

Κύρια Σημεία

Απρίλιος-Ιούνιος 2024

Η πορεία του δείκτη ΝSΙ

- Εξετάζοντας το δεύτερο τρίμηνο συνολικά και με βάση τον δείκτη NSI, η Ελλάδα (30) μαζί με την Ισπανία (30) κατατάσσονται στην τρίτη θέση μετά την Πορτογαλία (66), την Ιταλία (55) και στην Κροατία (55).
- Ο μήνας Απρίλιος υπήρξε ο πιο ισχυρός για τη θετική φήμη της Ελλάδας και της Αθήνας στο διαδίκτυο.

Το περιεχόμενο των διαδικτυακών συζητήσεων

- Η διαδικτυακή φήμη της Ελλάδας συνεχίζει να συγκεντρώνει τον μεγαλύτερο όγκο θετικών συζητήσεων σε θέματα Πολιτισμού και Γαστρονομίας .
- Στις θετικές αναφορές περιλαμβάνονται σχόλια για τον καιρό (κυρίως τους ανοιξιάτικους μήνες) και την ποιότητα της εμπειρίας στη θάλασσα, για εναλλακτικούς προορισμούς όπως τα Μετέωρα, καθώς και δραστηριότητες όπως η αναρρίχηση και η πεζοπορία. Οι εμπειρίες που σχετίζονταν με τη γαστρονομία περιλάμβαναν αναφορές τόσο σε μαθήματα μαγειρικής όσο και το φαγητό σε μοναδικά περιβάλλοντα.
- Άλλες θετικές αναφορές σχετίζονται με τα νέα απευθείας δρομολόγια πτήσεων μεγάλων αποστάσεων και την ελκυστικότητά της χώρας ως κορυφαίου προορισμού για γυναίκες που ταξιδεύουν μόνες τους.
- Καταγράφεται αύξηση των συζητήσεων γύρω από τις υψηλές θερμοκρασίες τον Ιούνιο, ένα συνηθισμένο πρόβλημα στους μεσογειακούς προορισμούς καθώς, αφενός συνδέονται με πυρκαγιές και αφετέρου οδηγούν το κλείσιμο σημαντικών αρχαιολογικών χώρων.
- Παρόλο που το θέμα της Φιλοξενίας δημιούργησε συγκριτικά λιγότερες συζητήσεις, κατέλαβε την τρίτη θέση στους παράγοντες που δημιουργούν θετική φήμη.





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Με βάση τις αξιολογήσεις σε τουριστικά sites (online travel agents, travel review sites κλπ.), τα κύρια σημεία έχουν ως εξής::

Η αξιολόγηση της εμπειρίας

- Το επίπεδο ικανοποίησης παρέμεινε πολύ υψηλό (Ελλάδα: 9,2 & Αθήνα: 9,1) και σημαντικά υψηλότερο από την βαθμολογία της Ευρώπης συνολικά (8,9).
- Από τον Φεβρουάριο του 2024, ο αριθμός των αξιολογήσεων για την Ελλάδα αυξάνεται σταθερά. Η Αθήνα ακολούθησε αυτή την τάση μέχρι τον Μάιο, σημειώνοντας μικρή μείωση τον Ιούνιο. Αυτό δείχνει ότι, ενώ η συνολική επισκεψιμότητα έχει αυξηθεί λόγω της περιόδου αιχμής, οι επισκέπτες προτιμούν όλο και περισσότερο να ταξιδεύουν σε περιοχές εκτός των κύριων πόλεων, όπως αποδεικνύεται από τον ταχύτερο ρυθμό αύξησης των αξιολογήσεων για την Ελλάδα συνολικά.
- Όλες οι Περιφέρειες είχαν βαθμολογία μεγαλύτερη του 9, με τη Θεσσαλία και τη Δυτική Μακεδονία να φθάνουν στο 9,5 και 9,4 αντίστοιχα, επιβεβαιώνοντας τις δυνατότητες που υπάρχουν για τη χρονική και χωρική επέκταση της τουριστικής δραστηριότητας.

Τα επιμέρους συστατικά της εμπειρίας

- Σε εθνικό επίπεδο οι αξιολογήσεις για τα επιμέρους συστατικά του τουριστικού προϊόντος (Πολιτισμός 9,3, Γαστρονομία 9,1 Εμπειρία στη Θάλασσα 9,0), έχουν βαθμολογία μεγαλύτερη/ίση του 9 ενώ, η γαστρονομία ξεπέρασε την εμπειρία στη θάλασσα.
- Από την ανάλυση προκύπτει ότι οι ταξιδιώτες στην Ελλάδα εκτιμούν πολύ το ανθρώπινο δυναμικό, δίνοντας εξαιρετική βαθμολογία, περί το 9,5 στο σύνολο της χώρας.





Κύρια Σημεία

Απρίλιος-Ιούνιος 2024

- Γενικά, καταγράφεται ικανοποίηση ως προς την αξία των εμπειριών σε σχέση με τα χρήματα (Value For Money) αποδίδοντας βαθμολογία στη χώρα 9,1, ένα πολύ θετικό επίτευγμα ειδικά κατά τη διάρκεια της περιόδου αιχμής.
- Σχετικά με το Βιώσιμο Ταξίδι (8,4) και την Υγιεινή (8,3), καταγράφονται σχετικά ικανοποιητικές αξιολογήσεις.

Η τουριστική εμπειρία ανά περιφέρεια

- Η Θεσσαλία έλαβε την υψηλότερη βαθμολογία όσον αφορά τον Πολιτισμό, ακολουθούμενη από την Κεντρική Μακεδονία, την Πελοπόννησο και τη Δυτική Ελλάδα.
- Η Κρήτη, προηγείται όσον αφορά την Γαστρονομία, με τα Ιόνια Νησιά και τη Δυτική Μακεδονία να ακολουθούν με μικρή διαφορά.
- Εντυπωσιακό εύρημα αποτελεί ότι η Ήπειρος απέσπασε τις θετικότερες αξιολογήσεις για την εμπειρία στη θάλασσα.
- Όσον αφορά το ανθρώπινο δυναμικό, η Στερεά Ελλάδα, η Ήπειρος και τα Ιόνια Νησιά είχαν την υψηλότερη βαθμολογία
- Η Στερεά Ελλάδα προηγείται στις αξιολογήσεις ως προς τη σχέση ποιότητας-τιμής ακολουθούμενη με μικρή απόκλιση από τη Δυτική Ελλάδα.
- Οι βιώσιμες δράσεις επαινέθηκαν περισσότερο στην Κεντρική Μακεδονία, η οποία είναι επίσης, η περιοχή που έλαβε την υψηλότερη βαθμολογία για την Υγιεινή.

Αξιολόγηση της εμπειρίας ανά αγορά

- Οι πέντε διεθνείς αγορές με τον υψηλότερο όγκο αξιολογήσεων στην Ελλάδα ήταν κατά σειρά το Ηνωμένο Βασίλειο, οι Ηνωμένες Πολιτείες, η Γαλλία, η Γερμανία και η Ιταλία.
- Οι επισκέπτες από τις Ηνωμένες Πολιτείες και το Ηνωμένο Βασίλειο έδωσαν τις υψηλότερες συνολικές βαθμολογίες, ακολουθούμενοι από εκείνους από τη Γερμανία, τη Γαλλία και την Ιταλία.

Period of analysis: April 1st, to June 30th, 2024.





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Annexes

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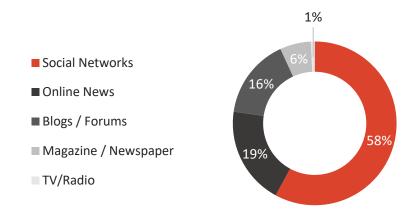


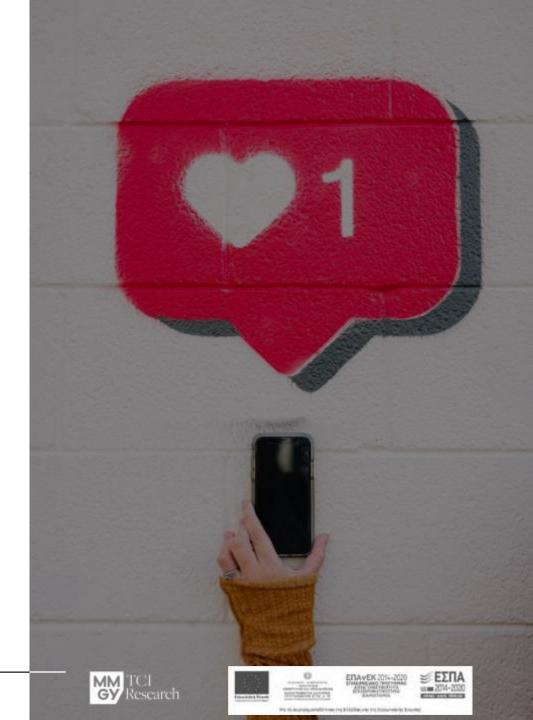
Sentiment Tracker

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 915K+ in social conversations** in relation to travel, generating **12M engagements**, shared by **206K+ unique authors** from **210 countries**.





Key Sentiment Trends

SUMMARY FOR THE SECOND QUARTER OF 2024

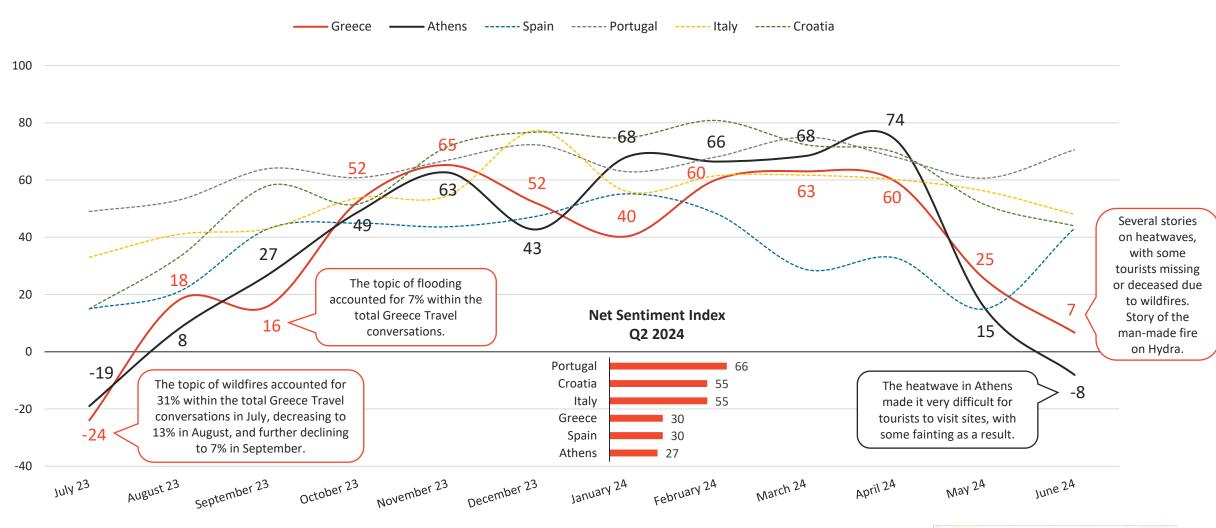
- Greece's overall Net Sentiment Index for the second quarter of 2024 held a relatively high score in April, subsequently dropping in May and June. It currently stands in third place alongside Spain, following Portugal, Croatia, and Italy. The polarity of conversations for Athens saw a peak of positivity in April, yet experienced a strong decrease in May and June leaving it in fourth place compared to all other benchmarks.
- Greece saw the highest volume of conversations centred around Culture, maintaining the most positive sentiment. Gastronomy followed closely, ranking second in both volume and positivity. Meanwhile, discussions on the Environment increased but experienced a notable drop in sentiment, likely due to extreme weather events over the summer. Lastly, although Hospitality generated fewer conversations, it achieved third place in positive sentiment and had an overall favourable score.
- Most positive drivers focused on Greece's incredible weather and crystal-clear waters through a large number of posts on social media. However, content also highlighted incredible destinations like Meteora, rock climbing, and hiking. Food-related activities showcased a mix of learning to cook and dining in unique spaces. Additional positive content mentioned Greece having some of the cleanest waters in Europe, new direct long-haul flight routes, and being an ideal destination for female solo travellers.
- Looking at the stories behind Greece's downward changes in scores, the decline in the month of May was specifically due to a group of pro-Palestinian protesters chasing Israeli visitors to their hotel, an incident that escalated to the point of riot police having to interfere. This story had an even stronger effect on Athens' score.
- June saw the proliferation of negative content that often affects all Mediterranean destinations in summer, being the strong heatwaves. These caused wildfires in Greece which resulted in some travellers missing and others passing away. The heatwaves also made it very difficult for visitors in Athens to do sightseeing, with the Acropolis being eventually closed during the hottest hours of the day for safety reasons. Finally, within the same theme, a story on the island of Hydra suffering from a man-made fire due to fireworks being shot from a luxury yacht generated a very high degree of controversy.

MM TCI GY Research



Net Sentiment Index

TRENDS FOR GREECE'S ONLINE REPUTATION





Reputation Topics

TRENDS FOR GREECE'S ONLINE REPUTATION

Unsurprising for Greece, Culture generates once again the highest volume of conversations, with it holding the most positive polarity in conversations during the second quarter. It is followed by Gastronomy, also an important topic for Greece, in both senses (holding second place in terms of polarity). Environment saw a rise in volume coupled with a significant decrease in polarity, likely due to the many extreme weather events seen during the summer period. Finally, Hospitality, being a more niche topic, received much less volume than others, yet holds third place in terms of conversation polarity and a positive overall score.

Volume of Social Conversations Net Sentiment Index Culture 26.545 Culture 89 Gastronomy 11.749 Gastronomy 84 Environment 8.897 Hospitality 73 Environment 47 Hospitality 586



Period of analysis: April 1st, to June 30th, 2024.

Positive Sentiment Drivers

STORIES FUELING GREECE'S SOCIAL REPUTATION

With the spring and summer seasons within the second quarter, it comes as no surprise that the vast majority of content centred on the incredible weather Greece offers alongside its crystal-clear waters. However, drivers also showcased majestic destinations like Meteora, rock-climbing, and hikes. Food-related activities presented a hybrid aspect of learning to cook or eating in special spaces. Other positive content spoke of Greece as having some of the cleanest waters in Europe, new direct long-haul flight routes, or being an ideal destination for female solo travellers.

Examples of reputation drivers

- Displaying beautifully clear waters in Giali beach in Corfu. Described as heaven on earth
- Kourtaliotiko Gorge in Crete an ideal oasis of icy cold water under a large waterfall for those who wish to hike to it
- Enjoying the heat of the summer on a boat in Greek waters reminiscent of the hit film Mamma Mia
- Meteora as a unique destination for those who want to visit a magical place.
 The rock pillars are also described as perfect for those who enjoy rock climbing
- Greece as one of the destinations with the cleanest waters in Europe, with
 95 percent or more being excellent for bathing
- Visiting a beautiful abandoned town on the island of Paros
- Travellers from the United States had a hard time deciding what they loved most from Greece, but concluded that the food won their hearts

- An experience eating a wonderful Greek lunch in a cave next to the sea in Kelafonia
- Taking a cooking class to learn to make spanakopita in Athens described as a perfect activity for both solo travellers and friends
- Organising a surprise trip for a bestie to the Greek islands, all helped by the Spanish travel agency, Flappin'
- A video on how to pack for a one-week girls' trip to Greece when you have limited luggage allowance
- Greece making a list of one of the best destinations for female solo travel in 2024
- The Felipe Ángeles International Airport in México has announced new flights routes to Europe, with one of the destinations being Greece
- Miss Universe travelling to many international destinations, being particularly marvelled by the history that Greece has
- A video of a beautiful suite on Santorini island, having a jacuzzi with incredible views

Period of analysis: April 1st, to June 30th, 2024.





Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT



Aimee Bell - Travel & Life (aimeebelli) created a post



Could not believe my eyes

W location. Quali-beach, Corfu #greece #corfu #greecislands #greecetravel #greecetiktok #traveltiktok #traveltikto

sublished on 34/95/94 at 13:45 TN Tok United States 18t0k.com

1

Beautiful Destinations (beautifuldestinations) created a post



water is freezing @ # @mikelaperdas * Kourtaliotiko Gorge, Crete, Greece #crete #creteisland #tiktoktravel #traveltips #waterfall_

published on Off/DE/24 at 1451 TATION United States 1845k curry



Lani Baker Randol (lani.baker) created a post



Prepare to be sick of the Mamma Mia content while (in in Greece) a swimme is @Sézane + #bostday #greece #traveling #purco.

published on 22/05/24 or 13/24 TRTox Sovied Stones 18tok com-



Beautiful Destinations (beautifuldestinations) created a post



published on 00/05/34 at 14:00. TWTok. United States. (MIDR.com)

Here you will find the cleanest bathing waters in Europe





In created a po-

... no risk of disease anywhere Travel destinations such as Cyprus, Austria, Croatie and Greece are at 95 percent or more, translated by google DIG.

published on 10/86/24 at 10/24 | Online News Other | Builtzerland | www.trevelnews.ch



JUANA SOSA (juanaxsosa) created a post



La historia del castillo es tan I CONIC e Priog Priogper Priogper allaconmigo Agrecia Priaje Priajestidos Apotazie
Wenguajelconic Mausnaxaosa Watern Pargentina ISB

gustianes on 17/06/24 et 21/29. Tie fick. Argentina. Brook.com



ophelia w (shoelover99) created a post



Our trip to Greece with @EF Bo Ahead Tours was everything we ever dreamed of £ more. The views, the food, the shopping , the history! All of it was beautiful & thanks to.

published on 29/05/24 at 22:11 TWTok United States | tiktuk com



Lani Baker Randol (lani.baker) created a post



Kefalonia, Greece • #travel #kefalonia #greece #greekislands #traveltips

published on 25/05/24 at 14/23 | Tik Tok | United Shirles | 14/10k com

Period of analysis: April 1st, to June 30th, 2024.

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Note: For a full list of sources, please see appendix A







Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT



scheckeats created a post



If probialso depends how close you are and how independent you are lissed has been one of my best friends since we were 10 and it doesn't offend us that the other would rather do something different for a few hours! #travel #greece #spanakopita

published on 13/04/24 at 18:30 TWTeR United States 18009.com



Rebeca Stones (rebecastones) created a post

a @Flappin", que organizan tococodo el viajo (vuelos, hoteles.,.) para que tú no tengas que preocuparte de nada, solo de disfrutar!! Ø # #grecia #mykonos #scrpress #viaje □□

published on 23/06/24 at 22:54 TR Tok Spain 18tok com-



Pack with me to go on a girls trip to Greecel as



Maddle Borge shared a video *packing *packingcubes *packwithme

published on SB/06/24 et 79/03. You fube. United Kingdom. you tube com.



World of Statistics @ @stats_feed tweeted:

Best destinations for sale female travel, 2024: 1. 6 Sri Lanka 2. 4 Portugal 3. 4 Grechia 4. • Japan 5. 8 Gostemala 6. 5 Vietnam 7. 2 Australia 8. 5 Greece 9 - New Zealand According to timeout

Period of analysis: April 1st, to June 30th, 2024.

published ov 28/04/24 at 05:30 Twitter United States Twittercoom



AIFA will launch a new international route to Europe



Ulises Rodriguez López created a post

such st. Albania, Montenegro, Croatia, Serbia, Bosnia, Macedonia, Greece, Kosovo, Romania, Eulipania and Turkey. According to Mega Travel, a company that will lease the flights to Bulgaria, trip of 34 days and 11 nights leaving from AJFA to Bulgaria translated by google DD

published on DE/OS/24 at 0s/32. Bitigs. Messire: polemon ma



Miss Universe (missuniverse) created a post



... in Miami, and marvelled at the history of Greece. Wrapped in the colors of each nation's traditional attire, I've felt the warmth of their welcome. Thank you, Travel Time, for making these unforgettable experiences possible. Here's to more.

published on 26/95/24 at 81:00 TWTok United States 18/108 com



This suite is a true masterpiecel ... #santorini #vacation #travel #greece #summer



Julia Gal shared a video

gublimed on 18/05/24 at 22:17 You libe Greece you tube com











Negative Sentiment Drivers

GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

The majority of negative drivers during the second quarter covered the commonly experienced heatwaves during the summer in Greece, and issue seen in all Mediterranean destinations. Wildfires, missing or deceased visitors, and the shutting down of important historical sites were some of the consequences. Additionally, the story of the man-made fire on the island of Hydra caused a lot of uproar and controversy. Other posts condemned the actions of pro-Palestinian protestors chasing Israeli visitors in Athens, at which point the riot police had to intervene.

Examples of reputation drivers

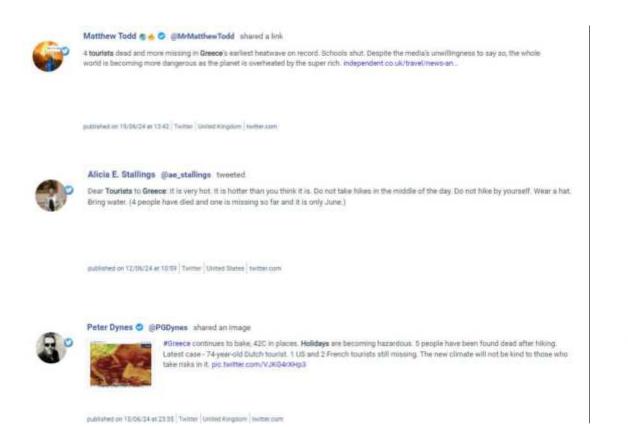
- Four tourists were found dead with more missing in wildfires as a result of Greece's earliest heatwave in records. Several posts on X cautioned visitors to not go on hikes during the middle of the day and to drink a lot of water
- Important sites, like the Acropolis in Athens, were forced to shutdown during peak times during the day, with some tourists fainting due to the heat
- A man-made fire on the island of Hydra was caused by tourists shooting off fireworks from a luxury yacht. The tourists made it back to their home country of Kazakhstan, causing a lot of controversy, but are now being prosecuted for their actions
- Two French women went missing while they were hiking on the island of Sikinos
- Several posts condemned the chasing of Israeli visitors who fled to their hotel followed by pro-Palestinian protestors in Athens. The protestors tried to storm the hotel, at which point the riot police intervened





Illustrative Social Posts

STORIES REFLECTING NEGATIVE SENTIMENT





TF1 INFO (tf1info) created a post



On the tourist island of Hydra, in Greece, the occupants of a yacht set off fireworks, some elements of which ignited the pine forest. 13 people were arrested, einfo eff1 egreece efine translated by google DB

HYDRA Les PETARDS DU VACHT ONT-ED MID LE FED À LILE 1

published on 24:06/24 of 21:00. Tis Tisk. Flance: 18:08.com



TF1 INFO (tf1 info) created a post



Two French tourists disappeared on a Cyclades island in Greece while they went hiking. One of them managed to send worrying messages explaining that she... translated by google 200

published on 19/06/24 at 15:24 TWTok France 18tok dom



Oli London O @OliLondonTV shared a video



Horrifying scenes in Athens, Greece as lynch mob hunt for group of tarsell tourists staying in a hotel. The rook have stormed the hotel and not police are on the scene and have deployed the use of tear gas, pic.twitter.com/1597HMSttdK.

published on 07/05/24 at 22.25. Twitter: United States: twitter com-

Period of analysis: April 1st, to June 30th, 2024.







Ratings & Reviews

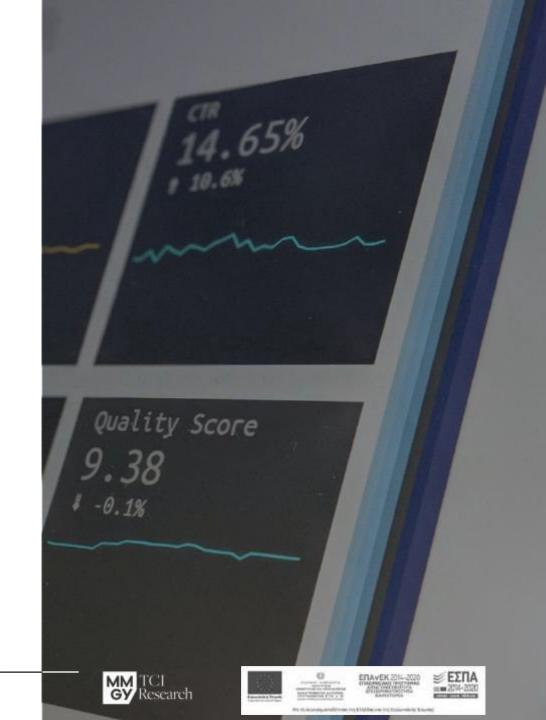
METHODOLOGICAL OVERVIEW

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 second quarter of 2024, ranging from April 1st, to June 30th, 2024.

Reviews Corpus Analysed

Verticals	Reviews Count Greece (01/04/2024 to 30/06/2024)	Reviews Count Benchmark (01/04/2024 to 30/06/2024)
Attractions	108,564	4,617,238
Restaurants	69,425	8,793,382
Total Sample	177,989	13,410,620

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





Key Visitor Experience Trends

SUMMARY FOR THE SECOND QUARTER OF 2024

- While the number of reviews for Greece has **steadily grown since February 2024**, Athens followed the same pattern until the month of May, **seeing a slight drop in June**. This suggests that, while visitation has certainly risen in general due to the high period, **visitors have preferred to travel to areas outside of the main cities**, suggested also by the **much more rapid rate of growth for Greece overall**.
- Greece maintains a competitive overall rating compared to the European benchmark (+0.3 pts.), remaining unchanged since the previous quarter. The advantage vis-à-vis the European benchmark is noted for all regions, as well as Athens. All received a score of at least 9.0, demonstrating Greece's capacity to satisfy visitors regardless of the high season.
- Cultural experiences have once again received the highest rating in Greece, with a score of 9.3 points. However, this time around Food & Beverage scored higher than Seaside attractions. Thessaly obtained the highest rating in terms of Culture, but was followed closely by Central Macedonia, Peloponnese, and West Greece. Crete, however, lead in terms of Food & Beverage, with the Ionian Islands and West Macedonia trailing closely behind. Finally, Epirus was most highly praised for Seaside activities.
- **Personnel continued to receive the highest sentiment scores** in written reviews, standing at 9.5. **Value for Money came in second**, with a score of 9.1, a key indicator of visitor satisfaction, especially during the high period. **Sustainable Travel** and **Hygiene followed in score**, with an 8.4 and 8.3 respectively, **both being very satisfactory scores**.
- In terms of variation per region, Central Greece, Epirus, and the Ionian Islands all had the highest sentiment scores when it comes to Personnel. Central Greece lead in evaluations of Value for Money in guests' written reviews, followed closely by West Greece. The sustainable actions of operators were most highly praised in Central Macedonia, being also the region that received the highest sentiment score for Hygiene.
- The five international markets that had the highest review volume overall in Greece were the United Kingdom, United States, France, Germany, and Italy in that respective order. Visitors from the United States and the United Kingdom gave the highest ratings overall, followed by those from Germany, France, and then Italy.

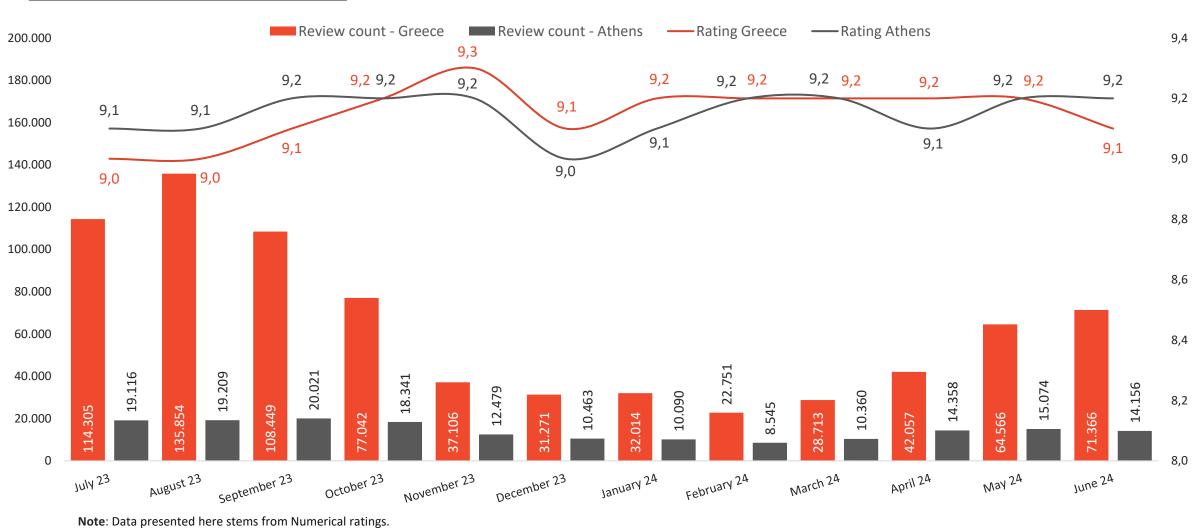
Period of analysis: April 1st, to June 30th, 2024.





Overall Experience Reputation

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

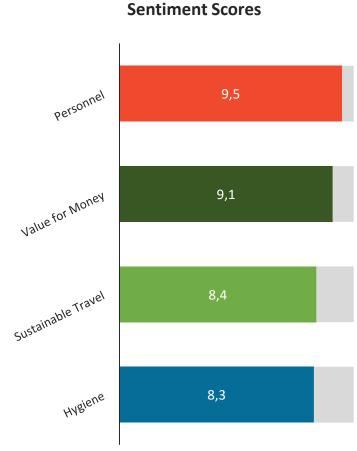




Greece Overall

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN GREECE





Note: Data presented here stems from written reviews.

Period of analysis: April 1st, to June 30th, 2024. Review count: 177,989

Note: Data presented here stems from numerical ratings.



Rating per Market

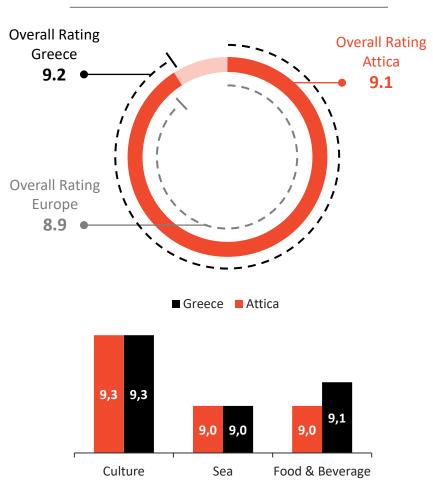
Market	Rating	Review Volume
United States	9.4	4,208
United Kingdom	9.2	4,652
Germany	8.9	1,807
France	8.6	2,197
Italy	8.6	1,302
Greece	8.9	1,035

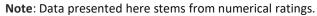




Attica

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA





personnel personnel 9,4 GR. Personnel Nalue for Money 9,1 GR. Value for Money 9,1 8,9 8,4 8,4 8,3

Sentiment Scores

Note: Data presented here stems from written reviews.



Rating per Market

Market	Rating	Review Volume
United States	9.3	2,659
Canada	9.2	482
United Kingdom	9.1	1,131
Germany	8.7	556
France	8.5	839
Greece	8.8	214

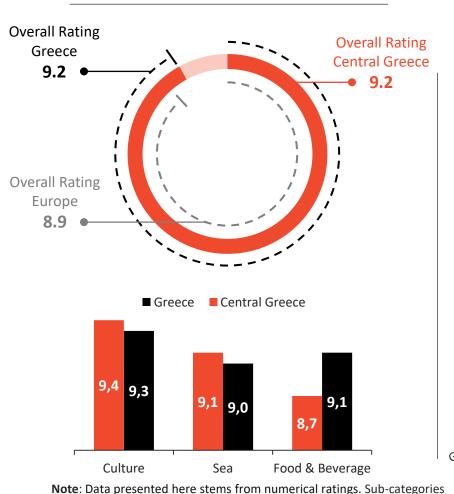






Central Greece

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



Sentiment Scores 9,7 GR. Personnel Natue for Money 9,5 9,1

with no score do not have a large enough base in terms of reviews.

Note: Data presented nere stems from numerical ratings. Sub-categories

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Note: D

Period of analysis: April 1st, to June 30th, 2024. Review count: 2,339

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

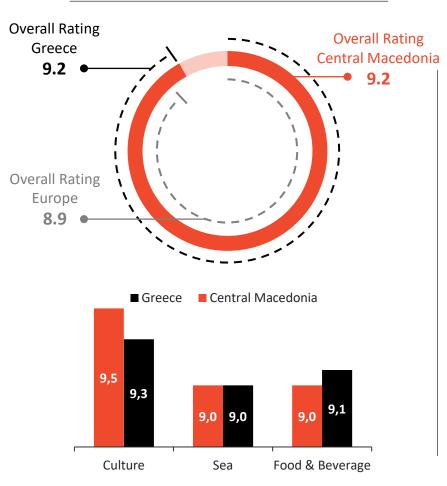
Market	Rating	Review Volume
Italy	9.9	27
United Kingdom	9.8	50
United States	9.7	59
France	9.6	39
Germany	9.6	43
Greece	9.2	18

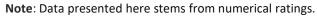




Central Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL MACEDONIA





9,4 GR. Personnel Value for Money 9,0 GR. Value for Money 9,1 9,1 8,4 8,8 8,3

Sentiment Scores

Note: Data presented here stems from written reviews.

Period of analysis: April 1st, to June 30th, 2024. Review count: 22,668



Rating per Market

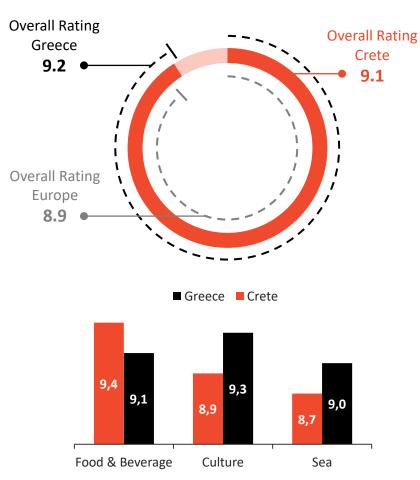
Market	Rating	Review Volume
United Kingdom	9.3	170
Romania	9.2	54
Germany	8.9	145
France	8.8	55
Turkey	8.2	72
Greece	8.7	182

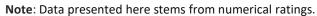




Crete

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE





personnel 9,6 GR. Personnel Nalue for Money 9,1 GR. Value for Money 9,1 8,5 8,4 8,1 8,3

Sentiment Scores

Note: Data presented here stems from written reviews.

Period of analysis: April 1st, to June 30th, 2024. Review count: 31,176



Rating per Market

Market	Rating	Review Volume
United States	9.3	183
United Kingdom	9.0	657
Italy	8.9	167
Germany	8.3	285
France	8.2	466
Greece	9.0	160

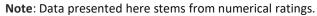




Cyclades

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES





personnel personnel 9,5 GR. Personnel Nalue for Money 8,7 GR. Value for Money 9,1 8,2 8,4 8,6 8,3

Sentiment Scores

Note: Data presented here stems from written reviews.



Rating per Market

Market	Rating	Review Volume
Australia	9.5	155
United States	9.4	833
United Kingdom	9.2	537
Canada	9.2	171
France	9.1	343
Greece	9.1	87

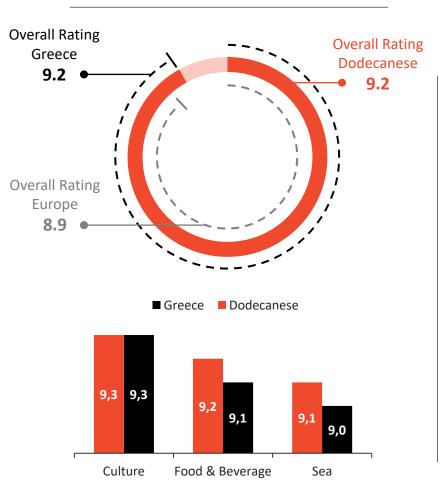


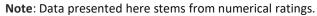




Dodecanese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE





9,6 GR. Personnel Value for Money 9,1 GR. Value for Money 9,1 8,0 8,4 8,0 8,3

Sentiment Scores

Note: Data presented here stems from written reviews.

Period of analysis: April 1st, to June 30th, 2024. Review count: 23,436



Rating per Market

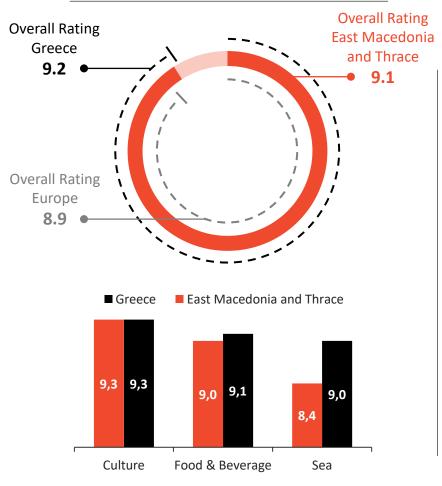
Market	Rating	Review Volume
United States	9.6	163
Germany	9.4	340
United Kingdom	9.2	1,153
Italy	8.6	193
The Netherlands	8.6	185
Greece	9.2	102





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: April 1st, to June 30th, 2024. Review count: 3,770

Sentiment Scores personnel 8,7 GR. Personnel Nalue for Money 8,8 GR. Value for Money 9,1 7,6 8,3

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
Turkey	7.9	30
Greece	8.2	27





Epirus

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, to June 30th, 2024. Review count: 1,520

Sentiment Scores personnel 9,7 GR. Personnel Nalue for Money 8,5 GR. Value for Money 9,1

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

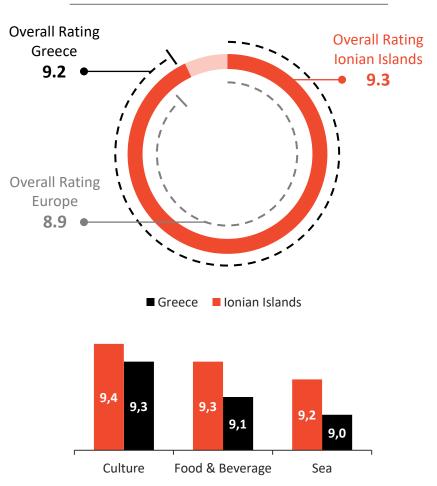
Market	Rating	Review Volume
Australia	10	21
United Kingdom	8.9	28
United States	9.6	28

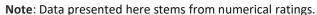


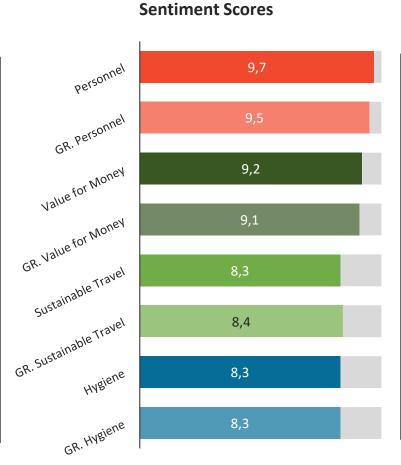


Ionian Islands

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS







Note: Data presented here stems from written reviews.

Period of analysis: April 1st, to June 30th, 2024. Review count: 10,957



Rating per Market

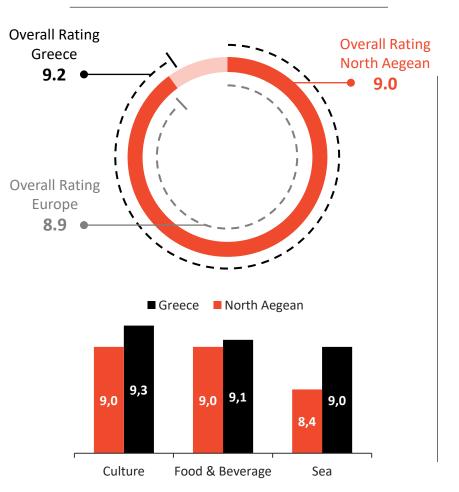
Market	Rating	Review Volume
United Kingdom	9.2	700
Germany	9.1	115
The Netherlands	8.8	196
France	8.8	120
Italy	8.1	107
Greece	99	8.7





North Aegean

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, to June 30th, 2024. Review count: 901

Sentiment Scores 9,1 GR. Personnel Natue for Money 9,2 9,1

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

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

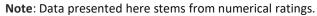




Peloponnese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE





9,4 GR. Personnel Value for Money 9,2 GR. Value for Money 9,1 7,3 8,4 8,3 8,3

Sentiment Scores

Note: Data presented here stems from written reviews.

33

Rating per Market

Market	Rating	Review Volume
United States	9.5	72
Italy	9.4	80
Germany	9.3	57
United Kingdom	9.1	55
France	8.9	79
Greece	9.2	75

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

Period of analysis: April 1st, to June 30th, 2024. Review count: 6,162

Greece Reputation Tracker | 32





Thessaly

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, to June 30th, 2024. Review count: 4,551

Greece Reputation Tracker | 33

personnel 9,5 GR. Personnel Natue for Money 8,9 GR. Value for Money 9,1 8,0

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.

8,3



Rating per Market

Market	Rating	Review Volume
Poland	9.4	91
Germany	9.4	105
France	9.0	56
United Kingdom	8.8	133
Italy	8.8	64
Greece	9.6	31





West Greece

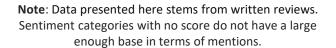
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



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: April 1st, to June 30th, 2024. Review count: 2,076

Sentiment Scores 9,6 GR. Personnel Natue for Money 9,4 GR. Value for Money 9,1





Rating per Market

Market	Rating	Review Volume
United States	9.7	20
Germany	9.4	21
France	9.2	36





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: April 1st, to June 30th, 2024. Review count: 578

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

- Greece's Net Sentiment Index (NSI) for Q2 2024 was high in April but declined in May and June, now ranking third alongside Spain, after Portugal, Croatia, and Italy. Athens saw peak positivity in April, but significant declines in May and June placed it fourth among benchmarks.
- Greece saw the highest volume of conversations focused on Culture, maintaining the most positive sentiment. Gastronomy was close behind, ranking second in both volume and positivity. Conversely, discussions on the Environment increased but saw a significant drop in sentiment, likely due to extreme summer weather events. Lastly, although Hospitality generated fewer conversations, it achieved third place in positive sentiment and had an overall favourable score.
- Positive drivers centred on Greece's **amazing weather and clear waters**, as frequently highlighted in **numerous social media posts**. Additionally, content featured stunning destinations like **Meteora**, as well as activities such as **rock climbing** and **hiking**. **Food-related experiences** included both **learning to cook** and **dining in unique settings**. Other positive mentions included Greece's **exceptionally clean waters**, **new direct long-haul flight routes**, and its **appeal as a top destination for female solo travellers**.
- Most negative comments in the second quarter were about the **frequent heatwaves in Greece**, a common issue in Mediterranean destinations. These heatwaves led to **wildfires**, **missing or deceased visitors**, and the **closure of significant historical sites**. Additionally, a **man-made fire on the island of Hydra sparked considerable uproar and controversy**. Other posts criticized **pro-Palestinian protesters for chasing Israeli visitors in Athens**, which required intervention by riot police.
- Since February 2024, the number of reviews for Greece has steadily increased. Athens followed this trend until May, experiencing a slight decline in June. This indicates that while overall visitation has risen due to the peak season, visitors have increasingly preferred travelling to areas outside the main cities, as evidenced by the more rapid growth rate for Greece overall.
- Greece holds a competitive overall rating compared to the European benchmark, with a lead of +0.3 points. This advantage is evident across all regions, including Athens. Cultural experiences in Greece have once again earned the highest score. Notably, Food & Beverage has surpassed Seaside attractions during the second quarter.
- Personnel continued to receive the highest sentiment scores in written reviews, with a rating of 9.5. Value for Money followed closely at 9.1, a very positive achievement especially during the peak season. Sustainable Travel and Hygiene also received commendable scores, with 8.4 and 8.3 respectively, reflecting high levels of visitor approval.
- The five international markets with the highest review volumes in Greece were the **United Kingdom**, **United States**, **France**, **Germany**, and **Italy**, in that order. Visitors from the **United States and the United Kingdom gave the highest overall ratings**, followed by those from Germany, France, and Italy.

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









