



Greece Reputation Tracker

THIRD QUARTER OF 2024



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Κύρια Σημεία

Ιούλιος-Σεπτέμβριος 2024

Η εξέλιξη της διαδικτυακής φήμης της χώρας με βάση τον δείκτη NSI (Net Sentiment Index)

- Εξετάζοντας το τρίτο τρίμηνο συνολικά και με βάση τον δείκτη NSI, η Ελλάδα (27) κατατάσσεται στην τέταρτη θέση μετά την Πορτογαλία (56), την Ιταλία (49) και στην Κροατία (48). Στην πέμπτη και τελευταία θέση κατατάσσεται η Ισπανία.
- Ο δείκτης NSI ξεκίνησε χαμηλά τον Ιούλιο (10), αλλά βελτιώθηκε τον Αύγουστο (20) και ανέκαμψε σημαντικά τον Σεπτέμβριο (51).
- Παρόμοια τάση ακολούθησε και ο δείκτης NSI για την Αθήνα.

Το περιεχόμενο των διαδικτυακών συζητήσεων

- Η διαδικτυακή φήμη της Ελλάδας συνεχίζει να συγκεντρώνει τον μεγαλύτερο όγκο θετικών συζητήσεων σε θέματα πολιτισμού και γαστρονομίας.
- Η καλοκαιρινή περίοδος στην Ελλάδα περιείχε πολλές θετικές αναφορές με έμφαση στη βιωσιμότητα, όπως τα εγκαίνια του πρώτου πράσινου ουρανοξύστη της χώρας, του Πύργου του Πειραιά, και μια πρωτοβουλία περιβαλλοντικής ευαισθητοποίησης στο χωριό Αποίκια, της Άνδρου. Επιπρόσθετα, θετικά σχόλια συγκέντρωσαν τα ανέγγιχτα τοπία σε προορισμούς όπως η Σάμος και η Τήλος, πολιτιστικές εμπειρίες όπως μια έκθεση στην Πάρο, αλλά και η εμπειρία διαμονής σε πολυτελή καταλύματα.
- Οι κλιματικές και περιβαλλοντικές προκλήσεις, όπως το περιστατικό με τα νεκρά ψάρια στον Βόλο, οι πυρκαγιές κοντά στην Αθήνα και η γενικότερη σοβαρή ξηρασία που πλήττει τη Νότια Ευρώπη αποτέλεσαν πηγή αρνητικών σχολίων.
- Παρόλο που το θέμα της Φιλοξενίας δημιούργησε συγκριτικά λιγότερες συζητήσεις, κατέλαβε την τρίτη θέση στους παράγοντες που δημιουργούν θετική φήμη.

Period of analysis: July 1st, to September 30th, 2024.

Κύρια Σημεία

Ιούλιος-Σεπτέμβριος 2024

Η αξιολόγηση της εμπειρίας

- Το επίπεδο ικανοποίησης για την Ελλάδα παρέμεινε πολύ υψηλό (9,1) και υψηλότερο από την βαθμολογία της Ευρώπης συνολικά (8,8). Η επίδοση αυτή είναι παρόμοια στην συντριπτική πλειονότητα των περιφερειών με όλες σχεδόν τις περιοχές να συγκεντρώνουν τουλάχιστον 9,0 αναδεικνύοντας την **ικανότητα της Ελλάδας να ανταποκρίνεται στις προσδοκίες των επισκεπτών, ακόμη και κατά την αιχμή της τουριστικής περιόδου.**
- Ο όγκος των αξιολογήσεων για την Ελλάδα παρουσίασε σταθερή αύξηση μέχρι τον Αύγουστο, ενώ υπήρξε μια μικρή πτώση τον Σεπτέμβριο, καθώς το τρίτο τρίμηνο όδευε στο τέλος του.
- Εξαίρεση αποτέλεσε η **Αθήνα** που διατήρησε σταθερό όγκο αξιολογήσεων από τον Απρίλιο και σημείωσε μια ελαφρά άνοδο τον Σεπτέμβριο, γεγονός που υποδηλώνει τη **συνεχή ελκυστικότητα της Αθήνας για τους επισκέπτες ανεξαρτήτως μήνα.**

Τα επιμέρους συστατικά της εμπειρίας

- Σε εθνικό επίπεδο οι αξιολογήσεις για τα επιμέρους συστατικά του τουριστικού προϊόντος (πολιτισμός, γαστρονομία, εμπειρία στη θάλασσα), έχουν υψηλή βαθμολογία, ενώ ο **πολιτισμός (9,3)** και η **γαστρονομία (9,0)** ξεπέρασαν την εμπειρία στη θάλασσα (8,8).
- Από την ανάλυση προκύπτει ότι οι ταξιδιώτες στην Ελλάδα εκτιμούν πολύ το **ανθρώπινο δυναμικό, δίνοντας εξαιρετική βαθμολογία, περί το 9,4 στο σύνολο της χώρας,** ενώ σε 10 από τις 14 χωρικές ενότητες έλαβε την υψηλότερη βαθμολογία από τους παράγοντες που εξετάζονται.
- Γενικά, καταγράφεται **ικανοποίηση ως προς την αξία των εμπειριών σε σχέση με το κόστος (Value For Money)** αποδίδοντας βαθμολογία στη χώρα 8,9, ένα πολύ θετικό επίτευγμα ειδικά κατά τη διάρκεια της περιόδου αιχμής.
- Ως προς τη **βιωσιμότητα (8,2)** και την **υγιεινή (8,1),** καταγράφονται **σχετικά ικανοποιητικές αξιολογήσεις,** αν και η βαθμολογία στον παράγοντα υγιεινή είναι χαμηλότερη από 8 στην Στερεά Ελλάδα (5,8), την Κρήτη (7,5) και τα Ιόνια Νησιά (7,6) και οριακά (7,9) στο Β. Αιγαίο και την Πελοπόννησο. Αναφορικά με τη βιωσιμότητα η βαθμολογία είναι χαμηλότερη από 8 στην Κρήτη (7,8), τις Κυκλάδες (7,2), και την Πελοπόννησο (6,9).

Period of analysis: July 1st, to September 30th, 2024.

Κύρια Σημεία

Ιούλιος-Σεπτέμβριος 2024

Η τουριστική εμπειρία ανά περιφέρεια

- Η Κεντρική Ελλάδα, η Πελοπόννησος και η Θεσσαλία πέτυχαν την υψηλότερη βαθμολογία για τον πολιτισμό, ενώ ακολούθησαν με μικρή διαφορά η Κεντρική Μακεδονία, οι Κυκλάδες και η Δυτική Ελλάδα.
- Η Δυτική Μακεδονία έλαβε την υψηλότερη βαθμολογία στην κατηγορία γαστρονομία με την Κρήτη, τα Ιόνια Νησιά, την Πελοπόννησο και τη Δυτική Ελλάδα να καταλαμβάνουν τη δεύτερη θέση.
- Η Ήπειρος, όπως και το δεύτερο τρίμηνο, έλαβε την υψηλότερη βαθμολογία για την εμπειρία στην θάλασσα, ακολουθούμενη από τις Κυκλάδες και την Πελοπόννησο.

Όσον αφορά το ανθρώπινο δυναμικό, η Αττική, τα Ιόνια Νησιά και η Πελοπόννησος είχαν την υψηλότερη βαθμολογία.

- Η Δυτική Μακεδονία και η Δυτική Ελλάδα προηγούνται στις αξιολογήσεις ως προς τη σχέση ποιότητας-τιμής.
- Οι βιώσιμες δράσεις επαινέθηκαν περισσότερο στην Κεντρική Μακεδονία.
- Κεντρική Μακεδονία, Κυκλάδες και Ανατολική Μακεδονία και Θράκη έλαβαν την υψηλότερη βαθμολογία για την υγιεινή.

Αξιολόγηση της εμπειρίας ανά αγορά

- Οι επισκέπτες από τις Ηνωμένες Πολιτείες και το Ηνωμένο Βασίλειο έδωσαν τις υψηλότερες συνολικές βαθμολογίες, 9,3 και 9 αντίστοιχα, ακολουθούμενοι από εκείνους από τη Γερμανία με 8,8, τη Γαλλία με 8,7 και την Ιταλία με 8,5.
- Οι τρεις σημαντικότερες long haul αγορές έδωσαν πολύ υψηλή βαθμολογία -Αυστραλία με 9,4, Ηνωμένες Πολιτείες Αμερικής και Καναδάς με 9,3.

Period of analysis: July 1st, to September 30th, 2024.



Key Sentiment Indexes

GREECE'S ONLINE SOCIAL REPUTATION

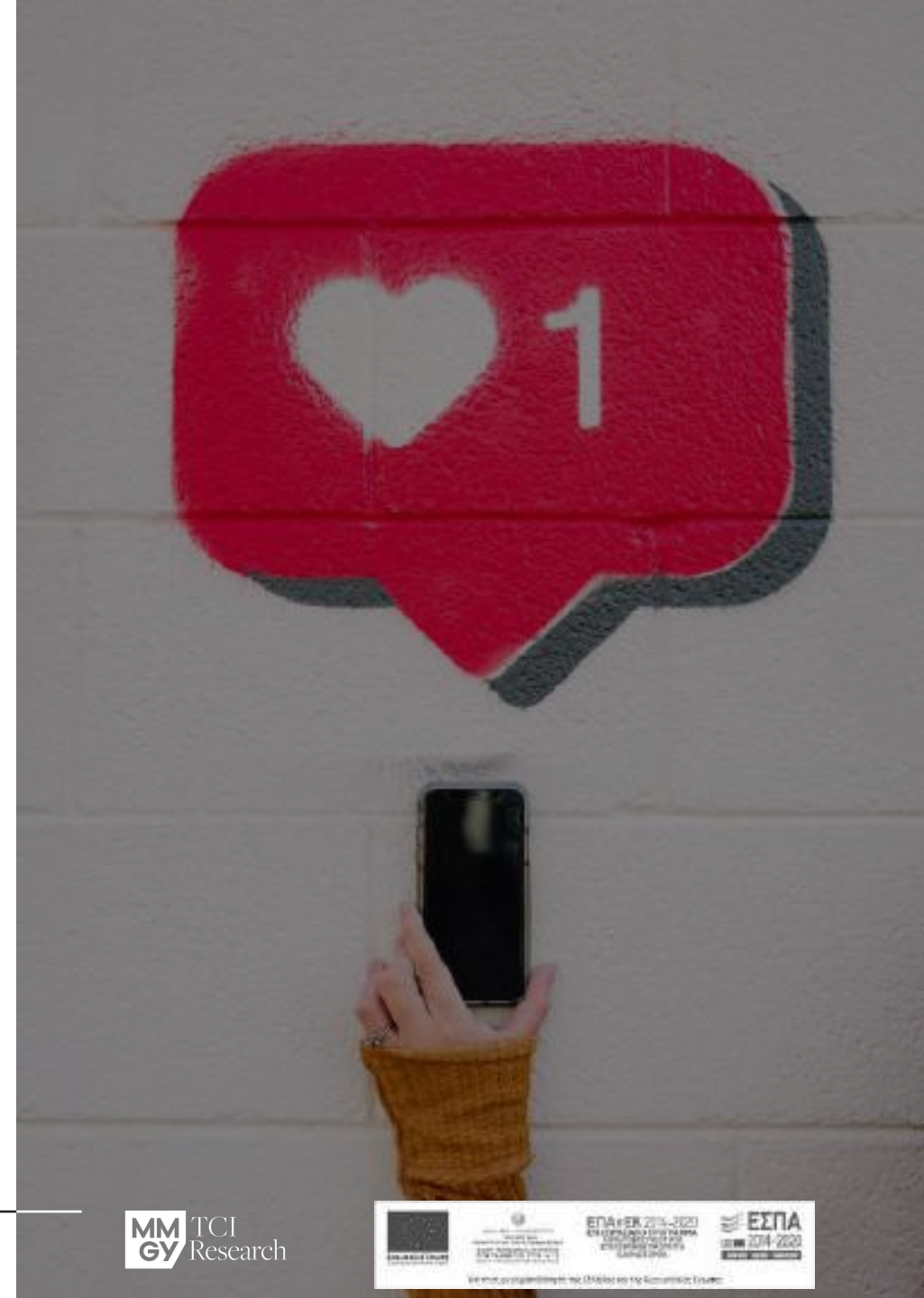
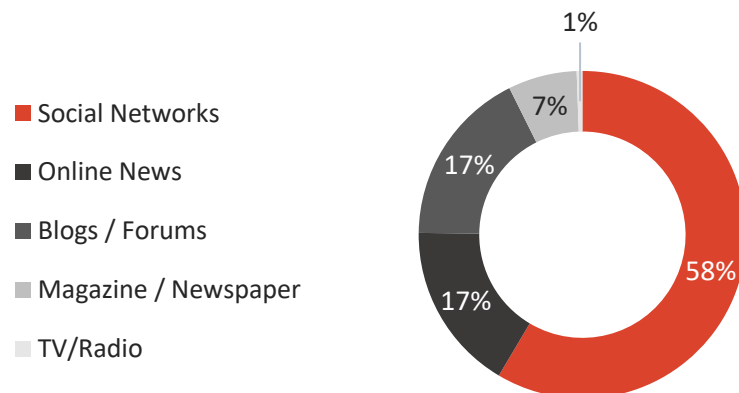


Sentiment Tracker

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 Q3 2024, **Greece was mentioned 268K+ in social conversations** in relation to travel, generating **2.6M engagements**, shared by **67K+ unique authors** from **200+ countries**.



Key Sentiment Trends

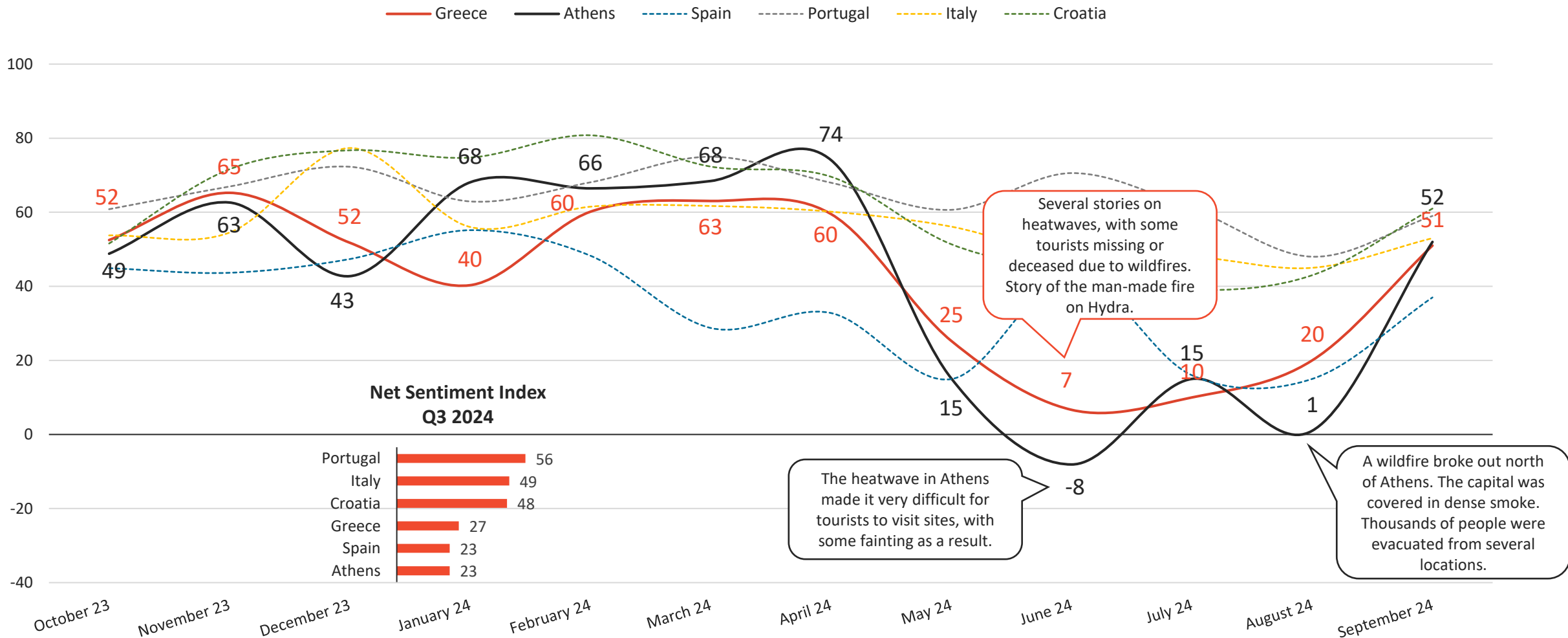
SUMMARY FOR THE THIRD QUARTER OF 2024

- **Greece's overall Net Sentiment Index** for the third quarter of 2024 **started with a relatively low score in July**, saw a **slight increase in August**, and **continued recovering into September**. It currently **ranks fourth alongside Portugal**, following Italy and Croatia. Similarly, **the polarity of conversations** surrounding **Athens began with a low score in July**, **dropped further in August**, and **rebounded by September**, placing it in sixth compared to other benchmarks.
- The **topic of Culture continues to experience the highest volume of conversations**, while also **maintaining one of the most positive sentiments overall**. **Gastronomy ties with Culture** in terms of **positive sentiment**, reflecting the **second highest volume** of online stories. In contrast, **conversation volume** regarding the topic of **Environment remained stable** but exhibited a **downward trend** in terms of **polarity**, likely due to the persistent impact of extreme weather events. Lastly, while **the volume of conversations related to Hospitality has increased**, **the sentiment score for this topic dropped**.
- **Greece's summer season was marked by a wide range of positive online stories**. A key topic was **sustainability**, with notable highlights like the unveiling of **the country's first green skyscraper, Piraeus Tower**, and an **environmental initiative in Apikia village**. Beyond the typical tourist hubs, **quieter destinations** have been gaining attention online. Places such as **Samos** and **Tilos** were praised for their serene, untouched landscapes, perfect for those seeking an escape from the crowds.
- **Greece's cultural offer** also thrived, including **an exhibition on Laros Island**. Additionally, **Maye Musk**, mother of Elon Musk, visited Greece to promote her book and seemed to enjoy exploring cultural landmarks such as **Plaka** and the **Acropolis Museum**. **Luxury hotels on Mykonos** and **retreats focused on low-carb holidays** also garnered attention, highlighting the diverse lodging and wellness options Greece has to offer.
- **Climate and environmental challenges remain at the forefront of negative online stories**. One particularly striking **incident occurred in the port city of Volos**, where thousands of freshwater fish died drawing significant attention. This was followed by **wildfires near Athens** and **the more generalised severe drought** impacting Southern Europe. In addition to environmental crises, there were also concerns around **security**, as a couple of reports of **attacks on tourists** surfaced.

Period of analysis: July 1st, to September 30th, 2024.

Net Sentiment Index

TRENDS FOR GREECE'S ONLINE REPUTATION

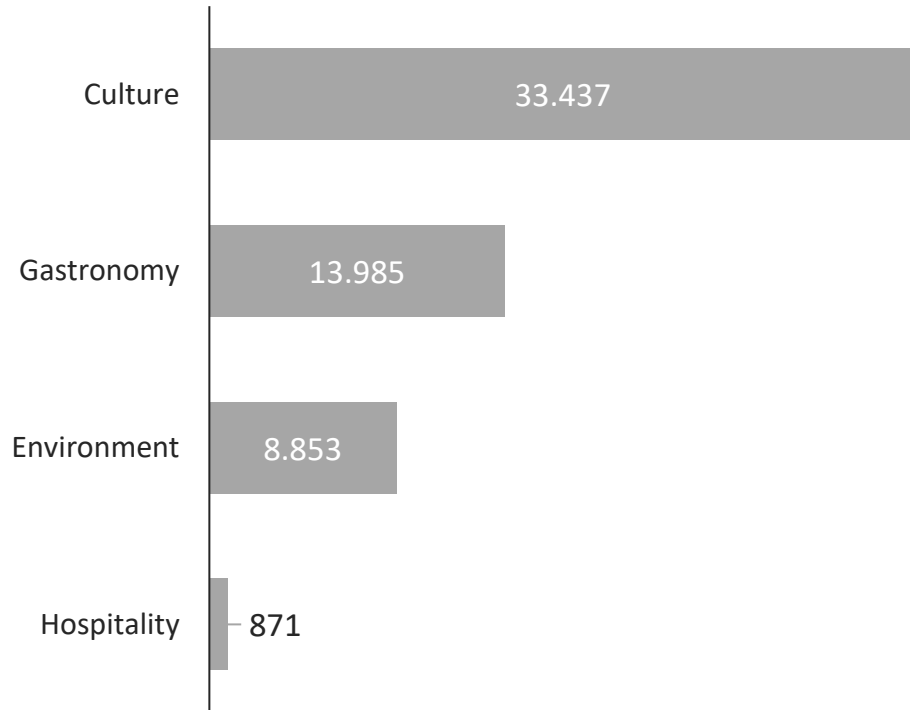


Reputation Topics

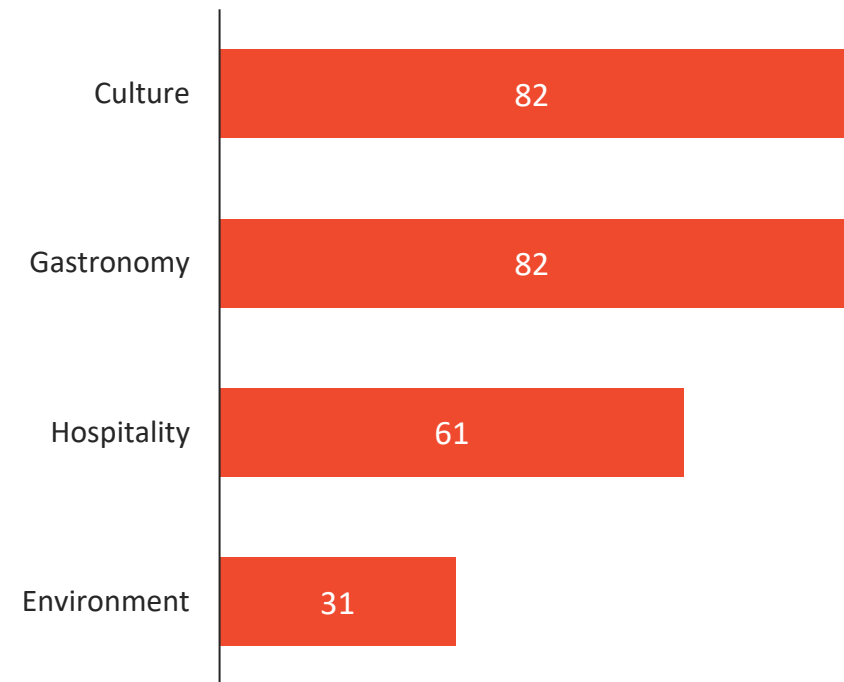
TRENDS FOR GREECE'S ONLINE REPUTATION

Conversations on the topic of culture were the most dominant in terms of volume, as well as in terms of having one of the highest level of positive polarity throughout the third quarter. At the same time, the **Gastronomy** topic exhibited a **comparable level of positive polarity** to that of **Culture**. Conversely, the **Environment** topic continued to experience a **decline** in polarity, likely influenced by the climate-related stories that were prevalent during the summer months. Meanwhile, the **Hospitality** topic has seen a marked **decrease in polarity**, while the volume of conversations on it has risen.

Volume of Social Conversations



Net Sentiment Index



Period of analysis: July 1st, to September 30th, 2024.

Positive Sentiment Drivers

STORIES FUELING GREECE'S SOCIAL REPUTATION

Greece's summer season featured a number of positive stories with a focus on **sustainability**, including the opening of the country's first green skyscraper, **Piraeus Tower**, and an environmental awareness initiative in **Apikia village**. Beyond the main tourist hubs, destinations like the **islands of Samos and Tilos** were highlighted in Q3 for their peaceful untouched landscapes, ideal for travelers seeking an escape from typical tourist spots. **Cultural highlights** included an **exhibition on the island of Laros**, along with **lodging and food experiences** like Cavo Tagoo Mykonos and **various restaurants in Athens**, such as rooftop and seaside dining.

Examples of reputation drivers

- **Staying at the luxurious 5-star Cavo Tagoo Mykonos**, enjoying a breathtaking sunset from a floating sunbed.
- **Participating in a Keto Mediterranean retreat in Greece**, a low-carb holiday focused on well-being and forging connections.
- **Mastiha from the Greek islands of Chios** showcased as the basic ingredient for flavorful and refreshing cocktails ideal for the summer.
- **Discovering the vibrant atmosphere of a Greek farmers' markets** in Nafplion
- **Where to eat in Athens** (Rooftop restaurants, seaside dining, etc.)
- **Maye Musk**, mother of Elon Musk, **visited Greece** to present her book, exploring sites like Plaka and the Acropolis Museum.
- **The group exhibition "All Things Become Islands Before My Senses" was held on the island of Laros**, highlighting the island's complex history, including the period of Italian occupation.
- **The historic "Pelion Train" has been revived**, offering a mythical journey through the Centaurs' Mountain in Greece.
- **Piraeus Tower, Greece's first green skyscraper opens**, setting a new standard for urban revitalization with low-impact lighting.
- **Waste bins in Apikia village repainted in traditional Cycladic designs**, a creative idea from residents to promote respect for the environment.
- Highlighting **the amazing quality of life outside Greece's tourist hubs**, with good weather, delicious local cuisine, and friendly hospitality
- **The island of Samos has been ranked as the top "secret" destination for Italians**, celebrated for its escape from the stereotypes of mass tourism.
- **Tilos is a haven for nature enthusiasts**, boasting **untouched beaches**
- **Costa Navarino**, with four top-quality golf courses and various recreational facilities, **is becoming a premier destination for golf enthusiasts**.
- **3 alternative ways to experience Athens** (Olympic-inspired workout tour with a certified sports trainer, participating in street art tour, etc.)
- **This summer's increase in Turkish tourists** is supporting Greece's local economy.

Period of analysis: July 1st, to September 30th, 2024.

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

CAVO TAGDO Mykonos in Greece – World's First Hotel with 2 Million Followers (4K Travel Vlog)



...most popular **tourist** destinations in the world, attracting **tourists** both all over the world. The **tourist** areas of Mykonos ... Port & New Port 1:00:01 Air & Routes 1:08:10 Transfer to your hotel #greece #mykonos #cavotagdo #mykonosland...

published on 07/07/24 at 13:56 | YouTube | Japan | youtube.com

Keto Mediterranean Retreat 2024: A Culinary Odyssey Through Time and Taste



...us all. **Cultural** immersion; A Journey Through History and Flavour Every day was a new adventure, a new chapter in our Keto Mediterranean story. We explored the **cultural** treasures of **Greece**, starting with the historic heart of **Athens**, where the...

published on 03/04/24 at 17:59 | Blog | Greece | www.greekgoetico.com

Mastiha Cocktails: The Greek Summer Experience



...#mixology #mixologist #mixologytiktok #athens #travelgreece #skinnycocktails #lowcal #flowsugar #cocktailrecipes #superfood... #summercocktail. Taste it – TELL YOUR STORY OF **music** by Ikon According to the following video by Nikki's Modern...

published on 04/06/24 at 15:23 | Online News Other | United States | greekreporter.com

Shopping at a Greek Farmers Markets



Whether you're planning your next **holiday** trip to **Greece** or dreaming of making it your new home, I'm here to guide you on how to experience **Greece** like a true local. FOLLOW ME ON SOCIAL...

published on 05/01/24 at 17:25 | YouTube | Greece | youtube.com

Where to Eat in Athens, Greece! Best Restaurants, Bakeries & Rooftops Food Tour!



...during your **trip** to Athens, Greece! Check out our Athens, Greece Video: Athens Top Things To Do **Travel** Guide ... in Plaka (Athens): <https://youtu.be/0aYKNHoi4c> Check out these incredible Experiences: Amazing **Athens** Food Tour...

published on 10/08/24 at 15:59 | YouTube | Canada | youtube.com

Maye Musk, Elon's Mother, Falls in Love With Greece



...the **Athens** Riviera, she visited ancient and modern sites of the Greek capital including Plaka and the Acropolis **Museum**. "Exploring the Plaka area of **Athens**," she captioned a post. This is the second time that Maye Musk has visited **Greece** in the...

published on 06/07/24 at 06:53 | Online News Other | United States | greekreporter.com

6 Stunning European Art Destinations to Visit in Summer 2024

...Euro bringing a swathe of international **visitors** to the continent. In the art world, meanwhile, the 2024 Venice Biennale is ... stunning locations that are sure to make any **trip** even more memorable. From remote mountain villages to sun-drenched...

published on 18/07/24 at 18:17 | Online News Other | United States | www.artstary.net

Pelion Train Restarts Mythical Tour of the Centaurs Mountain in Greece



After its stoppage in 1971, efforts were made for its restoration as a **touristic** railroad in an environment of exceptional... Since then, the train has continued to pass through the **spectacular** landscape of Mount Pelion, which, according to...

published on 01/07/24 at 10:03 | Online News Other | United States | greekreporter.com

Period of analysis: July 1st, to September 30th, 2024.

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

with its retrofit complete, athens' piraus tower becomes the first green highrise in country



...highrise and second tallest building in **Greece**, marking the starting point of the Athenian Riviera. It stands today as a mixed-used, fully accessible, and **sustainable** landmark with public open spaces and a contemporary workplace, soaring 88 meters...

published on 16/08/24 at 12:50 | Online News Other | Italy | www.designboom.com

ANDROS: Waste bins in Apikia village repainted in traditional Cycladic designs



...scheme that **tourists** from other countries come and pick up their trash and even sit on the discarded sofas! See the photos: Andros, Apikia, Cyclades, Cycladic **architecture**, Cycladic **art**, cycladic design, Cycladic Island, **Greece**...

published on 17/07/24 at 15:18 | Blogs | United States | greekcitytimes.com



Their family values, the sense of community, even the **food** - it all felt so close to what I grew up with. And here's something I found fascinating - you don't need a high-paying job to enjoy life here: **Greece**, especially outside the big **tourist** hubs, is incredibly affordable... With its perfect weather, mouth-watering **food**, and unmatched hospitality, life there feels not in the ways that truly matter: if you asked me, I'd say I could easily picture myself building a family there. **Greece** just has that charm, that sense of belonging. Have you ever been...

published on 15/09/24 at 15:31 | Twitter | Germany | twitter.com

Samos Is At The Top Of The "secret" Destinations For Italians



It, the most popular Italian website specialising in **holidays** in **Greece**. The **travel** website MyGreekSafad has identified ... Eastern Samos, Paris Papageorgiou. **Greece** news, **Greece** travel, Samos, samos travel, travel, Travel...

published on 02/08/24 at 16:06 | Blogs | United States | greekcitytimes.com

Tiny Greek island with crowd-free beaches has 'peace and quiet' and 'taste of real Greece'



... "The **inhabitants** are lovely **people**, warm and **welcoming**. So if you like peace and quiet and want a taste of real **Greece** ... "The **inhabitants** are lovely **people**, warm and **welcoming**. So if you like peace and quiet and want a taste of real **Greece**...

published on 11/07/24 at 07:03 | Newspaper | United Kingdom | www.express.co.uk

How Greece (yes, Greece!) is becoming a golf paradise



...a doozy. In recent years **Greece** has been one of the hottest **tourism** destinations for Americans. It is rich in history ... beaches, stunning architecture and amazing **food** that is the archetype of the fabled Mediterranean diet. It's also one of the...

published on 18/08/24 at 15:19 | Online News Other | United States | golf.com

3 alternative ways to experience Athens



...great Olympian **Athens** Street Art Tour **Art** isn't just limited to museums, and **Athens** is a prime example of this. The ... Luxury **Travel** Blog and has worked in the **travel** industry for more than 30 years. He is Winner of the Innovations in **Travel**...

published on 05/09/24 at 02:32 | Blogs | United Kingdom | www.luxurytravelblog.com

Turkish tourists boost Greek island economies

...first week of July, 182,000 Turkish **tourists** had visited **Greece**, with 35,000 benefiting from the "visa at the door" ... year, they have established **friendly** relations with the island **residents**." Andreas Andreoglou, a restaurant owner in...

published on 06/08/24 at 08:22 | Newspaper | Turkey | www.hurriyetdailynews.com

Period of analysis: July 1st, to September 30th, 2024.

Negative Sentiment Drivers

GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

In Q3, many negative stories still centered around climate and environmental issues. A shocking incident in the port city of Volos, where thousands of freshwater fish died gained widespread attention online. This was followed by **wildfires near Athens** and the **severe drought affecting Southern European countries more generally**. In particular, the wildfire caught a lot of attention due to its rapid spread and scale. Alongside these environmental issues, **security concerns also emerged**, with some reports involving tourists.

Examples of reputation drivers

- **Authorities declared a month-long emergency in port city Volos** after thousands of freshwater fish died in its Xiria River, attributing to last year's devastating floods in central Thessaly, followed by severe drought.
- Greek firefighters fought through the night as **wildfire flames threatened Athens**.
- **Southern European countries**, including Greece, **are experiencing drought conditions** and desertification.
- **A 19-year-old Dutch couple on vacation in Crete** was **attacked** by assailants.
- **Three assailants attacked an Arab-Christian Israeli tourist** in Greece, believing he was a Jewish Israeli.
- **Hundreds of tourists were told to disembark from a ferry** and wade into the sea with their luggage in Balos, Crete, after **officials banned the use of a floating platform** over overtourism concerns.

Period of analysis: July 1st, to September 30th, 2024.

Illustrative Social Posts

STORIES REFLECTING **NEGATIVE** SENTIMENT

Greece Declares Emergency Over Flood of Dead Fish | ISH News



...after the already poor tourism in Greece. According to the reports, Tourism in Volos City & Thessaly region has dropped by ... after the severe drop in commercial tourism activities. Greece's public prosecutor has launched an investigation into the...

English: Greece Declares Emergency Over Flood of Dead Fish

published on 09/05/24 at 11:06 | YouTube | video | youtube.com

How serious are the wildfires near Athens, Greece? | Weather News



...the fire had destroyed around 10,000 hectares (24,700 acres) of fields, (local newspaper Photo Thess) also said that the fire had ... through the night before warnings. It is not clear how many people have fled to Greece. It is not clear...

English: How serious are the wildfires near Athens, Greece?

published on 12/07/24 at 14:41 | YouTube | video | www.youtube.com



Drought latest: southeastern Europe now facing existential-level desertification. Reports from Crete, the Peloponnese, Sicily, Morocco, Libya and southern Spain that water is actually running out in reservoirs. Cyprus is so desperate it is importing water from Greece in gas-puzzling tankers for its consumption. Without water there is: No food, No economy, No human civilisation. Welcome to your living conditions. #NoTourists, #NoEconomy, #NoHumanCivilisation, #FoodApocalypse and #ClimateCrisis

published on 05/08/24 at 17:58 | Twitter | Greece | twitter.com

Greece: Two Muslim migrants attempt to rape Dutch tourist in front of her boyfriend - Jihadwatch.org/2024/08/greece...

published on 25/08/24 at 18:01 | Twitter | United States | twitter.com

Israeli attacked in Greece, assailants flee after seeing his cross

...Nazareth, was attacked by three individuals in Greece on Wednesday after they suspected him of being a Jewish Israeli. Qubatt, an Arab-Christian traveling with relatives, suffered injuries to his jaw and head. >Fahad returned to the place where he...

published on 21/07/24 at 19:48 | Reddit | United States | worldnews

Disbelief in Greece as terrified tourists are told to disembark from ferry into the SEA...



francine wolfis2 created a post

Disbelief in Greece as terrified tourists are told to disembark from ferry into the SEA and wade through...

published on 12/07/24 at 21:12 | Newspaper | United Kingdom | www.dailymail.co.uk

Period of analysis: July 1st, to September 30th, 2024.



Experience Reputation

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

Ratings & Reviews

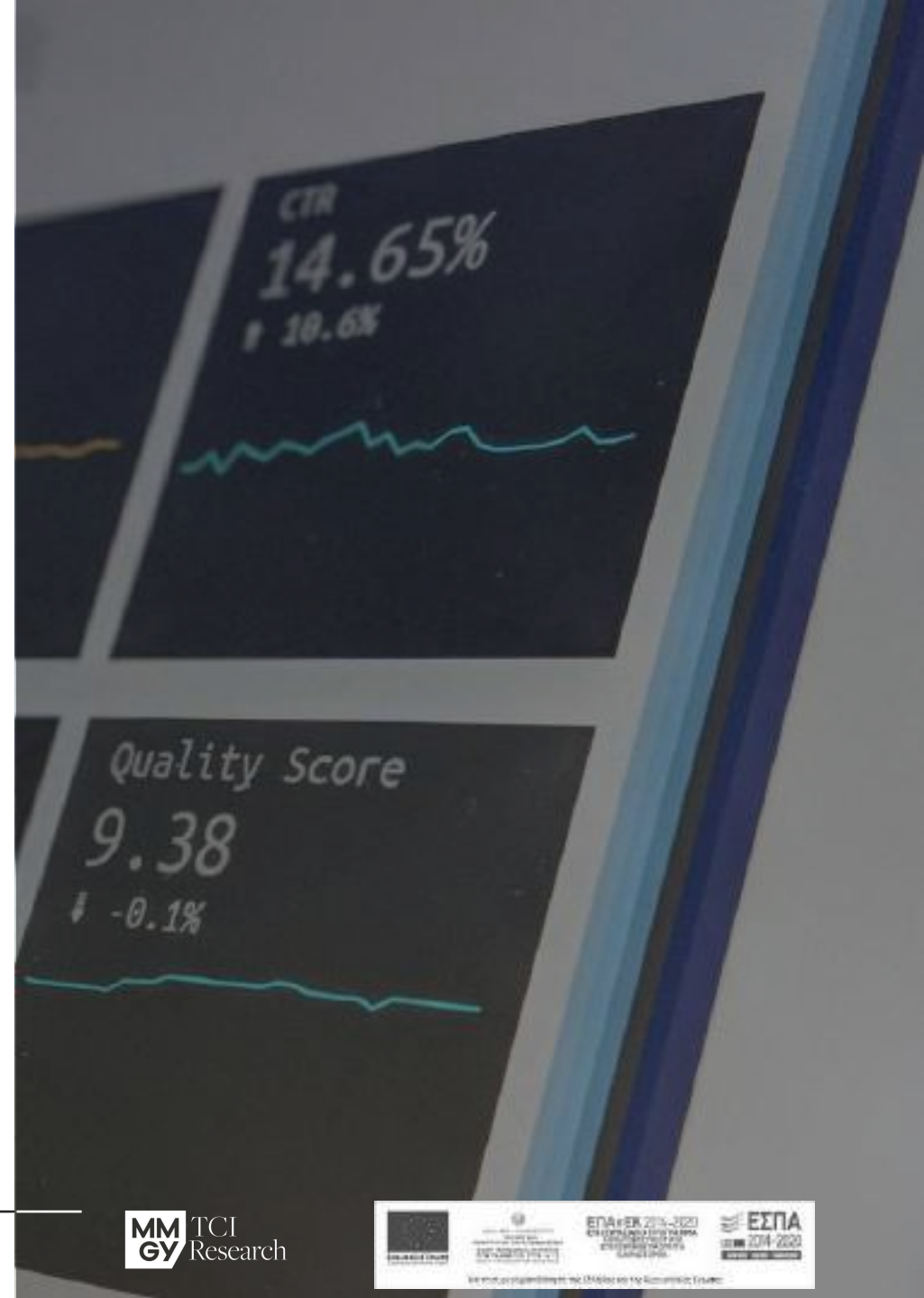
METHODOLOGICAL OVERVIEW

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 16 languages**: *Arabic, Russian, Polish, Portuguese, Swedish, Norwegian, Danish, English, French, German, Dutch, Spanish, Italian, Finnish, Simplified Chinese, and Turkish*. 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 third quarter of 2024, ranging from **July 1st, to September 30th, 2024**.

Reviews Corpus Analysed

Verticals	Reviews Count Greece (01/07/2024 to 30/09/2024)	Reviews Count Benchmark (01/07/2024 to 30/09/2024)
Attractions	177,395	6,065,984
Restaurants	121,986	10,724,733
Total Sample	299,381	16,790,717

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

Key Visitor Experience Trends

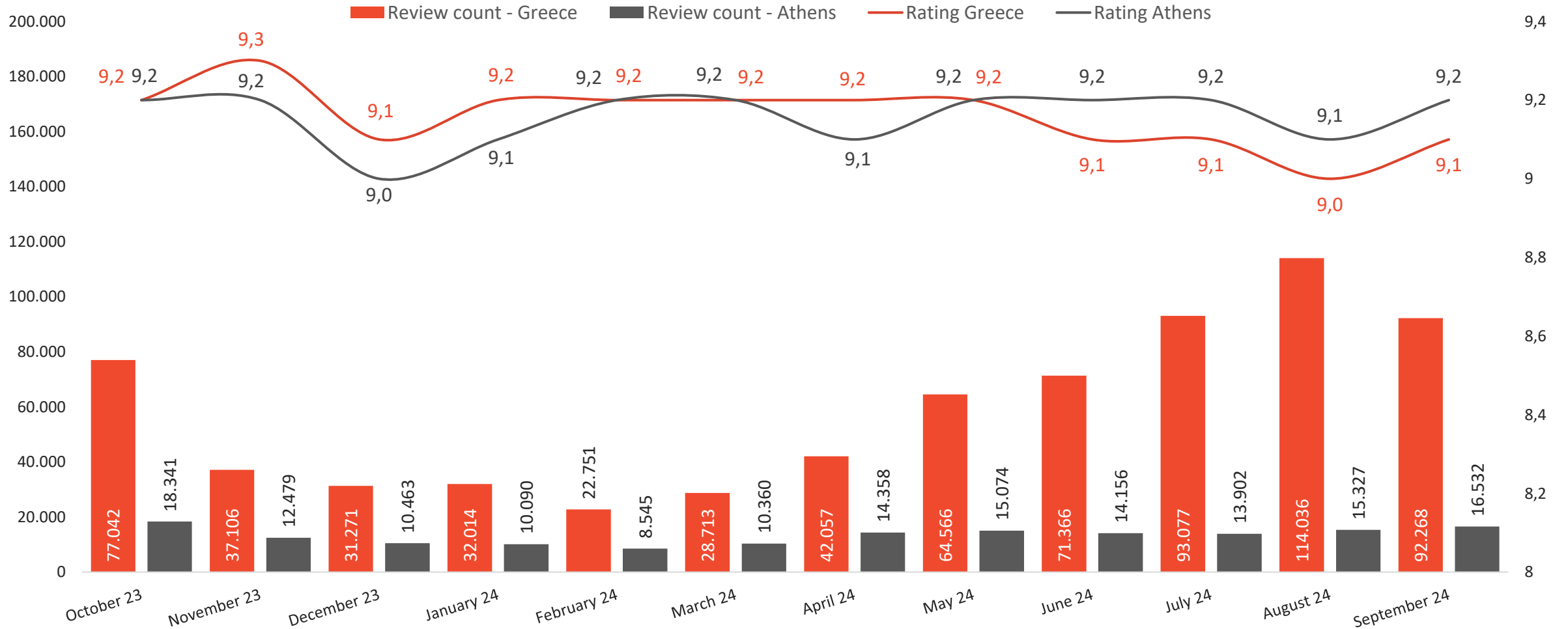
SUMMARY FOR THE THIRD QUARTER OF 2024

- **The number of reviews for Greece** showed a **steady rise until August 2024**, after which there was a **slight drop in September** as the peak tourist season concluded. Meanwhile, **review count for Athens** have **maintained a steady level** throughout the period.
- **Greece holds a strong overall rating, exceeding the European benchmark** by +0.3 points. **This advantage is consistent across most regions**, including Athens, with all areas except the North Aegean scoring at least 9.0. Such results continue to underscore **Greece's ability to meet visitor expectations, even during the peak tourist season.**
- **Cultural experiences** in Greece once again secured **the top rating**, with an impressive score of **9.3 points**. **Food and Beverage held second place**, followed by **Seaside attractions**. **Central Greece, Peloponnese, and Thessaly** achieved **the highest ratings for Culture**, closely followed by Central Macedonia, the Cyclades, and West Greece. **West Macedonia** led in the **Food & Beverage category**, with Crete, the Ionian Islands, Peloponnese, and West Greece all holding second place. Lastly, **Epirus**, like in Q2, **received the highest praise for Seaside activities**, followed by Cyclades and Peloponnese.
- **Personnel** continued to receive **the most positive feedback** in written reviews, achieving a **near perfect level of positive sentiment**. **Value for Money remains in second place**, a crucial measure of visitor contentment, particularly during the peak season. **Sustainable Travel and Hygiene followed**, both reflecting strong levels of satisfaction in written reviews.
- Regarding regional differences, **Attica, the Ionian Islands, and Peloponnese** received the highest ratings for **Personnel**. **West Macedonia** received **only positive comments on Value for Money** in written reviews, with **West Greece almost doing so as well**. **Central Macedonia** received **the most praise for sustainable practices**, while **Central Macedonia, Cyclades, and East Macedonia and Thrace** earned **the highest scores for Hygiene**.
- **The top five international markets by review volume** in Greece were **the United Kingdom, Italy, the United States, France, and Germany**, in that order. Visitors from **the United States and the United Kingdom** provided **the highest overall ratings, both exceeding 9.0**, followed by Germany, France, and Italy in that respective order.

Period of analysis: July 1st, to September 30th, 2024.

Overall Experience Reputation

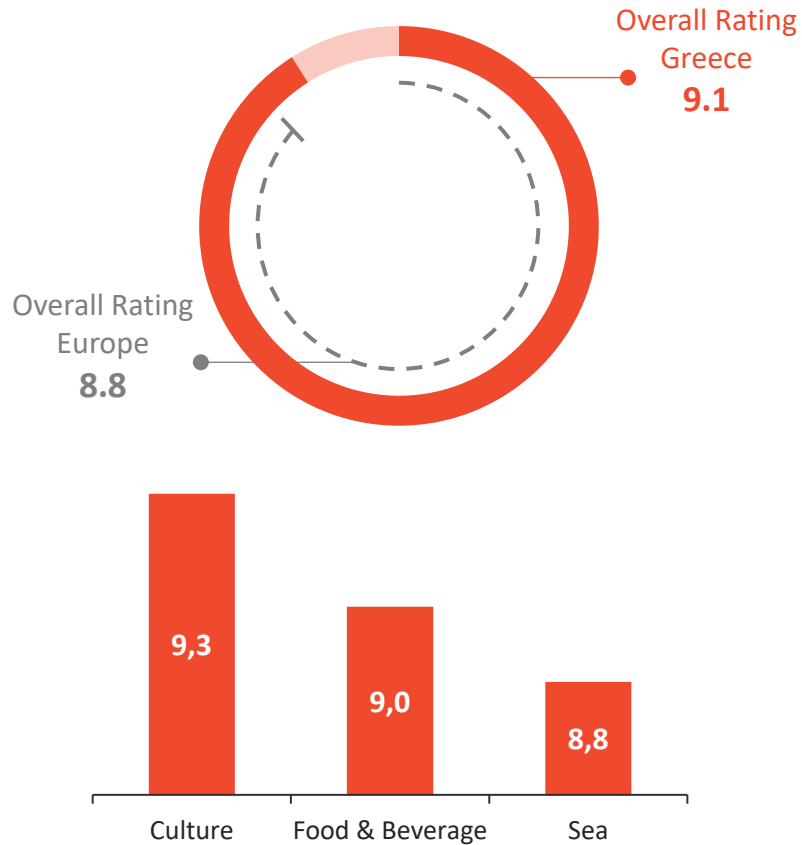
MONTHLY BREAKDOWN OF REVIEW VOLUME & OVERALL RATING FOR RESTAURANTS, BARS & ATTRACTIONS



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: July 1st, to September 30th, 2024. **Review count:** 299,381

Sentiment Scores



Note: Data presented here stems from written reviews.



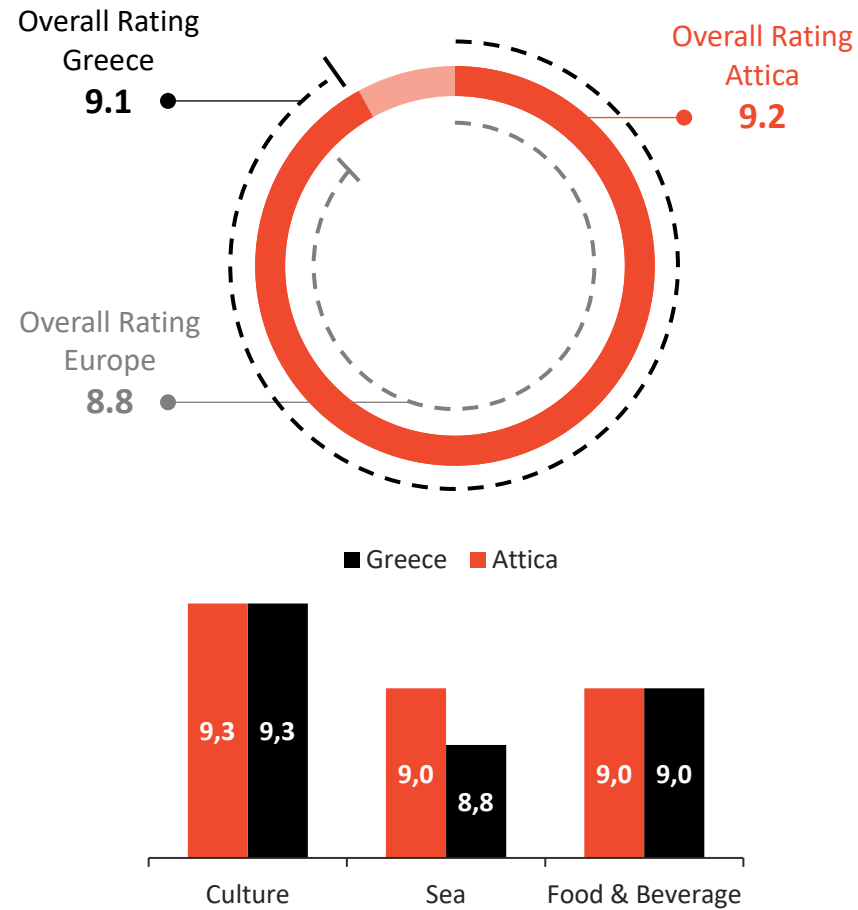
Rating per Market

Market	Rating	Review Volume
United States	9.3	4,096
United Kingdom	9.0	6,021
Germany	8.8	2,301
France	8.7	3,243
Italy	8.5	4,841
Greece	8.7	1,923

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

Attica

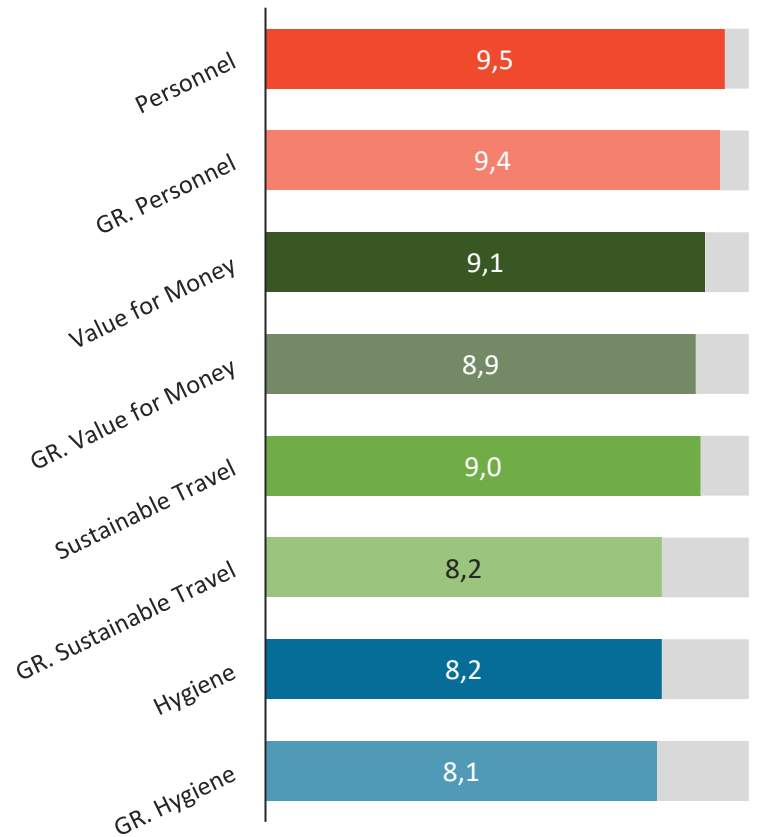
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. Review count: 57,443

Sentiment Scores



Note: Data presented here stems from written reviews.



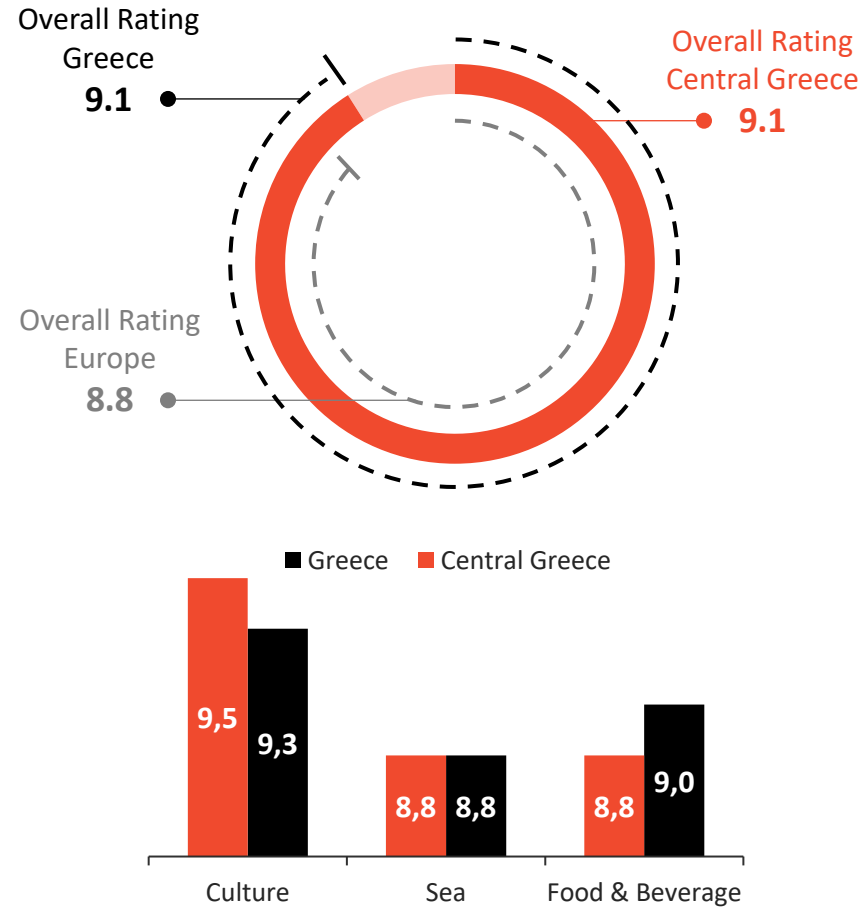
Rating per Market

Market	Rating	Review Volume
United States	9.4	2,481
Australia	9.3	609
United Kingdom	9.0	993
France	8.6	844
Italy	8.5	707
Greece	8.6	230

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

Central Greece

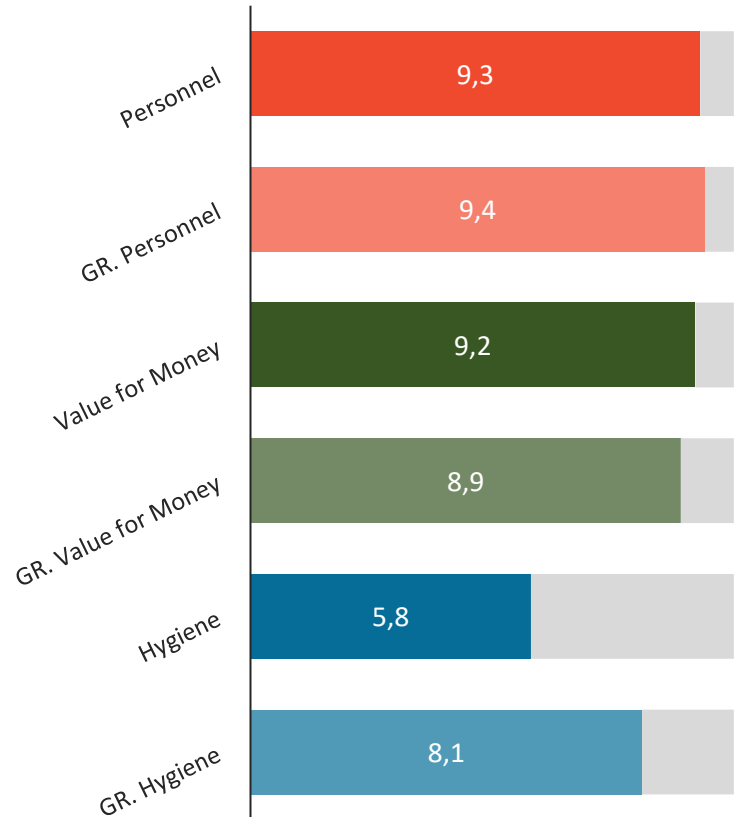
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. **Review count:** 2,765

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.



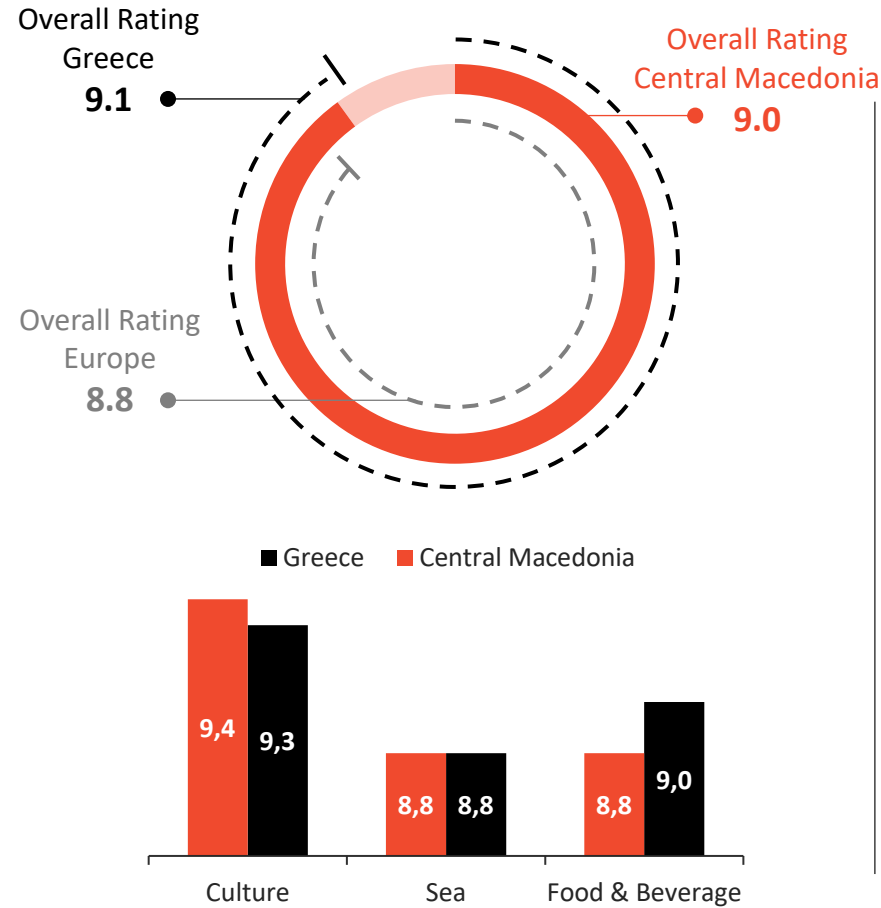
Rating per Market

Market	Rating	Review Volume
United States	9.4	40
France	9.4	36
Spain	9.3	21
Greece	8.2	20

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

Central Macedonia

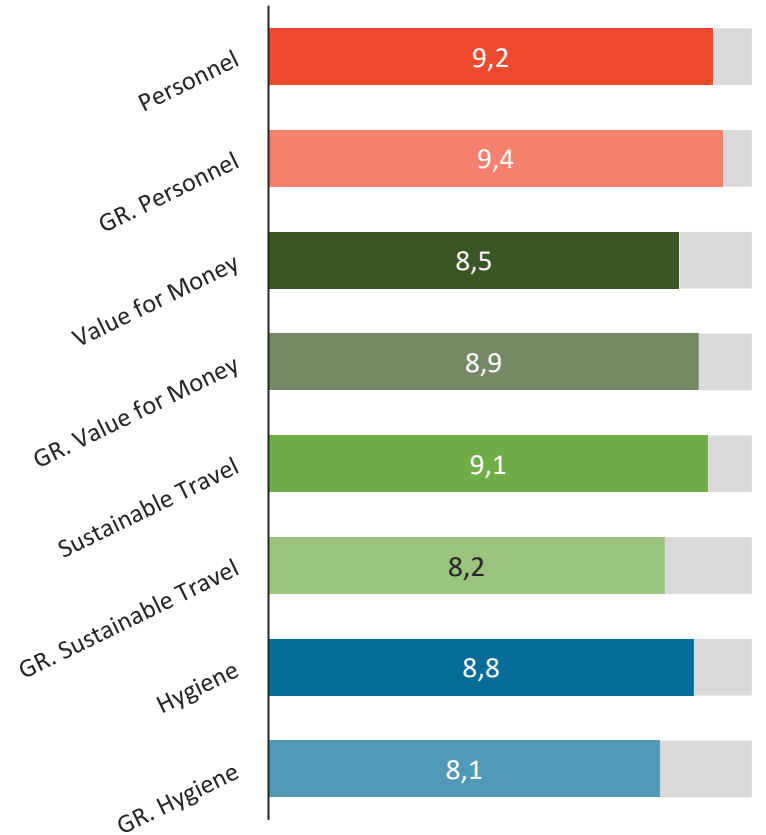
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL MACEDONIA



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. Review count: 37,543

Sentiment Scores



Note: Data presented here stems from written reviews.



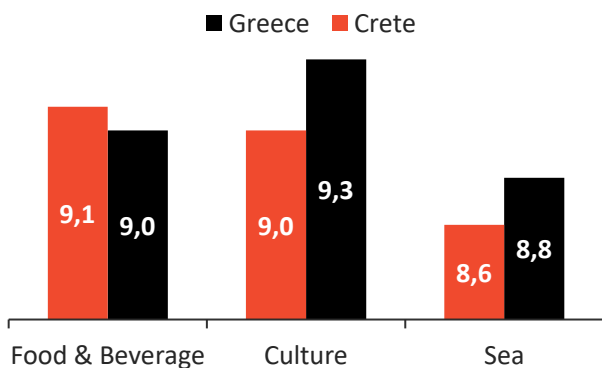
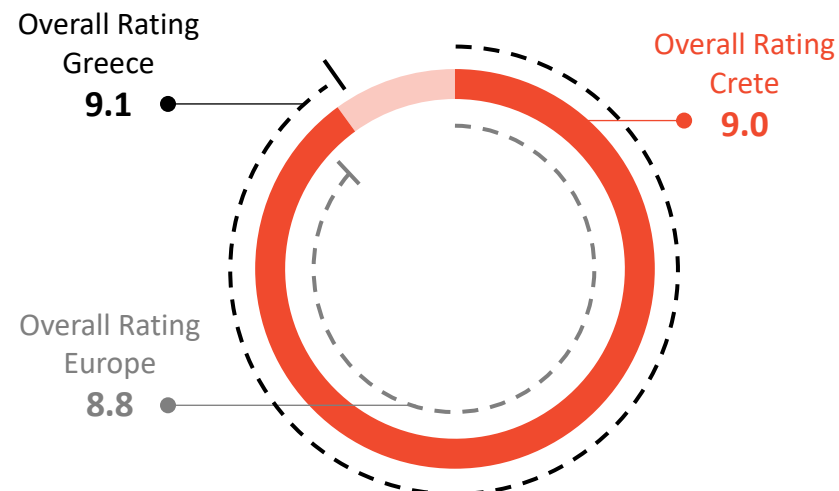
Rating per Market

Market	Rating	Review Volume
Romania	9.3	196
Germany	9.2	249
United Kingdom	9.0	222
Turkey	8.9	134
Italy	8.4	170
Greece	8.4	281

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

Crete

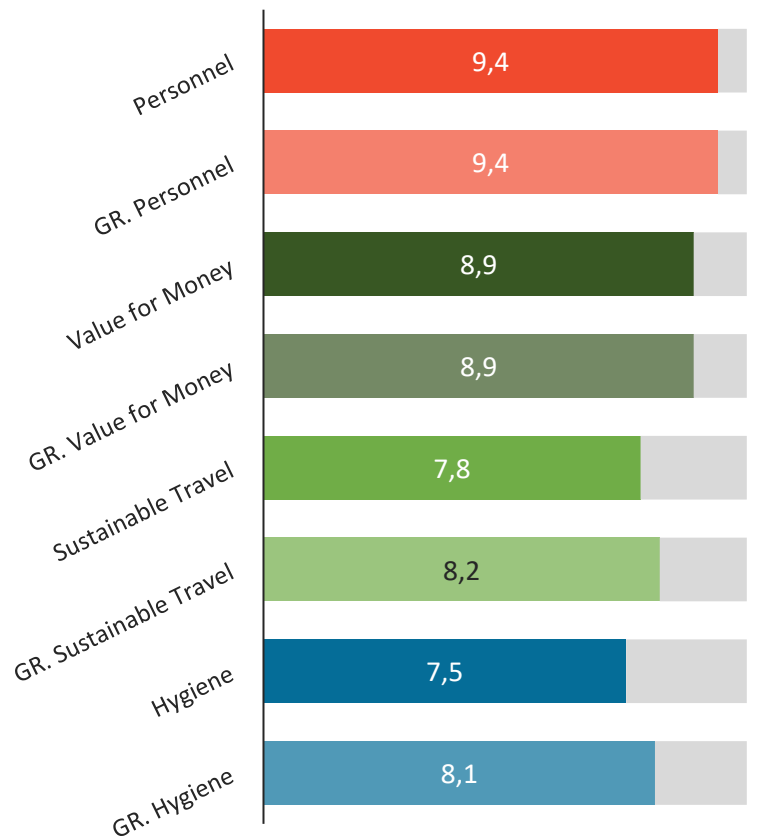
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. Review count: 63,289

Sentiment Scores



Note: Data presented here stems from written reviews.



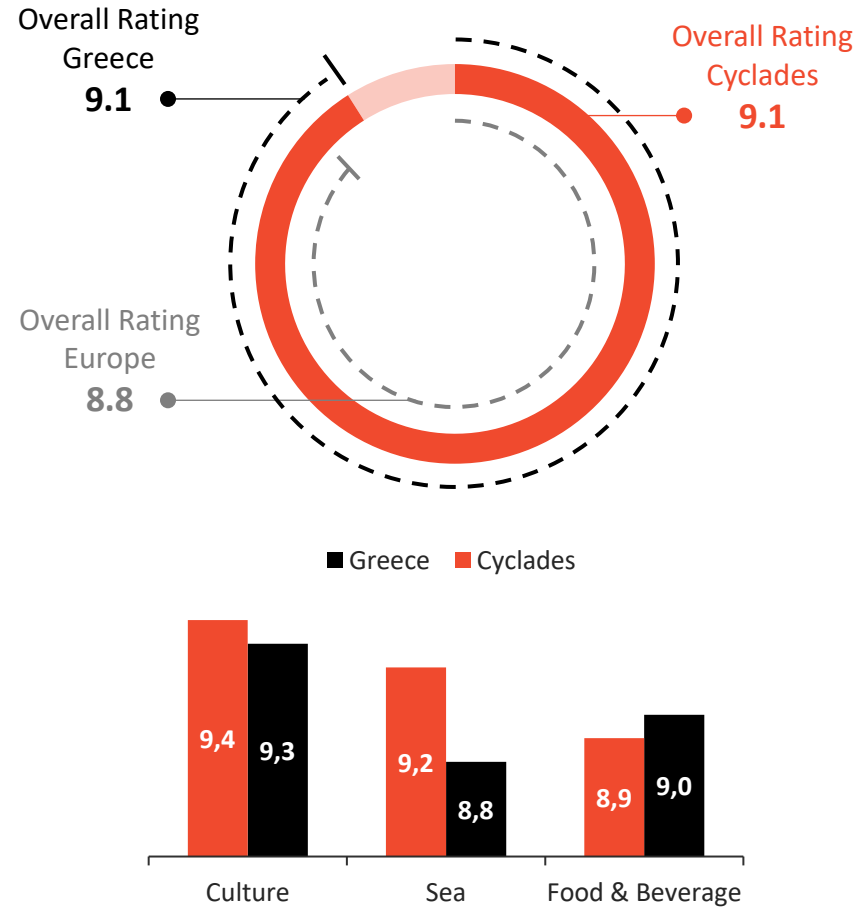
Rating per Market

Market	Rating	Review Volume
United States	8.9	208
United Kingdom	8.8	982
Italy	8.5	892
France	8.5	942
Germany	8.4	463
Greece	8.7	392

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

Cyclades

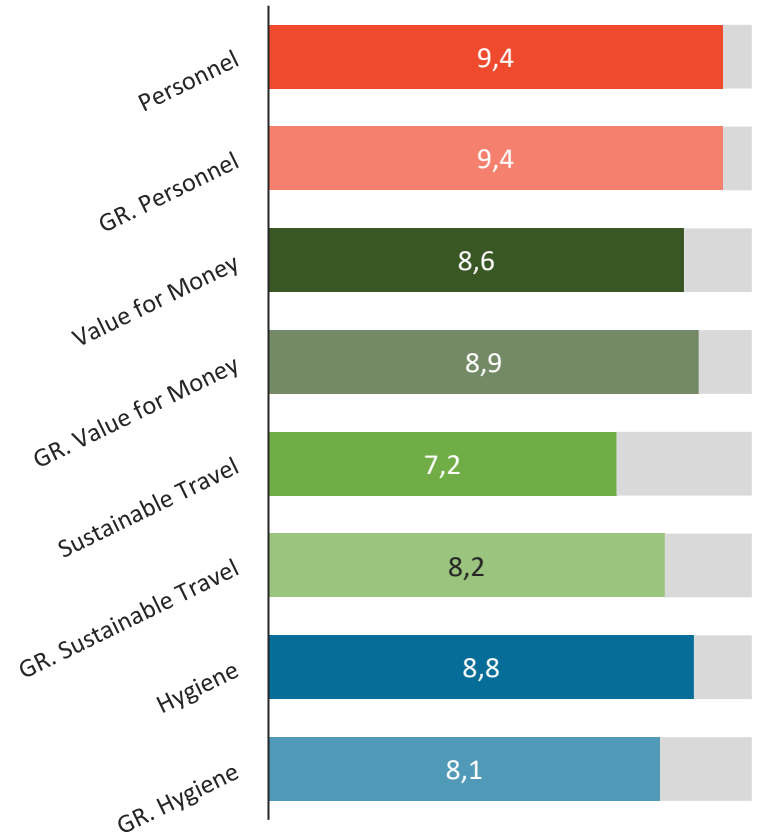
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. Review count: 24,790

Sentiment Scores



Note: Data presented here stems from written reviews.



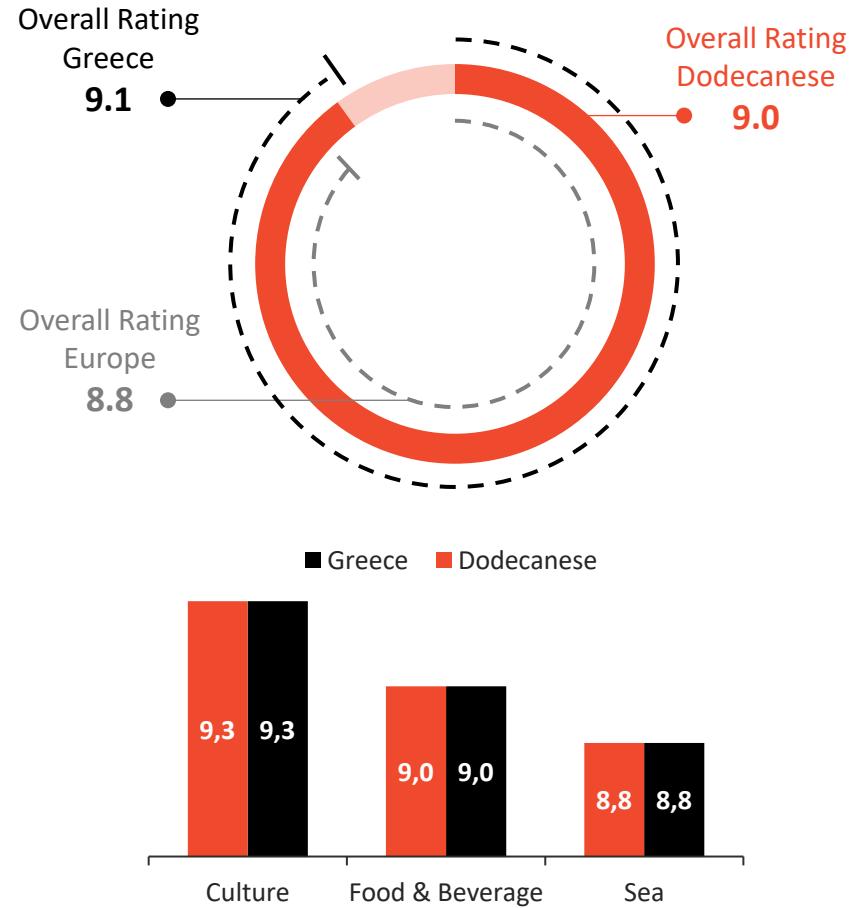
Rating per Market

Market	Rating	Review Volume
Australia	9.5	307
United States	9.4	844
Italy	9.0	867
United Kingdom	8.9	775
France	8.9	567
Greece	9.1	185

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

Dodecanese

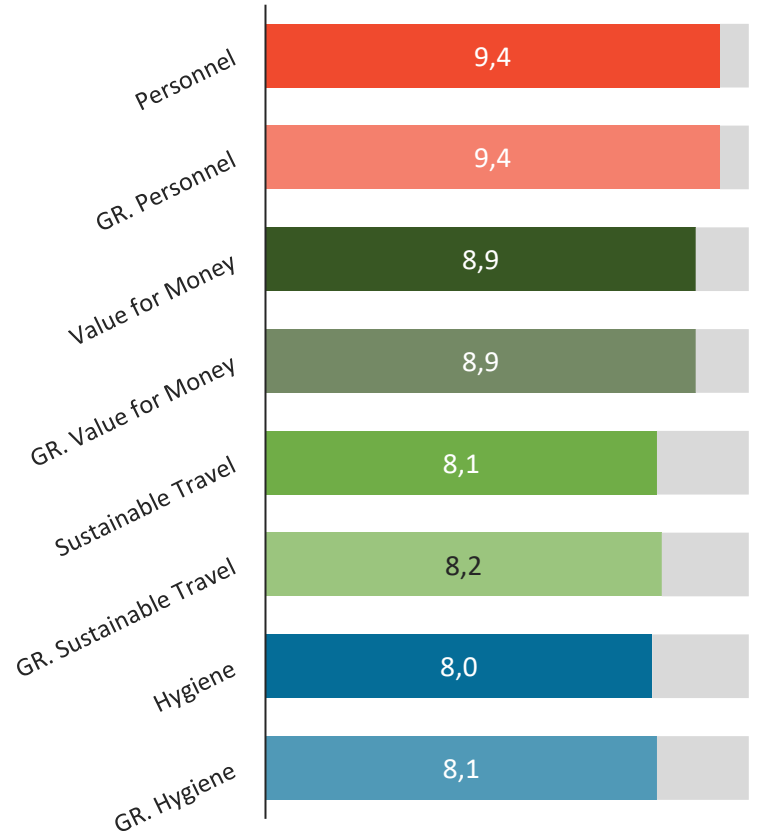
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. Review count: 46,773

Sentiment Scores



Note: Data presented here stems from written reviews.



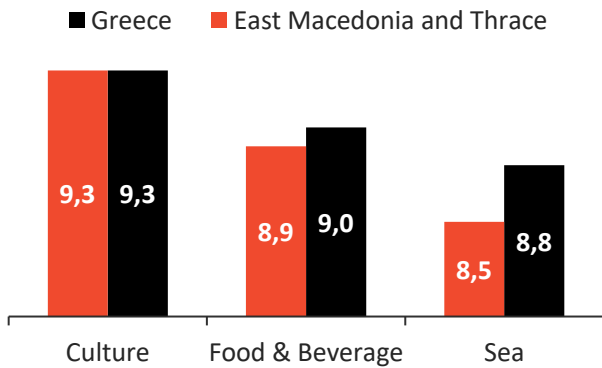
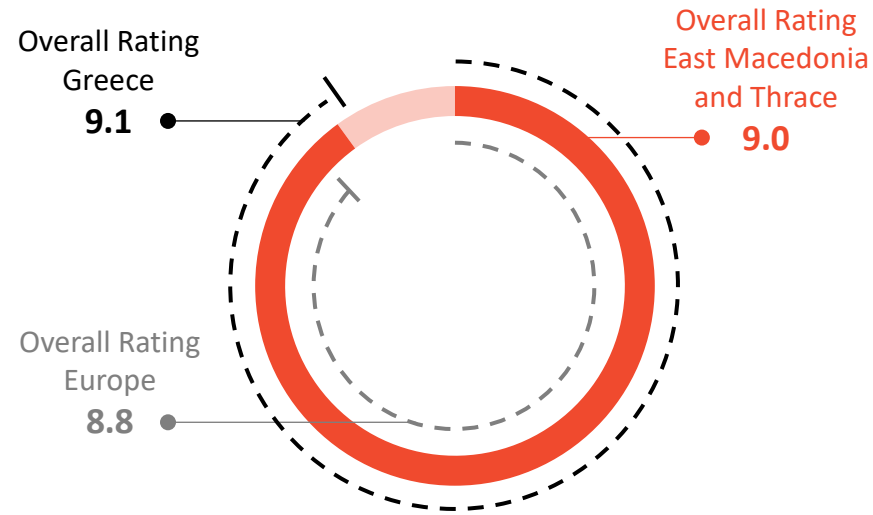
Rating per Market

Market	Rating	Review Volume
Germany	9.1	566
The Netherlands	9.0	369
United Kingdom	8.9	1,447
France	8.8	320
Italy	8.3	946
Greece	8.8	211

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

East Macedonia and Thrace

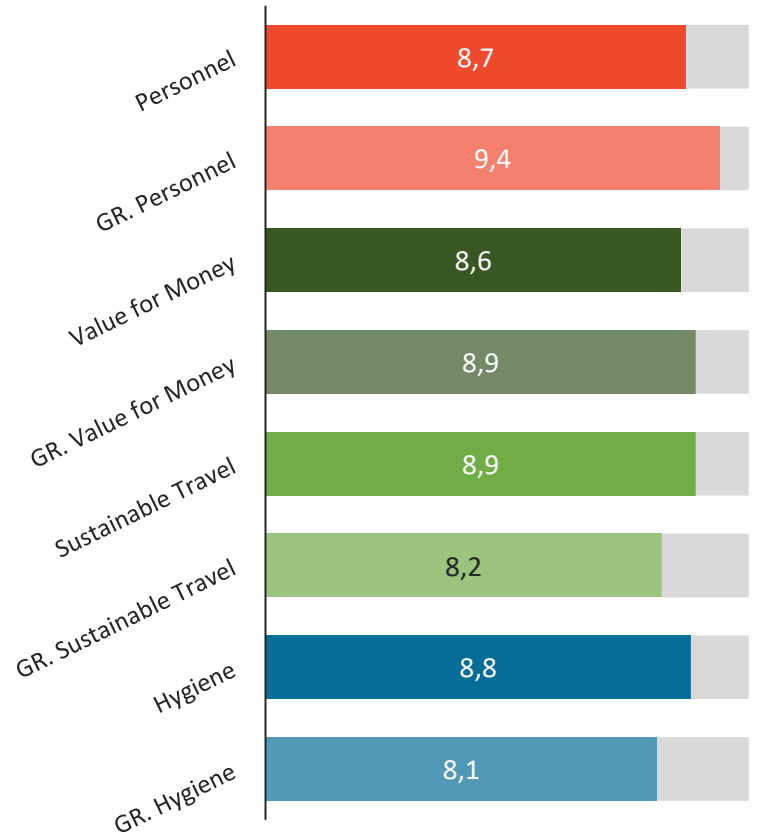
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EAST MACEDONIA AND THRACE



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. Review count: 6,263

Sentiment Scores



Note: Data presented here stems from written reviews.



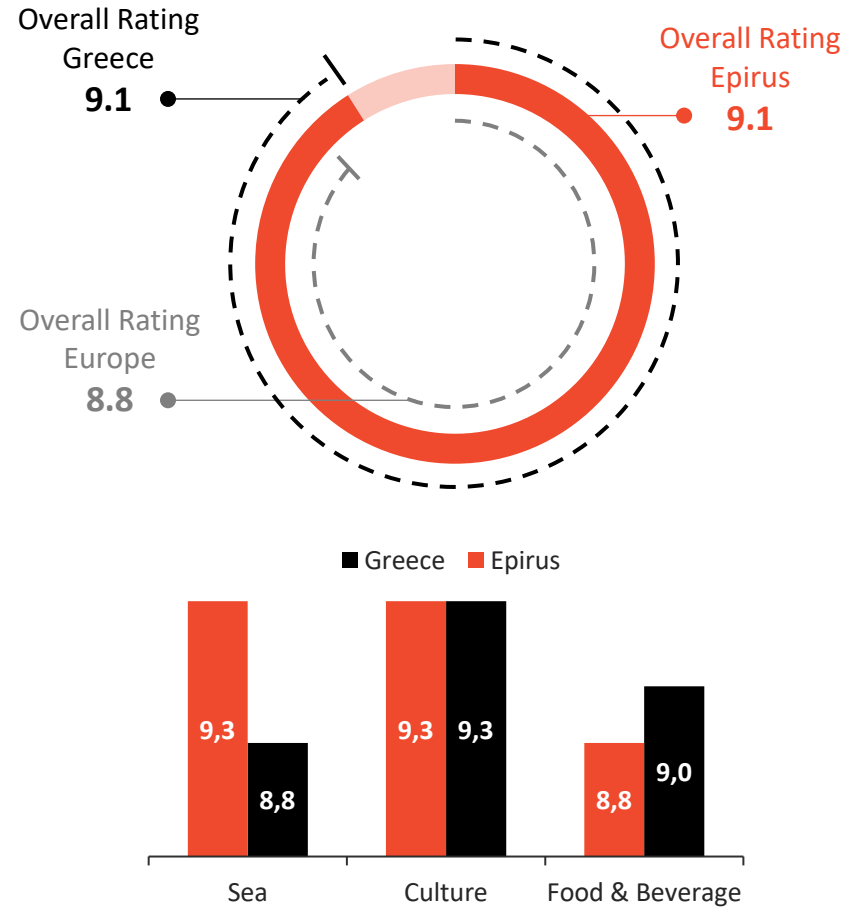
Rating per Market

Market	Rating	Review Volume
Turkey	7.4	38
Greece	8.8	25

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

Epirus

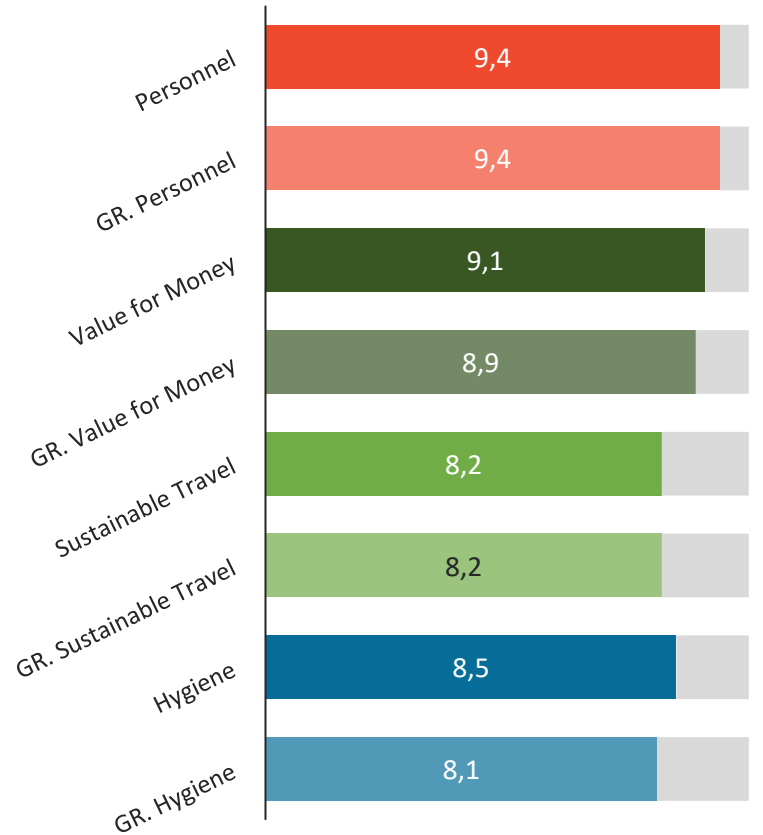
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. Review count: 3,373

Sentiment Scores



Note: Data presented here stems from written reviews.



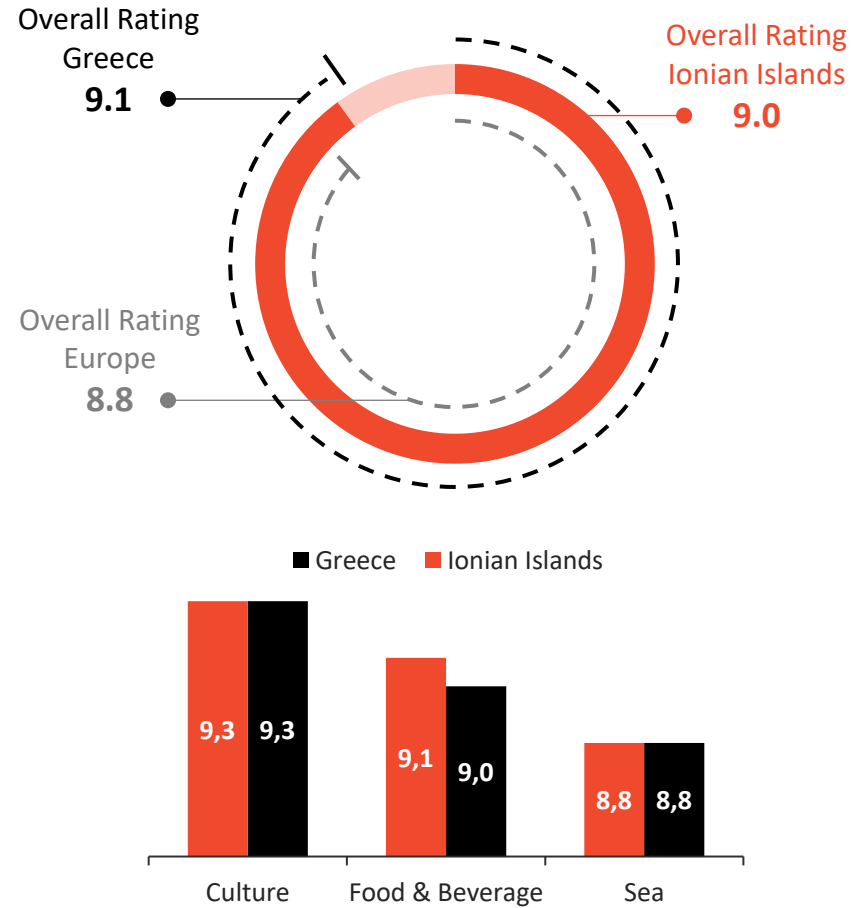
Rating per Market

Market	Rating	Review Volume
Australia	10	93
United States	9.7	54
France	9.6	33
United Kingdom	9.2	55
Greece	8.6	41

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

Ionian Islands

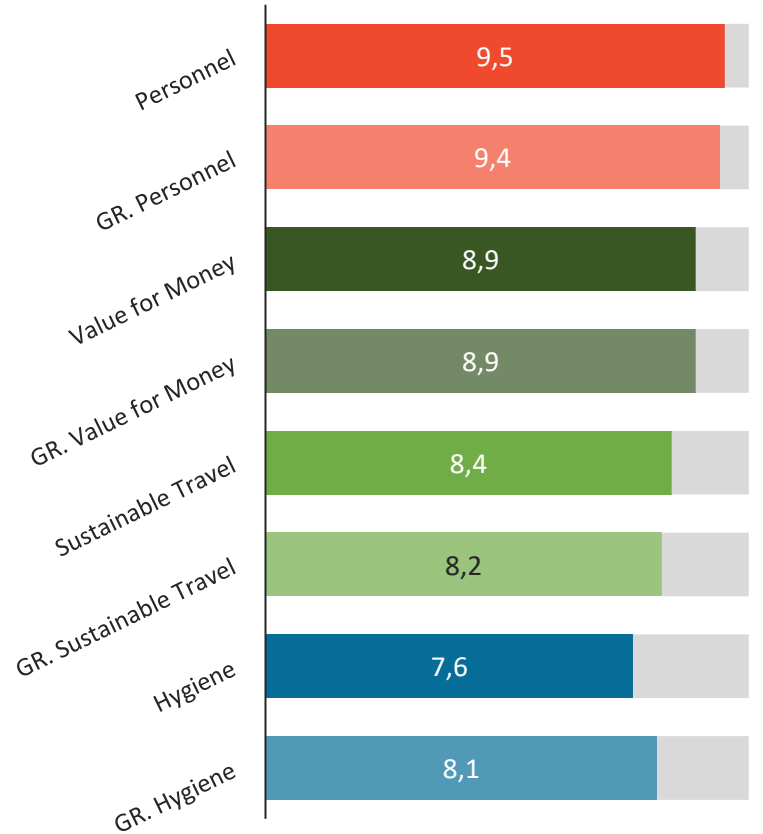
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. Review count: 30,679

Sentiment Scores



Note: Data presented here stems from written reviews.



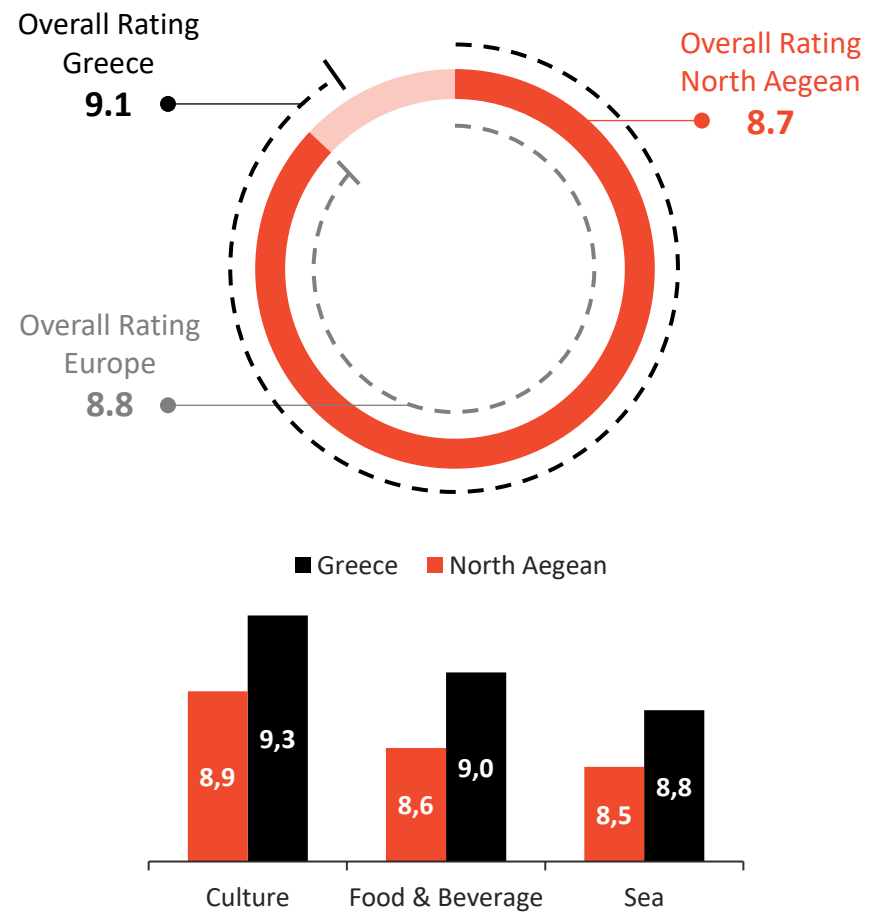
Rating per Market

Market	Rating	Review Volume
United Kingdom	9.1	1,247
The Netherlands	8.8	234
Germany	8.6	227
France	8.4	209
Italy	8.2	842
Greece	8.6	291

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

North Aegean

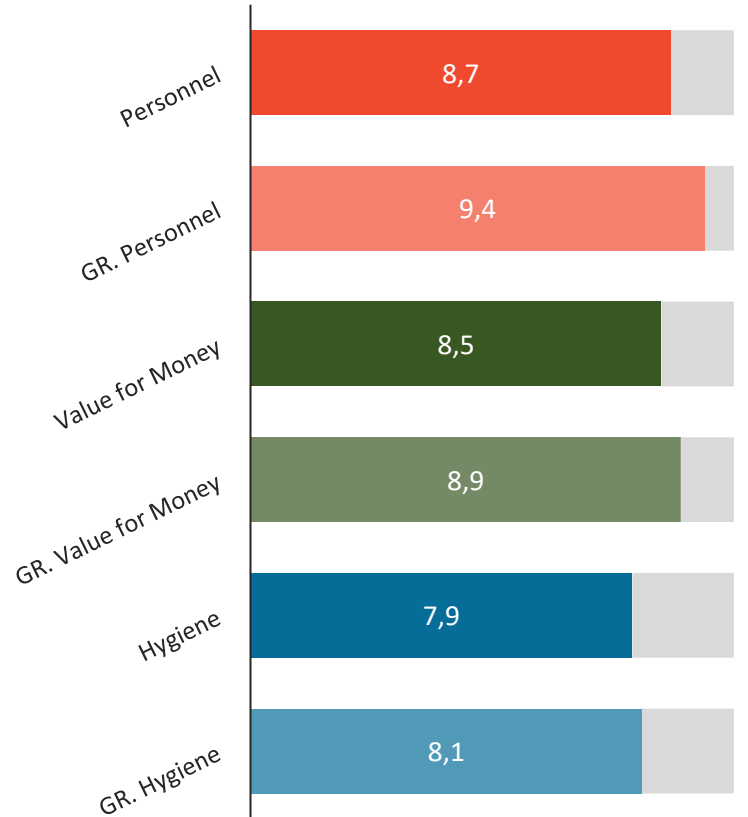
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. **Review count:** 3,802

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.



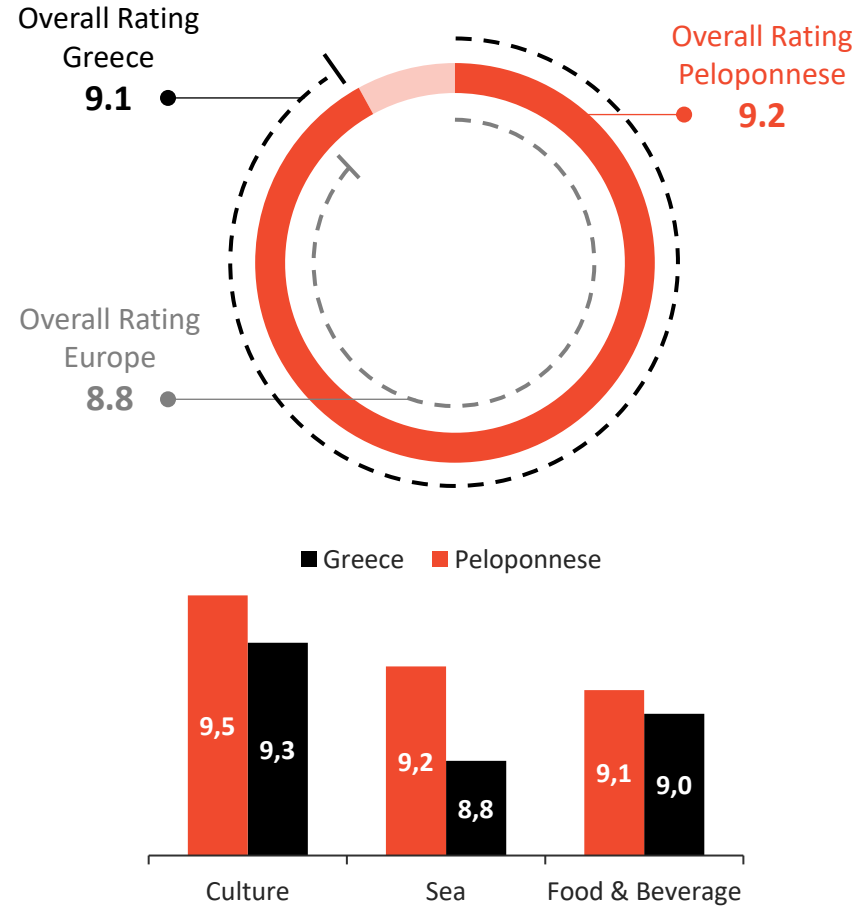
Rating per Market

Market	Rating	Review Volume
Turkey	5.8	21
Greece	8.0	48

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

Peloponnese

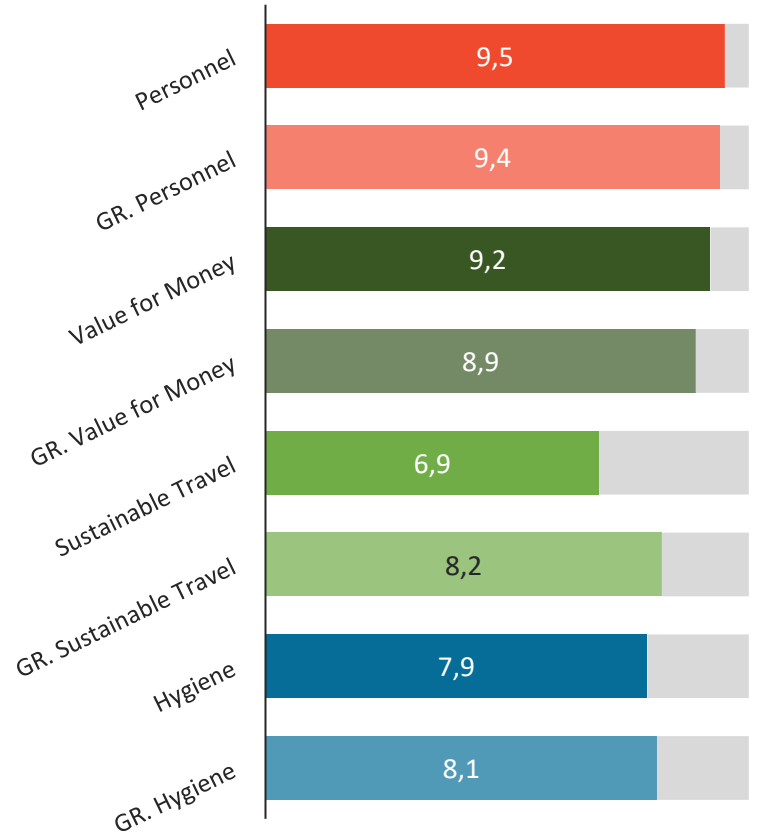
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. Review count: 10,627

Sentiment Scores



Note: Data presented here stems from written reviews.



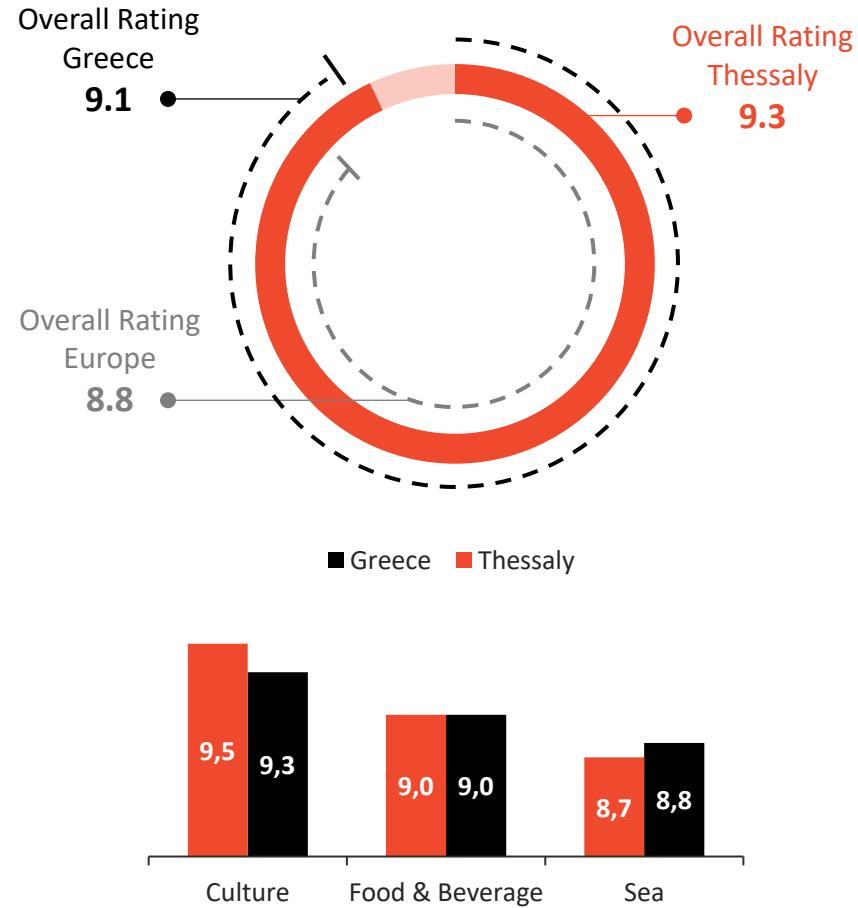
Rating per Market

Market	Rating	Review Volume
United States	9.5	61
Germany	9.7	25
United Kingdom	9.3	37
France	9.0	75
Italy	8.9	111
Greece	8.9	123

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

Thessaly

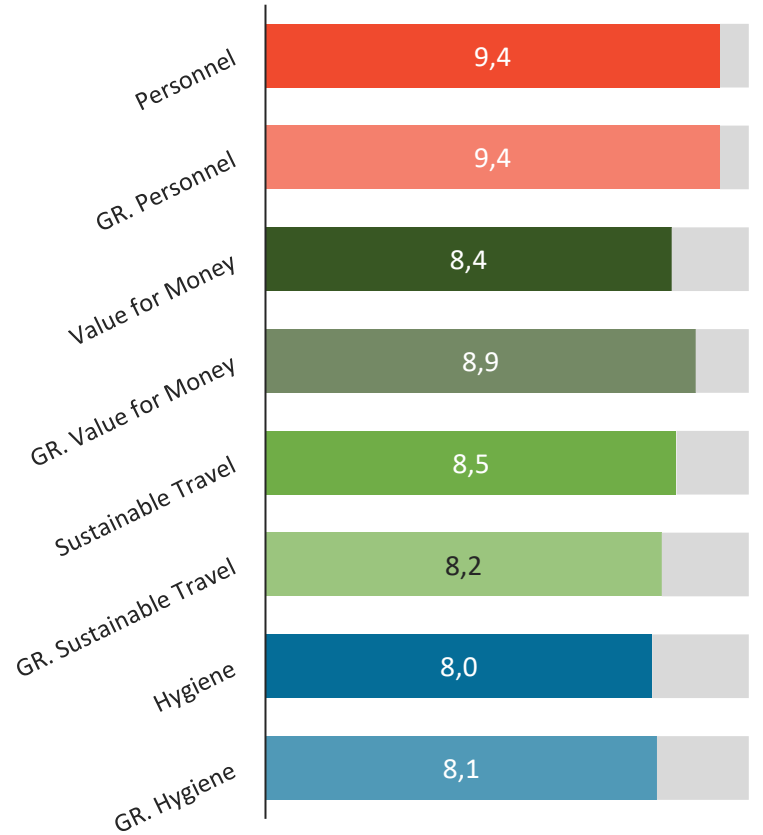
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, to September 30th, 2024. Review count: 6,749

Sentiment Scores



Note: Data presented here stems from written reviews.



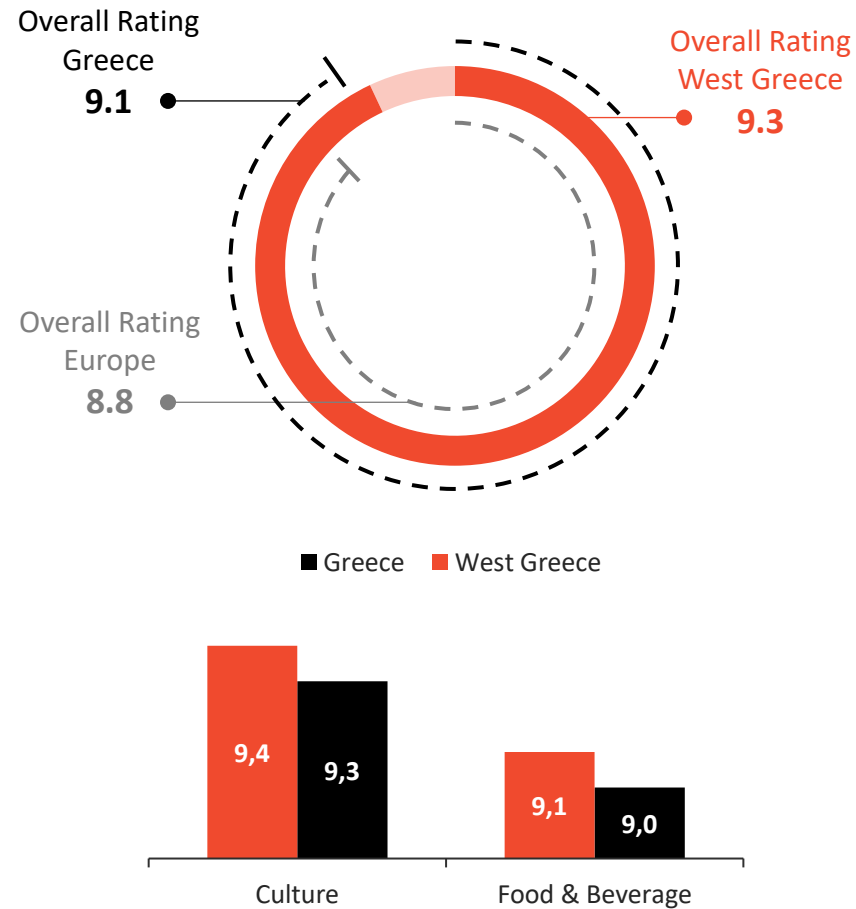
Rating per Market

Market	Rating	Review Volume
Poland	9.4	64
Germany	9.1	69
Romania	9.0	54
Italy	8.6	219
United Kingdom	8.5	204
Greece	9.2	44

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

West Greece

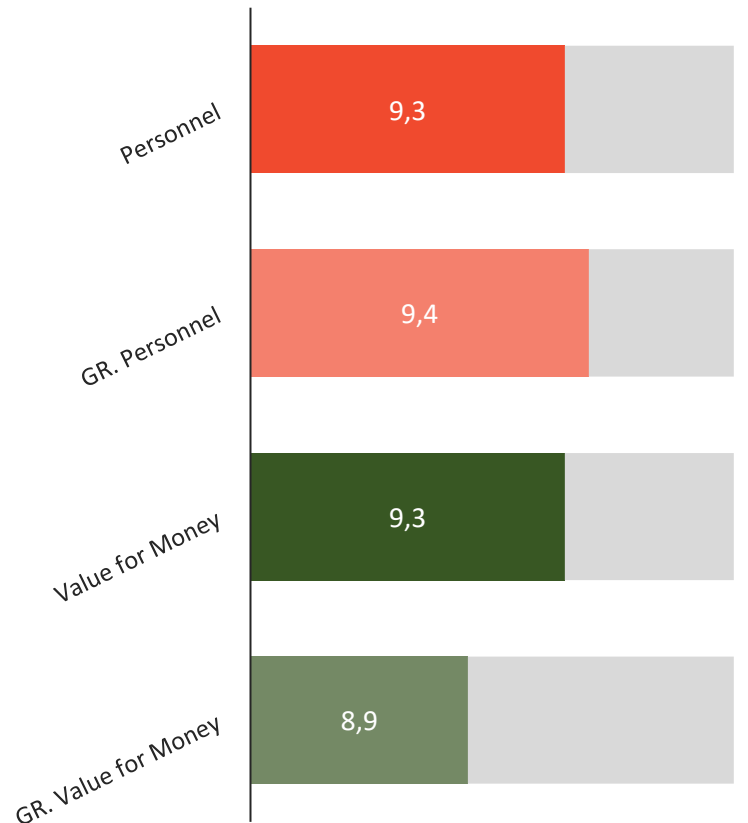
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



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: July 1st, to September 30th, 2024. **Review count:** 3,471

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.



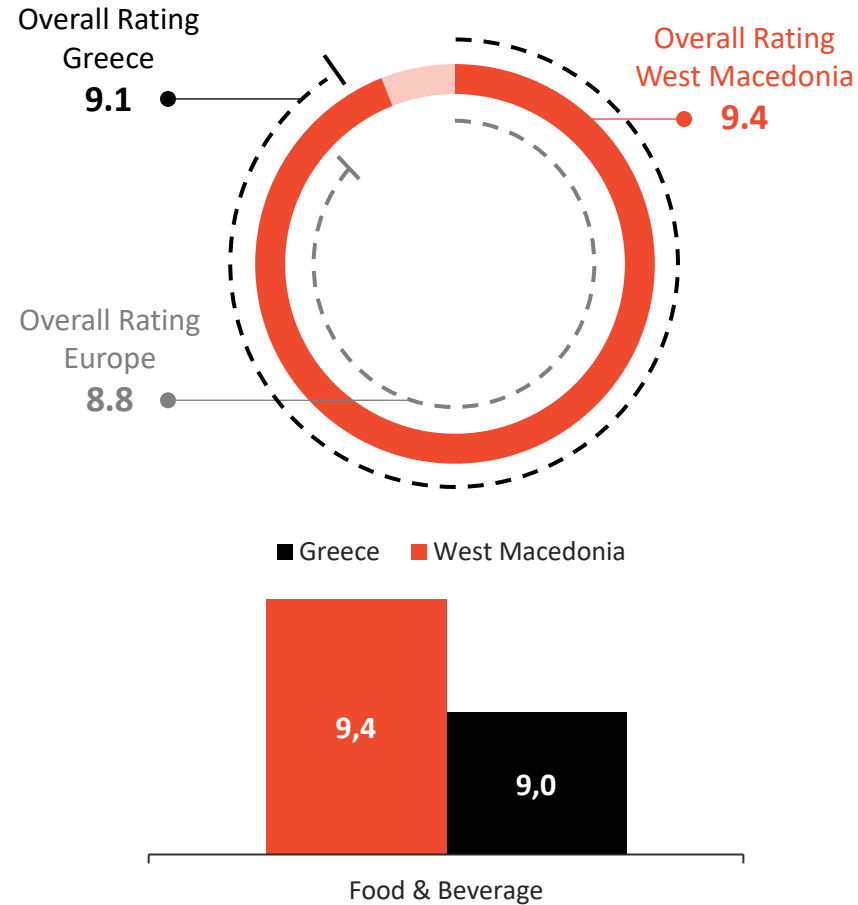
Rating per Market

Market	Rating	Review Volume
United States	8.8	31
France	8.7	61
United Kingdom	8.4	22
Germany	8.3	21
Italy	7.3	45
Greece	8.2	26

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

West Macedonia

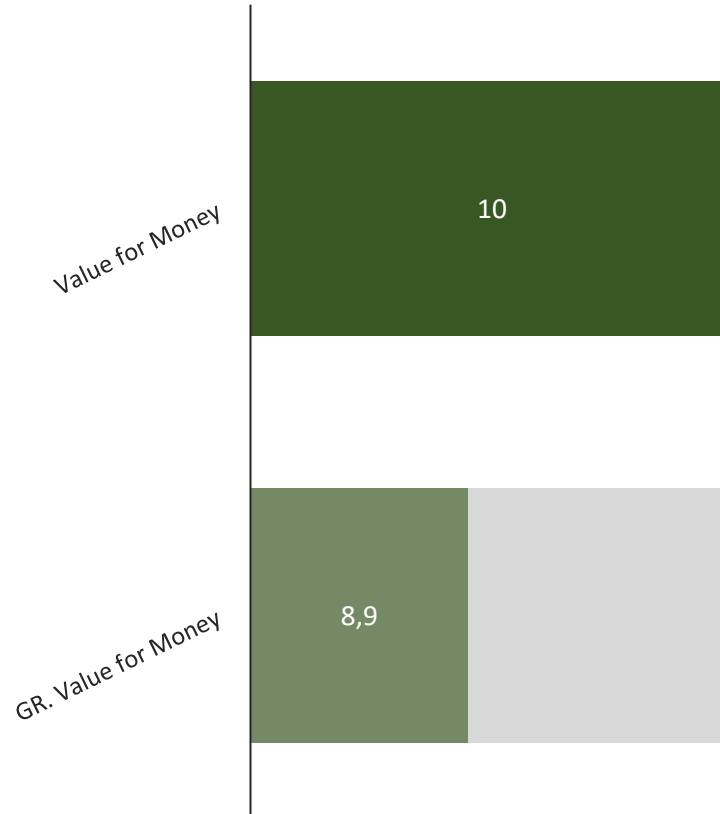
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA



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: July 1st, to September 30th, 2024. **Review count:** 563

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.

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 Q3 2024 **started off** low in July but improved as August and September progressed, now ranking fourth behind Portugal, Italy, and Croatia. **Athens followed a similar trend**, experiencing a **drop in scores in August** but **recovering in September**.
- **Greece experienced the highest volume of conversation** within the **Culture** topic, which maintained **one of the most favorable sentiment levels**. **Gastronomy matched Culture** in **positivity** during Q3, showing a strong number of conversations as well. The **Environment** topic remained **stable in terms of volume** but **reflected a declining trend in sentiment**, likely attributed to **extreme summer weather events**. Finally, although **the volume of conversations related to Hospitality** has risen, the sentiment score for this topic has seen a **slight decrease**.
- **Greece experienced several positive initiatives** centered around **sustainability** during the summer, including the debut of **the country's first eco-friendly skyscraper, Piraeus Tower**, and an **environmental awareness project in Apikia village**. Beyond the primary tourist destinations, **the islands of Samos and Tilos** gained attention in Q3 for their serene and untouched natural beauty, appealing to those looking to escape conventional tourist areas. **Cultural attractions** featured **an exhibition on Paros**, alongside **luxury lodging** experiences like Cavo Tagoo Mykonos.
- **Most negative stories were related to climate and environmental challenges**. A disturbing event in the port city of Volos, where **the deaths of thousands of freshwater fish, captured considerable online attention**. This incident was soon followed by **wildfires near Athens** and **a serious drought that has impacted Southern European more generally**. Moreover, **safety incidents were highlighted** by negative stories involving tourists.
- **The rise in the number of reviews for Greece**, which began in March, **came to a halt in September**. In contrast, **Athens has maintained a steady review volume since April**, even experiencing a slight uptick in September, indicating Athens' continued appeal to visitors regardless of the month.
- **Greece maintains a competitive overall rating compared to the European benchmark**, leading by +0.3 points. This **advantage is evident across most regions**, including **Athens**. Once again, **cultural experiences in Greece have received the highest score**, while **Food & Beverage** has **outperformed Seaside attractions** again during the third quarter.
- **Despite a slight decrease in sentiment ratings** for all four topics compared to the Q2, Greece still maintains positive feedback considering it has been the peak season. **Personnel** consistently achieved **the highest sentiment scores** in written reviews, earning a rating of 9.4. **Value for Money** came next with a score of 8.9. **Sustainable Travel and Hygiene** also garnered **positive ratings** of 8.2 and 8.1, respectively, indicating strong approval from visitors.
- **The five leading international markets by review volume** in Greece, in the descending order, were **the United Kingdom, Italy, the United States, France, and Germany**. Visitors from **the U.S. and U.K.** gave the highest ratings, both above 9.0, followed by Germany, France, and Italy.

Period of analysis: July 1st, to September 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





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rgillard@tci-research.com

