arts category is Rome. The Italian Capital made its way into the Top 3 with its high number of searches performed about religious sites, which comes to no surprise considering that the center of Catholicism is in the Vatican, right next to Rome. Besides the numerous churches in Rome, Global Citizens also show a high interest in the historic center of Rome, which rightfully is a UNESCO world heritage site.

London (again and again)

London is the greenest City in Europe!

Hyde park



London is not only green because of the rain! Unsurprisingly, it performs particularly well in searches about gardens and parks, knowing that London is the home to some of Europe's most famous parks such as Regent's Park and Hyde Park.

Paris ranks number two due to high searches about gardens and parks with an above average increase of 43%. Considering that the breathtaking palace of Versailles and its incredible garden are located just outside of the City, it seems reasonable that it attracts so many searches performed within this category.

Furthermore, Paris outshines London in searches related to sustainable tourism, where it particularly stands out for a strong interest in its ecotourism. Such results award the fact that Paris hosted the 2015 United Nations Climate Change Conference which gathered 195 Countries from all over the world.

Barcelona

Barcelona's abundance of entertainment is rewarding them with the Fun Award.

"Boca Chica" Bar in Barcelona



This year's winner of the Fun Award is Barcelona, followed by Amsterdam and London. The Spanish City has a comparative advantage to all of the Top 5 Cities in the Fun categories, because it has a beach. As a matter of fact, Barcelona's beaches received by far the highest number of searches related to beaches with over 1 Million. Moreover, the City performs very well in the categories gambling and restaurants.

Amsterdam is the runner-up in the Fun category and is not too far behind Barcelona in terms of overall performance. Out of all Cities featured in the Digital City Index, Amsterdam received the highest number of searches related to adventure and outdoors, nightlife and gambling.

Closely following Amsterdam is London. Last year, the United Kingdom won the Fun award within our Digital Country Index, which is why one could have expected London to be one of the top performers in this category in the Digital City Index as well. The City particularly stands out for its performance in the restaurant category with a growth rate of 44%. This comes to no surprise given that some of Europe's most famous restaurants are situated in the British Capital. From modern and eccentric cuisine to mouth-watering, authentic Indian food, London offers it all.

Porto

With Porto and Lisbon, Portuguese Cities are up-and-coming.

“São Bento” train station in Porto



Porto is the winner of the 2016 Rising Star Award! Located along a river on the North-East coast of Portugal, the City is increasingly attracting tourists, inhabitants and investors. As one of the oldest Cities in Europe, it catches up with modernity and became dynamic and trendy, without losing its traditional flair.

Ranked 2nd, Lisbon is the second Portuguese City of this ranking, confirming the overall work the Country has put in valuing its best assets and overcoming the financial crisis. Lisbon is a vibrant and attractive City, and confirms its growth by climbing up an extraordinary three positions in the Digital City Index 2017 Europe edition.

Budapest is the 3rd fastest grower of this year's City Index, which is confirmed by an increase of three positions in the overall ranking. Budapest's real estate and ICT industry seem to be booming with an exceptional increase of 54% and 117% respectively, far above average numbers. Budapest's tourism continues to peak within the year 2016, not only due to its well-known thermal baths, but also by increasing interest in nightlife, performing arts and historical sites.

More about #DigitalCity and the Digital City Index

The Digital City is a City that has triggered proactive interest from Global Citizens (tourists, investors and general citizens) towards that City in the Digital World. This definition was presented by Bloom Consulting in 2015 after determining through its own research and multiple other sources – including Google Intelligence - that when someone searches for information about a City in the context of Tourism, Investment and Talent, one of the primary sources used today is a “search engine”.

This act of “searching” can be triggered by something one may have read in a newspaper, heard in a conversation or simply out of curiosity. “Searches” represent the true level of interest in a City or a Place and therefore demonstrate a City’s genuine appeal. If measured, “searches” can also highlight the interests one may have with regard to any specific Country Region or City.

With this data, Cities can measure if their Actions Activities and Policies are causing any effect on their Brand appeal and on their overall perception.

The Digital City Index measures the performance of the #DigitalCity

Would you like to know more?

If you work for a national, regional or city agency or any other Government organization, please contact

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Thank you!
