



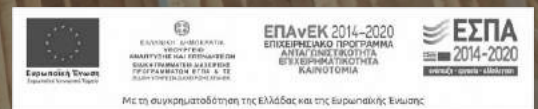
Greece Reputation Tracker

SECOND QUARTER OF 2024

Wednesday, 17th of July 2024



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Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης

Κύρια Σημεία

Απρίλιος-Ιούνιος 2024

Η πορεία του δείκτη NSI

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

Το περιεχόμενο των διαδικτυακών συζητήσεων

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

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

Κύρια Σημεία

Απρίλιος-Ιούνιος 2024

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

Η αξιολόγηση της εμπειρίας

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

Τα επιμέρους συστατικά της εμπειρίας

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

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

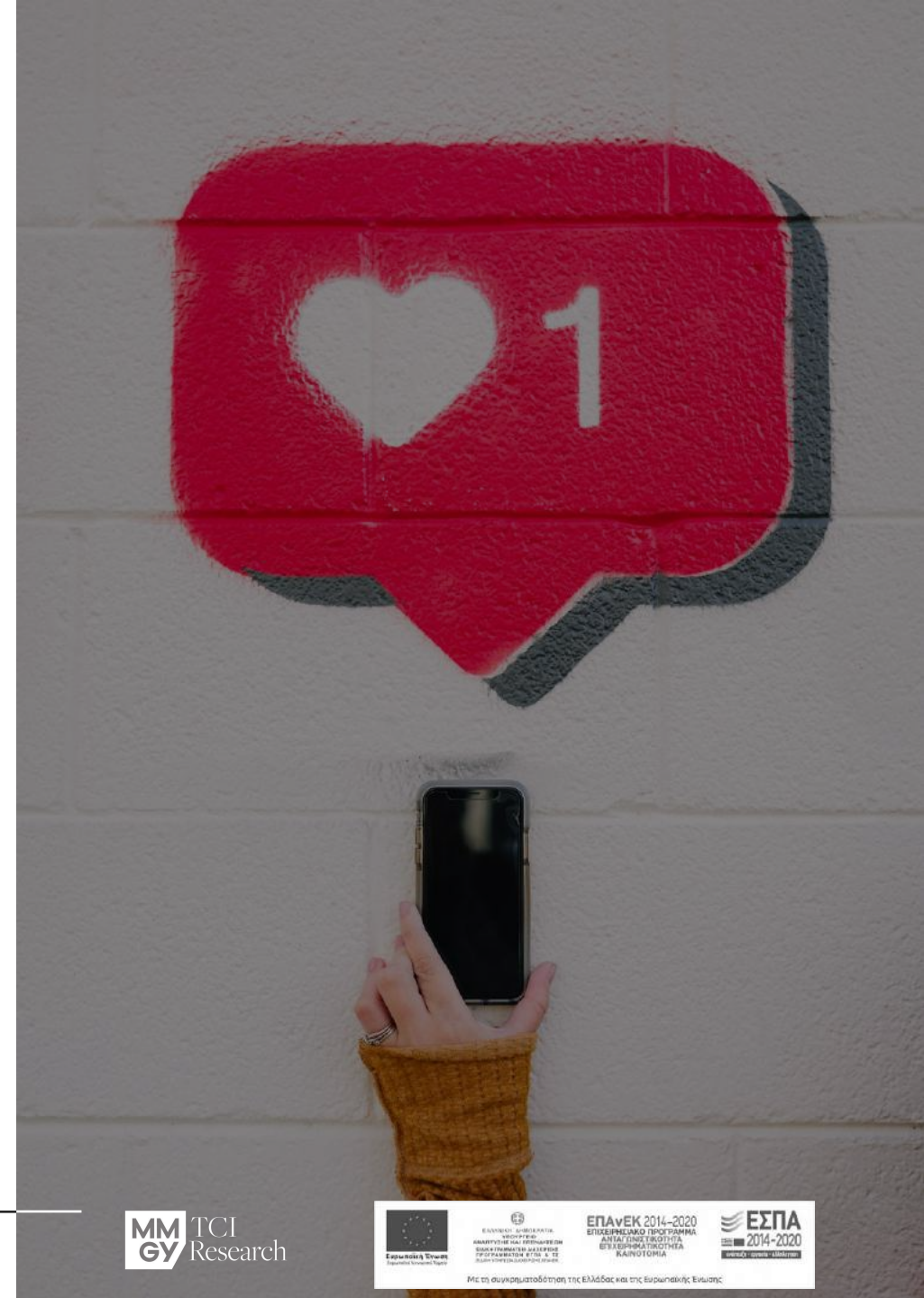
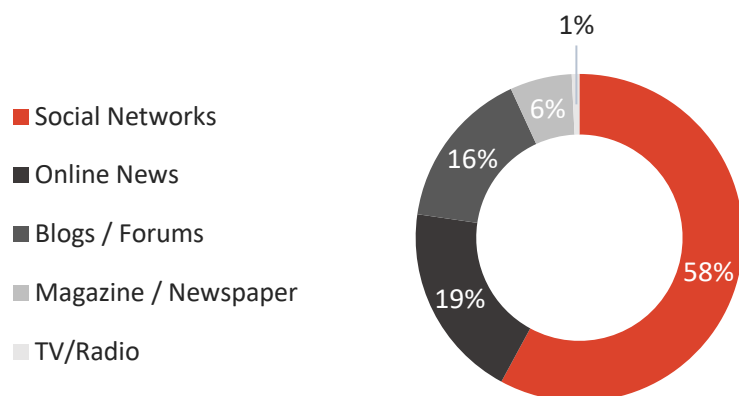


Sentiment Tracker

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

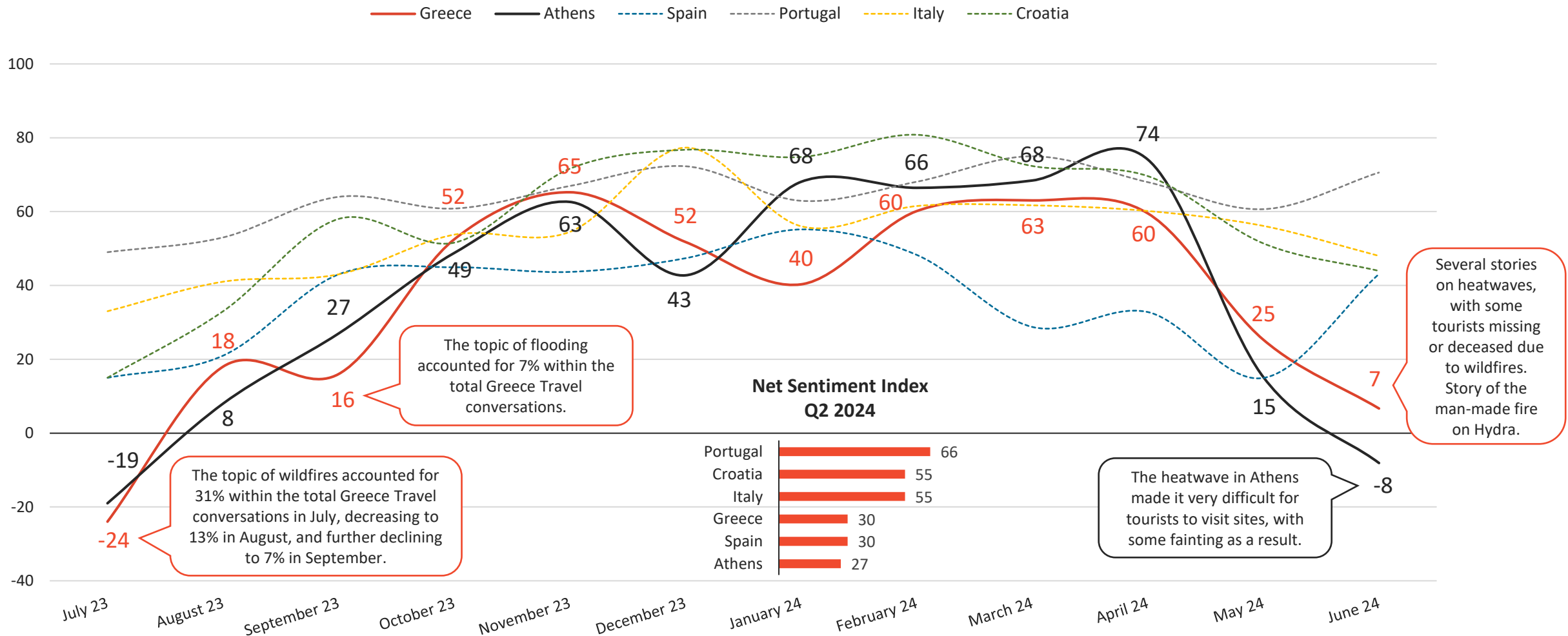
SUMMARY FOR THE SECOND QUARTER OF 2024

- **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

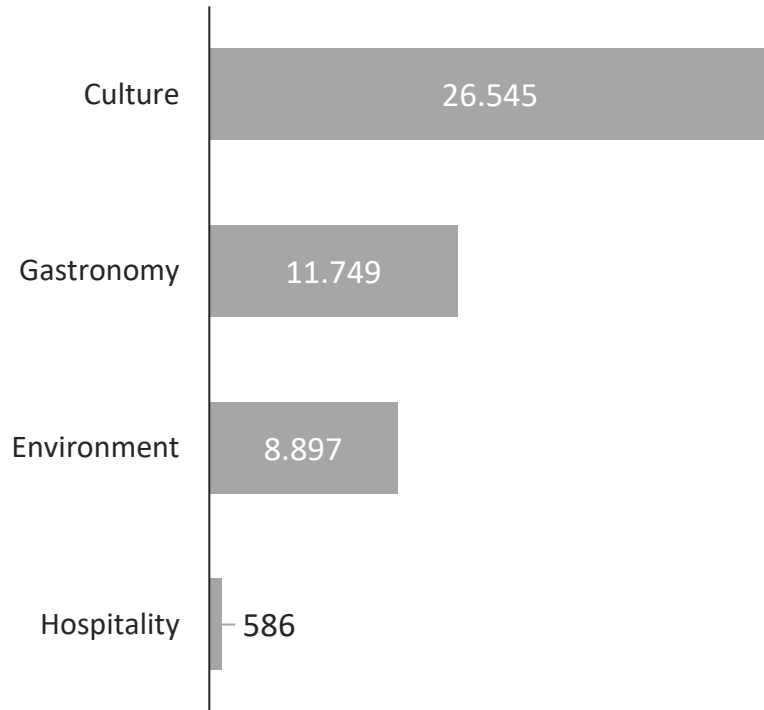


Reputation Topics

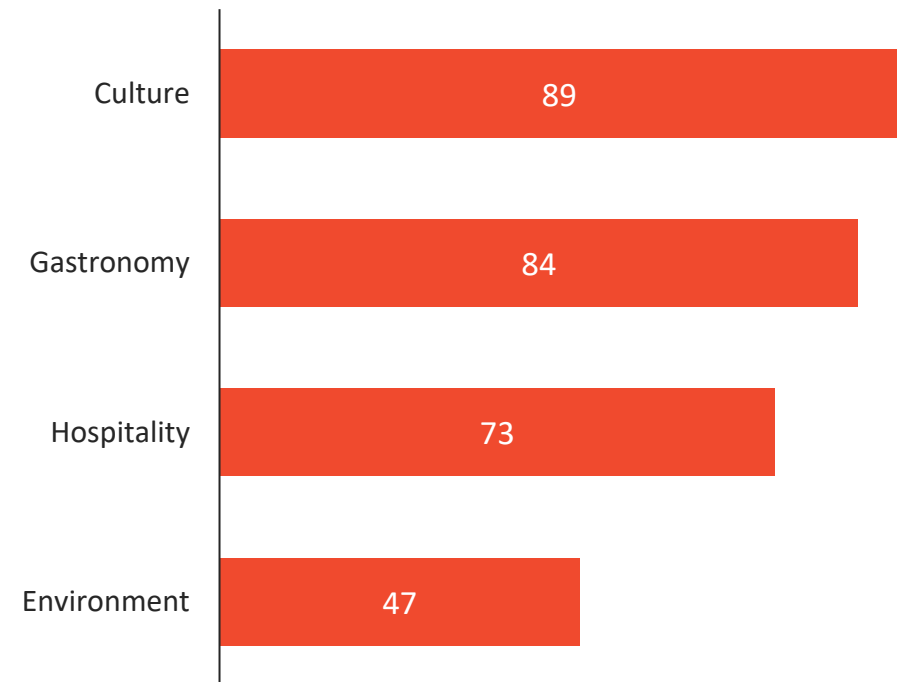
TRENDS FOR GREECE'S ONLINE REPUTATION

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.

Volume of Social Conversations



Net Sentiment Index



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

Positive Sentiment Drivers

STORIES FUELING GREECE'S SOCIAL REPUTATION

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

Examples of reputation drivers

- Displaying **beautifully clear waters in Giali beach** in Corfu. Described as **heaven on earth**
- **Kourtaliotiko Gorge** in Crete – an **ideal oasis of icy cold water under a large waterfall** for those who wish to hike to it
- Enjoying the heat of the summer on a boat in Greek waters – **reminiscent of the hit film Mamma Mia**
- **Meteora as a unique destination** for those who want to visit a magical place. The rock pillars are also described as **perfect for those who enjoy rock climbing**
- Greece as one of the destinations with **the cleanest waters in Europe, with 95 percent or more being excellent for bathing**
- Visiting a beautiful **abandoned town on the island of Paros**
- Travellers from the United States had a hard time deciding **what they loved most from Greece, but concluded that the food won their hearts**
- An experience **eating a wonderful Greek lunch in a cave next to the sea in Kelafonia**
- Taking a **cooking class to learn to make spanakopita in Athens** – described as a perfect **activity for both solo travellers and friends**
- Organising a **surprise trip for a bestie to the Greek islands, all helped by the Spanish travel agency, Flappin'**
- A video on **how to pack for a one-week girls' trip to Greece** when you have limited luggage allowance
- Greece making a list of **one of the best destinations for female solo travel in 2024**
- The **Felipe Ángeles International Airport in México** has announced new flights routes to Europe, with **one of the destinations being Greece**
- **Miss Universe** travelling to many international destinations, being particularly **marvelled by the history that Greece has**
- A video of a **beautiful suite on Santorini island, having a jacuzzi with incredible views**


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

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

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


Could not believe my eyes 🤩📍 location: Giali beach, Corfu #greece #corfu #greekislands #grecetravel #grecetiktok #traveltiktok #europeansummer



published on 24/05/24 at 13:45 | TikTok | United States | tiktok.com

Beautiful Destinations (beautifuldestinations) created a post


...water is freezing... 🧊📍 @mikelapardas 📍 Kourtaliotiko Gorge, Crete, Greece #crete #creteisland #tiktoktravel #traveltips #waterfall...



published on 06/06/24 at 14:51 | TikTok | United States | tiktok.com

Lani Baker Randol (lani.baker) created a post


Prepare to be sick of the Mamma Mia content while I'm in Greece 🇬🇷📍 swimmie is @Sézane 📍 #boatday #greece #traveling #paros #traveltiktok



published on 22/05/24 at 13:24 | TikTok | United States | tiktok.com

Beautiful Destinations (beautifuldestinations) created a post

...life of seclusion and spirituality 🏞️📍 @chris_kap.21 📍 Meteora, Greece #meteora #travel #explore #greece #grecetravel #meteora #beautifuldestinations...




published on 02/05/24 at 14:00 | TikTok | United States | tiktok.com

Here you will find the cleanest bathing waters in Europe

tn created a post


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



published on 10/06/24 at 10:24 | Online News Other | Switzerland | www.travelnews.ch

JUANA SOSA (juanxsosa) created a post


La historia del castillo es tan ✨ICONIC✨ #vlog #vlogger #vlogdeldia #dianomigo #greCIA #viaje #viajestiktok #potaxie #lenguajeiconic #juanxsosa #latam #argentina 🌐



published on 17/06/24 at 23:29 | TikTok | Argentina | tiktok.com

ophelia (shoelover99) created a post


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



published on 29/05/24 at 22:11 | TikTok | United States | tiktok.com

Lani Baker Randol (lani.baker) created a post

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




published on 25/05/24 at 14:23 | TikTok | United States | tiktok.com

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

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT


scheckeats created a post



it 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 18:20 | TikTok | United States | tiktok.com


Rebeca Stones (rebecastones) created a post



...a @Flappin', que organizan tooooooo el viaje (vuelos, hoteles...) para que tú no tengas que preocuparte de nada, solo de disfrutar!! #grecla #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 28/04/24 at 05:30 | Twitter | United States | twitter.com

AIFA will launch a new international route to Europe




Ulises Rodríguez 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 08/06/24 at 06:32 | Blogs | Mexico | polemon.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 28/05/24 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.

Illustrative Social Posts

STORIES REFLECTING **NEGATIVE** SENTIMENT

Matthew Todd @MrMatthewTodd shared a link

4 **tourists** dead and more missing in **Greece's** earliest heatwave on record. Schools shut. Despite the media's unwillingness to say so, the whole world is becoming more dangerous as the planet is overheated by the super rich. [independent.co.uk/travel/news-an...](https://www.independent.co.uk/travel/news-an...)

published on 15/06/24 at 13:42 | Twitter | United Kingdom | twitter.com

Alicia E. Stallings @ae_stallings tweeted

Dear **Tourists** to **Greece**: It is very hot. It is hotter than you think it is. Do not take hikes in the middle of the day. Do not hike by yourself. Wear a hat. Bring water. (4 people have died and one is missing so far and it is only June.)

published on 12/06/24 at 10:59 | Twitter | United States | twitter.com

Peter Dynes @PGDynes shared an image

#Greece continues to bake, 42C in places. **Holidays** are becoming hazardous. 5 people have been found dead after hiking. Latest case - 74-year-old Dutch tourist. 1 US and 2 French tourists still missing. The new climate will not be kind to those who take risks in it. pic.twitter.com/VJKG4rXHp3

published on 15/06/24 at 23:35 | Twitter | United Kingdom | twitter.com

TF1 INFO (tf1info) created a post

On the **tourist** island of Hydra, in **Greece**, the occupants of a yacht set off fireworks, some elements of which ignited the pine forest. 13 people were arrested. #info #tf1 #greece #fire translated by google

HYDRA
Les FETARDS DU YACHT
ONT-ILS MIS LE FEU A LILE ?

published on 24/06/24 at 21:00 | TikTok | France | tiktok.com

TF1 INFO (tf1info) created a post

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

published on 19/06/24 at 15:24 | TikTok | France | tiktok.com

Oli London @OliLondonTV shared a video

Horrifying scenes in Athens, **Greece** as lynch mob hunt for group of Israeli **tourists** staying in a hotel. The mob have stormed the hotel and riot police are on the scene and have deployed the use of tear gas. pic.twitter.com/1PYHM5tdk

published on 07/05/24 at 22:26 | Twitter | United States | twitter.com

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



Experience Reputation

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

Ratings & Reviews

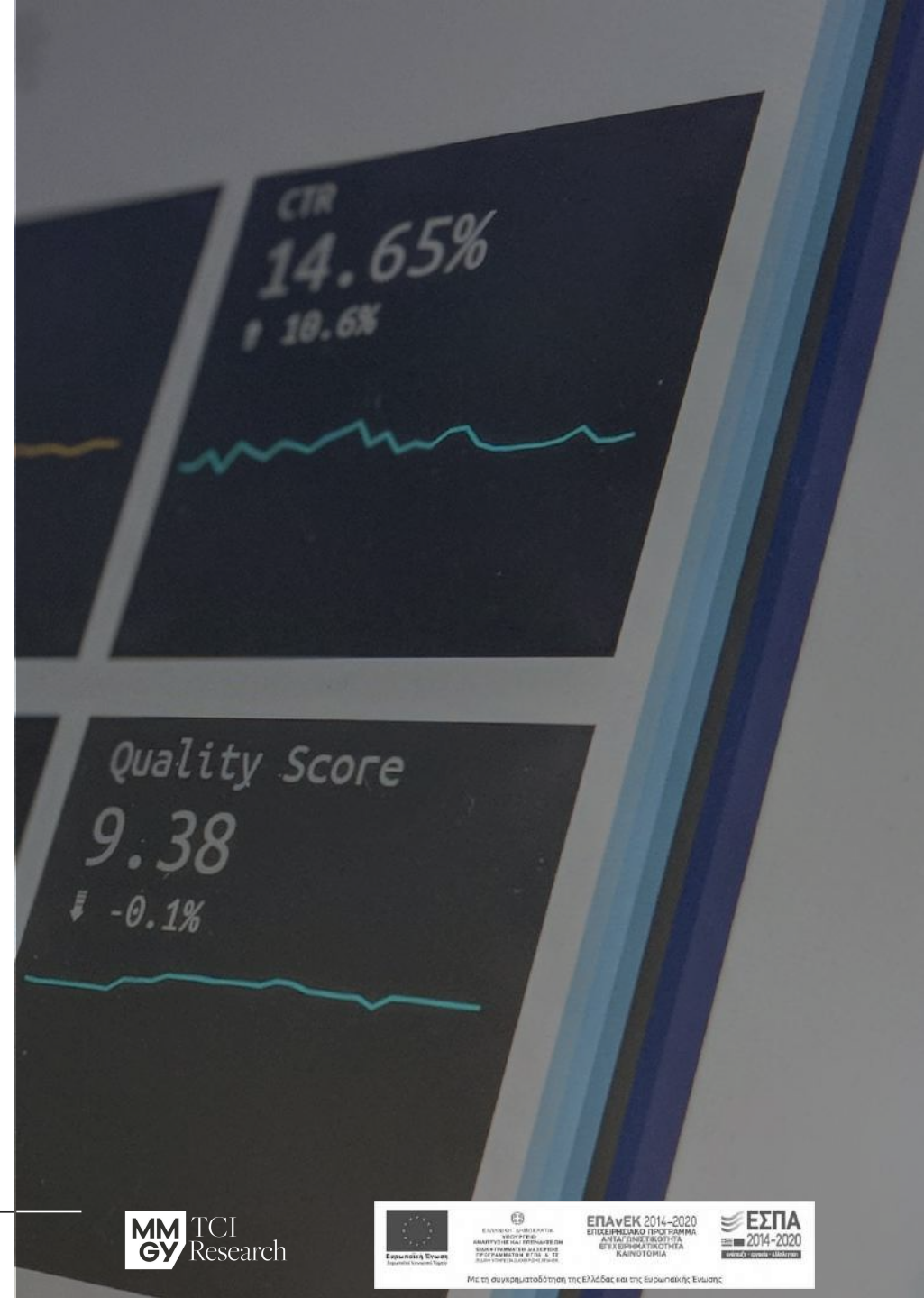
METHODOLOGICAL OVERVIEW

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.



Scope of Analysis

DEFINING GREECE'S TOURISM ECOSYSTEM

Sources connected to TRAVELSAT® Pulse

- The sources range from search engines with a review function, such as Google, to complete online travel agencies, like Trip Advisor and Booking.com. Currently having **45 sources connected**¹, 95% of all experience-based data available online is analysed.
- All rating platforms collect **global data on the same KPIs**, ensuring **accuracy when comparing to other destinations**. Benchmarking data is therefore based on the largest Hospitality Datasets available.

Sample definition & analysis period

- A **sample of 1500 properties** in Greece was randomly selected from its full Trip Advisor inventory to create a **representative picture of Greece's tourism ecosystem**.
- The current report analyses the second quarter of 2024, ranging from **April 1st, to June 30th, 2024**.

Reviews Corpus Analysed

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

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

Key Visitor Experience Trends

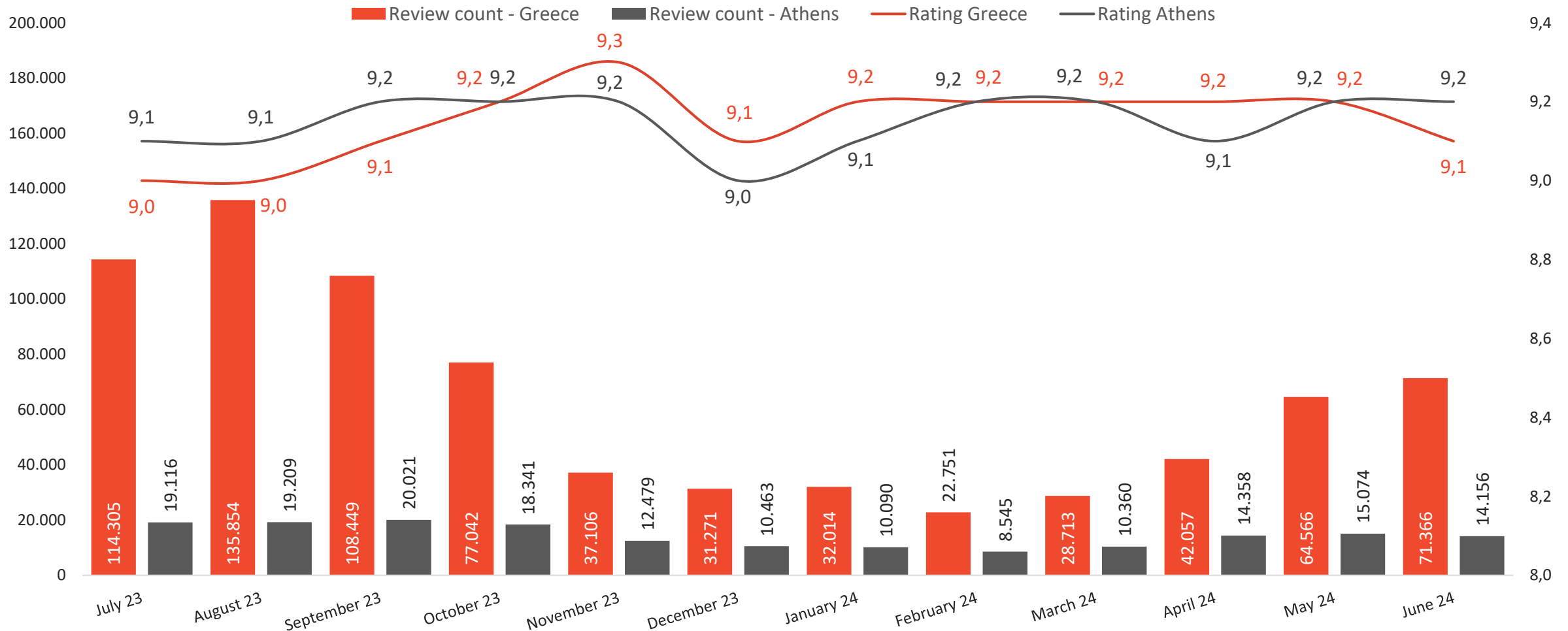
SUMMARY FOR THE SECOND QUARTER OF 2024

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

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

Overall Experience Reputation

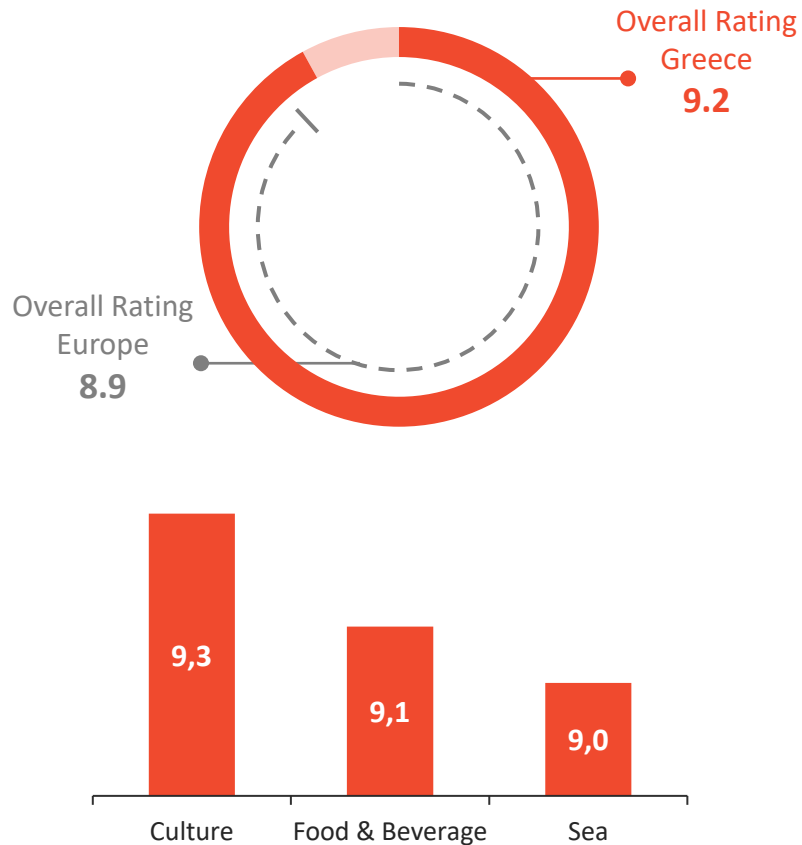
MONTHLY BREAKDOWN OF REVIEW VOLUME & OVERALL RATING FOR RESTAURANTS, BARS & ATTRACTIONS



Note: Data presented here stems from Numerical ratings.

Greece Overall

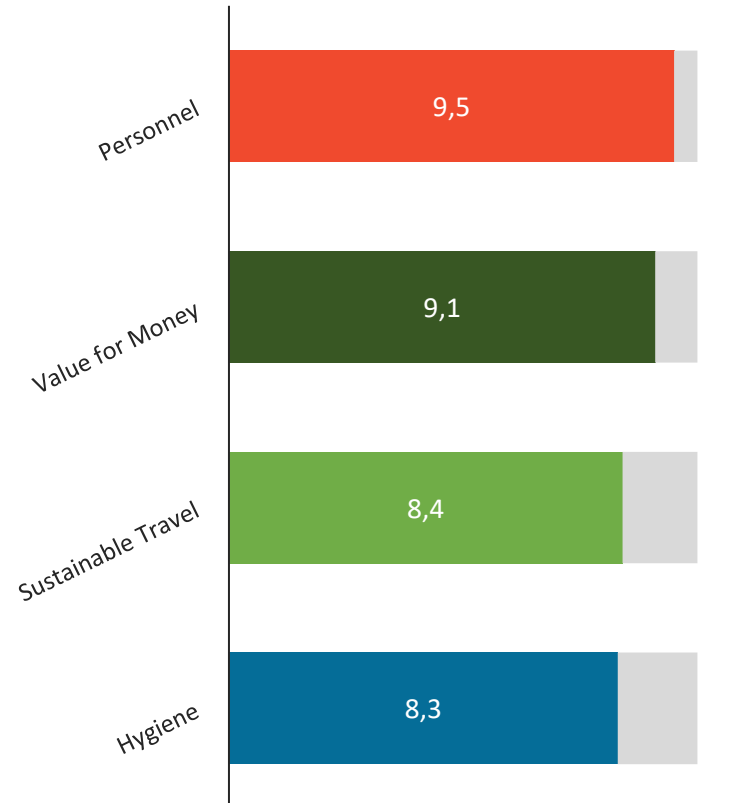
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN GREECE



Note: Data presented here stems from numerical ratings.

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

Sentiment Scores



Note: Data presented here stems from written reviews.



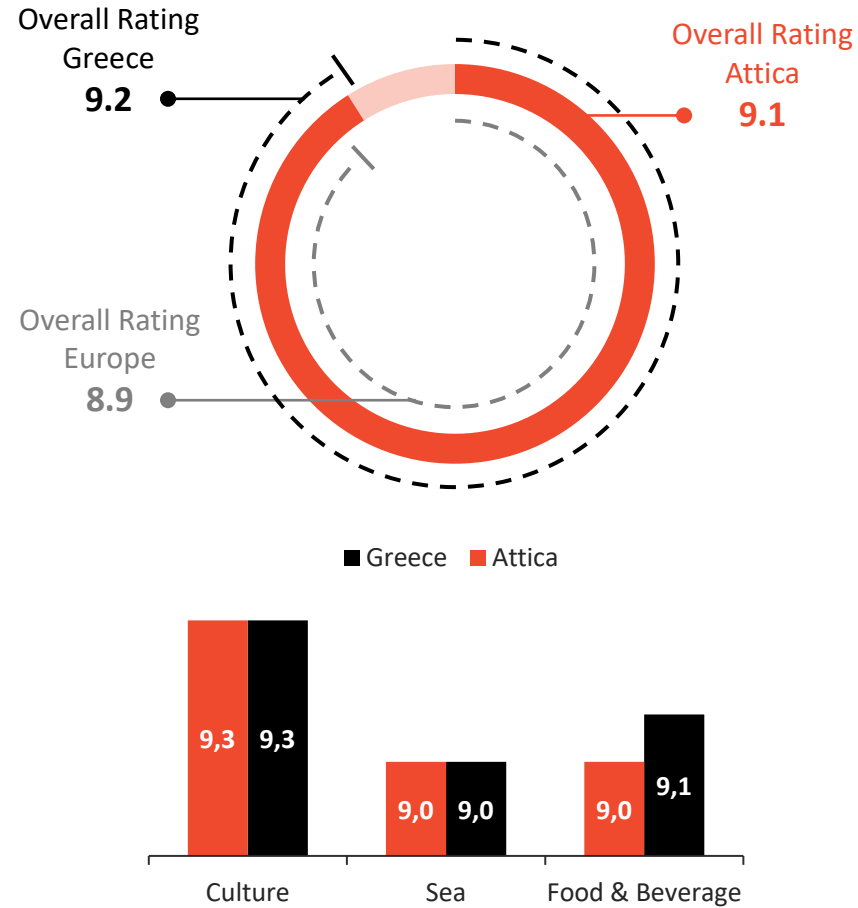
Rating per Market

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.

Attica

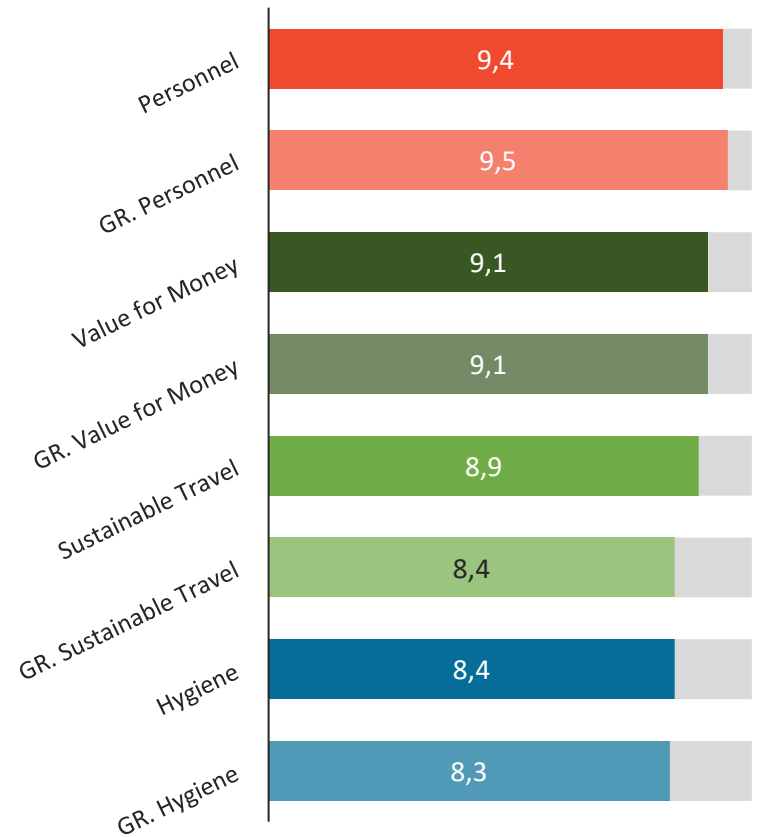
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA



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.



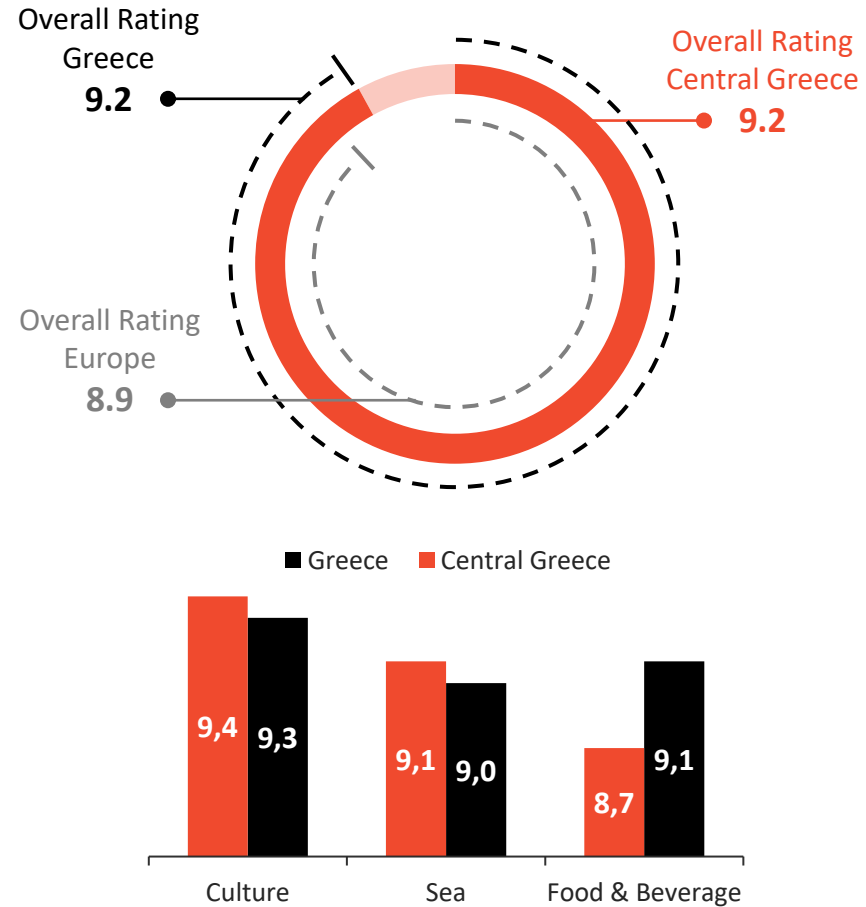
Rating per Market

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.

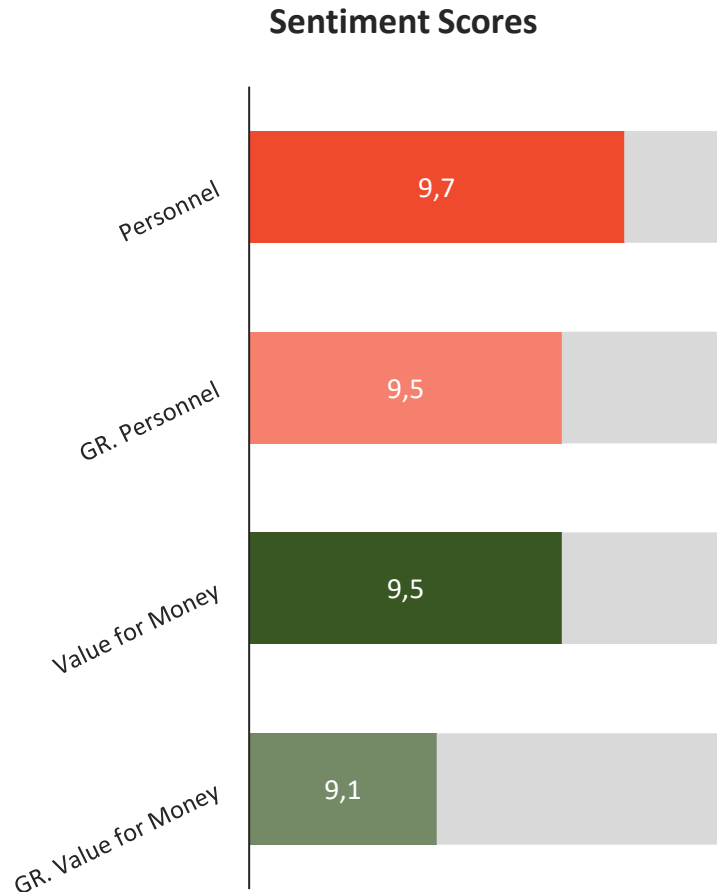
Central Greece

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL 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:** 2,339



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



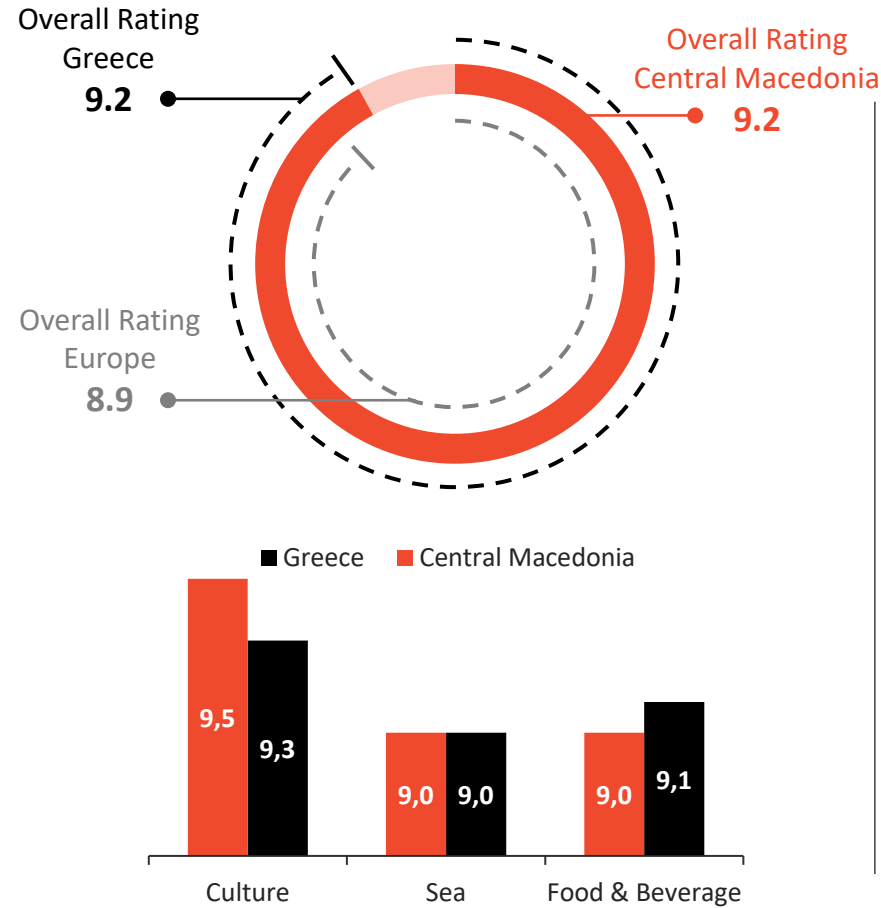
Rating per Market

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

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

Central Macedonia

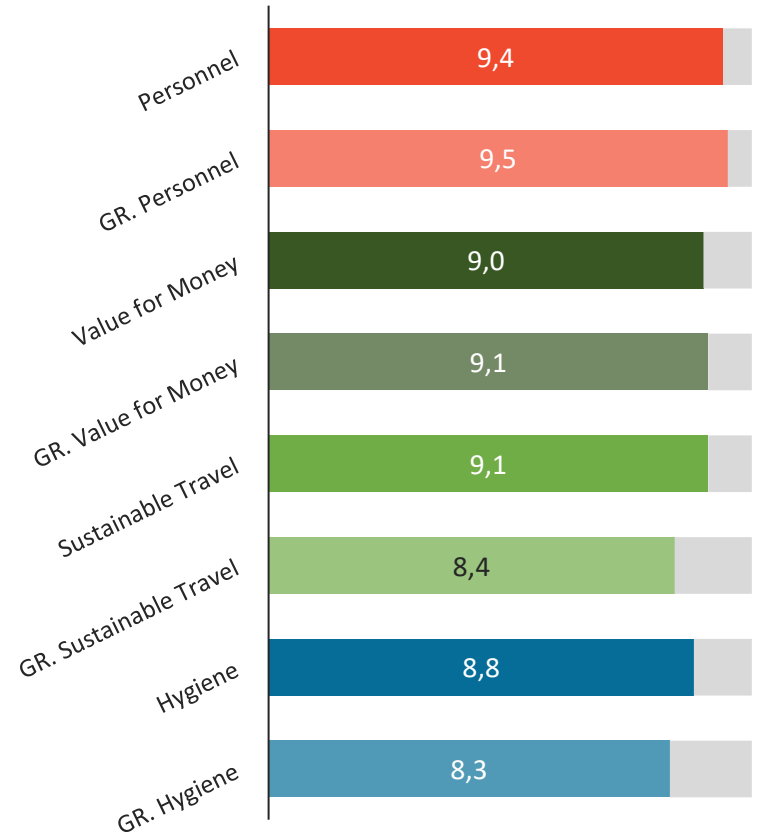
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL MACEDONIA



Note: Data presented here stems from numerical ratings.

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

Sentiment Scores



Note: Data presented here stems from written reviews.



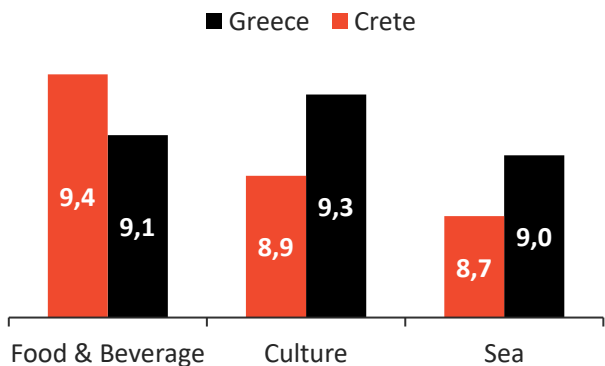
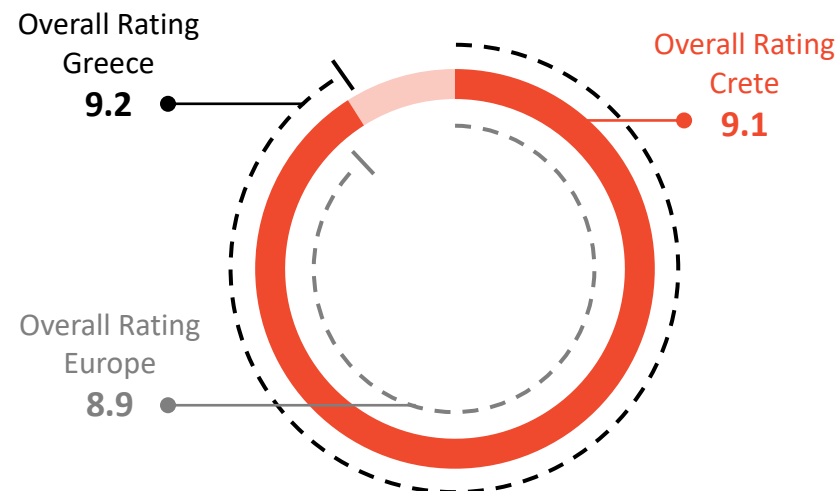
Rating per Market

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.

Crete

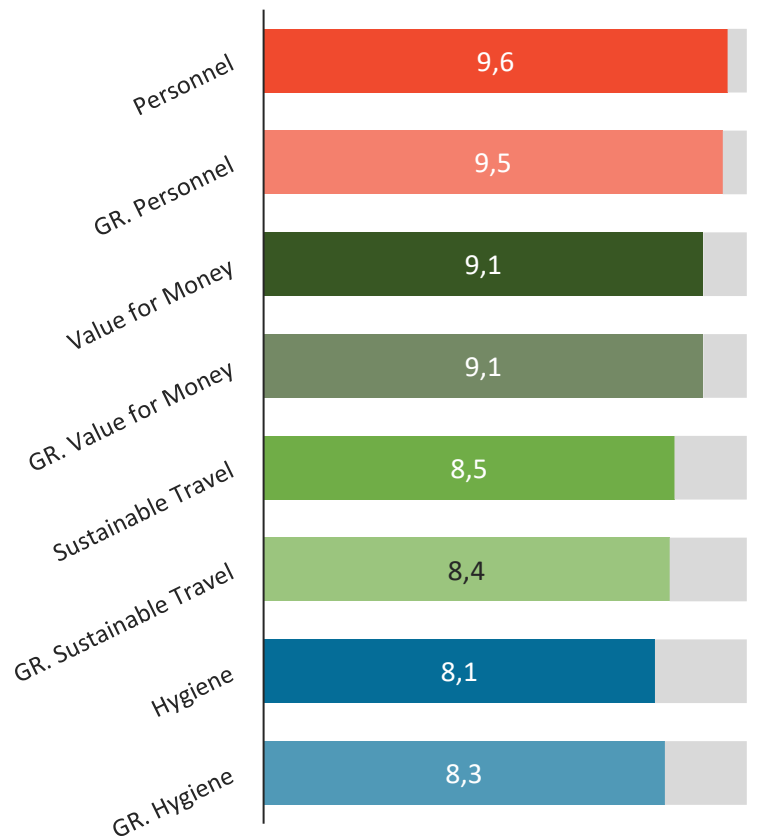
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE



Note: Data presented here stems from numerical ratings.

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

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.

Cyclades

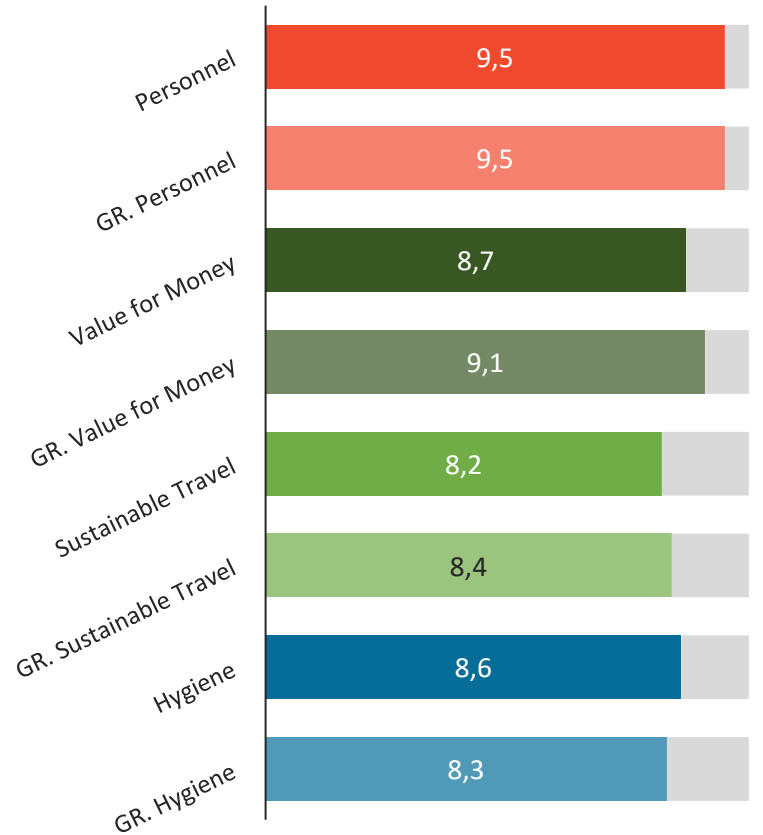
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, to June 30th, 2024. Review count: 13,854

Sentiment Scores



Note: Data presented here stems from written reviews.



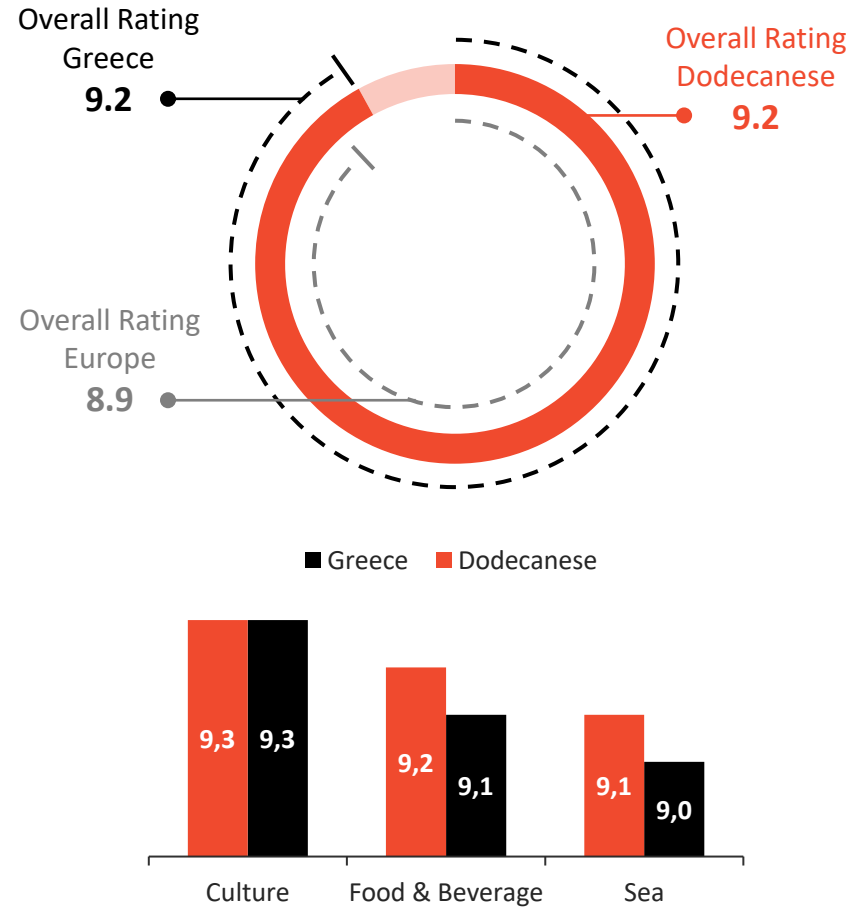
Rating per Market

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.

Dodecanese

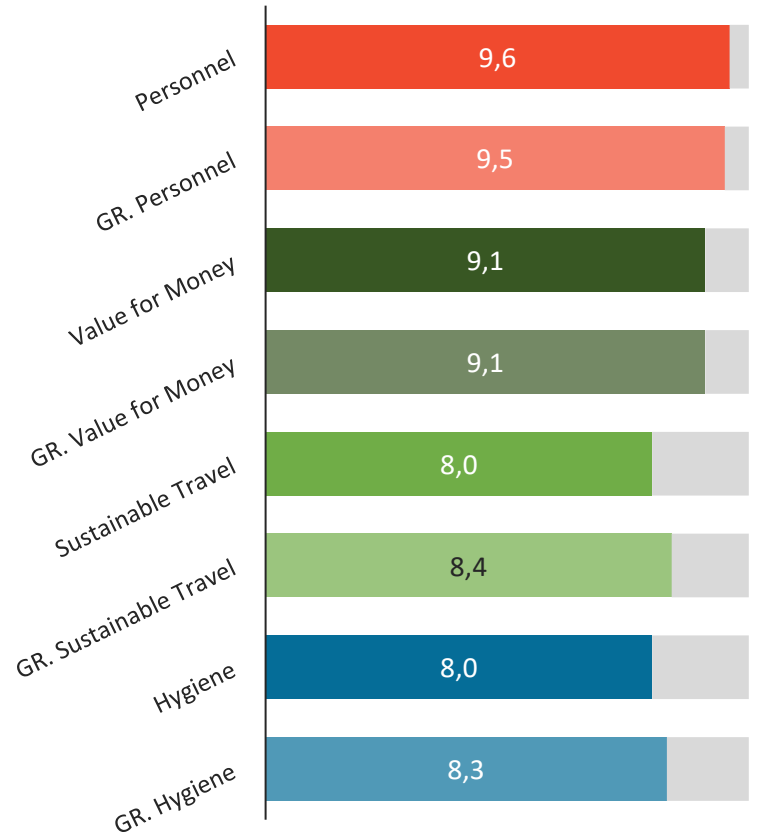
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



Note: Data presented here stems from numerical ratings.

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

Sentiment Scores



Note: Data presented here stems from written reviews.



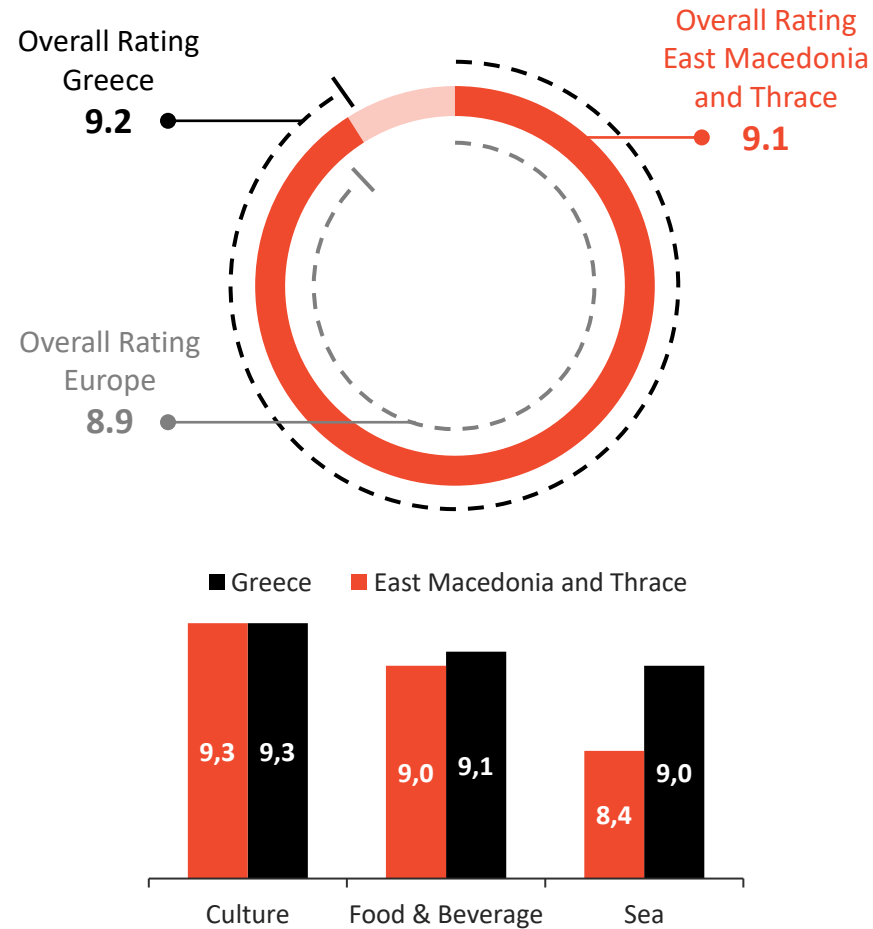
Rating per Market

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.

East Macedonia and Thrace

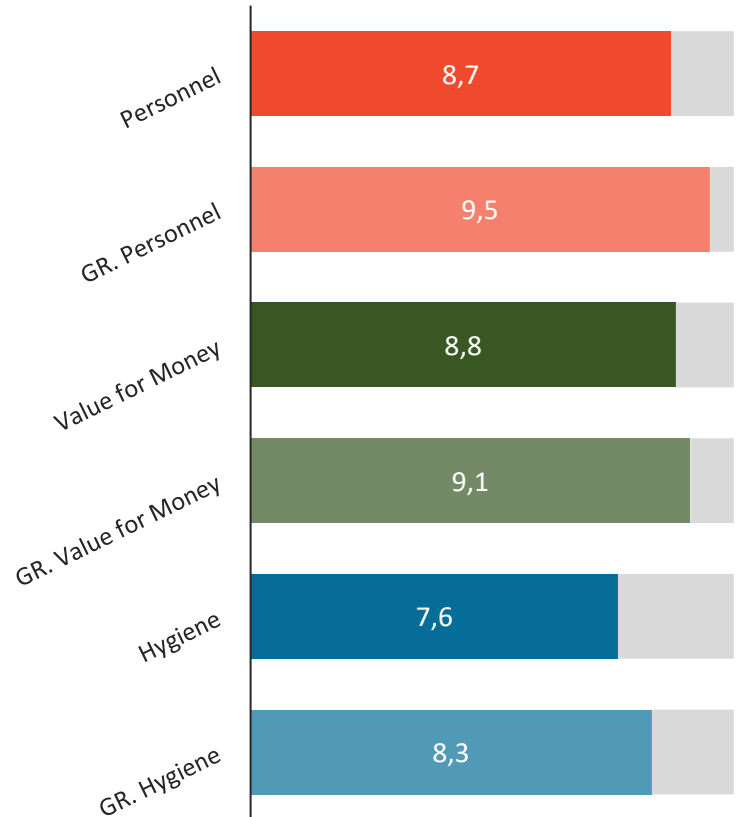
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EAST MACEDONIA AND THRACE



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.



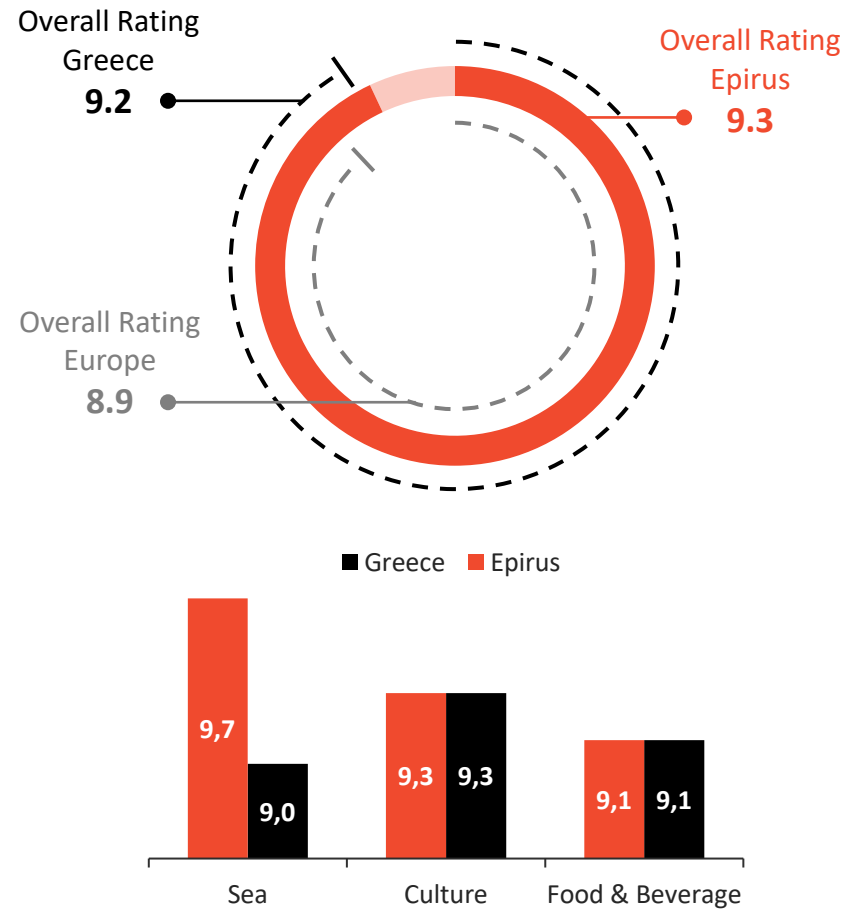
Rating per Market

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

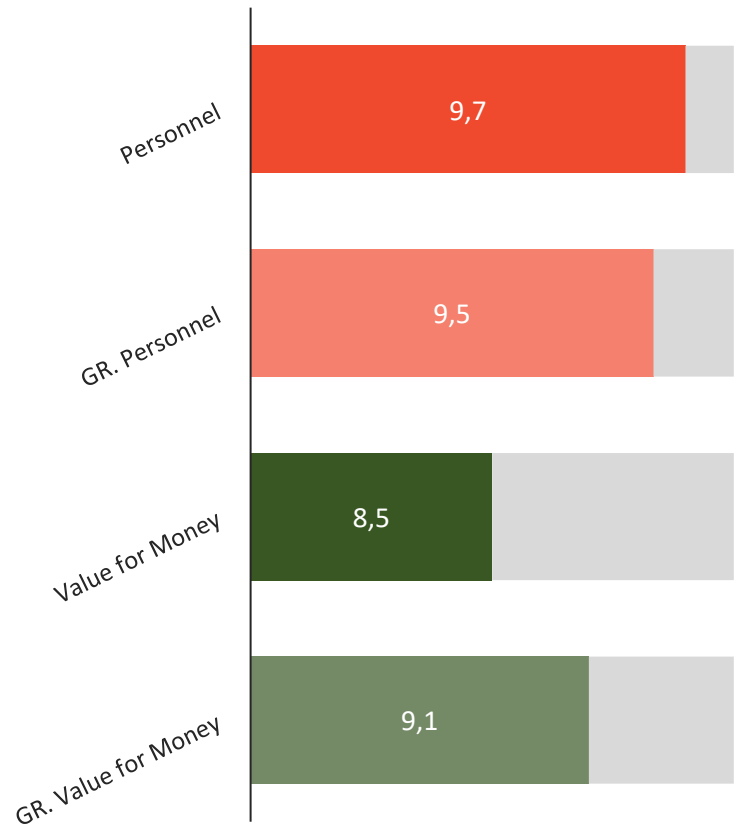
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



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.



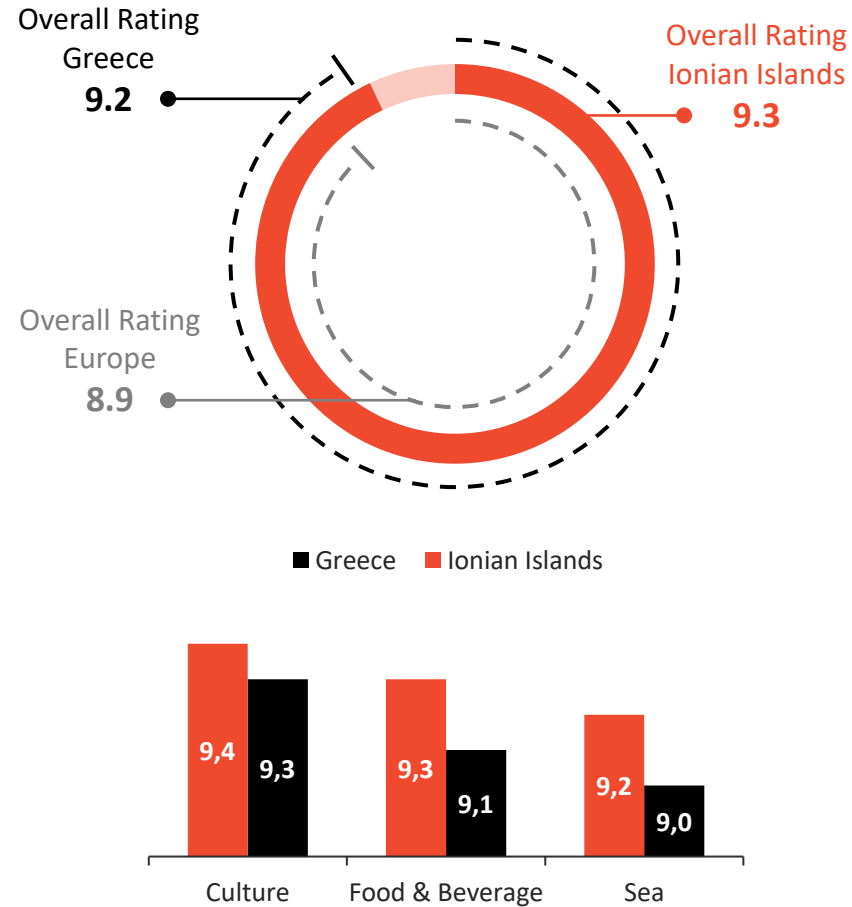
Rating per Market

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

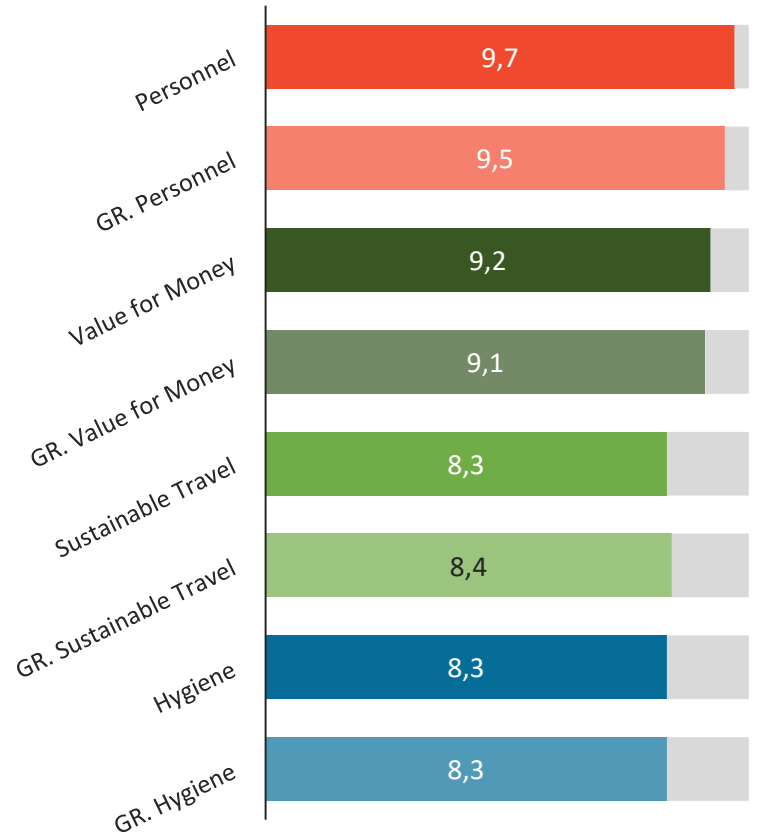
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS



Note: Data presented here stems from numerical ratings.

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

Sentiment Scores



Note: Data presented here stems from written reviews.



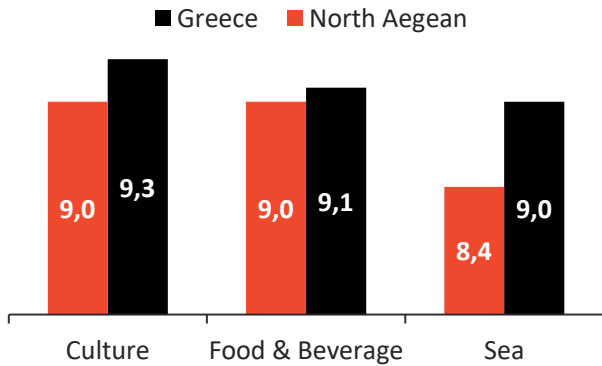
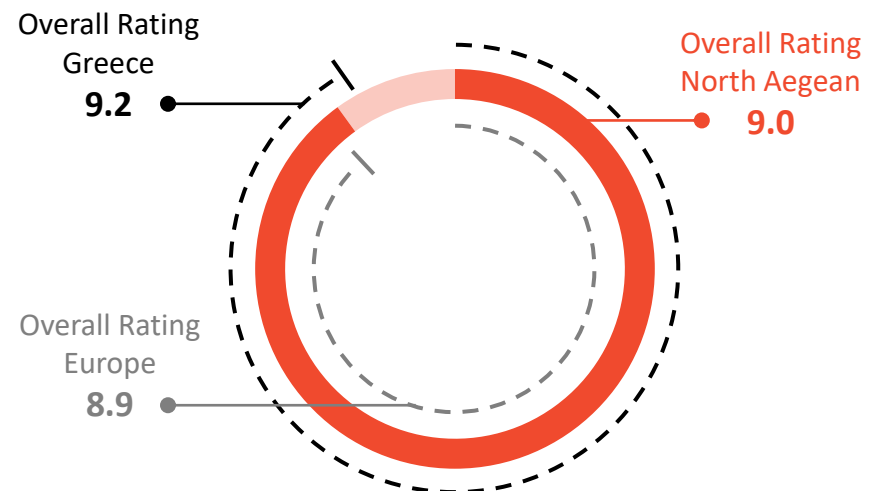
Rating per Market

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	9.9	8.7

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

North Aegean

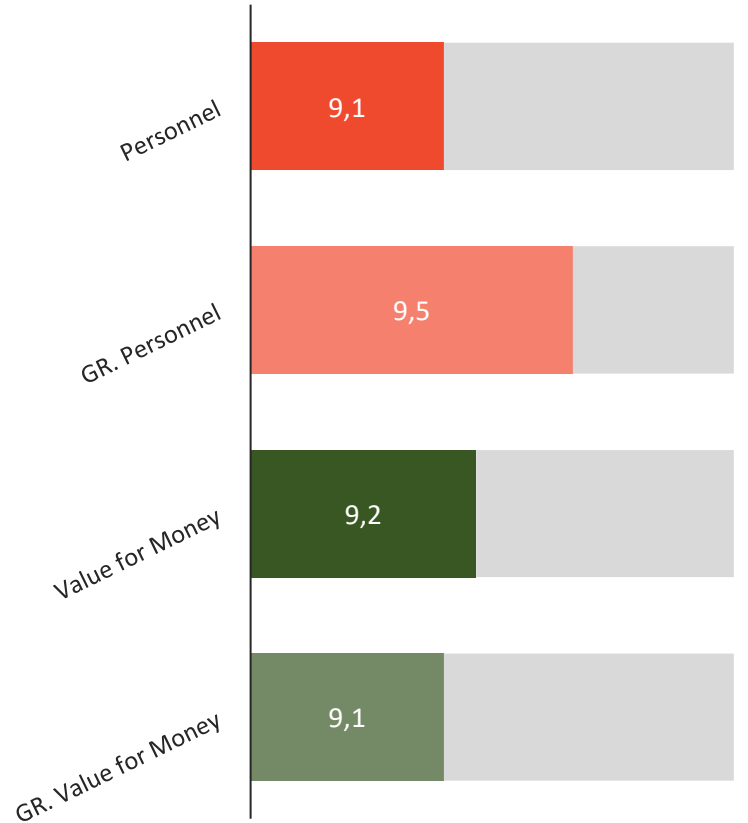
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



Note: Data presented here stems from numerical ratings.

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

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

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

Peloponnese

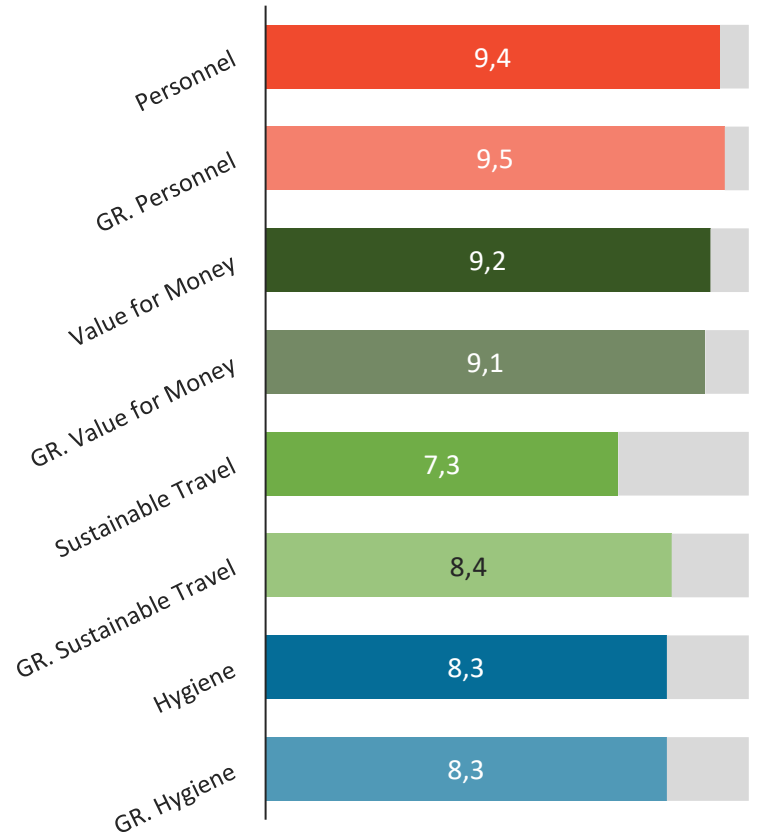
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE



Note: Data presented here stems from numerical ratings.

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

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.

Thessaly

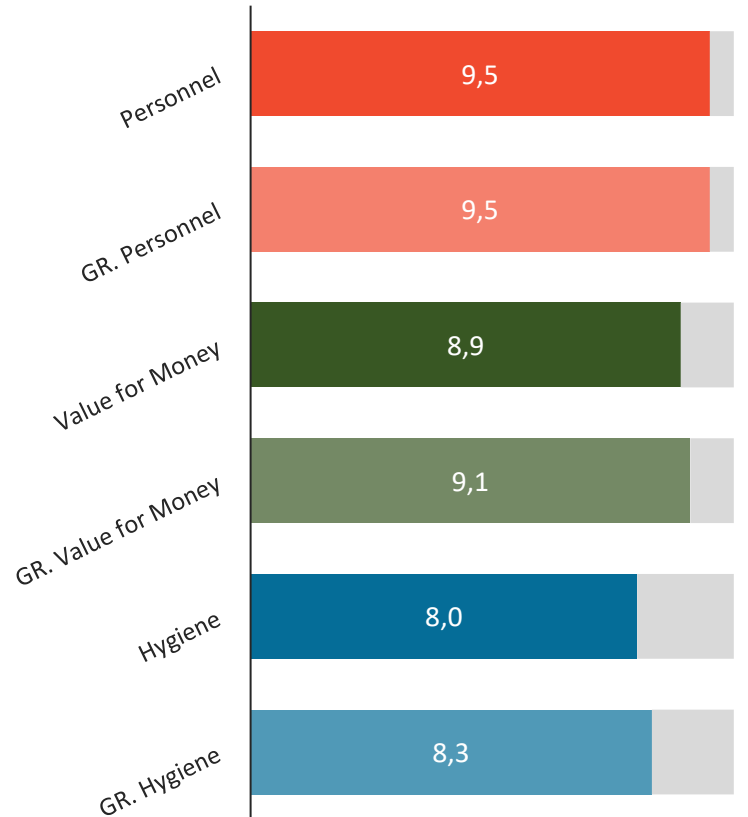
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



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.



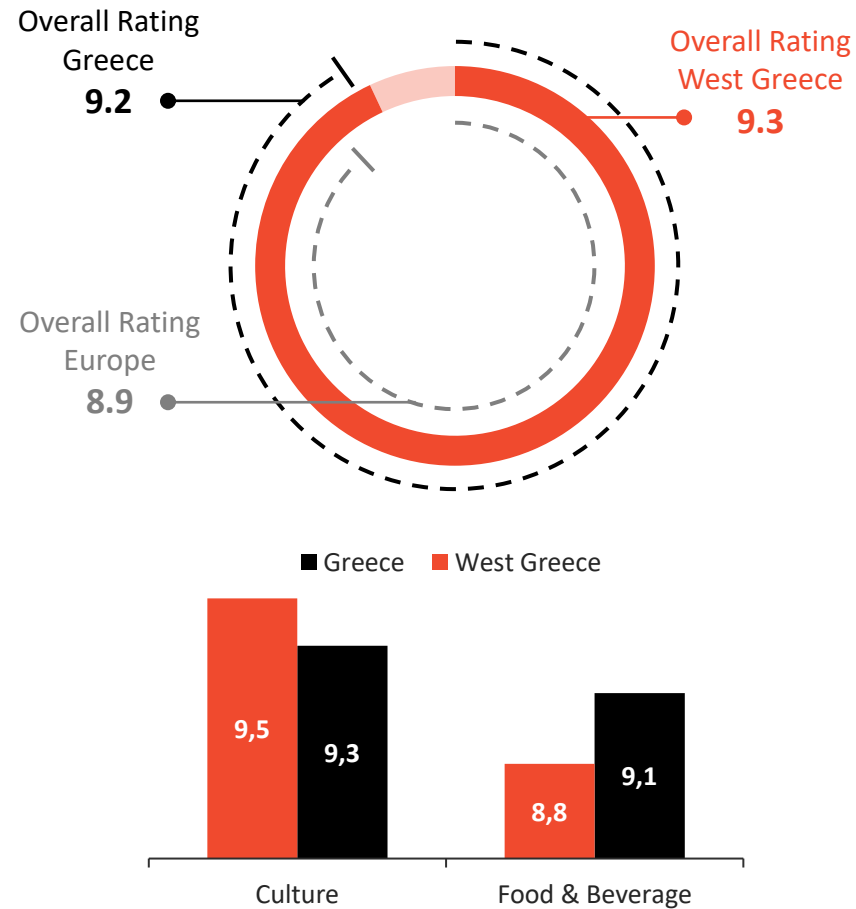
Rating per Market

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

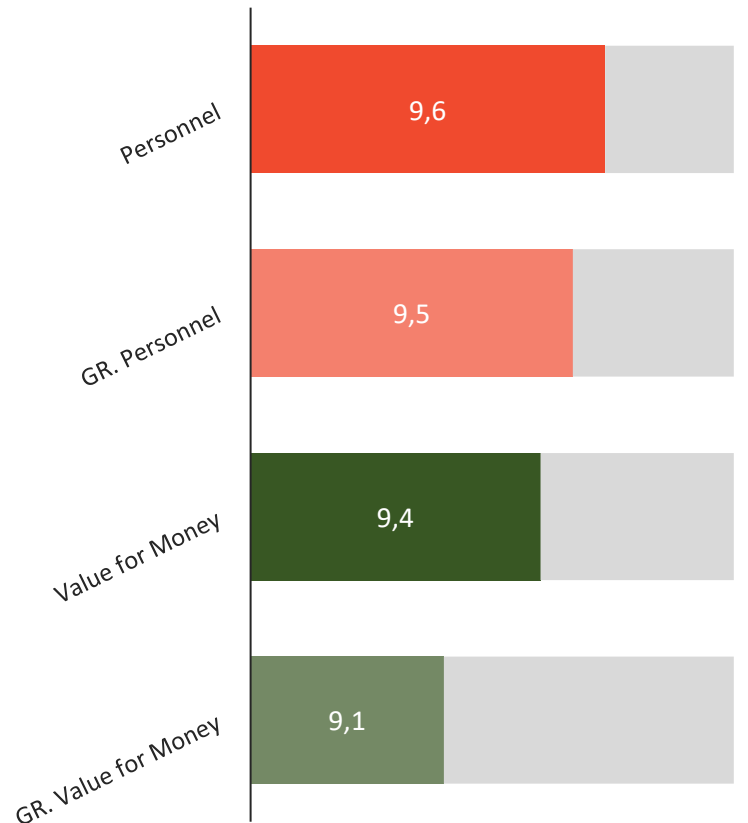
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



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.



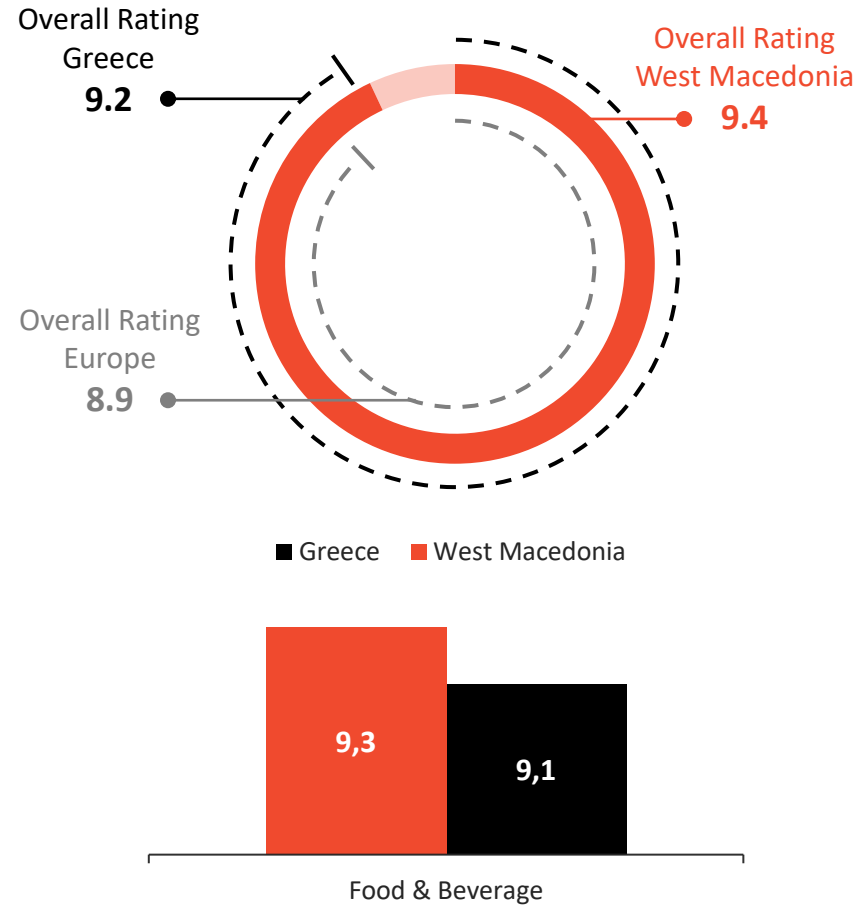
Rating per Market

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
- Vkontakte

Blogs / Forums

- Travel blogs
- Reddit, etc.

Magazine

- Travel magazine
- Lifestyle magazine, etc.

Online News

- Greek Reporter
- National Geographic, etc.

Newspaper, News Agency

- Daily Mail
- The Washington post, etc.

TV/Radio

- RTBF, etc.

Podcasts

Press Releases

Substack

Twitch



Appendix B

SOURCES FOR DATA STEMMING FROM RATINGS & REVIEWS

Analysing visitor experience based on ratings and reviews data

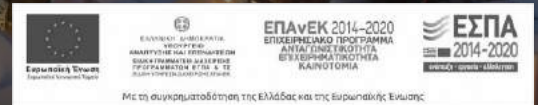
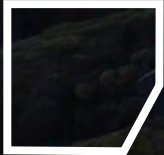
Currently **45 sources** are connected to analyse ratings and reviews data. They account for **95% of all experience-based data available online**.

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



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rgillard@tci-research.com



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης