

INSETE

INTELLIGENCE



ATHENS / GREECE SENTIMENT TRACKER /Q1 REPORT (Jan-Mar. 2023)



UNWTO
Innovation Award



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Ταμείο
Περιφερειακής Ανάπτυξης



ΠΕΡΙΦΕΡΕΙΑΚΟ
ΕΠΙΧΕΙΡΗΣΙΑΚΟ
ΠΡΟΓΡΑΜΜΑ
ΑΤΤΙΚΗΣ



Η ραγδαία μεταβολή των συνθηκών στις οποίες πραγματοποιούνται τα ταξίδια έχει αλλάξει σε μεγάλο βαθμό τα χαρακτηριστικά των ταξιδιωτικών αγορών, ιδιαίτερα σε ότι αφορά στα διεθνή ταξίδια. Ο Δήμος Αθηναίων προκειμένου να διευκολύνει την ανάκαμψη της τουριστικής δραστηριότητας στην Αθήνα και να διευκολύνει τις τουριστικές επιχειρήσεις και φορείς να προσαρμοσθούν στις νέες συνθήκες ανέθεσε στο INΣΕΤΕ την «Δράση Ενημέρωσης και Ευαισθητοποίησης των μελών / τουριστικών επιχειρήσεων στα νέα δεδομένα και ανάγκες της αγοράς: Ευέλικτη και Εξειδικευμένη πληροφόρηση των φορέων και Επιχειρήσεων. Στοχευμένη και οργανωμένη διάθεση δεδομένων επιχειρηματικότητας» με MIS 5083736.

Στα πλαίσια της ανωτέρω πράξης ανατέθηκε στην εταιρεία TCI Research, με την από 07/07/2021 σύμβαση, η συλλογή big data για την Αθήνα, την Ελλάδα και ανταγωνιστικούς προορισμούς, τόσο αναφορικά με στοιχεία που αφορούν στην προσφορά του τουριστικού προϊόντος, όσο και στην ζήτηση. Τα στοιχεία αυτά, που επιτρέπουν την ταχύτερη και αποτελεσματικότερη προσαρμογή των επιχειρήσεων στο διαρκώς μεταβαλλόμενο περιβάλλον του τουρισμού, αφορούν συγκεκριμένα:

- Σε δεδομένα με τα οποία παρακολουθείται συστηματικά, τεκμηριωμένα και πολύπλευρα η εξέλιξη της εικόνας της Ελλάδας και του τουριστικού προορισμού 'Αθήνα' τα οποία συλλέγονται μέσω τεχνικών social listening στο internet από ένα πλήθος πηγών όπως πχ Social Media, Blogs, Forums, Online news κ.ά.

- Σε στοιχεία αξιολογήσεων από 25+ Travel Reviews Websites και OTA platforms (πχ Booking, Google, C trip) που έχουν υποβάλει επισκέπτες για την τουριστική εμπειρία ως προς τα διάφορα επιμέρους 'συστατικά' (πχ διαμονή, εστίαση, αξιοθέατα κλπ). Στη μελέτη παρουσιάζονται αξιολογήσεις της εμπειρίας στην Ελλάδα συνολικά, στην Αθήνα, σε προορισμούς S&B συνολικά και όλους τους υπόλοιπους προορισμούς συνολικά. Επίσης, εξετάζονται οι αξιολογήσεις ανά χώρα προέλευσης των επισκεπτών (ΗΠΑ, ΗΒ, Γερμανία, Γαλλία, Ολλανδία, Ιταλία)

Στο παρόν τεύχος παρουσιάζονται τα αποτελέσματα της έρευνας που αφορά στο δεύτερο τρίμηνο του 2022.

1. Το πρώτο τρίμηνο του 2023 η σύγκρουση των τρένων στα Τέμπη επηρέασε αρνητικά το Net Sentiment Index (NSI) τόσο της Ελλάδας, όσο και της Αθήνας. Η συνολική φήμη της Αθήνας επηρεάστηκε επίσης, από τις απεργίες και τις διαμαρτυρίες που πραγματοποιήθηκαν με αφορμή το σιδηροδρομικό δυστύχημα. Αξίζει να αναφερθεί ότι τις εβδομάδες μετά το δυστύχημα υπήρξε μια σταδιακή εξάλειψη της αρνητικής επίπτωσης. Καθώς όμως, η ασφάλεια αποτελεί μια σημαντική παράμετρο στις ταξιδιωτικές επιλογές, είναι σημαντικό να συνεχιστεί η παρακολούθηση της ανταγωνιστικότητας της διαδικτυακής φήμης της Ελλάδας και της Αθήνας κατά το δεύτερο και τρίτο τρίμηνο του έτους.
2. Παρά την προαναφερθείσα επίδραση, παράλληλα καταγράφηκε και ένας τεράστιος αριθμός θετικών αναφορών με θέμα την Ελλάδα. Πολλές από αυτές αντικατοπτρίζουν την υπέροχη γαστρονομική κουλτούρα της, αλλά και βήματα προς βιώσιμες δράσεις. Γενικά, οι θεματικές για τις οποίες παρατηρούνται ιδιαίτερα θετικές αναφορές είναι η Γαστρονομία και η Φιλοξενία .
3. Η αξιολόγηση της εμπειρίας με βάση την επίσκεψη καταδεικνύει την ικανότητα της Ελλάδας και της Αθήνας να προσφέρουν υψηλό επίπεδο ικανοποίησης στους επισκέπτες, καθώς οι συνολικές αξιολογήσεις για την Ελλάδα και τους επιμέρους τουριστικούς προορισμούς, παραμένουν πάνω από τον μέσο όρο της Ευρώπης. Ειδικότερα, οι υψηλότερες βαθμολογίες παρατηρούνται στους Sun & Beach προορισμούς. Επίσης, οι πολιτιστικές και οι παραθαλάσσιες δραστηριότητες παραμένουν ισχυροί μοχλοί μιας θετικής τουριστικής εμπειρίας.

4. Η βαθμολόγηση ως προς την Υγειονομική Ασφάλεια και την προστασία της δημόσιας υγείας έχει μειωθεί σε σχέση με το τέταρτο τρίμηνο του 2022, καθώς καταργήθηκαν και οι προφυλάξεις για την πανδημία. Ωστόσο, οι αξιολογήσεις ως προς τις μεταβλητές Value for Money και Sustainable Travel είναι πάνω από τον ευρωπαϊκό μέσο όρο και επιβεβαιώνοντας τις θετικές αναφορές στο διαδίκτυο.

5. Οι αξιολογήσεις με βάση την εμπειρία ανά αγορά παρουσιάζουν θετική τάση στην Ελλάδα από το 4ο τρίμηνο του 2022. Για την Αθήνα, οι αξιολογήσεις εμφανίζουν άνοδο σε όλες τις κύριες αγορές. Άνοδος παρατηρείται για τους «S&B προορισμούς» στην ολλανδική, γερμανική και ιταλική αγορά καθώς και τους «άλλους προορισμούς» στην γερμανική και γαλλική αγορά.

6. Οι ταξιδιώτες από τις Ηνωμένες Πολιτείες Αμερικής τείνουν να αποδίδουν τις υψηλότερες βαθμολογίες στην εμπειρία επίσκεψης συνολικά. Ακολουθούν οι επισκέπτες από το Ηνωμένο Βασίλειο για την Ελλάδα συνολικά και την Αθήνα.

Content

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Travelsat Sentiment Methodology



Social Data and Visitor Reviews Monitoring for holistic Reputation Tracking

Destination E-reputation “At large”

SOCIAL WEB SENTIMENT TRACKING

- The “**sentiment**” reflects the **state and dynamic of travel brands’ e-reputation** as expressed in **global web social conversations “at large”**.
- Shared by differing **media, consumers, companies, citizens, brands and officials** on websites, forums, blogs & social networks.
- Sentiment is not predictive of travelers’ planning, but a **positive e-reputation is essential to generate favorability towards destinations** and travel brands, particularly in the context of post-crisis management.
- In the past 12 months, **Greece was mentioned 879K+ in social conversations** in relation to travel, generating 11,3M engagements, shared by **189K+ unique authors** from **200+ countries**.



Destination E-reputation driven by experience

DESTINATION REVIEWS SENTIMENT TRACKING

- **Data Type:** visitors reviews. Destination reputation is massively driven by visitors sharing their experiences, fueling the experience-based image of Athens and Greece.
- **Data Sources listened:** 25+ Travel Reviews Websites and OTA platforms
- **Data Scope:** reputation data consolidated from 800 Hotels, Attractions/Sites and Restaurants in Greece.
- **Structured rating and reviews’ sentiment/comments** are tracked and analyzed.
- About **800 000 reviews about Greek tourism experiences / year**

Booking.com

Google

Expedia

yelp

Ctrip

tripadvisor

zoover
avis de voyageurs

Hotels.com
Le choix évident

travelocity



Key Sentiment Indexes



Quarter 1 - 2023

- While Greece's net sentiment score (NSI) had remained relatively stable during the month of January 2023, it only slightly declined in February. However, **content on the train crash in Larissa at the very end of February starkly decreased Greece's and Athens' NSIs in March**. While the overall effect for Q1 of 2023 is seen to a degree for the latter (43, -16 pts), it is especially noticeable in Athens (33, -33 pts) where **news has centred on the ongoing investigation of the accident's causes and protests**.
- NSI per market for Greece and Athens reflect the same pattern seen in the overall score**. While **dips for Greece are less pronounced**, those for Athens are stronger. Nonetheless, **scores per market remain overall more positively polarised than negatively**. The only exception is in Italy, where Athens' score is at 5 (-76 pts), a large decrease since Q4 in 2022.
- Conversations surrounding COVID-19 have remained relatively stable since August 2022**, an expected result due to the lack of reinstitution of restrictions. While it is important to continue to create security around concerns for new outbreaks, **travellers are currently more scrutinous of the levels of hygiene and crowdedness of destinations**.
- The **volume of social conversations has risen for the topics of Sanitary Safety and Culture in both Greece and Athens**. An increase in the score of **Hospitality-related content** is also shared by both. **Gastronomy and Hospitality** are the **topics holding the highest scores in Greece and Athens**, with NSIs above 85 for the country and 90 for the capital.
- While there have been explicable decreases in Greece's NSI during Q1 of 2023, **many travel-related positive stories were present**. In line with the high scores for the topic of Gastronomy, stories about **Greek recipes, great local production of pistachios, and Michelin-star restaurants** were shared. Moreover, **Greece's participation in sustainable practices** through renewable energy development in its islands, as well as **"green" internal destinations** also generated a high degree of engagement.
- Naturally, having had such a strong effect on Greece's and Athens' NSIs during Q1, **negative content having to do with the train crash in Larissa was largely present**. However, this was **pushed further by the ongoing strikes and demonstrations in the country**, with those in Athens becoming particularly violent. Another notable negative story is that of **over tourism felt by locals in the island of Corfu**, a vigilance point to keep in mind that has been lately rising in several European destinations.

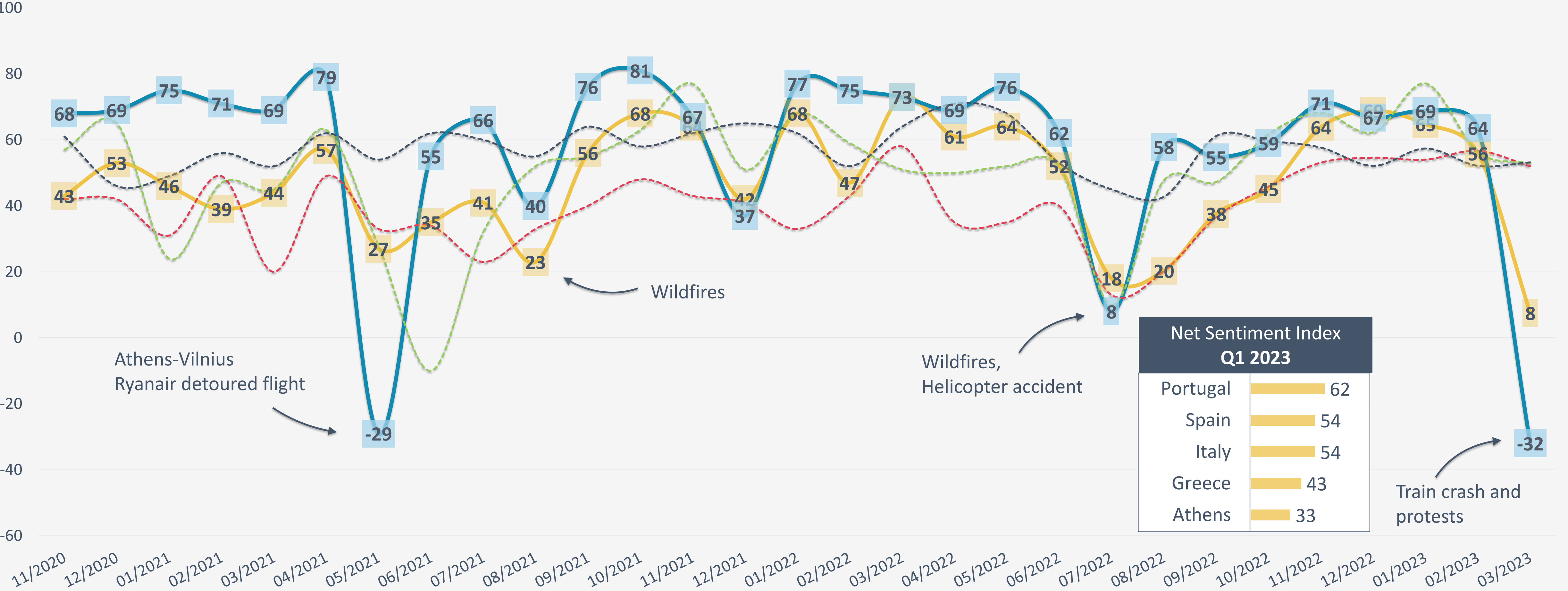
Destination e-Reputation - Net Sentiment Index

Benchmark Evolutions

NET SENTIMENT INDEX

The Net Sentiment Index measures the polarity of vertical specific web social conversations (%positive - %negative)

Greece Athens Spain Portugal Italy



Net Sentiment Index Q1 2023	
Portugal	62
Spain	54
Italy	54
Greece	43
Athens	33

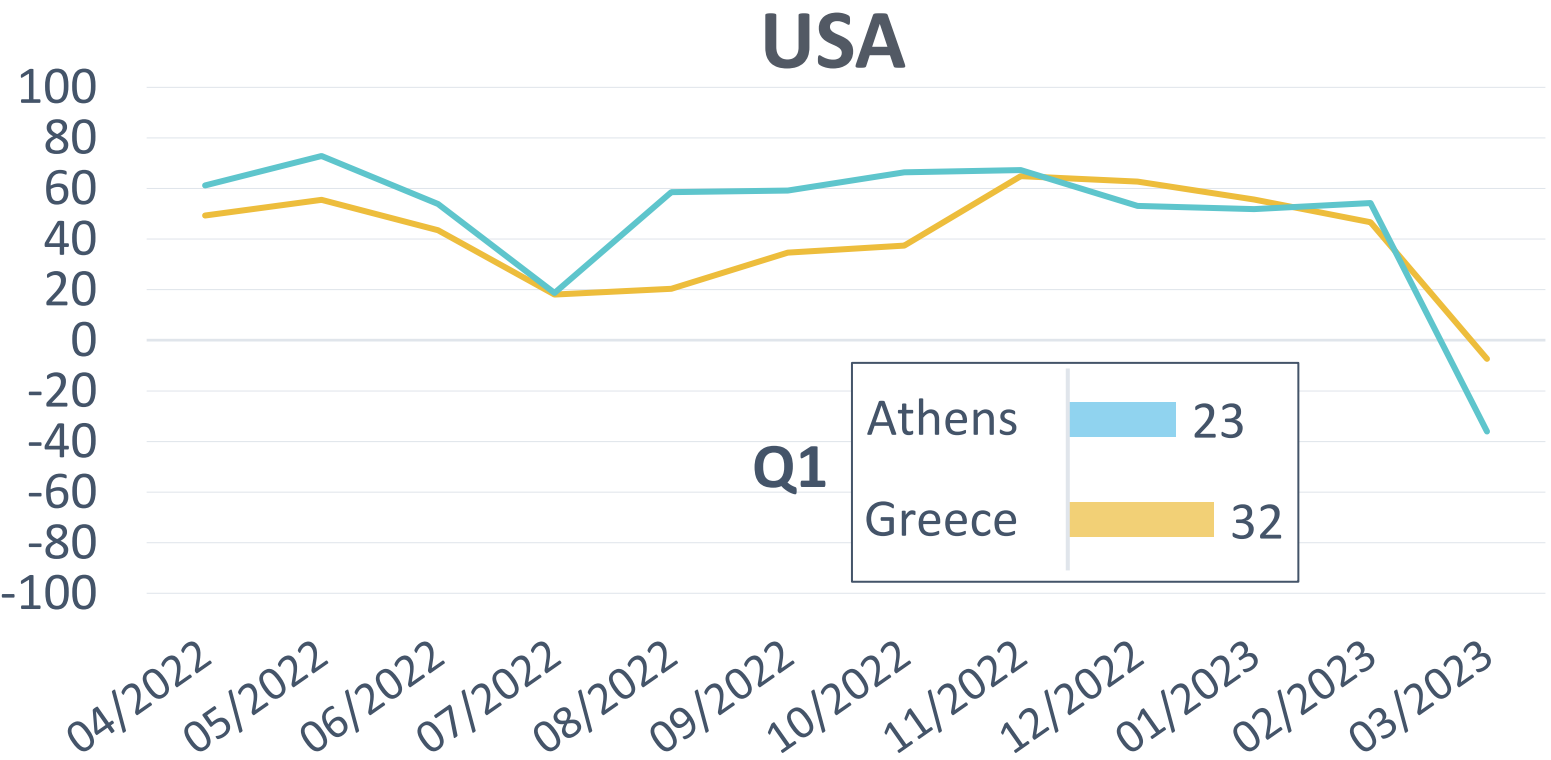
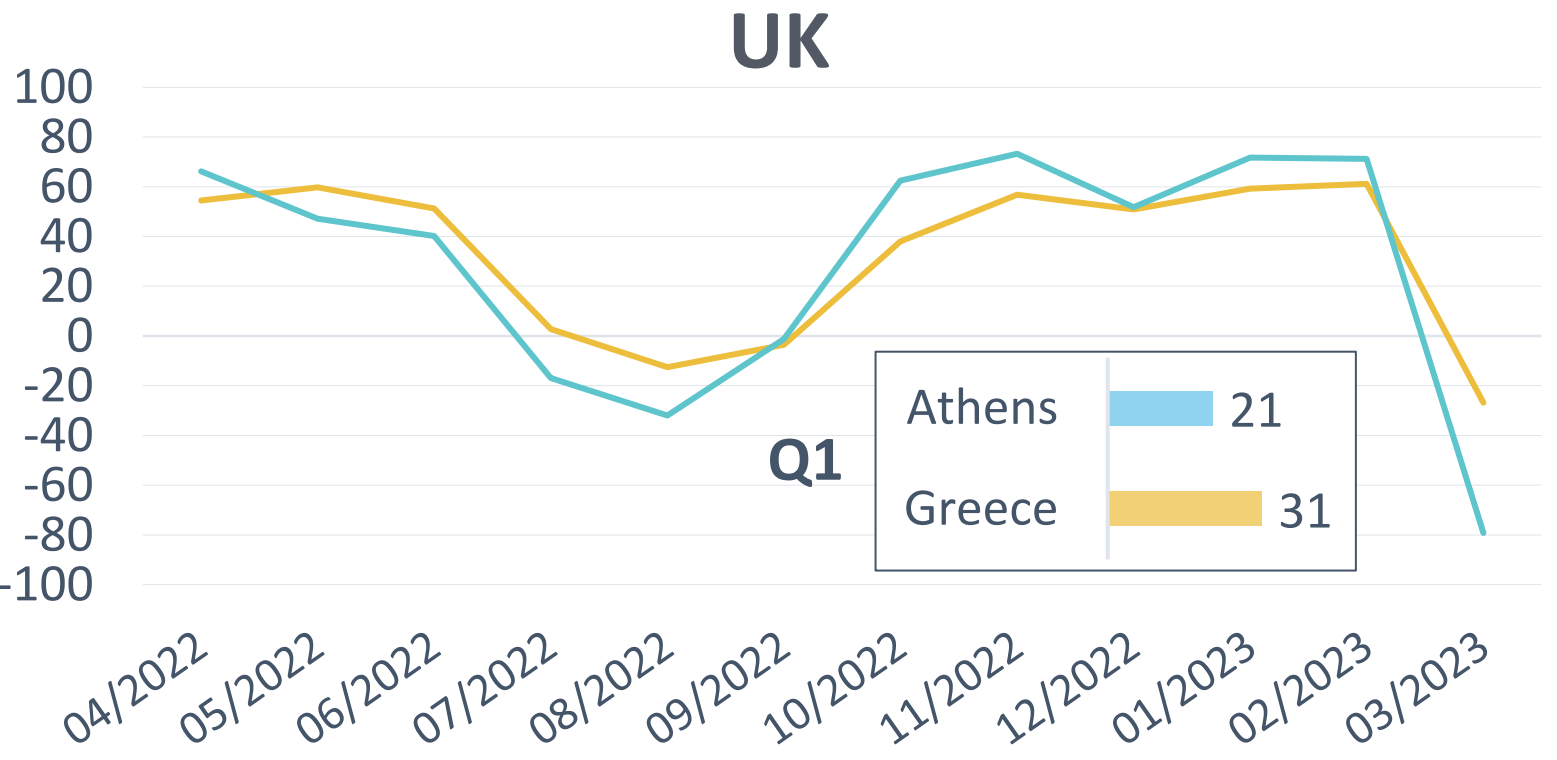
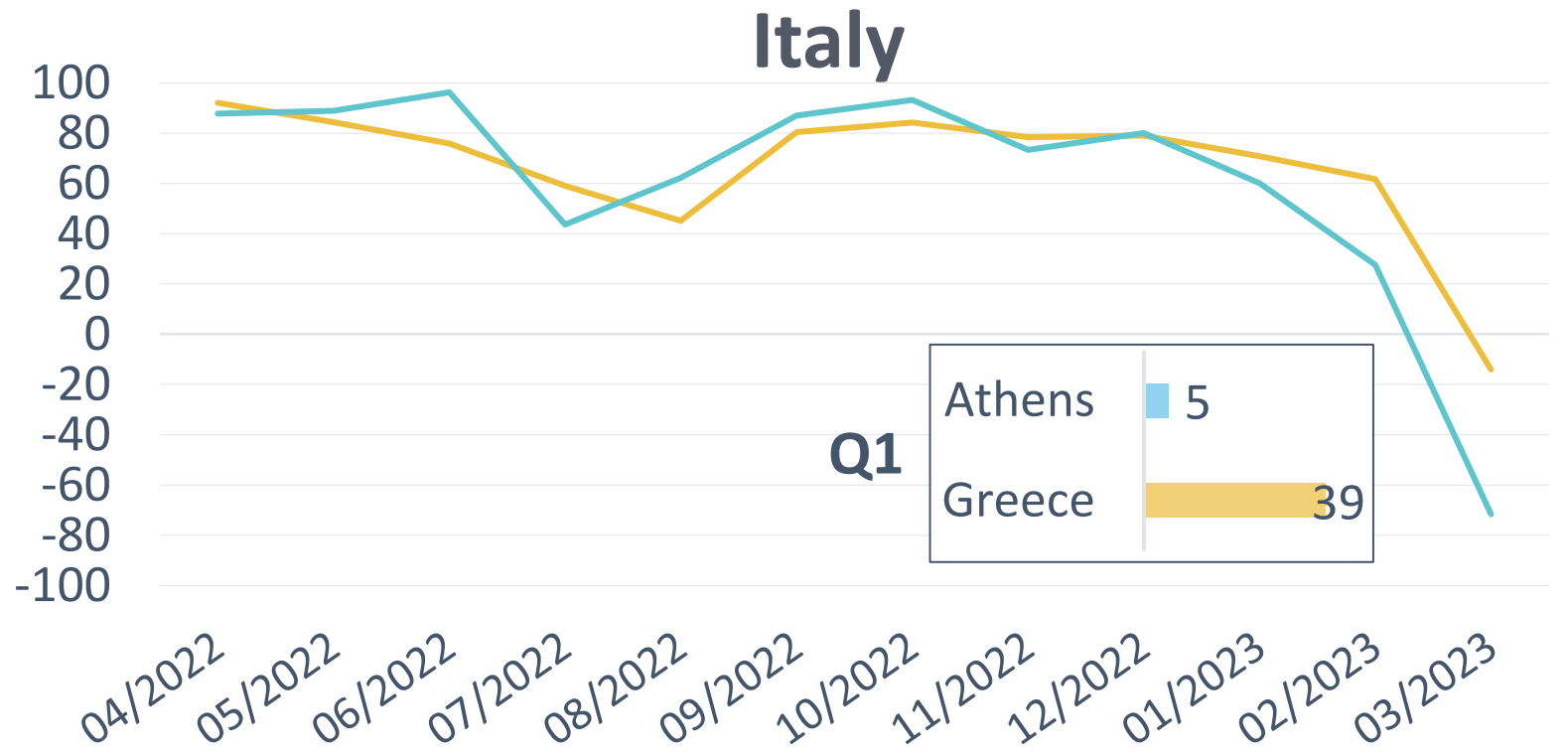
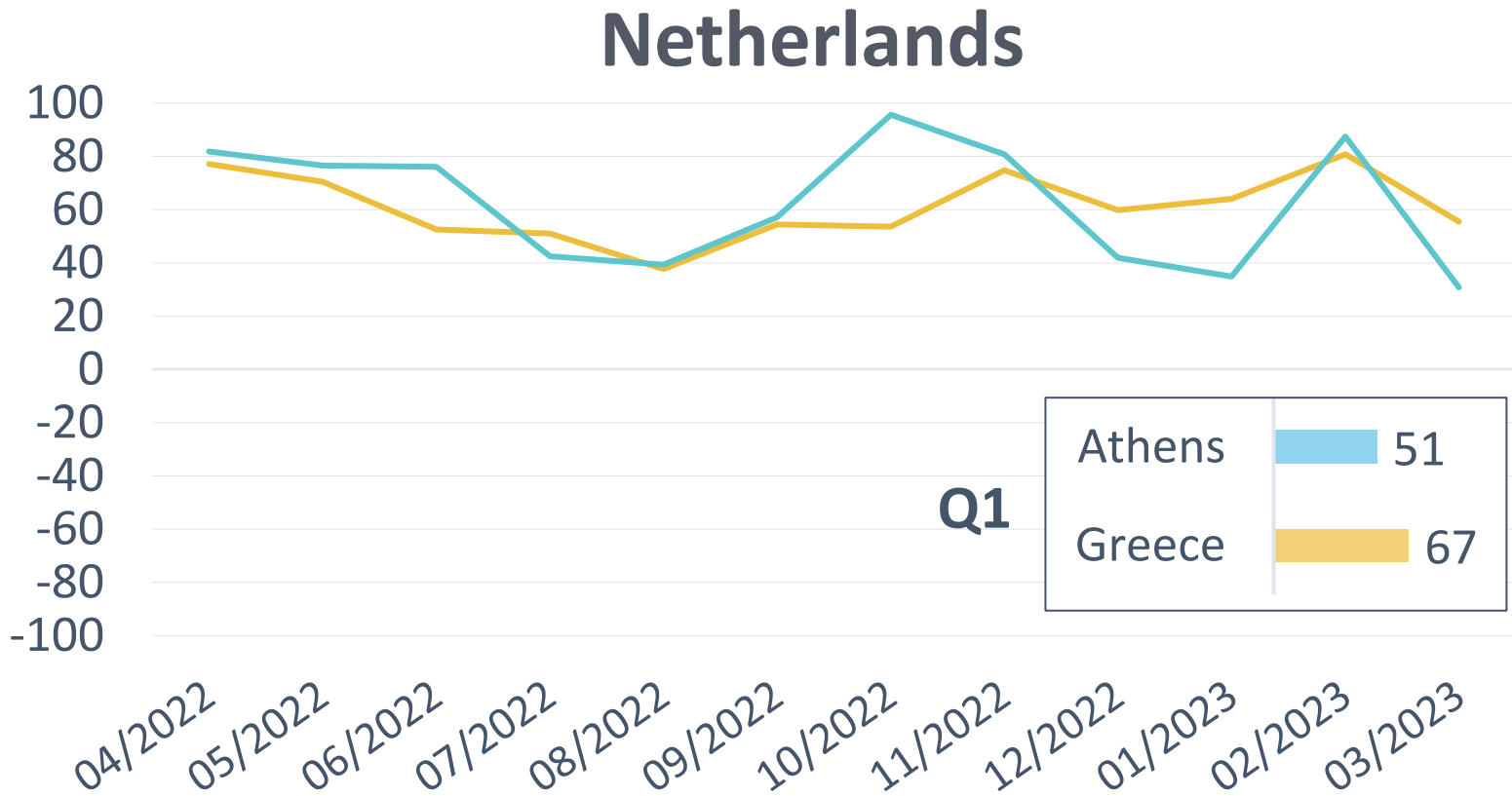
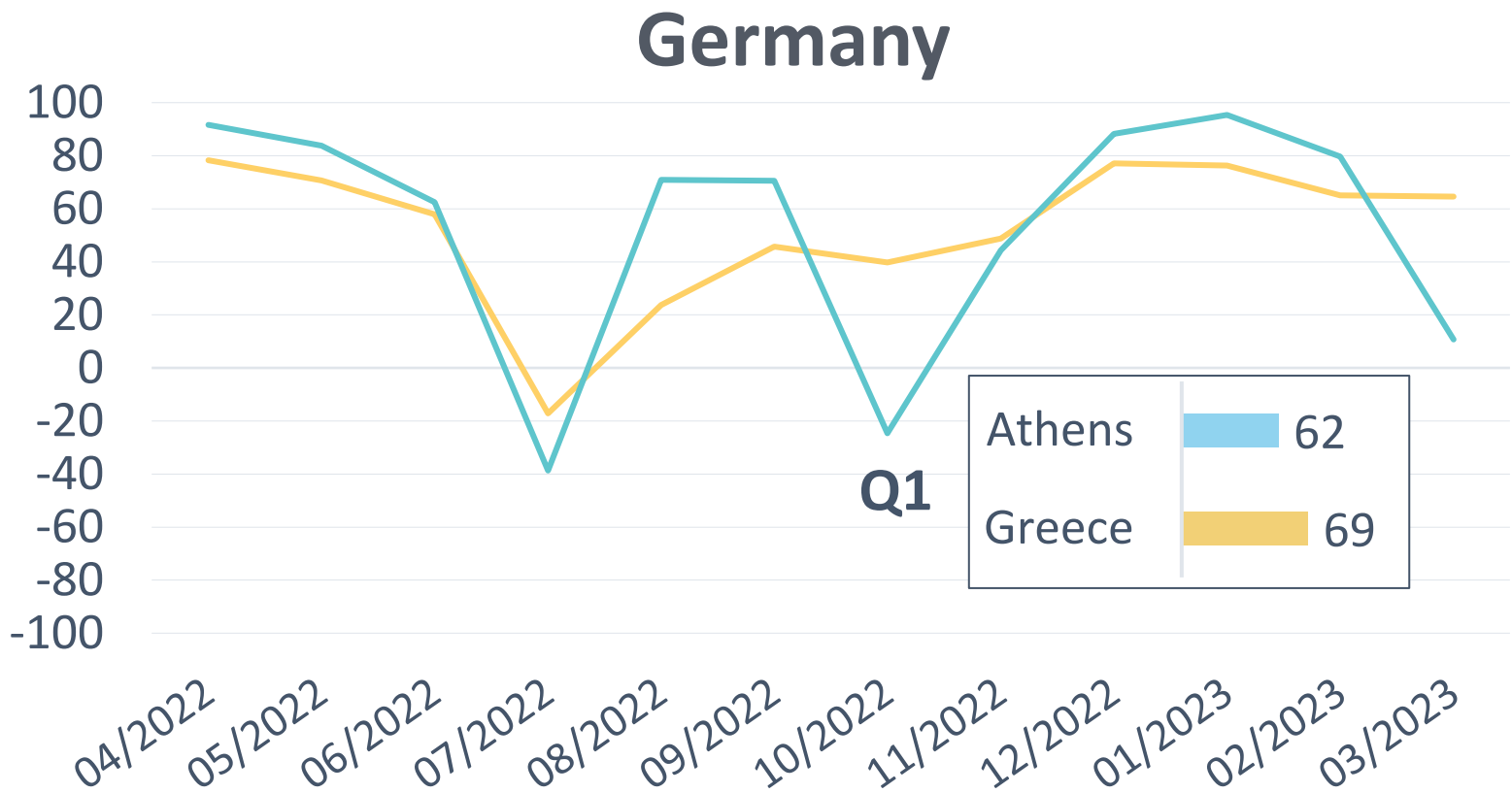
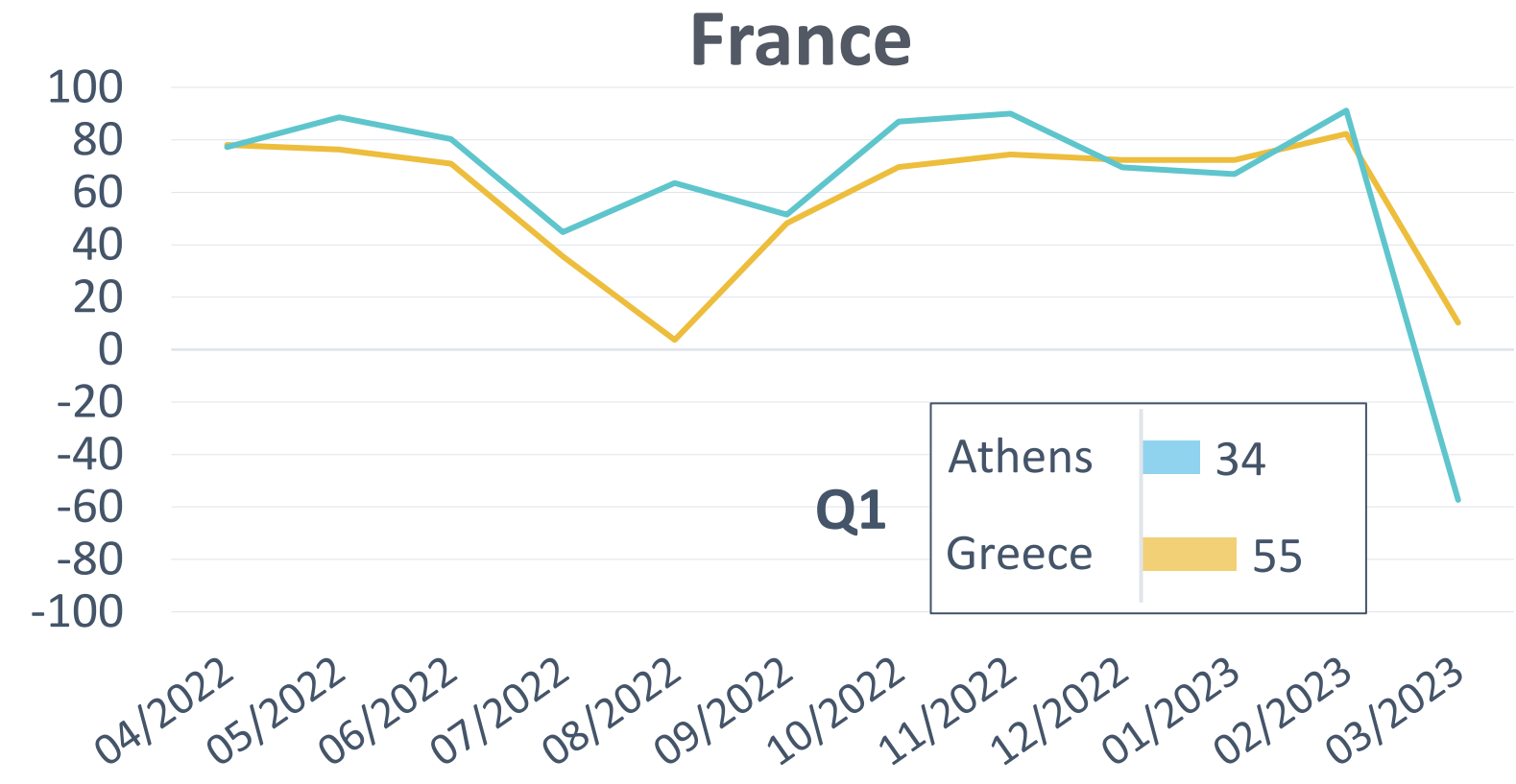
Destination Sentiment per Market

What is the tonality of conversations in Athens' key markets?

NET SENTIMENT INDEX

Greece Athens

The Net Sentiment Index measures the polarity of vertical specific web social conversations (%positive - %negative)

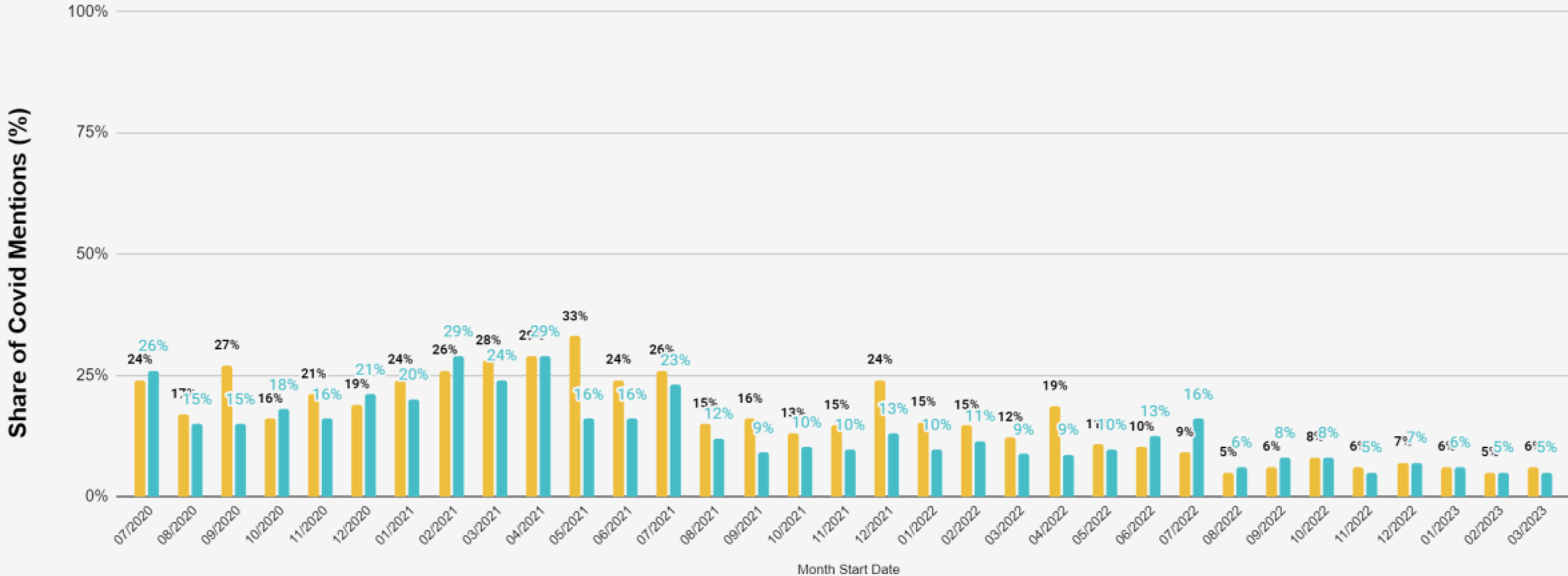


Destination Sentiment

What is the incidence of Covid-19 in the destinations' conversations?

Covid-19 Incidence In Athens/Greece Conversations

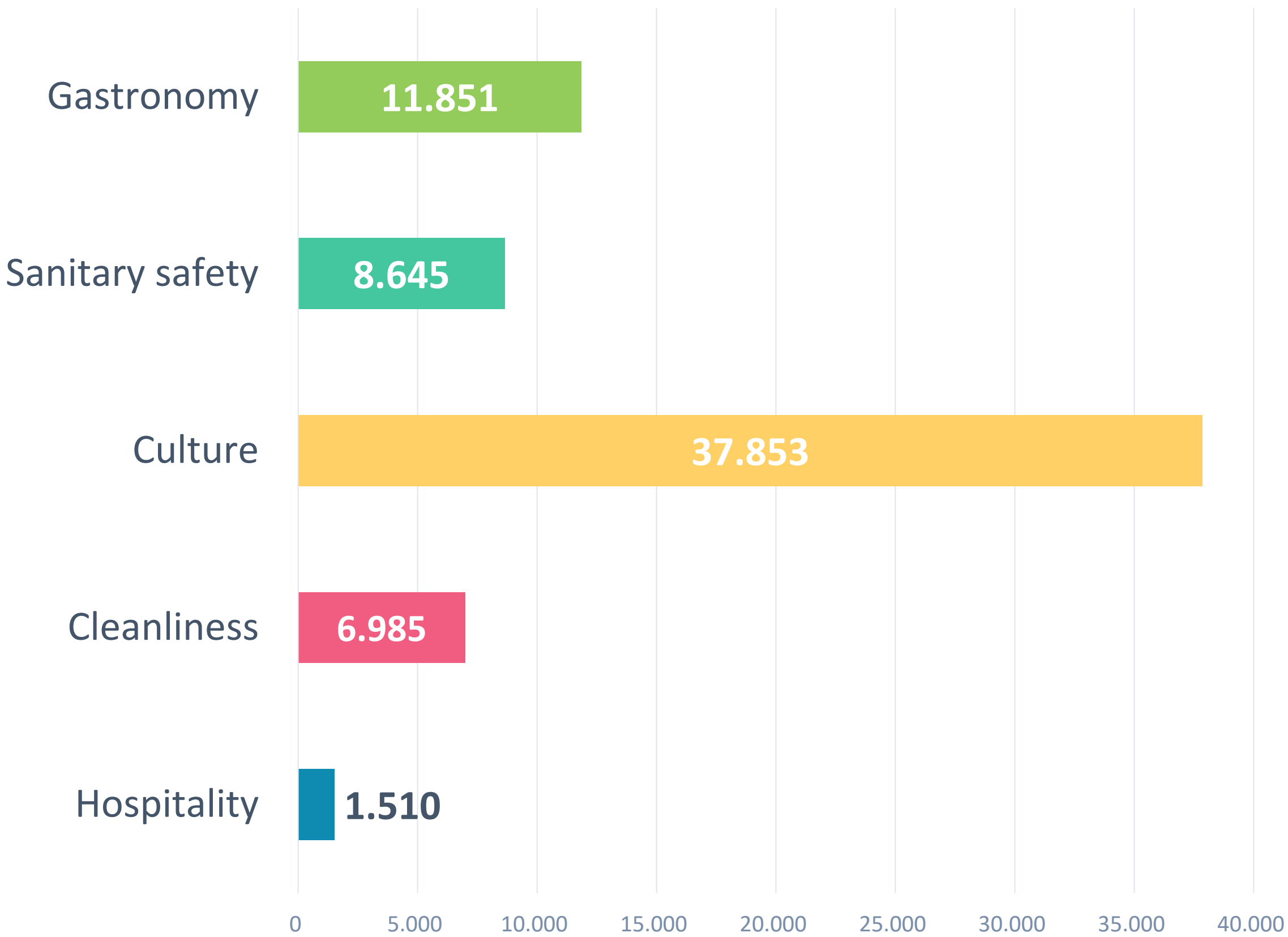
Greece Covid-19 Incidence Athens Covid-19 Incidence



In comparison with Q4 2022, the volume of social conversations increased slightly for the topic of **Sanitary Safety**, and importantly for the **Cultural** theme in Q1 2023. The volume declined for topics on **Gastronomy**, **Environment**, and **Hospitality**. The sentiment polarity has increased in the topic of **hospitality**. The Net Sentiment Score remains high for topics on **Gastronomy** and **Hospitality**, being above 85 points. Conversations related to the conflict in Ukraine went slightly up but remain limited to 4% out of the total.

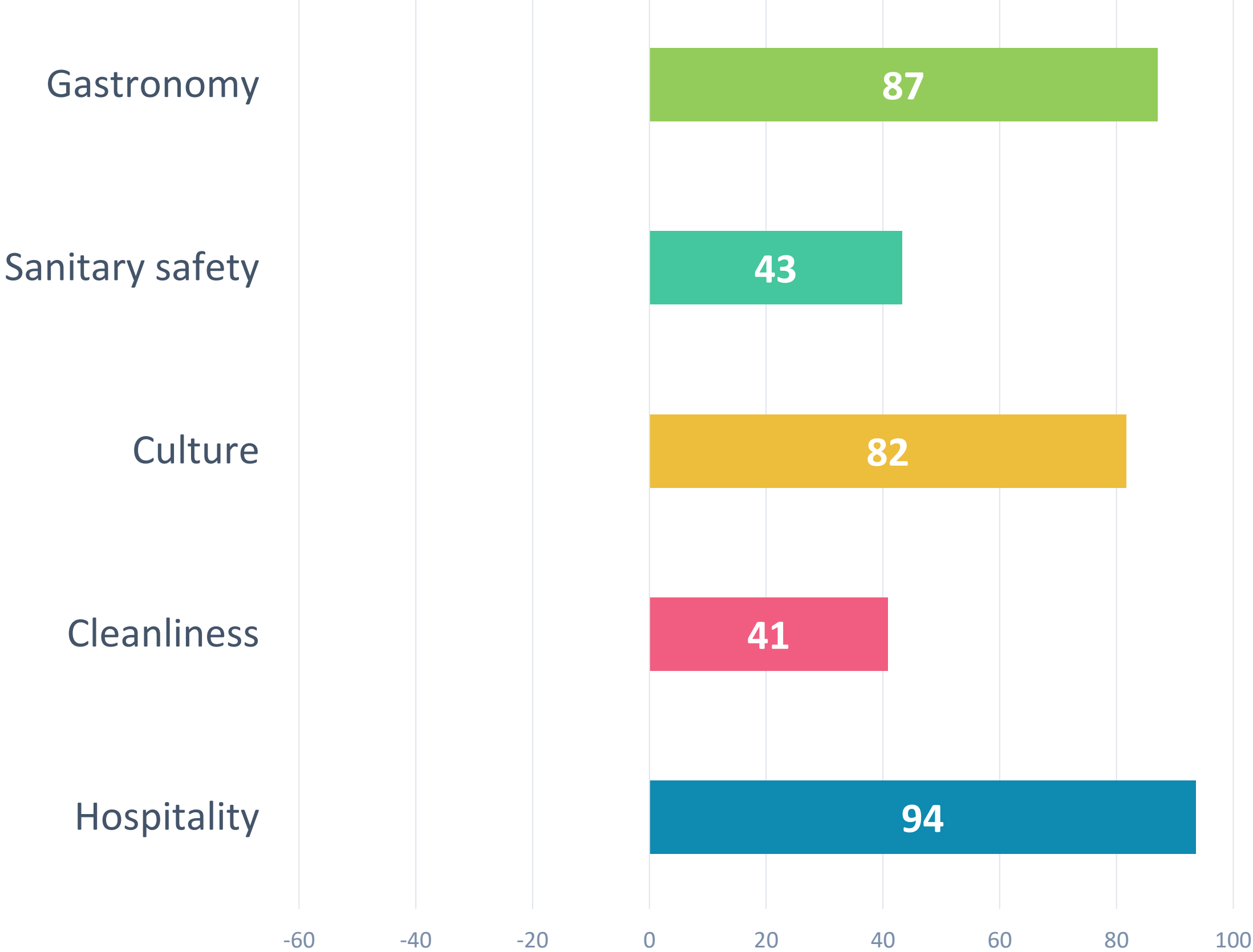
VOLUME OF CONVERSATIONS – JAN./MARCH 2023

Intensity of web social conversations



NET SENTIMENT INDEX – JAN./MARCH 2023

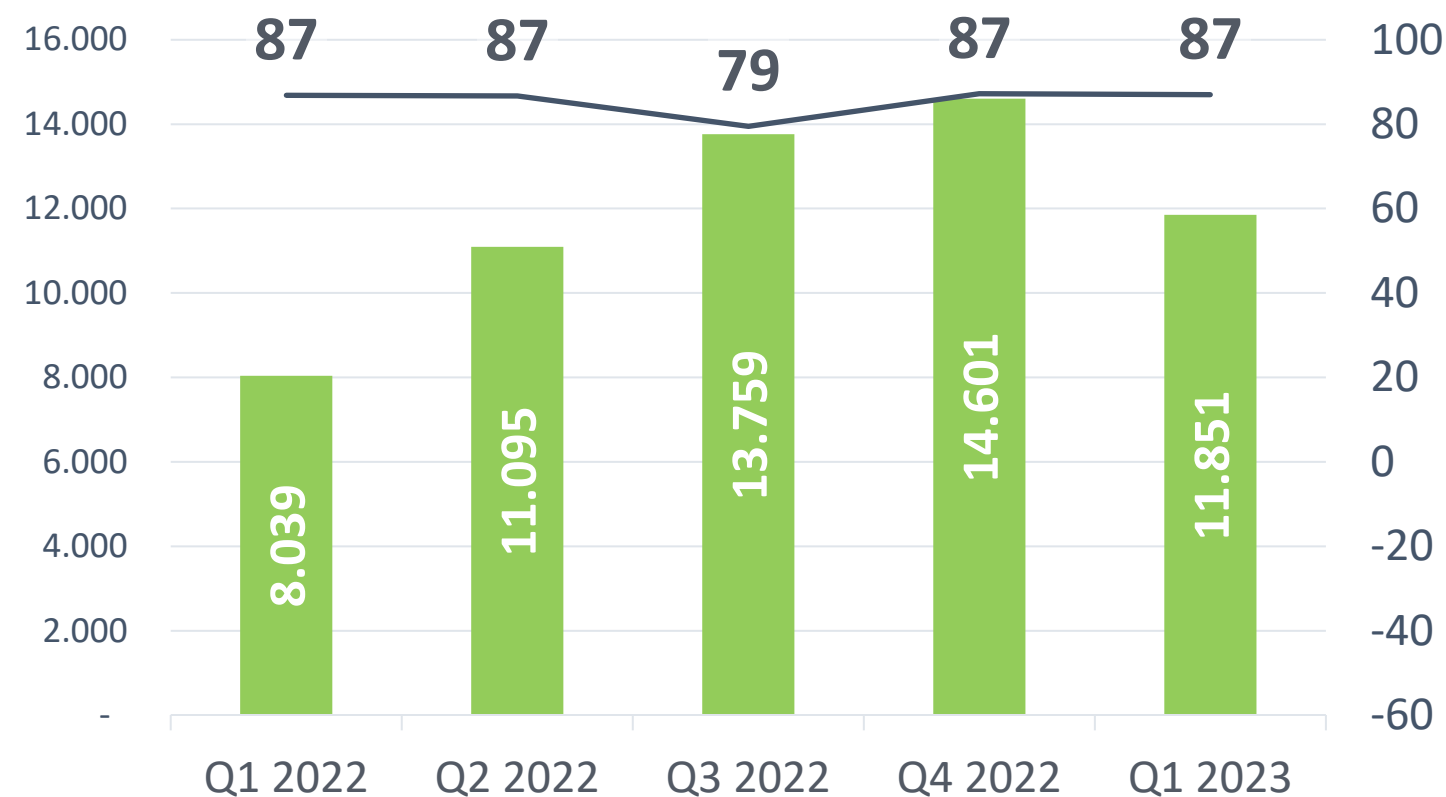
Polarity of verticals specific web social conversations (%positive - %negative)



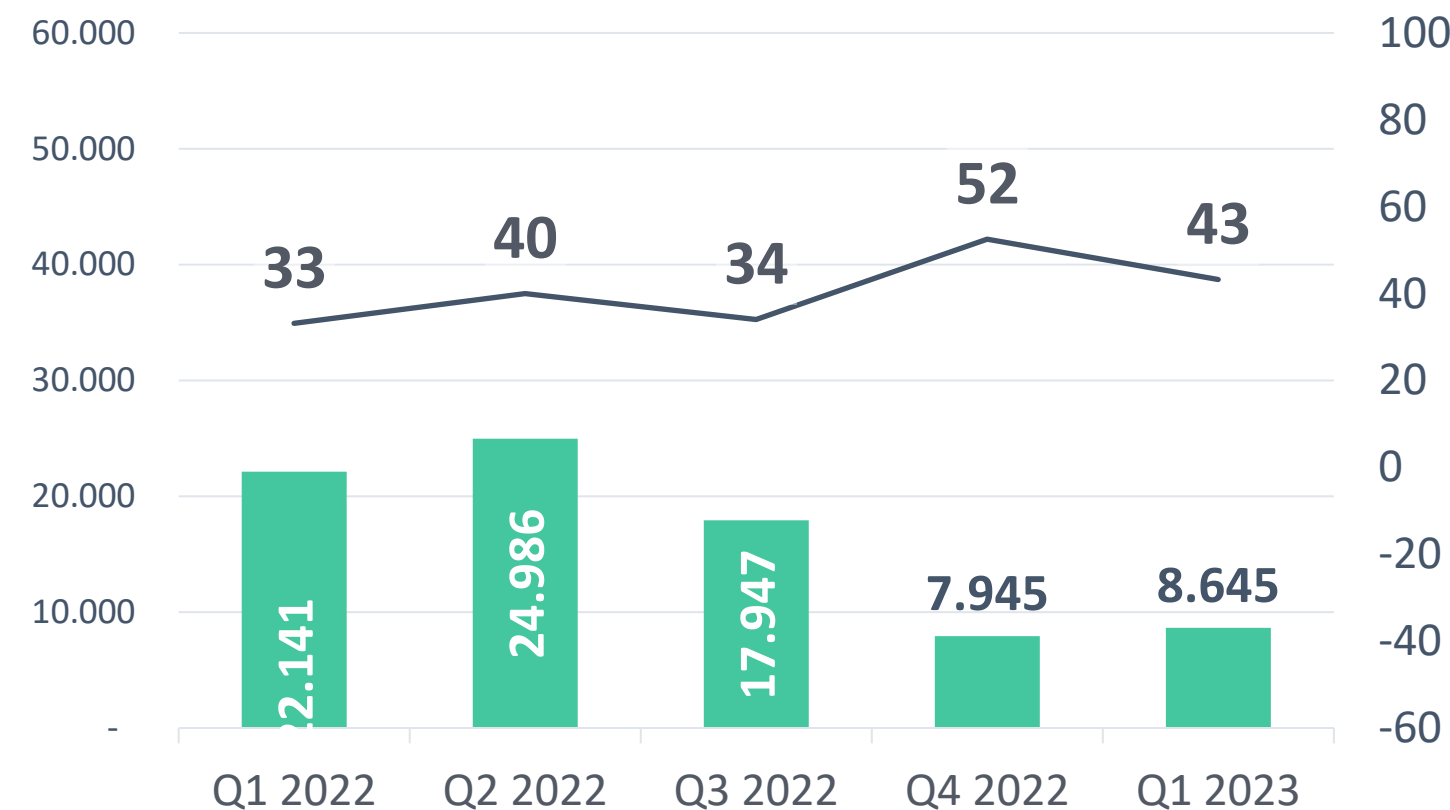
Reputation Topics – Annual Trends



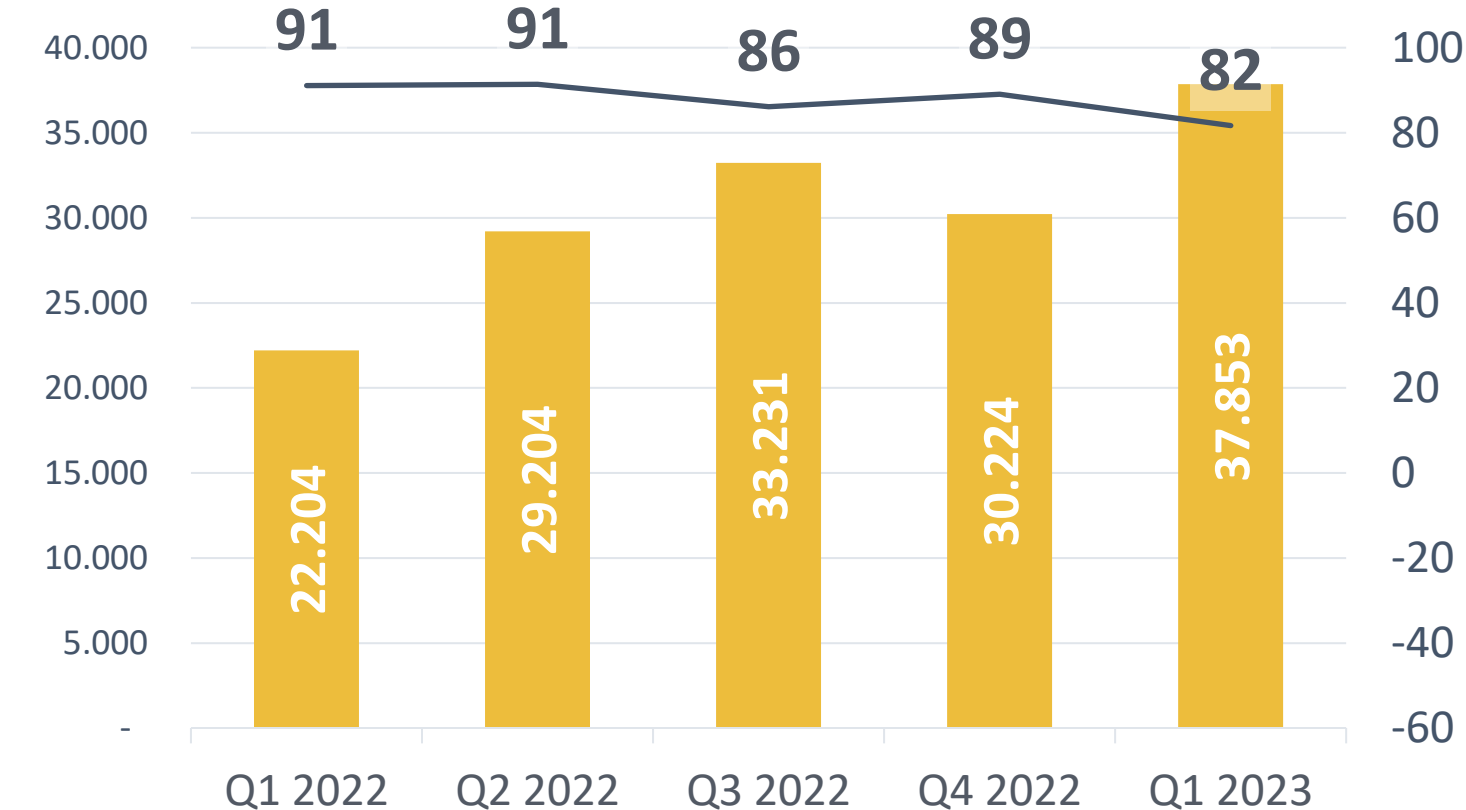
■ Volume of Conversations
— Net Sentiment Index



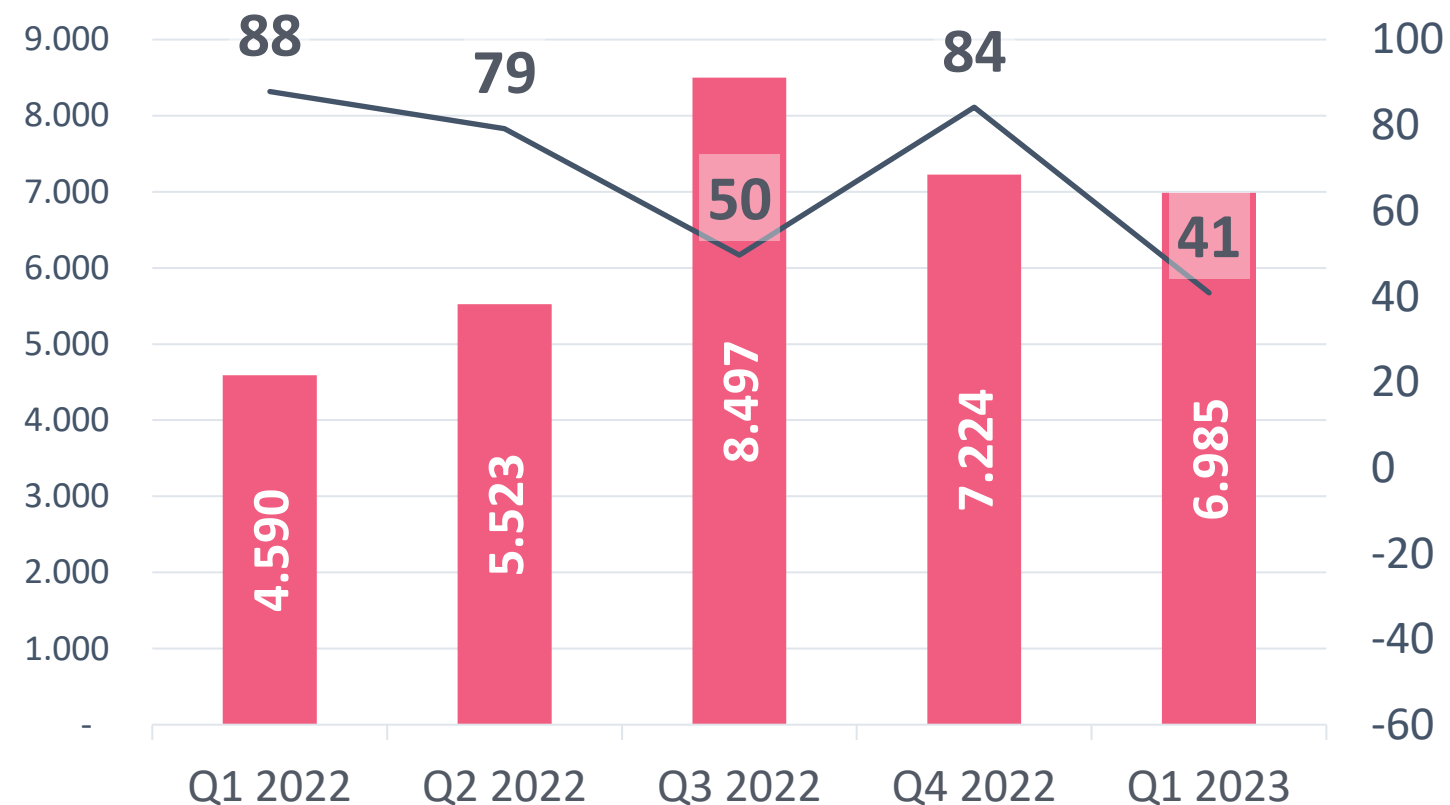
■ Volume of Conversations
— Net Sentiment Index



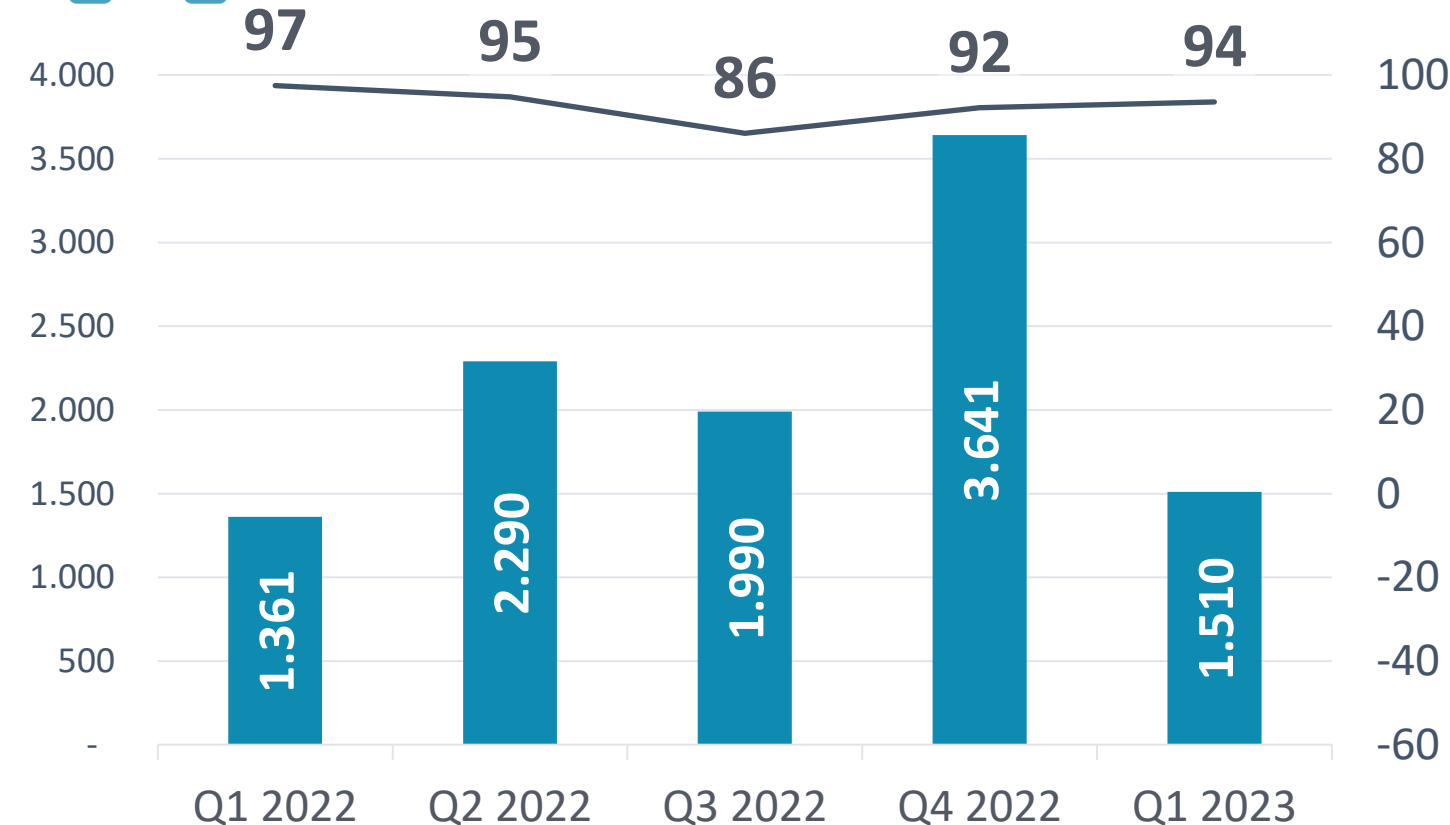
■ Volume of Conversations
— Net Sentiment Index



■ Volume of Conversations
— Net Sentiment Index



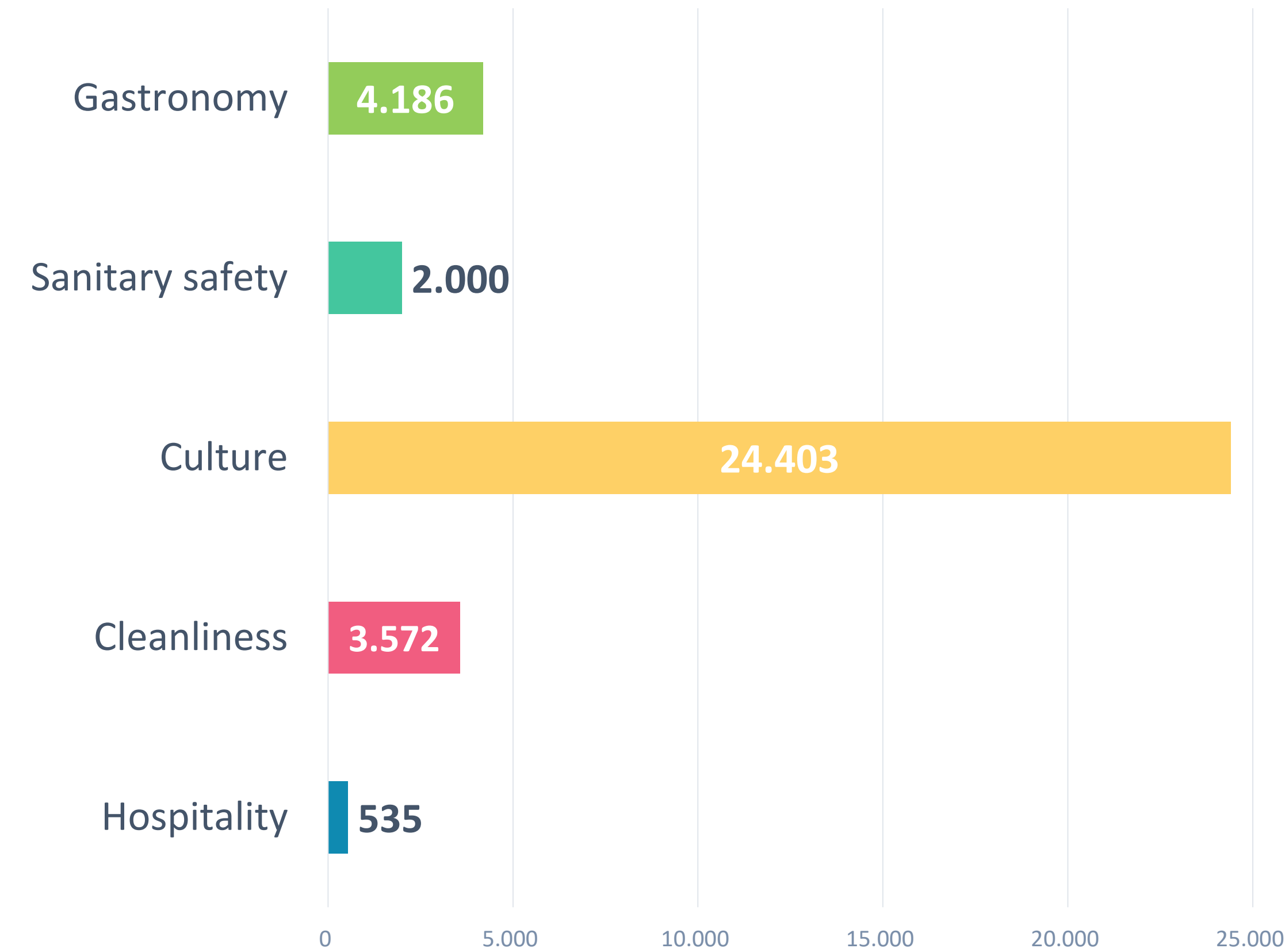
■ Volume of Conversations
— Net Sentiment Index



An increase in volume on all topics of conversation can be seen for Athens, except for the topic of Hospitality. The largest increase can be seen for the topic of **Culture**, yet a notable increase is also seen for **Cleanliness**. While the scores have risen for the topics of **Gastronomy** and **Hospitality**, a decrease is seen in other ones, especially that of **Culture**. **Gastronomy** and **Hospitality** remain with strongly positive scores above 90.

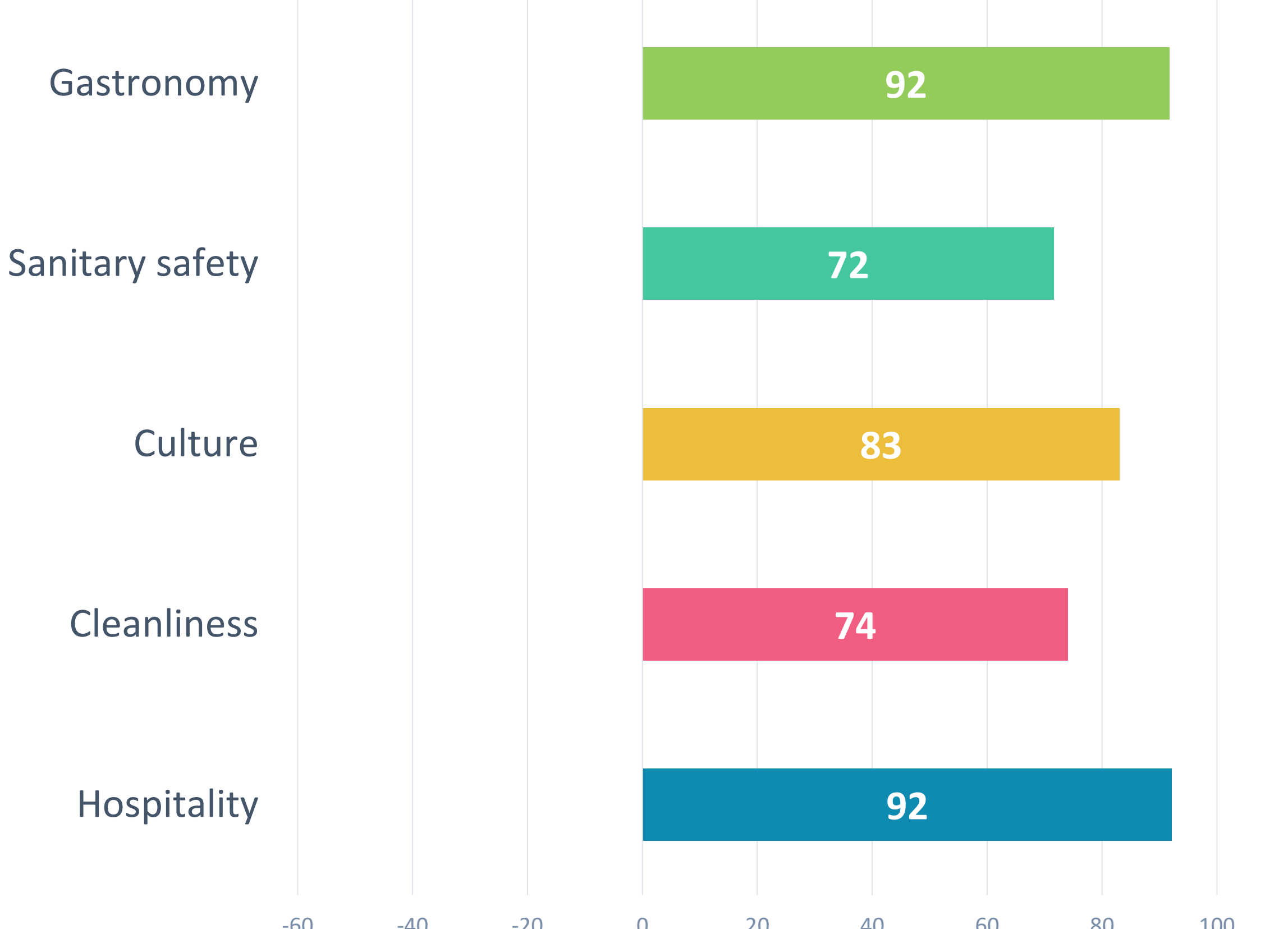
VOLUME OF CONVERSATIONS – JAN./MARCH 2023

Intensity of web social conversations



NET SENTIMENT INDEX – JAN./MARCH 2023

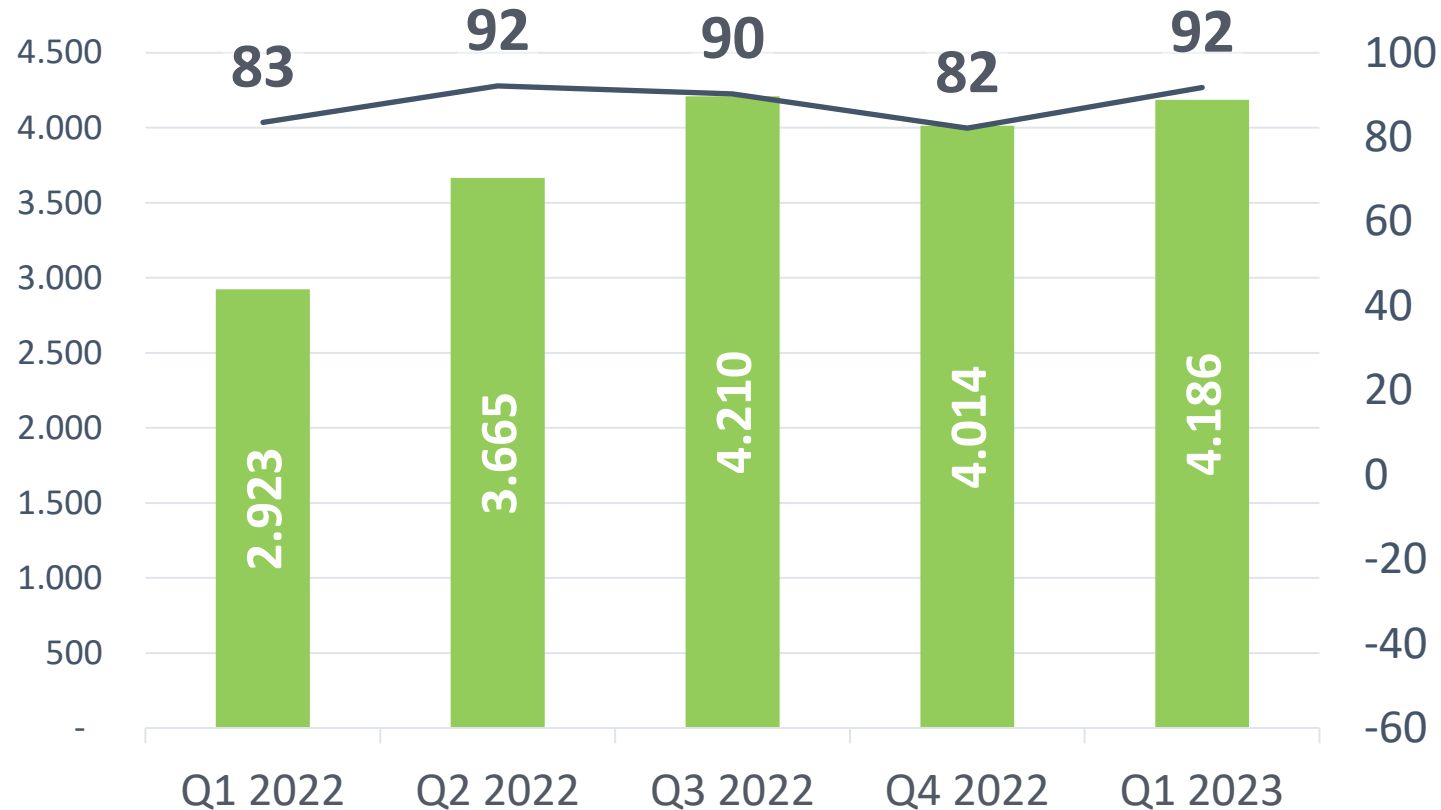
Polarity of verticals specific web social conversations (%positive - %negative)



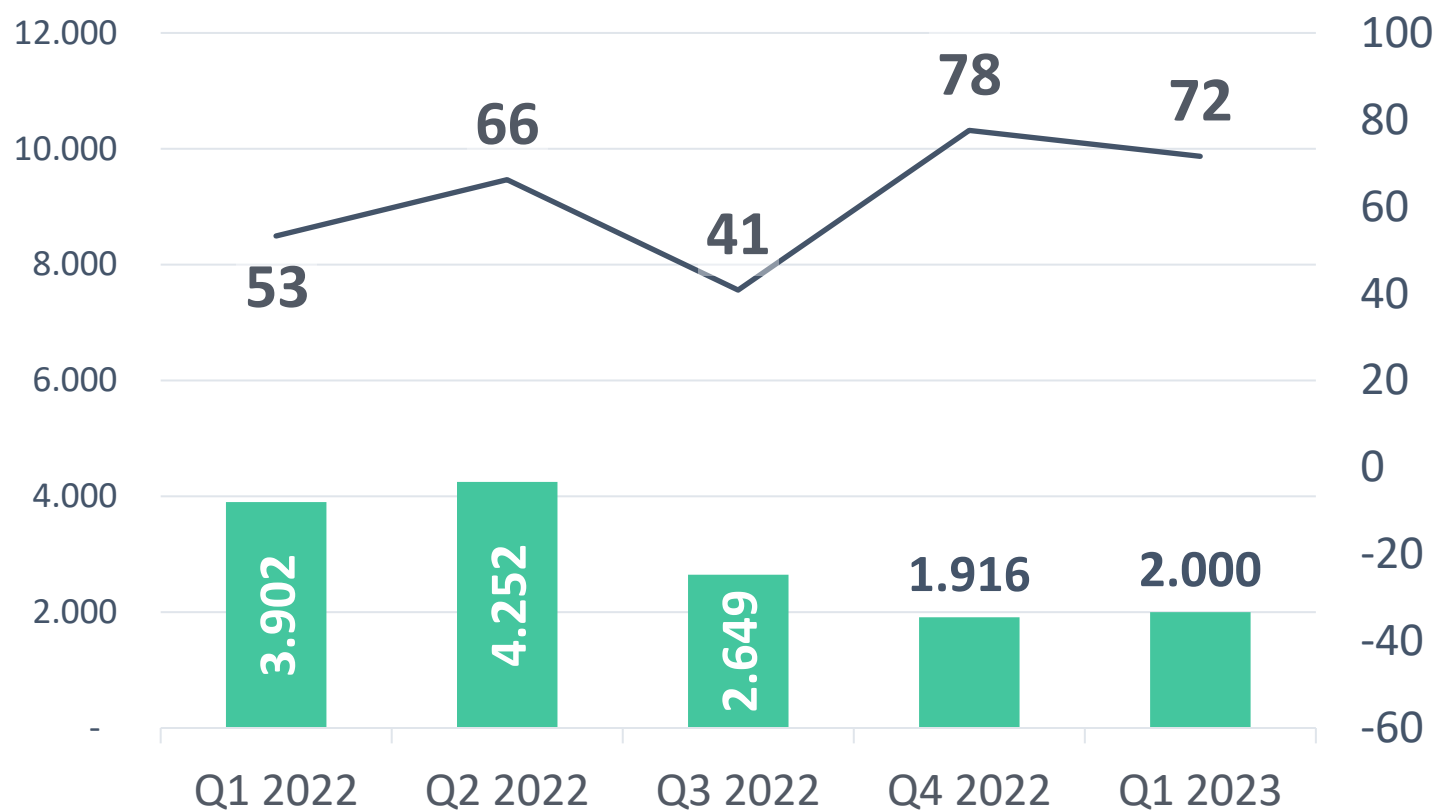
Reputation Topics – Annual Trends



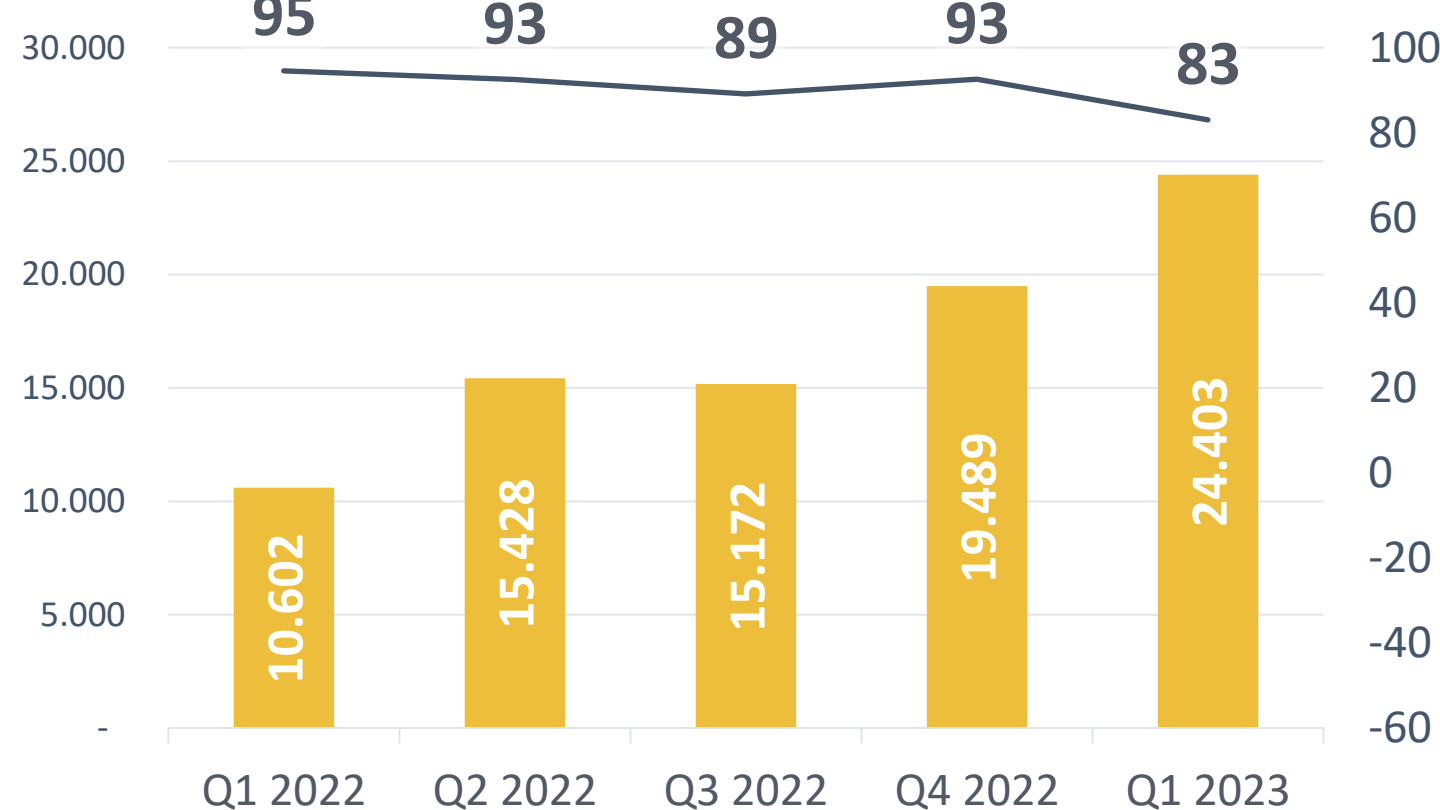
Volume of Conversations
—Net Sentiment Index



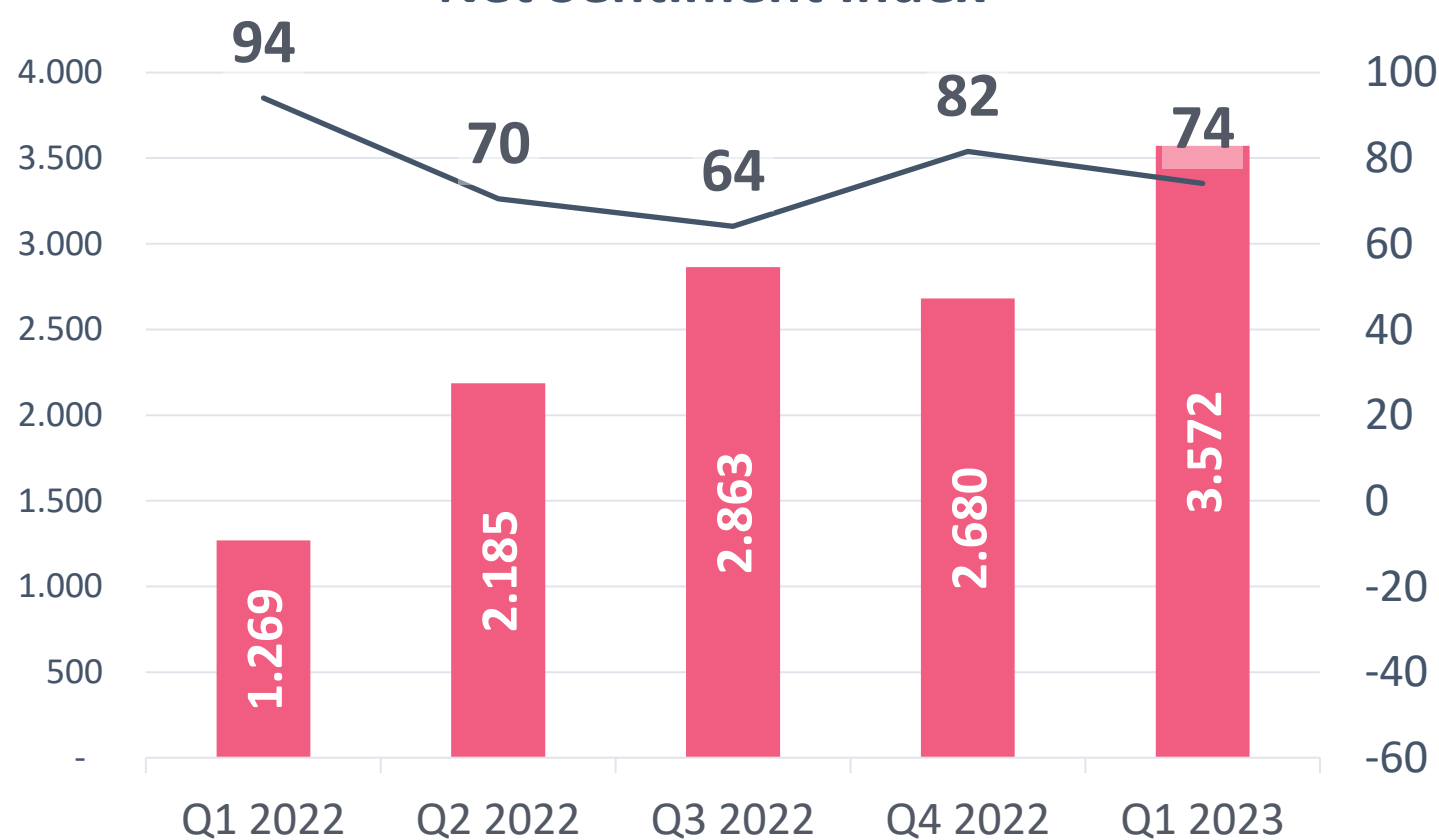
Volume of Conversations
—Net Sentiment Index



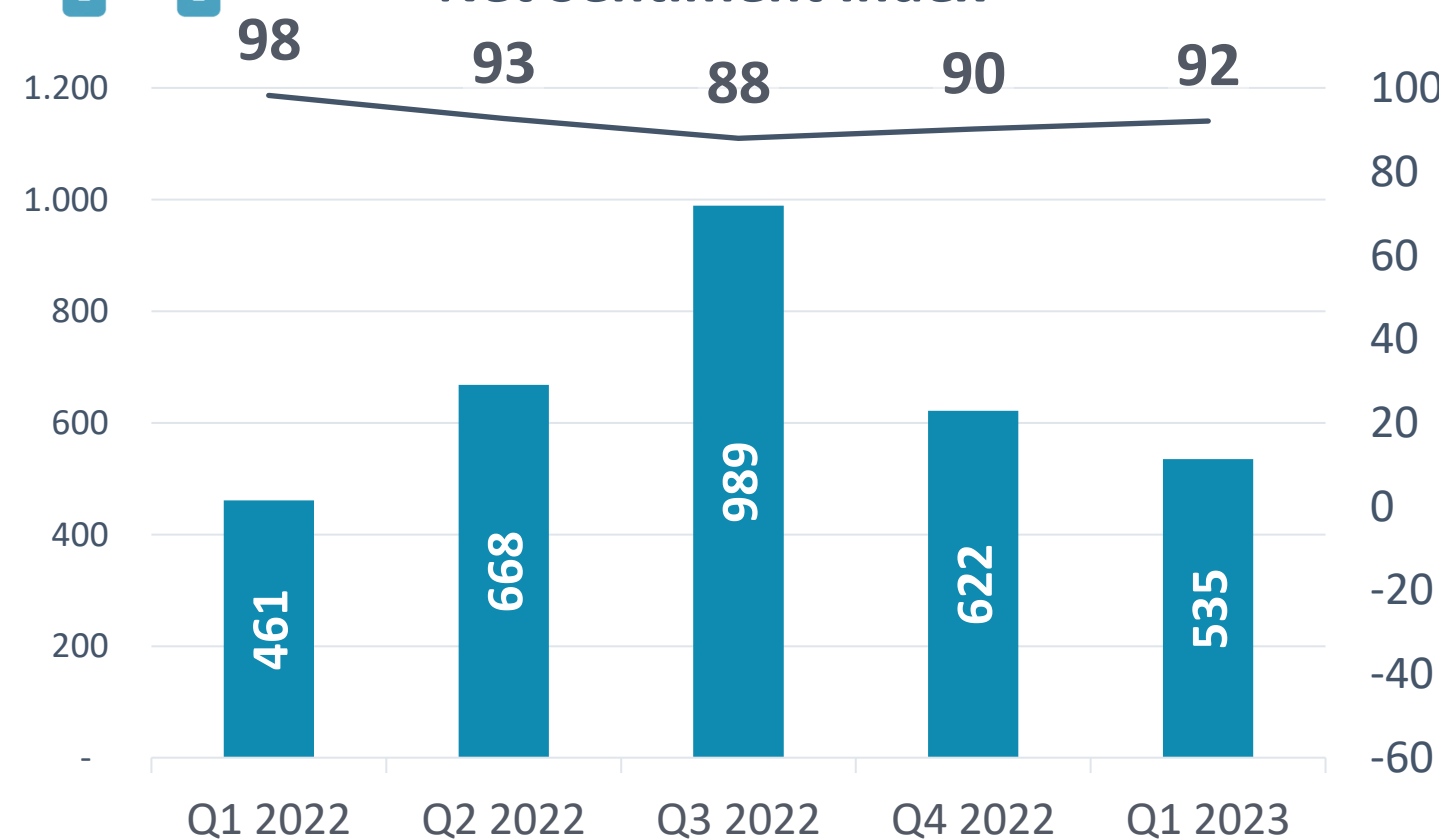
Volume of Conversations
—Net Sentiment Index



Volume of Conversations
—Net Sentiment Index



Volume of Conversations
—Net Sentiment Index





2023's first quarter held a wide array of positive stories, **many of these related to gastronomy**. Indeed, content on specific recipes, excellent produce, high-end cuisine were all noticeable during Q1. Online conversations about **Greece's capacity to drive sustainability were also highly present**, such as the development of renewable energy in Greece's islands, and "off-the-beaten-track" green tourism sites found in Hydra and Astypalaia. Other positive stories included **romantic getaways, culture**, and the **best resorts for those travelling as a family**.

Examples of reputation drivers...

- **A delicious pork recipe** taught by a **Greek chef**
- High school students from **Italy** and **Greece** organized **a fashion project in Athens** titled "**Italian style travels to Greece**"
- Highlight of **pistachios** from the Greek **island of Aegina**
- **China** will honor Greece at 18th **International Beverages Expo** held in Luzhou
- **Romantic holidays in Athens** with the magnificent view from the hotel
- **Palia Kameni**, Santorini, known for **its therapeutic mud**, listed among the 20 **stunning European hot springs** to visit in 2023
- **Culture and history-centered visit** by exploring **the Acropolis** in Athens
- **Meeting in Athens** between Greek ministerial and regional authorities and officials from **Mexico**, to discuss future collaborations in the fields of **culture, innovation, business** and **green tourism**
- Highlight of Greece's fourth largest island, **Rhodes** (visiting one of Greece's best-preserved ruins, discovering the skilled artisans' potteries, etc.)
- Greek islands **developing renewable energy**
- 6 **sustainable "hidden" green tourism sites** in Greece (Hydra, Astypalaia, Lipsi, etc)
- Blog post on **Michelin-starred restaurants in Athens**, focusing **the haute cuisine dining experience**
- **Australia** showing interest in **Tilos' zero waste initiative** and efforts
- **Best affordable villas** in Greece, aiming to travel without a compromise on facilities
- Municipality of **Hersonissos, Crete** is promoting **wedding tourism** for couples who wish to hold their wedding outside their country of residence
- **Best family holiday resorts** in Greece with facilities suitable for family (highchairs, kid's club, babysitting service, pool, escape room, etc.)

Illustrative Social Posts

Reflecting the **Positive Sentiment**



A chef from Greece taught me. The secret of the most delicious meat.



...secret of the **most delicious** meat. **Delicious** pork recipe. I got it on **vacation** in **Greece** ... Very **tasty** . Everything is simple, but in the end it turns out insanely **delicious** . **Cook** for the whole family. **Cook** with... 

published on 24/01/23 at 13:00 | YouTube | Germany | youtube.com

Italy-Greece fashion project, Levi di Seregno shows in Athens



...days with the Franco-Hellenic high school, Eugène Delacroix of Athens. " Italian style **travels** to **Greece** " is the title of the project organized by Levi as part of the Erasmus internationalization programs and, specifically, in collaboration with... 

published on 03/03/23 at 12:07 | Newspaper | Italy | www.ilcittadinomb.it

Why Pistachios from Greek Island of Aegina are Best in the World



...koilarati, are rare and exceptionally **delicious**. The vast majority of the island's pistachio trees are found on the west ... or of those who market and export the **delicious** pistachio. Surprisingly, over half of the island's residents are members...

published on 24/01/23 at 13:50 | Online News Other | United States | greekreporter.com

China Honors Greece at 18th International Beverages Expo



...the event. **Visitors** totaled more than three million. The revenue generated is also significant, with agreements of up to 5 million euros exchanging hands. **Greece's** motto was "A culture to share" in 2019. The focus was Greek **food** and beverages...

published on 14/01/23 at 12:30 | Online News Other | United States | greekreporter.com



Memories of our **trip** to **ATHENS** where the terrace of the hotel and our room with jackusi dominated **ATHENS** it was magnificent so romantic **GREECE** is a very beautiful country with all these archaeological remains Their dishes are **delicious** too pic.twitter.com/PbO3wPitNf 

published on 29/01/23 at 13:45 | Twitter | France | twitter.com

20 of Europe's most stunning hot springs to visit in 2023



...award-winning Swiss **architect**, Peter Zumthor. 6. Palia Kameni, Santorini, **Greece** The vibe: Nature's mud wrap The ... Santorini, with **visitors** required to swim from a moored vessel to reach the main seaside spring. Avoid peak **tourist** season...

published on 29/01/23 at 11:24 | Magazine | Australia | www.lonelyplanet.com

Vintage Vixen: Amongst the Ruins - A Winter Escape to Athens



...Acropolis **Museum**. **Athens'** winters can be similar to those in the UK but we'd timed our visit perfectly, experiencing **Greece** ... narrating human **cultural** achievement. The Acropolis **Museum** has answered previous criticism that **Athens** could not display...

published on 03/03/23 at 19:58 | Blogs | United States | vintagevixon.blogspot.com

Greece and Mexico Strengthen Cultural and Regional Ties for Future Collaborations



...innovation, businessgreen **tourism**. Greek Culture Minister Lina Mendoni reaffirmed the strong **cultural** ties between the two ... **cultural** trade and create an exchange program in fields like gastronomy, cinema, literature and handicrafts. Mexico – **Greece**...

published on 21/02/23 at 12:00 | Blogs | Greece | news.gtp.gr



Escape the crowds on this Greek island: See the magic behind Rhodes



...travel more **sustainably** Travel more **sustainability** with these eco-friendly tips. ProblemSolved, USA TODAY When **travelers** ... encourage **visitors** to get off the beach, combining nature **trips** with panoramic views. Rhodes Adventures offers ATV **trips** and...

published on 04/03/23 at 11:00 | Newspaper | United States | www.usatoday.com

Greek Islands and Renewable Energy: A Green Future



...northern Evia in one of **Greece's** largest ever **environmental** catastrophes. "People in **Greece** have become aware of climate ... Society for the **Environment** and Culture. Schaffner is impressed with how islands outside **Greece**, such as Iceland, have...

published on 13/02/23 at 09:21 | Online News Other | United States | greekreporter.com

Sustainable secret islands : discover 6 green tourism sites in Greece

...the Dodecanese hides the ideal sustainable **travel** experience for anyone wishing to ignore the...none of its beaches, encouraging travelers **to** physically reconnect with the land by lounging on the rocks... **A** **z**

published on 22/02/23 at 11:00 | TV/Radio | France | fr.euronews.com

MICHELIN Guide Athens and Athenian Riviera best restaurants



...Michelin Guide is most esteemed, as is by **travellers** who are looking for a one-of-a-kind haute cuisine experience. The ... the plate. MICHELIN Star restaurants in **Athens** Delta restaurant has two MICHELIN Stars & one MICHELIN Green Star. Its...

published on 28/01/23 at 02:22 | Blogs | United States | greekcitytimes.com

Can Tilos, the world's first zero waste island, show Australia the way?



...recycling companies in **Athens**. In addition to its commitment to **sustainability**, Tilos is a beautiful place to visit. The ... crystal-clear waters, and charming villages. **Visitors** can explore the island's ancient ruins, hike through its hills and...

published on 15/02/23 at 07:21 | Online News Other | Australia | neoskosmos.com

Best affordable villas in Greece



...**holiday** indeed. Main photo: Villa Petaloutha, Skopelos (Coolstays) *This article contains affiliate links. Our **travel** ... Family-friendly Y Sleeps 6 Price seven nights from £1,708 scottwilliams.co.uk

Best all-inclusive hotels in **Greece** Best...

published on 21/03/23 at 17:46 | Blogs | United Kingdom | www.thetimes.co.uk

Crete: Hersonissos Taking Action to Enter Wedding Tourism Market



...wedding **tourism** around the globe. In a bid to promote wedding **tourism**, the municipality is working with **travel** agencies and... It was also announced that the municipality and its **tourism** department are also creating a new website...

published on 15/02/23 at 13:00 | Blogs | Greece | news.gtp.gr

Why Greece is great for family holidays

...y **holiday** to **Greece**. Which part of **Greece** should you visit? Few countries in the world are as family **friendly** as **Greece** ... family **holiday** in Greece? At Sovereign Luxury **Travel** we have over 50 years' experience in tailor-made luxury **holidays**. We...

published on 31/01/23 at 20:37 | Magazine | United Kingdom | www.readersdigest.co.uk

Negative Sentiment Drivers

What vigilance points to watch reputation-wise?



Negative content during the first quarter of 2023 was largely overshadowed by the devastating train collision in Larissa, causing many fatalities and severe injuries. However, the subsequent strikes and demonstrations, many of which developed to more violent protests in Athens, furthered the negative results of the crash. While less highlighted, a story of a violent attack on an archaeologist in Athens, a hurricane-like storm, and migration-related stories were also present. The quality of life of Corfu residents due to mass tourism was also brought up.

Examples of reputation drivers...

- A devastating train collision resulting in numerous fatalities and injuries
- Railway unions striking and demonstrations taking place throughout the country
- Violent and intensified protests in Athens and intervention of riot police
- Violent attack on an archaeologist in Athens turns out to be connected to the business interests of developers in Mykonos
- A rare hurricane-like storm hitting Greece, disrupting travel
- Issues related to migrants from Turkey
- Mass tourism can risk the quality of life of residents in Corfu
- Greece among the countries requiring COVID tests for travelers entering from China

Some topics mentioned may be not “mainstream” in the sentiment flow, sometimes even “anecdotal” or outside the tourism space strictly, however they can generate a negative influence on the overall attractiveness of Greece in potential travelers’ minds.



Stationmaster Charged In Greece Train Crash That Killed 57

...collided late Tuesday north of the city of Larissa, in central **Greece**. The 59-year-old stationmaster allegedly directed the two trains **traveling** in opposite directions onto the same track. He spent 7 1/2 hours Sunday testifying about the events...

published on 05/03/23 at 23:55 | Online News Other | Brazil | www.huffpost.com

Greek workers want to overthrow their government after a train crash



On Feb. 28, 2023, two trains **traveling** along the same track collided in **Greece**, killing 57 people—many of them students in their teens and 20s returning home from university in Athens. The deaths of 11 workers in...

published on 30/03/23 at 18:22 | YouTube | United States | youtube.com

...Athens as protesters clash with riot police over rail...



...train they were **travelling** on collided with a freight train outside the city of Larissa. **Greece** has seen widespread ... nation's capital, were quickly dispelled by **riot** police using stun grenades and tear gas. Most of the approximately 10,000...

published on 05/03/23 at 15:46 | TV/Radio | United Kingdom | news.sky.com

Violence hits Mykonos over efforts to preserve ancient heritage

The dramatic comeback of **tourism** after the pandemic has not helped. With **Greece** slated for another record season – last ... a **tourist** village with a port where superyachts can moor. Pope Francis returns three fragments of Parthenon to **Greece** "We...

published on 26/03/23 at 08:00 | Online News Other | United Kingdom | www.theguardian.com

Unbelievable footage | natural disasters caught on camera | Mother Nature Angry



A rare hurricane-like storm has hit western **Greece** with hail, disrupting **travel** and causing flooding and power outages on several Ionian islands. The storm was expected to head south after making landfall in the...

published on 28/02/23 at 23:48 | YouTube | United States | youtube.com

Migrants, the \"Italian route\" chosen by Turkey is caused by the Greek blockade



Due to the rejection by **Greece**, those arriving from Ankara are forced to opt for a longer and more "journey" ... **victory in Greece** by Kyriakos Mitsotakis. No longer able to easily reach the Greek islands, they choose a trip ... [AI](#)

published on 28/02/23 at 14:31 | Online News Other | Italy | www.tgcom24.mediaset.it

Greece Letter: Mass tourism twisting cradle of democracy into mere destination



Greece Letter: Mass **tourism** twisting cradle of democracy into mere destination Corfu is ... into some aspect of **tourism** on which their livelihood, nowadays, depends. Without **tourism**, which contributes in excess of...

published on 22/01/23 at 15:55 | Newspaper | Ireland | www.irishtimes.com

As COVID-hit China reopens to the world, countries put up travel barriers



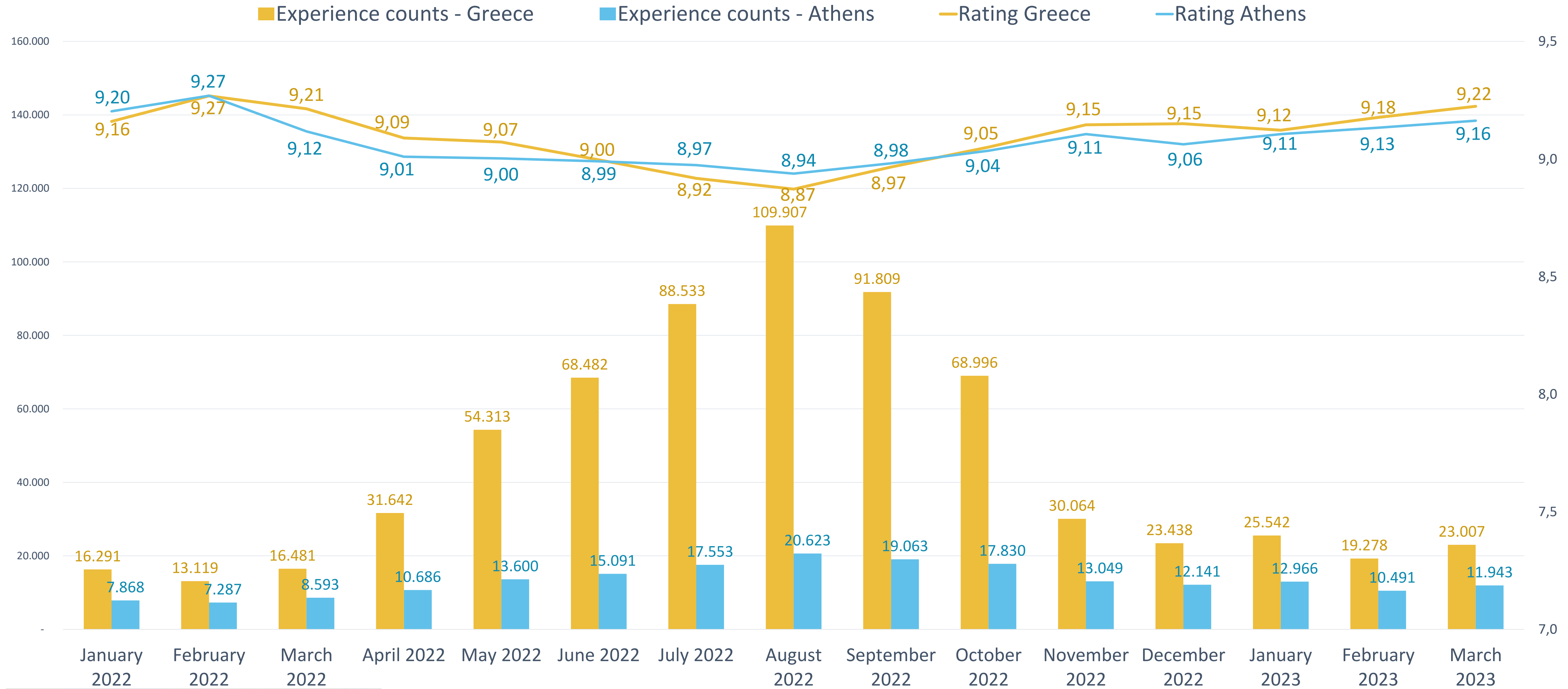
...overseas **visitors** from Jan. 8 Latest dismantling of its strict anti-virus rules **Greece** joins nations imposing **travel** curbs... **Greece**, Germany and Sweden on Thursday joined more than a dozen countries to demand COVID tests from Chinese **travellers**...

published on 06/01/23 at 04:49 | News Agency | United States | www.reuters.com



Destination Experience Reputation





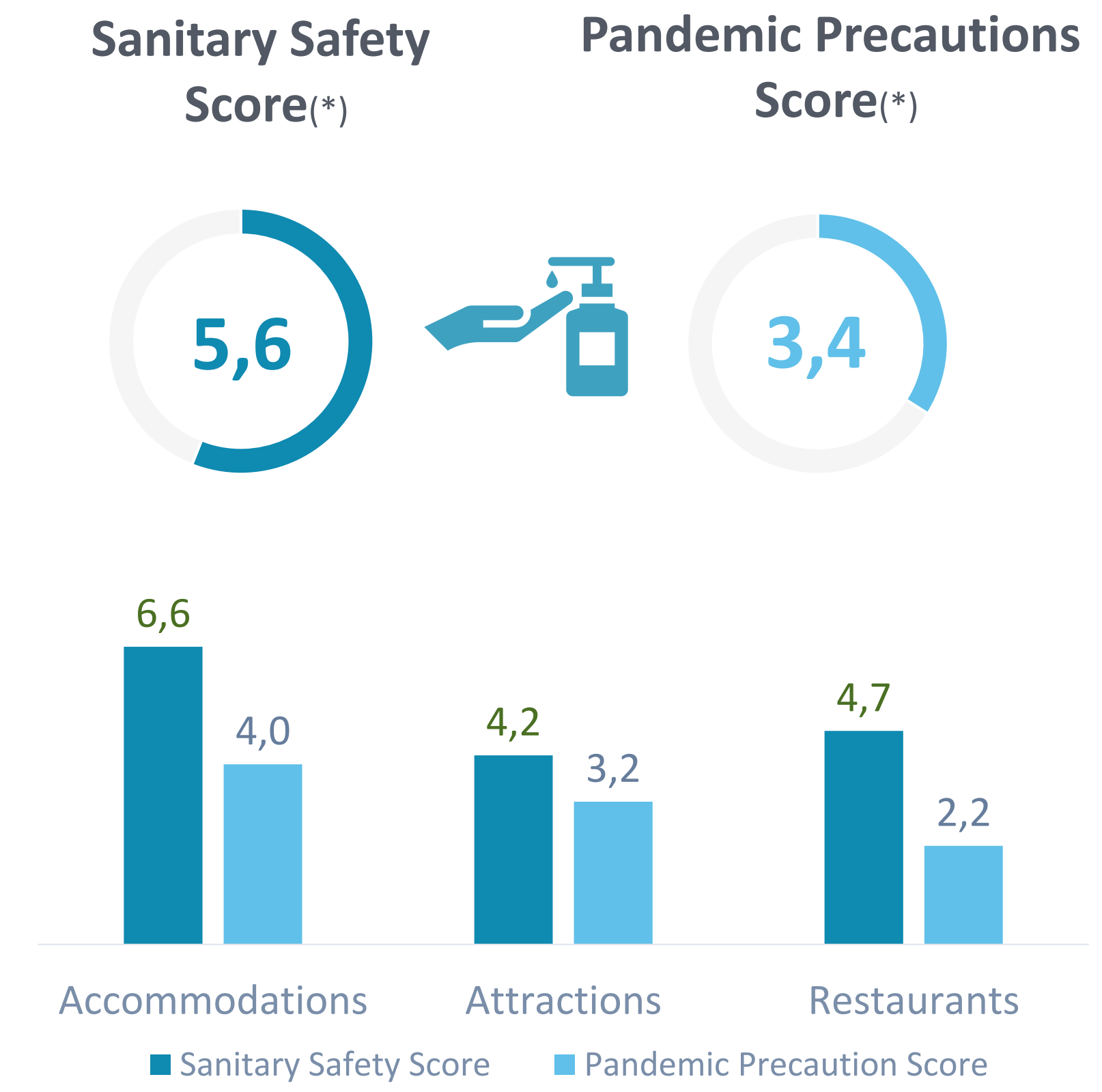
Overall Rating:

9,17



Europe Benchmark: 8,74

Athens: 9,13 / Seaside: 9,26 / Other: 9,20



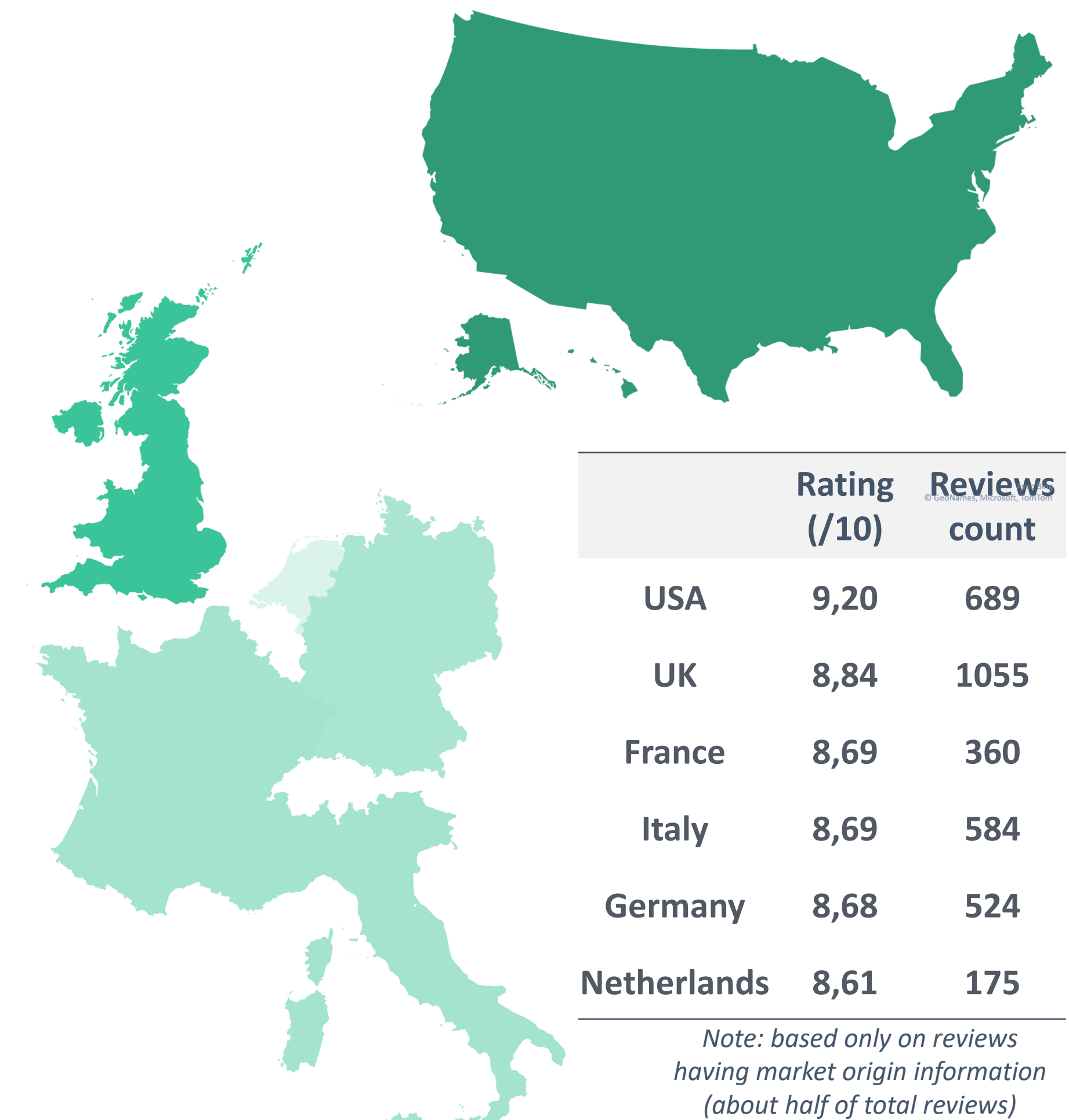
Value for Money: 9,1 / Europe avg: 8,4



Sustainable Travel: 8,7 / Europe avg: 7,7



Rating per market



Market	Rating (/10)	Reviews count
USA	9,20	689
UK	8,84	1055
France	8,69	360
Italy	8,69	584
Germany	8,68	524
Netherlands	8,61	175

Note: based only on reviews having market origin information (about half of total reviews)

Overall Rating:

9,13



Europe Benchmark: 8,74

Greece: 9,17 / Seaside: 9,26 / Other: 9,20



Sanitary Safety Score(*)

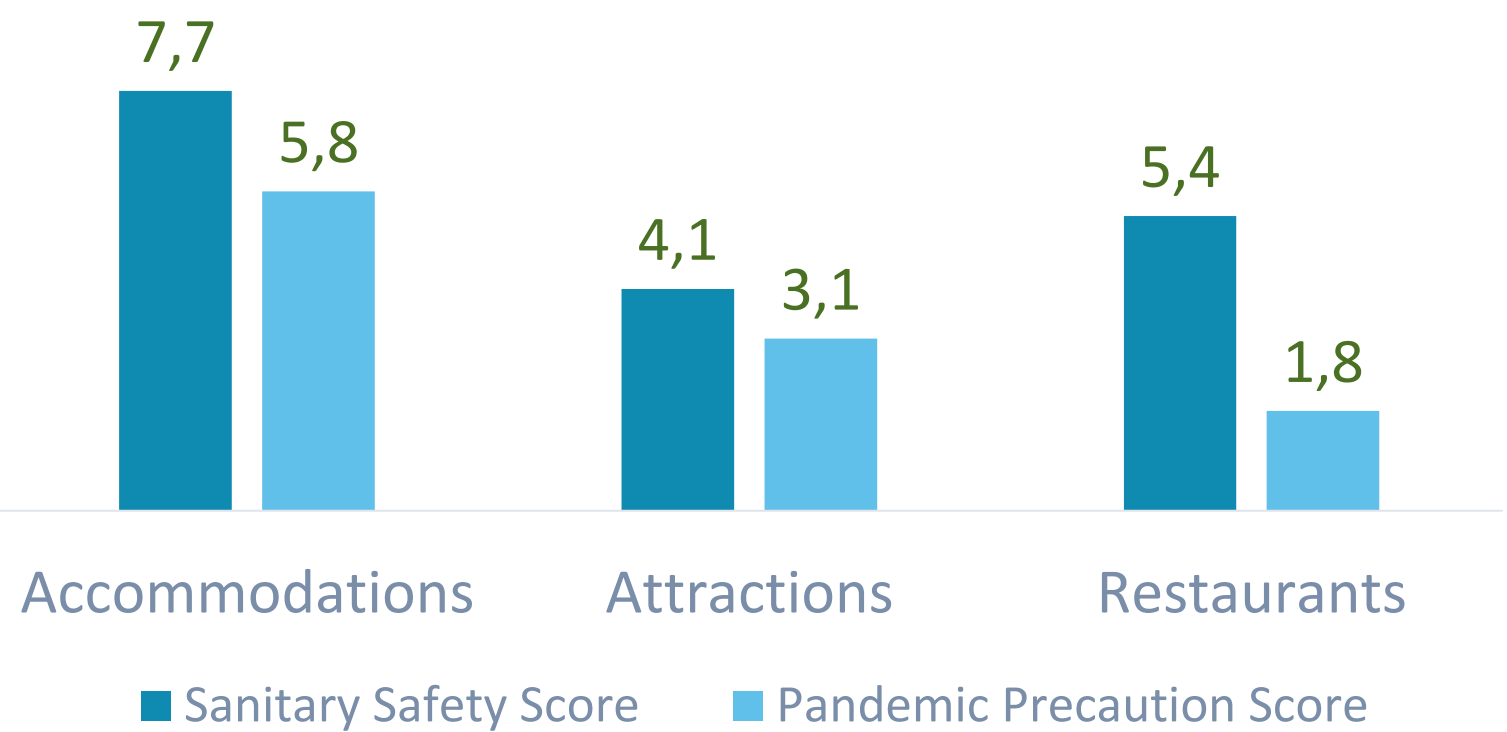


Greece Avg. : 5,6

Pandemic Precautions Score(*)



Greece Avg. : 3,4

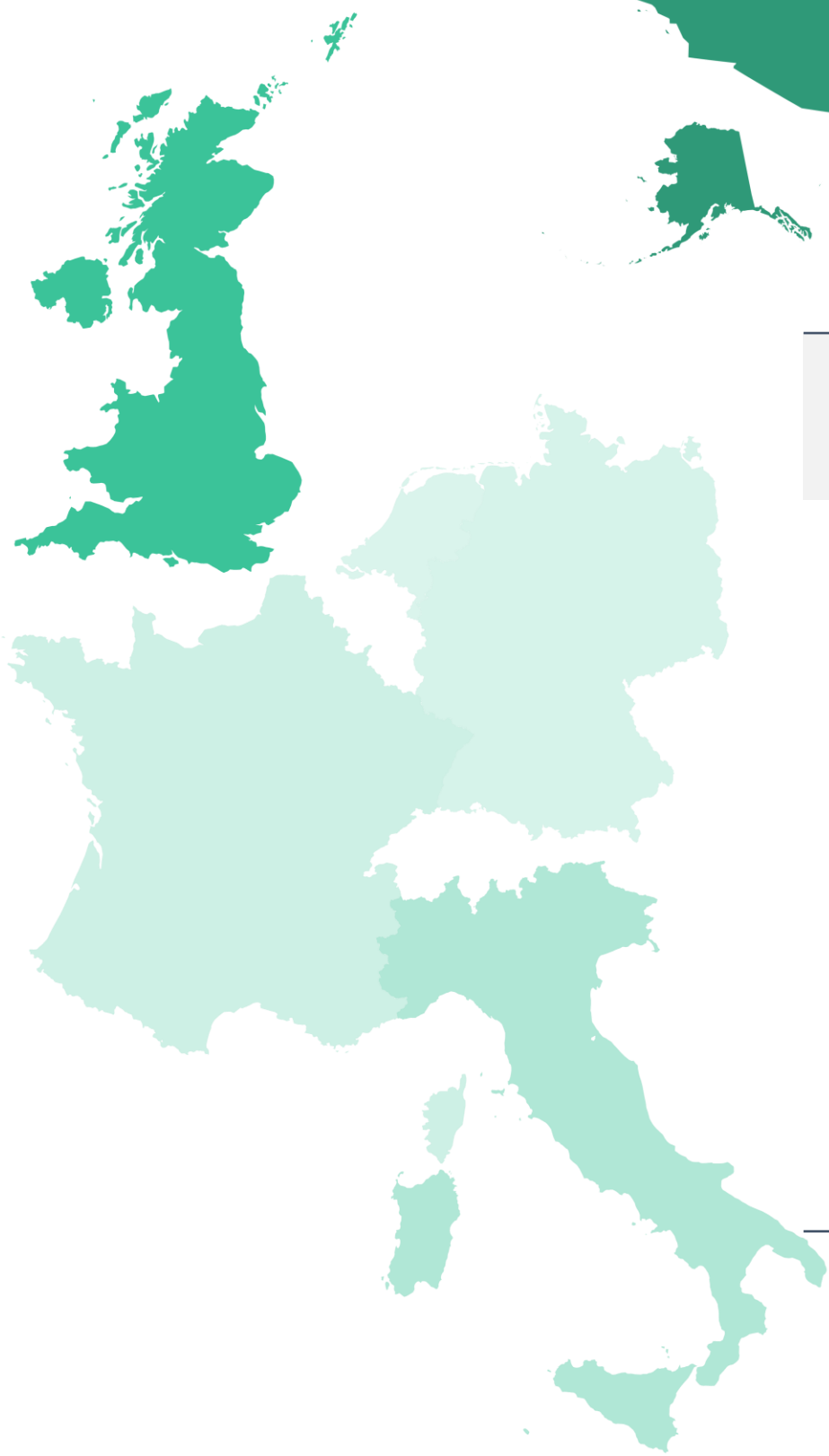
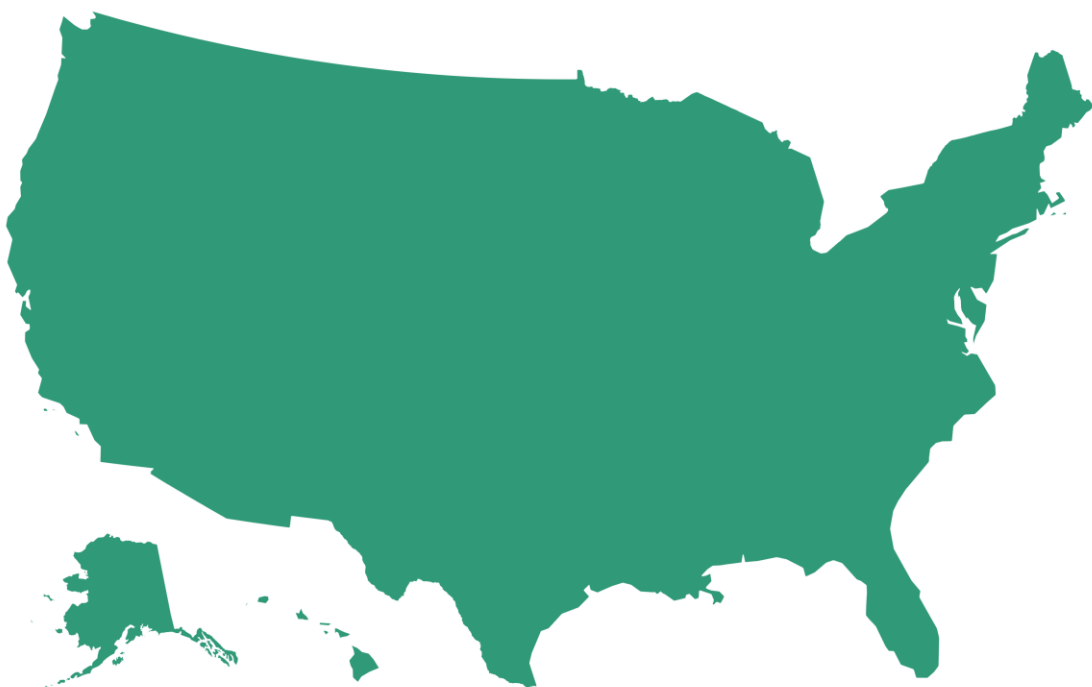


Value for Money: 9,1 / Europe avg: 8,4



Sustainable Travel: 8,5 / Europe avg: 7,7

Rating per market



	Rating	Reviews count
USA	9,22	510
UK	8,93	728
Italy	8,65	492
France	8,58	246
Germany	8,56	317
Netherlands	8,55	126

Note: based only on reviews having market origin information (about half of total reviews)

(*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10

Overall Rating:

9,26



Europe Benchmark: 8,74

Greece: 9,17 / Athens: 9,13 / Other: 9,20



Sanitary Safety Score(*)

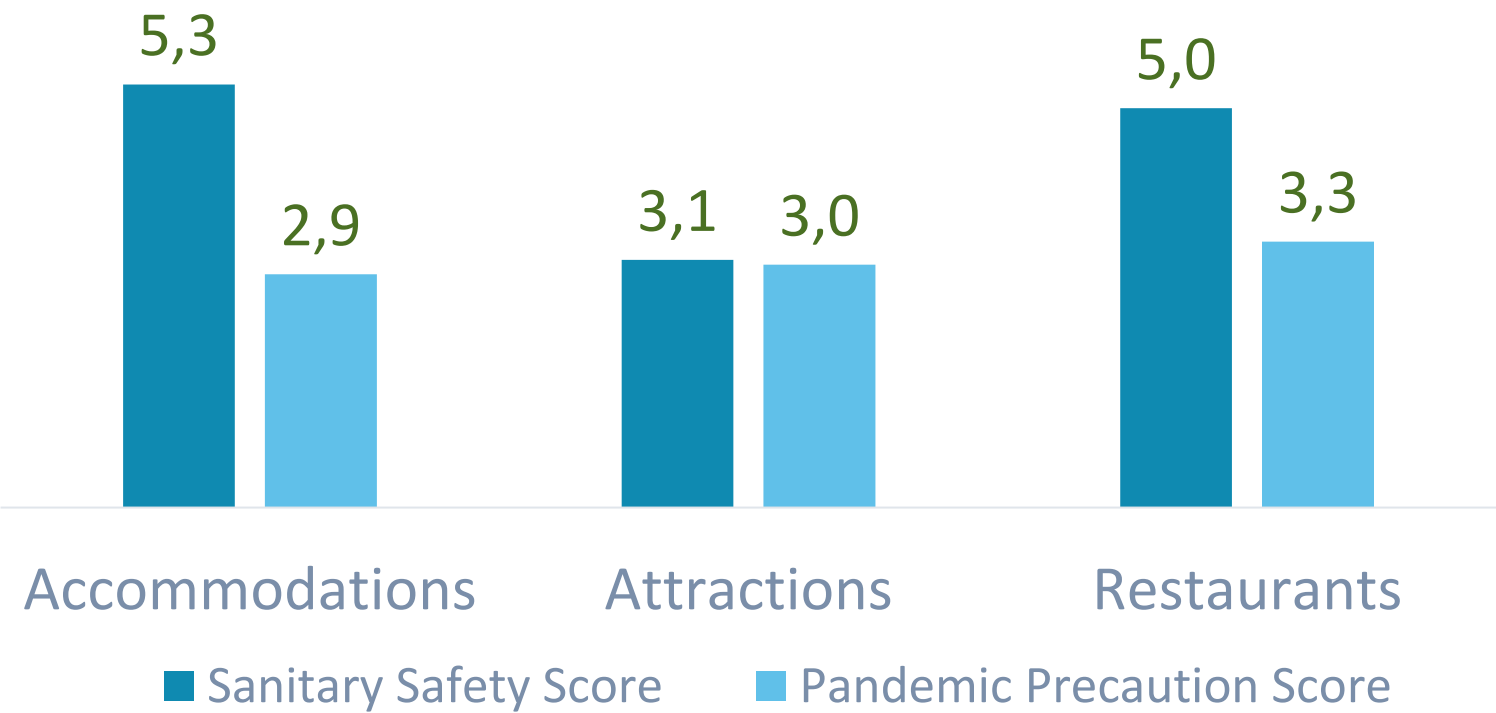


Greece Avg. : 5,6

Pandemic Precautions Score(*)



Greece Avg. : 3,4

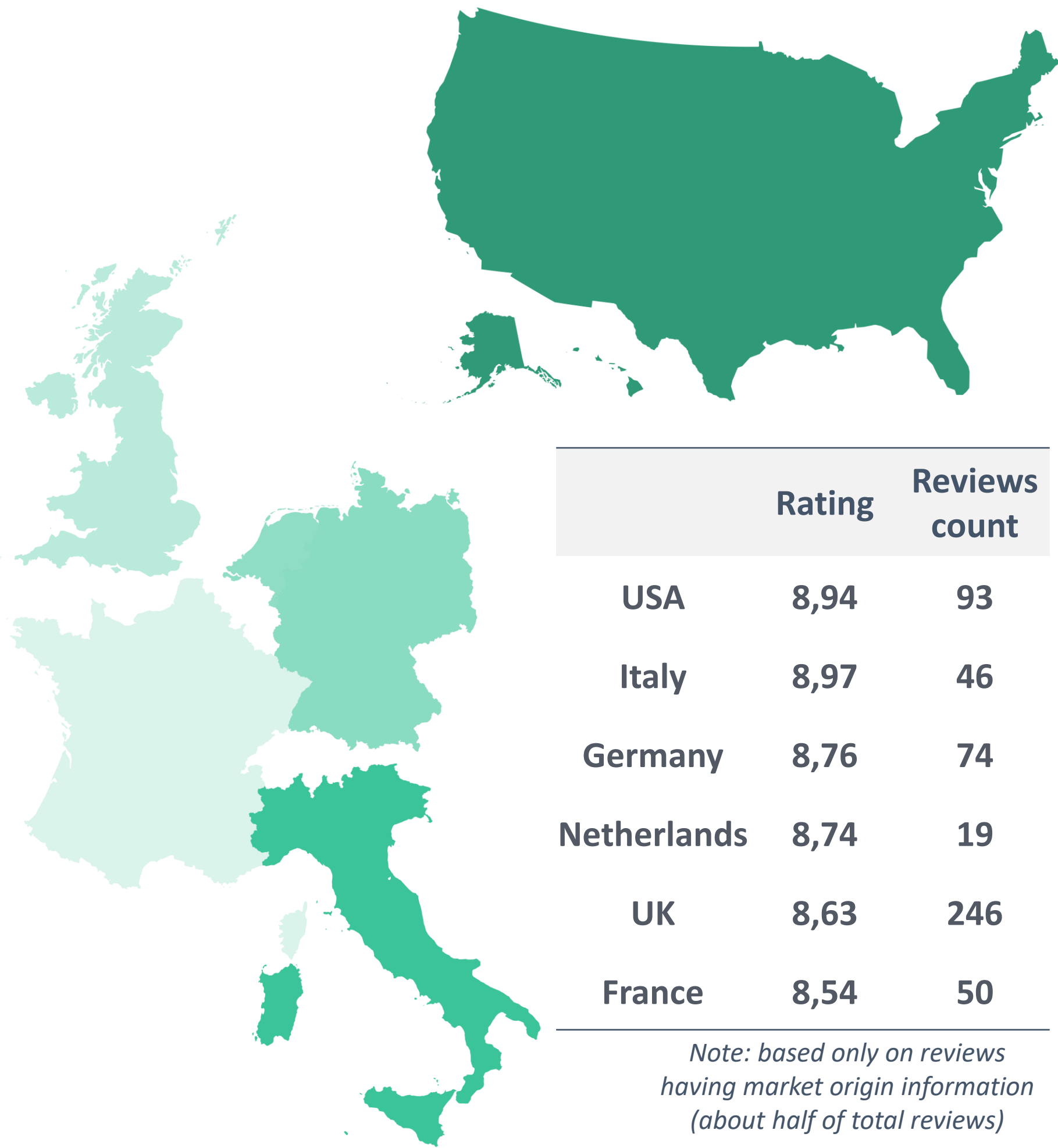


Value for Money: 8,9 / Europe avg: 8,4



Sustainable Travel: 8,4 / Europe avg: 7,7

Rating per market



	Rating	Reviews count
USA	8,94	93
Italy	8,97	46
Germany	8,76	74
Netherlands	8,74	19
UK	8,63	246
France	8,54	50

Note: based only on reviews having market origin information (about half of total reviews)

(*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10

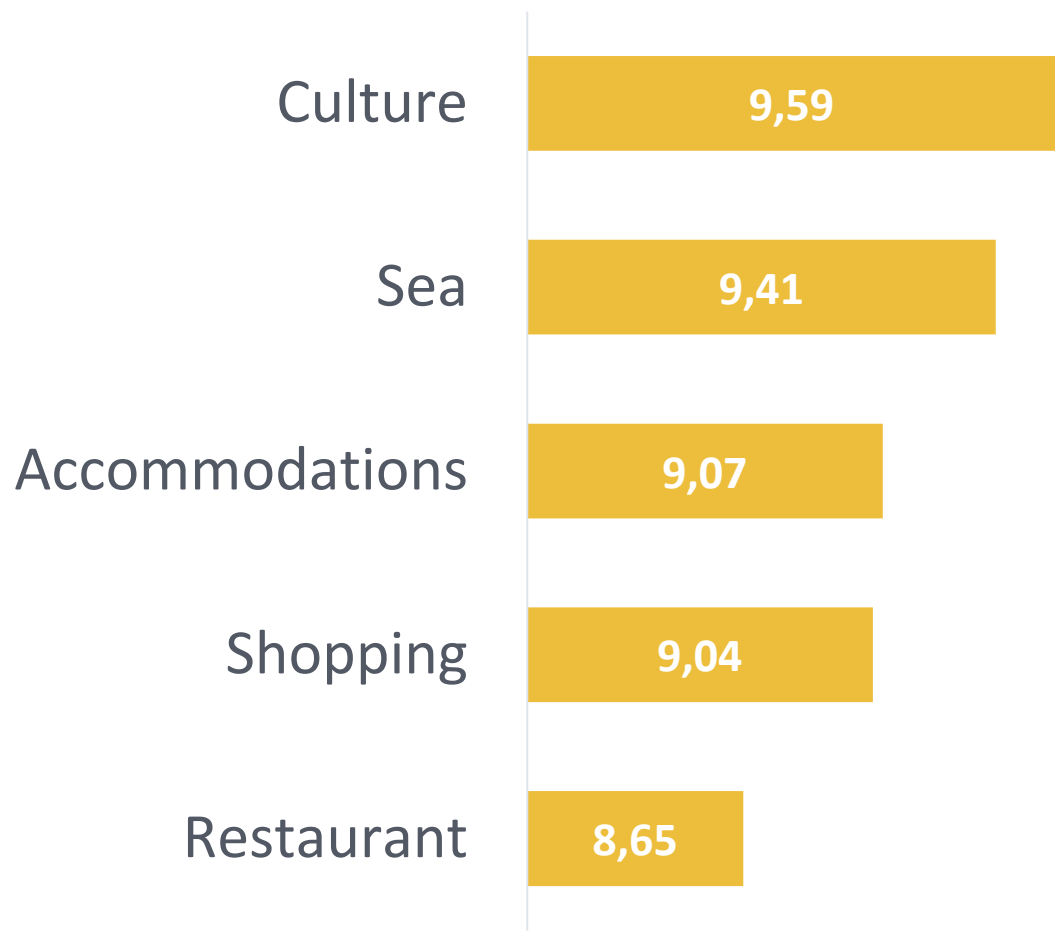
Overall Rating:

9,20



Europe Benchmark: 8,74

Greece: 9,17 / Athens: 9,13 / Seaside: 9,26



Sanitary Safety
Score(*)

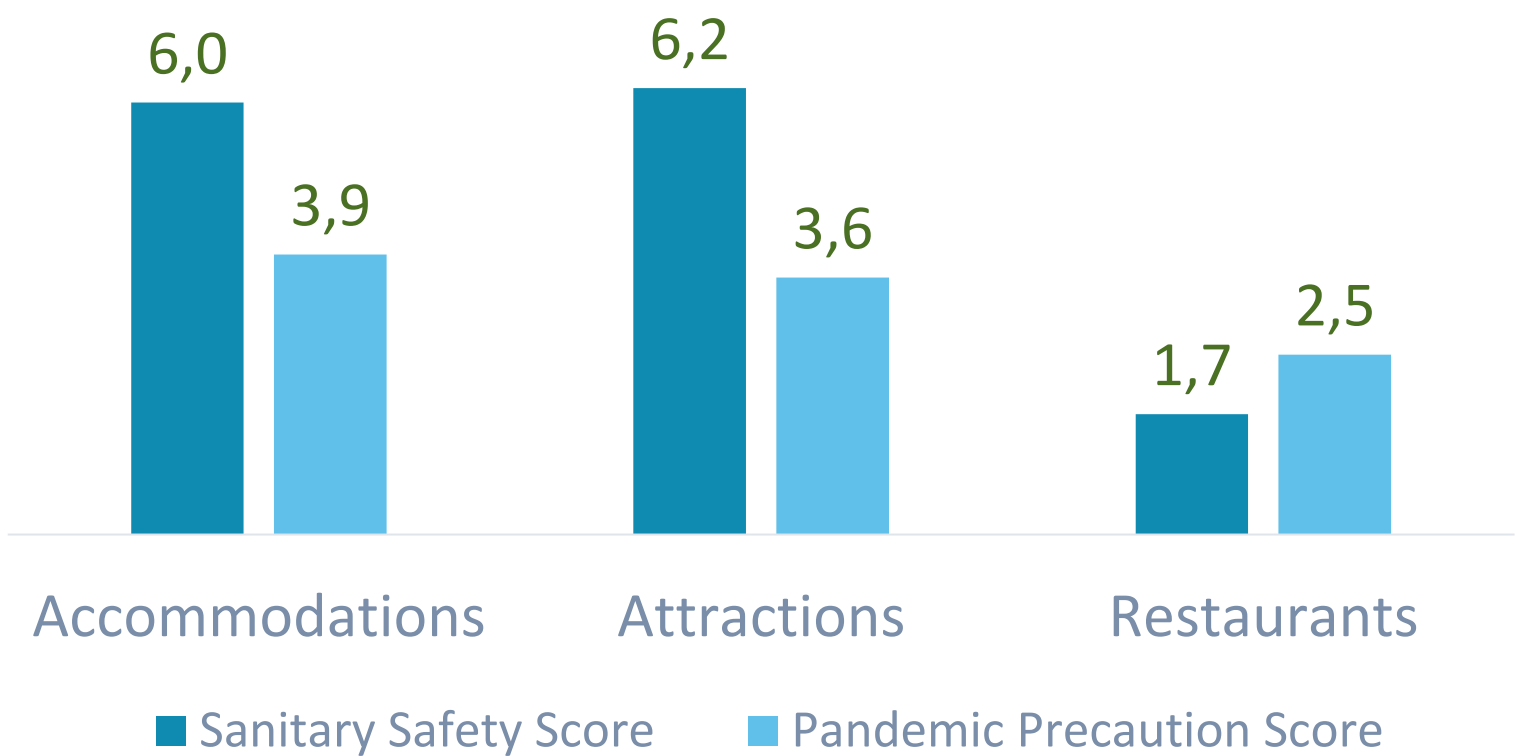


Greece Avg. : 5,6

Pandemic Precautions
Score(*)



Greece Avg. : 3,4

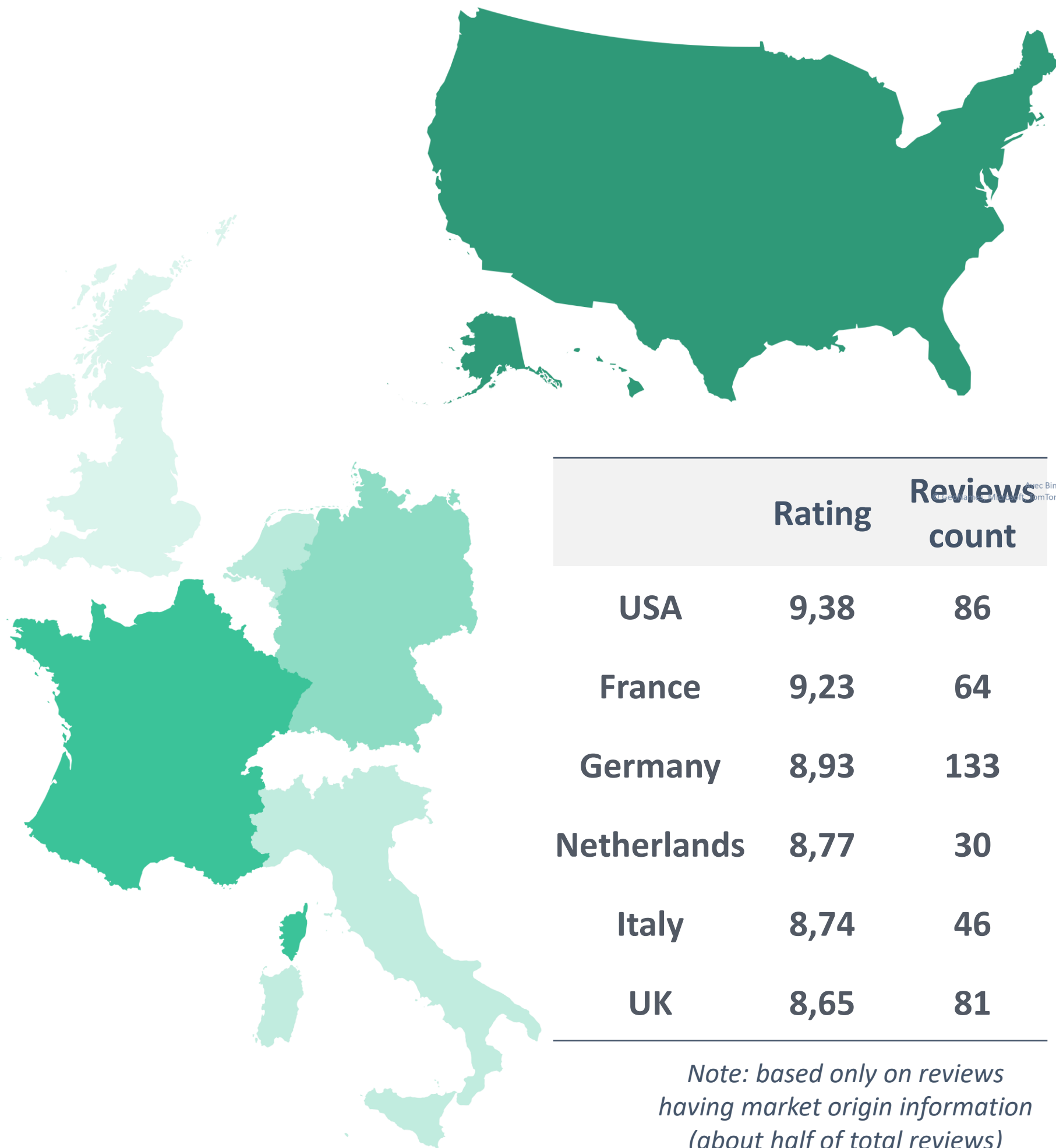


Value for Money: 9,2 / Europe avg: 8,4



Sustainable Travel: 9,4 / Europe avg: 7,7

Rating per market



Note: based only on reviews
having market origin information
(about half of total reviews)

(*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10

1 st Quarter 2023	Greece	Evol. Q4 2022/Q1 2023	Athens	Evol. Q4 2022/Q1 2023	S&B	Evol. Q4 2022/Q1 2023	Other	Evol. Q4 2022/Q1 2023	Europe	Evol. Q4 2022/Q1 2023
Overall Rating	9.17	0.08	9.13	0.07	9.26	0.22	9.20	-0.02	8.74	0.09
Culture	9.55	0.18	9.55	0.05	9.38	0.28	9.59	0.22		
Restaurants	8.93	-0.15	9.03	0.10	9.21	0.01	8.65	-0.39		
Sea	9.34	0.23	9.35	0.02	9.32	0.28	9.41	0.06		
Shopping	8.96	0.01	8.88	-0.01	9.65	0.53	9.04	-0.01		
Accommodations	8.96	0.09	8.90	0.19	8.99	0.08	9.07	0.01		
Sanitary Safety	5.59	-0.87	6.02	0.63	4.64	-2.15	5.87	0.66		
Pandemic Precautions	3.37	-0.39	3.56	0.38	2.99	-1.12	3.60	0.48		
Accommodation - Sanitary Safety	6.61	-0.51	7.66	0.82	5.30	-1.90	6.00	0.00		
Accommodation - Pandemic Precautions	4.00	-1.00	5.83	1.30	2.92	-2.12	3.89	-1.61		
Attractions - Sanitary Safety	4.20	0.57	4.05	0.18	3.10	-0.13	6.20	1.89		
Attractions - Pandemic Precautions	3.17	0.69	3.14	0.20	3.04	1.01	3.57	1.19		
Restaurants - Sanitary Safety	4.74	-2.54	5.38	-0.87	5.00	-2.82	1.67	-5.33		
Restaurants - Pandemic Precautions	2.19	-2.67	1.82	-0.68	3.33	-2.47	2.50	-3.75		
Sanitary/Pandemic vigilance threshold is usually defined at 5/10										
Overall Rating	9.17	0.08	9.13	0.07	9.26	0.22	9.20	-0.02	8.74	0.09
USA	9.20	0.05	9.22	0.12	8.94	-0.23	9.38	0.01		
UK	8.84	0.11	8.93	0.33	8.63	-0.13	8.65	-0.24		
NL	8.61	0.11	8.55	0.24	8.74	0.19	8.77	-0.12		
DE	8.68	0.20	8.56	0.35	8.76	0.17	8.93	0.30		
FR	8.69	0.07	8.58	0.16	8.54	-0.12	9.23	0.30		
IT	8.69	0.10	8.65	0.12	8.97	0.42	8.74	-0.21		

(*) Benchmark based on 34 European Countries for the same period

Quarter 1 - 2023

- The first quarter of 2023 came with **little change in terms of review count since Q4 in 2022**, being the continuation of the winter period post-Christmas. On the other hand, **overall scores have kept rising for both Greece and Athens, currently in their third highest place since the beginning of 2022.**
- Greece's overall score is **significantly higher than that of the European benchmark (+0,43 pts.)**. Moreover, **an increase in scores has been since in all experience categories since Q4 of 2022**, with the exception Shopping (+0,01 pts. vs.), and Restaurants (-0,15 pts.). Cultural experiences and Seaside activities are once again rated highest.
- Dissecting scores per area, **Athens (+0,07 pts.) and Seaside (+0,22 pts.) regions have both increased in overall scores**. However, other areas of Greece have largely remained the same, albeit with a slight decrease since Q4 of 2022 (-0,02 pts.). **Cultural and Seaside activities are rated highest in Athens and other areas of Greece, while Shopping is most highly rated in the regions by the sea.**
- **Sentiment scores have decreased with regards to Sanitary Safety (-0,87 pts.) and Pandemic Precautions (-0,39 pts.)**. While the former remains above the vigilance threshold of 5/10, the latter is once again below. However, **a glance per vertical reveals that only Accommodations are above the threshold for Sanitary Safety**, while all scores are below for the rest.
- The decrease in Sanitary Safety and Pandemic Precautions in Greece **derives from a strong decrease in the Seaside regions**. When looking at the same indicators **in Athens and other areas of Greece, there has been an increase for both indicators**. However, only Sanitary Safety in Athens and other areas of Greece is above the vigilance threshold.
- **Value for Money and Sustainable Travel sentiment scores are above the European average for Greece, as well as for all separate areas**. Other areas in Greece are the ones **considered to have the most value with regards to their cost**. The same can be said for the **perception of sustainable practices** carried out.
- **Ratings per market have shown a positive trend in Greece since Q4 in 2022**. In Athens, **scores have increased for all main markets**. However, this is only the case for the Dutch, German, and Italian markets visiting the Seaside, and the German and French markets visiting other areas.
- **Travellers from the United States tend to leave the highest ratings overall**. In all of Greece and in Athens, these are **followed by those coming from the United Kingdom**. Italian visitors are the second most satisfied in Greece's Seaside regions, and those from France in the other regions.



Toplines





1. The first quarter of 2023 has been **strongly affected by the train collision in Larissa, weighing down on the NSIs of both Greece and Athens**. Athens' score fell more harshly than that of Greece, notably due to **content centred on the strikes and protests subsequent to the crash**. With **safety becoming a growing concern in the minds of visitors** seeking for stress-free travel, the effects seen on Greece's e-reputation are not unexpected. While the events during Q1 of 2023 are too recent to allow for comparability with other destinations, **it will be crucial to continue monitoring their effects on online reputation competitiveness throughout the second and third quarters of the year**.
2. As a result, **the patterns seen on the overall NSI reflect themselves on the scores per market**. With this in mind, **most scores are still more positively polarised than negatively**, although the score for Athens in the Italian market is relatively lower. Topic-wise, **content on Gastronomy and Hospitality is very positive with NSIs above 85**.
3. Despite negative events, **a formidable number of positive stories have been shared in Greece during Q1 of 2023**. Many of these reflect its **wonderful culinary culture**, but also **strides in sustainable actions**. Negative content was **strongly overshadowed by the train accident and protests**.
4. However, demonstrating Greece's and Athens' capacity to delight visitors, **overall ratings have continued to rise since Q4 in 2022**. At the same time, **little change has occurred in terms of review count**.
5. Greece's **overall ratings**, as well as that of the separate tourism areas, **remain all above the average for Europe**. The **highest scores are seen in its seaside and beach areas**, followed by other areas. **Cultural and Seaside activities remain strong drivers of experience reputation**.
6. **Sanitary Safety scores have decreased since Q4 of 2022**, as well as Pandemic Precautions. However, **Value for Money and Sustainable Travel scores are above the European average**. The latter reflect the **positive stories that were shared online**.
7. Finally, as opposed to the trends seen in e-reputation, **ratings per market have had a positive trend in Greece and Athens the end of 2022**. Seaside and other regions have seen some markets increase and other decrease, yet **have increased or maintained their overall score**.