

INSETE

INTELLIGENCE



ATHENS / GREECE SENTIMENT TRACKER /Q3 REPORT (July- Sep. 2022)



UNWTO
Innovation Award



ΠΕΡΙΦΕΡΕΙΑΚΟ
ΕΠΙΧΕΙΡΗΣΙΑΚΟ
ΠΡΟΓΡΑΜΜΑ
ΑΤΤΙΚΗΣ



Η ραγδαία μεταβολή των συνθηκών στις οποίες πραγματοποιούνται τα ταξίδια έχει αλλάξει σε μεγάλο βαθμό τα χαρακτηριστικά των ταξιδιωτικών αγορών, ιδιαίτερα σε ότι αφορά στα διεθνή ταξίδια. Ο Δήμος Αθηναίων προκειμένου να διευκολύνει την ανάκαμψη της τουριστικής δραστηριότητας στην Αθήνα και να διευκολύνει τις τουριστικές επιχειρήσεις και φορείς να προσαρμοσθούν στις νέες συνθήκες ανέθεσε στο ΙΝΣΕΤΕ την «Δράση Ενημέρωσης και Ευαισθητοποίησης των μελών / τουριστικών επιχειρήσεων στα νέα δεδομένα και ανάγκες της αγοράς: Ευέλικτη και Εξειδικευμένη πληροφόρηση των φορέων και Επιχειρήσεων. Στοχευμένη και οργανωμένη διάθεση δεδομένων επιχειρηματικότητας» με MIS 5083736.

Στα πλαίσια της ανωτέρω πράξης ανατέθηκε στην εταιρεία TCI Research, με την από 07/07/2021 σύμβαση, η συλλογή big data για την Αθήνα, την Ελλάδα και ανταγωνιστικούς προορισμούς, τόσο αναφορικά με στοιχεία που αφορούν στην προσφορά του τουριστικού προϊόντος, όσο και στην ζήτηση. Τα στοιχεία αυτά, που επιτρέπουν την ταχύτερη και αποτελεσματικότερη προσαρμογή των επιχειρήσεων στο διαρκώς μεταβαλλόμενο περιβάλλον του τουρισμού, αφορούν συγκεκριμένα:

-Σε δεδομένα με τα οποία παρακολουθείται συστηματικά, τεκμηριωμένα και πολύπλευρα η εξέλιξη της εικόνας της Ελλάδας και του τουριστικού προορισμού 'Αθήνα' τα οποία συλλέγονται μέσω τεχνικών social listening στο internet από ένα πλήθος πηγών όπως πχ Social Media, Blogs, Forums, Online news κ.ά.

-Σε στοιχεία αξιολογήσεων από 25+ Travel Reviews Websites και OTA platforms (πχ Booking, Google, C trip) που έχουν υποβάλει επισκέπτες για την τουριστική εμπειρία ως προς τα διάφορα επιμέρους 'συστατικά' (πχ διαμονή, εστίαση, αξιοθέατα κλπ). Στη μελέτη παρουσιάζονται αξιολογήσεις της εμπειρίας στην Ελλάδα συνολικά, στην Αθήνα, σε προορισμούς S&B συνολικά και όλους τους υπόλοιπους προορισμούς συνολικά. Επίσης, εξετάζονται οι αξιολογήσεις ανά χώρα προέλευσης των επισκεπτών (ΗΠΑ, ΗΒ, Γερμανία, Γαλλία, Ολλανδία, Ιταλία)

Στο παρόν τεύχος παρουσιάζονται τα αποτελέσματα της έρευνας που αφορά στο δεύτερο τρίμηνο του 2022.

1. Ως προς τη συνολική φήμη της Ελλάδας και της Αθήνας, σημειώθηκε μια κάμψη στο πρώτο μισό του Q3 αλλά σταδιακά υπήρξε ανάκαμψη προς το τέλος του τριμήνου χάρη τόσο στη θετική διαδικτυακή φήμη όσο και την εμπειρία επίσκεψης.
2. Παρά την ασταθή παγκόσμια και ευρωπαϊκή συνθήκη όπου οι περισσότεροι προορισμοί αντιμετωπίζουν παρόμοιες προκλήσεις (κλιματική κρίση, πληθωρισμός, υπερτουρισμός κ.λπ.), ο τουρισμός στην Ελλάδα φαίνεται να έχει επιστρέψει πλήρως στα επίπεδα επισκεψιμότητας που είχε πριν από την πανδημία Covid-19
3. Οι διαμορφωτές γνώμης (ambassadors) συνέβαλλαν στη δημιουργία μιας θετικής φήμης στο διαδίκτυο για την Ελλάδα διαχέοντας ταξιδιωτικό περιεχόμενο σε σχέση με τον πολιτισμό, τη φύση, τη γαστρονομία, τα καταλύματα, τις εκδηλώσεις, τις υπαίθριες δραστηριότητες, την καινοτομία και τη βιωσιμότητα.
4. Το net sentiment score της Ελλάδας (25) ξεπέρασε (κατά +2 μονάδες) το αντίστοιχο της Ισπανίας (23), ενώ υπολείπεται της Ιταλίας (50) και της Πορτογαλίας (35).
5. Αναλύοντας το net sentiment score ανά αγορά, η φήμη της χώρας παρουσιάζει διαφοροποιήσεις. Οι αγορές της Ολλανδίας, της Ιταλίας και των Ηνωμένων Πολιτειών εμφανίζουν μικρότερες διακυμάνσεις μεταξύ των τριμήνων. Από την άλλη πλευρά, στις αγορές της Γερμανίας, του Ηνωμένου Βασιλείου, και σε ελαφρώς μικρότερο βαθμό στη Γαλλία, σημειώνονται μεγαλύτερες μειώσεις κατά το τρίτο τρίμηνο.

6. Κατά τη διάρκεια του τρίτου τριμήνου, όπου συνήθως αυξάνεται η τουριστική δραστηριότητα και κατ' επέκταση ο αριθμός των κριτικών στο διαδίκτυο, καταγράφονται πτωτικές τάσεις στην αξιολόγηση της εμπειρίας με βάση την επίσκεψη στους περισσότερους προορισμούς στην Ευρώπη. Σε αυτό το πλαίσιο, η Ελλάδα, διατήρησε την ανταγωνιστικότητά της ξεπερνώντας τον ευρωπαϊκό μέσο όρο κατά +0,37.

7. Αξίζει να υπογραμμισθεί η βαθμολόγηση πάνω από τον ευρωπαϊκό μέσο όρο στην μεταβλητή value for money για όλους τους υπό εξέταση προορισμούς.

8. Όπως ήταν αναμενόμενο, η διατήρηση της υψηλής βαθμολόγησης ως προς την υγειονομική ασφάλεια και την προστασία της δημόσιας υγείας κατά τη διάρκεια της θερινής περιόδου, ειδικά στα αξιοθέατα, αντιμετώπισε προκλήσεις. Η επισήμανση των υγειονομικών μέτρων και η αποφυγή συνωστισμού ενδείκνυνται για τη διατήρηση της βαθμολόγησης πάνω από το όριο επαγρύπνησης.

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Travelsat Sentiment Methodology



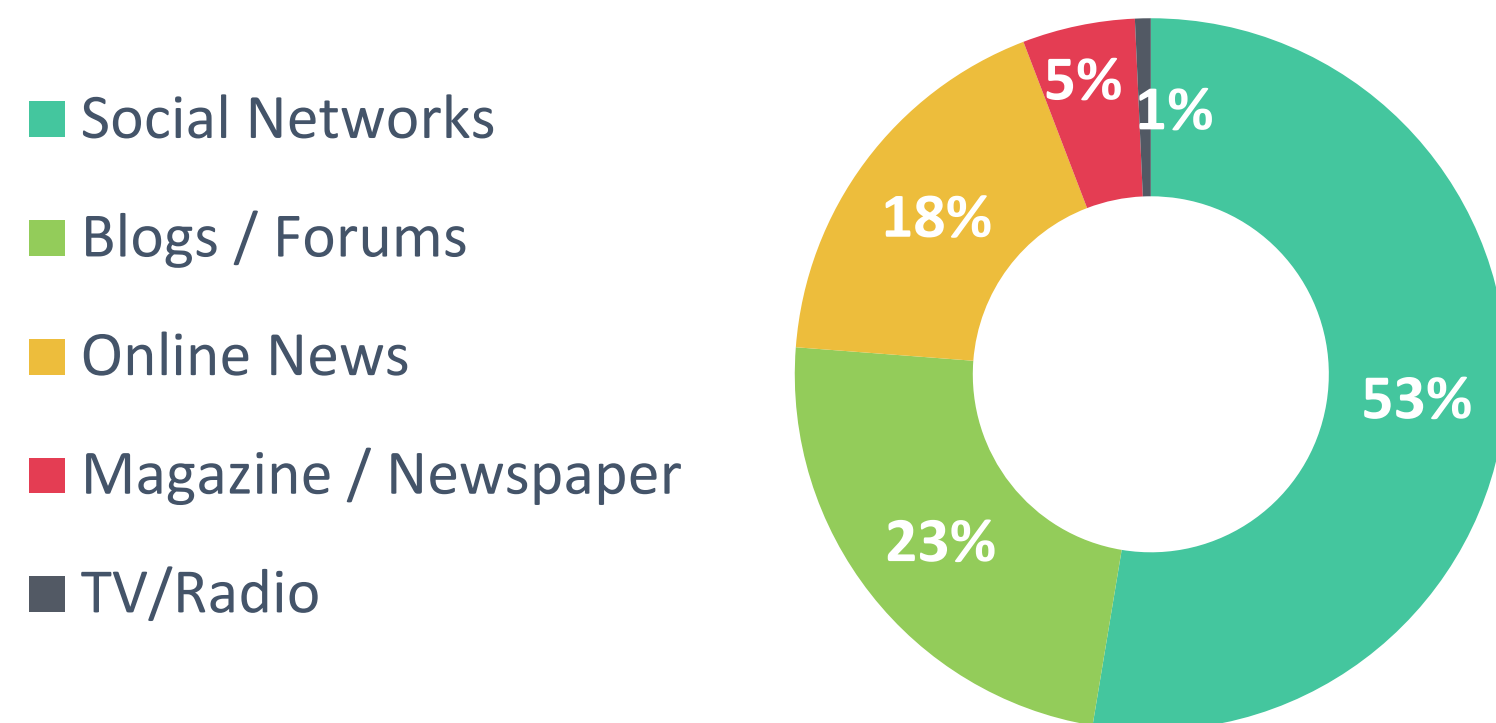
TRAVELSAT© Sentiment Methodology

Social Data and Visitor Reviews Monitoring for holistic Reputation Tracking

Destination E-reputation "At large"

SOCIAL WEB SENTIMENT TRACKING

- The "sentiment" reflects the **state and dynamic of travel brands' e-reputation** as expressed in **global web social conversations "at large"**.
- Shared by differing **media, consumers, companies, citizens, brands and officials** on websites, forums, blogs & social networks.
- Sentiment is not predictive of travelers' planning, but a **positive e-reputation is essential to generate favorability towards destinations** and travel brands, particularly in the context of post-crisis management.
- In the past 12 months, **Greece was mentioned 884K+ in social conversations** in relation to travel, generating 9,8M engagements, shared by **191K+ unique authors** from **200+ countries**.



Destination E-reputation driven by experience

DESTINATION REVIEWS SENTIMENT TRACKING



- **Data Type:** visitors reviews. Destination reputation is massively driven by visitors sharing their experiences, fueling the experience-based image of Athens and Greece.
- **Data Sources listened:** 25+ Travel Reviews Websites and OTA platforms
- **Data Scope:** reputation data consolidated from 800 Hotels, Attractions/Sites and Restaurants in Greece.
- **Structured rating and reviews' sentiment/comments** are tracked and analyzed.
- About **800 000 reviews about Greek tourism experiences / year**





Key Sentiment Indexes



KEY SENTIMENT TRENDS - SUMMARY

9

Quarter 3 - 2022

- Reflecting a typical summer scenario, **sentiment polarity in Greece declined greatly compared to the previous quarter**, with -34 points in Greece and -29 points in Athens. The Net Sentiment Score of Greece was below Italy (-25 points) and Portugal (-10 points) and slightly above Spain (+2 points) in this quarter.
- In analysing the Net Sentiment Score per market, it can be seen that **the summer trend is reflected across all of the most pertinent markets for Greece**. However, the “dip” occurs with differing intensity in each market, with the Netherlands, Italy, and the United States **showing fewer changes between quarters**. On the other hand, the German, United Kingdom, to a slightly lesser degree French markets all show **larger sentiment score decreases** during the third quarter.
- **Conversations related to COVID-19 continue to decrease**, both in Greece as a whole and Athens. Such is the trend globally as restrictions surrounding COVID-19 are lifted. Nonetheless, **visitors still pay attention to hygiene-related factors**, and **avoid crowds**, having less tolerance to other guests within the post-pandemic travel context.
- **In contrast to volume growth, sentiment polarity was below the previous quarter on all tourism topics**. The drop was particularly pronounced for topics related to the environment and sustainable travel (-29 points) as a result of climate-related topics coming to light, but also due to the experienced crowdedness of the Summer period. Despite the usual periodic downward trend, **Net Sentiment Scores remain competitive for topics on gastronomy, culture, and hospitality**.
- There was a **large degree of variation of positive drivers in the third quarter**, consisting of themes related to culture, nature, food, lodging, event, outdoor, innovation, and sustainability, to name a few. Greece's travel industry seems to have **fully returned to its pre-Covid state** and appears to be **benefiting the country's economy**. In the midst of the high season for travel, a number of “authors” on the web referred to specific destinations in Greece, ranging from well-known Greek islands to archeological sites and hidden gems. In addition, the quarter also featured a wealth of non-mainstream activities and anecdotes.
- Negative sentiment about travel in Greece was largely driven by **climate-related issues in the first half of the third quarter**, with other factors from both within and outside the tourism context being mentioned as well. From the second half of Q3, **crime was mentioned more frequently** in social conversations, as opposed to climate related topics.

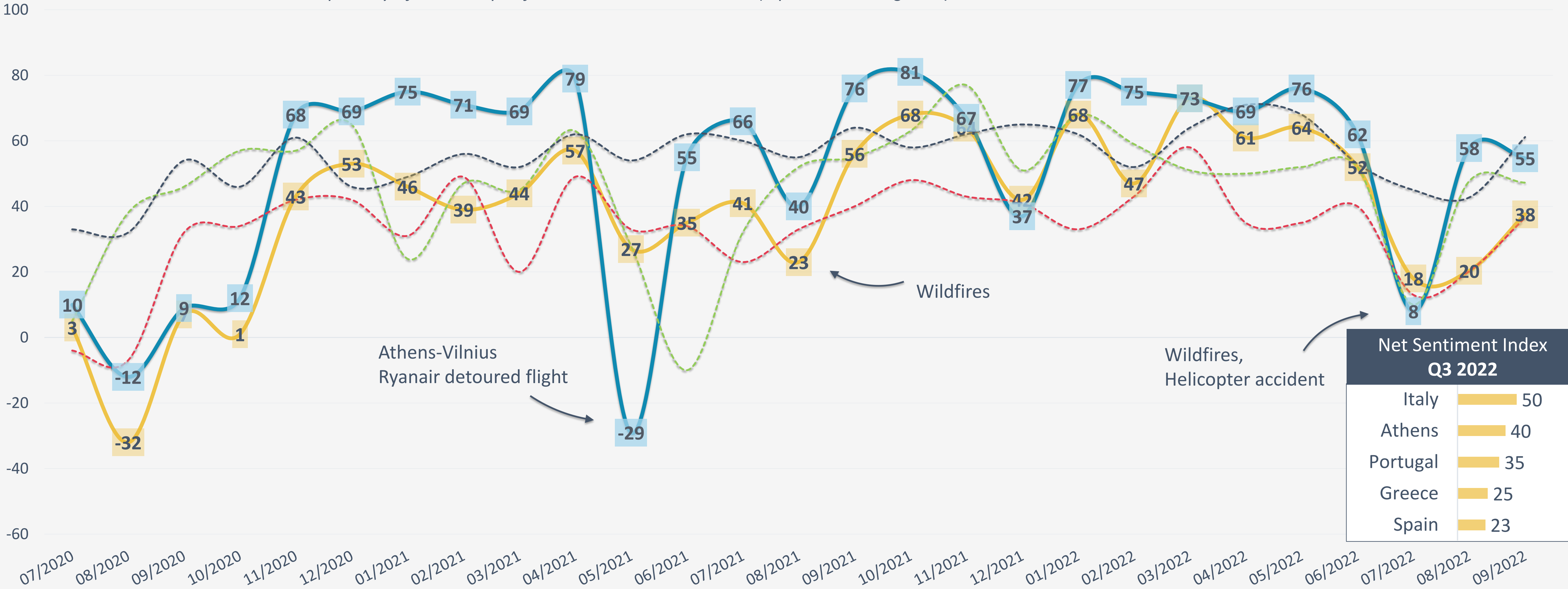
Destination e-Reputation - Net Sentiment Index

Benchmark Evolutions

NET SENTIMENT INDEX

The Net Sentiment Index measures the polarity of vertical specific web social conversations (%positive - %negative)

— Greece — Athens - - - Spain - - - Portugal - - - Italy



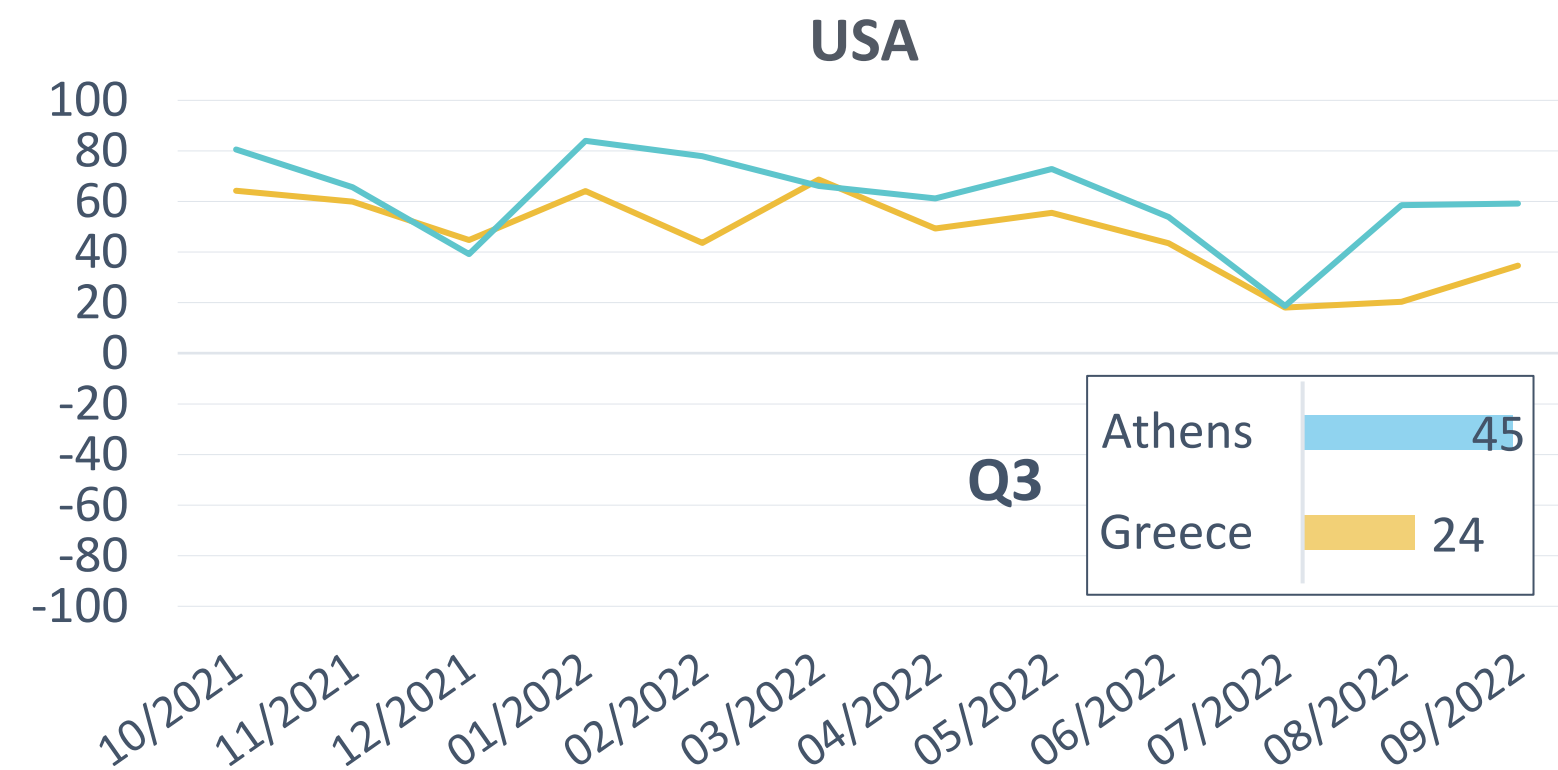
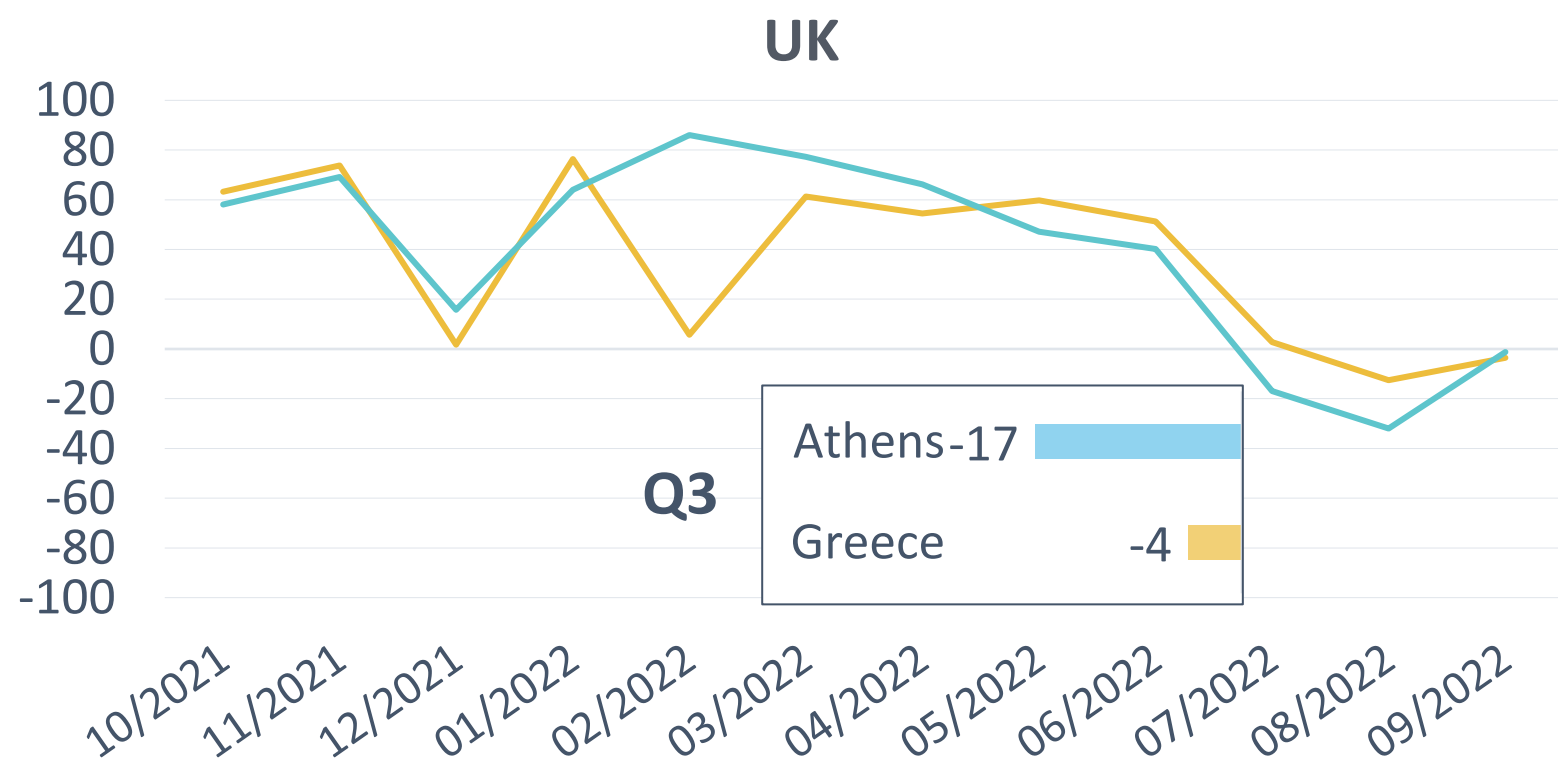
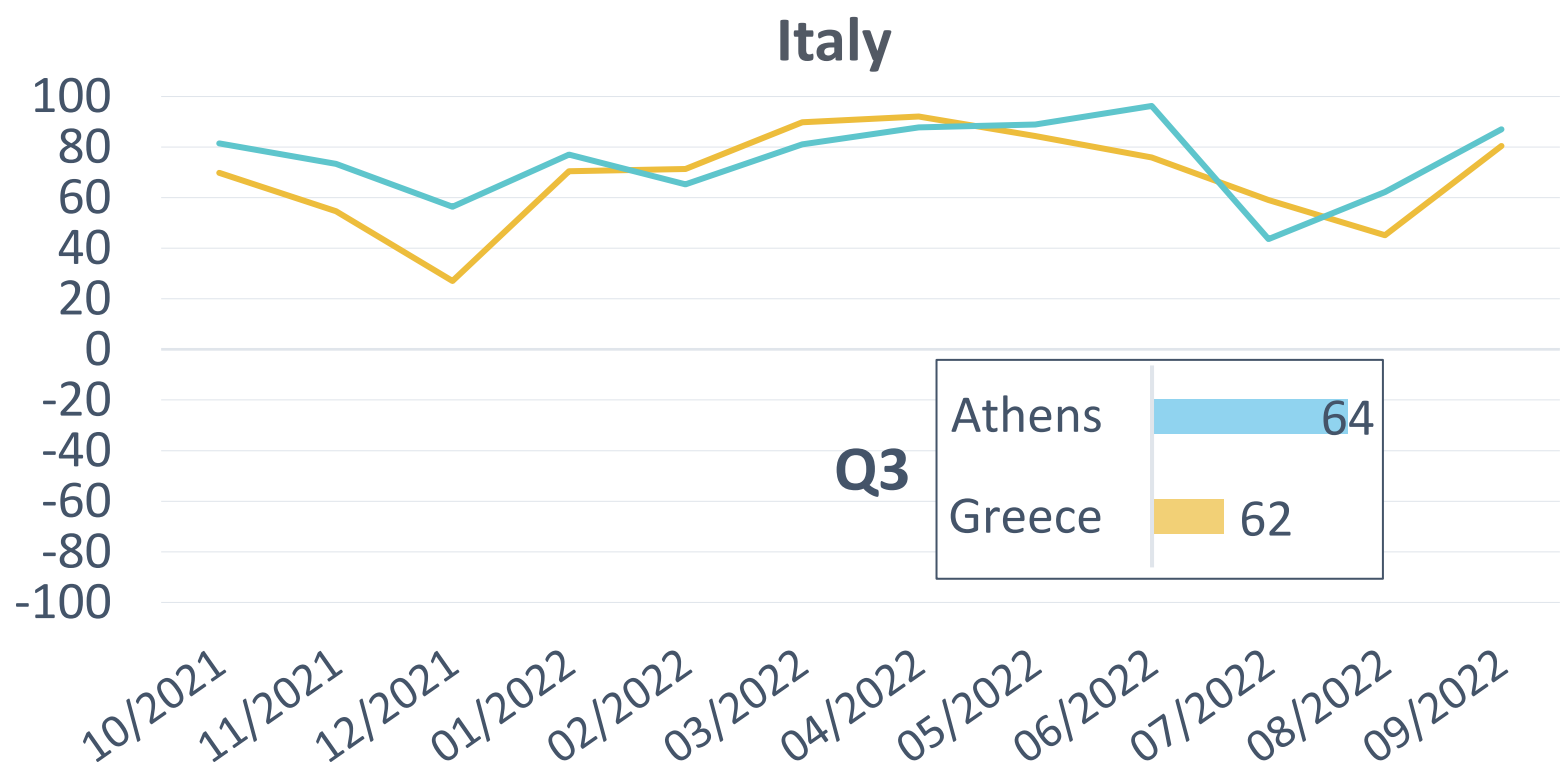
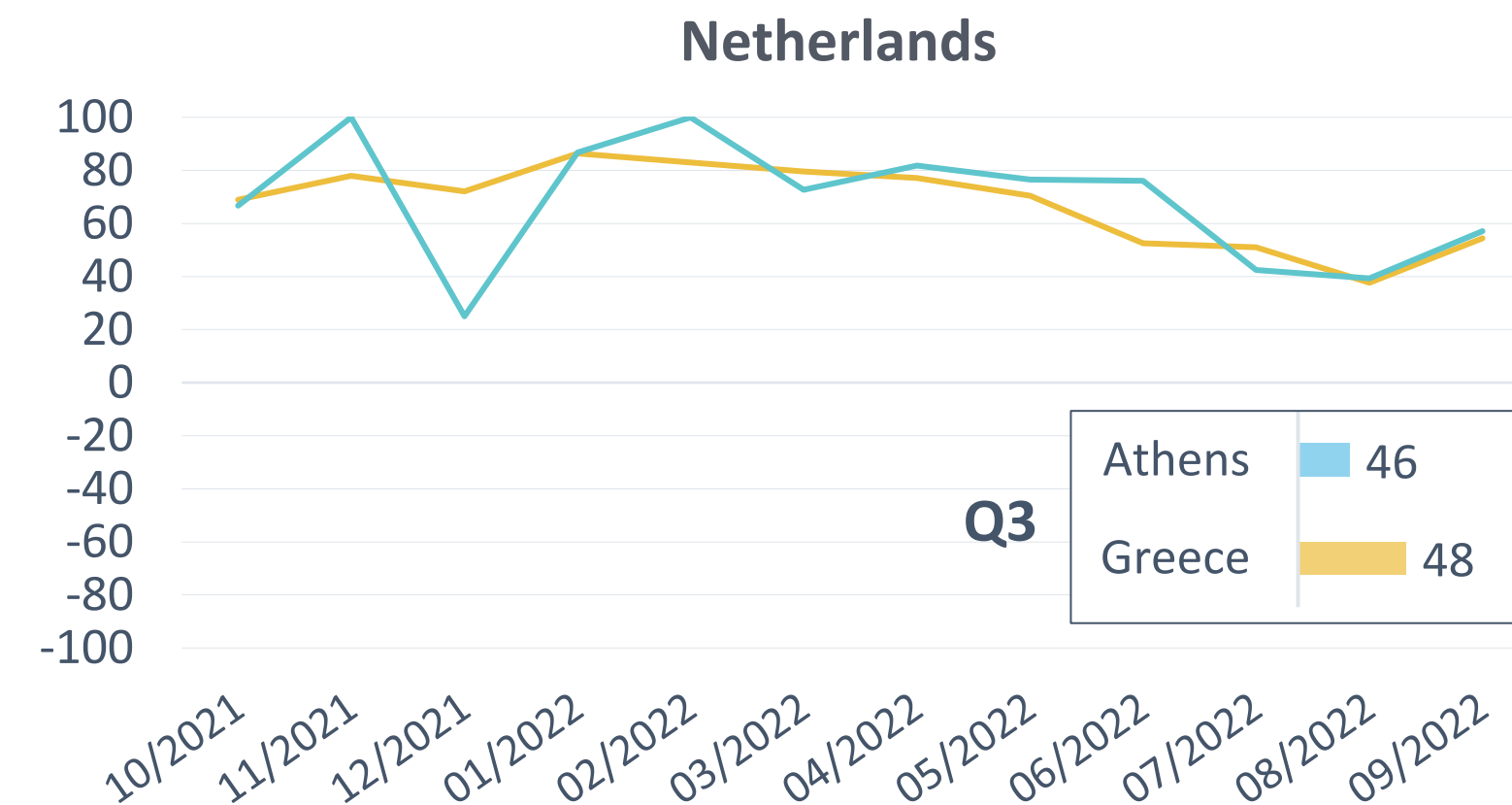
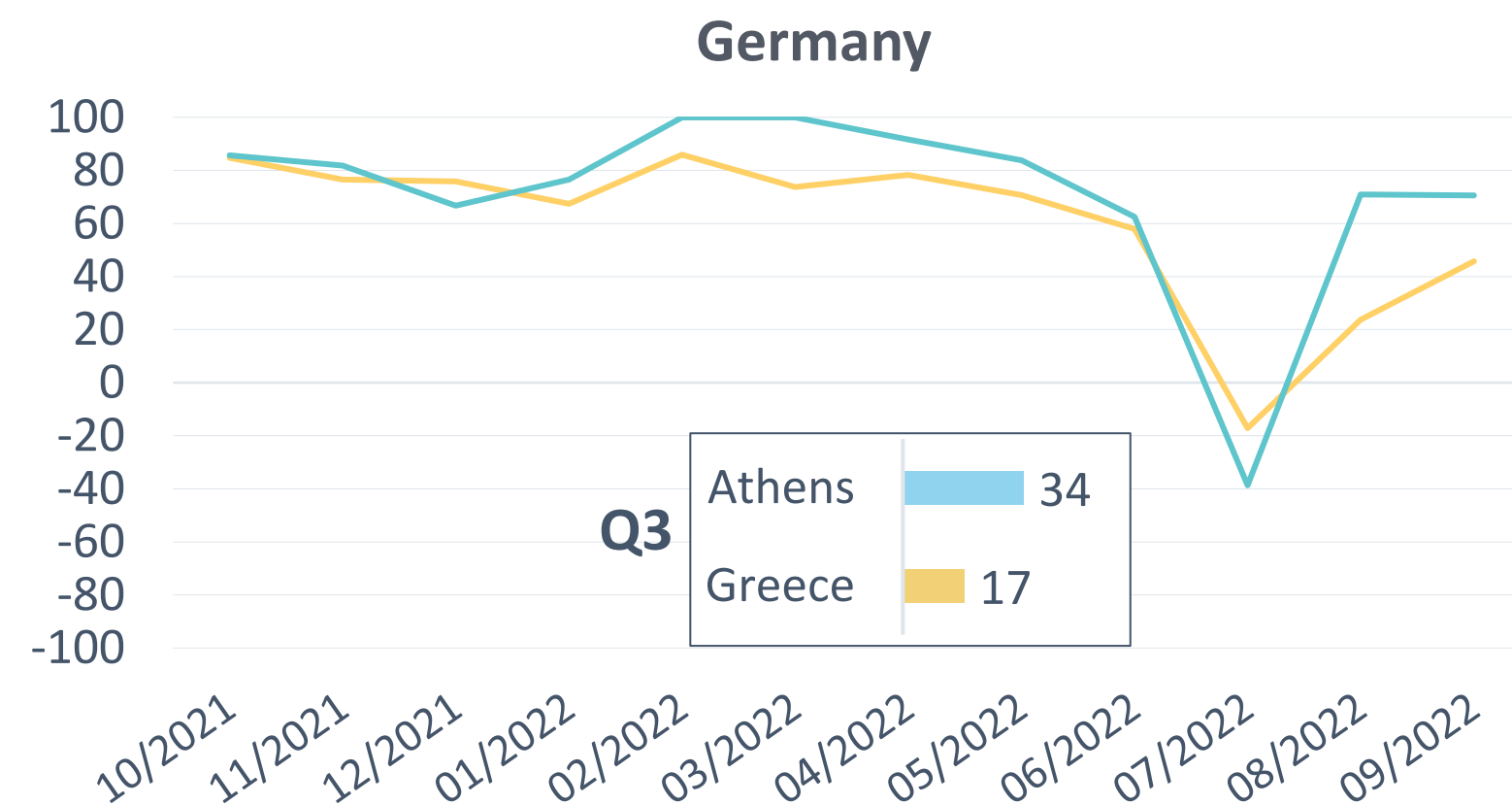
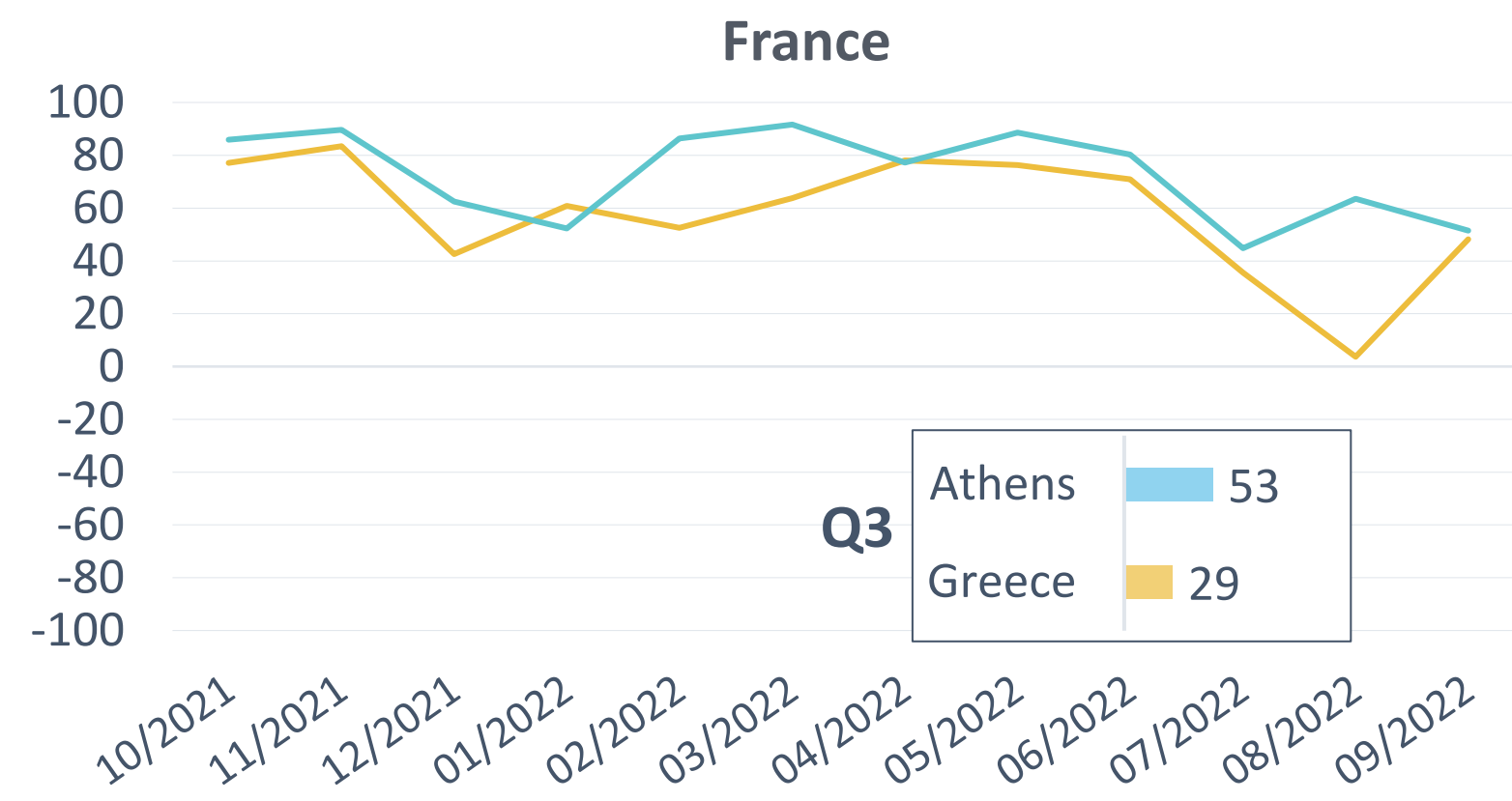
Net Sentiment Index Q3 2022	
Italy	50
Athens	40
Portugal	35
Greece	25
Spain	23

Destination Sentiment per Market

What is the tonality of conversations in Athens' key markets?

NET SENTIMENT INDEX —Greece —Athens

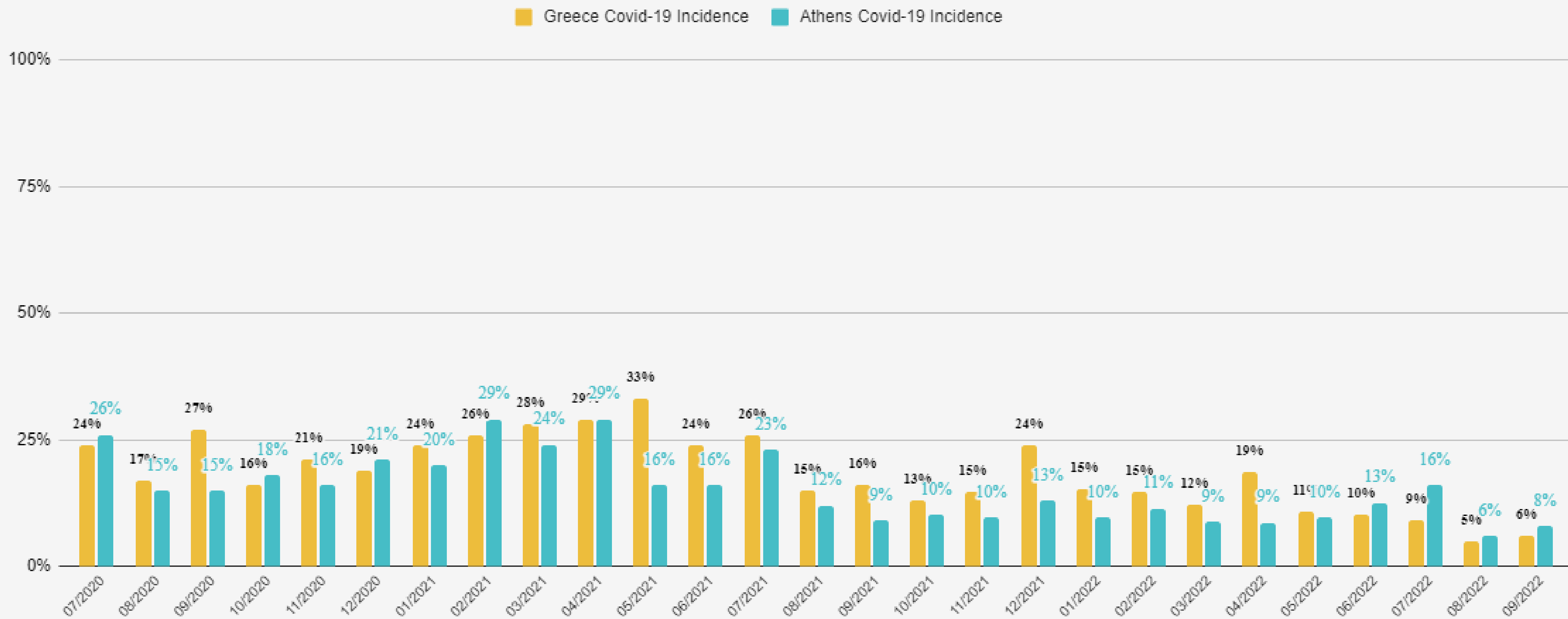
The Net Sentiment Index measures the polarity of vertical specific web social conversations (%positive - %negative)



3rd Quarter 2022

Destination Sentiment

What is the incidence of Covid-19 in the destinations' conversations?



3rd Quarter 2022



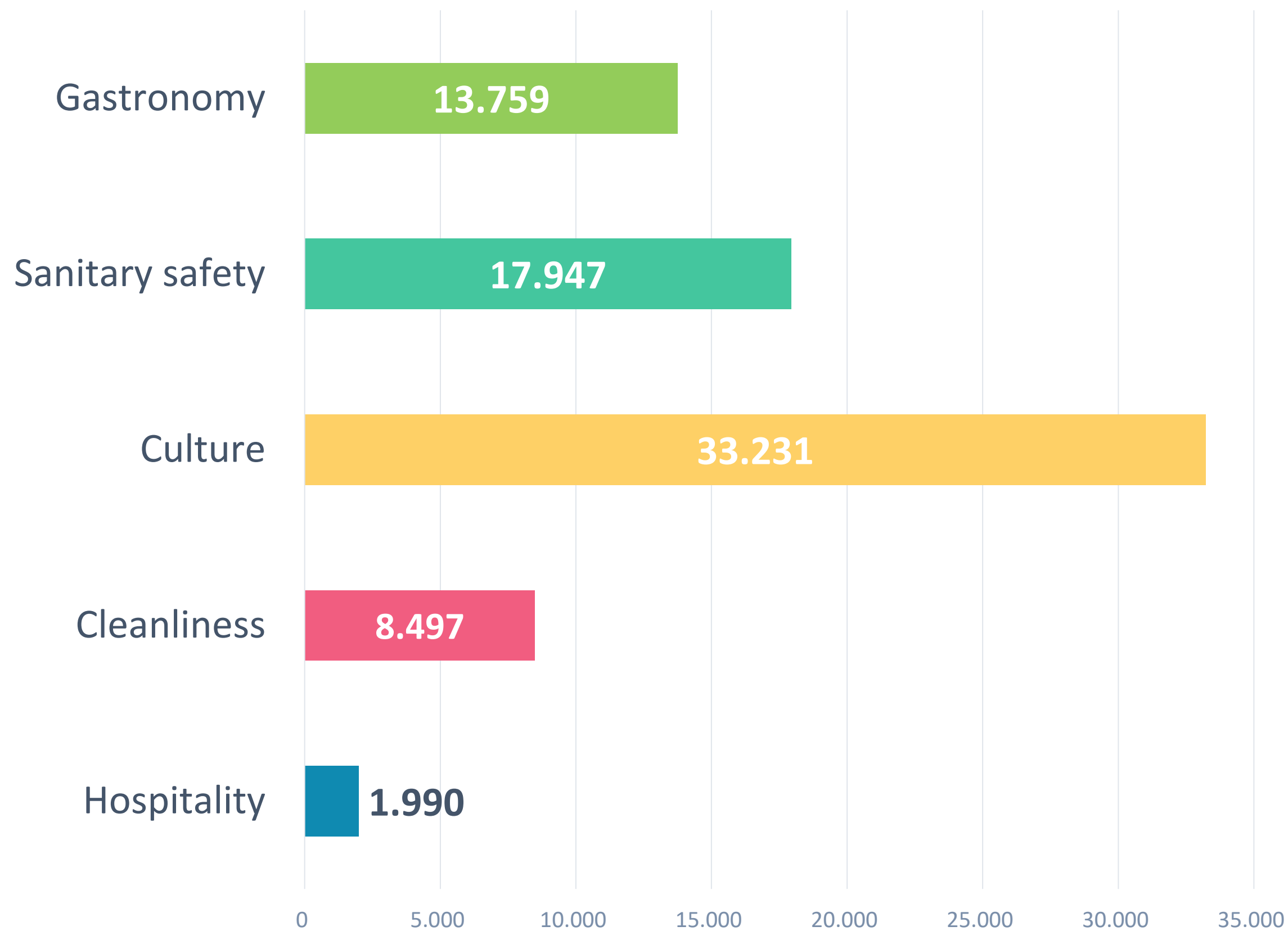
Focus on specific reputation topics



Throughout the third quarter of 2022, the volume of social conversations has boosted for gastronomy and environment related topics, while the constant increase in volume of culture-related ones has continued. However, the polarity of sentiment shows the opposite trend, declining in all major tourism reputation topics monitored. Despite the downward trend, the Net Sentiment Score remains competitive for topics on gastronomy, culture, and hospitality. Conversations related to the conflict in Ukraine remain limited to 3% of the total.

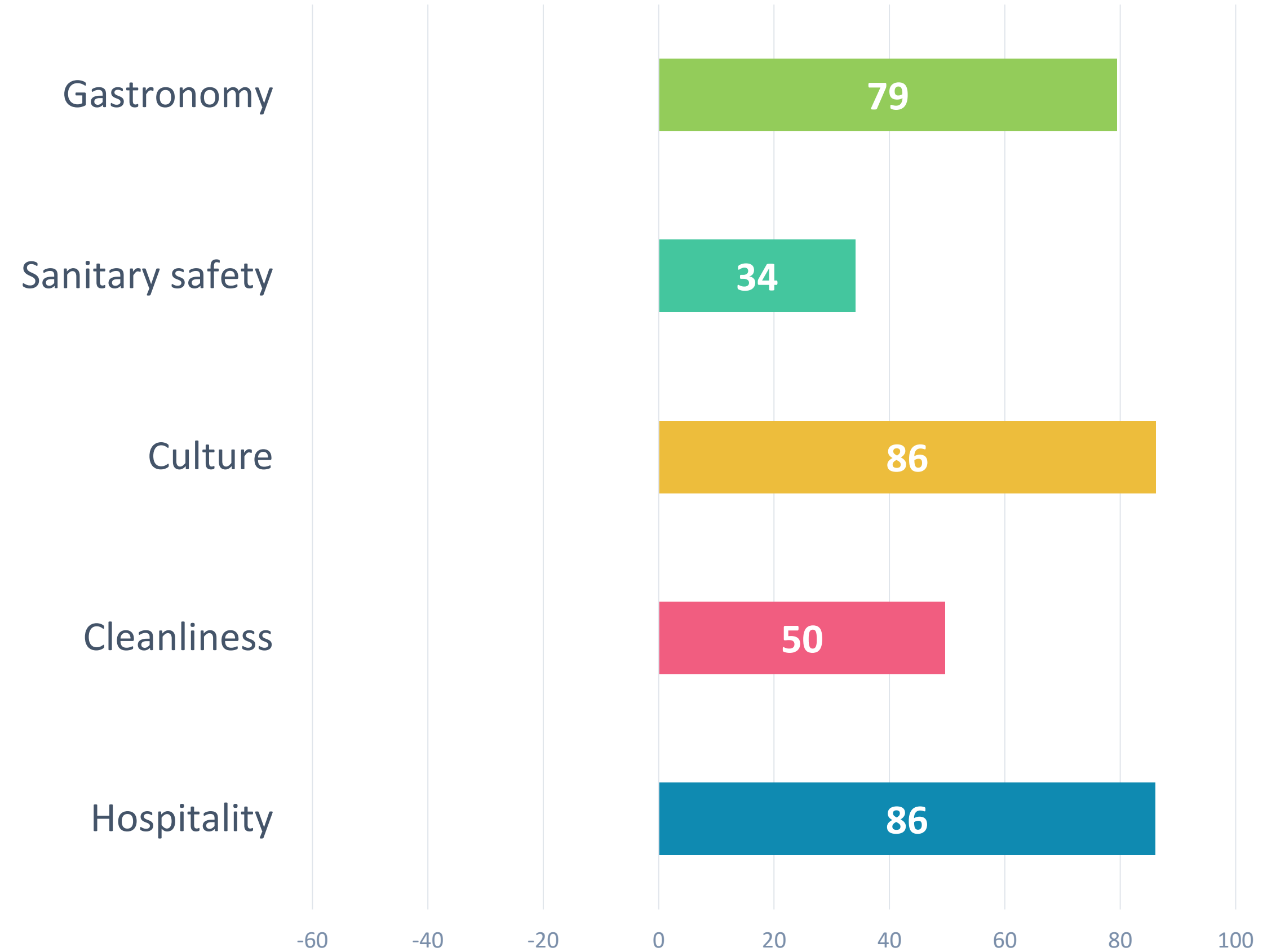
VOLUME OF CONVERSATIONS – JUL./SEPTEMBER 2022

Intensity of web social conversations



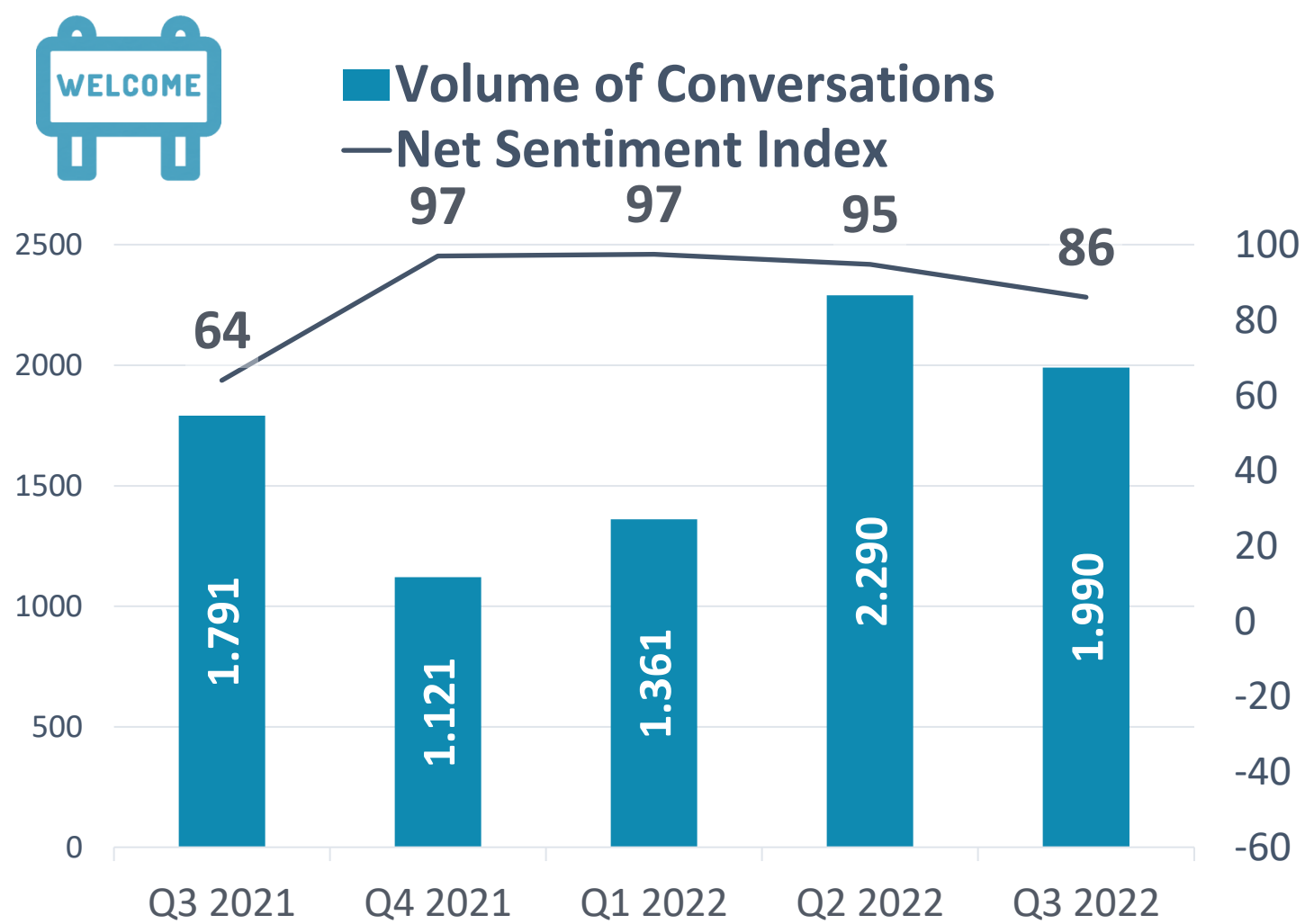
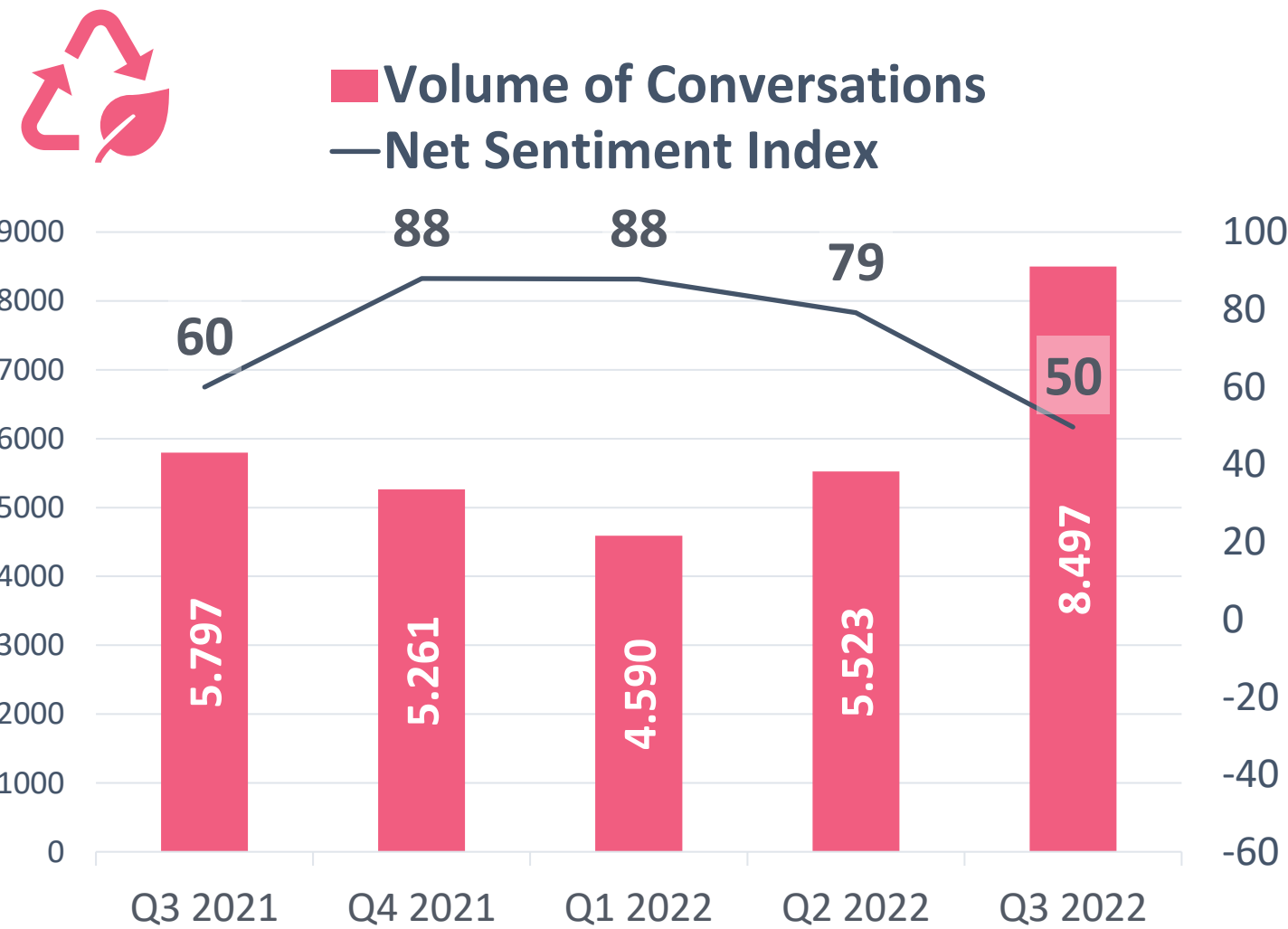
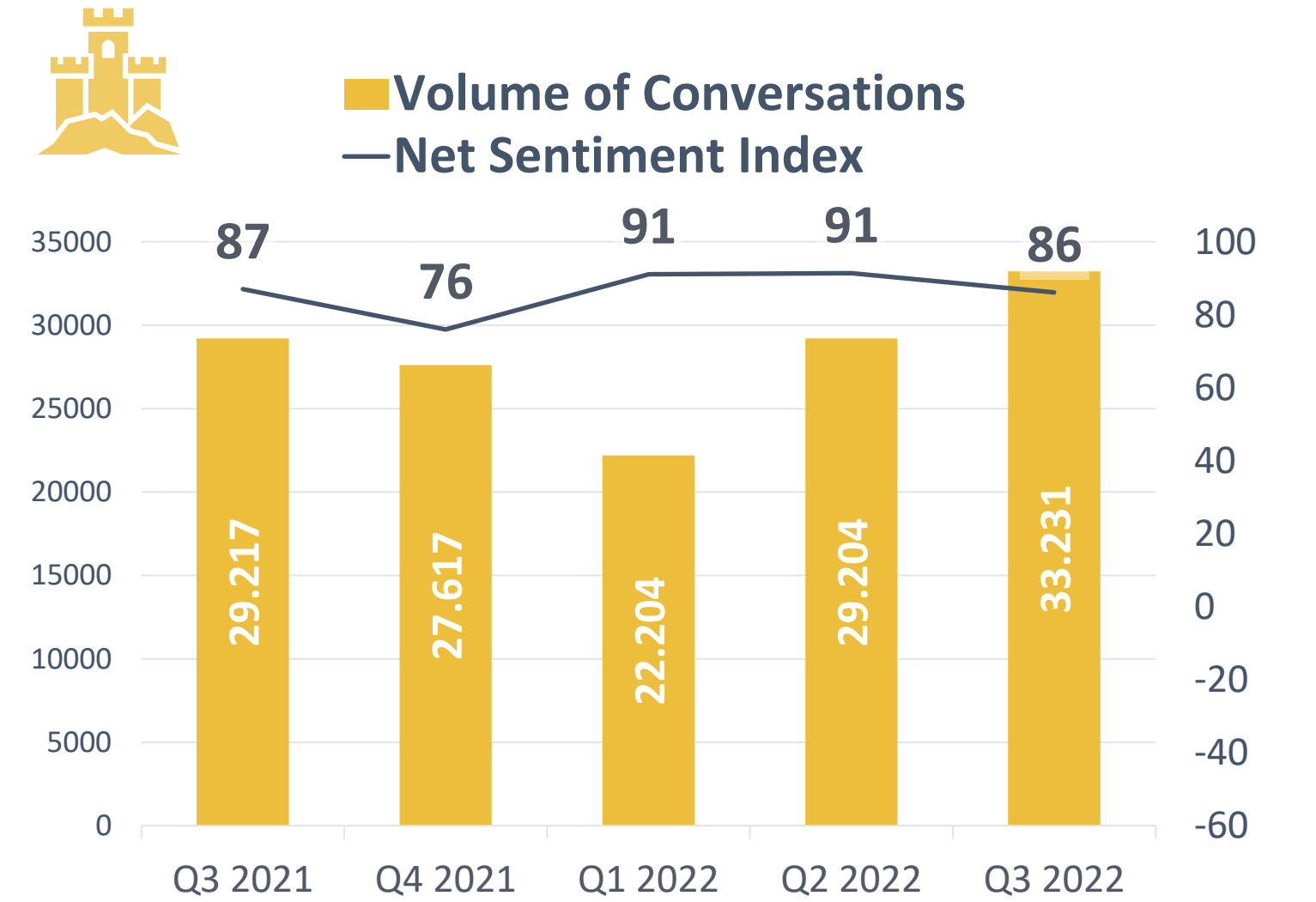
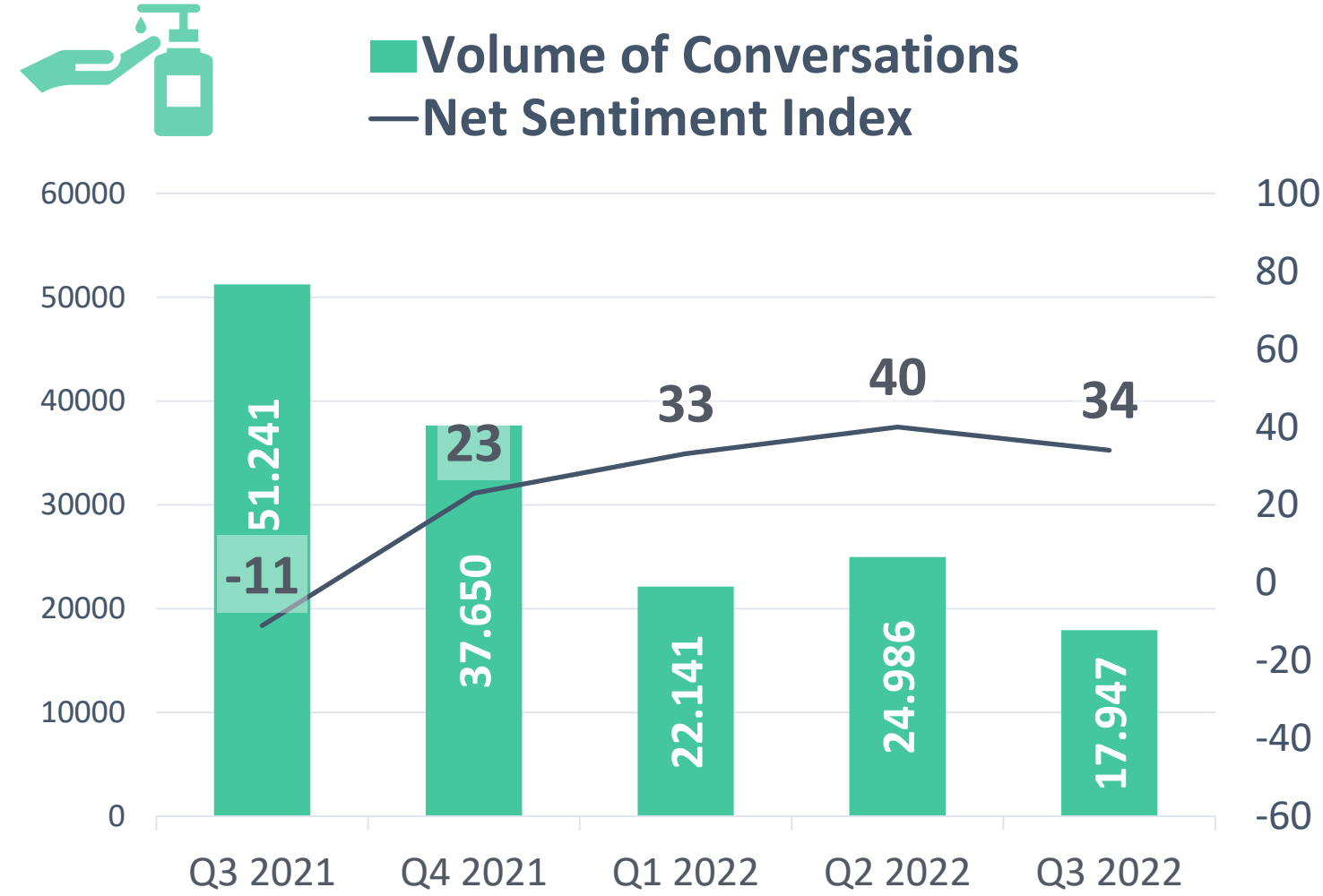
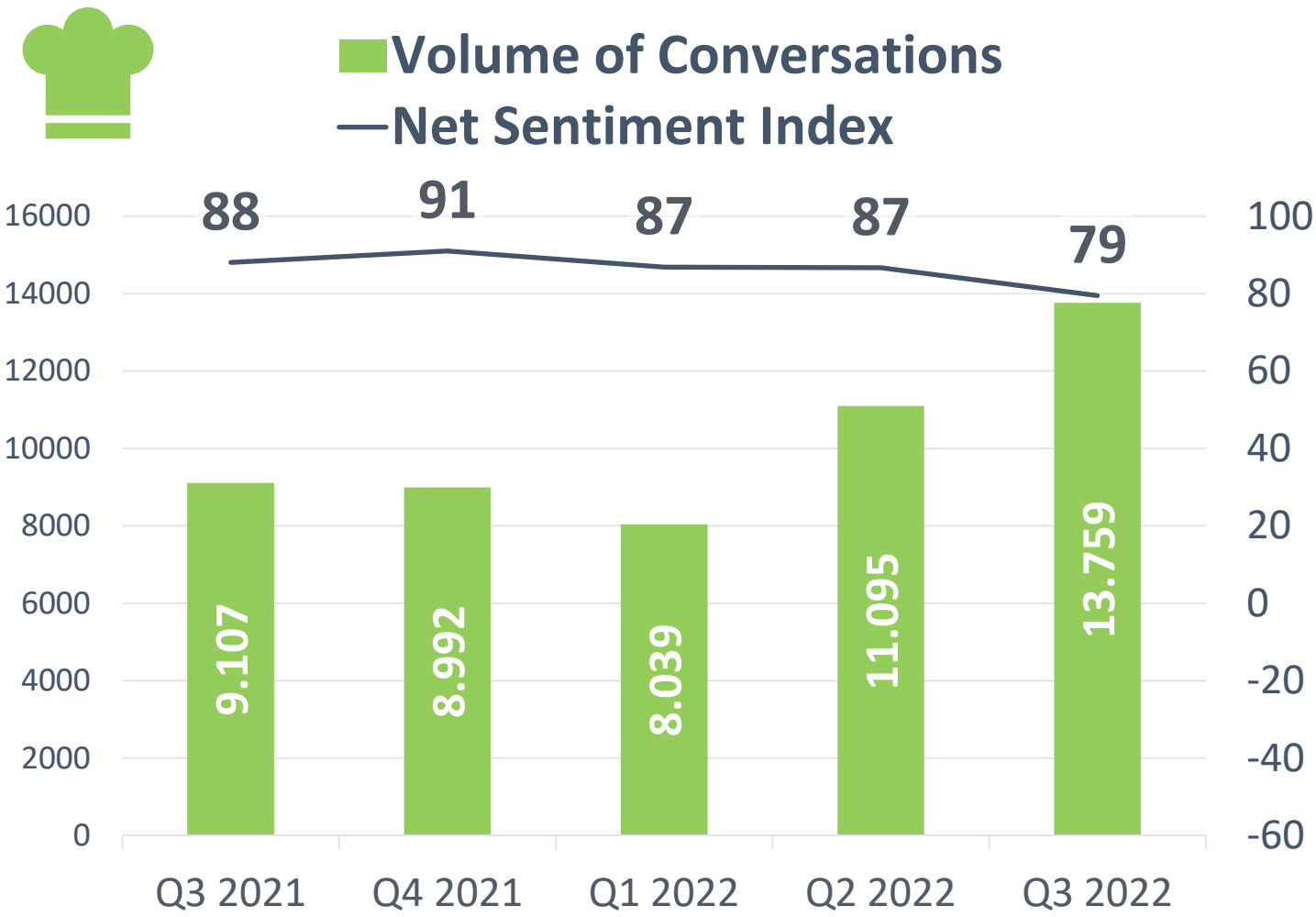
NET SENTIMENT INDEX – JUL./SEPTEMBER 2022

Polarity of verticals specific web social conversations (%positive - %negative)



3rd Quarter 2022

Reputation Topics – Annual Trends





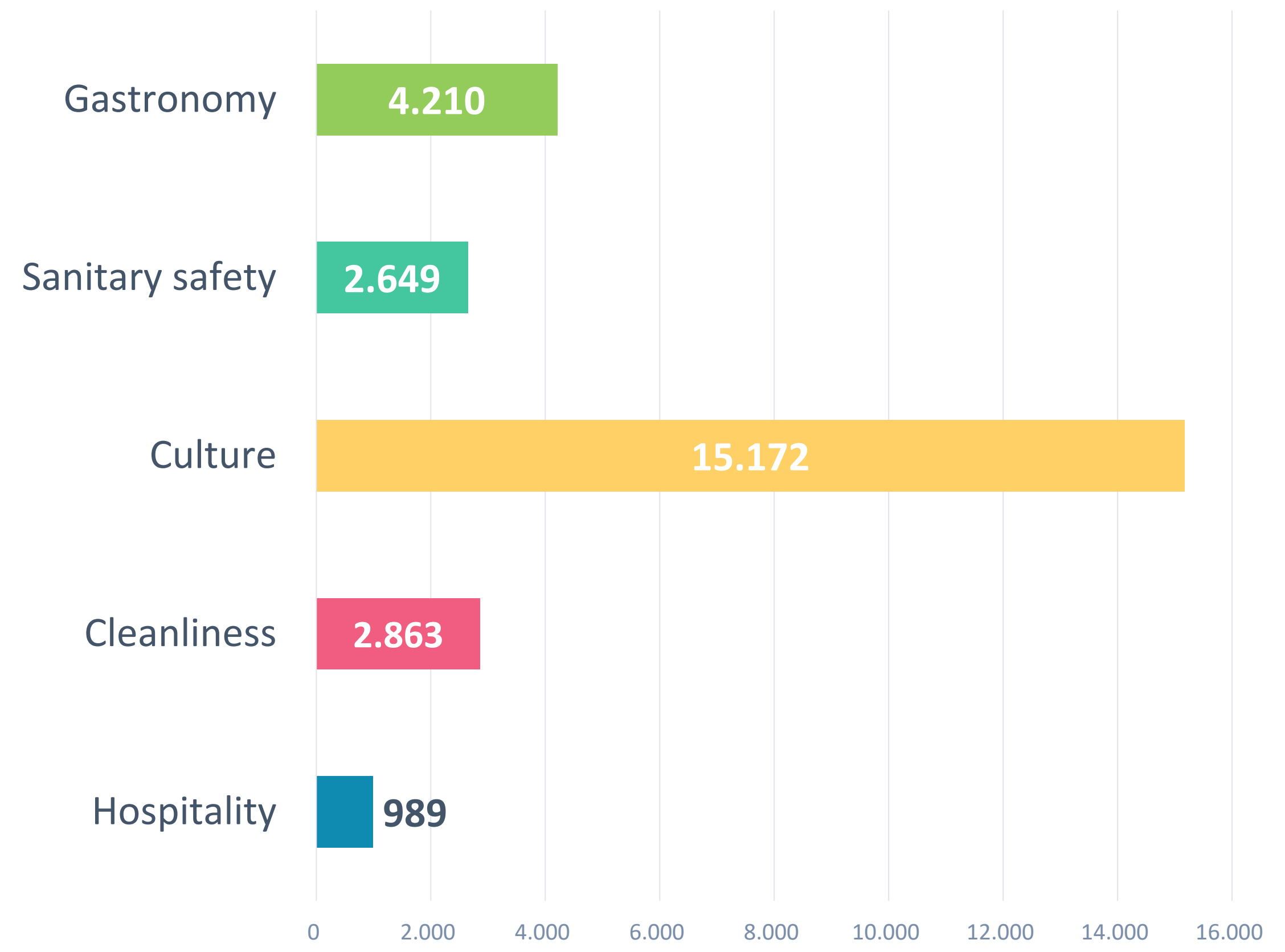
Focus on specific reputation topics



A similar trend was observed when analysing Athens. The conversation volume increased for topics on gastronomy, environment, and hospitality, while the polarity of sentiment declined in all major topics compared to the second quarter. Sentiment associated with Sanitary Safety dropped sharply (-25 points vs Q2).

VOLUME OF CONVERSATIONS – JUL./SEPTEMBER 2022

Intensity of web social conversations



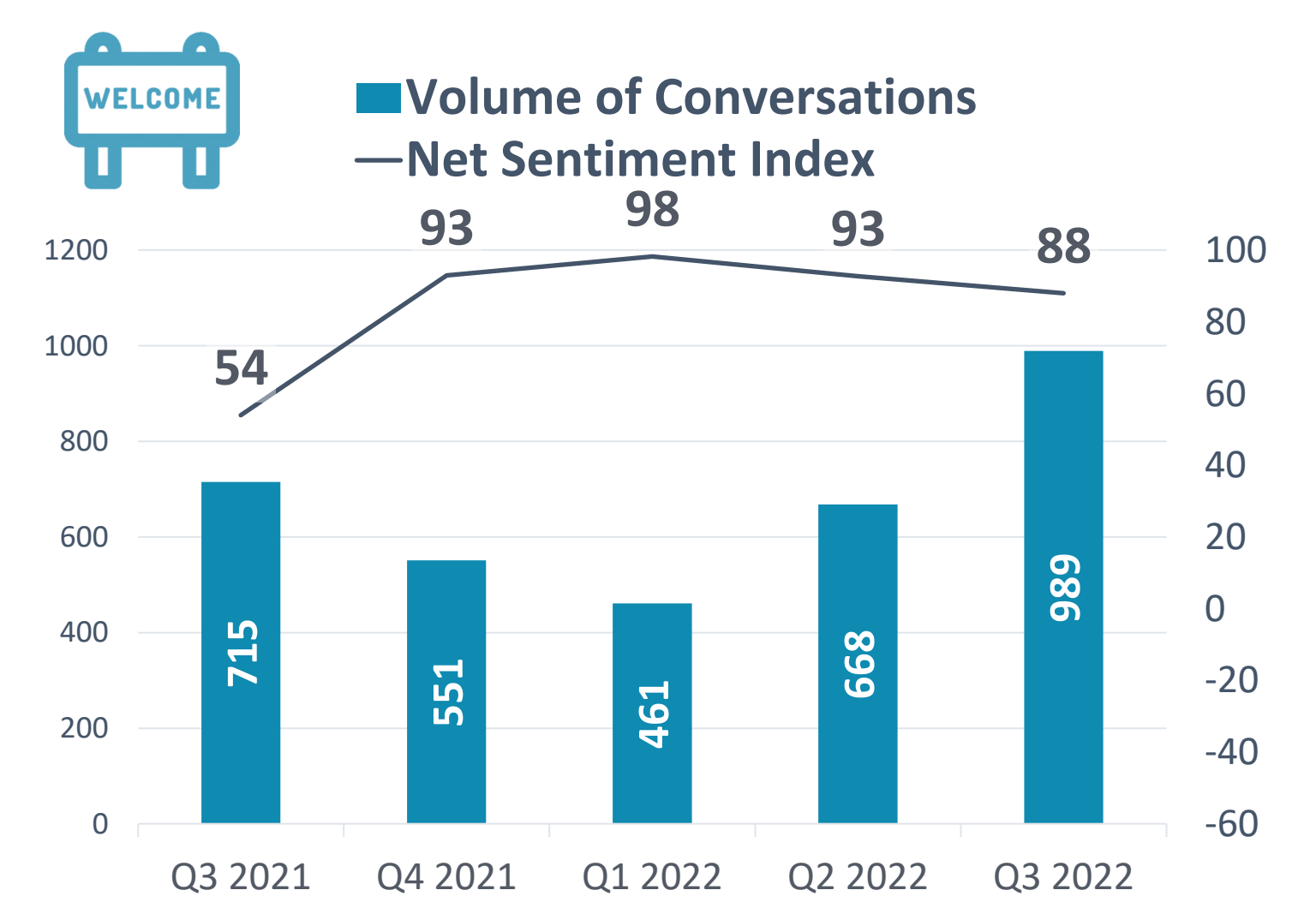
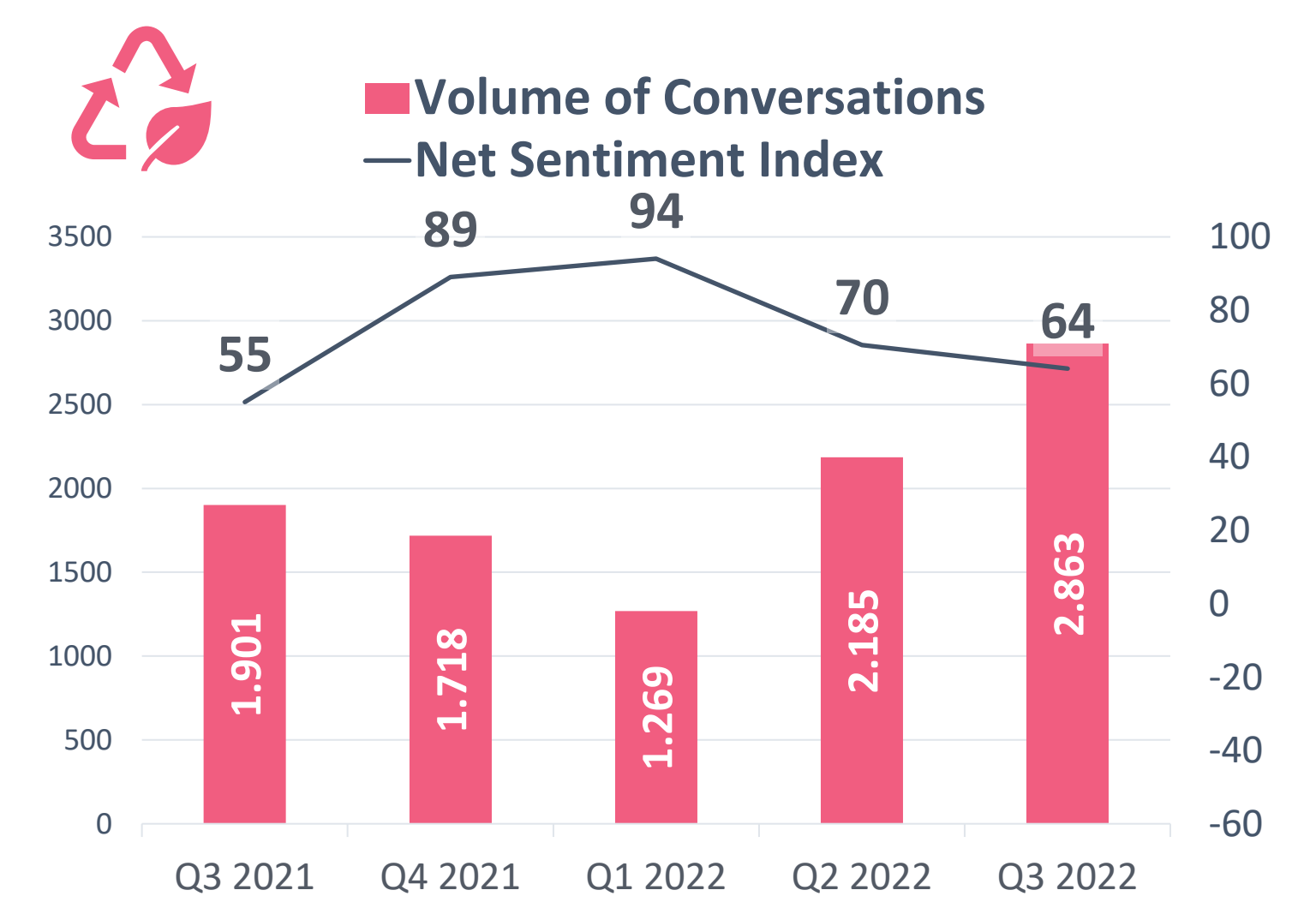
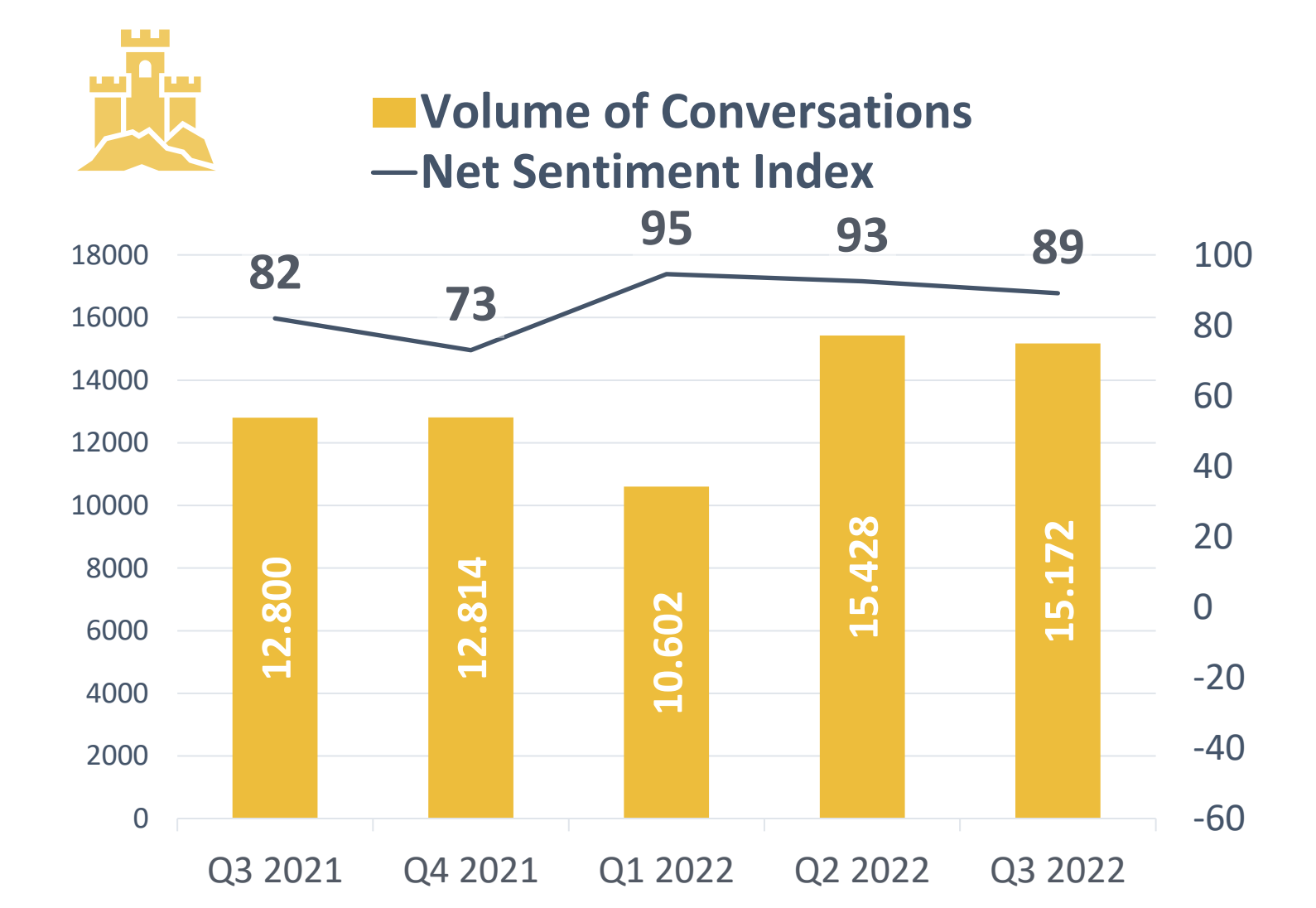
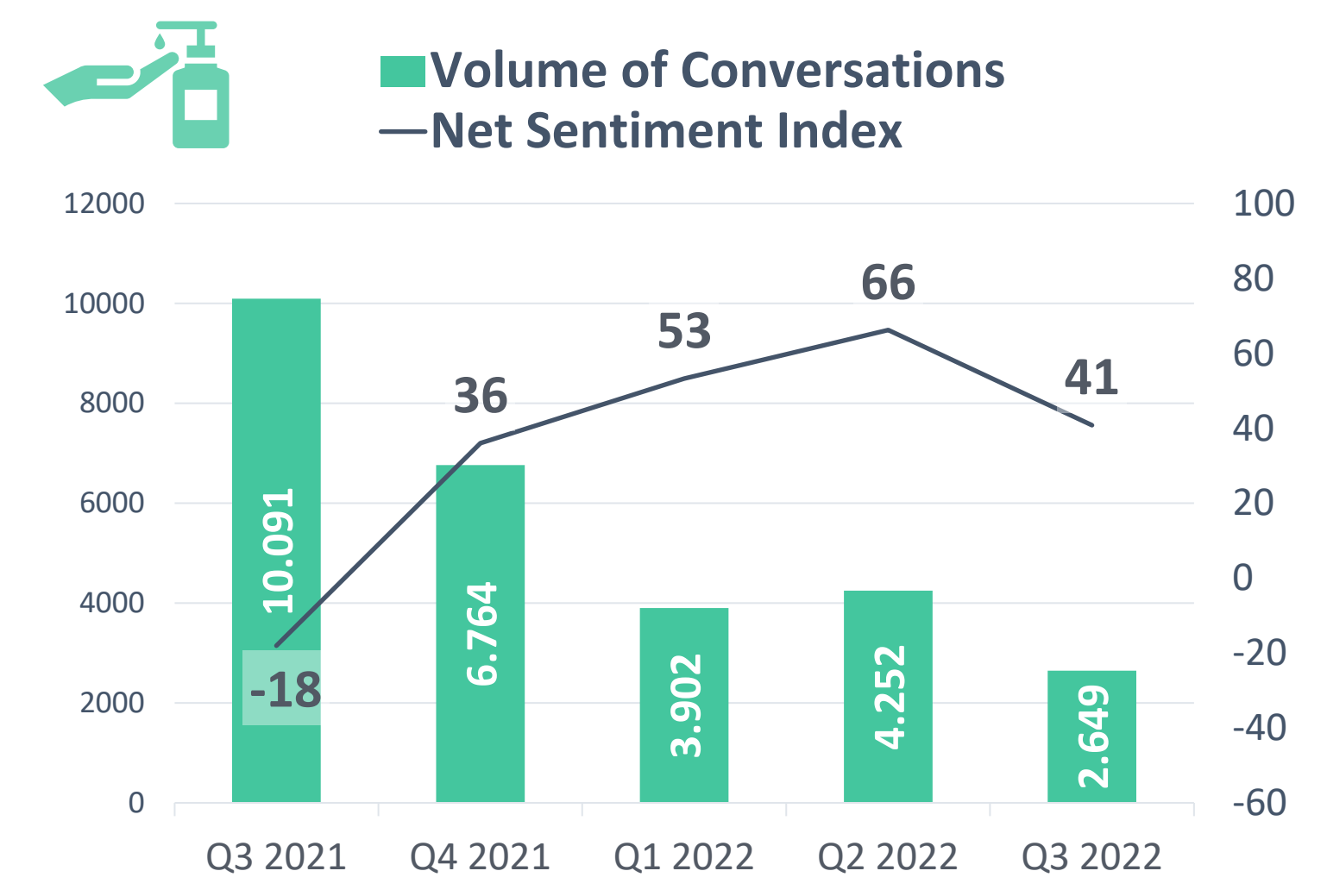
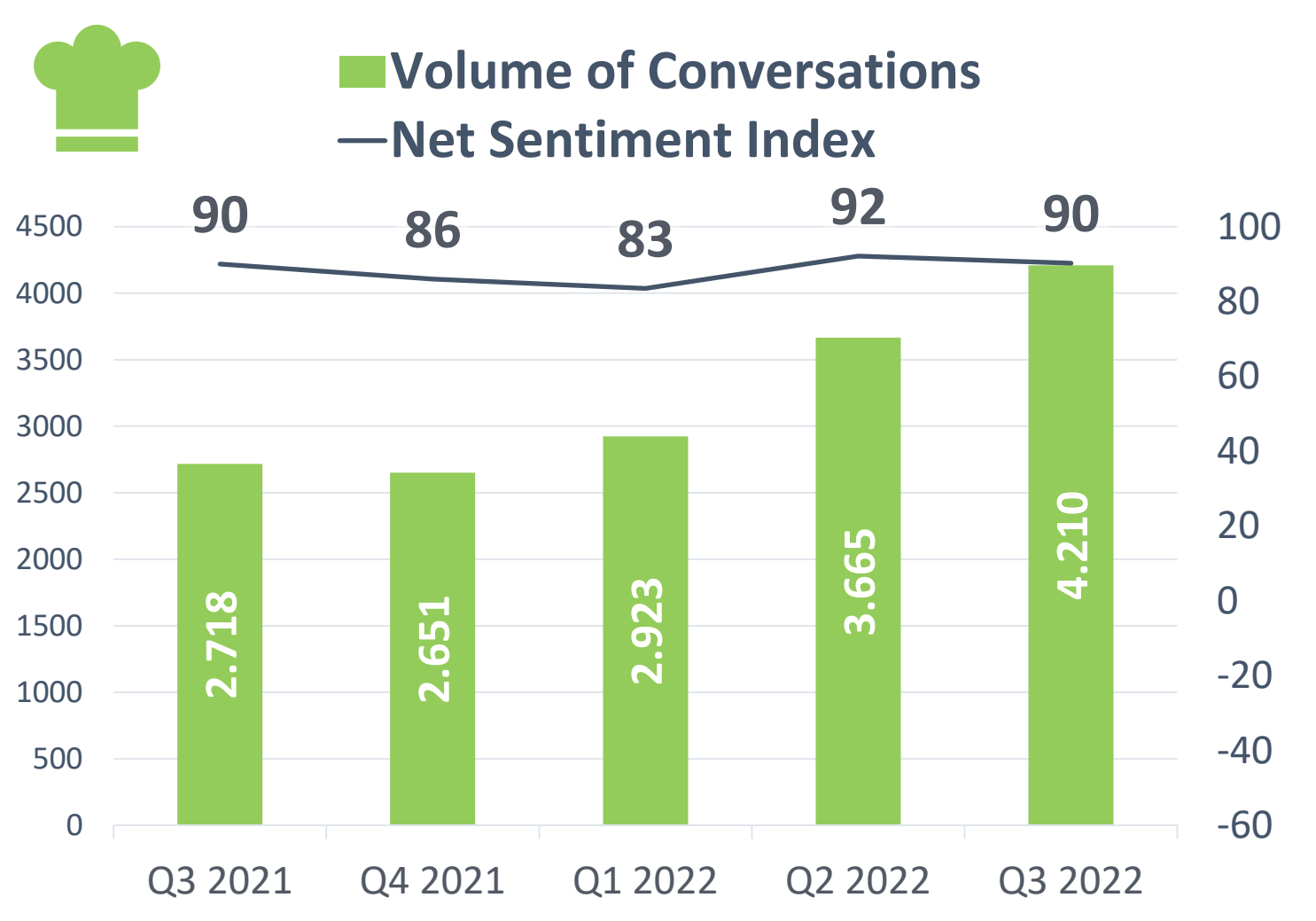
NET SENTIMENT INDEX – JUL./SEPTEMBER 2022

Polarity of verticals specific web social conversations (%positive - %negative)





Reputation Topics – Annual Trends



Positive Sentiment Drivers (1/2)

Fueling the destination's social reputation in the period



There was a large amount of variation of positive drivers throughout Q3, consisting of themes related to culture, nature, food, lodging, event, outdoor, innovation, sustainability, etc. Greece's travel industry seems to have fully returned to its pre-Covid state and appears to be benefiting the country's economy.

Examples of reputation drivers...

- Highlights of a **trip to Santorini** (breakfast on the balcony, admiring the ocean view and sunset, enjoying the offer in fashion outlets...)
- **Modern Greek recipes** introduced using emblematic products of Greek cuisine
- **Athens international airport** named **the best airport** in Europe
- **New mobile app "Culture is Athens"** introduced by the Municipality of Athens, allows visitors follow all the cultural events in Athens
- **The travel boom boosting the Greek economy** after two years of restrictions related to the pandemic
- **15 Greek street foods** (bougatsa, loukoumades, lamb chops...)
- Celebrating **the great Christian holiday**
- Tourists gathering at **Syntagma square** in Athens to see **the presidential guards**
- Highlight of a **resort hotel in Greece** and **meal prepared from freshly sourced seafood and local vegetables**
- Exploring the **Delphi museum**
- **Gorgeous Villa Tiny house** in Greece
- A film **"A Knives Out Mystery"** shot in Greece
- **"Epic" trail run at the tallest mountain** in Greece
- Staying at an **"instagrammable" hotel** in Santorini
- **Chartering a yacht** is considered an **ideal activity to do in Greece in autumn**
- **Celebrities and tourists** are **"flooding"** into Greece in summer
- Highlight of **sustainable tourism transformation** in Greece
- Greek minister suggests that **German pensioners are welcome to spend the winter in Greece** in view of inflation and the threat of energy shortages

Positive Sentiment Drivers (2/2)

Fueling the destination's social reputation in the period



In the midst of the high season for travel, a number of ambassadors on the web referred to specific destinations in Greece, ranging from well-known Greek islands to archeological sites and hidden gems. In addition, the quarter also featured a wealth of non-mainstream activities and anecdotes.

Examples of reputation drivers...

- **The Akrotiri area of Santorini** described as one of the most important places for the study of geological phenomena
- **Elafonisi beach** listed among the 50 best beaches in the world in 2022
- Highlight of the **butterfly shaped Greek island, Astypalaia**
- **Diving tourism** to see a shipwreck dating back 420 B.C
- **21 Best Greek islands to visit** in 2022 (Corfu, Crete, Naxos island...)
- **The ideal Greek lesser-known destinations** in August (Lipsi, Skyros...)
- Highlight of a **spectacular city hotel in Athens** (large spa, a rooftop pool, excellent food & beverage outlets...)
- **Athens international tourism & culture Expo** to take place in November
- **Birthday trip to Mykonos** with friends (party during the day, night out)
- **Admiring the clean water at one of the most remote beaches from Athens**
- **A Wizz air jet flying almost within touching distance of tourists**
- **Top 5 road trip routes** in Greece (e.g., Athens–Paros, Iraklio–Hania, Thessaloniki–Sithonia...)
- Trip to Greece **with a motorhome**
- Visiting a **cozy and beautiful coffee shop** in Greece
- Athens considered **one of the cheapest cities in Europe** for a break
- Lists of **quiet Greek islands** to avoid the crowd
- **The future of opera** in Athens
- **Athens** recognized by Ohio Magazine as **one of the best places to live, work, and visit**

Reflecting the Positive Sentiment Illustrative Social Posts



Meet My Fiancé, Vacation Prep, Trip to Santorini, Greece | TRAVEL VLOG



Hey loves!! In todays weekly vlog, we will be going to Santorini, Greece! This is my very first time out the country and my first baecation so ya girl is too happy and excited lol. We also went to Paris, so that vlog will be up next week! Also, yall...

published on 24/07/22 at 22:18 | YouTube | United States | youtube.com

Palikaria, salade de légumineuses et de céréales aux agrumes



...Grèce. Eh bien, il est temps d'y retourner avec un livre qui est entré dans ma bibliothèque il y a quelques semaines, Grèce ... sur son lieu de vacances, on a souvent envie de se prendre un peu moins la tête avec la cuisine même si on adore cuisiner... [A 7](#)

published on 07/07/22 at 04:20 | Blogs | France | cuisine.chez-la-marmotte.fr

It's official, Athens International Airport is the best airport in Europe!



...to Greece. Have a layover? You can enjoy baggage storage options, airport lounges, archaeological artefacts exhibitions, and ... offer its travellers! announced Holidu The Top 10 Airports in Europe:1. Athens International Airport, Greece – Avg. 4.4...

published on 26/07/22 at 00:20 | Blogs | United States | greekcitytimes.com

All the cultural events of Athens with only one click



...the cultural events in Athens thanks to a new and free application (app) by the Municipality of Athens "Culture is Athens". ... emblematic buildings and cultural spaces of the Municipality of Athens: Museums, libraries, art galleries, historical...

published on 09/07/22 at 07:40 | Blogs | United States | greekcitytimes.com

15 Greek STREET FOODS in Athens, Greece!! LOUKOUMADES, SOUVLAKI, GYRO + BBQ LAMB CHOPS!!



...listen and help This is the ULTIMATE GREEK street food guide to Athens! The TOP 15 Greek street foods to try on your next trip to Athens! I hope you enjoyed this compilation style video. Let me know which country I should do next! Thank you for...

published on 21/08/22 at 14:30 | YouTube | United States | youtube.com



Folegandros island. Street of Panagia.On the 15th of August we celebrate in Greece the great Christian holiday of the Holy Mother(Panagia). I will see in the middle of next week. Have a good time everyone. [pic.twitter.com/xozpQB6FSp](#)

published on 13/08/22 at 12:37 | Twitter | Greece | twitter.com



More than 1000 tourists gathered today to see the famous #Greece Presidential Guards at #Syntagma square in #Athens. Amazing. [pic.twitter.com/ZdRqKt01A4](#)

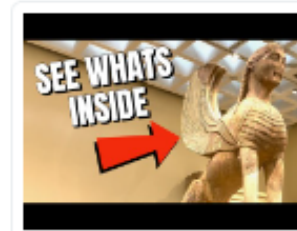
published on 14/08/22 at 12:45 | Twitter | Greece | twitter.com

At Grace Hotel, Auberge Resorts Collection, a New Restaurant Rivals the Stunning View of Santorini

...revamped this spring. (Last month, it was named the best resort in Greece—and the second-best in the world—by Travel & Leisure.) Despite its tiny footprint, just a few gorgeous white blocks jutting out of the volcanic crater, the miniature resort is...

published on 18/08/22 at 20:33 | Magazine | United States | www.vogue.com

THIS is what we found in the Delphi Museum | Greece Travel Vlog



I am from the US but I've been living in Luxor, Egypt exploring history's ancient mysteries. I started making travel videos to document my experiences. I travel to different parts of the world, exploring ancient civilizations through an esoteric...

published on 21/08/22 at 00:00 | YouTube | United States | youtube.com

Absolutely Gorgeous Carob Villa Tiny House with Clever Design and Ingenious Architecture



...with Clever Design and Ingenious Architecture Price: \$279/ night Size: 5 guests2 bedrooms3 beds1 bath Location: Lasithi, Greece About this space Clever design, ingenious architecture in perfect matrimony with an iconic outdoor pool & inviting...

published on 12/08/22 at 23:06 | YouTube | United States | youtube.com

Illustrative Social Posts

Reflecting the Positive Sentiment



Glass Onion: A Knives Out Mystery | Official Teaser Trailer | Netflix



...together. In the follow-up to Rian Johnson's Knives Out, Detective Benoit Blanc **travels** to **Greece** to peel back the layers of a mystery involving a new cast of colorful suspects. Starring Daniel Craig, Edward Norton, Janelle Monáe, Kathryn Hahn...

published on 08/09/22 at 15:00 | YouTube | United States | youtube.com

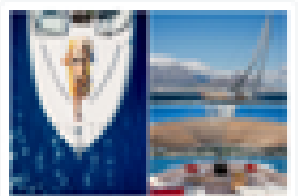
MARATHON RUNNER runs up TALLEST MOUNTAIN IN GREECE! Am I a trail runner now?!



...legend home of the Greek Gods. I planned this epic trail run when we went out to **Greece** on **holiday** last month and it did not disappoint. Steep difficult trails, plenty of climbing, a little bit of drama (as always), but it would all be worth it for...

published on 14/09/22 at 14:58 | YouTube | United States | youtube.com

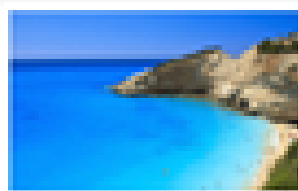
Why fall is the perfect season to charter a yacht in Greece



...summer **holiday** in the Mediterranean country, according to the Greek Ministry of **Tourism**, with 5.12 million **travelers** ... Kelly Shea, founder of high-end **travel** agency Kelly Shea **Travels**. "I can't deal with the crowds or the heat." Her other...

published on 23/09/22 at 01:27 | Newspaper | United States | mypost.com

Sustainable Greece from the Greek National Tourism Organisation



...sustainable transformation of its **tourism** sector. Here are some of **Greece's** sustainable destinations to help inspire more environmentally **friendly** **travel**. Here are some of **Greece's** sustainable destinations Folegandros On the whitewashed, ethereal...

published on 30/09/22 at 13:38 | Blogs | United States | itn.ie

The archaeological site of Akrotiri on Santorini | The Pompeii of the Aegean

...The Archaeological **Museum** of **Athens**, by Yann Forget via Wikimedia Commons) The Museums **Museum** of Prehistoric Thera houses ... al **article** which appeared on Point Grecia; intro image: Spring fresco found in Akrotiri [National Archaeological **Museum** of.

published on 22/07/22 at 13:54 | Blogs | Greece | www.greeknewsagenda.gr

The 50 best beaches in the world for 2022 revealed, from Cornwall to Florida



ELAFONISI BEACH, CRETE, **GREECE**: 'This unusual pink beach was once a locals' secret,' says Big 7 **Travel**, 'but it has become...

published on 01/07/22 at 15:24 | Newspaper | United Kingdom | www.dailymail.co.uk

'Parthenon of shipwrecks' helps reboot tourism in Greece



...because diving **tourism** can be a flagship project in the country," says **Greece's** Deputy **Tourism** Minister Sofia ... "Tourism is our main industry here, it's 25% of GDP, so you can understand how important it is for us," says **Tourism**...

published on 13/09/22 at 09:44 | TV/Radio | Japan | www3.nhk.or.jp

Fashion designer Marios Schwab's guide to Astypalaia

...the Chora, Deximi **Art & Design** Gallery, that sells beautiful presents made in **Greece**; I always like to take some things ... house but if I'm recommending somewhere to **visitors** I send them to the Kalderimi Traditional Houses, built into the hills...

published on 25/08/22 at 05:55 | Newspaper | United Kingdom | www.ft.com

Best road trips in Greece

...road **trip** Best road **trip** for beaches Athens-Paros; 180km (112 miles) total driving, not including sea **travel** Although ... dotting the Aegean are the stuff of **holiday** fantasies. Start this **trip** in Athens, where the port of Piraeus is your gateway...

published on 26/09/22 at 17:59 | Magazine | Australia | www.lonelyplanet.com

Athens named in Best Hometowns by Ohio Magazine



...River in **Athens**, Ohio, are a favorite place for students, faculty, staff, **visitors** and the entire **Athens** community to walk ... drive from downtown **Athens** and Ohio University's campus. Strouds Run State Park in **Athens**, Ohio offers numerous hiking and...

published on 04/08/22 at 19:24 | Online News Other | United States | www.ohio.edu

Negative Sentiment Drivers

What vigilance points to watch reputation-wise?



Negative sentiment surrounding travel in Greece was largely driven by climate-related issues in the first half of the third quarter, including also other factors both related and unrelated to tourism. Fewer climate-related topics appeared in the second half of Q3, with crime being mentioned more frequently.

Examples of reputation drivers...

- **Heat waves and wildfires across Greece**
- **Greece's fur industry facing difficulty** due to sanctions against Moscow halting exports
- **Rising Covid-19 cases** in Greece
- **Accidents and incidents** (tourist caught in the rotor blades of a helicopter, five-year-old Syrian girl is 'killed by a SCORPION' on the Greek border, tourists found dead on a sunbed, tourists attacked by wild dogs on a mountain trail...)
- **Geopolitical issues with Turkey** (Greece Coastguard firing suspicious Turkish Cargo Ship, Issues related to visa rejections...)
- **Tourists overcharged** in Greece
- **Issues after Brexit (Greece is set to start charging British tourists** to enter the country, EU roaming charges reaching £1,000 for British tourists...)
- **Crimes in Greece** (assault on tourists, missing person...)
- **Inflation and rising cost of apartments** affecting locals in Athens
- **Ryanair** to close base at Athens airport during winter

The topics mentioned may be not “mainstream” in the sentiment flow, sometimes even “anecdotal” or outside the tourism space strictly, however they can generate a negative influence on the overall attractiveness of Greece in potential travelers' minds.

Illustrative Social Posts

Reflecting the Negative Sentiment



Wildfires tear across Greece: Tourists and locals evacuated as firefighters desperately battle blaze



...across **Greece**: **Tourists** and locals are evacuated as firefighters desperately battle blazes after ... hundreds of **tourists** were...

published on 24/07/22 at 23:21 | Newspaper | United Kingdom | www.dailymail.co.uk

Greece's fur industry on the brink as EU sanctions on Russia bite



...are an uphill battle. The sanctions also ban shops from selling to Russian **tourists** in **Greece**, because fur is considered a luxury good. "We go where we're wanted. We're not like apples. We can't just find a new market, there need to be certain..."

published on 18/07/22 at 11:16 | News Agency | United States | www.reuters.com

Holidaymakers warned of rising coronavirus cases at European destinations

...the recommended protection before **travelling**. **Greece** is among the countries to have reported a rise in cases in recent...

published on 06/07/22 at 19:35 | Online News Other | United Kingdom | www.theguardian.com

Wealthy British tourist may have been taking selfie when he was killed by helicopter blade in Greece



...British **tourist** may have been taking a selfie when he was hit and killed by helicopter rotor blade in **Greece**: Victim 'was ... charter from Mykonos to **Athens** as the group made their way home to the UK after a **holiday**. Previous reports suggested a...

published on 26/07/22 at 11:34 | Newspaper | United Kingdom | www.dailymail.co.uk

Greece coastguard fires on 'suspicious' Turkish cargo ship

...defence systems stationed there. Athens denies the claims. **Greece** says it needs to defend its eastern islands, including **tourist** hotspots Rhodes and Kos, which are much closer to Turkey than to the Greek mainland, against its larger and militarily...

published on 11/09/22 at 10:57 | TV/Radio | Qatar | www.aljazeera.com

Fuming tourist charged £360 for four drinks and a snack at Mykonos beach restaurant...



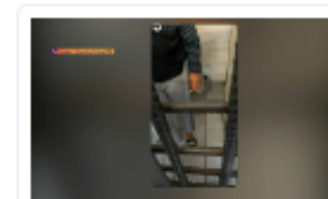
...snack at a "rip-off" restaurant on a **Greece holiday** island. Jak Kypri, from London, was visiting the Greek island of...

published on 26/07/22 at 11:59 | Newspaper | United Kingdom | www.thesun.co.uk

BREAKING: Spain, France, Portugal and **Greece** are set to start charging British **tourists** to enter the country. This is because we're all fucking idiots and we keep trashing the place x

published on 17/08/22 at 20:35 | Twitter | United Kingdom | twitter.com

Greece : three young French people imprisoned after the violent attack on a Spanish tourist in Santorini



...in **Greece** suspected of the violent attack on a 33-year-old Spaniard on the very **touristic** island of Santorini. In **Greece** ... Spanish **tourist** still hospitalized in serious condition. An attack that took place during a **vacation** in **Greece** ...

published on 19/08/22 at 09:01 | TV/Radio | France | rnc.bfmtv.com

Eat or Heat: Europeans Already Are Facing Previously Unthinkable Dilemmas



...with homelessness. Having seen a surge in longer-term **tourists** with a lot of covid money to spend on longer vacations, apartments in **Athens** have become unaffordable for locals. The government handouts to low-income Greeks have only made the...

published on 26/09/22 at 18:15 | Blogs | United States | mises.org

Ryanair to Close Base at Athens Airport for Winter



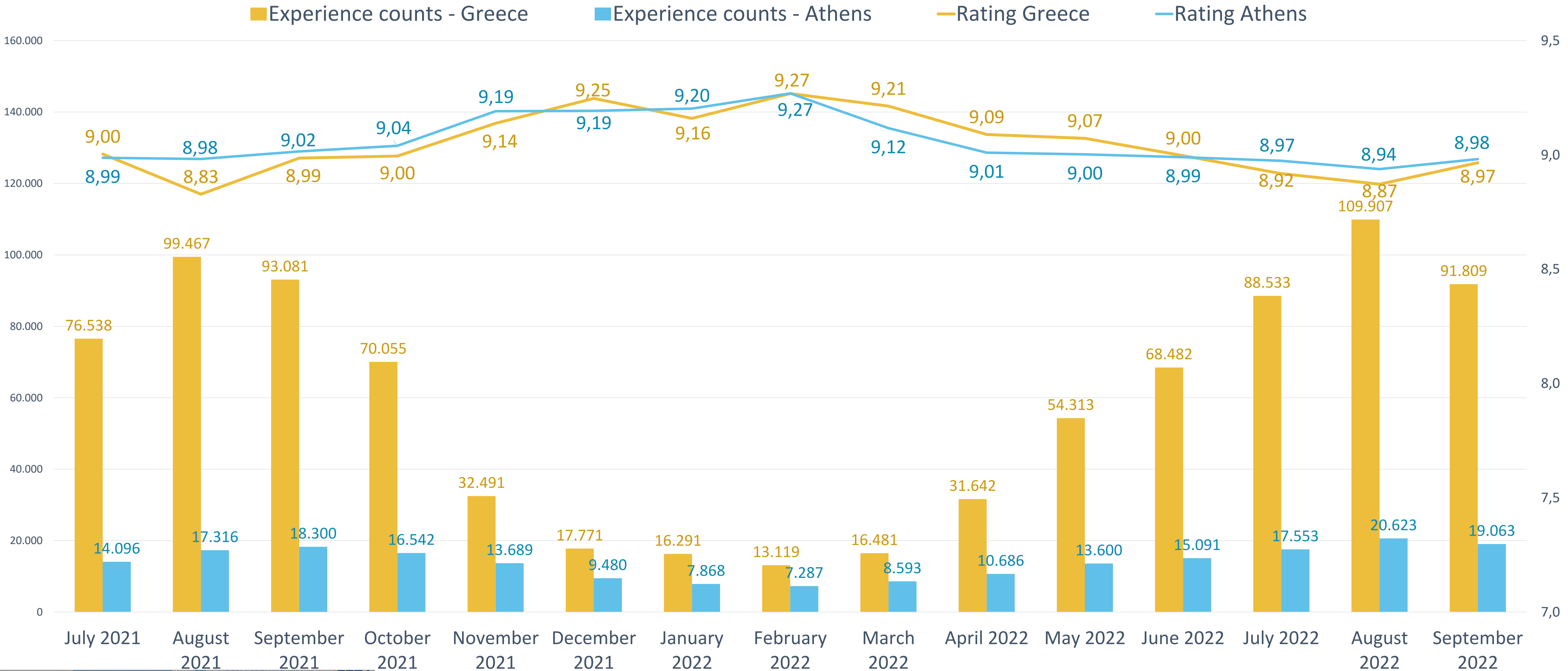
...detriment of economic growth" in **tourism** and connectivity. "Athens Airport is a prime example of how the Greek government ... winter season or to grow off peak **tourism** and connections to **Athens**, which should be a thriving year-round..."

published on 01/09/22 at 11:56 | Blogs | Greece | news.gtp.gr



Destination Experience Reputation

Overall Experience Reputation Trends





Experience Reputation Dashboard (Greece)

3rd Quarter 2022

Overall Rating:

8,91



Europe Benchmark: 8,54

Athens: 8,96 / Seaside: 8,83 / Other: 9,13

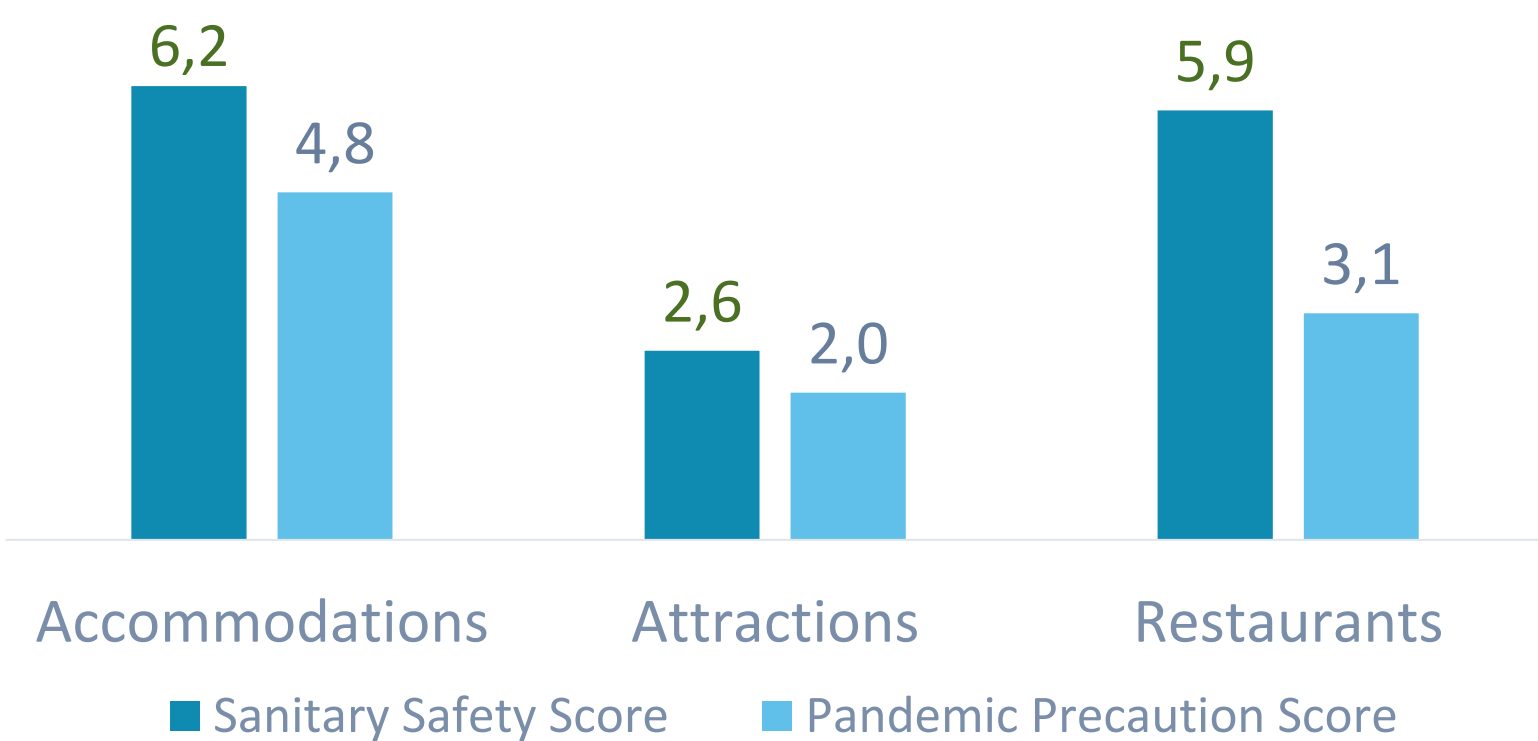
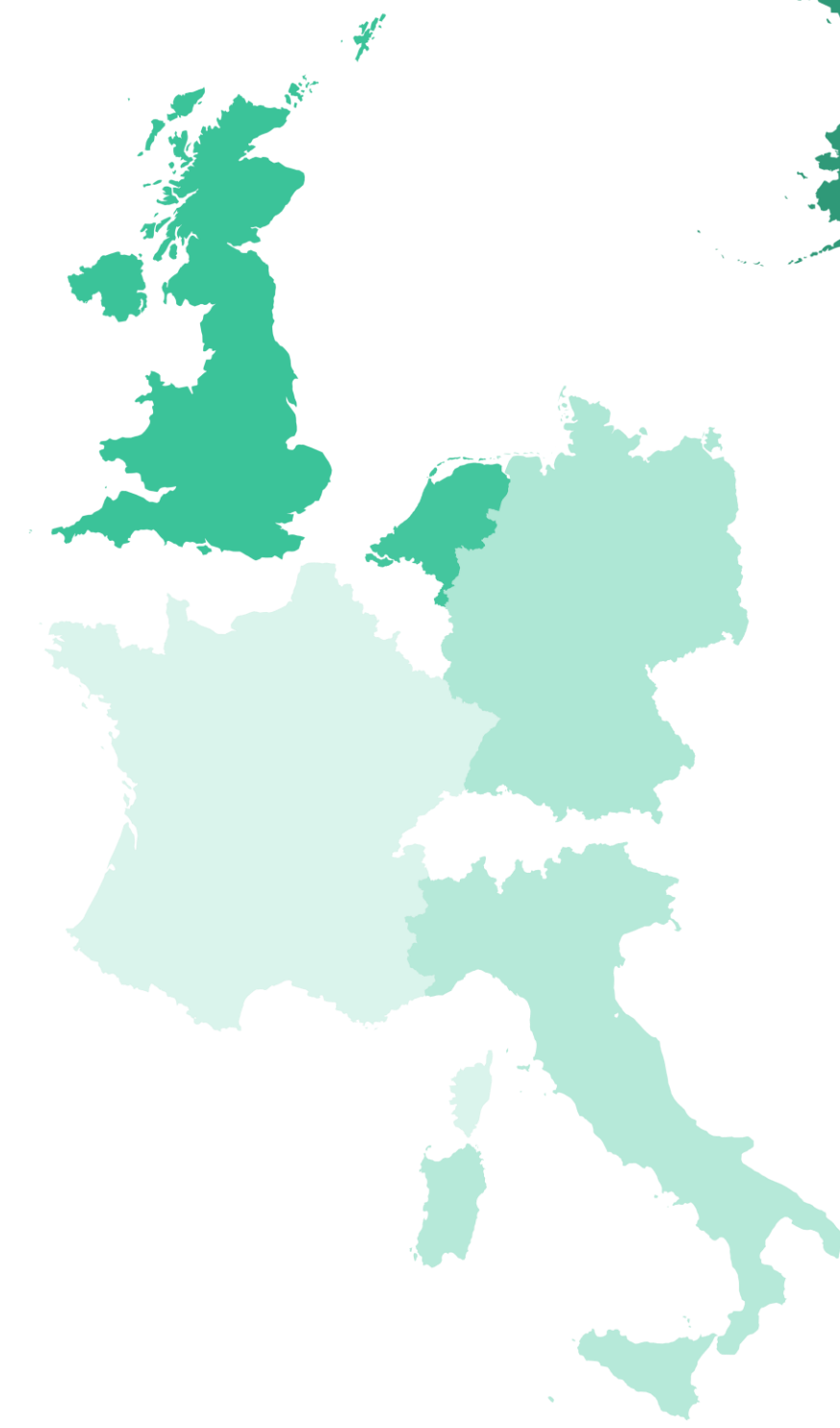
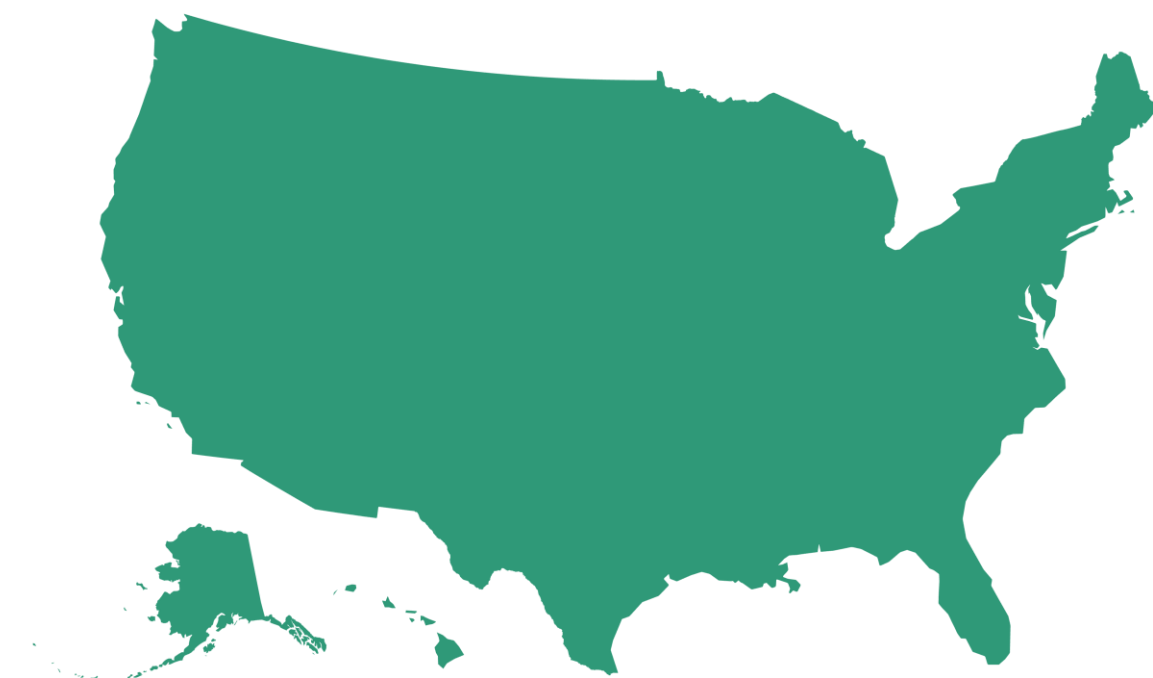
Sanitary Safety Score(*)



Pandemic Precautions Score(*)



Rating per market



Market	Rating (/10)	Reviews count
USA	9,10	4907
UK	8,53	12372
Netherlands	8,40	1500
Germany	8,37	3386
Italy	8,36	5748
France	8,31	6552



Value for Money: 8,7 / Europe avg: 8,1

Sustainable Travel: 7,7 / Europe avg: 8,1

Note: based only on reviews having market origin information (about half of total reviews)

(*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10

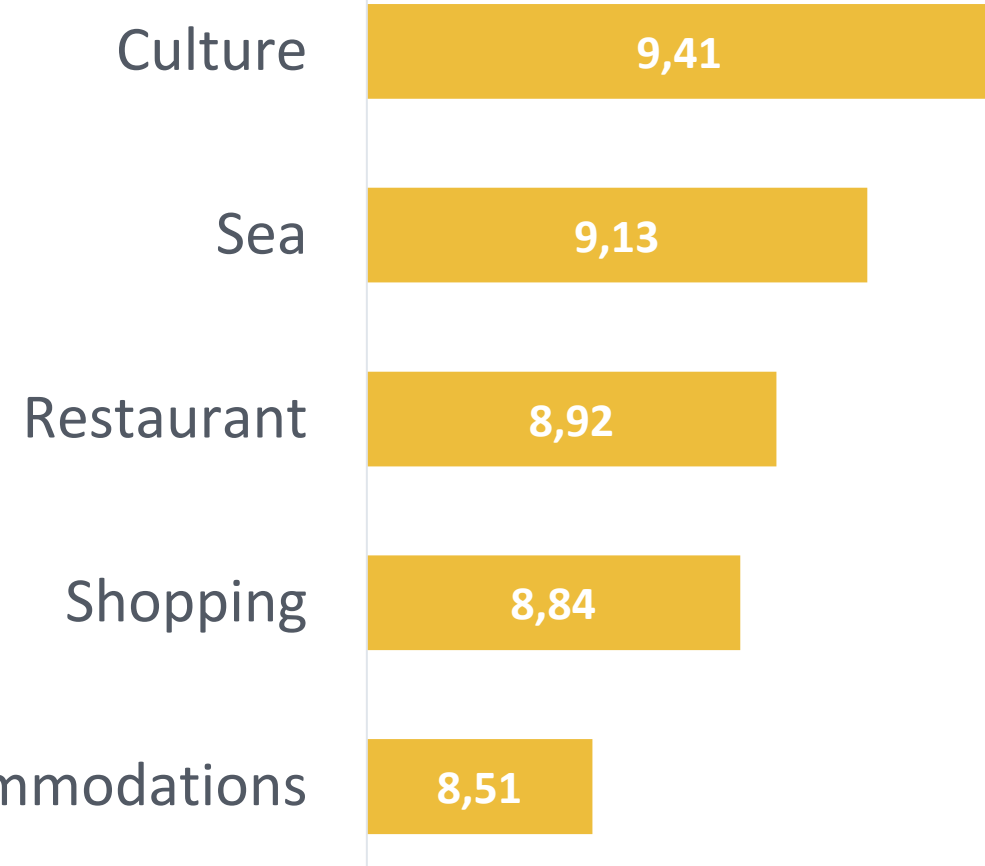
Overall Rating:

8,96



Europe Benchmark: 8,54

Greece: 8,91 / Seaside: 8,83 / Other: 9,13



Sanitary Safety Score(*)

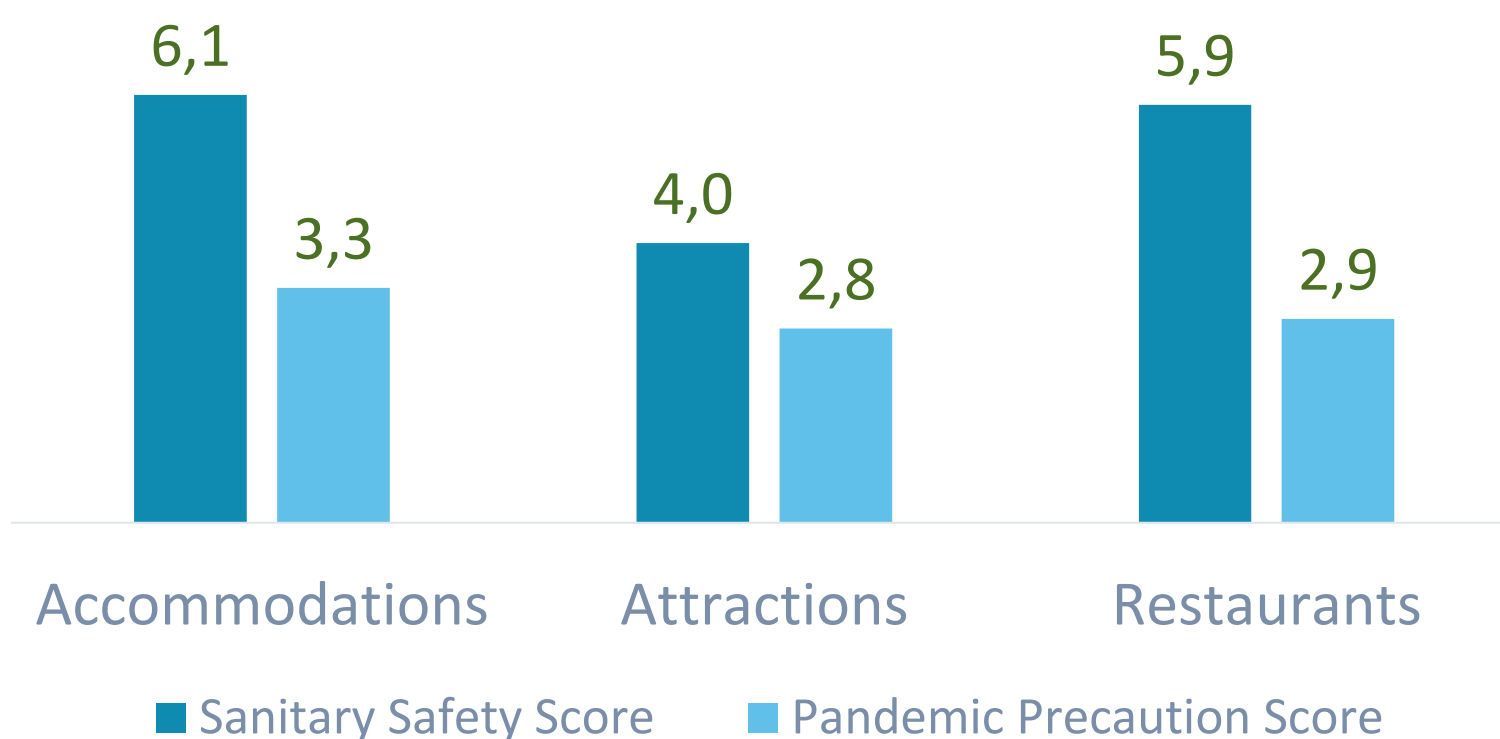


Greece Avg. : 5,1

Pandemic Precautions Score(*)



Greece Avg. : 3,2

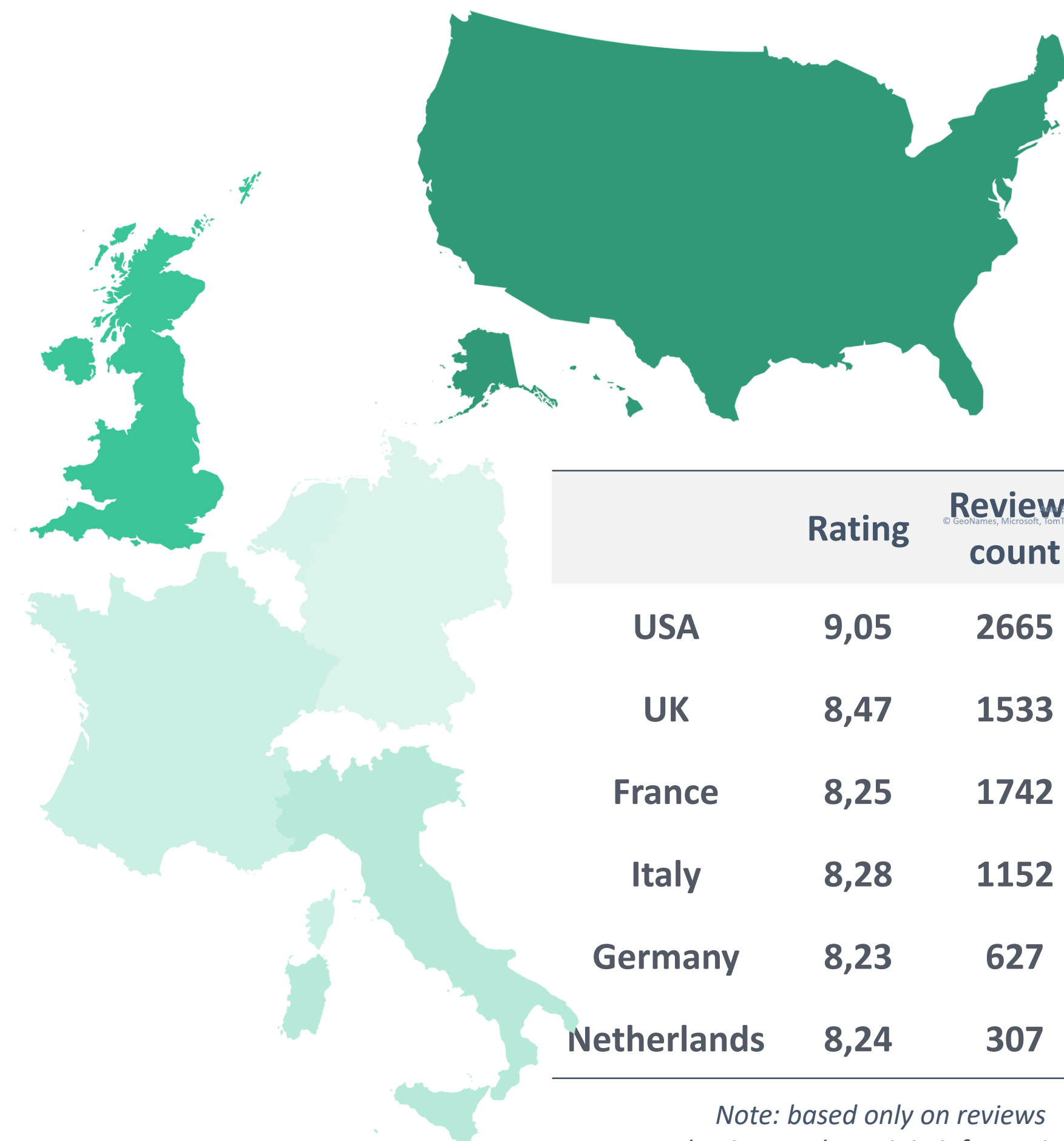


Value for Money: 8,7 / Europe avg: 8,1



Sustainable Travel: 8,2 / Europe avg: 8,1

Rating per market



Market	Rating	Reviews count
USA	9,05	2665
UK	8,47	1533
France	8,25	1742
Italy	8,28	1152
Germany	8,23	627
Netherlands	8,24	307

Note: based only on reviews having market origin information (about half of total reviews)

(*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10

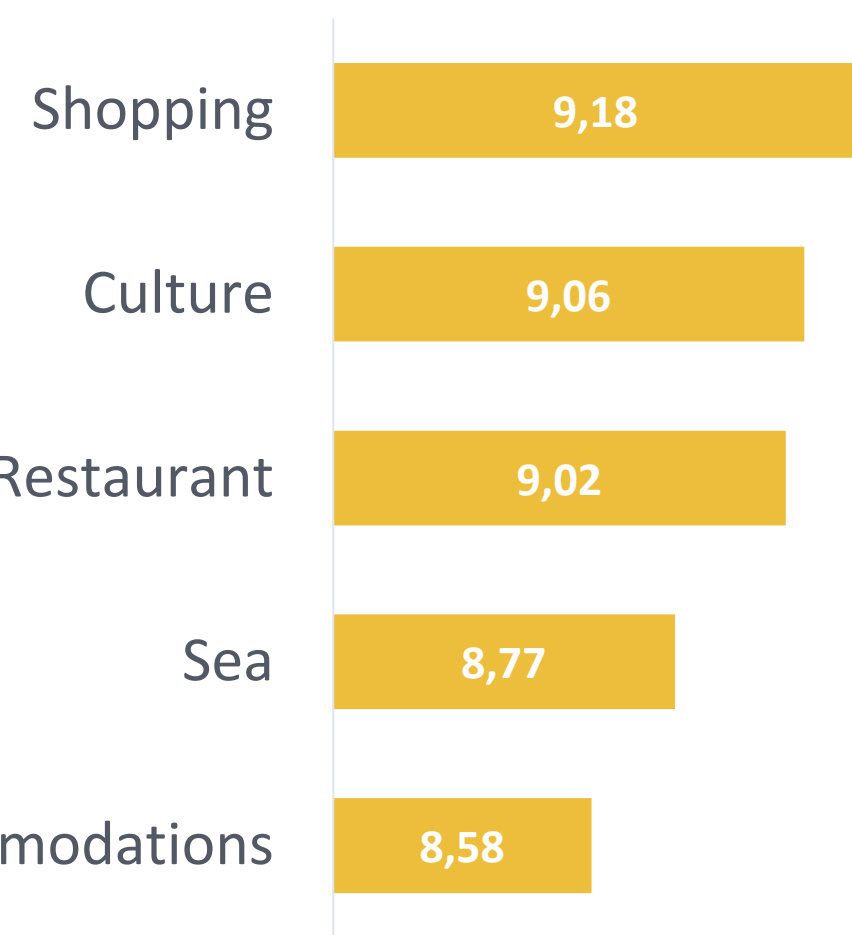
Overall Rating:

8,83



Europe Benchmark: 8,54

Greece: 8,91 / Athens: 8,96 / Other: 9,13



Sanitary Safety Score(*)

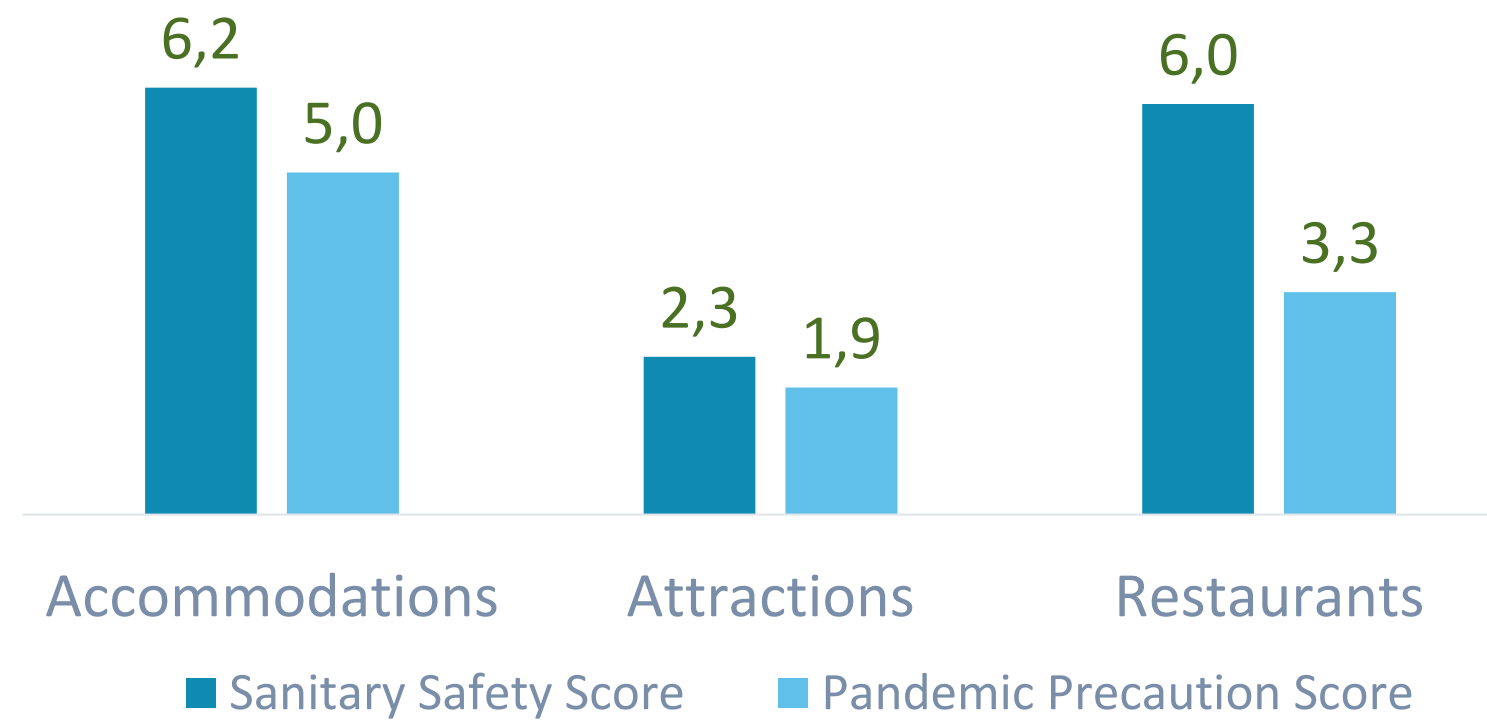


Greece Avg. : 5,1

Pandemic Precautions Score(*)



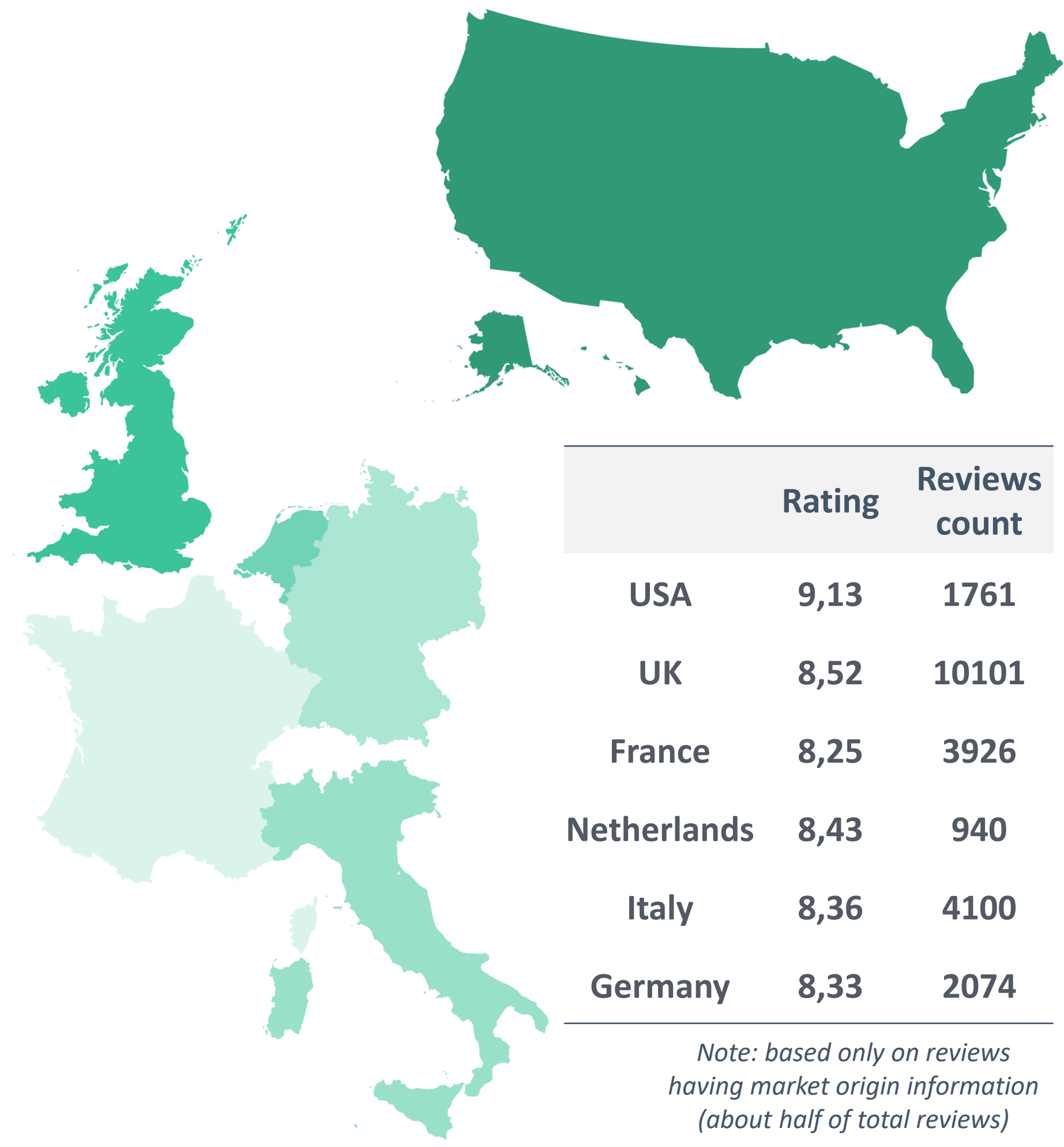
Greece Avg. : 3,2



Value for Money: 8,6 / Europe avg: 8,1 

 Sustainable Travel: 7,6 / Europe avg: 8,1

Rating per market



Note: based only on reviews having market origin information (about half of total reviews)

(*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10

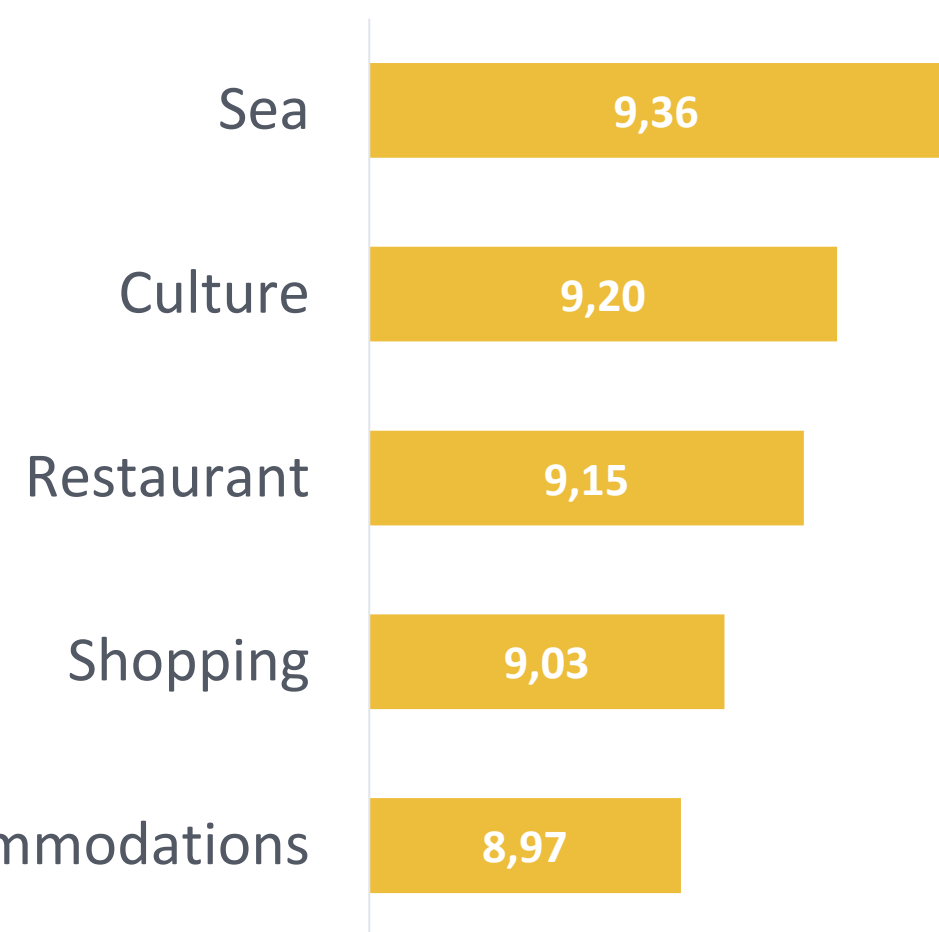
Overall Rating:

9,13



Europe Benchmark: 8,54

Greece: 8,91 / Athens: 8,96 / Seaside: 8,83



Sanitary Safety Score(*)

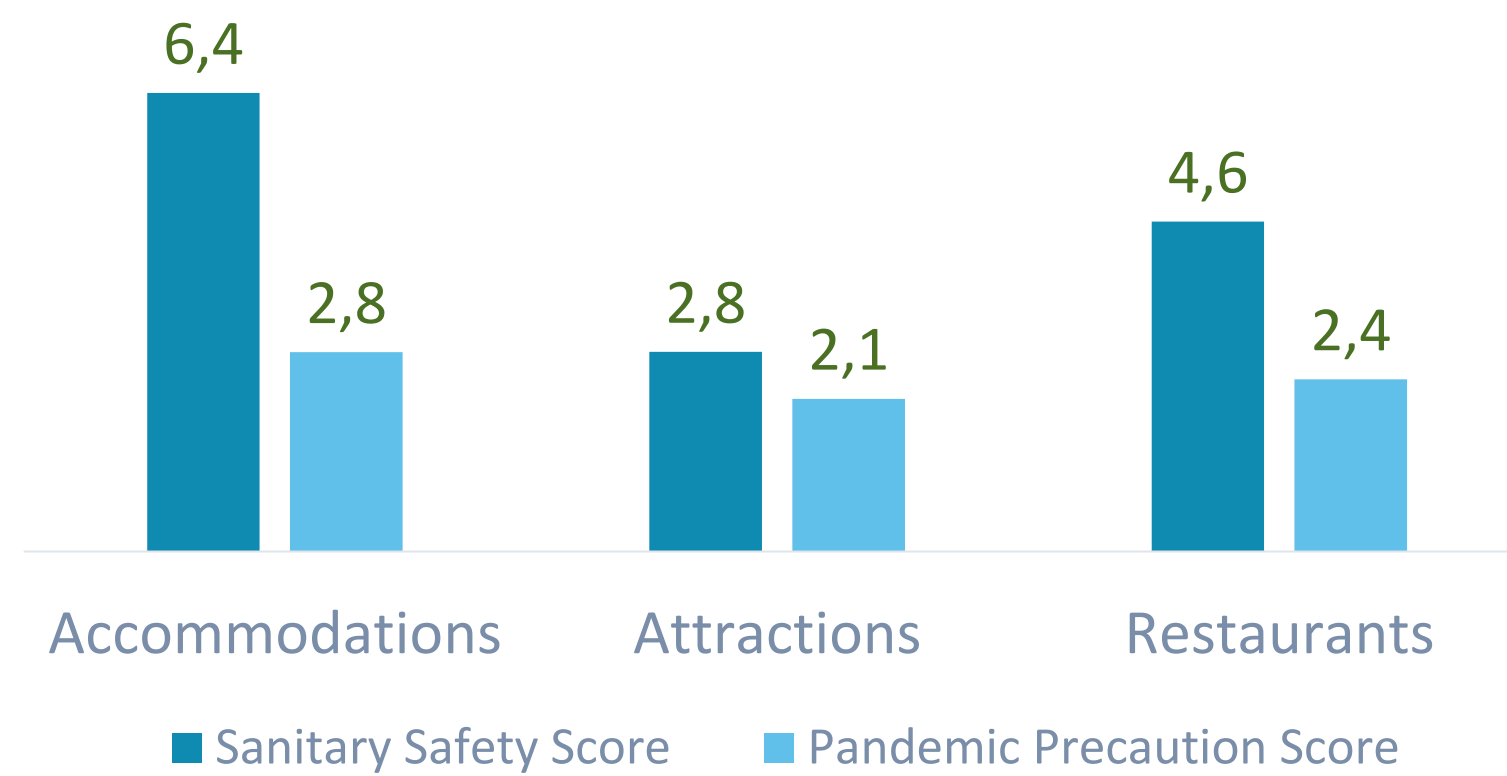


Greece Avg. : 5,1

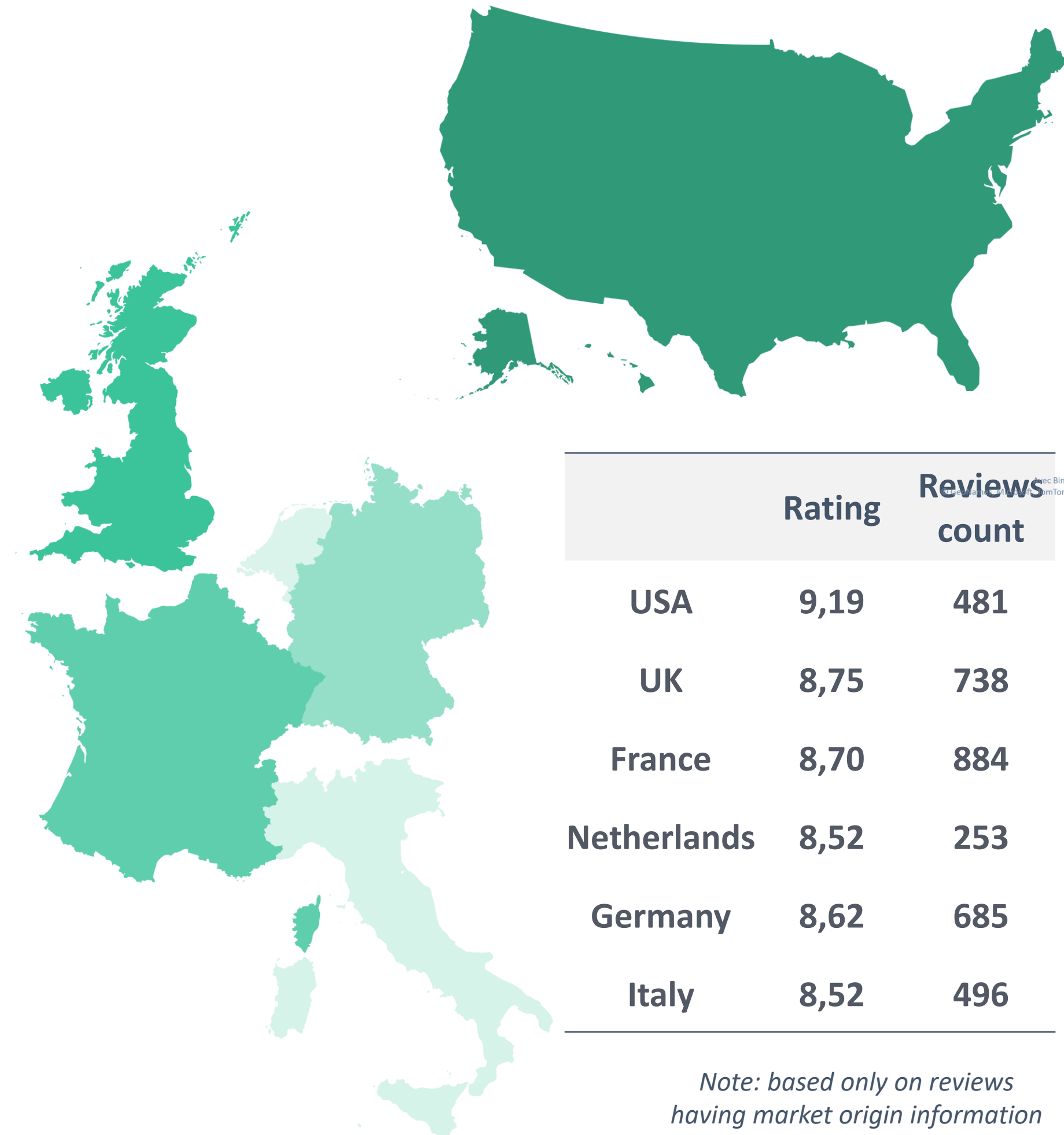
Pandemic Precautions Score(*)



Greece Avg. : 3,2



Rating per market



Value for Money: 8,9 / Europe avg: 8,1



Sustainable Travel: 9,1 / Europe avg: 8,1

Note: based only on reviews having market origin information (about half of total reviews)

(*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10

	2nd Quarter 2022	Greece	Evol. Q2/Q3	Athens	Evol. Q2/Q3	S&B	Evol. Q2/Q3	Other	Evol. Q2/Q3	Europe (*)	Evol. Q2/Q3
Overall Rating		8,91	-0,13	8,96	-0,04	8,83	-0,20	9,13	-0,01	8,54	-0,08
Culture		9,24	-0,03	9,41	-0,01	9,06	-0,04	9,27	0,06		
Restaurants		9,02	-0,14	8,92	-0,14	9,02	-0,19	9,16	0,01		
Sea		8,79	-0,24	9,13	-0,13	8,77	-0,20	8,91	-0,46		
Shopping		8,96	0,03	8,84	0,03	9,18	-0,01	9,05	0,01		
Accommodation		8,61	-0,24	8,51	-0,09	8,58	-0,33	8,85	-0,12		
Sanitary Safety		5,12	-1,48	5,14	-0,41	5,18	-1,55	4,43	-1,75		
Pandemic Precautions		3,18	-0,72	2,90	-1,05	3,31	-0,63	2,29	-1,16		
Accommodation - Sanitary Safety		6,23	-0,86	6,07	-0,25	6,24	-0,95	6,37	-0,12		
Accommodation - Pandemic Precautions		4,77	0,14	3,33	-2,16	5,00	0,40	2,77	-0,83		
Attractions - Sanitary Safety		2,60	-0,95	3,97	-0,16	2,31	-0,55	2,77	-3,14		
Attractions - Pandemic Precautions		2,02	-0,52	2,76	-0,36	1,86	-0,22	2,12	-1,55		
Restaurants - Sanitary Safety		5,90	-0,41	5,93	-0,38	6,00	-0,41	4,58	0,21		
Restaurants - Pandemic Precautions		3,11	-0,53	2,89	-1,06	3,25	-0,51	2,39	1,56		
Sanitary/Pandemic vigilance threshold is usually defined below 5/10											
Overall Rating		8,91	-0,13	8,96	-0,04	8,83	-0,20	9,13	0,01	8,54	-0,08
USA		9,10	-0,10	9,05	-0,02	9,13	-0,15	9,19	-0,29		
UK		8,53	-0,31	8,47	-0,18	8,52	-0,33	8,75	-0,29		
NL		8,40	-0,20	8,24	NA	8,43	-0,24	8,52	-0,29		
DE		8,37	-0,22	8,23	-0,10	8,33	-0,32	8,62	-0,14		
FR		8,31	-0,35	8,25	-0,19	8,25	-0,45	8,70	-0,19		
IT		8,36	-0,23	8,28	-0,08	8,36	-0,29	8,52	NA		

(*) Benchmark based on 34 European Countries for the same period

KEY REVIEWS TRENDS - SUMMARY

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Quarter 3 - 2022

- While the number of reviews showed a **growth in experience counts**, both Athens and Greece demonstrated a **gradual decline in overall ratings in the first half of the quarter, followed by a recovery with lower volumes towards the end of the quarter**. Compared to the same period in 2021, the ratings seem to be at a slightly lower level.
- Despite the decline in ratings, **Greece remains competitive relative to the European average** (+0,37 vs European average). The facets of Culture and Restaurants receive the highest number of ratings. Moreover, while Sanitary Safety scores are right on the vigilance threshold, Pandemic Precaution scores are below it. The vertical of attractions seems to receive the lowest scores for both dimensions.
- When looking at rating results for Athens, the Seaside, and areas outside of Athens, a very similar pattern is seen to that of Greece as a whole in terms of Sanitary Safety and Pandemic Precaution Scores. While there were variations in different tourism verticals, the **sentiment around overall sanitary safety score** (including cleanliness/hygiene) **remains above vigilance thresholds** (5/10) in Athens and the Seaside. The score marked below vigilance thresholds outside Athens. For the second consecutive quarter, the specific health precaution sentiment continued to decline and marked again below vigilance score in all regions and most verticals, highlighting the complexity in managing the flow of guests and visitors during the summer months.
- With the rising context of inflation and energy crisis at hand, the dimensions of Value for Money and Sustainable Travel obtain greater importance for a destination's reputation. **Greece is above the European average in quarter three when it comes to Value for Money**, but is below the one for Sustainable Travel. On the other hand, **Athens surpasses both European averages**, as well as Greece's areas outside Athens. Finally, the Seaside holds a lower Sustainable Travel score than the benchmark, but is above the average in terms of Value for Money.
- **Destinations outside Athens have shown the highest resilience in Culture, Restaurants and Shopping activities**. On the other hand, while Culture predominates in positive ratings in Greece as a whole and Athens, the Seaside generates its highest reviews within its Shopping offer.
- Compared to the previous quarter, there was a **downward trend in ratings for all markets across all Greek regions monitored**, to be **expected as a result of the high visitation summer season**. Similarly, ratings were on the decline in most tourism categories.
- Despite the decrease in ratings, **US visitors scored again their experiences high and above other markets**, with the ratings above 9 across all Greek regions monitored. The decline in rating was notably pronounced in UK and French markets.



Toplines



TAKE-AWAYS

Quarter 3 - 2022



1. Greece and Athens's **reputation levels sharply declined** in the first half of the third quarter and **gradually recovered towards the end of the quarter** based on sentiment “at large”, as well as visitor experience.
2. Despite a volatile global and European situation where most competitors are facing similar challenges (climate change, inflation, over tourism risks, etc.) **tourism in Greece seems to have fully returned to the visitation levels it has before Covid-19. Above average Value for Money scores support this**, as well as high Sustainable Travel scores in Other Areas and Athens.
3. Despite a challenging period, **ambassadors helped shape the reputation of Greece in the travel context** by sharing stories consisting of a wide range of themes such as culture, nature, food, lodging, event, outdoor, innovation, and sustainability.
4. In the third quarter, Greece was **outperformed by Italy and Portugal** in terms of the Net Sentiment Score and continued to show **competitiveness compared to Spain**.
5. Greece's image is **not directly affected by the Ukraine conflict** in terms of attractiveness, but **inflation could affect local life and tourists**.
6. Although experience-based reputation showed a downward trend (notably for sea and accommodation categories), **Greece still outperformed the European average in the quarter (+0,37 vs European average)**.
7. As expected, **Greece struggled to maintain Sanitary Safety and Health Precaution sentiment scores during the busy summer season**, especially within the vertical of attractions. Clear indications of sanitary measures and avoidance of crowding are some of the approaches to maintaining these dimensions' scores above the vigilance threshold.

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