



Greece Reputation Tracker

FIRST QUARTER OF 2024

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Key Sentiment Indexes

GREECE'S ONLINE SOCIAL REPUTATION

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 αυξήθηκε 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.

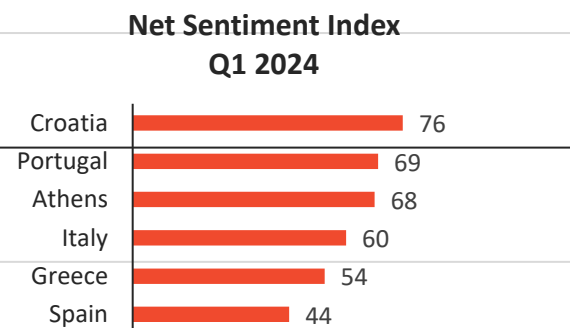
Key Sentiment Trends

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**.

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

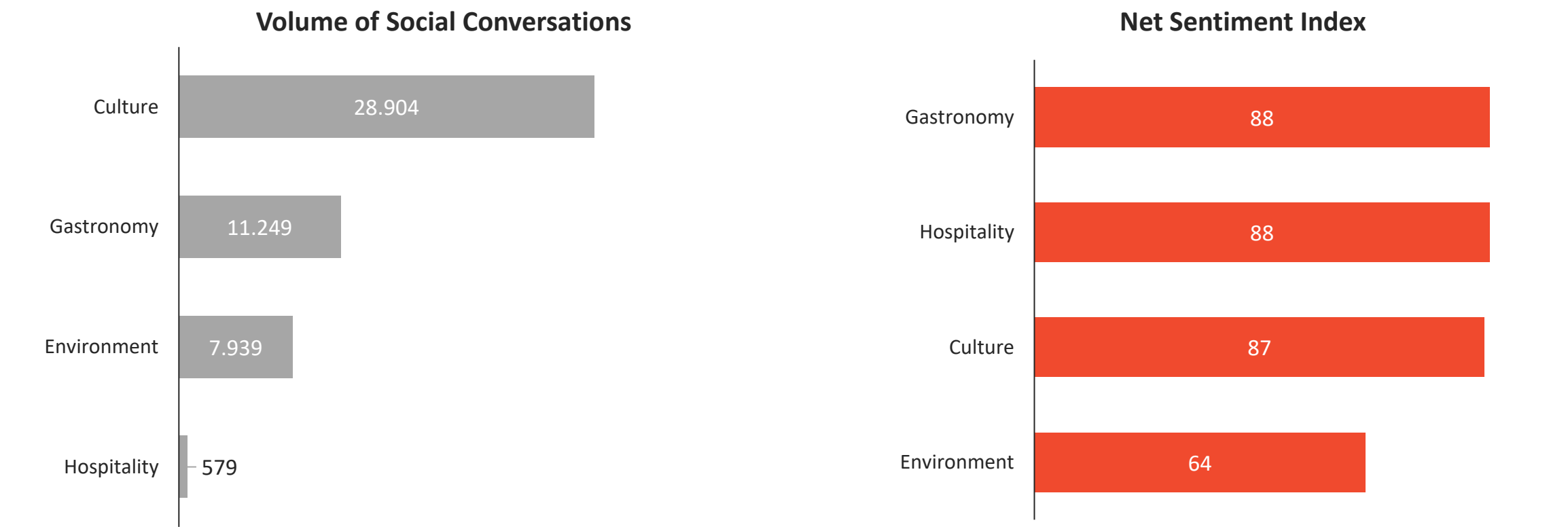
TRENDS FOR GREECE'S ONLINE REPUTATION



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.



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.

STORIES REFLECTING POSITIVE SENTIMENT









STORIES REFLECTING POSITIVE SENTIMENT

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



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



published on 03/03/24 at



published on 28/03/24 at 15:45 | YouTube | United States | youtube.com



published on 18/03/24 at 07:20 | Online News Other | United States | greekreporter.com



published on 22/01/24 at 22:12 Magazine United States www.travelandleisure.com



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

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

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

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...



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 15:21 | 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 Spain... and Orlando is...

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.ladepeche.fr

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



Experience Reputation

GREECE'S VISITOR EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS

Ratings & Reviews

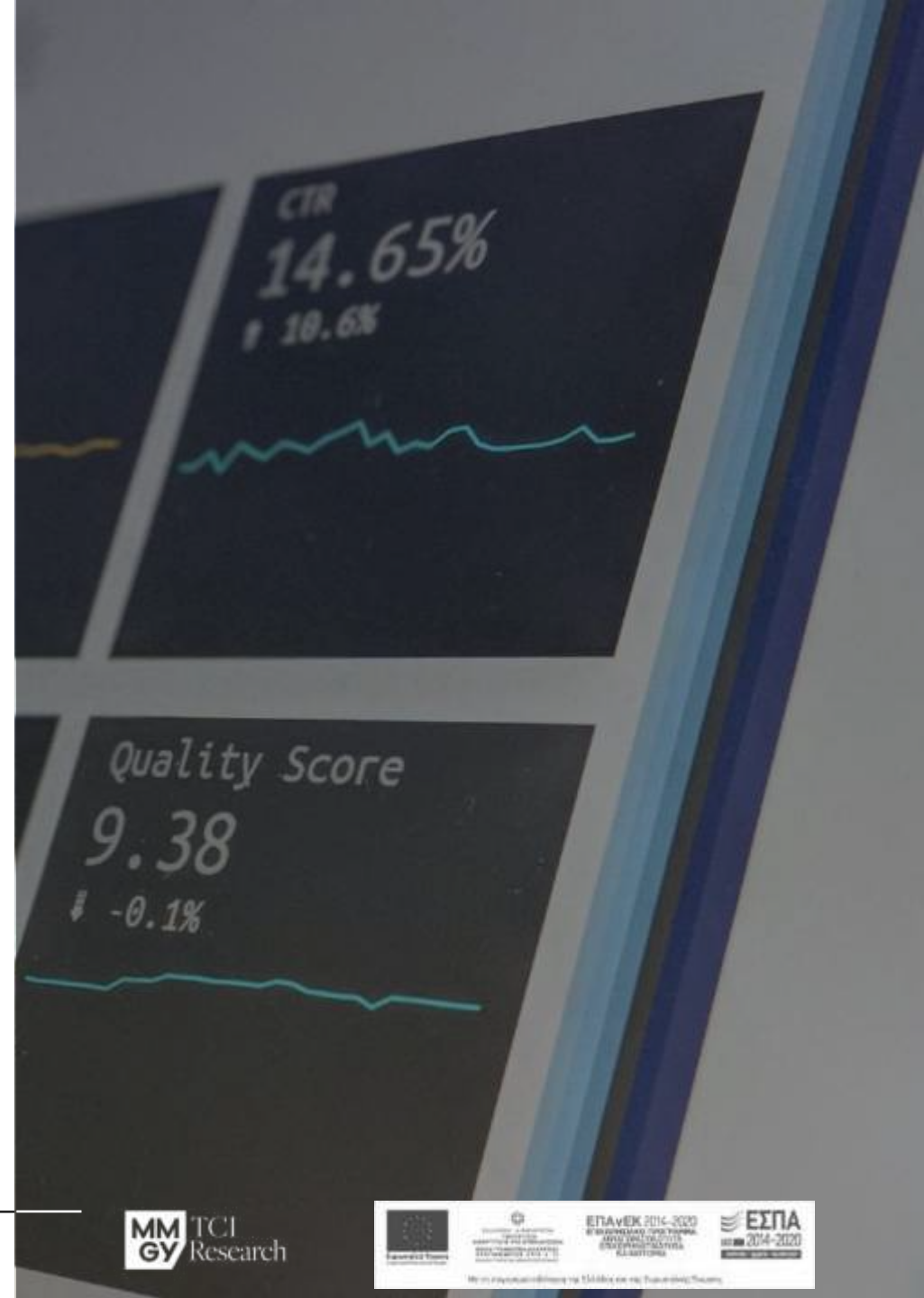
METHODOLOGICAL OVERVIEW

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 connected**¹, 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

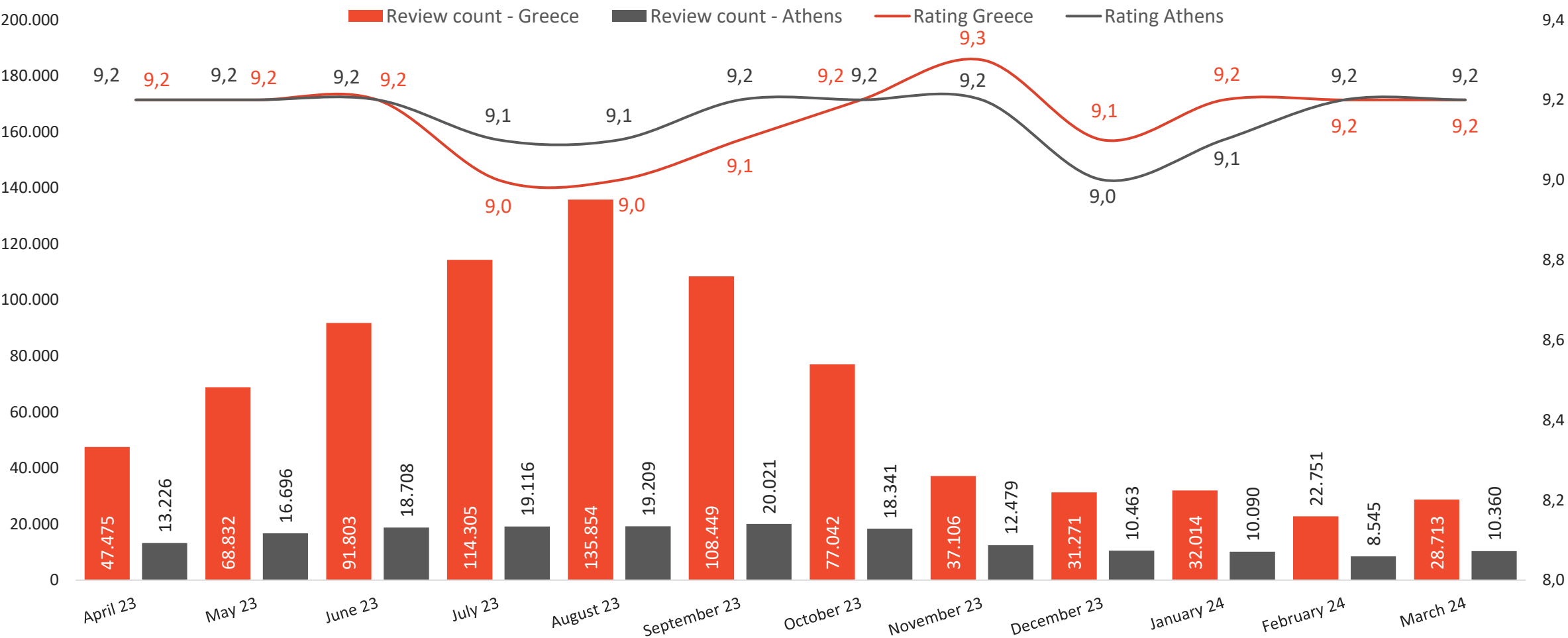
SUMMARY FOR THE FIRST QUARTER OF 2024

- 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

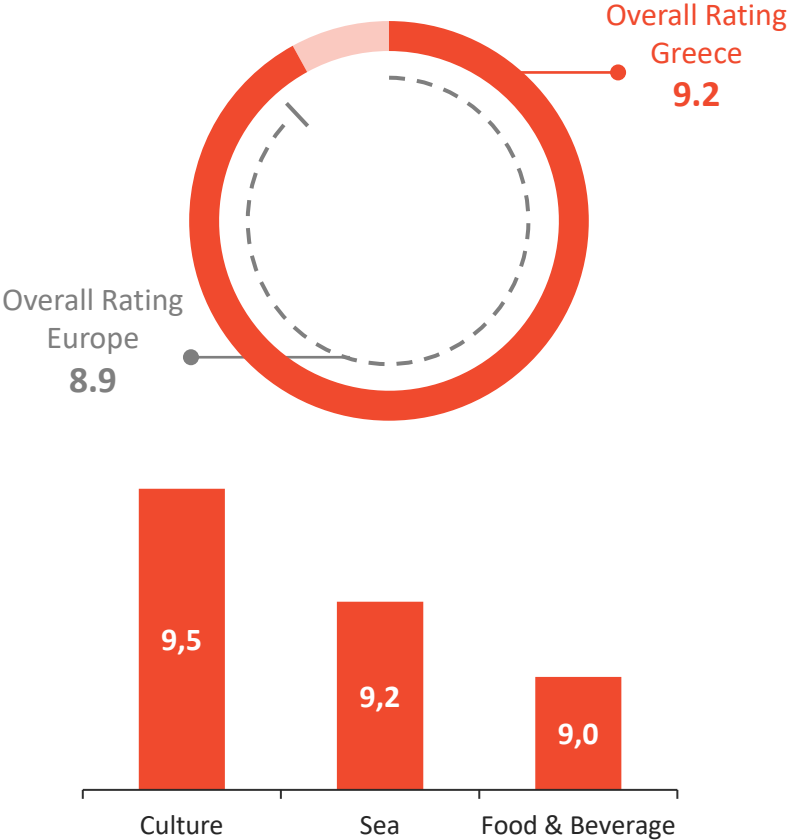


Note: Data presented here stems from Numerical ratings.



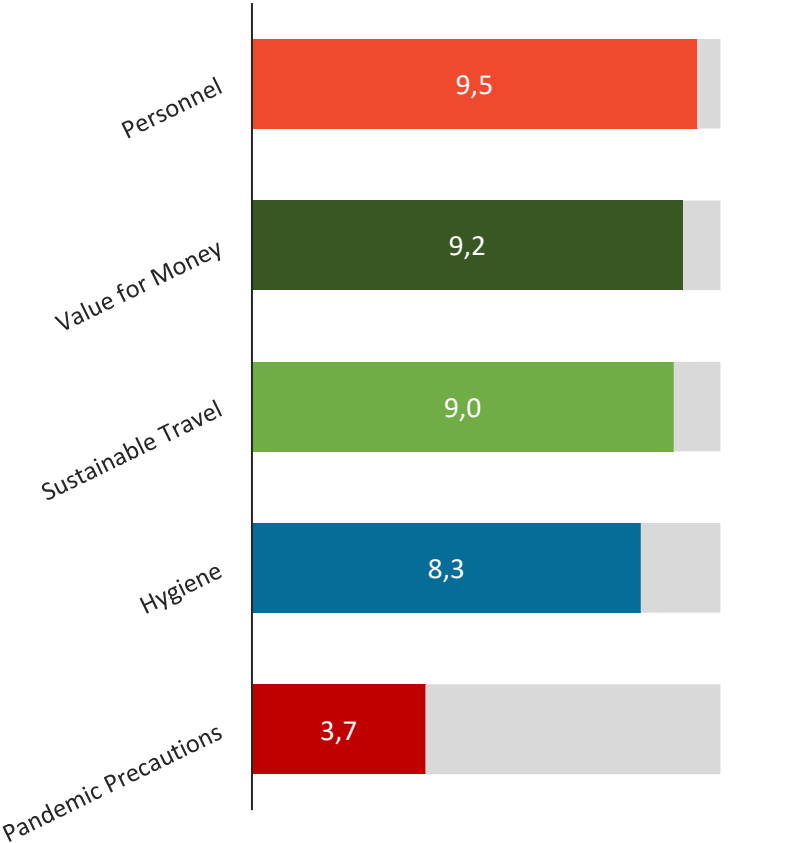
Greece Overall

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN GREECE



Note: Data presented here stems from numerical ratings.

Sentiment Scores



Note: Data presented here stems from written reviews.



Rating per Market

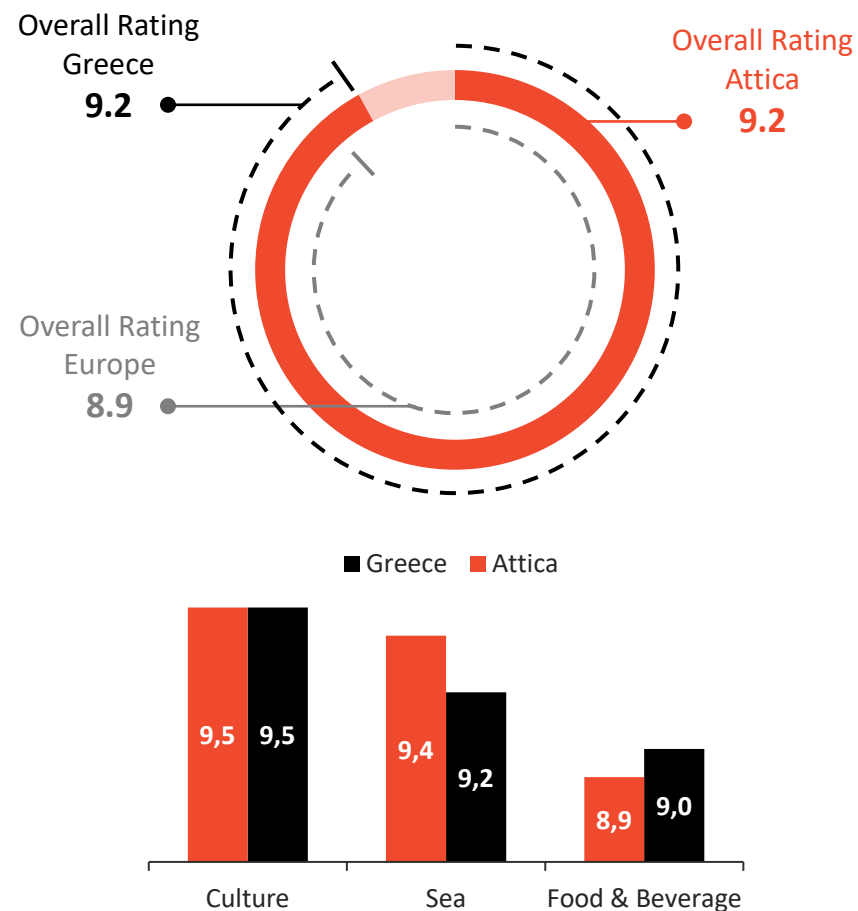
Market	Rating	Review Volume
United States	9.3	747
United Kingdom	9.3	802
France	9.2	287
Germany	9.1	399
Italy	9.0	383
Greece	8.8	792

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:** 83,478

Attica

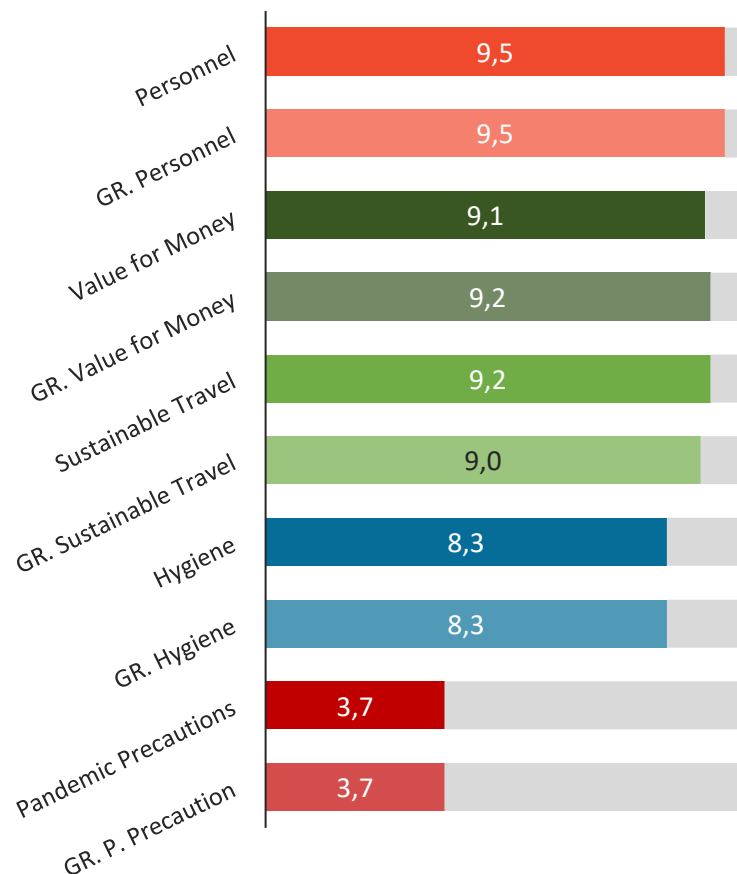
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA



Note: Data presented here stems from numerical ratings.

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

Sentiment Scores



Note: Data presented here stems from written reviews.



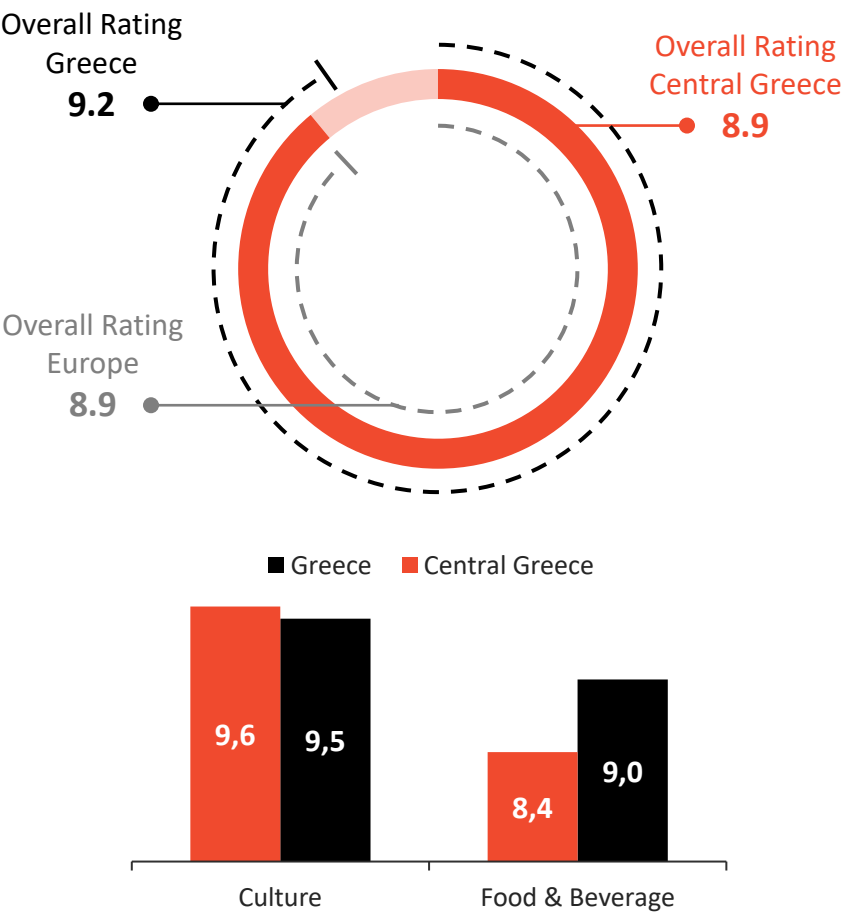
Rating per Market

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

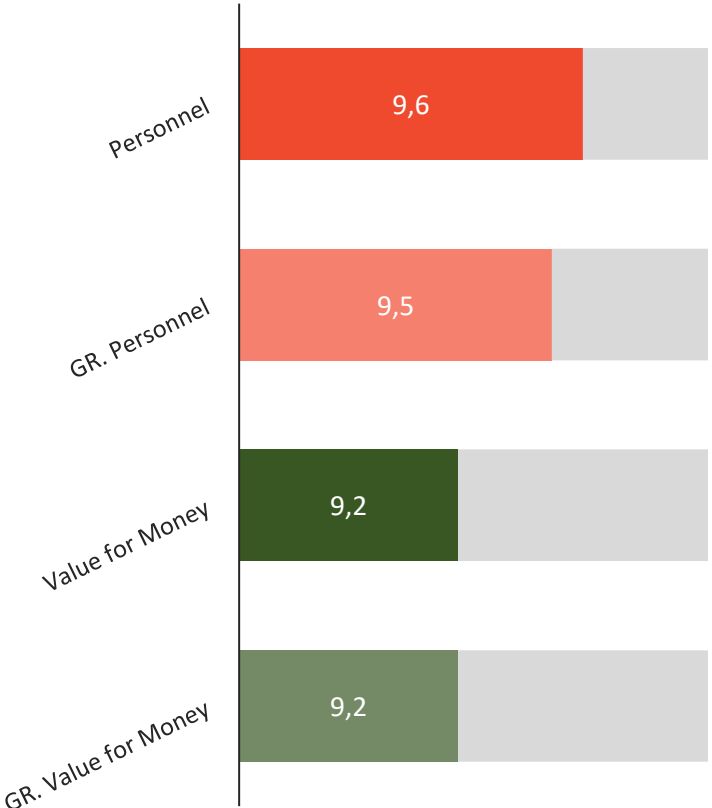
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Central Greece

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



Sentiment Scores



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

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

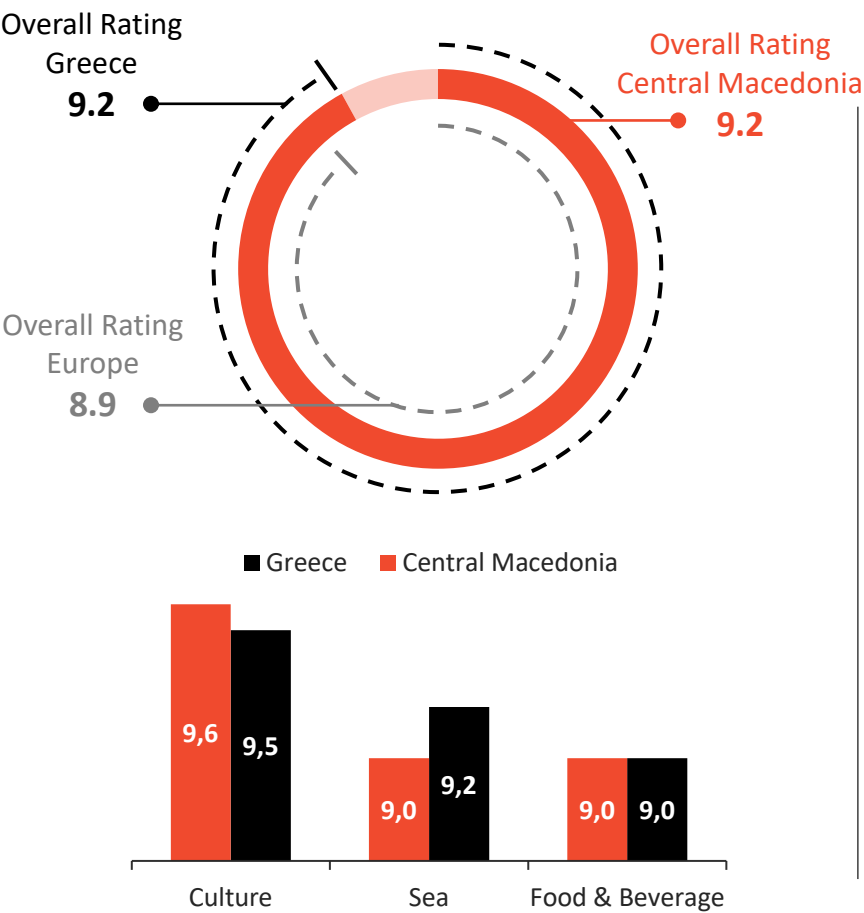
Period of analysis: January 1st, to March 31st, 2024. **Review count:** 2,095

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

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

Central Macedonia

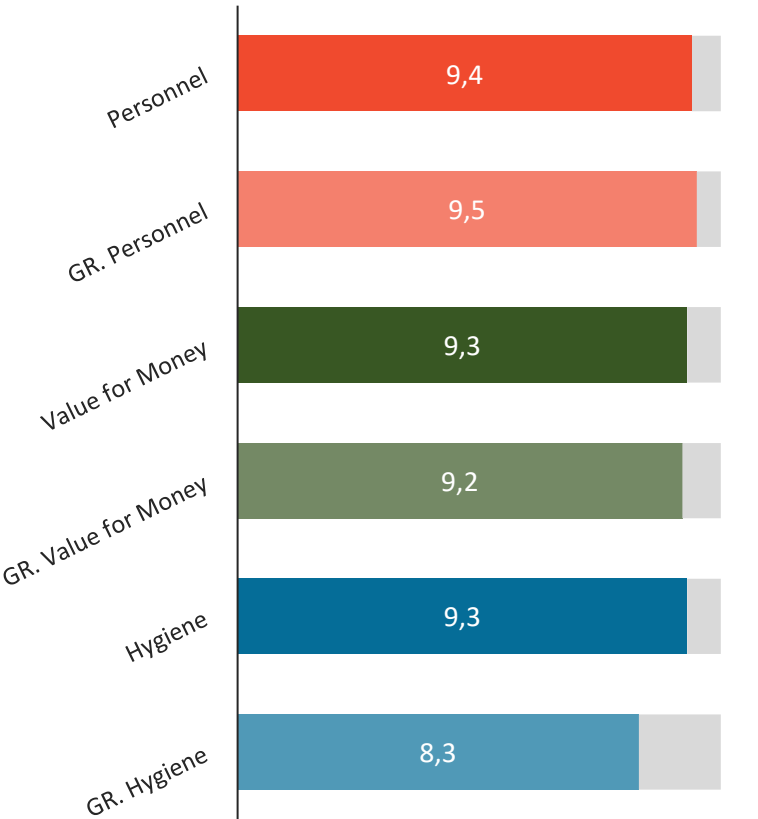
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL MACEDONIA



Note: Data presented here stems from numerical ratings.

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

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.



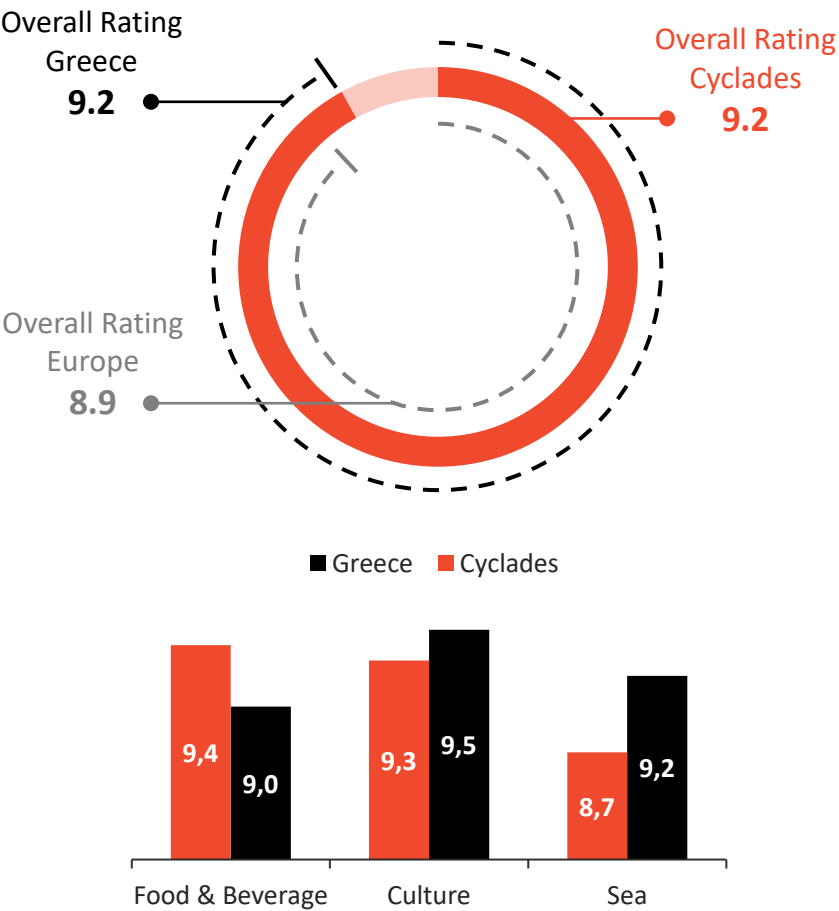
Rating per Market

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

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

Cyclades

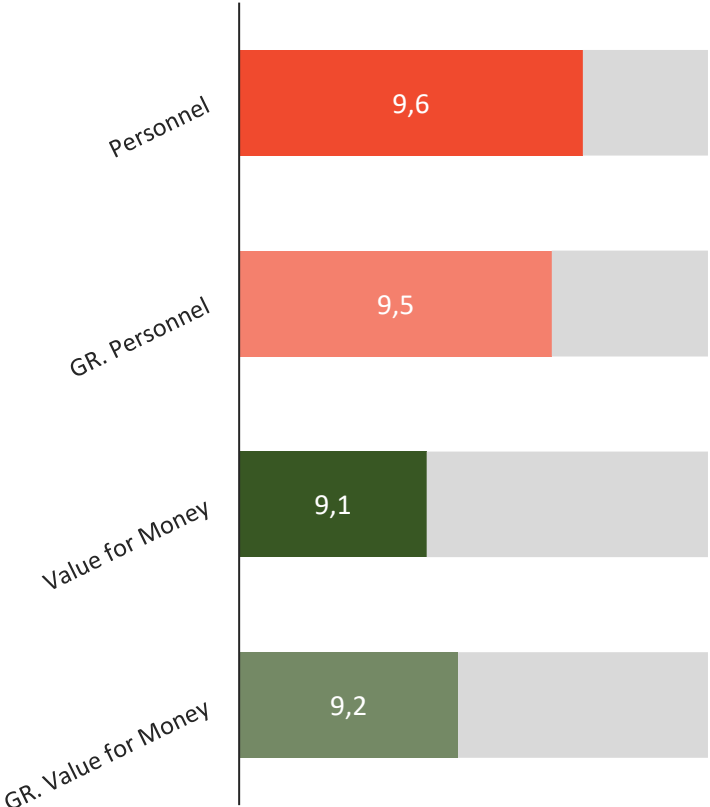
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES



Note: Data presented here stems from numerical ratings.

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

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.



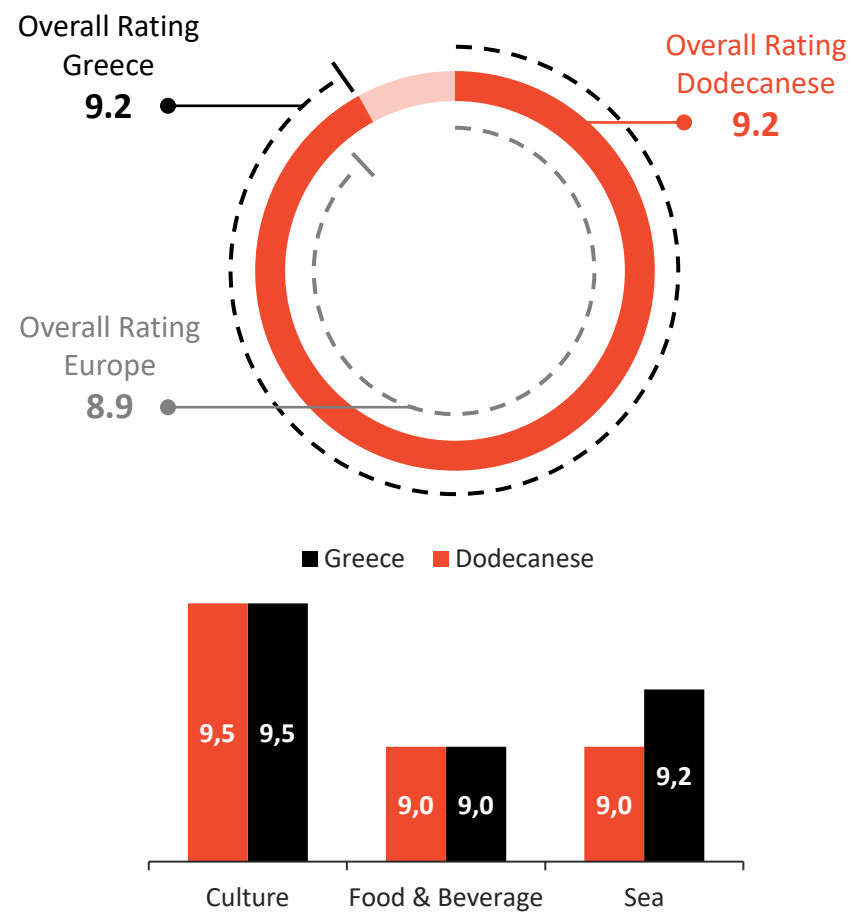
Rating per Market

Market	Rating	Review Volume
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

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

Dodecanese

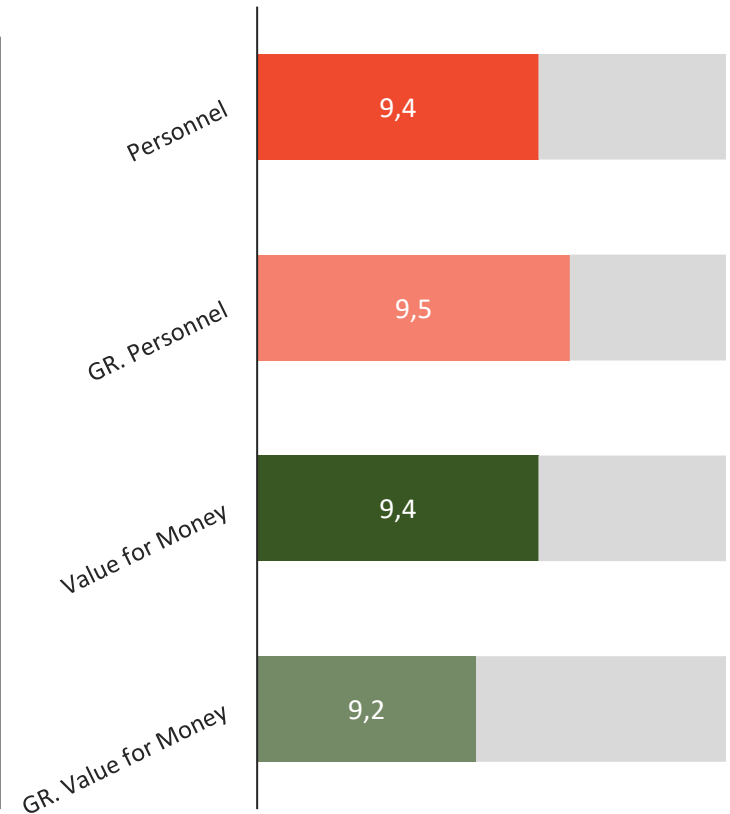
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



Note: Data presented here stems from numerical ratings.

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

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.



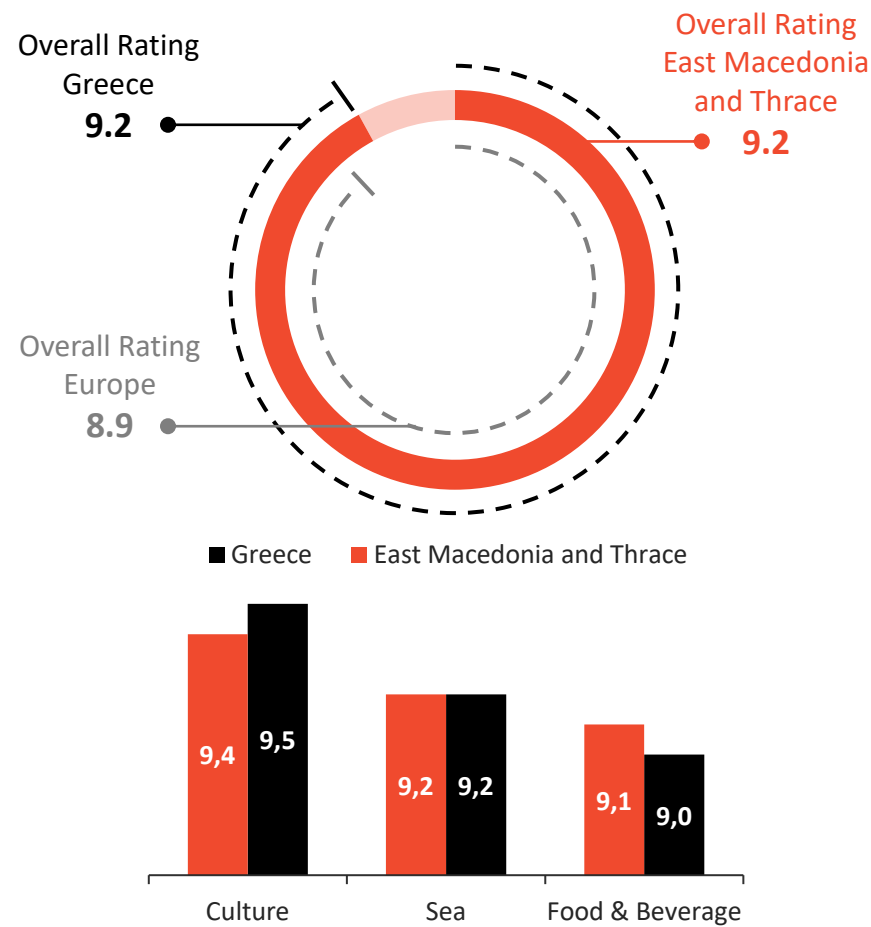
Rating per Market

Market	Rating	Review Volume
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

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

East Macedonia and Thrace

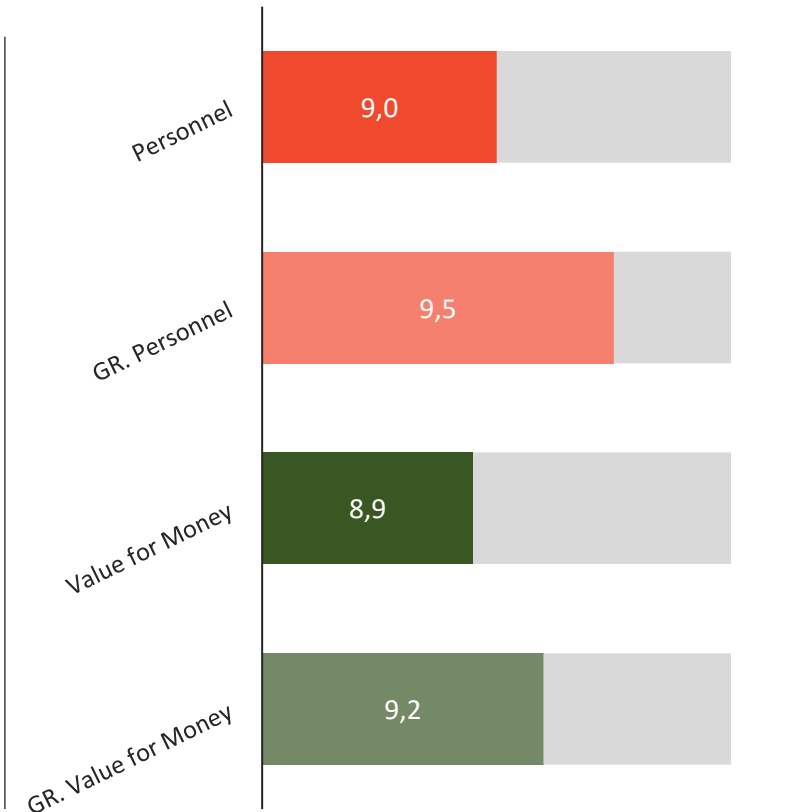
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EAST MACEDONIA AND THRACE



Note: Data presented here stems from numerical ratings.

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

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.



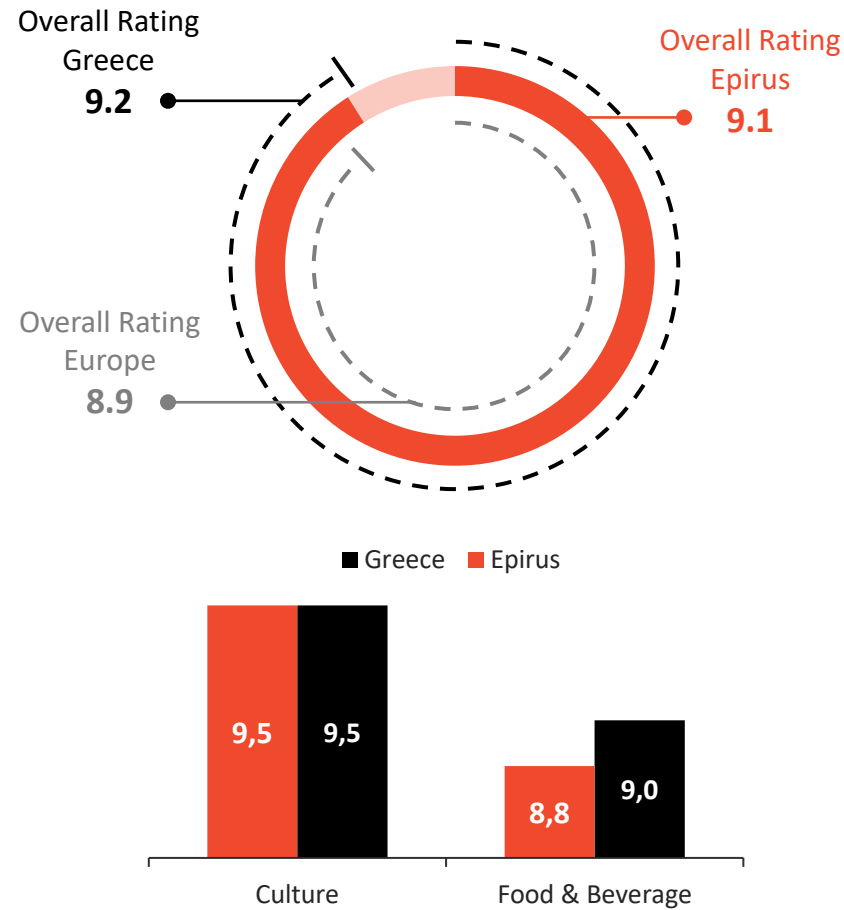
Rating per Market

Market	Rating	Review Volume
Greece	9	39

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

Epirus

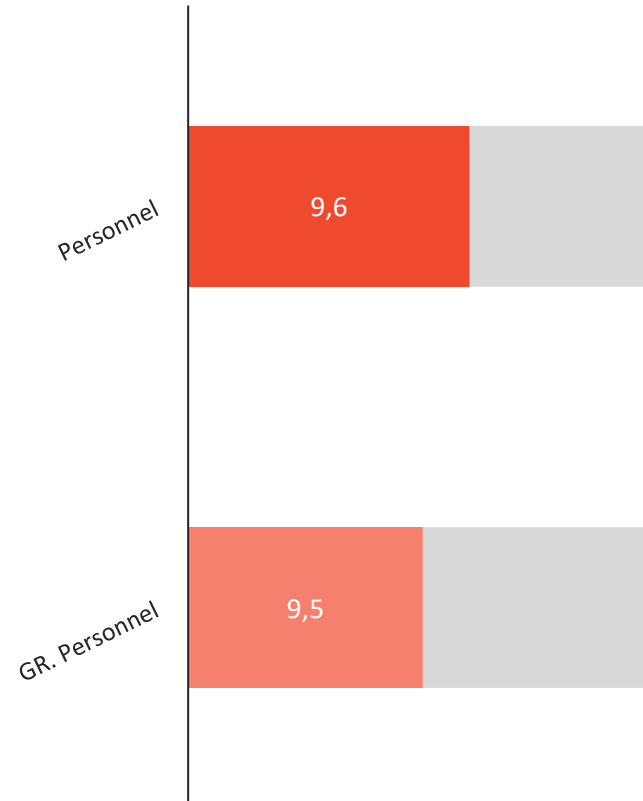
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



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



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



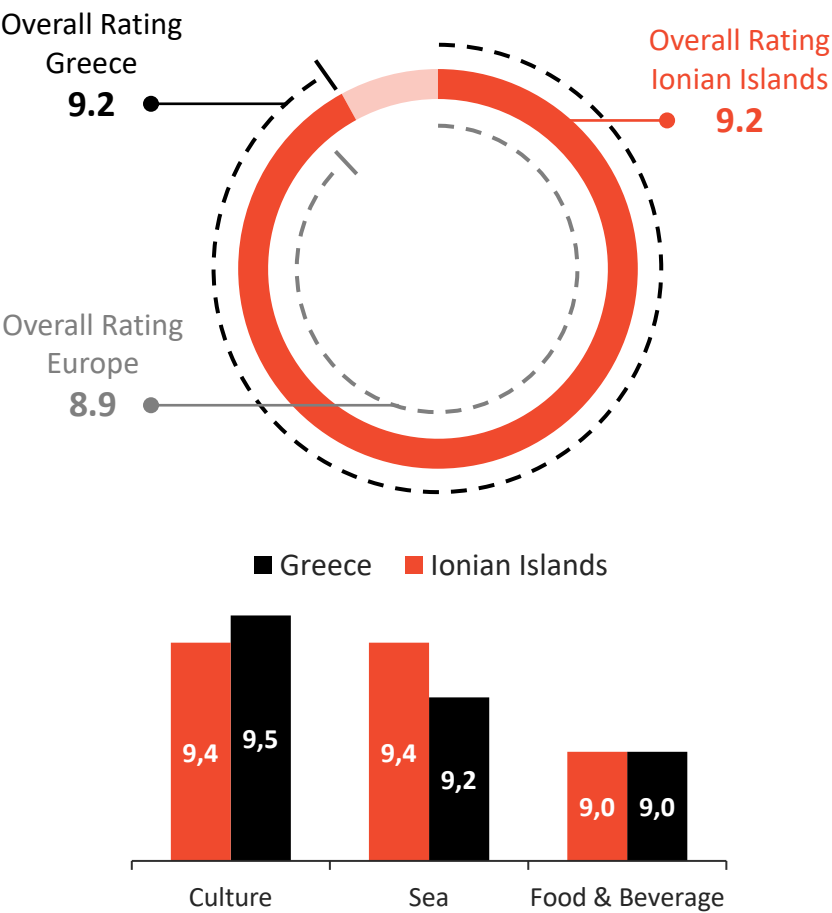
Rating per Market

Market	Rating	Review Volume
Greece	8.3	28

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

Ionian Islands

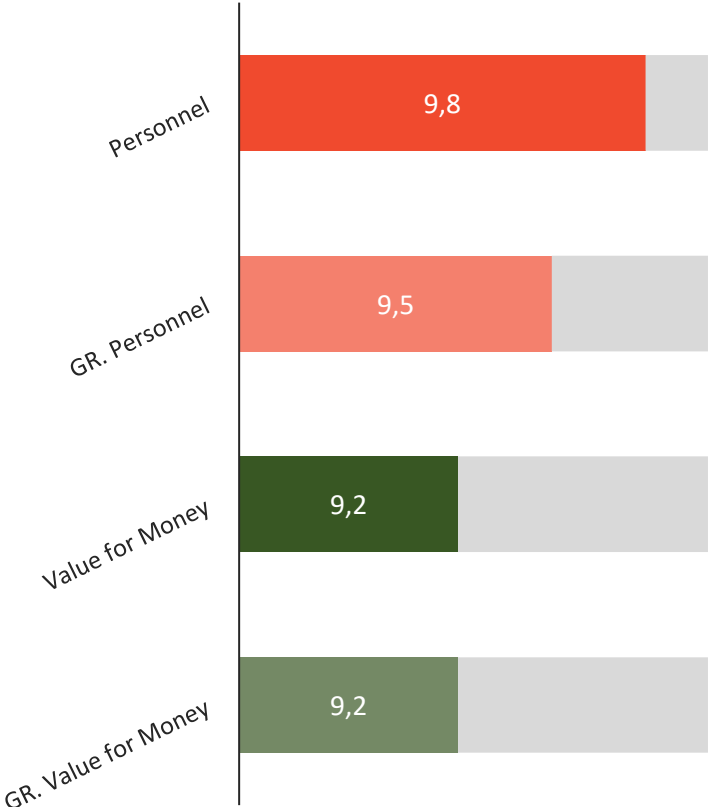
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS



Note: Data presented here stems from numerical ratings.

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

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.



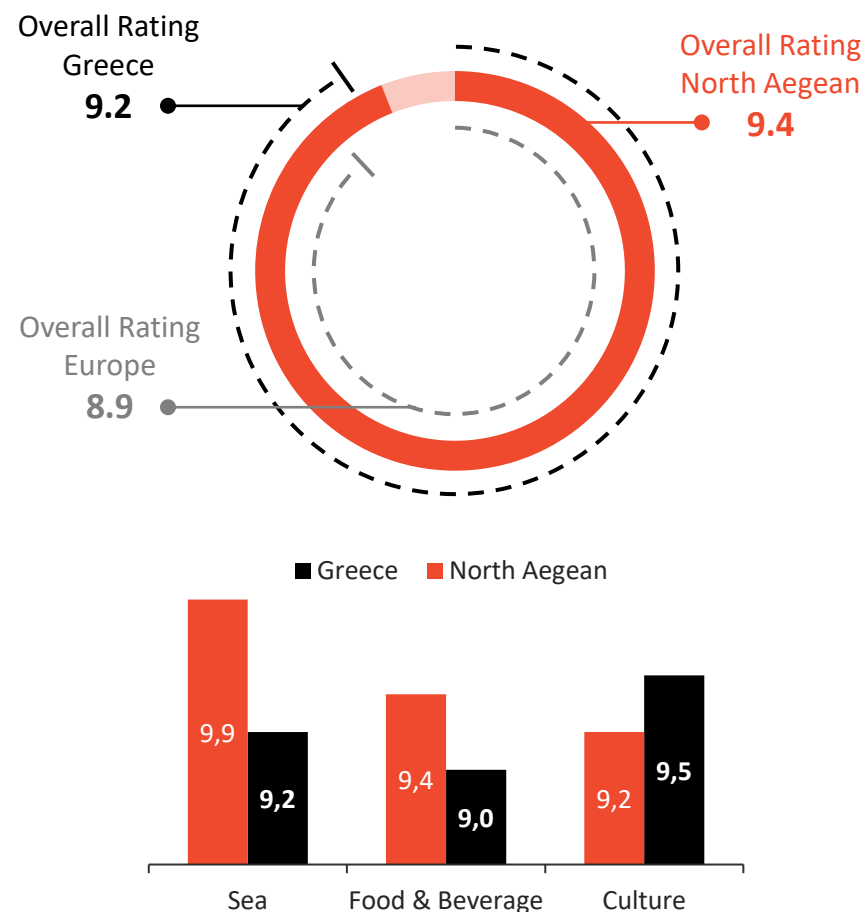
Rating per Market

Market	Rating	Review Volume
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

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

North Aegean

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



Note: Data presented here stems from numerical ratings.

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

Sentiment Scores



Rating per Market

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

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

Peloponnese

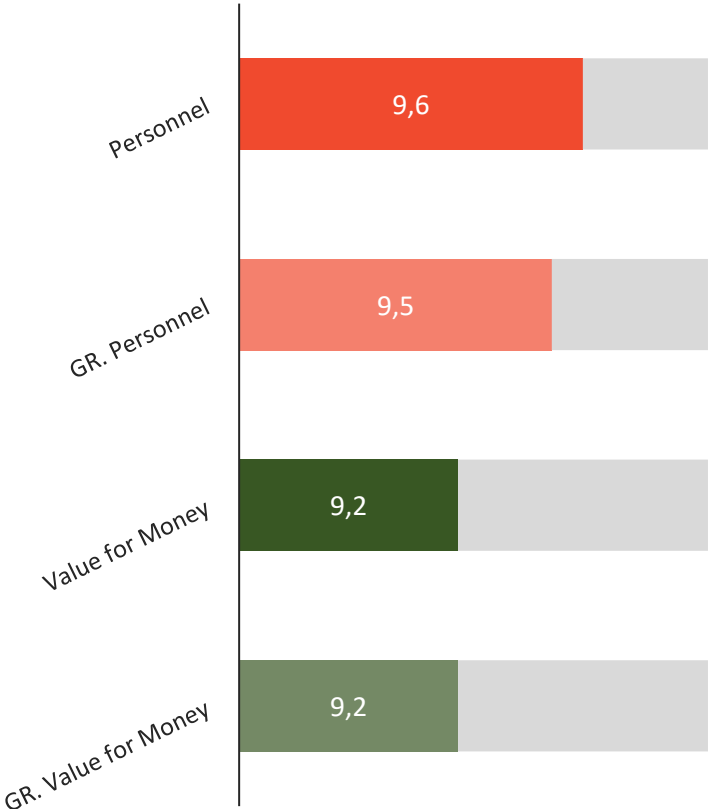
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE



Note: Data presented here stems from numerical ratings.

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

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.



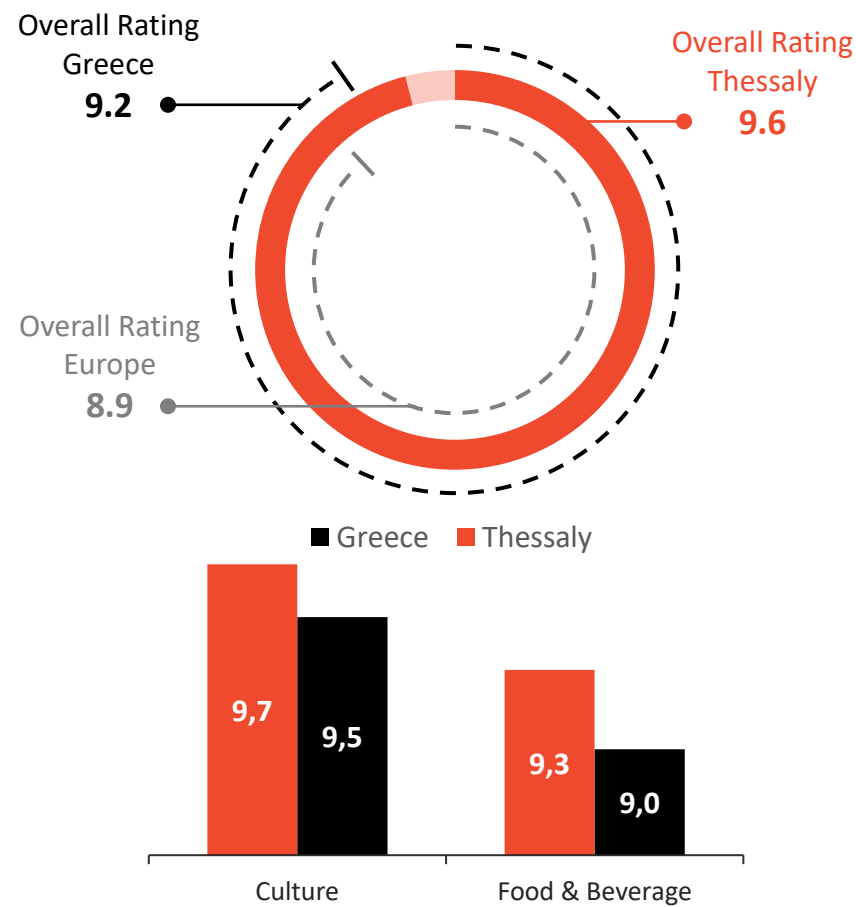
Rating per Market

Market	Rating	Review Volume
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

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

Thessaly

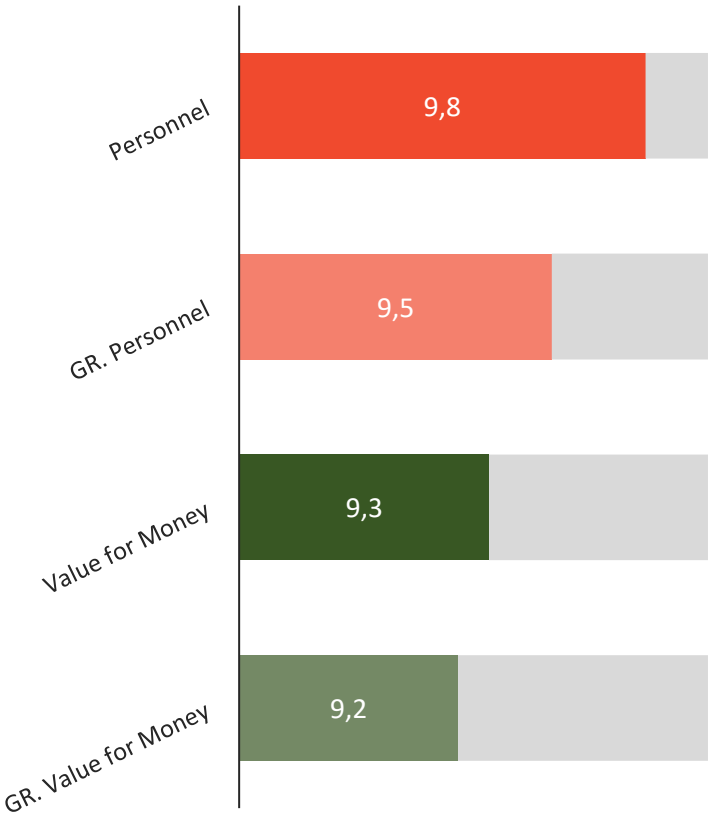
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



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

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.



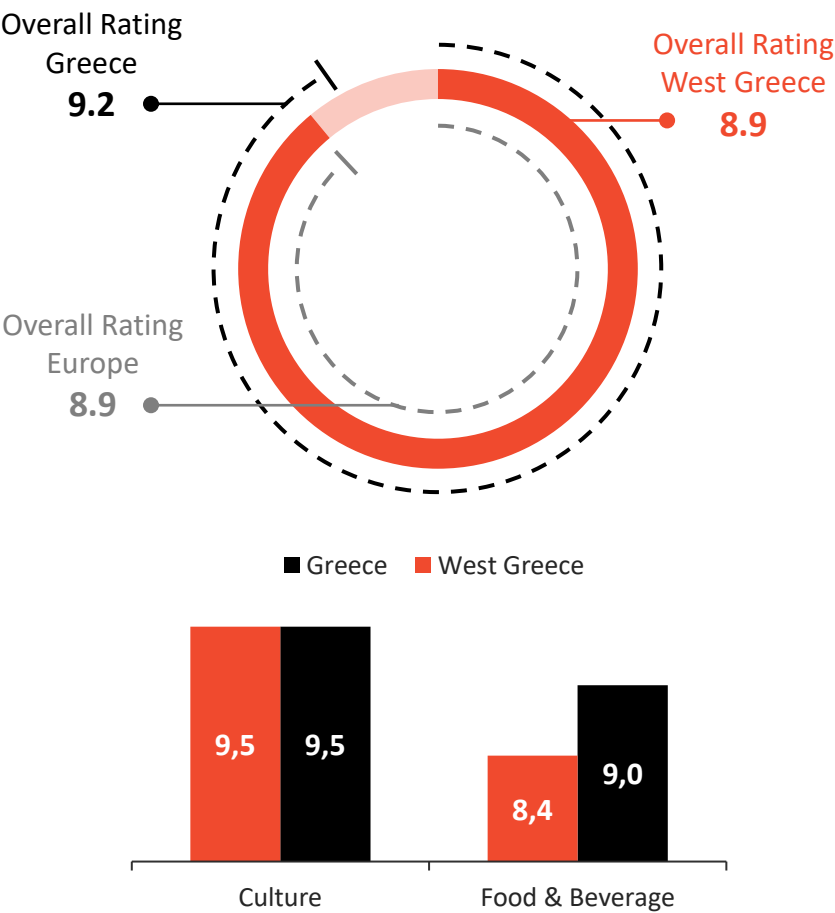
Rating per Market

Market	Rating	Review Volume
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

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

West Greece

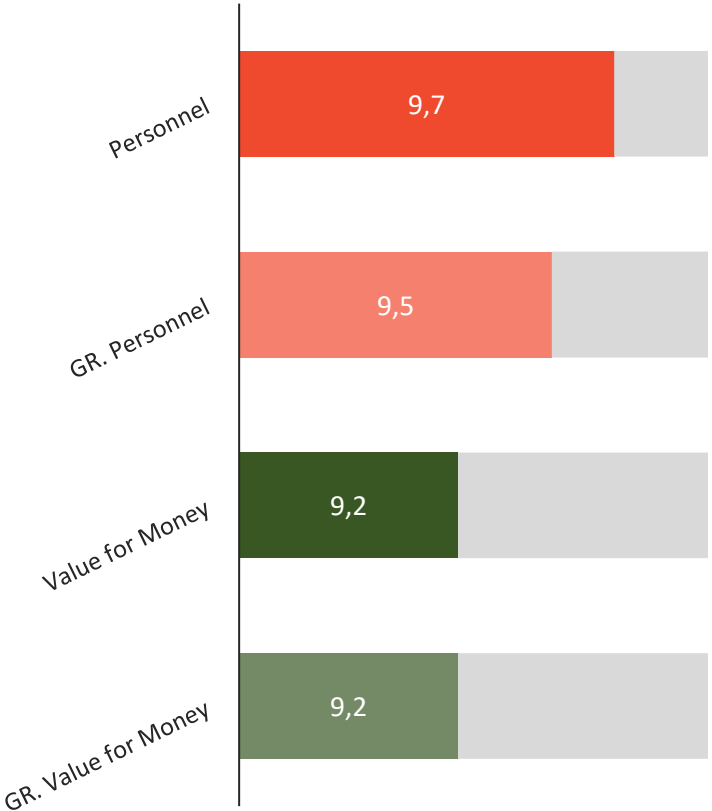
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



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

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.



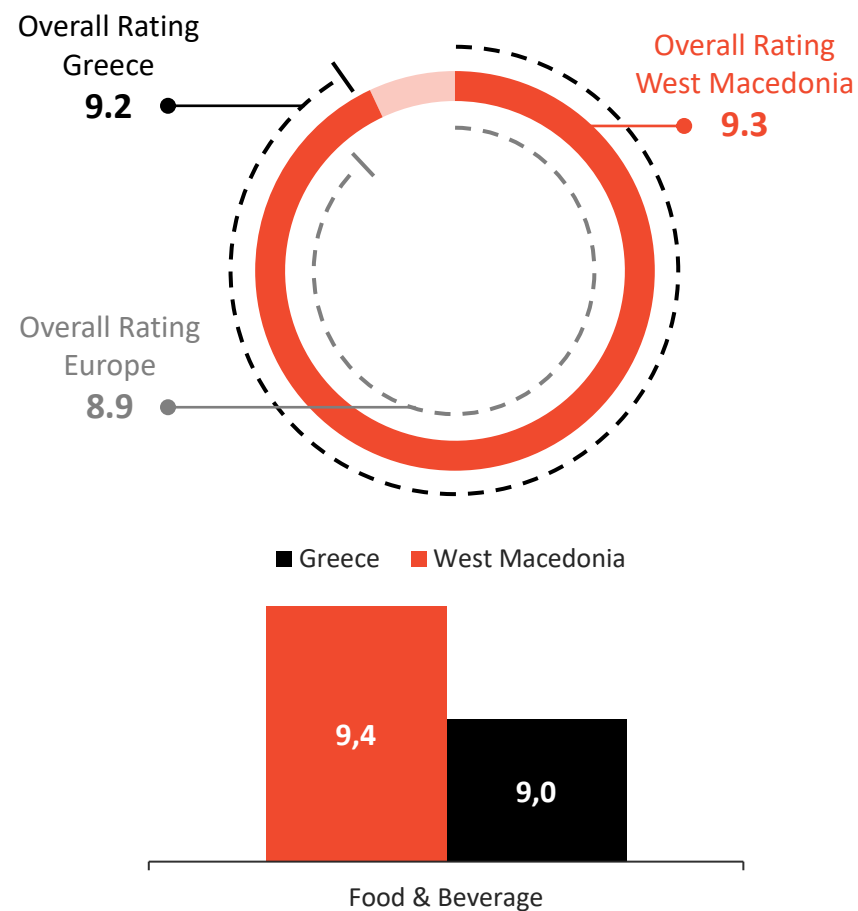
Rating per Market

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

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

West Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA



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.

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



SOUVENIRS

Conclusion

IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

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.

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



Annex

SOURCES PER TYPE OF DATA

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 | • GetYourGuide | • MakeMyTrip | • TheFork |
| • AirBnB | • Goibibo.com | • MeetingReview | • Travelocity |
| • Booking.com | • Google | • Musement | • Traveloka |
| • BungaloSpecials.nl | • Holidaycheck.de | • Open Table | • TripAdvisor |
| • Camping.info | • Hostelworld | • Orbitz | • Trustpilot |
| • Camping2be | • Hotels.com | • Otelpuan | • Viator |
| • CheapTickets | • Hotels.nl | • Parkvaccances | • Weekendjeweg.nl |
| • Ctrip (Trip.com) | • HotelSpecials.nl | • Rooms for Africa | • Wotif |
| • Dagjeweg | • HRS | • Staycation | • Yelp |
| • Ebookers | • Klook | • TableOnline.fi | • Zomato |
| • Expedia.com | • Latminute.com.au | • Takeaway.com | • Zoover |
| • Facebook | | | |



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