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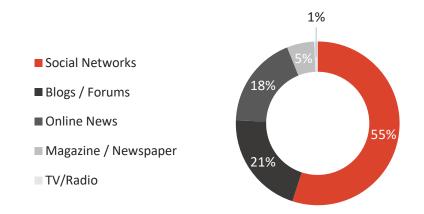


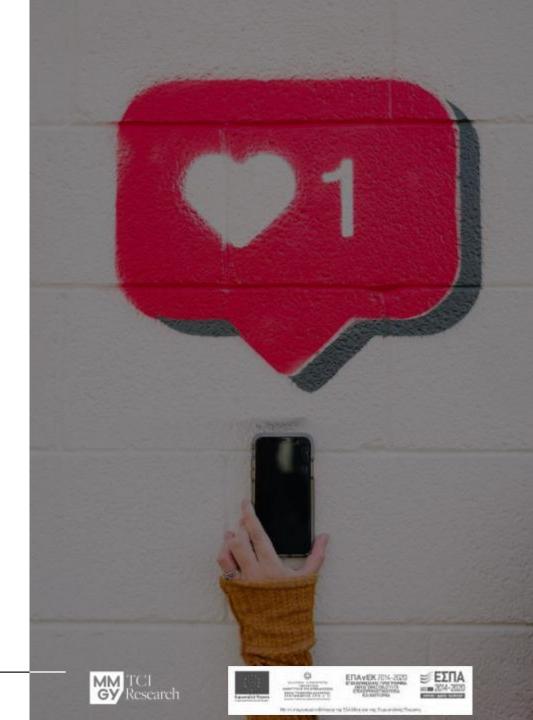
Sentiment Tracker

METHODOLOGICAL OVERVIEW OF DESTINATION REPUTATION AT LARGE

Analysing online social data

- The "sentiment" reflects the state of travel brands' online reputation. These are seen through online social conversations at a global level.
- They are shared by differing media, consumers, companies, citizens, brands and officials on websites, forums, blogs & social networks.
- While sentiment is not predictive of travellers' planning, a positive e-reputation is essential to generate favourability towards destinations and travel brands, particularly when choosing a destination.
- In the past 12 months, Greece was mentioned 945K+ in social conversations in relation to travel, generating 11.4M engagements, shared by 206K+ unique authors from 200+ countries.





Key Sentiment Trends

SUMMARY FOR THE FIRST QUARTER OF 2024

- Ο συνολικός δείκτης NSI για το πρώτο τρίμηνο του 2024 παρέμεινε σχετικά σταθερός σε σχέση με το προηγούμενο τρίμηνο. Η Ελλάδα κατέχει την τέταρτη θέση σε σύγκριση με τους ανταγωνιστές, ακολουθώντας την Κροατία, την Πορτογαλία και την Ιταλία. Επιπλέον, η Αθήνα είχε μια αύξηση των θετικών σχολίων σε σχέση με το προηγούμενο τρίμηνο, με βαθμολογία που την κατατάσσει αμέσως μετά την Πορτογαλία.
- Εστιάζοντας στη μηνιαία τάση, ο δείκτης NSI σημείωσε ελαφρά πτώση τον Ιανουάριο, από 52 μονάδες τον Δεκέμβριο του 2023 σε 40 μονάδες. Η πτώση αυτή μπορεί να αποδοθεί σε διάφορους παράγοντες, όπως σχόλια ταξιδιωτών που ανέφεραν περιπτώσεις υπερτιμολόγησης σε εστιατόρια στην Ελλάδα, καθώς και αναφορές influencers για υψηλές τιμές στη Μύκονο. Ωστόσο, η ανάκαμψη του δείκτη ήρθε γρήγορα, ήδη από τον Φεβρουάριο, και αυξήσθηκε ακόμη περισσότερο προς το τέλος του πρώτου τριμήνου.
- Ο παράγοντας Πολιτισμός συνεχίζει να προκαλεί θετικά σχόλια, αναδεικνύοντας την πλούσια πολιτιστική κληρονομιά της Ελλάδας. Επιπλέον, αυξήθηκε ο αριθμός των συζητήσεων γύρω από τα θέματα της Γαστρονομίας και του Περιβάλλοντος. Ωστόσο, παρατηρήθηκε μείωση του όγκου των σχολίων γύρω από τη Φιλοξενία σε σύγκριση με το προηγούμενο τρίμηνο. Παρ' όλα αυτά, η ηλεκτρονική φήμη της Ελλάδας παρέμεινε ισχυρή σε όλες τις κατηγορίες, με τη Γαστρονομία, τη Φιλοξενία και τον Πολιτισμό να διατηρούν εξαιρετικά υψηλές βαθμολογίες άνω του 85.
- Οι ιστορίες σχετικά με τη φύση και το περιβάλλον απέκτησαν εξέχουσα θέση στο διαδίκτυο, με έμφαση στις πτυχές της φιλικότητας προς το περιβάλλον και της βιωσιμότητας στην Ελλάδα. Το θετικό συναίσθημα και το ενδιαφέρον για το φυσικό περιβάλλον της Ελλάδας παρατηρήθηκαν σε διάφορα διαδικτυακά μέσα συμπεριλαμβανομένων των μέσων κοινωνικής δικτύωσης, των περιοδικών και των ιστολογίων. Επιπλέον, πολιτιστικά θέματα τράβηξαν την προσοχή του κοινού, όπως η πολυαναμενόμενη επαναλειτουργία του ανακτόρου στις Αιγές όπου στέφθηκε ο Μέγας Αλέξανδρος, τα ορόσημα της οθωμανικής εποχής και οι καρναβαλικές εκδηλώσεις στην Αθήνα.
- Σε αντίθεση με τα προηγούμενα τρίμηνα, το πρώτο τρίμηνο του 2024 παρατηρήθηκε μείωση των ιστοριών που σχετίζονται με το θέμα του υπερτουρισμού. Ωστόσο, εξακολουθούσαν να υπάρχουν αρκετές αρνητικές ιστορίες, από τις οποίες μερικές από τις πιο γνωστές ήταν οι επιπτώσεις της αφρικανικής σκόνης στην Ελλάδα, η ακατάστατη συντήρηση του πάρκου των Ολυμπιακών Αγώνων της Αθήνας το 2004 και οι αμφιλεγόμενες συζητήσεις μεταξύ περιβαλλοντικών ομάδων και της κυβέρνησης σχετικά με τις παράκτιες κατασκευές.

Period of analysis: January 1st, to March 31st, 2024.





Key Sentiment Trends

SUMMARY FOR THE FIRST QUARTER OF 2024

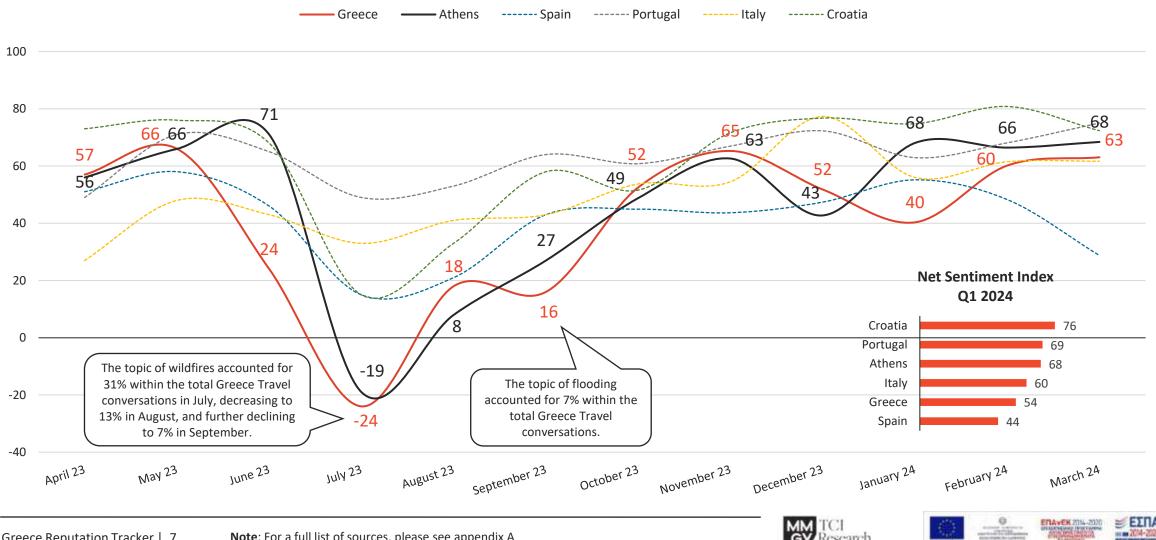
- Greece's overall Net Sentiment Index for the first quarter of 2024 remained relatively stable since the previous quarter. Greece holds the fourth position in comparison to the benchmark, following Croatia, Portugal, and Italy. Moreover, Athens has had an increase in positive conversations since the previous quarter, with its score ranking just after Portugal.
- Observing the monthly trend, **NSI** experienced a slight decline in January, dropping from 52 points in December 2023 to 40 points. This decline can be attributed to several factors, such as testimonials from travelers reporting instances of overcharging at restaurants in Greece, as well as a travel influencers highlighting the high prices in Mykonos. However, the quickly recuperated already in February, increasing even further towards the end of the first quarter.
- The topic of Culture continues to thrive, highlighting Greece's rich cultural heritage. Additionally, there was increased number of conversations surrounding the topics of Gastronomy and the Environment. However, there was a decline in the volume of those surrounding Hospitality compared to the previous quarter. Nevertheless, Greece's e-reputation remained robust across all categories, with Gastronomy, Hospitality, and Culture maintaining exceptionally high scores above 85.
- Stories about nature and environment gained prominence on the internet, with a focus on eco-friendliness and sustainability aspects in Greece. Positive sentiment and interest towards Greece's natural environment were observed across various online media including social medias, magazines, and blogs. Moreover, cultural highlights captured the public's attention as well, such as the much-anticipated reopening of a historical palace where Alexander the Great was crowned, the Ottoman-era landmarks, and vibrant carnival festivities in Athens.
- In contrast to previous quarters, the first quarter in 2024 saw a **reduction in stories related to the theme of overtourism**. However, several negative stories were still present, of which some of the most prominent were the **impact of an African dust cloud on Greece**, the **unkempt maintenance of the 2004 Athens Olympics park**, and **contentious debates** between environmental groups and the government over **coastal constructions**.





Net Sentiment Index

TRENDS FOR GREECE'S ONLINE REPUTATION





Reputation Topics

TRENDS FOR GREECE'S ONLINE REPUTATION

The topic of Culture continues to generate the highest volume of conversation, affirming Greece's status as a culturally rich destination. This is once again followed by the topics of Gastronomy and Environment in terms of number of conversations. However, the Hospitality topic saw a decrease in volume compared to the previous quarter. The polarity of conversations remained consistently positive across all areas, with Gastronomy, Hospitality, and Culture maintaining exceptionally high scores above 85.

Volume of Social Conversations Net Sentiment Index Culture 28.904 Gastronomy 88 11.249 Gastronomy Hospitality 88 Culture Environment 7.939 87 Environment 64 Hospitality - 579

Period of analysis: January 1st, to March 31st, 2024.





Positive Sentiment Drivers

STORIES FUELING GREECE'S SOCIAL REPUTATION

Nature and environment-related topics stood out online during the first quarter of 2024, particularly emphasizing aspects on eco-friendly and sustainability travel in Greece. This also reflects the increasing interest in sustainable travel initiatives amidst ongoing issues related to climate change. Additionally, various captivating cultural topics also surfaced online, including the reopening of a historical palace, Ottoman sites, and carnival celebrations.

Examples of reputation drivers

- Staying at luxury "Glamping" village in Kos, embracing cozy eco travel
- Traditional Greek village Nymfaio and its focus on ecotourism development
- Silver Island, Greece ranks among 10 incredible yoga retreats in Europe for 2024, away from the usual tourist hotspots
- **Gundari Resort,** opening soon, is dedicated to **eco-friendly practices**, from its architecture to daily management and operations
- Galissas Beach ranks one of the world's top 10 best sustainable beaches with public focus on maintaining clear waters, clean sand, and good accessibility
- UNESCO's executive board has approved the designation of 18 new global geoparks, including Meteora and Pyli in region of Thessaly
- Impressed by the **Spectacular peach blossoms** in **Imathia**, Greece
- Discovering the high quality **Kato Nevrokopiou** potatoes, grown throughout Northern Greece's municipalities

- Visiting a "food retreat", a luxury guesthouse in Andros
- Greece has reopened the **ancient palace**, where **Alexander the Great** was crowned, after sixteen years of restoration
- Five **historic Ottoman sites** to visit in Athens (Tzistarakis Mosque, Madrasa, Benizelos mansion, etc.)
- Discovering the Athens carnival, enjoying festivities, music, and community spirit
- **Kathara Deftera**, the beginning of Lent among Orthodox Christians, was celebrated in Greece
- Places to explore in Rhodes (touring the Jewish Quarter, hiking to the Valley of the Butterflies, etc.)
- **7 activities to do with children** in Athens (Visiting the Panathenaic Stadium, participating in interactive activities at the Hellenic Children's Museum, etc.)

Period of analysis: January 1st, to March 31st, 2024.





Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

'My Nude Greek Life' - freedom, sailing, happiness & heartbreak...Season 3 (special extended cut!)



There in **Greece** but you'll also learn about many other factors (SEE TIMESTAMPS BELOW). You'll catch our **cultural** explorations ... On Kos 'glamping' village 01.04:29 - Day **trip** to Zia Village 01.10:05. Leaving Koe port 01:12:48 - Homeschool app we use...

published on 25/02/24 at 14.55. YouTube. United States: youtube.com

Nymfaio | The Northern Greek village straight out of a fairytale



...picturesque villages in **Greece**, is located at an altitude of 1,350 meters in northern **Greece**, in western Macedonia. Thanks ... unique natural **environment**, this mountain village is one of the best vacation destinations in **Greece**, not only in winter but...

published on 19/01/24 at 08:30 Online News Other Greece www.greeknewsagenda.gr

10 incredible yoga retreats in Europe for 2024



...Mediterranean cuisine as much as its yoga practice. House chef Uri Eshet, formerly of Copenhagen's Michelin-starred foodie ... priatine nearby islands, just a short boat trip away. As well as practicing on the rustic stone cottage's reoftop terrace...

published on 30/01/24 at 17:50. Magazine: Australia: www.lcoelyplanet.com

Greece's new uber chic hotel set to star this summer



In the heart of **Greece**, a new era of luxurious **sustainability** is set to begin when the Gundari Resort opens in ... **tourist**-heavy destinations. Folegandros stands as a hidden gern in the Cyclades – an island that resists the common **tourist**...

published on 15/02/24 at 02:43 Magazine Australia www.travelweekly.com.au

Period of analysis: January 1st, to March 31st, 2024.

Greece, Cyprus, UK: Seven of the world's top 10 best sustainable beaches are in Europe

...shallow waters that **traveliers** say allow you to stay only waist-deep a long way out. **Visitors** mention its clean, clear ... Seven of the top 10 most **sustainable** beaches were in Europe across the UK, **Greece**, Cyprus, Malta and Spain. Rounding out...

published on 14/03/24 at 07:00 TV/Radio France www.euronews.com

UNESCO designates 18 new geoparks



published on 28/03/24 at 13:25 Blogs Philippines patrimonioastaal.com

Hot-air Balloons Capture the Spectacular Peach Blossoms of Imathia, Greece



region of Imathia in northern **Greece** every Spring turns into a **spectacular** quilt of hot pink and vivid green due to the ... situated. Imathia promotes **tourism** inspired by Japan's way of promoting **tourism** featuring its emblematic famous othern...

published on 19/03/24 at 14:02. Online News Other: United States: greekreporteccom

Greek Potatoes Rated Best in the World



... an experiential travel online guide for traditional food that collates authentic recipes, food critic reviews, and research ... food ranking site, an outcome brought about by more than a hundred thousand food product ratings being made for 6,119 food...

published on 04/01/24 at 23:24 Online News Other United States greekreporter com





Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

...20 chefs and food writers pick their dream meals across Europe | Food and...

...g food scene," she says. The food editor and writer is planning a return trip this summer to Tou Josef restaurant, to eat ... views and the most delicious food," she says. Also on her Andros wishlist is a food retreat run by Allegra Pomilio and Mimi...

published on 27/01/24 at 09:00 Online News Other United Kingdom www.theguardise.com

Greece reopens the thousand-year-old palace where Alexander the Great was crowned



Greece invests in their conservation, a source of significant tourism revenue. For more than three decades, Greece ... friezes from the Parthenon, on display at the British Museum, which, according to Athens, were the subject of "looting" in the 19th century, when...

published on 08/01/24 at 18:03 Magazine France www.geo.fr

Five historic Ottoman sites to visit in Athens



patrick o. strickland created a post

... spectacular historio sites for visitors. Millions of tourists pass through Athens every year, and not ... Greek Tourism (EOT) has teamed up with online travel sales site Wego to encourage tourists

published on 03/03/24 at

Carnival Celebration in Athens Greece: Locals Gone Wild



shopping street in Athens, during carnival, for its spectacular parade. The Athens carnival breathes life into the city ... locals and travellers into its enchanting vortex of dance, music, and theatricality. As a solo traveller of Go Explore...

published on 28/93/24 at 15:45 You Tube United States youtube.com

Why Greeks Fly Kites on Clean Monday



ing foods, which were largely consumed during the three weeks of the Carnival. As a result, the feast, which is a public holiday in Greece and Cyprus, is celebrated with outdoor excursions, the consumption of shellfish and other fasting foods, as...

published on 18/05/3d at 07:20 | Online News Other | United States | greekreporter.com

Rhodes, Greece, Has 300 Days of Sun a Year, Hiking Trails Through Natural Springs, and the Country's...



"Economist, Politica, Condé Nast Traveler. The Guardian, and others. Travel + Leisure Editorial Guidelines Published on... On the one hand, it's one of the most touristic islands in Greece, and a favored haunt for package tours and bachelor...

published on 22/01/24 at 22.12 Magazine United States | www.travelandleisure.com

7 activities to do with children in Athens



...compilation of works of ancient Greek art , modern European art and contemporary Greek art . The Herakleidon Museum The Herakleidon Museum is a true treasure in Athens, offering a captivating experience for art and history lovers . Located...

published on 28/01/24 at 07:48 Blogs France www.participez.com

Period of analysis: January 1st, to March 31st, 2024.









Negative Sentiment Drivers

GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

Unlike previous quarters, Q1 of 2024 experienced fewer concerns related to overtourism. Nonetheless, there were still several negative social conversations. Notable among these were the effects of a dust cloud from Africa on Greece, the lack of maintenance of the 2004 Olympic Games park, and the friction between environmental organizations and the government over coastal construction.

Examples of reputation drivers

- A dust cloud from the African continent blew over the eastern Mediterranean, covering large parts of Greece in a haze
- The maintenance of the Olympic Games park post-2004 has been challenging for Greece, with neglected infrastructure and decrepit buildings having broken windows, covered in graffiti, and filled with garbage
- Environmental organizations are urging the government to withdraw provisions allowing construction right on the sea
- **Transportation** in Greece was **disrupted** due to **strikes** and **protests** marking the first anniversary of **the train crash**
- Mykonos listed among one of the most overrated holiday destinations by a travel influencer
- Reports are increasing on the giant water bug in the Mediterranean sea, potentially dangerous for tourists swimming in the sea





Illustrative Social Posts

STORIES REFLECTING NEGATIVE SENTIMENT

African Dust Cloud Blankets Greece



Tasos Kokkinidis created a post

This is alarming to society, as the African dust has been "traveling" to Greece more and more frequently over recent years... According to assessments, the dust and sand that travel from Africa to Greece transport poisonous substances, such as...

published on 27/03/24 at 15:44. Online News Other. United States. greekreporter.com.

Twenty years after the Athens Olympics, the big mess

figaro with afp created a post

... accentuated but numerous tourists These expensive Olympic Games also weighed down the debt of a Greece hit six... AT

published on 21/03/24 at 13:11 Newspaper France www.lefigaro.fr

Greek Beaches: New Bill Allows Construction on the Coastline



Tasos Kokkinidis created a post

frequent disasters, Coast in Greece "treated as land for housing and tourist development" "The protection of coastal and... Unfortunately, in Greece, coastal ecosystems are treated as land for housing and tourist development," the eight groups...

published on 22/02/24 at 1521 Online News Other United States greekreporter.com

Traveller reveals her list of the most overrated holiday destinations... and why she HATED Paris



madison burgess created a post

... Britons' most-Googled foreign travel destinations revealed: Greece is the No1 country followed by

published on 21/01/24 at 16:12 Newspaper United Kingdom www.dailymail.co.uk

Greek transport frozen by strikes and protests on train crash anniversary

al jazeera and news agencies created a post

...rises. How Parthenon sculptures sparked a diplomatic row between Greece and UK Tourism's dark side: Are those who love Greece killing it? Demonstrators, police clash at Greece train crash protest Police said 30,000 were protesting on the...

published on 28/02/24 at 13:14 TV/Radio Qatar www.aljazeera.com

Mediterranean: what is this giant bug that attacks tourists' toes?...



cyril brioulet created a post

.already in Italy, Greece or Turkey. The authors of the study call on residents and tourists to be vigilant and to... keep...

published on 25/03/24 at 15:11 Newspaper France www.ladepoche.fr

Period of analysis: January 1st, to March 31st, 2024.







Ratings & Reviews

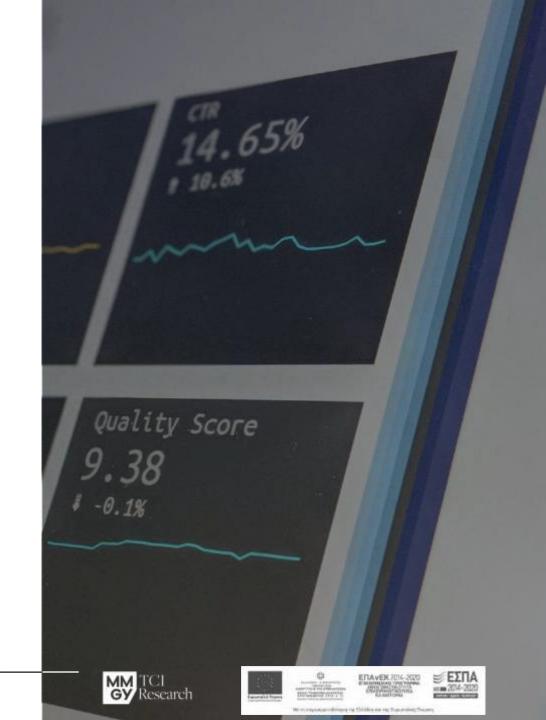
METHODOLOGICAL OVERVIEW

Consolidating ratings and reviews

- TRAVELSAT[©] Pulse uses a solid aggregation methodology to consolidate reviews, both numerical scores and written feedback, from sources that cater to different aspects of the tourism ecosystem. It should be noted that not all ratings can be associated with specific markets.
- The platform presents all scores through a consolidated scale of 0-10. These have been converted from their original source and are weighted to adjust the significance that each source score has. Analyses are carried out across verticals, markets and guest profiles.

Sentiment analysis technology

- Beyond structured ratings, written reviews are also analysed using the most developed sentiment lexicon. This allows for an analysis of positive and negative deflections by keywords by sub-category and guest profile.
- The AI semantic engine **covers 14 languages**: Arabic, Russian, Polish, Portuguese, Swedish, Norwegian, Danish, English, French, German, Dutch, Spanish, Italian, Finnish. However, **ratings and reviews are collected for all sourcing markets** sharing their experience on the rating platforms.



Scope of Analysis

DEFINING GREECE'S TOURISM ECOSYSTEM

Sources connected to TRAVELSAT® Pulse

- The sources range from search engines with a review function, such as Google, to complete online travel agencies, like Trip Advisor and Booking.com. Currently having **45** sources connected¹, 95% of all experience-based data available online is analysed.
- All rating platforms collect global data on the same KPIs, ensuring accuracy when comparing to other destinations. Benchmarking data is therefore be based on the largest Hospitality Datasets available.

Sample definition & analysis period

- A sample of 1500 properties in Greece was randomly selected from its full Trip Advisor inventory to create a representative picture of Greece's tourism ecosystem.
- The current report analyses the fourth quarter of 2023, ranging from January 1st, to March 31st, 2024.

Reviews Corpus Analysed

Verticals	Reviews Count Greece (01/01/2024 to 31/03/2024)	Reviews Count Benchmark (01/01/2024 to 31/03/2024)
Attractions	48,293	3,674,394
Restaurants	35,185	7,675,258
Total Sample	83,478	11,349,652

Note: The benchmark is composed of several representative European destinations.





Key Visitor Experience Trends

SUMMARY FOR THE FIRST QUARTER OF 2024

- There **number of reviews** for the first quarter of 2024 indicates that **there has likely been a calmer period in terms of visitor pressure**. Likewise, the overall rating recovered from the decline seen in December 2023, and stayed steady throughout the quarter.
- **Greece maintains a competitive overall rating** compared to **the European benchmark** (+0.3 pts.). As in the previous quarter, this consistency is observed across all 14 regions of Greece, each retaining a rating above 9.0, except for Central and West Greece.
- Upon reviewing the categories, it appears that **Cultural experiences** received the highest rating in Greece, with a score of 9.5 points, followed by **Seaside attractions** and **Food and Beverage**. Results and orders vary more highly per region.
- Similar to the previous quarter, visitors in Greece continue to praise the attentiveness of personnel in written reviews. The sentiment score has remained at an outstanding 9.5. Personnel received scores above 9 consistently across all Greek regions where there were sufficient written reviews on the topic. Furthermore, the Value for Money sentiment score also boasts a positive polarity surpassing 9 in all regions with sufficient reviews, except for East Macedonia and Thrace.
- While the scores fall slightly below the topics mentioned above, **Sustainable Travel** and **Hygiene** still maintain very positive sentiment ratings overall. Notably, the **Sustainable Travel score saw a 0.6-point increase for Greece overall** since the previous quarter. Sustainable Travel received a high level of positive mentions in **Athens** as well, holding a sentiment score of 9.2. In addition, Hygiene in Central Macedonia received an excellent sentiment rating of 9.3.
- Typically, **Pandemic Precaution sentiment scores remain relatively low**, falling below the vigilance threshold of 5.0/10. This is predictable, given that properties may have relaxed their precautions as the pandemic situation progressed.
- Regarding the ratings by market, all five international markets with the highest number of reviews gave a rating above 9.0 in the Q1 for Greece overall, with travelers from the USA and the UK placing the highest scores on average. Nevertheless, it is important to highlight that the top-five markets exhibit variations across the different regions, depending highly on the number of reviews each had.

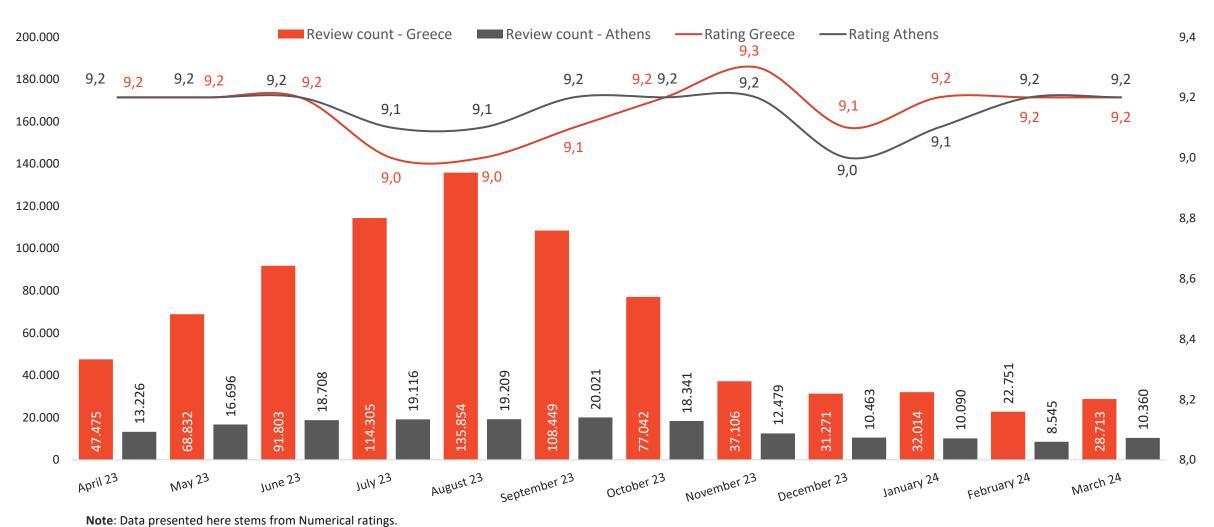
Period of analysis: January 1st, to March 31st, 2024.





Overall Experience Reputation

MONTHLY BREAKDOWN OF REVIEW VOLUME & OVERALL RATING FOR RESTAURANTS, BARS & ATTRACTIONS





Greece Overall

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN GREECE



Note: Data presented here stems from numerical ratings.

Note: Data presented here stems from written reviews.

Period of analysis: January 1st, to March 31st, 2024. Review count: 83,478



Rating per Market

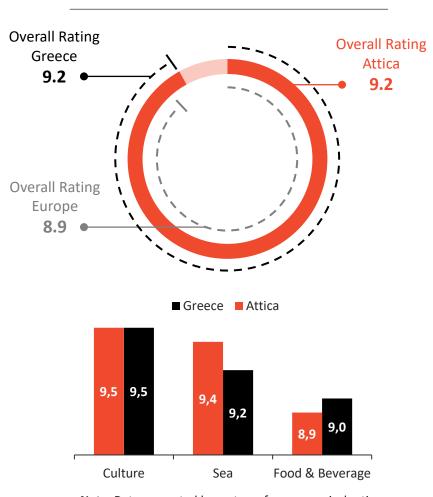
Market	Rating	Review Volume
United States	9.3	747
United Kingdom	9.3	802
France	9.2	287
Germany	9.1	399
Italy	9.0	383
Greece	8.8	792

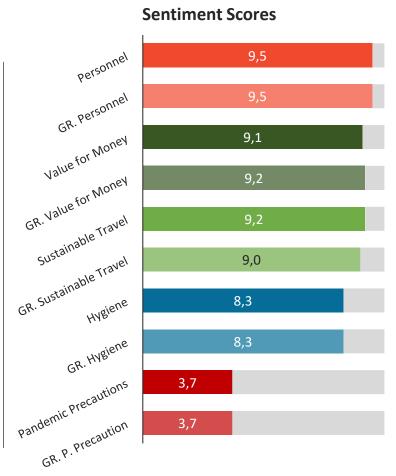


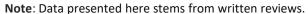


Attica

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA







Note: Data presented here stems from numerical ratings.



Rating per Market

Market	Rating	Review Volume
Canada	9.5	72
United Kingdom	9.4	618
United States	9.3	553
France	9.1	198
Germany	9.0	223
Greece	8.9	209

Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: January 1st, to March 31st, 2024. Review count: 38,328





Central Greece

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



personnel

GR. Personnel

GR. Personnel

9,5

9,2

Value for Money

9,2

Sentiment Scores

Note: Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

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Period of analysis: January 1st, to March 31st, 2024. Review count: 2,095

Note: Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



Rating per Market

Market	Rating	Review Volume
United States	9.8	26
United Kingdom	9.8	27
Germany	9.1	27
Spain	N/A	N/A
France	N/A	N/A
Greece	8.7	17





Central Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL MACEDONIA



Note: Data presented here stems from numerical ratings.

Greece Reputation Tracker | 22

Period of analysis: January 1st, to March 31st, 2024. Review count: 20,445

personnel 9,4 GR. Personnel Nalue for Money 9,3 GR. Value for Money 9,2 9,3 8,3

Sentiment Scores

Note: Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



Rating per Market

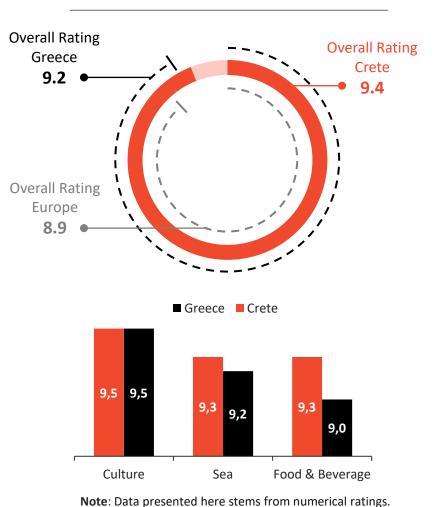
Market	Rating	Review Volume
Germany	9.4	34
United Kingdom	9.2	20
Cyprus	8.8	26
Turkey	8.7	23
United States	N/A	N/A
Greece	8.8	249

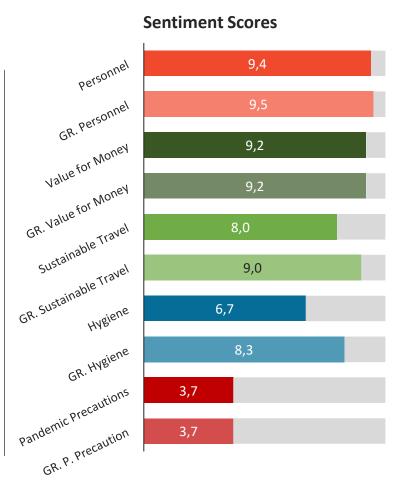


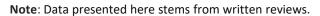


Crete

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE







Period of analysis: January 1st, to March 31st, 2024. Review count: 5,092



Rating per Market

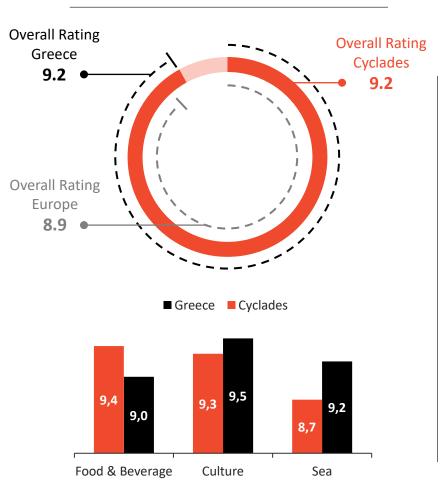
Market	Rating	Review Volume
Italy	9.0	22
United States	9.0	21
United Kingdom	8.9	20
France	8.7	27
Germany	N/A	N/A
Greece	9.5	68

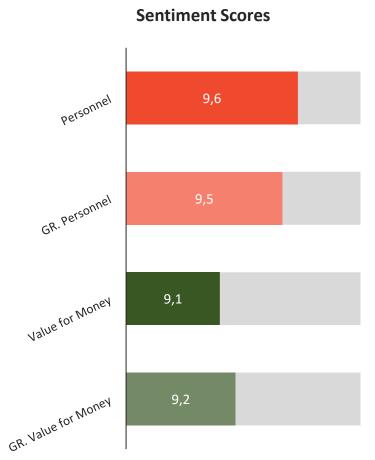




Cyclades

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES





Note: Data presented here stems from numerical ratings.

Greece Reputation Tracker | 24

Period of analysis: January 1st, to March 31st, 2024. Review count: 1,043

Note: Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



Rating per Market

Market	Rating	Review Volume
France	9.5	19
United States	9.3	54
United Kingdom	N/A	N/A
Germany	N/A	N/A
Canada	N/A	N/A
Greece	N/A	N/A

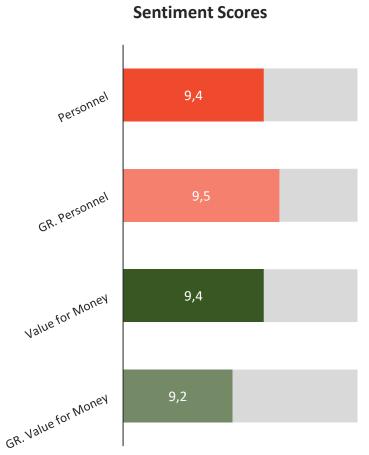




Dodecanese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE





Note: Data presented here stems from numerical ratings.

Period of analysis: January 1st, to March 31st, 2024. Review count: 2,114

Note: Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



Rating per Market

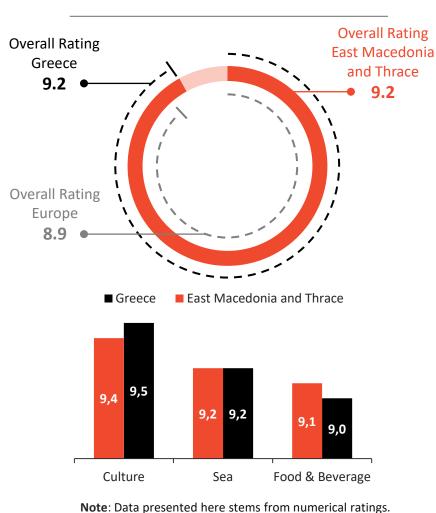
Market	Rating	Review Volume
United Kingdom	8.6	20
Germany	8.5	15
France	N/A	N/A
United States	N/A	N/A
The Netherlands	N/A	N/A
Greece	8.4	20

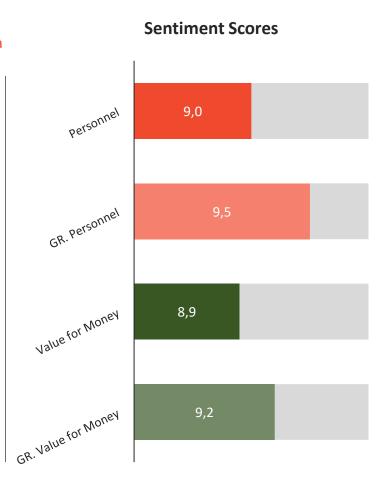




East Macedonia and Thrace

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EAST MACEDONIA AND THRACE





Period of analysis: January 1st, to March 31st, 2024. Review count: 2,858

Note: Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



Rating per Market

Market	Rating	Review Volume
Greece	9	39





Epirus

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



Note: Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

Period of analysis: January 1st, to March 31st, 2024. Review count: 1,608

Sentiment Scores 9,6 GR. Personnel 9,5

Note: Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



Rating per Market

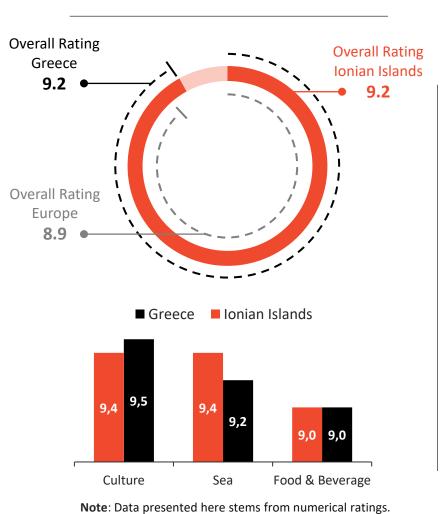
Market	Rating	Review Volume
Greece	8.3	28





Ionian Islands

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS





Period of analysis: January 1st, to March 31st, 2024. Review count: 897

Note: Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



Rating per Market

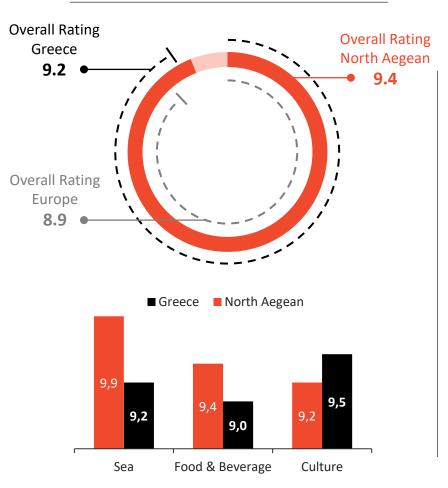
Market	Rating	Review Volume
United Kingdom	9.1	20
The Netherlands	N/A	N/A
France	N/A	N/A
Germany	N/A	N/A
United States	N/A	N/A
Greece	N/A	N/A





North Aegean

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



Sentiment Scores

Note: The sentiment categories of Personnel, Value for Money, Hygiene, Sustainable Travel, and Pandemic Precautions did not have sufficient written reviews for analysis.



Rating per Market

Note: Data on reviews per market was not sufficient for analysis.

Note: Data presented here stems from numerical ratings.

Period of analysis: January 1st, to March 31st, 2024. Review count: 161





Peloponnese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE





Sentiment categories with no score do not have a large enough base in terms of mentions.

Period of analysis: January 1st, to March 31st, 2024. Review count: 3,565

Note: Data presented here stems from numerical ratings.





Note: Data presented here stems from written reviews.

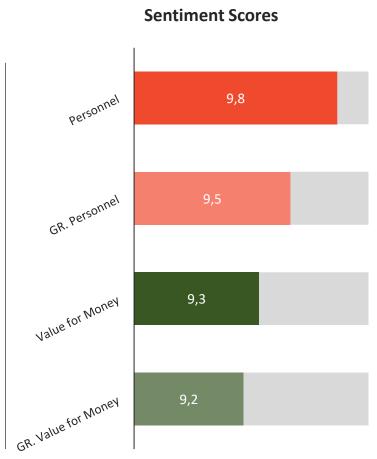
Rating per Market

Market	Rating	Review Volume
United States	9.6	26
Italy	9.6	27
Germany	9.6	19
France	9.6	15
United Kingdom	9.4	35
Greece	8.5	52

Thessaly

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY





Note: Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

Period of analysis: January 1st, to March 31st, 2024. Review count: 2,641

Note: Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



Rating per Market

Market	Rating	Review Volume
Poland	9.6	34
Germany	9.2	57
United States	8.7	28
United Kingdom	N/A	N/A
France	N/A	N/A
Greece	9.6	19





West Greece

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



Sentiment Scores 9,7 9,2 9,2

Note: Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

Period of analysis: January 1st, to March 31st, 2024. Review count: 1,646

Note: Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



Rating per Market

Market	Rating	Review Volume
United States	N/A	N/A
Germany	N/A	N/A
Greece	8.6	41





West Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA



Food & Beverage

Note: Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

Period of analysis: January 1st, to March 31st, 2024. Review count: 945

Sentiment Scores

Note: The sentiment categories of Personnel, Value for Money, Hygiene, Sustainable Travel, and Pandemic Precautions did not have sufficient written reviews for analysis.



Rating per Market

Note: Data on reviews per market was not sufficient for analysis.







Take Aways

IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

- During Q1 2024, **Greece's Net Sentiment Index** remained relatively stable when compared to the peak tourism season, with Athens showing particularly strong competitiveness against the benchmark.
- The topic of **Culture topic continues to spark extensive conversations online**, confirming Greece's position as a nation abundant in culture. **Greek e-reputation remained robust** across key reputation topics, with **Gastronomy, Hospitality, and Culture maintaining impressively high scores** exceeding 85.
- There was a noticeable online focus on nature and environmental themes when it comes to travel in Greece, with a strong emphasis on eco-friendly and sustainability aspects. Moreover, underscoring its strong online reputation, a variety of intriguing cultural subjects also gained attention online. These included the reopening of a historical palace, historic Ottoman sites, and carnival festivities.
- In contrast to previous quarters, **Q1** saw a reduction in concerns regarding overtourism. However, there were still some negative stories. Noteworthy were conversations regarding the impact of a dust cloud from Africa, persistent challenges related to the maintenance of the 2004 Olympic Games park, and tensions between environmental groups and the government regarding coastal construction.
- When looking at visitor satisfaction in the first quarter of 2024, the number of reviews is suggestive of a relatively calmer period with a reduced level of tourism pressure. Additionally, the overall rating rebounded from the decline experienced in December 2023, remaining stable throughout the quarter.
- Greece's overall rating exceeded the European average, with Central and West Greece tying it, and the remaining regions surpassing it. Cultural experiences received the highest rating in Greece overall, followed by Seaside attractions and Food and Beverage. The results and rankings differ by region, but Culture consistently receives high ratings.
- Just like in previous quarter, tourists in Greece continue to praise the attentiveness of staff and value for money they experience. Sustainable travel and hygiene also maintain high sentiment ratings above 8.0 in Greece.
- Finally, all five international markets with the highest number of reviews gave a score of 9.0 to Greece overall, with visitors from the USA and the UK providing the highest ratings. However, it is worth noting that the top-five markets, determined by review count, show variations in rankings across different Greek regions.

MM TCI GY Research





Appendix A

SOURCES FOR DATA STEMMING FROM SOCIAL LISTENING

Unveiling the global online reputation of travel brands

Travel brands' online reputation is measured through global online conversations and comments on various platforms. These are shared by differing media, consumers, companies, citizens, brands and officials on websites, forums, blogs & social networks.

Social Networks:

- TikTok
- YouTube
- Pinterest
- Vkontakte

Blogs / Forums

- Travel blogs
- Reddit, etc.

Magazine

- Travel magazine
- Lifestyle magazine, etc.

Online News

- **Greek Reporter**
- National Geographic, etc.

Newspaper, News Agency

- Daily Mail
- The Washington post, etc.

TV/Radio

RTBF, etc.

Podcasts

Press Releases

Substack

Twitch







Appendix B

SOURCES FOR DATA STEMMING FROM RATINGS & REVIEWS

Analysing visitor experience based on ratings and reviews data

Currently 45 sources are connected to analyse ratings and reviews data. They account for 95% of all experience-based data available online.

- Agoda
- AirBnB
- Booking.com
- BungaloSpecials.nl
- Camping.info
- Camping2be
- CheapTickets
- Ctrip (Trip.com)
- Dagjeweg
- **Ebookers**
- Expedia.com
- Facebook

- GetYourGuide
- Goibibo.com
- Google
- Holidaycheck.de
- Hostelworld
- Hotels.com
- Hotels.nl
- HotelSpecials.nl
- HRS
- Klook
- Latminute.com.au

- MakeMyTrip
- MeetingReview
- Musement
- Open Table
- Orbitz
- Otelpuan
- Parkvaccances
- Rooms for Africa
- Staycation
- TableOnline.fi
- Takeaway.com

- TheFork
- Travelocity
- Traveloka
- TripAdvisor
- Trustpilot
- Viator
- Weekendjeweg.nl
- Wotif
- Yelp
- Zomato
- Zoover









