



# Greece Reputation Tracker

SECOND QUARTER OF 2024

Wednesday, 17<sup>th</sup> of July 2024



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Απρίλιος-Ιούνιος 2024

## Η αξιολόγηση της εμπειρίας

- ## Τα επιμέρους συστατικά της εμπειρίας

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

# 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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# Key Sentiment Indexes

GREECE'S ONLINE SOCIAL REPUTATION

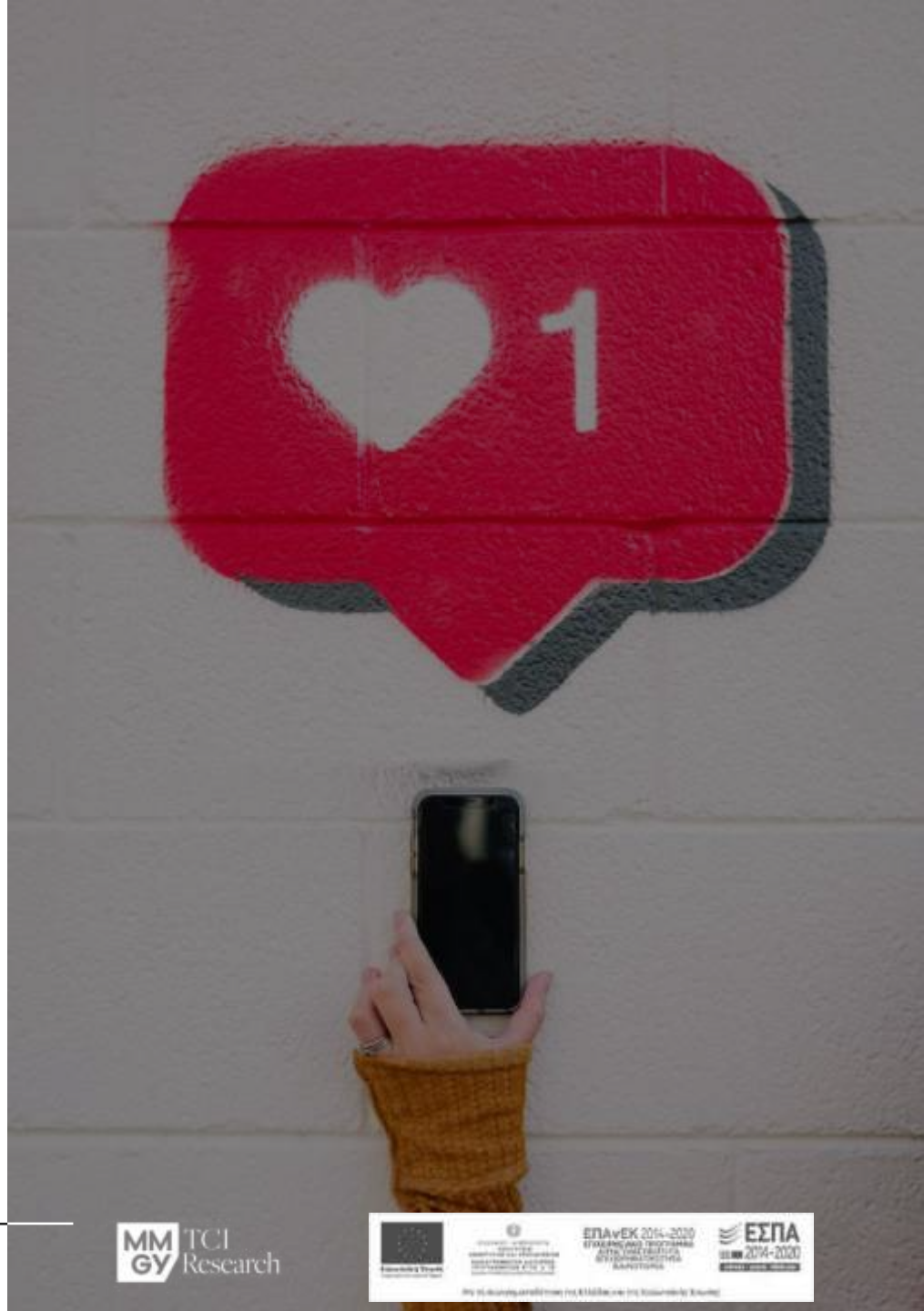
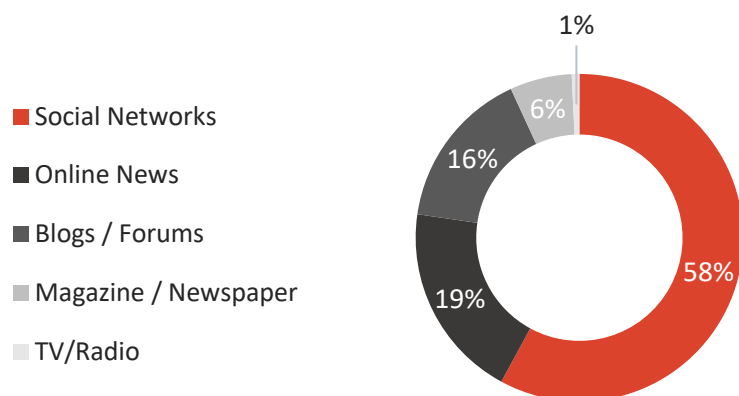


# Sentiment Tracker

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

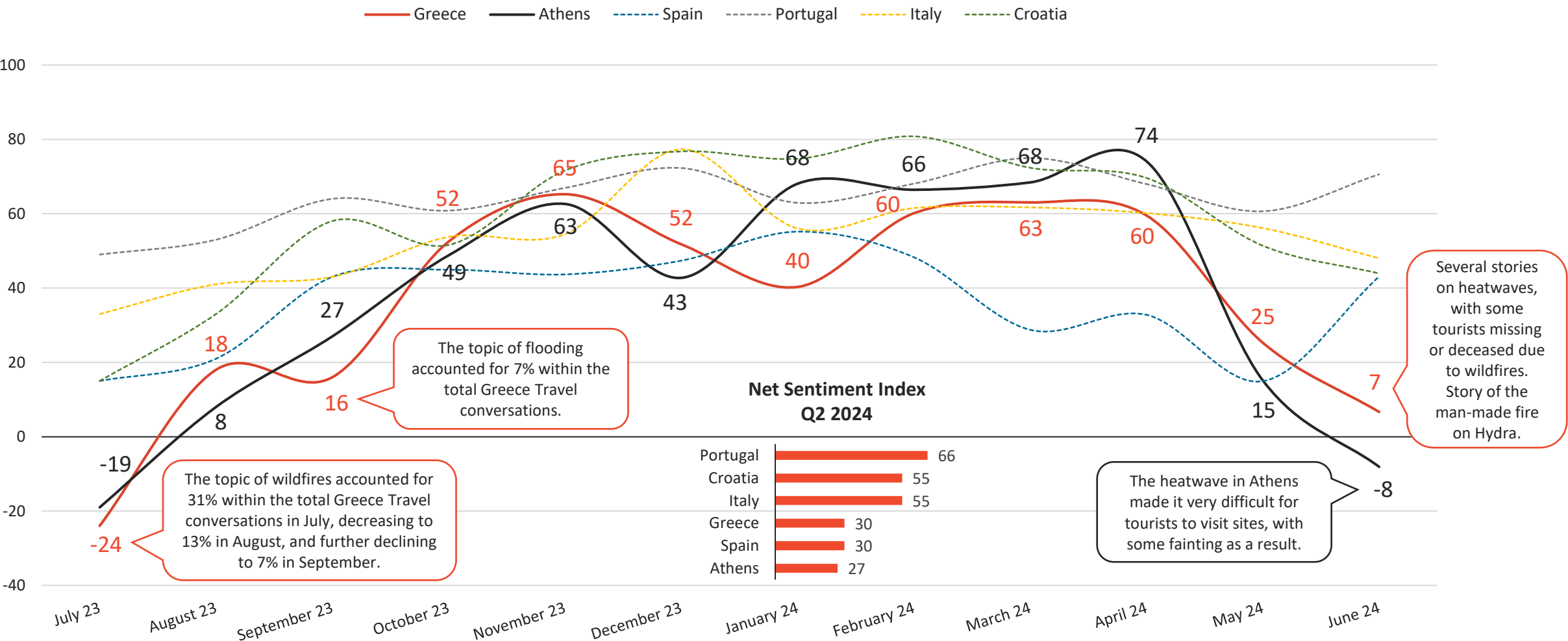
- **Greece's overall Net Sentiment Index for the second quarter of 2024 held a relatively high score in April, subsequently dropping in May and June. It currently stands in third place alongside Spain, following Portugal, Croatia, and Italy.** The polarity of conversations for **Athens saw a peak of 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.

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



# Net Sentiment Index

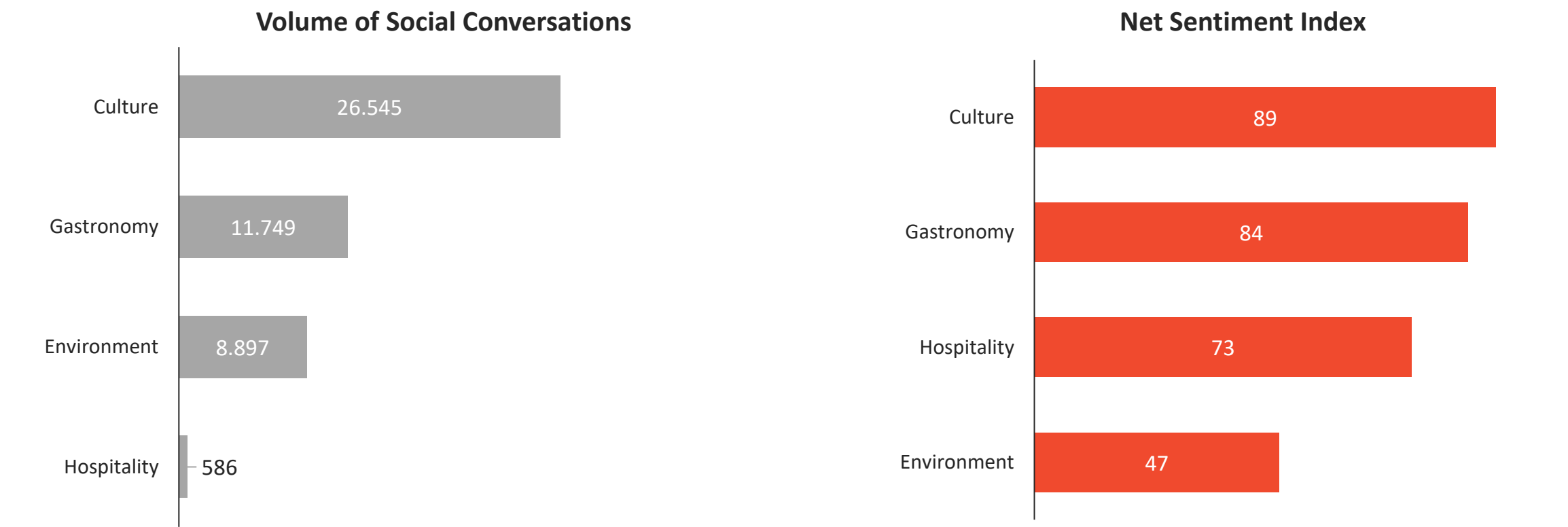
TRENDS FOR GREECE'S ONLINE REPUTATION



# 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.



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.**

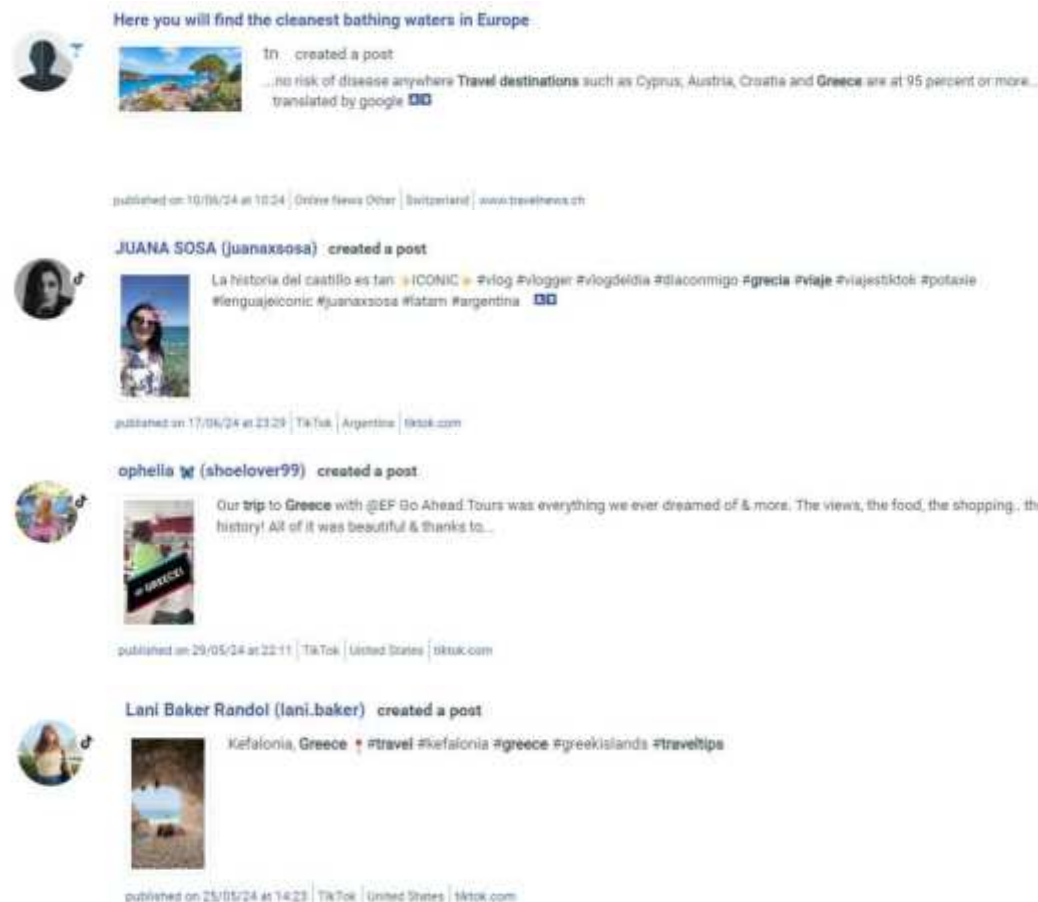
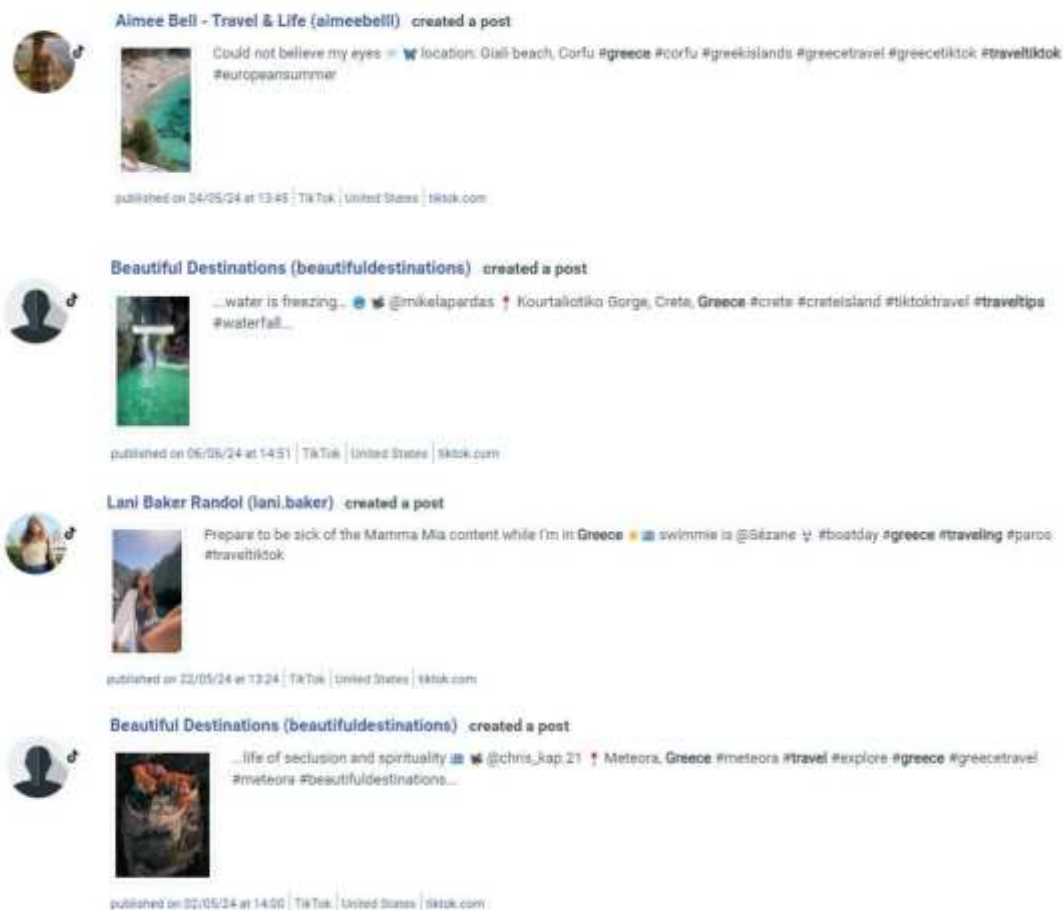
### Examples of reputation drivers

- 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




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



# Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT


**scheckeats** created a post



If prob also depends how close you are and how independent you are...isaac 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 | TikTok | United States | tiktok.com


**Rebeca Stones (rebecastones)** created a post



...a @Flapper, que organizan toooooo el viaje (vuelos, hoteles...) para que tú no tengas que preocuparte de nada, solo de disfrutar!!  
#greece #mykonos #sorpresa #viaje

published on 23/06/24 at 22:54 | TikTok | Spain | tiktok.com


**Pack with me to go on a girls trip to Greece!**



**Maddie Borge** shared a video  
#packing #packingcubes #packwithme

published on 08/06/24 at 19:03 | YouTube | United Kingdom | youtube.com


**World of Statistics** @stats\_feed tweeted



Best destinations for solo female travel, 2024: 1. Sri Lanka 2. Portugal 3. Czechia 4. Japan 5. Guatemala 6. Vietnam 7. Australia 8. Greece 9. New Zealand According to Timeout

published on 26/04/24 at 05:30 | Twitter | United States | twitter.com


**AIFA will launch a new international route to Europe**



**Ulises Rodriguez López** created a post  
...such as: Albania, Montenegro, Croatia, Serbia, Bosnia, Macedonia, Greece, Kosovo, Romania, Bulgaria and Turkey.  
According to **Mega Travel**, a company that will lease the flights to Bulgaria. trip of 14 days and 11 nights leaving from AIFA to Bulgaria... translated by google

published on 05/06/24 at 06:22 | Blog | Mexico | polenon.mx


**Miss Universe (missuniverse)** created a post



...in Miami, and marveled 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 26/05/24 at 01:00 | TikTok | United States | tiktok.com

**This suite is a true masterpiece!** #santorini #vacation #travel #greece #summer



**Julia Gal** shared a video

published on 18/05/24 at 22:17 | YouTube | Greece | youtube.com

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

## 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**.

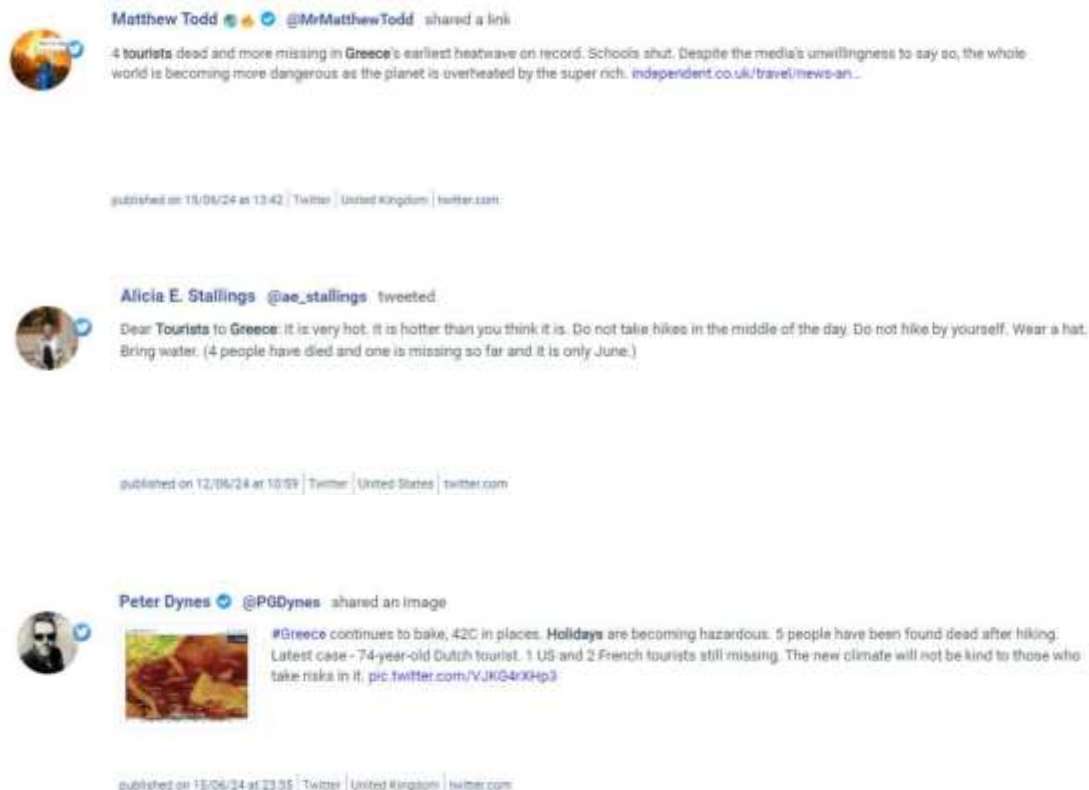
## Examples of reputation drivers

- **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**

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

## STORIES REFLECTING NEGATIVE SENTIMENT

## STORIES REFLECTING NEGATIVE SENTIMENT



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



# Experience Reputation

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



# Ratings & Reviews

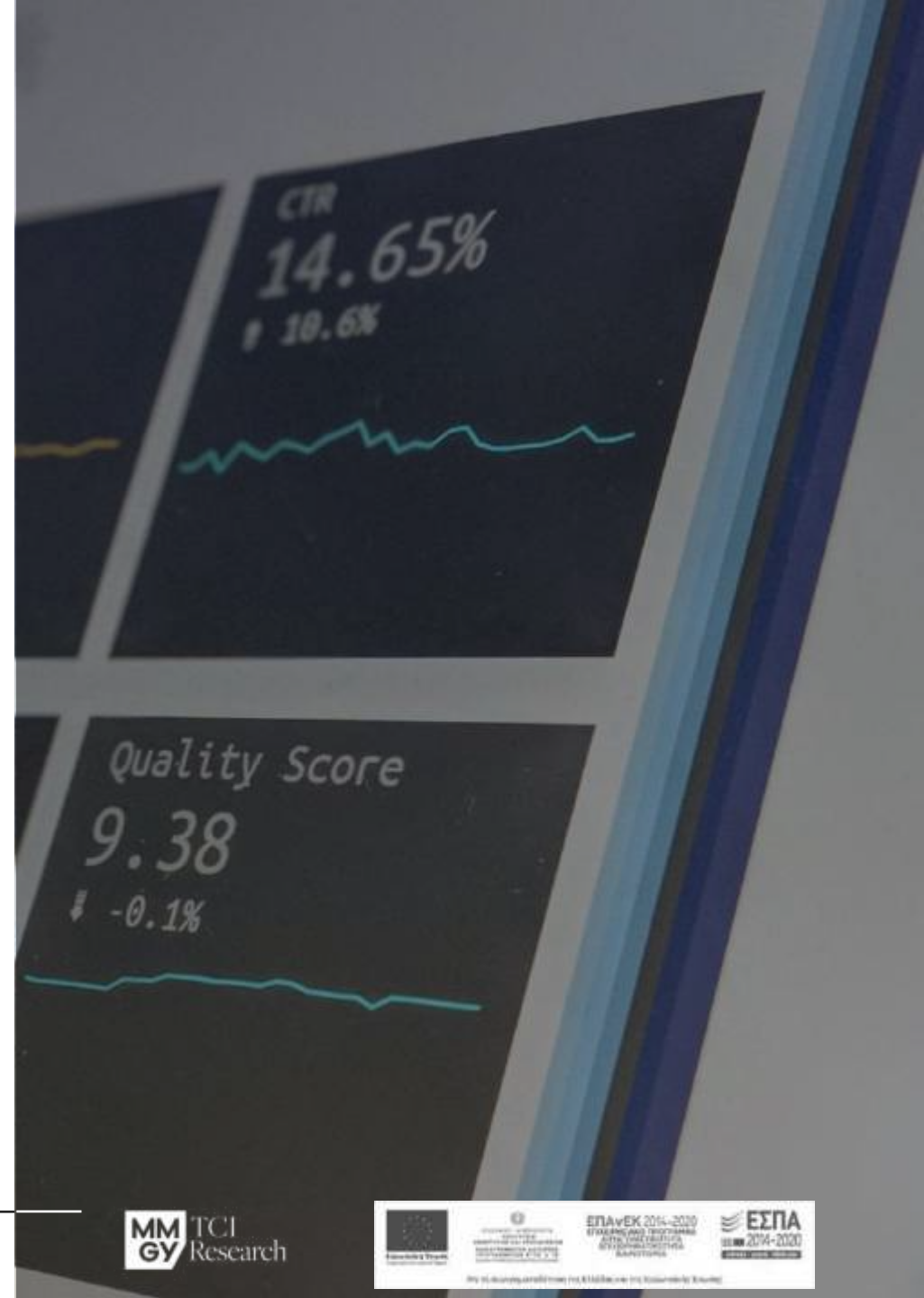
## METHODOLOGICAL OVERVIEW

### 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.



## DEFINING GREECE'S TOURISM ECOSYSTEM

- 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**<sup>1</sup>, 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 based on the largest Hospitality Datasets available.

- 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 1<sup>st</sup>, to June 30<sup>th</sup>, 2024**.

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

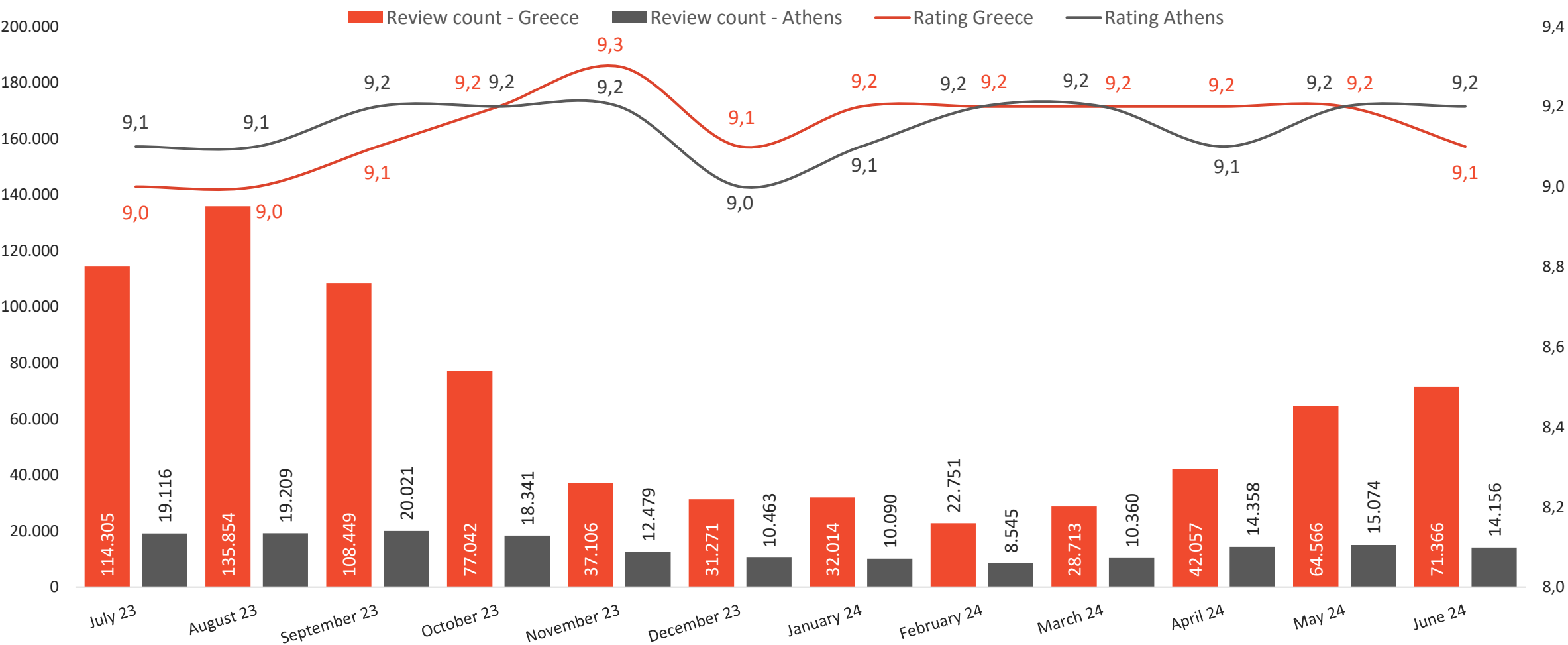
SUMMARY FOR THE SECOND QUARTER OF 2024

- 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

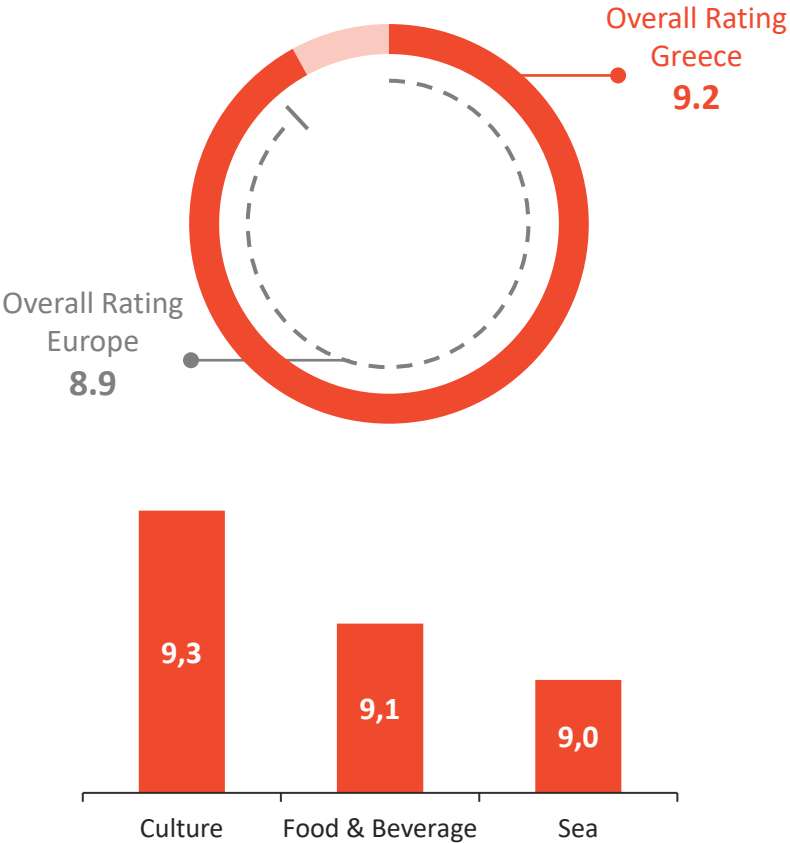


Note: Data presented here stems from Numerical ratings.



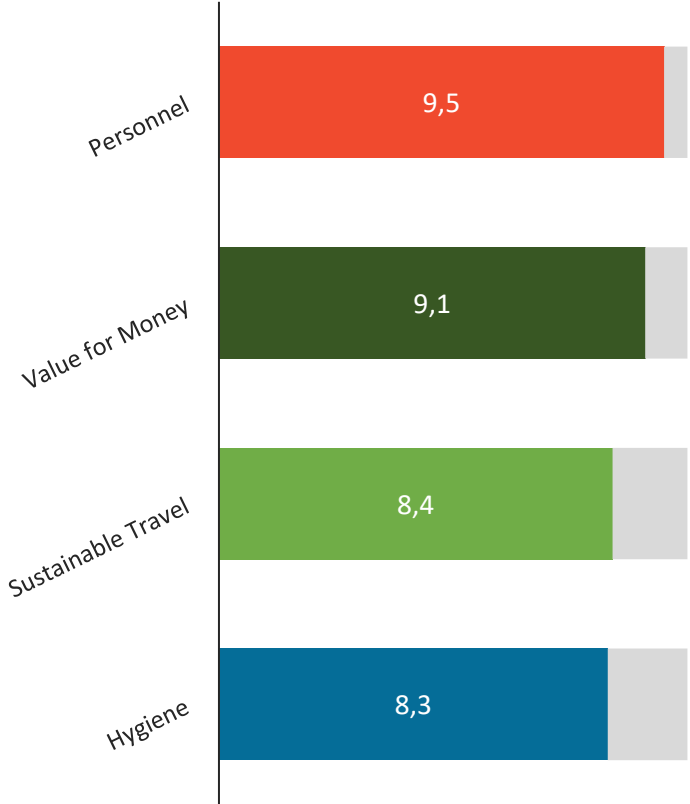
# Greece Overall

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

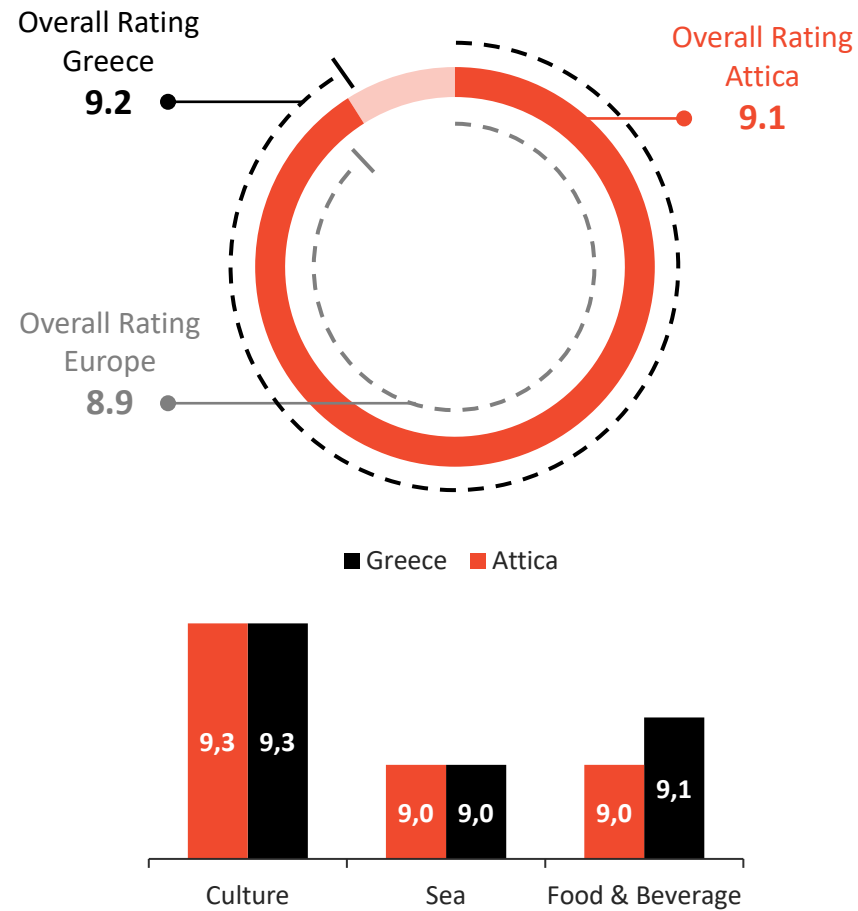
Market	Rating	Review Volume
United States	9.4	4,208
United Kingdom	9.2	4,652
Germany	8.9	1,807
France	8.6	2,197
Italy	8.6	1,302
Greece	8.9	1,035

**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: 177,989

# Attica

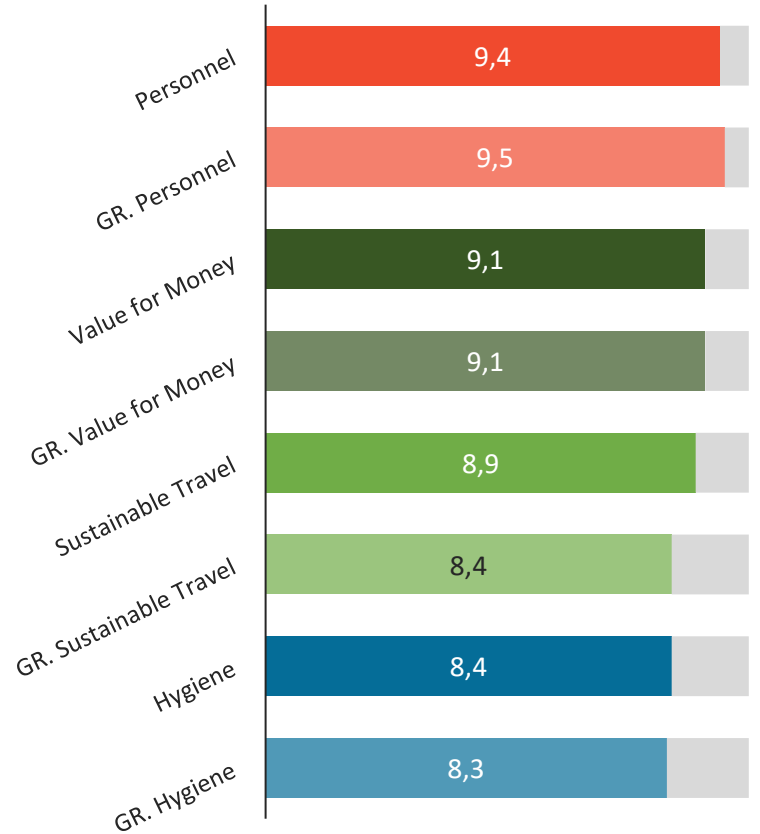
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA



**Note:** Data presented here stems from numerical ratings.

**Period of analysis:** April 1st, to June 30th, 2024. **Review count:** 53,277

## Sentiment Scores



**Note:** Data presented here stems from written reviews.



## Rating per Market

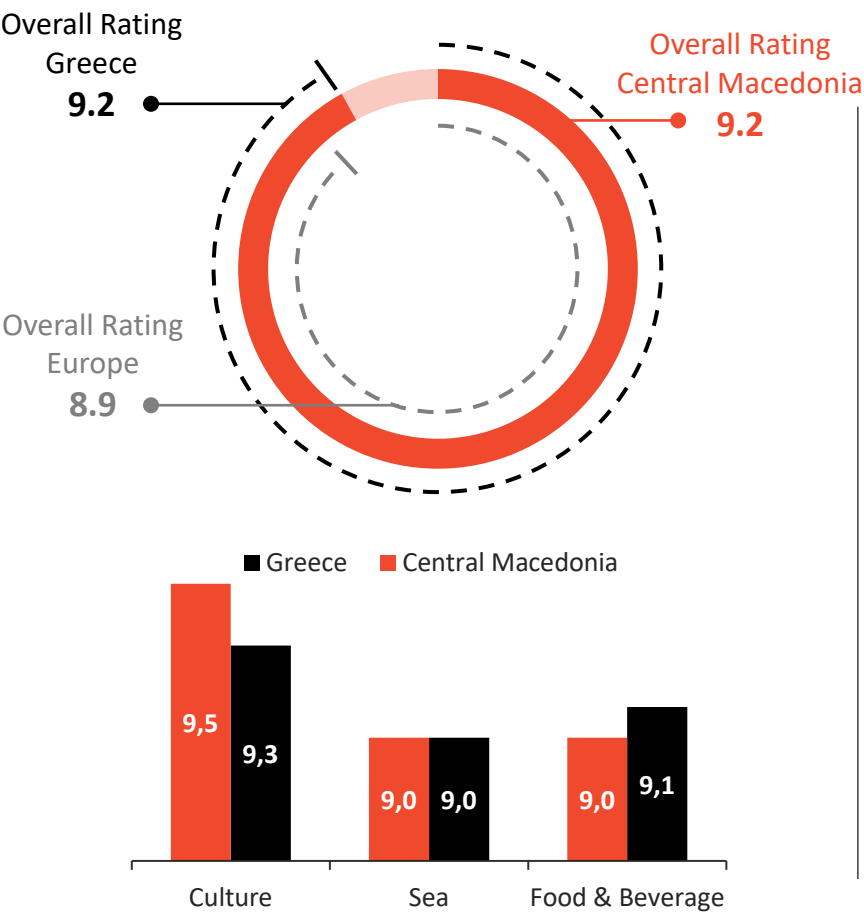
Market	Rating	Review Volume
United States	9.3	2,659
Canada	9.2	482
United Kingdom	9.1	1,131
Germany	8.7	556
France	8.5	839
Greece	8.8	214

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



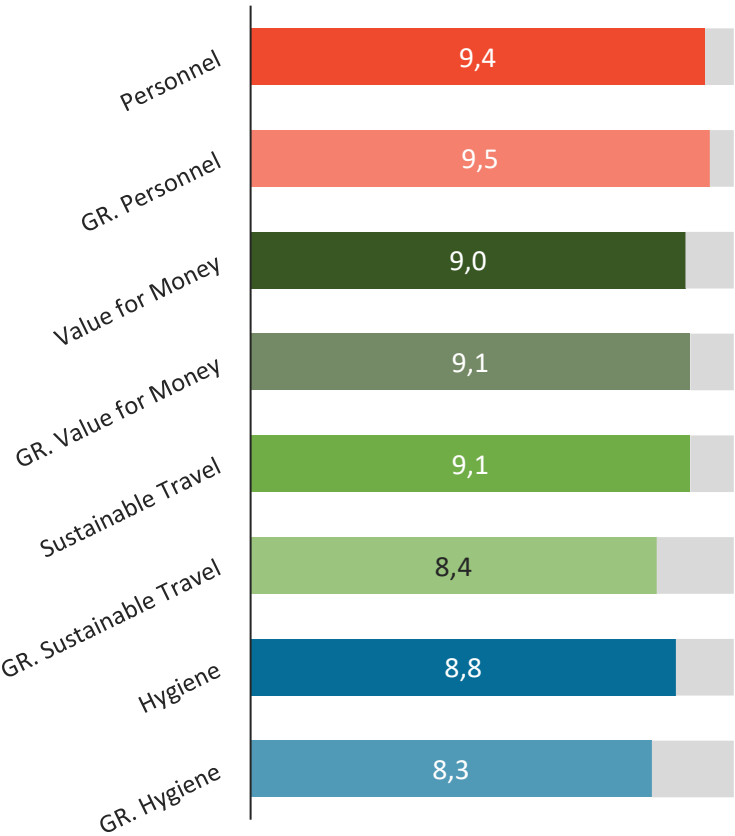
# Central Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL MACEDONIA



Note: Data presented here stems from numerical ratings.

## Sentiment Scores



Note: Data presented here stems from written reviews.



## 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

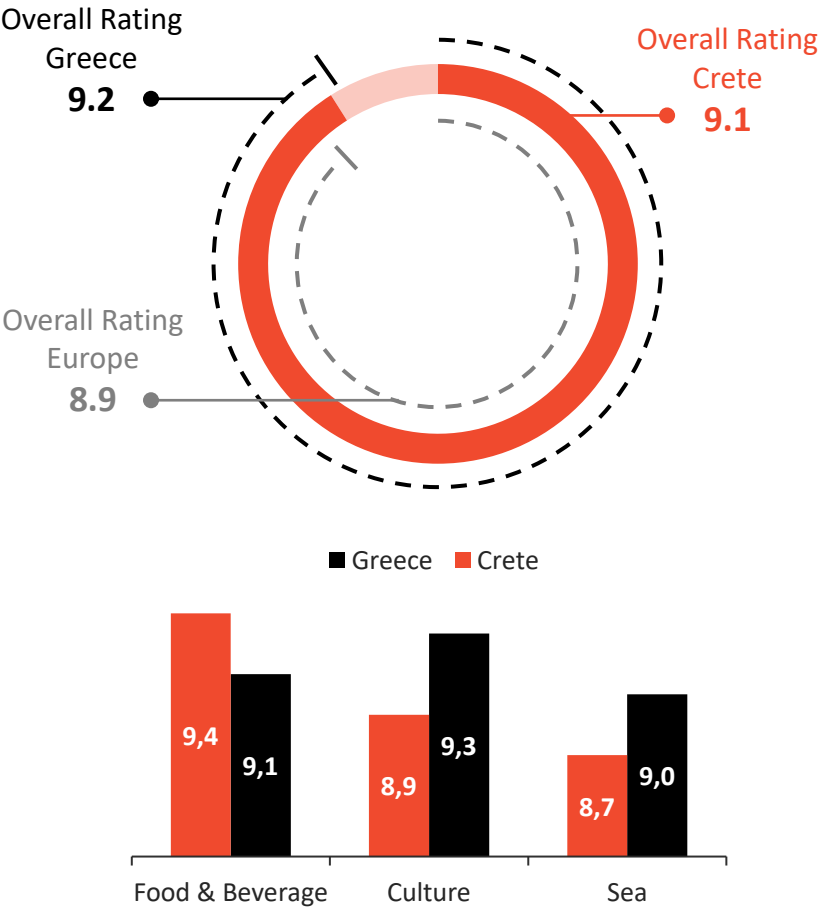
Note: Data presented here stems from numerical ratings.  
The markets reported are based on review count.

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



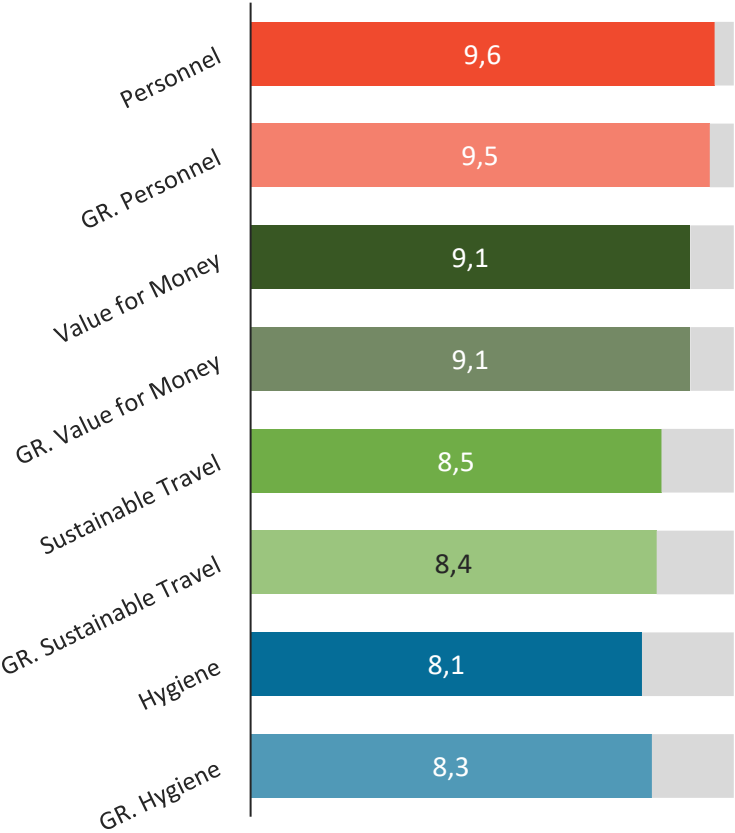
# Crete

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE



Note: Data presented here stems from numerical ratings.

## Sentiment Scores



Note: Data presented here stems from written reviews.



## Rating per Market

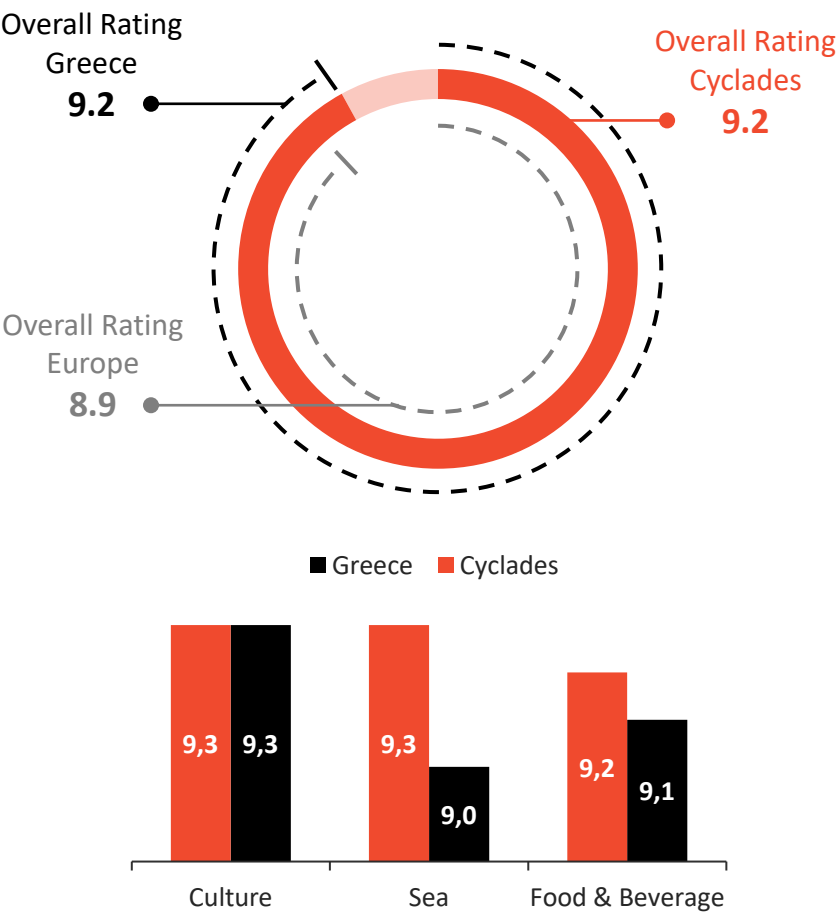
Market	Rating	Review Volume
United States	9.3	183
United Kingdom	9.0	657
Italy	8.9	167
Germany	8.3	285
France	8.2	466
Greece	9.0	160

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: 31,176

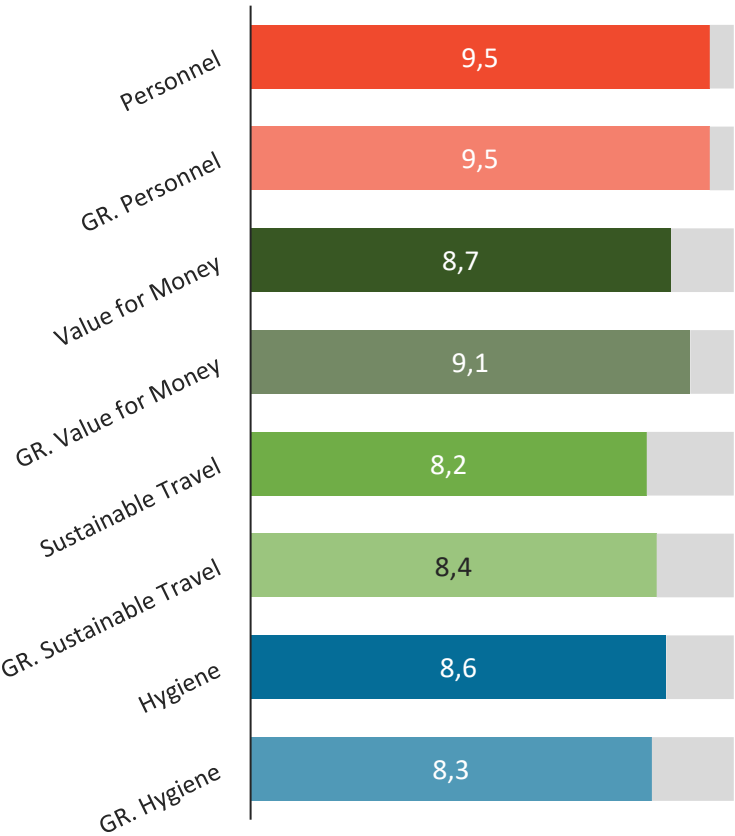
# Cyclades

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES



Note: Data presented here stems from numerical ratings.

## Sentiment Scores



Note: Data presented here stems from written reviews.



## Rating per Market

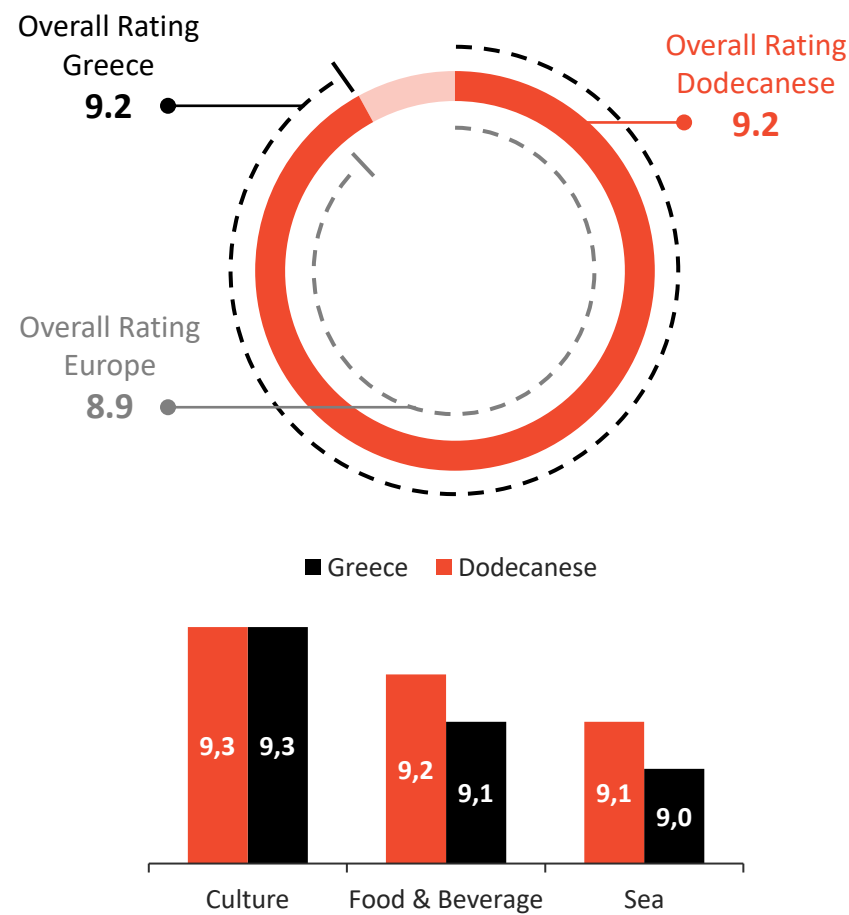
Market	Rating	Review Volume
Australia	9.5	155
United States	9.4	833
United Kingdom	9.2	537
Canada	9.2	171
France	9.1	343
Greece	9.1	87

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: 13,854

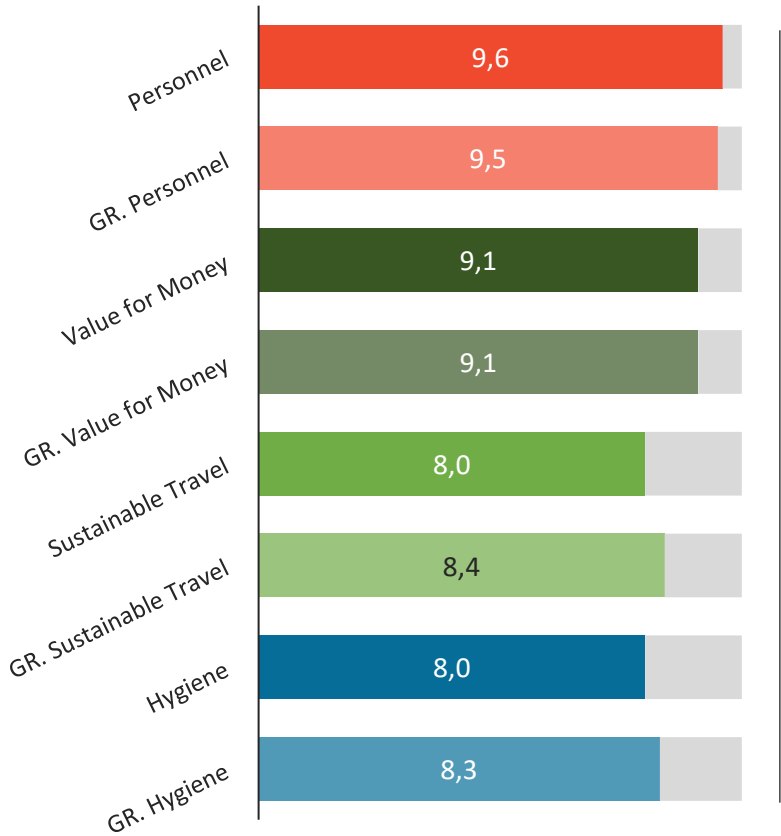
# Dodecanese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



Note: Data presented here stems from numerical ratings.

## Sentiment Scores



Note: Data presented here stems from written reviews.



## Rating per Market

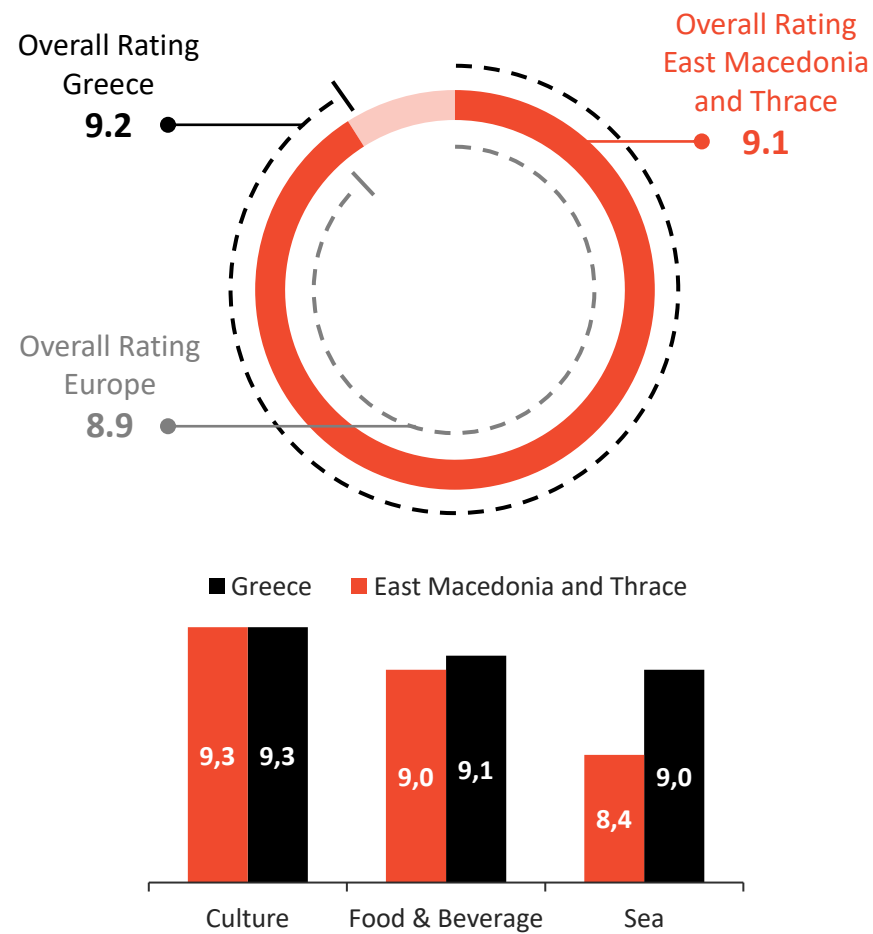
Market	Rating	Review Volume
United States	9.6	163
Germany	9.4	340
United Kingdom	9.2	1,153
Italy	8.6	193
The Netherlands	8.6	185
Greece	9.2	102

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: 23,436

# East Macedonia and Thrace

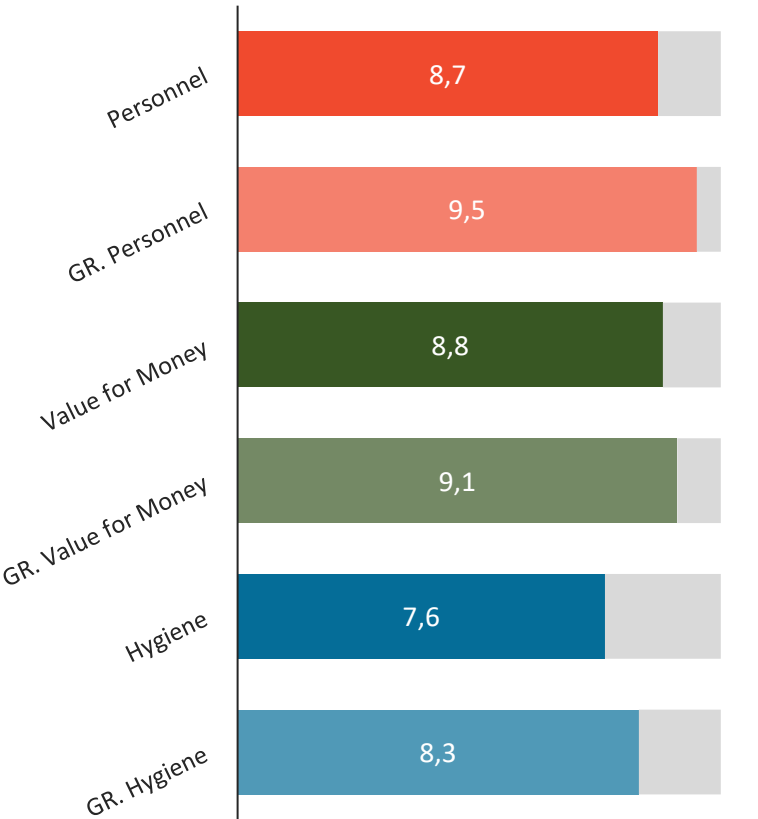
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EAST MACEDONIA AND THRACE



**Note:** Data presented here stems from numerical ratings.

**Period of analysis:** April 1st, to June 30th, 2024. **Review count:** 3,770

## Sentiment Scores



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



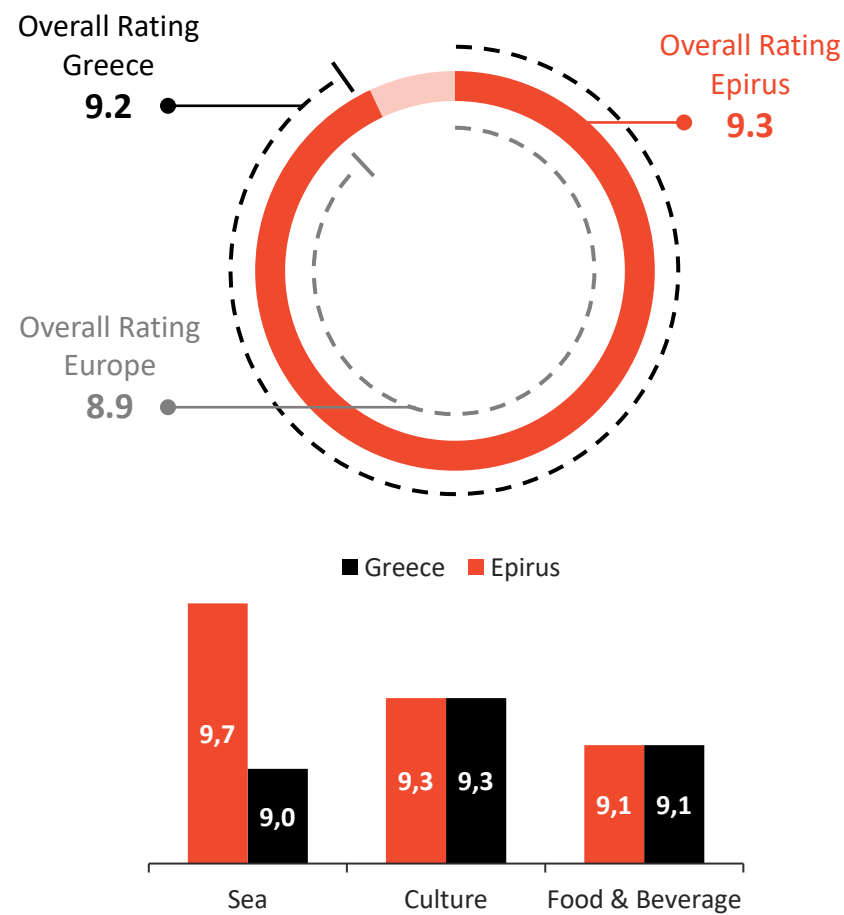
## Rating per Market

Market	Rating	Review Volume
Turkey	7.9	30
Greece	8.2	27

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

# Epirus

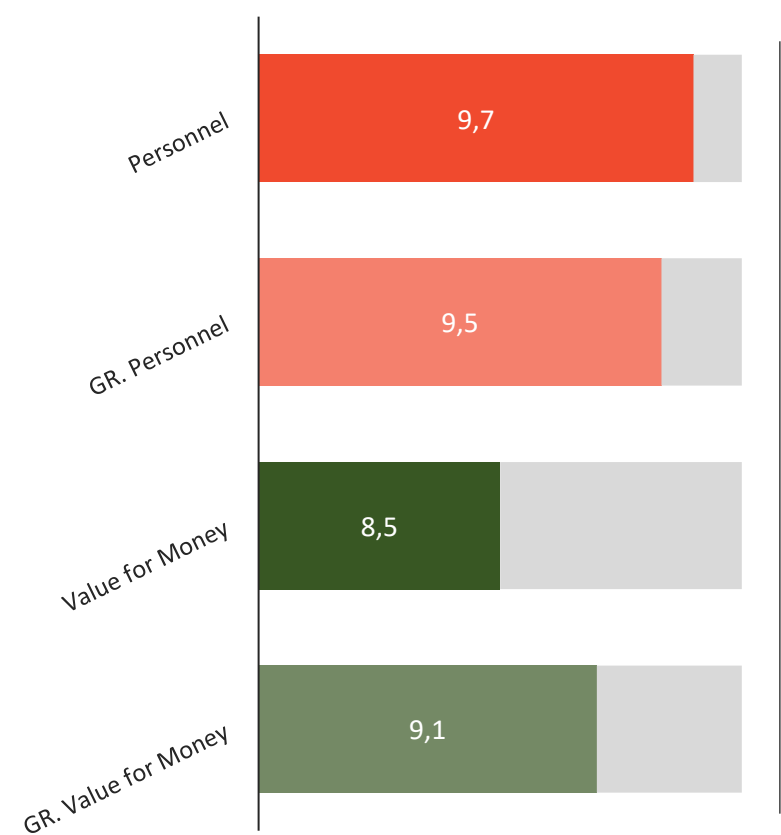
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



**Note:** Data presented here stems from numerical ratings.

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

## 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
Australia	10	21
United Kingdom	8.9	28
United States	9.6	28

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



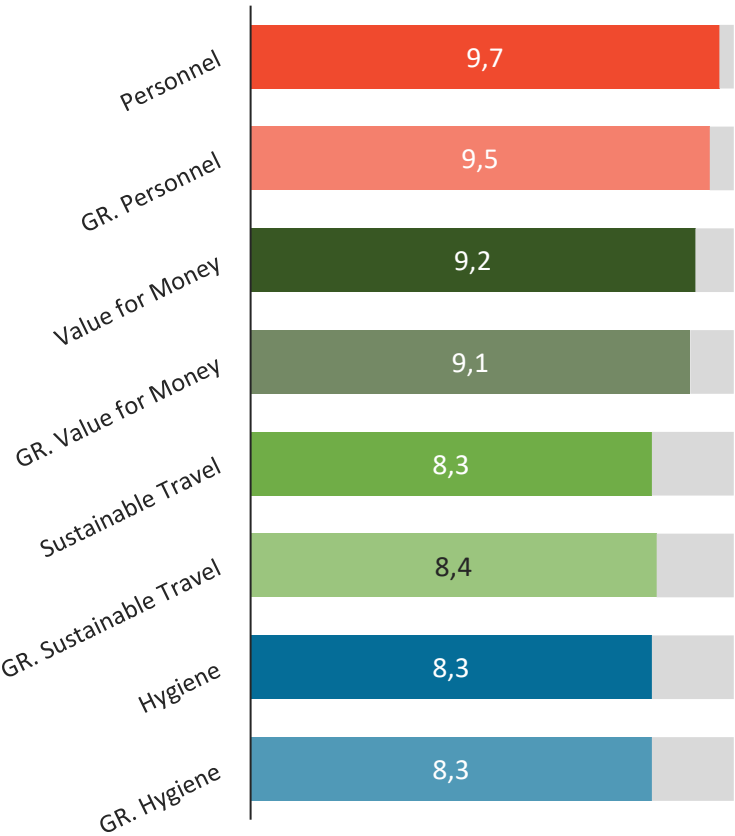
# Ionian Islands

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS



Note: Data presented here stems from numerical ratings.

## Sentiment Scores



Note: Data presented here stems from written reviews.



## 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

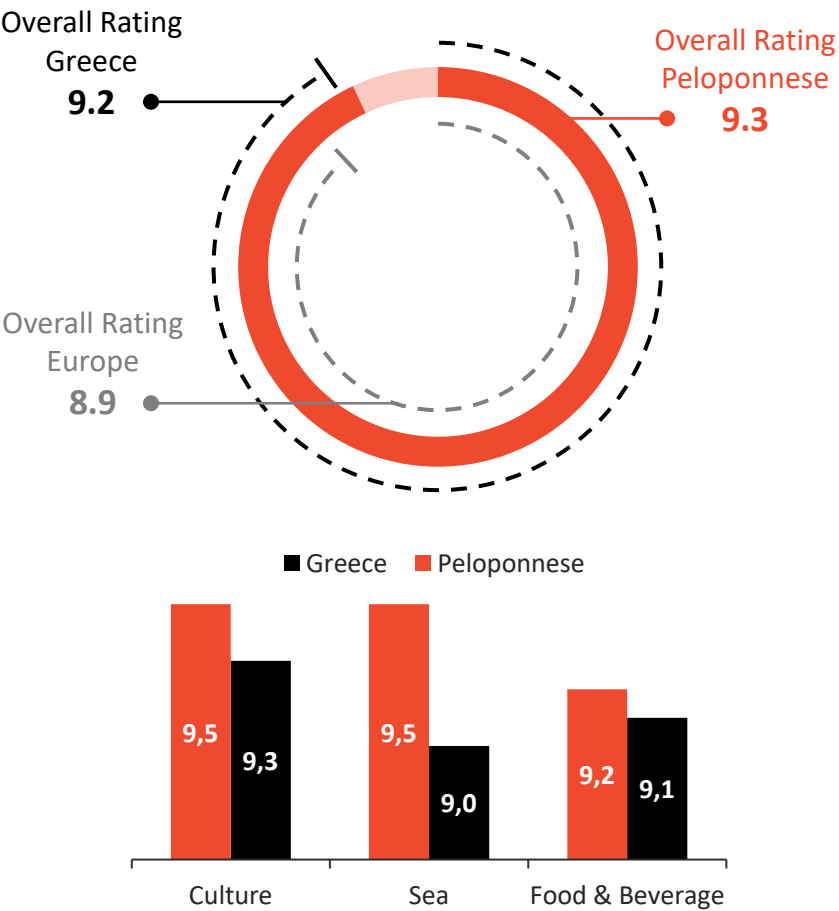
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

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



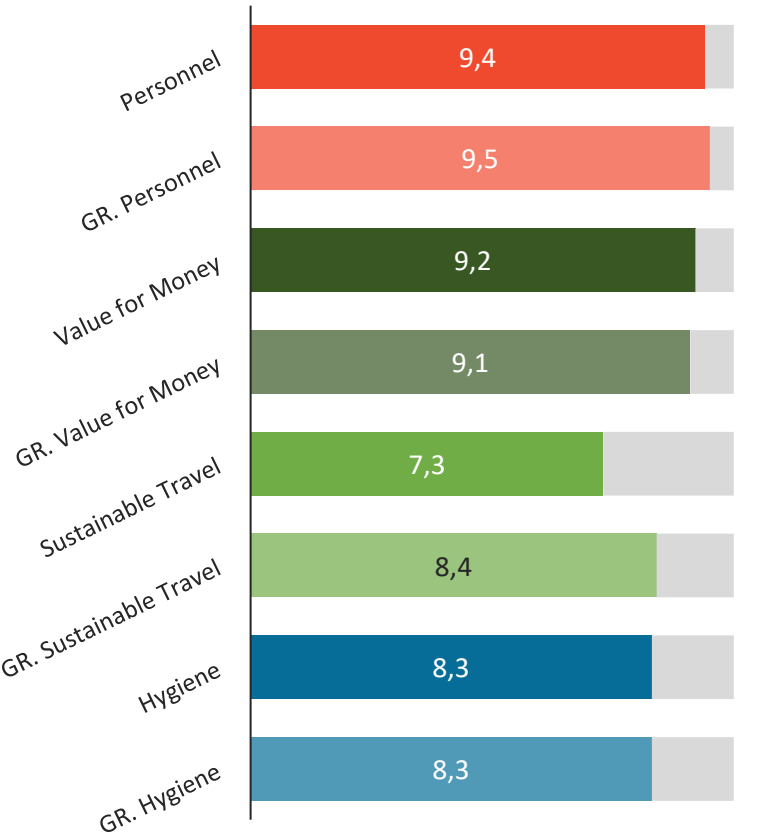
# Peloponnese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE



Note: Data presented here stems from numerical ratings.

## Sentiment Scores



Note: Data presented here stems from written reviews.



## Rating per Market

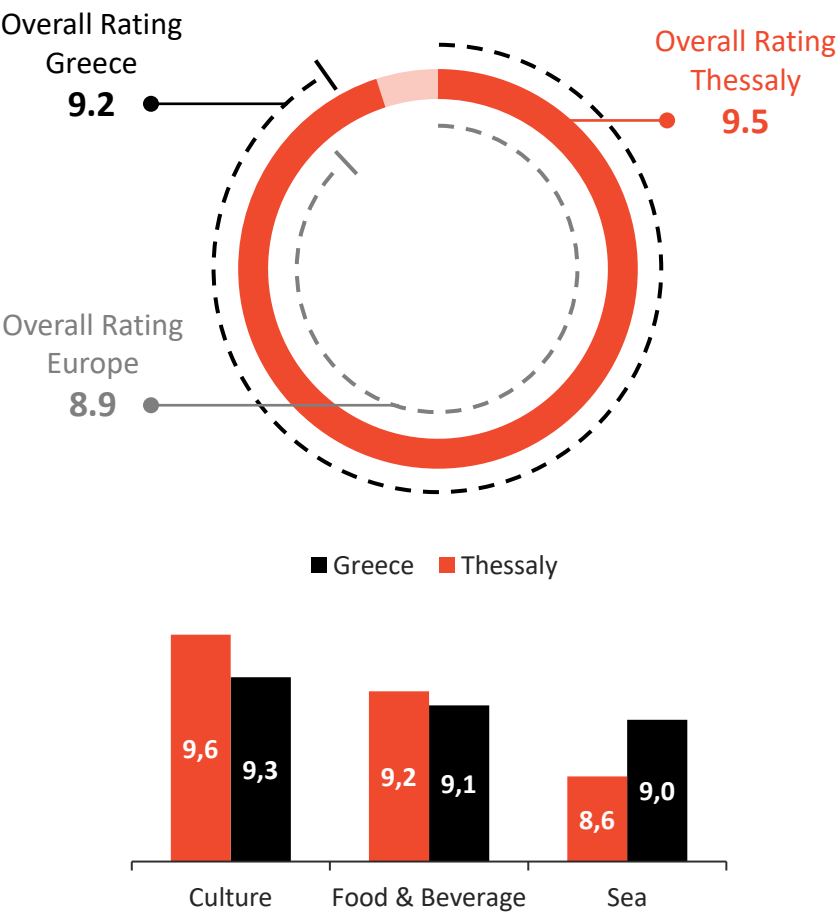
Market	Rating	Review Volume
United States	9.5	72
Italy	9.4	80
Germany	9.3	57
United Kingdom	9.1	55
France	8.9	79
Greece	9.2	75

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

# Thessaly

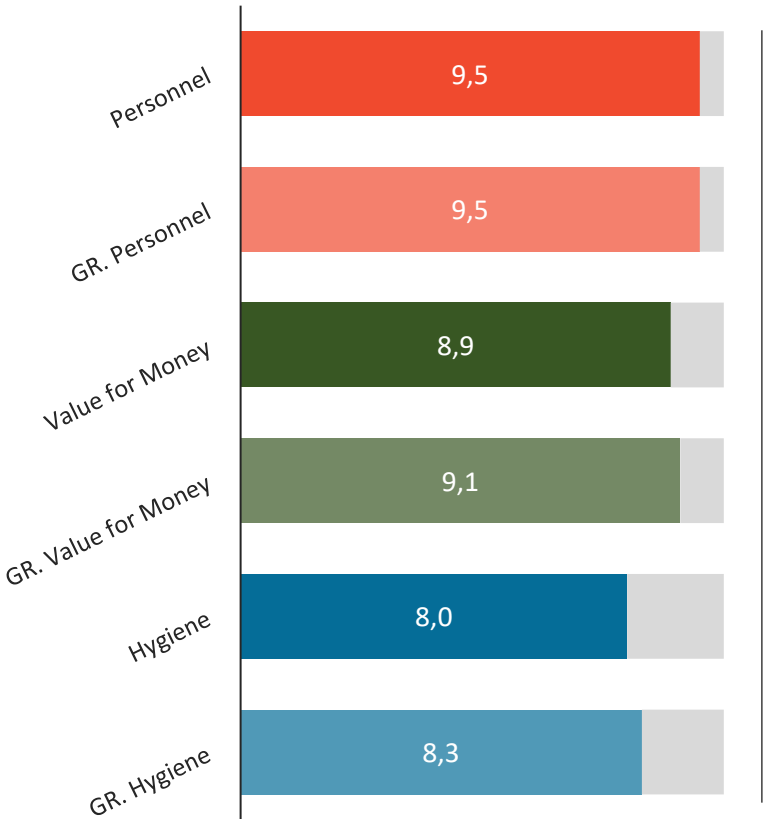
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



**Note:** Data presented here stems from numerical ratings.

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

## 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.



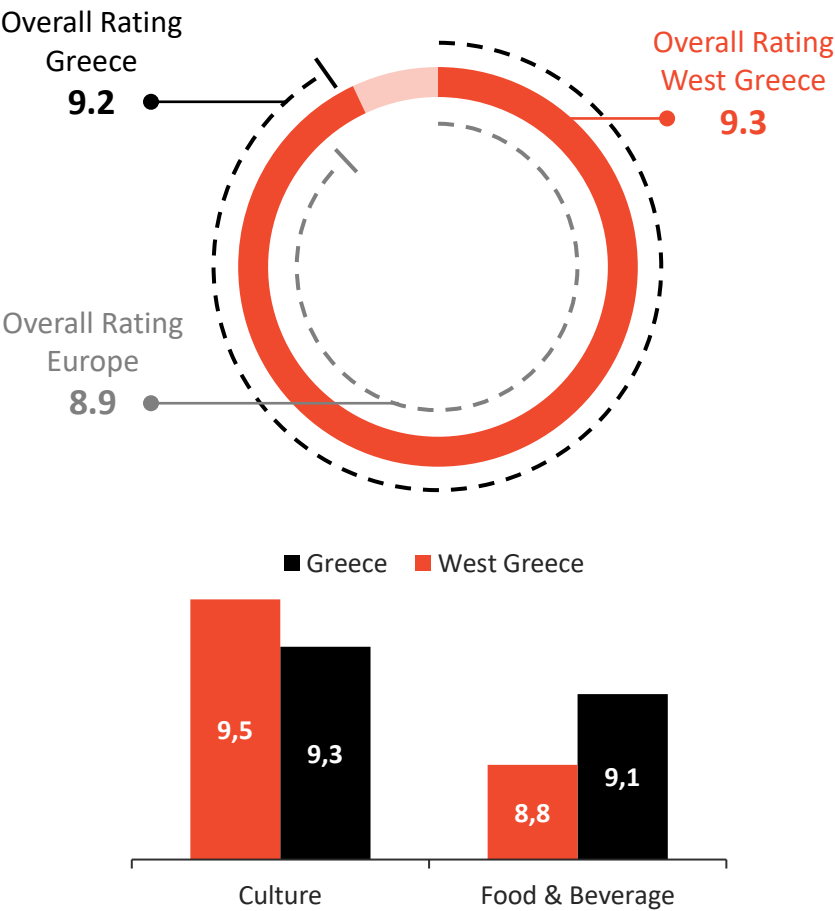
## Rating per Market

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

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

# West Greece

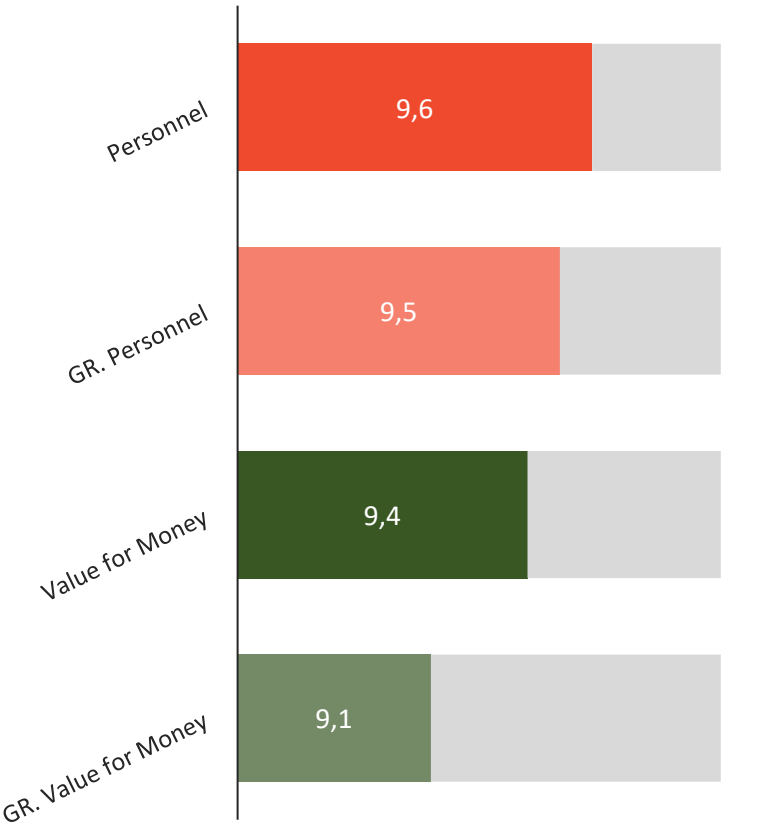
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



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

## 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

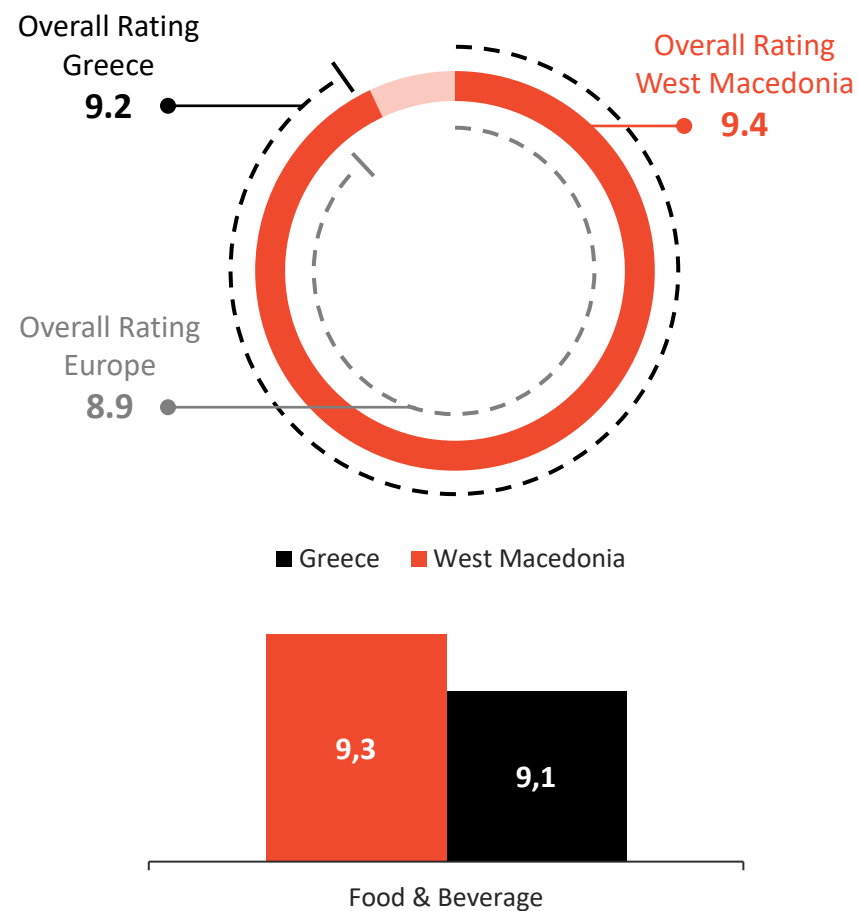
Market	Rating	Review Volume
United States	9.7	20
Germany	9.4	21
France	9.2	36

**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:** 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.

**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

- 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.

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





# Annex

SOURCES PER TYPE OF DATA

# 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:

- X
- TikTok
- YouTube
- Pinterest
- V Kontakte

#### 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              | • 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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