

Words That Invite Travel: The Most Common Types of National Tourism Slogans

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Citation: PAPP-VÁRY, A. F., DEMETER, D. and LUKÁCS, R. (2025). Words That Invite Travel: The Most Common Types of National Tourism Slogans, *Journal of Cultural Analysis and Social Change*, 10(2), 1024-1033. <https://doi.org/10.64753/jcasc.v10i2.1733>

Published: November 13, 2025

ABSTRACT

How do different countries around the world seek to attract visitors through their tourism slogans? How long are these slogans, and what words appear most frequently in them? Are they primarily supply-oriented, emphasizing a country's attractions, cultural values, and natural assets, or are they demand-oriented, actively encouraging travelers to embark on a journey of discovery? Do they highlight features that are truly distinctive to the destination, including unique cultural attributes, or are they phrased in a more general way, using adjectives that could apply to many different places? Or is it perhaps the explicit inclusion of the country's name that makes a slogan distinctive and immediately recognizable? In this study, we analyzed the English-language tourism slogans of 169 countries to explore the linguistic and cultural strategies that underpin these short yet impactful statements. Our findings provide insights not only for tourism professionals but also for scholars interested in the intersections of culture, language, and destination branding.

INTRODUCTION

In terms of identification and differentiation, a brand is traditionally built on three key elements: the brand name, the logo and the slogan (Kohli, Suri & Thakor 2002; Kovács 2024). These elements are of central importance, each playing a distinct role in shaping the identity and image of the brand (Galí, Camprubí & Donaire 2017). While the brand name is constant, and the logo together with the visual identity is usually changed only rarely and through a lengthy process, the slogan can be replaced far more easily in order to adapt to shifting consumer demands and market trends. As a dynamic component of brand identity, it may therefore act as a bridge between the heritage of the brand and its evolving modern image, sometimes also drawing on cultural references that strengthen distinctiveness (Kohli, Leuthesser & Suri 2007: 416). Unlike the brand name, the slogan has the capacity to describe certain features of the brand in a more elaborate way, making it a more complex communicative tool (Danesi 2013; Kovács 2024).

The term "slogan" derives from the Scottish expression *slaugh gairm*, originally meaning a "battle cry" or "call to arms" (Healey 2009). This cry conveyed an unambiguous message to warriors: that they must unite for a common purpose, even at the cost of their lives. Over time *slaugh gairm* transformed into *slughorn* and *sluggorne*, and eventually entered English in its current form, *slogan* (Ries 2015), before becoming part of the language of marketing communication.

Although slogans in modern marketing are not meant to evoke military discipline, their mobilizing force remains crucial. Kotler and Keller (2006) argue that the slogan's task is to provide a pointer for customers to help them understand what lies behind the brand and what makes it special. Kohli, Leuthesser and Suri (2007) similarly note that slogans can serve as "hooks" or "handles" for capturing the meaning of a brand and for communicating what makes it distinctive, which may also include cultural attributes. Rosengren and Dahlén (2006) also highlight the role slogans play in building the prestige of brands.

Other scholars have offered further valuable perspectives. Horváth and Bauer (2016) emphasize that slogans usually condense the main message about a product, service or company into a short, witty and easily memorable phrase that refers to the benefits being offered. According to Sárközy (2009), a slogan is a brief, compact message that encapsulates the essence of the brand while also expressing the unique selling proposition (USP). She describes it as both the foundation and the pinnacle of brand communication. Nagy (2022) stresses that beyond being recognized by consumers, a slogan must also encourage actual consumption, that is, purchase.

A slogan, however, can only be effective if it is memorable and easy to recall. Based on her experience as a brand consultant and advertising professional, Ries (2015) identifies five basic techniques for crafting memorable slogans: rhyme, alliteration, repetition, reversal, and double-entendre. Kovács (2024) expands this list by identifying a wide array of linguistic devices that may contribute to effective slogans, including rhyme, assonance, consonance, alliteration, onomatopoeia, personification, simile, metonymy, metaphor, hyperbole, euphemism, polysemy and homonymy, direct address, repetition, ambiguity and rhythm.

The features of effective slogans have been investigated by both academic researchers and practitioners. In his book *The Power of the Brand Name*, Papp-Váry (2020) argues that a strong slogan should meet several key criteria. It should capture the positioning of the brand and convey a clear message that tells the brand's story. It should be attractive, highlight consumer benefits and carry positive connotations. A good slogan inspires, encouraging purchase or at least prompting further information search. It should be relatively short, usually no more than five words. Distinctiveness is essential: the slogan must be original, unique and different from competitors. A slogan should also be sustainable over time, so that organizations are not forced to change it. Ideally, it should harmonize with the brand name and the logo, be easy to remember and repeat, and, if possible, have a witty or striking quality. Finally, it should be well liked not only by consumers but also by employees who represent the brand.

Yet only a handful of slogans become truly embedded in public memory. Nike's iconic "Just Do It" is recognized worldwide, while one of its largest competitors, Adidas, has struggled to establish a slogan of comparable resonance (previously "Impossible is Nothing", currently "Adidas is All In"). This demonstrates that even the largest global companies face challenges in creating memorable slogans. Nonetheless, a well-crafted slogan is far from useless. Its impact should neither be overestimated nor underestimated. A strong slogan can reinforce brand image and even influence sales, while a poorly conceived one can undermine marketing and sales efforts, weakening consumer engagement and brand loyalty.

LITERATURE REVIEW

The Significance of Tourism Slogans

Tourism slogans play a role in destination branding that is comparable to the function of slogans in the world of commercial products. A carefully chosen slogan can enhance the attractiveness of a destination, while a poorly phrased or overly generic message can diminish the effectiveness of branding efforts (Wang, Huang & Yang 2019). Pike (2007) argues that for most tourism destinations, the slogan represents one of the most important public manifestations of brand strategy. Accordingly, the slogan should convey the most defining characteristics of the destination as clearly and effectively as possible (Supphellen & Nygaardsvik 2002).

Kohli, Leuthesser and Suri (2007) identify three main functions of slogans: strengthening brand image, enhancing recognition and promoting differentiation from competitors in the minds of consumers. Some destinations manage to create dynamic, evocative and easily recognizable slogans that support effective international positioning. Others are less successful, relying on slogans that are either uninspiring or too general to establish a distinctive identity (Lehto, Lee & Ismail 2014).

The literature consistently emphasizes that slogans with a unique and distinctive message can significantly improve the market positioning of a destination, increasing its recognition and sense of uniqueness (Donaire & Galí 2012). By contrast, slogans that attempt to convey too broad a message often result in generic statements that provide little concrete information about the destination. Studies by Klenosky and Gitelson (1997) and Obiol (2002) also highlight that many tourism slogans are underdeveloped and fail to reflect a comprehensive or coherent marketing strategy.

An effective tourism slogan should be clear, concise and easily interpretable, directly conveying the intended meaning. As Pike (2004) notes, if a slogan requires additional promotional material in order to be understood, it is a sign that the slogan itself is insufficiently effective.

It must also be recognized that the creation of tourism slogans is more complex than the creation of slogans for products or services. A tourism slogan must encapsulate the visitor experience while also taking into account social, cultural, economic and political factors (Supphellen & Nygaardsvik 2002). The challenge lies in producing a message that is at once inspiring, distinctive and broadly accessible to international audiences (Klenosky & Gitelson 1997; Lehto, Lee & Ismail 2014). Khan (2014) similarly points out that developing a slogan for a destination is a demanding task, since destinations consist of so many interrelated elements that it is difficult to summarize and communicate their main advantages in just a few words.

Furthermore, in international tourism, slogans also face linguistic barriers. While English is the most commonly used language in tourism slogan development, effective slogans must be understandable and relevant across multiple languages. This challenge often results in the adoption of safe, general messages that are easily translatable but lack distinctiveness and fail to capture cultural or place-specific attributes (Galí, Camprubí & Donaire 2017).

Although relatively few empirical studies have been conducted in this area, one analysis of slogans from 120 destinations identified several common features. The results suggest that successful slogans are typically short, meaningful, focused on the supply side of the destination and often include explicit geographical references. The findings indicate that strategies in this field rely on two basic criteria: conciseness, which allows an effective message to be conveyed with a minimal number of words, and emotional appeal, which emphasizes personal experiences over purely descriptive or rational approaches (Galí, Camprubí & Donaire 2017).

In summary, tourism slogans play a central role in destination branding by shaping attractiveness, recognition and differentiation. A carefully designed slogan can contribute to effective market positioning and the growth of tourism, while a poorly conceived, cliché or overly general slogan may hinder brand development and fail to capture visitors' attention. Originality and emotional resonance are therefore crucial in tourism slogans, allowing destinations to communicate messages that are not only persuasive but also authentic and sometimes culturally distinctive.

The Criticism of Country Slogans

As the previous discussion suggests, creating a memorable and effective slogan is not an easy task. It is therefore not surprising that national tourism boards and, by extension, governments are often criticized for spending large sums on the development and promotion of slogans that many observers consider meaningless.

One well-known example, which repeatedly resurfaces on social media, concerns Scotland: "In 2007 Scotland spent six months and 162,972 dollars on research to develop a new slogan to boost tourism. The result was the slogan *Welcome to Scotland*." This viral claim, often accompanied by exasperated or laughing emojis, typically provokes scathing comments. Yet, as fact-checking by *The Ferret* revealed (2019), the story in this form is misleading. In reality, Alex Salmond, Scotland's First Minister at the time, did replace the previous government's slogan *The Best Small Country in the World* in 2007. The replacement was costly, amounting to £125,000 (about 250,000 US dollars at the time), but this expenditure covered the design and placement of advertisements rather than research or slogan creation. Billboards displaying the slogan *Welcome to Scotland* were installed at border crossings and airports, which explains the scale of the costs.

Another often cited example comes from Nigeria. In 2009 the government introduced the slogan *Good People, Great Nation* along with an accompanying campaign. According to the Minister of Information and Communications, the slogan and logo were intended to symbolize the nation's rebirth. At first glance, the phrase could apply to many countries, which is precisely why its origin often surprises readers. While some supported the effort, emphasizing that the slogan projected a positive image of Nigeria and raised hope for a better future, the majority responded with criticism. Detractors argued that slogans and eye-catching color combinations cannot change the image of a country struggling with corruption, electoral fraud and, in some cases, even violence against political opposition. Nigeria's reputation was further undermined internationally by the notorious "419 scam", in which internet fraudsters promised quick riches in exchange for victims' banking details. Critics even claimed that the logo itself was plagiarized, as its shape resembled the Nike swoosh (Papp-Váry & Farkas 2018).

Rankings of the worst tourism slogans also attract attention. A list published by *Traveller* magazine in 2019 identified Hungary's slogan *Think Hungary – More than Expected* as the single worst country slogan at that time (see Table 1).

Table 1. The ten worst country slogans according to Traveller Magazine

Rank	Country	Slogan
10.	Luxembourg	Live your unexpected Luxembourg
9.	Qatar	Where dreams come to life
8.	Uruguay	Uruguay natural
7.	Ecuador	All you need is Ecuador
6.	Honduras	Everything is here
5.	Cyprus	Cyprus in your heart
4.	Tunisia	I feel like Tunisia
3.	Lithuania	Real is beautiful
2.	Slovakia	Travel in Slovakia – a good idea
1.	Hungary	Think Hungary. More than expected.

Source: Traveller, 2019

The Hungarian case is instructive. The slogan was part of a broader tourism campaign launched in 2013. The campaign was accompanied by a promotional film that won tourism awards and showcased the country's cultural heritage, architectural landmarks, scenic landscapes, thermal waters, gastronomy and traditions of creativity. The slogan itself, *Think Hungary – More than Expected*, had the advantage of moving beyond overused expressions such as *Discover* or *Beautiful*. However, the phrase *more than* is one of the most frequently used constructions in marketing communication. Moreover, the specific wording *More than Expected* carried an additional challenge. While surveys indicated that visitors often reported their Hungarian experience exceeded expectations, embedding this directly into the slogan risked an unintended implication. It suggested that tourists arrived with modest expectations in the first place, potentially underpositioning the destination by failing to assume that Hungary can offer truly outstanding cultural and touristic experiences. This may explain why, in 2019, the Hungarian Tourism Agency introduced a new slogan: *WOW Hungary*, with *WOW* standing for *Wellsprings of Wonders* (MTÜ 2019). Beyond the acronym, the English expression *wow* conveys amazement, thus reinforcing the same idea as the earlier slogan, that visitors receive more than they anticipated, but in a more concise and emotionally resonant form.

METHODOLOGY

In this research we set out to collect the tourism slogans of the world's countries and to analyze them from several perspectives in order to identify common characteristics and strategies. The foundation of our database was the collection entitled *Tourism slogan of every country in the world*, available for instance on escapemanila.com. The original list was compiled in 2017 and updated in 2021, containing the tourism slogans of 159 countries. We complemented this list with an additional ten slogans taken from travelholicq.com, resulting in a total of 169 slogans forming our database. Considering that there are 193 member states of the United Nations and slightly more countries in the world overall, but not all of them have a tourism slogan, our dataset can be regarded as largely complete. Whenever possible, we verified individual slogans using the official tourism websites and social media channels of the respective countries. In some cases, however, the official slogan was not present, nor was there an alternative version. Our database, finalized in 2022, may therefore not be entirely precise, and it must also be acknowledged that countries occasionally change their slogans.

Our findings are presented on the basis of above mentioned database. As a first step we created a word cloud to illustrate the frequency of words appearing in the slogans, highlighting the most commonly used expressions. We also examined the proportion of slogans that explicitly include the name of the country. Another focus was the number of words in each slogan, distinguishing between meaningful and function words. In addition, we investigated the relative share of supply-oriented slogans, which emphasize attractions and features, versus demand-oriented slogans, which explicitly encourage and invite tourists to take action. Wherever possible we sought to quantify the results and support them with statistics, while also acknowledging that certain interpretations and classifications inevitably reflect the researchers' subjective judgment.

FINDINGS

Word Cloud of the Most Frequently Used Words

As a first step, we examined which words occur most often in tourism country slogans. Similar studies have been conducted for commercial product and service brands. Anwar (2015), for instance, analyzed more than 300 international slogans and concluded that most consist of a single sentence, usually ranging from 1 to 13 words, and that certain words appear with particular frequency. These include *world*, *energy*, *life* and *people*. Other common words are *good*, *business*, *value*, *work*, *excellence*, *innovation*, *performance*, *quality*, *health*, *technology*, *power*, *success* and *strength*. As Kovács (2024) notes, avoiding such overused words in slogan development may be advisable, since their frequent appearance makes them less distinctive.

It is also noteworthy that the word *world* appears quite frequently in tourism country slogans. In about half of the cases it is used in a possessive construction such as ... *of (the) world*. Examples include the slogan *Jamaica, Heartbeat of the World* and Nepal's *Back on Top of the World*, the latter simultaneously evoking the country's association with the world's highest peak and its aspiration to stand out in other respects as well. Equally common is the word *experience*, reflecting the idea that travelers seek meaningful cultural and personal experiences. Cyprus, Iran, Liechtenstein, Micronesia, Qatar, Seychelles, Suriname and Eswatini all use this term in their slogans. Some examples include Liechtenstein's *Experience princely moments* and Eswatini's *A royal experience*, the latter explicitly linking the slogan to the country's monarchical system.

Another frequently used word is *discover*, which is distinct in that it serves as a direct call to action. In this sense, it resembles a battle cry, encouraging tourists to explore. Nevertheless, its overuse has made it a somewhat clichéd and less differentiating choice. Slogans such as *Discover your England* or *Discover Oman* illustrate this tendency.

Other recurring words include *heart*, *life* and *nature*, each of which appeared five times in the 169 tourism slogans examined. The word *heart* is often used to designate the center of a larger cultural or geographical region, such as in Malawi's slogan *The warm heart of Africa*, Guatemala's *Heart of the Mayan World*, Bosnia and Herzegovina's *The heart of SE Europe* and Taiwan's *The heart of Asia*. Sometimes *heart* is combined with *life*, as in Serbia's slogan *Life in the Rhythm of the Heartbeat*. Other examples featuring *life* include Croatia, *Full of Life*, Georgia's *For the best Moments of your Life*, the Maldives' *The Sunny Side of Life* and Moldova's *Discover the routes of Life*. The theme of *nature* also appears in several slogans, including Dominica's *In Our Nature*, Mongolia's *Nomadic by Nature* and Norway's *Powered by Nature*.

Words and expressions that appeared fewer than five times were deemed less significant and are therefore not discussed in detail here due to space limitations.

The Number of Words in Slogans

For this part of the analysis we drew on a study published in the *Journal of Destination Marketing and Management* in 2017. In their article *Analysing tourism slogans in top tourism destinations*, Galí, Camprubí and Donaire examined not only the total number of words in each slogan but also separated so-called empty words from meaningful words. We followed the same approach in our research.

We first examined the overall number of words in the slogans. Table 2 presents the results. The 169 slogans analyzed contained a total of 628 words. For the purpose of analysis we distinguished between words that, according to the rules of English grammar, carry meaning—nouns, verbs and adjectives—and those that do not, such as adverbs, pronouns, prepositions and interjections. The results show that 39.17 percent of the words were empty, while 60.83 percent were meaningful.

Table 2. Descriptive statistics of the number and type of words in slogans

	N	%	MIN	MAX	AVG
Total number of words	628	100%	1	9	3,72
Empty words	246	39,17%	0	5	1,46
Meaningful words	382	60,83%	0	7	2,26

Source: Authors' analysis based on the tourism slogans of 169 countries

The shortest slogans in the dataset consisted of a single word, while the longest had nine words. The shortest examples were often structured as hashtags, such as Spain's slogan *#spainindetail*, Wales's *#FindYourEpic* or Djibouti's wordplay *Djibeauty*. The longest slogan was that of Belize: *Catch the Adventure: Belize, Mother Nature's Best Kept Secret*.

Interestingly, there are two slogans that contain no meaningful words at all: Ukraine's *It's all about U* and Morocco's pun *Much Mor*. By contrast, some slogans consist entirely of meaningful words. These include shorter forms that combine a single adjective with the country's name, as well as longer examples such as Nigeria's *Good People, Great Nation*.

On average, the slogans contained 3.71 words, of which 2.26 were meaningful.

We also applied Pearson correlation to examine whether there was a relationship between the number of words and whether they were meaningful or not. Pearson correlation measures the strength of a linear relationship between two or more variables, is independent of scale, and ranges between -1 and 1 . Table 3 shows that the greater the number of words in a slogan, the higher the number of both empty words and meaningful words. However, there is virtually no correlation between the number of empty words and the number of meaningful words themselves.

Table 3. Results of the Pearson correlation analysis

Variables	Total words	Empty words	Meaningful words
Total words	1	0,780	0,665
Empty words	0,780	1	0,052
Meaningful words	0,665	0,052	1

Source: Authors' analysis based on the tourism slogans of 169 countries

Table 4 further illustrates the distribution of slogans by word count. As the table shows, almost half of the slogans, 48.52 percent, consist of four or more words, suggesting that many countries prefer longer formulations. Slogans with three words also appear frequently, making up just over 30 percent of the total. Two-word slogans are less common, accounting for under 20 percent. As already mentioned, there are a few one-word slogans, including Spain's *#spainindetail*, Wales's *#FindYourEpic* and Djibouti's *Djibeauty*. However, it must be noted that only *Djibeauty* can be considered a true one-word slogan. Without the hashtag structure, both Spain's and Wales's slogans would consist of three separate words.

Table 4. Frequency of word counts in tourism country slogans

Word count	Total Words		Empty words		Meaningful words	
	N	%	N	%	N	%
0	0	0,00%	32	18,93%	3	1,78%
1	3	1,78%	66	39,05%	25	14,79%
2	33	19,53%	44	26,04%	82	48,52%
3	51	30,18%	17	10,06%	46	27,22%
4 or more	82	48,52%	10	5,92%	13	7,69%
Total	169	100,00%	169	100,00%	169	100,00%

Source: Authors' analysis based on the tourism slogans of 169 countries

The Country Name in the Slogan

David Ogilvy (2001), one of the emblematic figures of advertising, advised that when writing copy, the brand name should preferably appear in the headline. He also applied this principle to tourism destinations. Perhaps the most famous example is his campaign for Puerto Rico. The slogan *"Pablo Casals is coming home to Puerto Rico"* achieved great success in 1957: annual tourism expenditures rose from 19 million to 53 million US dollars within a single year (Lui, 2009). Another legendary advertising professional, Bill Bernbach, used a similar approach in his work for Jamaica. One of his headlines read: *"People become Jamaica fans because of the beautiful sun, sea, beaches, flowers, hotels. And other reasons."* (New York Magazine, 1972). In these advertisements, the country name was prominently displayed, often supported by a distinctive logotype (Levenson, 1987).

Paul Arden (2003), former creative director at Saatchi & Saatchi, argued that it is even more effective if the brand name is not only part of the headline but is also included in the slogan or tagline itself. Numerous well-known examples exist from the world of fast-moving consumer goods as well as other industries. These include Marlboro's *"Come to Marlboro Country"*, Coca-Cola's *"The Coke Side of Life"*, Guinness's *"A Guinness a day is good for you"*, United Airlines' *"Fly the friendly skies of United"*, the Financial Times' *"No FT, No comment"*, Toyota's *"Today, Tomorrow, Toyota"*, Maybelline's *"Maybe she's born with it. Maybe it's Maybelline"* and of course Mastercard's *"There are some things money can't buy. For everything else, there's MasterCard."*

In line with these practices, it is not surprising that many countries also incorporate their name directly into their tourism slogan. Based on our database, 58 out of the 169 analyzed slogans include the country name, which is more than one third of all cases. In 24 cases the name appears at the beginning of the slogan, while in 34 it appears at the end. The latter group often employs alliteration, typically by placing an adjective before the country name. We identified 8 such examples: *"Beautiful Bangladesh"*, *"Brilliant Barbados"*, *"Beautiful Burundi"*, *"Epic Estonia"*, *"Incredible India"*, *"Pristine Paradise Palau"*, *"So Sri Lanka"* and *"Timeless Tuvalu"*. As highlighted by Kovács (2004) and Ries (2015), alliteration enhances memorability, which is an important cultural and communicative asset. At the same time, duplication also occurs, since both Bangladesh and Burundi use the adjective *beautiful*, reducing their distinctiveness.

Demand-oriented and Supply-Oriented Country Slogans

Tourism slogans can also be analyzed according to whether they are more demand-oriented or supply-oriented. Demand-oriented slogans invite consumers to take action, while supply-oriented slogans emphasize a key attribute or characteristic of the destination (Galí, Camprubí & Donaire, 2017). This framework can readily be applied to tourism contexts.

As shown in Table 5, the majority of the slogans analyzed, 60.83 percent, are supply-oriented, highlighting distinctive attributes or advantages of the country. Most of these slogans use a positive adjective to describe the destination, such as *beautiful*. Other qualities can also be emphasized, for instance safety, as in “*Cuba, your safe destination*” or Tunisia’s slogan “*Ready and safe*”.

Geographic references are a notable feature of supply-oriented slogans. A total of 12.4 percent of all slogans include a geographical element other than the country name. This represents 21 slogans, of which 38.1 percent specifically mention the continent where the country is located. Other references are more varied, ranging from global terms such as *Earth* to unique landmarks that are central to the nation’s cultural or natural identity.

In contrast, 66 slogans, or 39.17 percent of the dataset, are demand-oriented. These aim to activate and motivate potential tourists, most often through imperative forms such as *travel*, *visit*, *discover* and *explore*. Such formulations function as calls to action, urging travelers to experience the culture, nature or heritage of the destination firsthand.

Table 5. Proportion of supply-oriented and demand-oriented slogans

Type of slogan	Number of slogans	Percentage of slogans
Supply-oriented content	103	60,83%
Demand-oriented content	66	39,17%
Total	169	100%

Source: Authors’ analysis based on the tourism slogans of 169 countries

Unique and Average Approaches

Our final classification framework follows the work of Lee, Cai and O’Leary (2006). They argue that slogans can be grouped into five categories depending on their main focus:

- buy us because we are good
- common attribute-based
- unique attribute-based
- exclusive appeal
- average Joe

As shown in Table 6, the largest group of slogans, representing 43.20 percent of the total, emphasize some form of exclusivity. According to Galí, Camprubí and Donaire (2017), the aim of these slogans is not only to attract attention but also to elicit emotional responses from audiences. Examples include China’s “*Explore the world with us*” or Ireland’s “*Keep Discovering*.”

The second most frequent category is slogans built around common attributes, which account for almost one-quarter of the sample. As Galí, Camprubí and Donaire (2017) point out, such slogans are typically adopted by countries that lack distinctive or unique features and instead highlight broader geographical or cultural associations. Examples include Andorra’s “*The Pyrenean Country*”, Bosnia and Herzegovina’s “*The heart of SE Europe*”, Chad’s “*Oasis of the Sabel*”, and Guatemala’s “*Heart of the Mayan World*”.

Next are slogans that simply suggest “*buy us because we are good*”. As Galí et al. (2016) argue, these slogans generate positive feelings in their audience and are therefore relatively popular, representing 17.20 percent of the total. They tend to be straightforward and highlight some positive quality of the destination. Examples include Thailand’s “*Amazing Thailand. It begins with the people.*”, Pakistan’s “*It’s Beautiful, It’s Pakistan*”, and Kenya’s “*Magical Kenya*.”

The “average Joe” slogans represent 11.24 percent of the total. While most countries seek to avoid such generic expressions, some still fall into this category. Algeria uses “*Tourism for Everybody*”, San Marino employs “*San Marino for All*”, Jordan’s slogan is “*Yes, it’s Jordan*”, and Scotland, as discussed earlier, has used “*Welcome to Scotland*.”

Finally, the least frequent category consists of slogans based on unique attributes. Only six slogans, or 3.55 percent of the total, fall into this group. These are the ones that highlight specific cultural or geographic features that cannot be transferred to any other destination. A clear example is Tanzania’s somewhat lengthy slogan “*The Land of Kilimanjaro, Zanzibar & the Serengeti*”. Anyone familiar with these iconic places immediately recognizes that this message can only apply to Tanzania.

Table 6. Distribution of Lee's slogan types in case of countries

Slogan type	Number of slogans	Percentage of slogans
exclusive appeal	73	43,20%
common attribute-based	42	24,85%
buy us because we are good	29	17,16%
average Joe	19	11,24%
unique attribute-based	6	3,55%
	169	100%

Source: Authors' analysis based on the tourism slogans of 169 countries

CONCLUSION

Just as a slogan is a central tool of branding for a product, tourism slogans play an equally important role in the branding of destinations. Both the literature and practical experience suggest that a slogan is effective when it highlights a distinctive feature that identifies and differentiates the product from its competitors, while ideally also motivating purchase. In the case of destinations, the goal is similar: to convey what makes a place special and to encourage visitation. The particular challenge lies in the fact that a slogan must achieve this impact in just a few words, which makes creating a truly effective slogan a demanding task.

In this study, we examined the extent to which countries around the world succeed in this effort and identified the most frequently used solutions. For this purpose, we compiled a database of 169 English-language tourism slogans of countries.

First, we visualized the most common words through a word cloud. The analysis revealed that “You” and “Your” were the most frequently used terms, appearing 26 times in total. This suggests that countries aim to address travelers personally and directly. The word “all” followed with 11 occurrences, usually implying that everything can be found in the destination. Other recurring expressions, each appearing at least five times, included beauty, world, experience, discover, heart, life, and nature, highlighting both natural and cultural dimensions of destination appeal.

The analysis further showed that the 169 slogans together contained 628 words, meaning that the average length of a slogan was 3.72 words. The shortest slogan consisted of a single word, while the longest contained nine words.

Another noteworthy finding was that one-third of the slogans explicitly included the country's name: 58 out of 169. Additionally, 21 slogans referred to geographical elements other than the country name, many of them mentioning the continent where the country is located.

When examined in terms of orientation, the majority of slogans (60.95 percent) were supply-based, emphasizing some attribute or advantage of the country. By contrast, 39.05 percent were demand-based, seeking to activate and prompt tourists to take action.

Finally, using a distinctive classification framework, the most common category was the “common attribute-based” slogan, followed by “exclusive appeal” and “buy us because we are good.” A few countries used “average Joe” slogans, while the least frequent group was those built on truly unique, country-specific attributes.

Taken together, these findings provide useful insights for those involved in destination branding and open new directions for future research on the cultural and linguistic dimensions of marketing communication.

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