

INSETE

INTELLIGENCE



ATHENS / GREECE SENTIMENT TRACKER /SEP 2022



UNWTO
Innovation Award



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Ταμείο
Περιφερειακής Ανάπτυξης



ΔΗΜΟΣ ΑΘΗΝΑΙΩΝ



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΠΕΡΙΦΕΡΕΙΑ ΑΤΤΙΚΗΣ
ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΠΕΡΙΦΕΡΕΙΑ ΑΤΤΙΚΗΣ



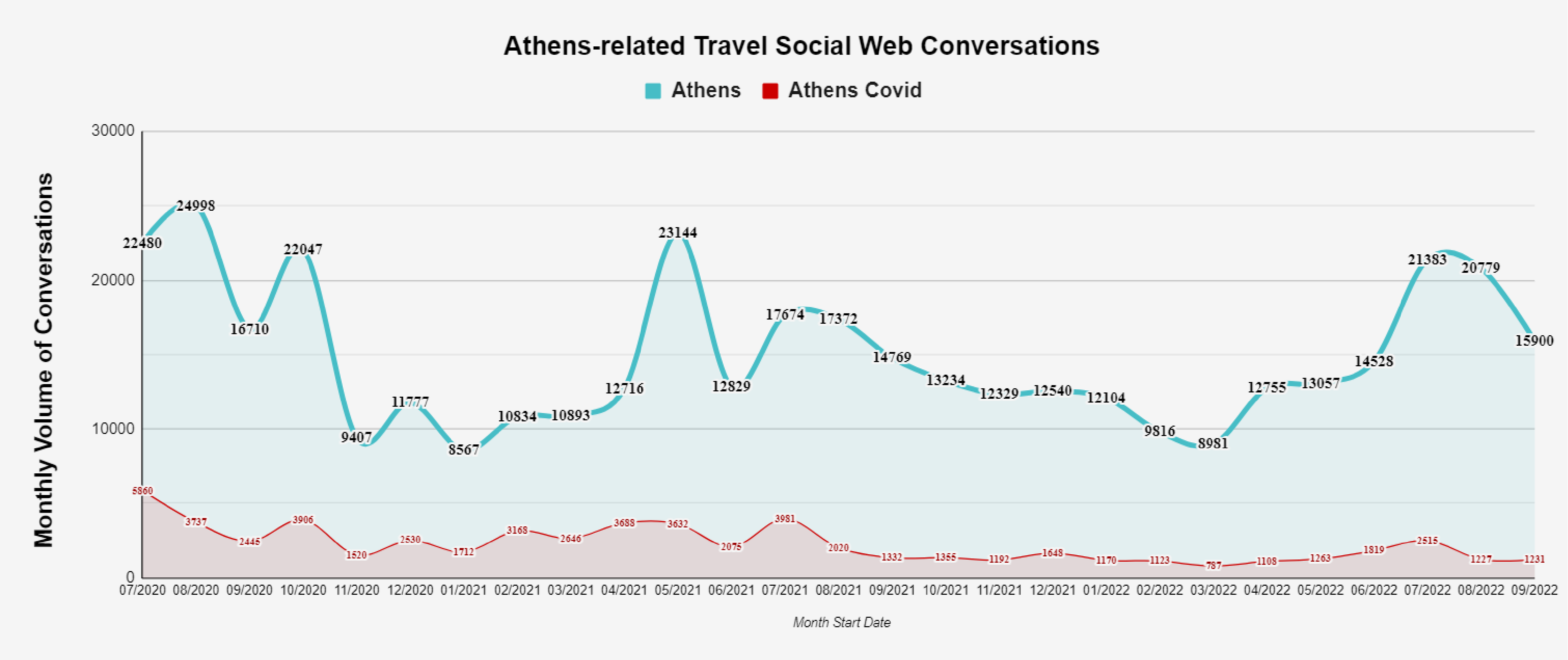
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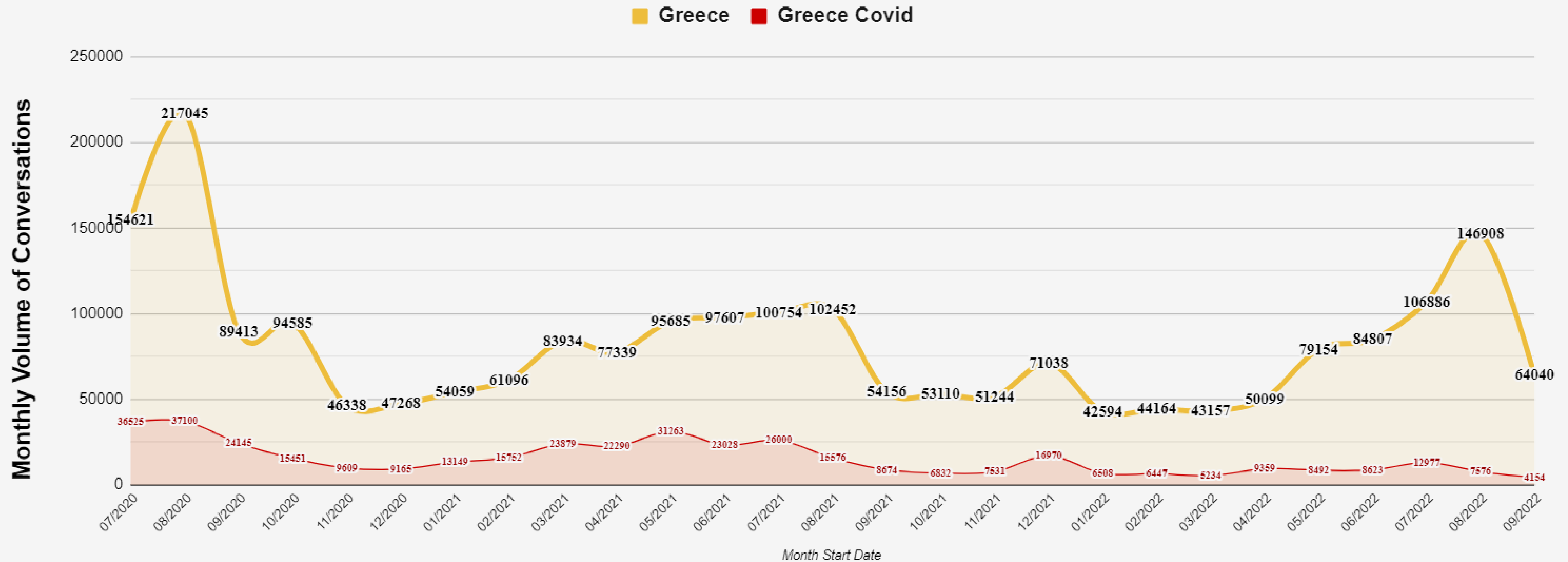
1. With the end of summer, the volume of social conversations has decreased in both Greece and Athens. **The share of COVID-19 related conversations within the total of Greece travel-related conversations slightly increased from the previous month**, but it remains modest. The recovery of tourism, including the comeback of the aviation industry and business trips, as well as eased restrictions are what mainly constitutes COVID-19 related topics.
2. **Greece's e-reputation has rebounded considerably in September (+18 points vs August)**, meeting once again the same score as Spain. The Net Sentiment Score for Greece was 23 points behind that of Italy, and 9 points that of Portugal. Athens ranked 2nd in terms of Net Sentiment Score among competitors, being slightly behind Italy (-6 points).
3. An upward trend was observed in relation to the Net Sentiment Score **in all six of Greece's markets, most notably in the French (up 45 vs August) and Italian markets (up 35 vs August)**. Focusing on Athens alone, the score exceeds August levels in four markets, being the Dutch, Italian, UK, and USA markets. The UK market has been showing the lowest sentiment scores both towards Greece and Athens among all markets for three consecutive months.

4. Positive drivers outweigh negative ones when it comes to Greece's e-reputation in September 2022. With the busy months of the summer period having passed, articles and blogs boasting **perfect temperatures, reduced prices, and reduced crowdedness bring forward Greece as a destination in Autumn**. Some examples include articles on why Fall is a good season to explore Greece by yacht, with cooler temperatures and more varying prices, while others present Athens as one of the cheapest cities in Europe at the same time as being one of the most beautiful ones. Regardless of the calmer period, some visitors prefer to see the unbeaten path, and **Greece's destination reputation benefits from always being able to offer quieter islands**. Vlogging and articles on visiting Greece by land were also present, suggesting some of the best road trips, as well as showcasing what it is like to visit famous landmarks (such as Meteora) by campervan. Slightly more specific, **initiatives that represent Greece in an innovative light were also present**. With its 80th anniversary, Greece's National Opera in Athens is said to have an ambitious 2022-2023 season by co-producing shows with some of the biggest international stages. In a similar vein, yet rather focused on natural activities, officials on the island of Alonissos have managed to boost tourism by opening access to the Peristera shipwreck in order to create an "underwater museum". Finally, **Greece's sustainable projects have been brought to light** (plastic cleaning in Folegandros, traditional silk weaving in Soufli, serving invasive fish species in Lefkas) encouraging travellers to visit and explore Greece in a way that benefits and enhances local communities and natural beauty.
5. Aside from some of the more distinct positive drivers of online reputation for Greece, **September also holds a large array of influencers and vloggers alike** posting pictures and videos of their rooms with family, couples on holiday, and both beach and cultural activities. Lastly, although unrelated directly to tourism, **the official Netflix trailer of "A Knives Out Mystery", situated in Greece, upbrings the destination's reputation in the eyes of series-lovers**.

6. Although negative sentiment for the month of September is in the minority, some of the topics surrounding it can be noted. Considered one of the most pertinent for many travellers this year, **subjects encompassing costs in the face of economic inflation do not serve in favour of travel**. Albeit not specific only to Greece, UK visitors have faced excessive roaming charges when travelling in Europe. Being a crucial market for Southern European destinations, Brits' struggle to travel abroad while cost of living continues to rise results in a possible decrease of this market's potential. On the same issue, but from another perspective, longer-term stays from tourists who have saved money from stagnated travel during COVID are affecting apartment prices in Athens. In the end, the first to be faced with unaffordable prices are locals. On other cost-related issues, the decision of Ryanair to shut down its Athens base during the winter season due to non-competitive airport fees was also apparent.
7. **Political news has also played a role in Greece's destination reputation at large**. For one, the event regarding the Turkish cargo ship in the first half of September, and the subsequent escalating friction between Turkey and Greece have worked to generate negative sentiment. Although not immediately linked to travel, such news can bring about fears of security that may dissuade potential visitors. Additionally, a story of tourists fleeing from riot police who were after protesters in downtown Athens has not served a positive result for Greece's e-reputation.
8. **Greece's review-based destination reputation stands at an overall score of 9,0**, showing a 0,1 increase since August. Similarly, **Athens's score is also at 9,0**, bouncing back 0,1 points after its slight decrease in August. Both stand above the European average for the same month (8,6). **Sanitary safety sentiment in Greece has improved largely since August (+0,8), yet scores lesser in Athens (-1,1)**. While Greece is now above the vigilance level of 5, Athens is not reaching the desired score. Perceptions of value for money are also crucial to understand in the current economic context. **Greece's value for money sentiment score stands at an 8,7, being 0,6 above the European average. Athens's score is even higher, standing at an 8,9**. Looking at a change over time, perceptions of value for money have bounced back this month after a lower period in the summer. Crowdedness, longer queuing, and frictions with other visitors all serve to affect the perceived quality of an experience in the face of its cost.

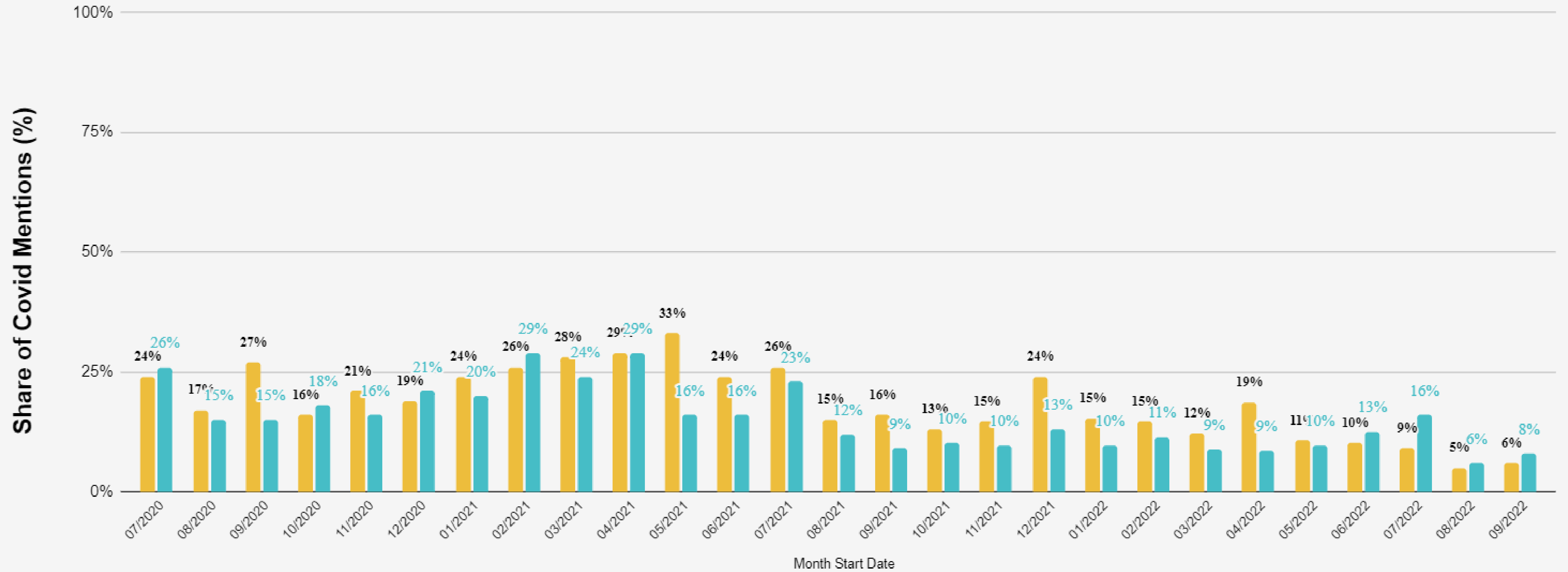


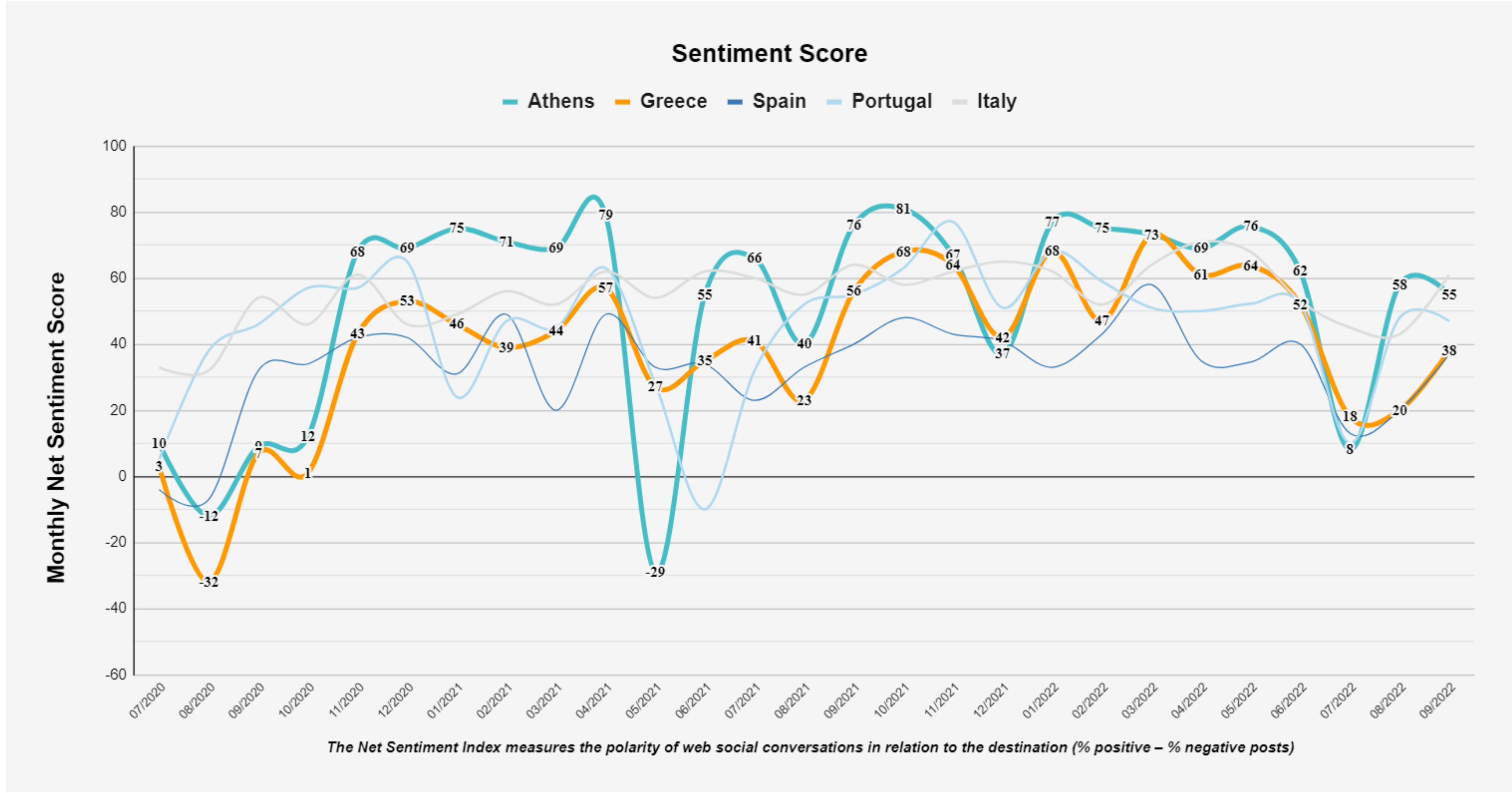
Greece-related Travel Social Web Conversations

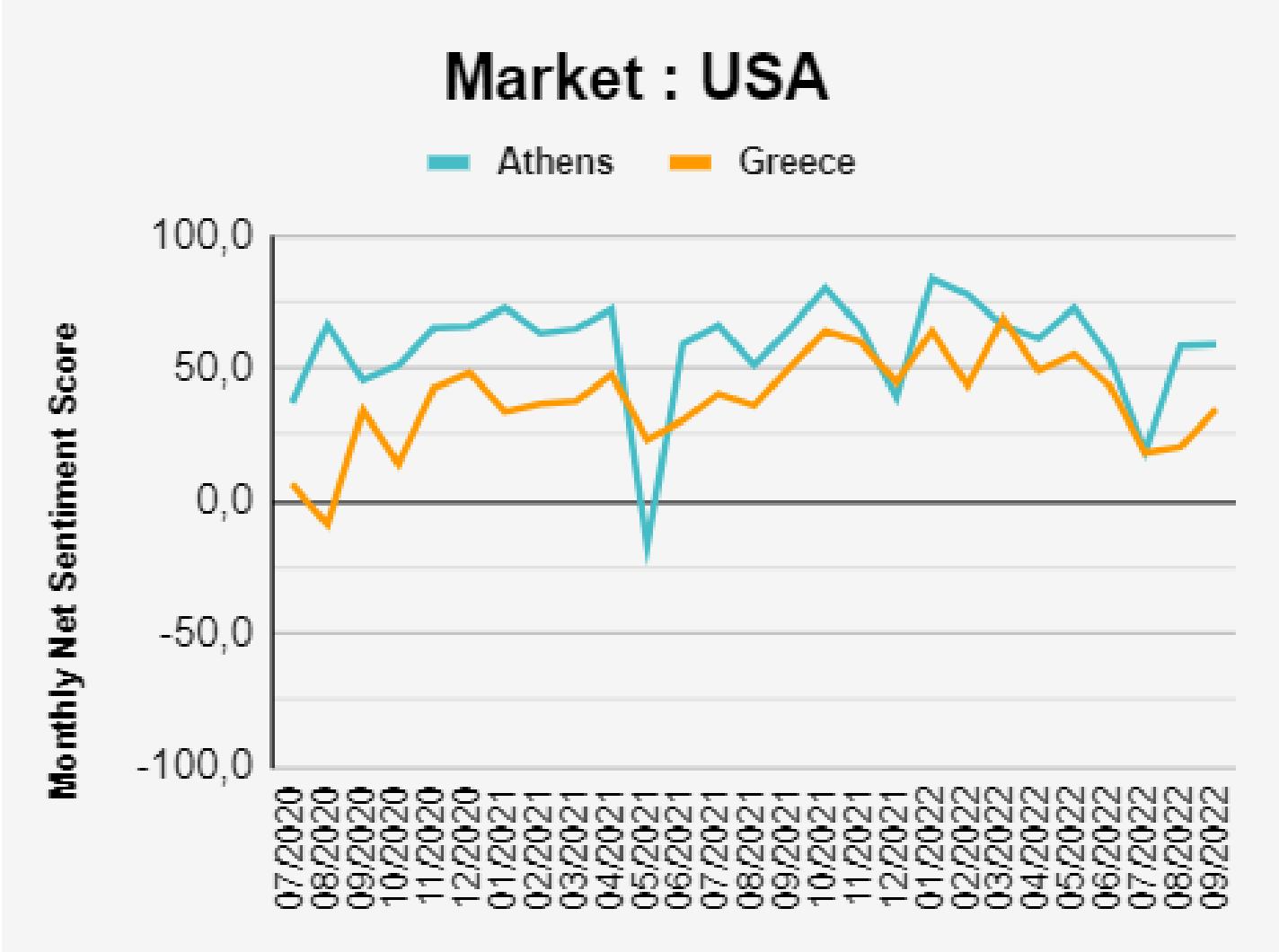
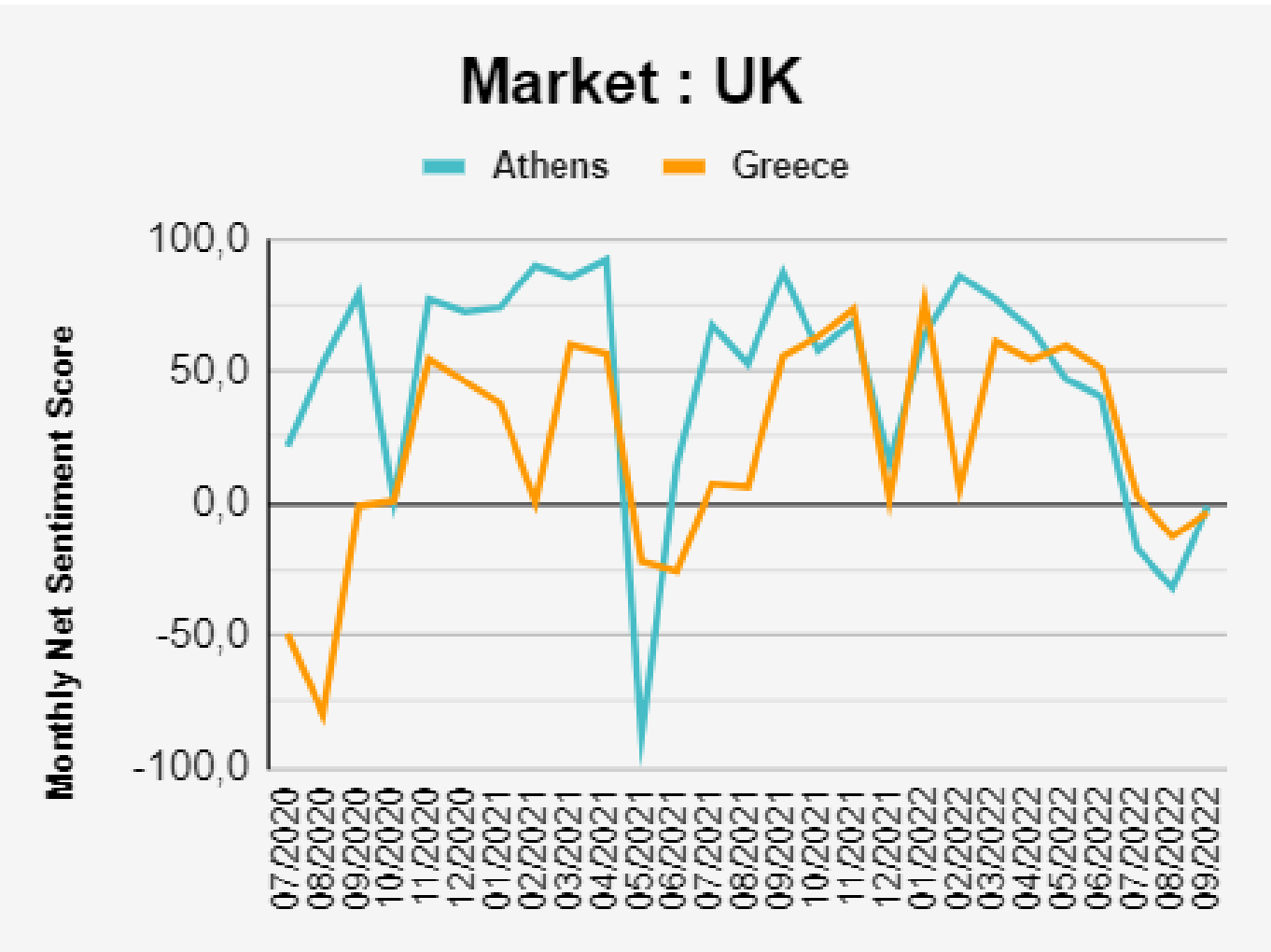
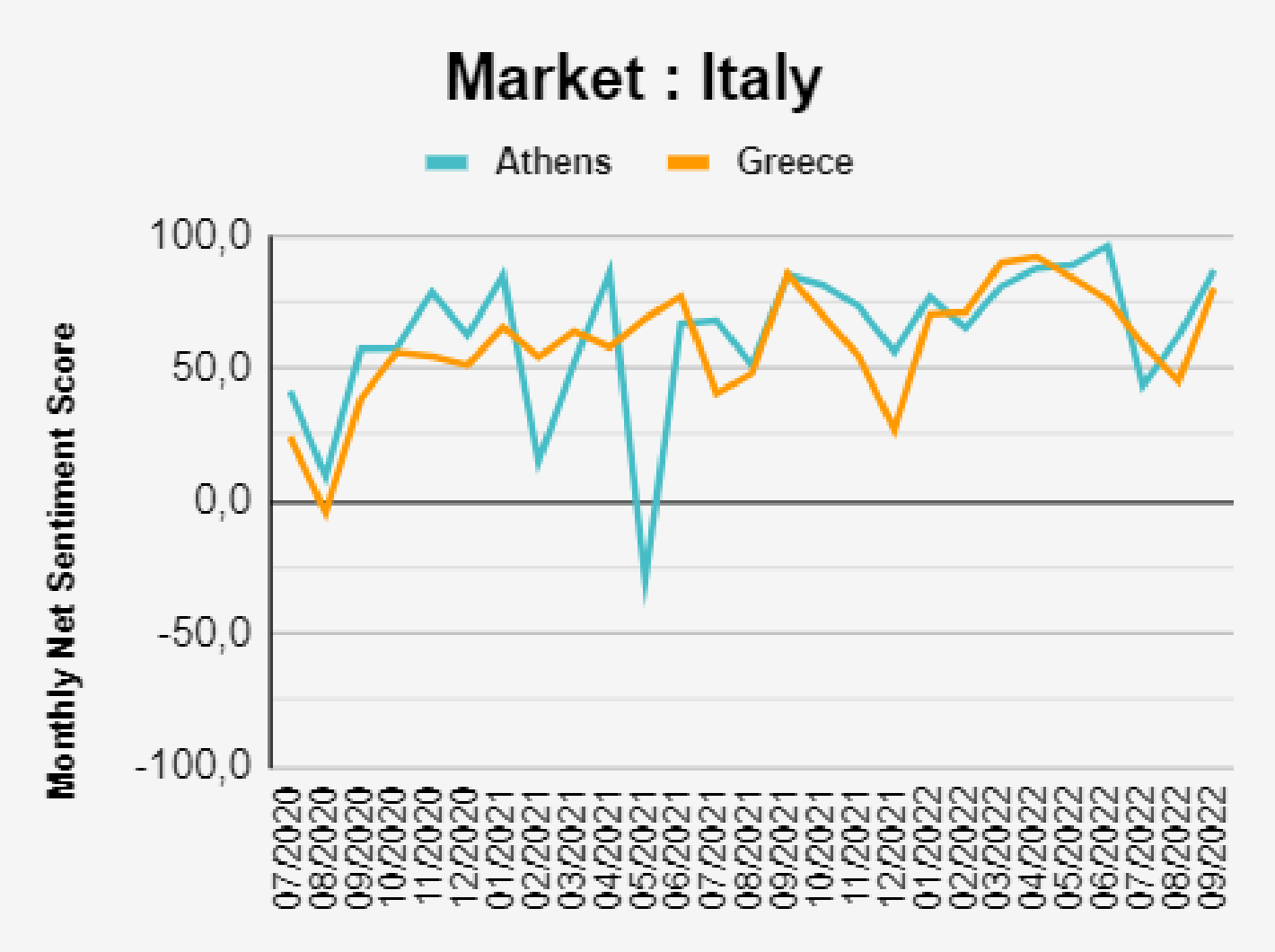
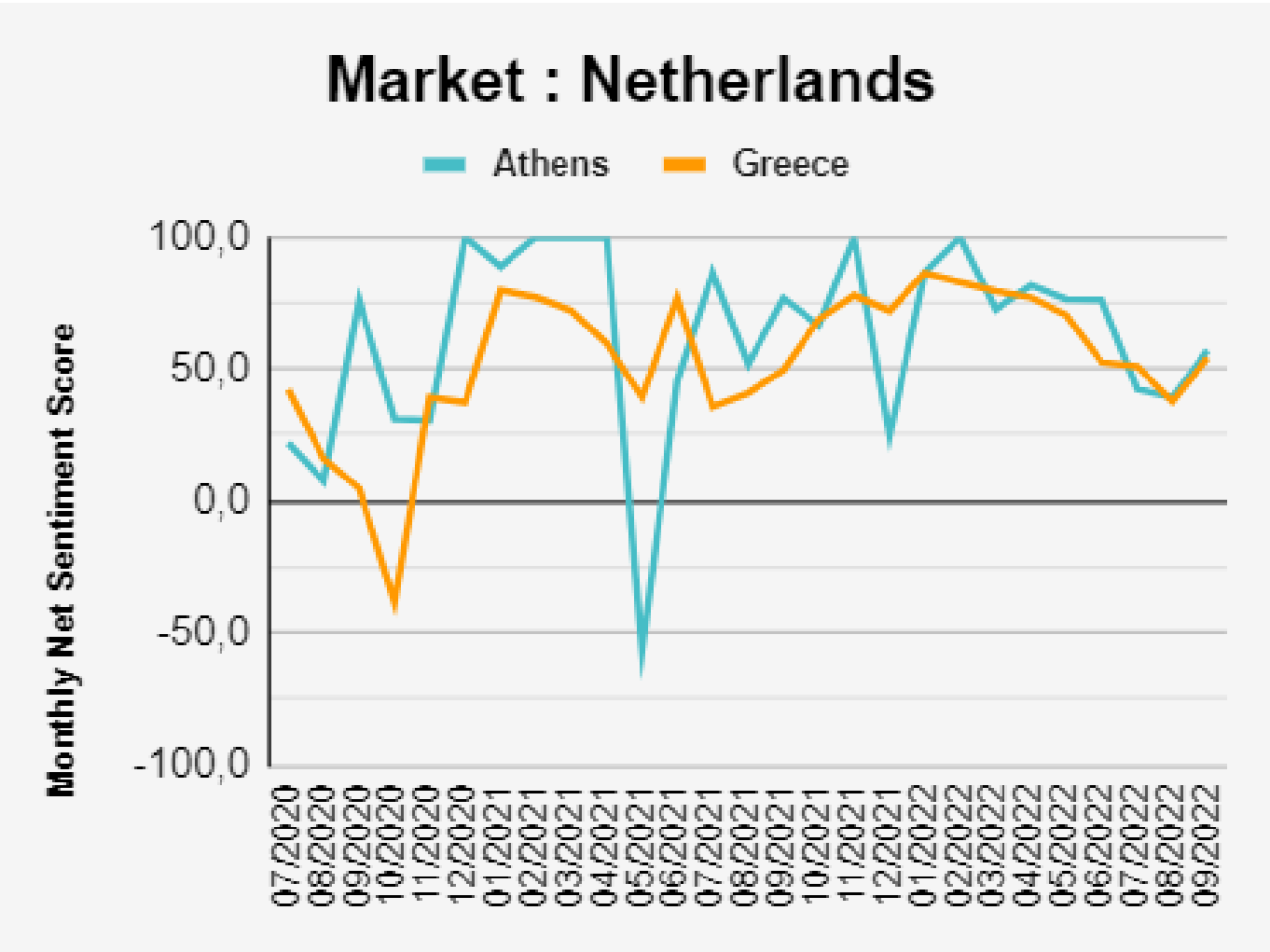
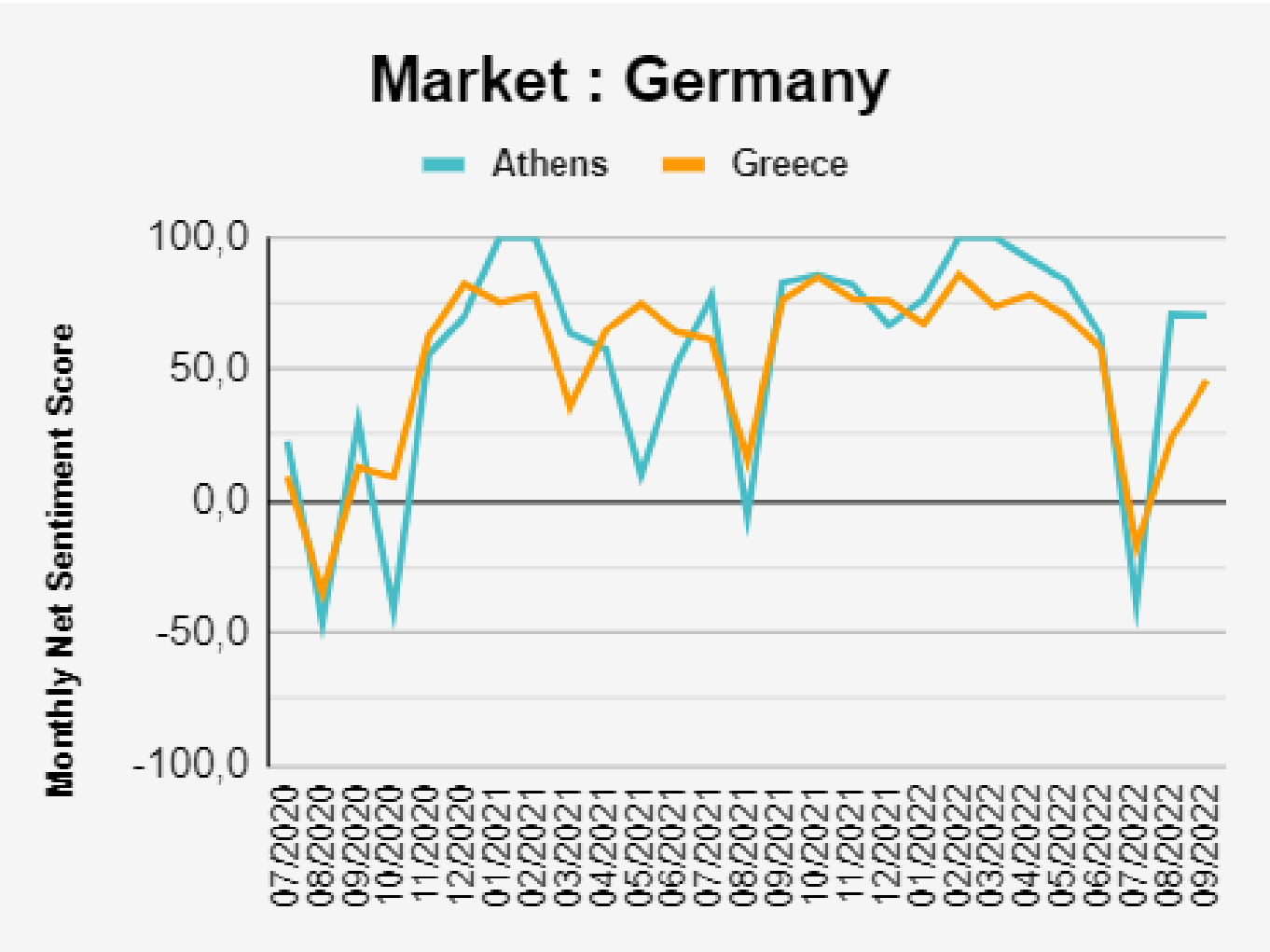
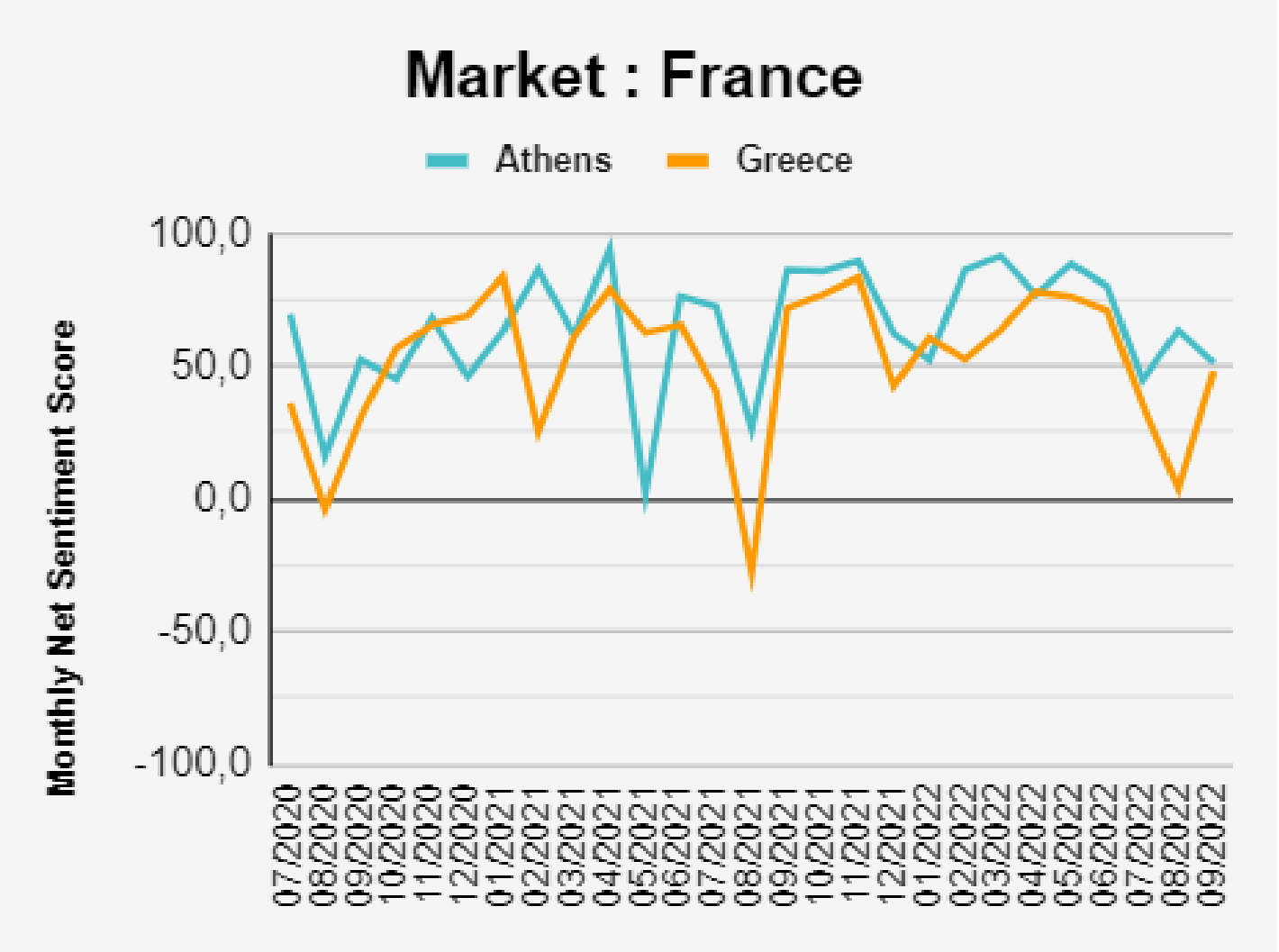


Covid-19 Incidence In Athens/Greece Conversations

Greece Covid-19 Incidence Athens Covid-19 Incidence

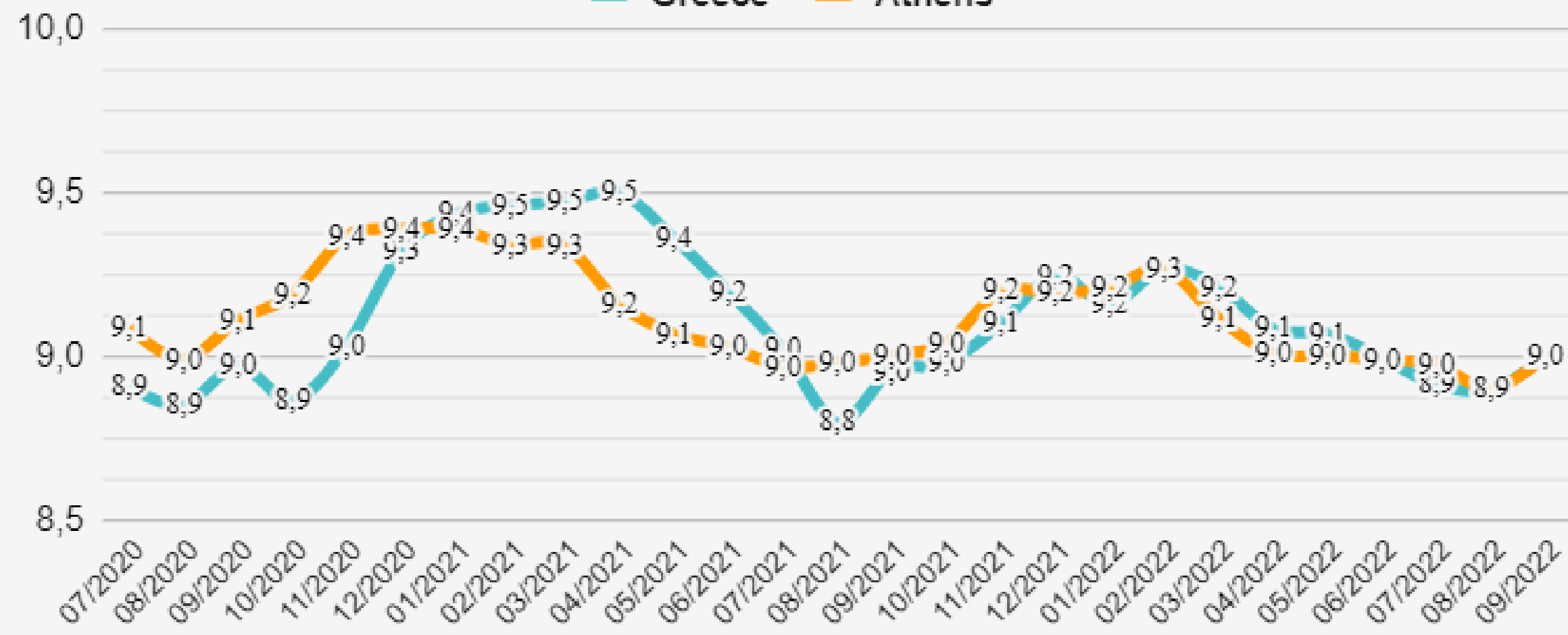






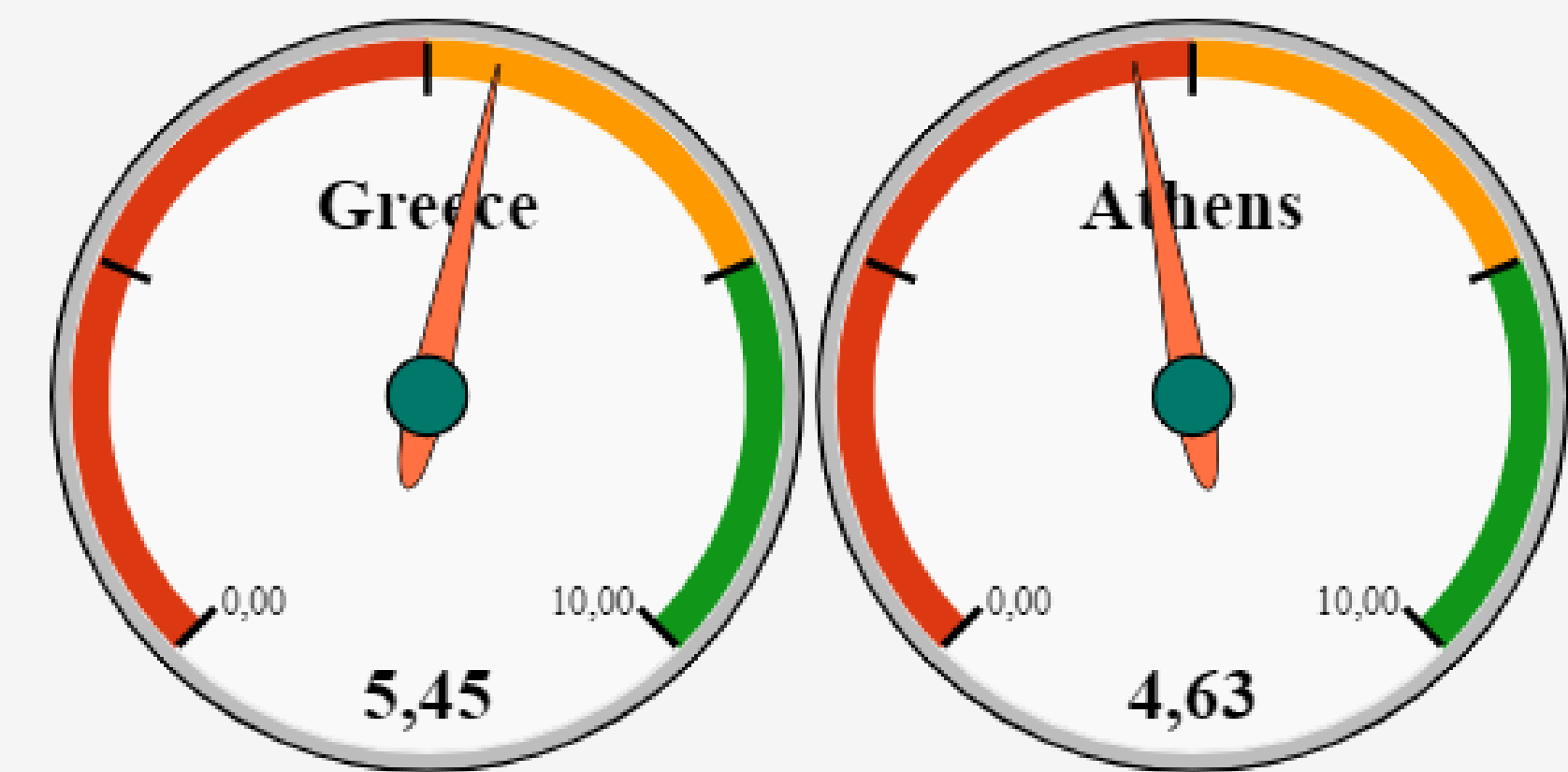
Overall Rating

Greece Athens



Sanitary Safety Score

September 22





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