

INSETE



Greece Reputation Tracker

Q2 REPORT

Wednesday, 20th of August 2025



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Με τη συγχρηματοδότηση
της Ευρωπαϊκής Ένωσης



ΠΡΟΓΡΑΜΜΑ
ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ
2021 – 2027

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Ανάλυση διαδικτυακής φήμης και αξιολόγησης της Ελλάδας (Απρίλιος 2025 – Ιούνιος 2025)

Για την περίοδο (Απρίλιος 2025 – Ιούνιος 2025), η ανάλυση των δεδομένων που συλλέχθηκαν από το διαδίκτυο και τα Μέσα Κοινωνικής Δικτύωσης, αναδεικνύει τα κύρια σημεία σχετικά με την διαδικτυακή φήμη της Ελλάδας και την αξιολόγηση της τουριστικής εμπειρίας.

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

- Κατά το δεύτερο τρίμηνο του 2025 (Q2), η πλειονότητα των βασικών ανταγωνιστικών προορισμών κατέγραψε πτωτική πορεία στη διαδικτυακή τους φήμη, ακολουθώντας μια γενικότερη τάση επιδείνωσης. Σε αυτό το πλαίσιο, η Ελλάδα παρουσίασε κάμψη και κατέλαβε την 5η θέση, ενώ η Αθήνα — αν και σημείωσε επίσης πτώση — διατήρησε σημαντικά καλύτερη απόδοση.
- Ειδικότερα, σύμφωνα με τον δείκτη Net Sentiment Index-NSI — έναν δείκτη που χρησιμοποιείται κυρίως στην ανάλυση δεδομένων στο διαδίκτυο και μέσα κοινωνικής δικτύωσης για να αποτυπώσει το «ισοζύγιο» θετικών και αρνητικών σχολίων γύρω από έναν προορισμό — η Ελλάδα, με μέσο όρο NSI 39, κατατάσσεται στην 5η θέση. Στην 1η θέση βρίσκεται η Κροατία (66), στη 2η θέση η Αθήνα (61), στην 3η η Ιταλία (51) και στην 4η η Πορτογαλία (49). Η Ελλάδα ακολουθεί στην 5η θέση (39), ενώ στην 6η και τελευταία θέση βρίσκεται η Ισπανία (29).

• Το περιεχόμενο των διαδικτυακών συζητήσεων

- Οι συζητήσεις στο διαδίκτυο για τον πολιτισμό κυριάρχησαν με 50.106 αναφορές, ενισχύοντας τη θετική εικόνα της Ελλάδας και σημειώνοντας υψηλό σκορ στον Δείκτη NSI (87).
- Η φιλοξενία (79) και η γαστρονομία (78) ακολούθησαν ως πηγές θετικών ιστοριών με υψηλές βαθμολογίες.
- Στις θετικές ιστορίες περιλαμβάνονται αφηγήσεις που αναδεικνύουν τα εμβληματικά αξιοθέατα και τις εμπειρίες της Ελλάδας. Η Σαντορίνη, η Κέρκυρα, η Μήλος και τα Ζαγοροχώρια προσέλκυαν την προσοχή για τη φυσική τους ομορφιά, ενώ η Κνωσός, η Ελευσίνα και το Φεστιβάλ Αθηνών-Επιδαύρου υπογράμμισαν το πολιτιστικό βάθος των εμπειριών που μπορούν να έχουν οι επισκέπτες της χώρας. Οι γαστρονομικές αφηγήσεις ενίσχυσαν την ελκυστικότητα της χώρας και σχετίζονται κυρίως με αναφορές σε γευσιγνωσίες ελαιολάδου, χορτοφαγικά πιάτα και παραδοσιακά επιδόρπια, ενώ η φιλοξενία ενισχύθηκε μέσω αναφορών για την τοπική φιλοξενία και τις ευθυγραμμισμένες με τις νέες τάσεις επιλογές (πχ vegan καταλύματα).
- Οι διαδικτυακές συζητήσεις που επηρεάζουν αρνητικά τη φήμη της Ελλάδας εστιάζουν κυρίως στο περιβάλλον και τα φυσικά φαινόμενα, με συγκριτικά μικρότερο όγκο αναφορών (8.108) αλλά με το χαμηλότερο σκορ NSI (60). Σε αυτές τις συζητήσεις περιλαμβάνονται ο σεισμός στην Κρήτη, οι πλημμύρες στην Πάρο και τη Μύκονο, οι πυρκαγιές στη Χίο και οι καύσωνες. Επιπλέον, αρνητική επίδραση στην εικόνα της χώρας έχουν οι διαμαρτυρίες κατά επισκεπτών που σχετίζονται με τον πόλεμο Ισραήλ-Παλαιστίνης.

Period of analysis: April 1st, 2025 - June 30th, 2025.

ΚΥΡΙΑ ΣΗΜΕΙΑ

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- Σύμφωνα με τις κυλιόμενες έρευνες TCI Research, **οι κλιματικές και περιβαλλοντικές προκλήσεις συγκαταλέγονται στα κυριότερα ζητήματα που επηρεάζουν αρνητικά τη συνολική φήμη της χώρας**, υπογραμμίζοντας την ανάγκη για επενδύσεις (δημόσιες και ιδιωτικές) σε ανθεκτικότερες υποδομές και σε μονώσεις, καθώς και για κάλυψη αυξημένων ενεργειακών απαιτήσεων.
- **Η αξιολόγηση της εμπειρίας**
 - Το επίπεδο ικανοποίησης για την Ελλάδα παρέμεινε πολύ υψηλό (9,1) και υψηλότερο από τη βαθμολογία της Ευρώπης συνολικά (8,8).
 - Ο αριθμός των κριτικών αυξήθηκε σταθερά με την έναρξη της καλοκαιρινής περιόδου, φτάνοντας σχεδόν τις 188.000 κριτικές συνολικά το δεύτερο τρίμηνο.
 - Τα επίπεδα ικανοποίησης παρέμειναν υψηλά σε ολόκληρη τη χώρα καθώς είναι μεγαλύτερη από 9,0 σε όλες τις Περιφέρειες.
 - Ειδικότερα η κατάταξη των Περιφερειών έχει ως εξής: Δυτική Μακεδονία (9,5), Θεσσαλία (9,5), Κυκλάδες (9,3), Ιόνια Νησιά (9,3), Στερεά Ελλάδα (9,2), Δυτική Ελλάδα (9,2), Κεντρική Μακεδονία (9,2), Δωδεκάνησα (9,1), Ήπειρος (9,1), Πελοπόννησος (9,1), Αττική (9,1), Βόρειο Αιγαίο (9,1), Κρήτη (9,1), Ανατολική Μακεδονία και Θράκη (9,1).
 - Η υψηλή ικανοποίηση των επισκεπτών από λιγότερο τουριστικά αναπτυγμένους προορισμούς αναδεικνύει τις δυνατότητες που υπάρχουν για επέκταση της τουριστικής δραστηριότητας σε περισσότερες περιοχές της χώρας.
 - Η καταγεγραμμένη υψηλή ικανοποίηση των επισκεπτών και σε ώριμους τουριστικούς προορισμούς, όπως οι Κυκλάδες και τα Ιόνια Νησιά, τεκμηριώνει την ικανότητα της χώρας να ανταποκρίνεται με συνέπεια και αξιοπιστία στις προσδοκίες της διεθνούς τουριστικής ζήτησης.

Period of analysis: April 1st, 2025 - June 30th, 2025.

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• Τα επιμέρους συστατικά της εμπειρίας στο σύνολο της χώρας

- Σε εθνικό επίπεδο, η **γαστρονομία** (9,2) λαμβάνει την υψηλότερη βαθμολογία στις αριθμητικές αξιολογήσεις και ακολουθούν η **εμπειρία στη θάλασσα** (9,1) και ο **πολιτισμός** (9,1).
- Η **φιλοξενία** και η **ποιοτική εξυπηρέτηση** αποτελούν σταθερά το κύριο θέμα στα γραπτά σχόλια των επισκεπτών σε εθνικό επίπεδο, με βαθμολογία 9,5, επιβεβαιώνοντας τη σχετική φήμη της Ελλάδας. Ακολουθούν σε φθίνουσα σειρά η σχέση ποιότητας-τιμής (8,9), η βιωσιμότητα (8,5) και η υγιεινή (8,3).
- Η **φιλοξενία** και το **υψηλό επίπεδο εξυπηρέτησης** που παρέχουν οι εργαζόμενοι στον τουρισμό αποτελούν το σημαντικότερο ανταγωνιστικό πλεονέκτημα του ελληνικού τουριστικού προϊόντος. Γι' αυτό, η ενίσχυση της ελκυστικότητας της απασχόλησης στον τομέα θα πρέπει να είναι προτεραιότητα για τις τουριστικές επιχειρήσεις, στο πλαίσιο μιας στρατηγικής που ενδυναμώνει παράλληλα την ανταγωνιστικότητα και τη μακροπρόθεσμη βιωσιμότητά τους.

• Διαφορές, δυνατά σημεία και προκλήσεις ανά Περιφέρεια

- **Γαστρονομία:** Τα Ιόνια Νησιά (9,4), η Κρήτη (9,3), τα Δωδεκάνησα (9,3) και οι Κυκλάδες (9,3) κατέλαβαν τις πρώτες θέσεις στην ικανοποίηση από την γαστρονομία. Η Δυτική Μακεδονία (9,5) επίσης διακρίθηκε για τη γαστρονομία που προσφέρει, αν και με σημαντικά χαμηλότερο αριθμό κριτικών.
- **Εμπειρία στη θάλασσα:** Η Ήπειρος (9,7), η Αττική (9,4), οι Κυκλάδες (9,4) και τα Ιόνια Νησιά (9,2) έλαβαν τις υψηλότερες βαθμολογίες για τις εμπειρίες στην θάλασσα.
- **Πολιτισμός:** Η Θεσσαλία (9,5) και η Ανατολική Μακεδονία & Θράκη (9,4) κατέλαβαν την πρώτη θέση στην ικανοποίηση από τον πολιτισμό. Η Στερεά Ελλάδα (9,4) επίσης υπερέβη τον εθνικό μέσο όρο.
- **Φιλοξενία:** Η Δυτική Μακεδονία (10,0), η Ήπειρος (9,9), η Στερεά Ελλάδα (9,6), η Θεσσαλία (9,6), η Δυτική Ελλάδα (9,7) ξεχώρισαν για το εξαιρετικό επίπεδο της φιλοξενίας που προσφέρουν.
- **Βιωσιμότητα:** Η Θεσσαλία (9,7), η Ανατολική Μακεδονία & Θράκη (9,6) και το Βόρειο Αιγαίο (9,4) πέτυχαν την υψηλότερη βαθμολογία βιωσιμότητας. Οι Κυκλάδες (7,4) και η Στερεά Ελλάδα (6,7) κατέγραψαν συγκριτικά χαμηλότερες βαθμολογίες, αντανakλώντας τις περιφερειακές διαφορές.

Period of analysis: April 1st, 2025 - June 30th, 2025.

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- **Διαφορές, δυνατά σημεία και προκλήσεις ανά Περιφέρεια**

- **Υγιεινή:** Η Κεντρική Μακεδονία (9,2) και το Βόρειο Αιγαίο (9,2) έλαβαν βαθμολογίες υγιεινής άνω του μέσου όρου, ενώ η Ανατολική Μακεδονία & Θράκη (6,9) και η Πελοπόννησος (6,0) είχαν χαμηλότερες επιδόσεις.
- **Αξίζει να σημειωθεί ότι η βιωσιμότητα και η υγιεινή καταγράφουν τη μεγαλύτερη διακύμανση μεταξύ των Περιφερειών.**
- **Ως προς τη βιωσιμότητα, η ενίσχυση του αριθμού των επιχειρήσεων με περιβαλλοντική πιστοποίηση συνιστά κρίσιμο βήμα για τη διαμόρφωση μιας πιο υπεύθυνης και βιώσιμης τουριστικής εμπειρίας σε εθνικό επίπεδο,** ικανής να προσελκύσει τις νεότερες και περισσότερο ευαισθητοποιημένες γενιές ταξιδιωτών. Άλλωστε η Ελλάδα συγκαταλέγεται σήμερα στις χώρες με το χαμηλότερο ποσοστό πιστοποιημένων μονάδων σε σχέση με τους βασικούς ανταγωνιστές της (πηγή: <https://insete.gr/bi/hotel-sustainability-indicators-gr/>).

- **Αξιολόγηση της εμπειρίας ανά αγορά**

- Οι επισκέπτες από τις **Ηνωμένες Πολιτείες** (9,3) και το **Ηνωμένο Βασίλειο** (9,2) συνέχισαν να καταγράφουν την υψηλότερη ικανοποίηση, αποδίδοντας ιδιαίτερα υψηλές βαθμολογίες σε Περιφέρειες όπως η Πελοπόννησος (ΗΠΑ 9,6) και οι Κυκλάδες (Ηνωμένο Βασίλειο 9,2). Οι επισκέπτες από τη Γερμανία (8,6), την Ιταλία (8,5) και τη Γαλλία (8,4) βαθμολόγησαν την Ελλάδα συνολικά χαμηλότερα.
- Υψηλή ικανοποίηση κατέγραψαν επίσης, οι επισκέπτες από την **Πολωνία (9,7) και την Ουγγαρία (9,5) στη Θεσσαλία**, καθώς και οι επισκέπτες από τη **Βουλγαρία (9,5) στην Κεντρική Μακεδονία**.

Period of analysis: April 1st, 2025 - June 30th, 2025.



Key Sentiment Indexes

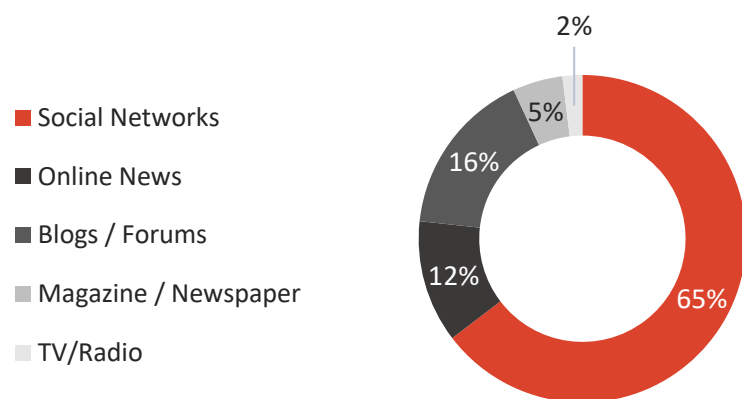
GREECE'S ONLINE SOCIAL REPUTATION

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.
- From April 2025 to June 2025, **Greece was mentioned 259.3k in social conversations** in relation to travel, generating **5.5M engagements**, shared by **65.1K unique authors** from **200+ countries**.



Key Sentiment Trends

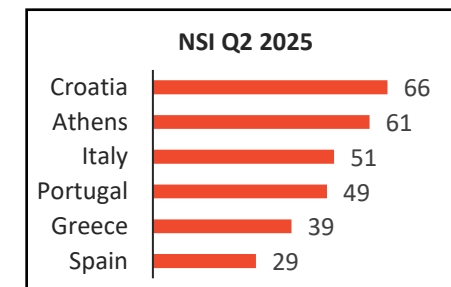
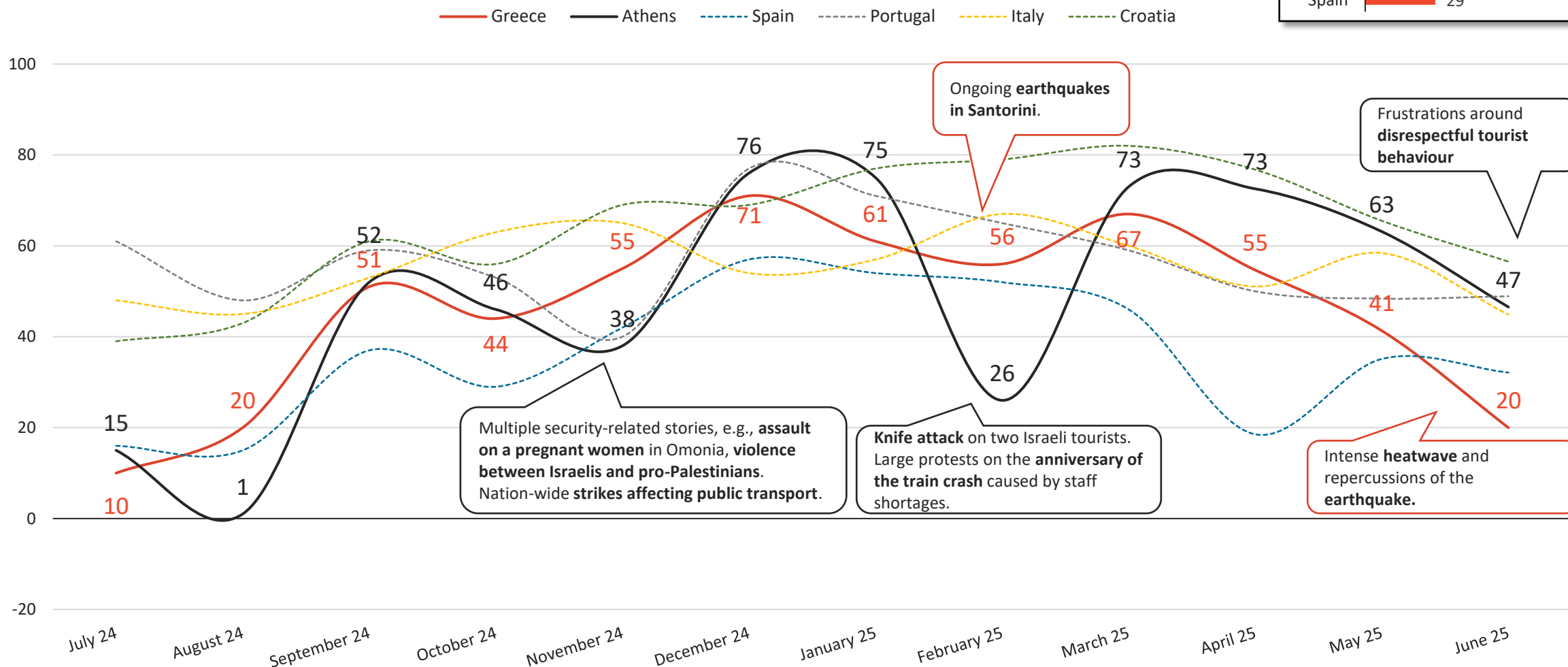
SUMMARY FOR Q2 2025

- In Q2 2025, Greece's Net Sentiment Index recorded a **negative trend and averaged 39**, placing it **fifth among competitive destinations**, just above Spain. Although noting a downward trajectory as well, **Athens performed notably better** with an average Net Sentiment Index of 61, narrowing the gap with regional leader Croatia but still trailing behind.
- Social conversations around **culture continued to dominate with 50,106 mentions**, while also recording the **highest sentiment at 87**. **Hospitality and gastronomy followed** with strong ratings of 79 and 78, driven by **praise for warmth, culinary experiences, and modern boutique stays**, though hospitality remained a much smaller share of total conversations. The **environment**, while **maintaining visibility** with 8,108 mentions, recorded the **weakest sentiment at 60**, reflecting the **weight of negative stories** around **earthquakes, storms, and wildfires**.
- Positive stories highlighted **Greece's iconic attractions and authentic experiences**. Santorini, Corfu, Milos, and Zagorochoria drew attention for natural beauty, while Knossos, Eleusis, and the Athen's Epidaurus Festival underscored cultural depth. **Culinary narratives added further appeal** with **olive oil tastings, vegetarian dishes, and traditional desserts**, while hospitality was reinforced through accounts of local warmth and new offerings such as MOD Santorini's **vegan boutique stay**.
- At the same time, negative coverage shaped perceptions throughout the quarter. **Earthquakes near Crete and across the Aegean** prompted tsunami warnings and site closures, while **flash floods, storms, and wildfires caused damage** and evacuations across the islands. Tourists contended with **extreme heat disrupting travel and posing health risks**, while **political tensions around Israel, beach privatization protests**, and criticism of **Santorini's donkey rides** fuelled additional controversy.

Period of analysis: April 1st, 2025 - June 30th, 2025.

Net Sentiment Index

TRENDS FOR GREECE'S ONLINE REPUTATION

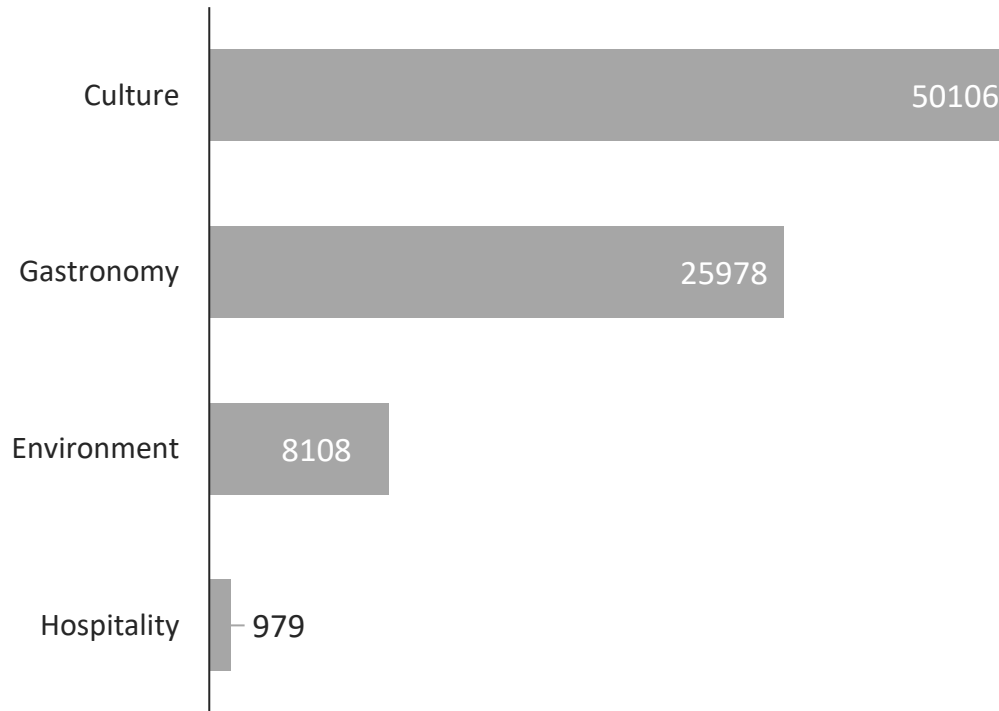


Reputation Topics

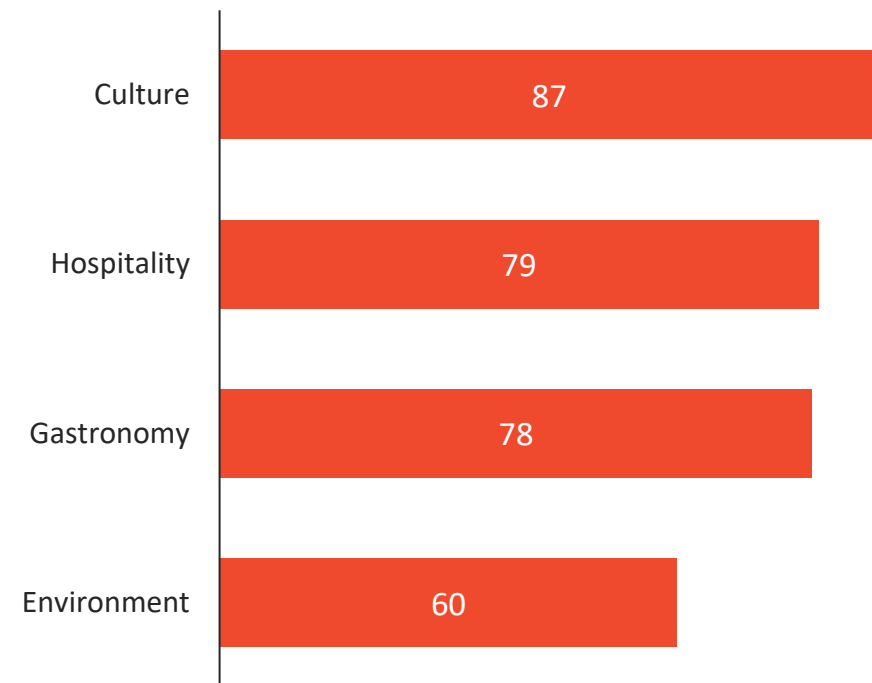
TRENDS FOR GREECE'S ONLINE REPUTATION

In Q2 2025, **culture again dominated social conversations** in Greece, generating 50,106 mentions - almost double gastronomy and far ahead of other categories. It also led sentiment performance with a **high index of 87**, supported by strong narratives around iconic destinations, festivals, and authentic experiences. **Hospitality and gastronomy followed in sentiment** with scores of 79 and 78, driven by praise for **local warmth, culinary traditions, and innovative stays**, though hospitality remained a smaller share of the conversation overall. Conversations around **the environment maintained visibility** but continued to show the **lowest sentiment**, likely influenced by negative stories of earthquakes, storms, and wildfires.

Volume of Social Conversations



Net Sentiment Index



Period of analysis: April 1st, 2025 - June 30th, 2025.

Positive Sentiment Drivers

STORIES FUELING GREECE'S SOCIAL REPUTATION

Conversations about Greece regarding tourism experiences spotlight **both iconic sights and authentic experiences**. Santorini impresses **with sunsets and caldera views**, while Corfu draws visitors to the **Corfu Trail and its UNESCO Old Town**. **Cultural depth** comes through **Knossos, Eleusis, and the Athens–Epidauros Festival**, alongside hands-on traditions like **embroidery workshops**. Culinary appeal remains strong with **olive oil tastings, vegetarian dishes**, and spotlighted desserts like portokalopita. **Greece's hospitality** leaves a lasting impression, while a vegan boutique stay boosts **modern appeal**.

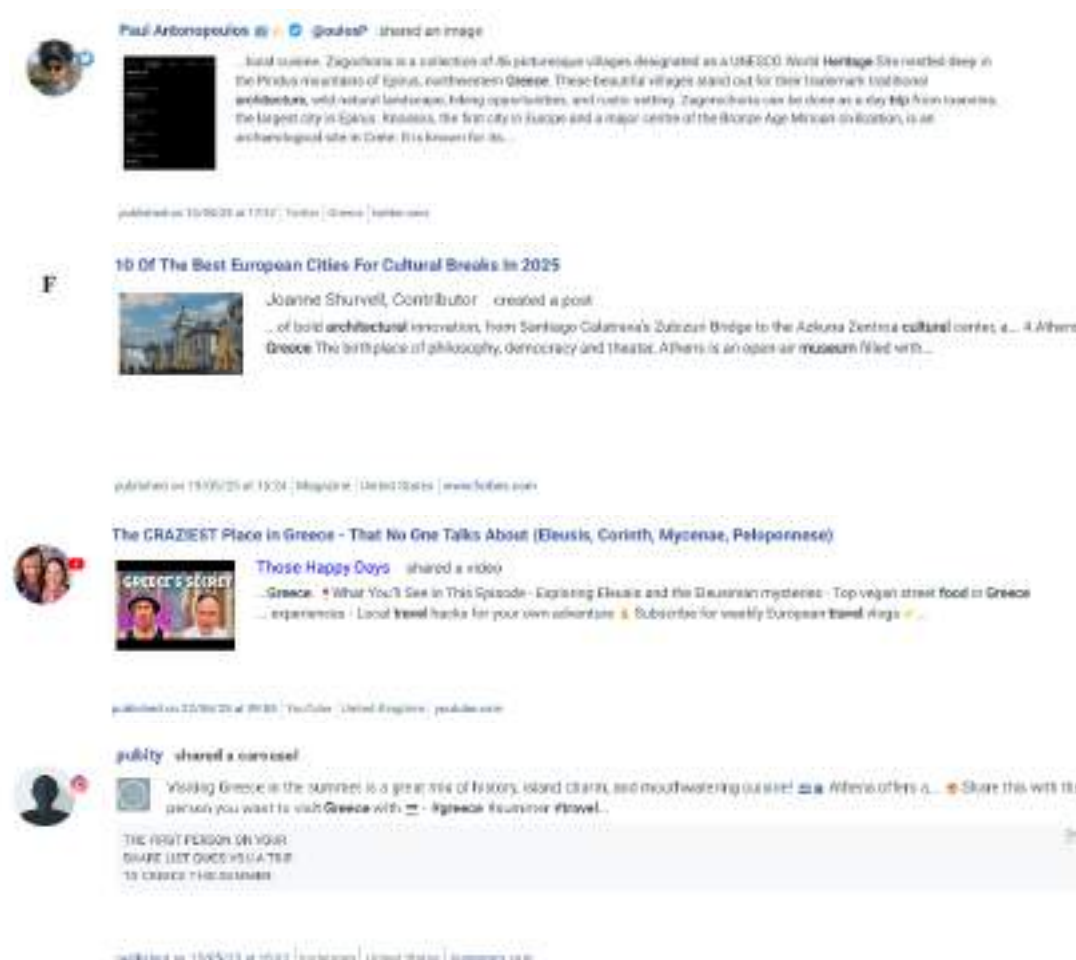
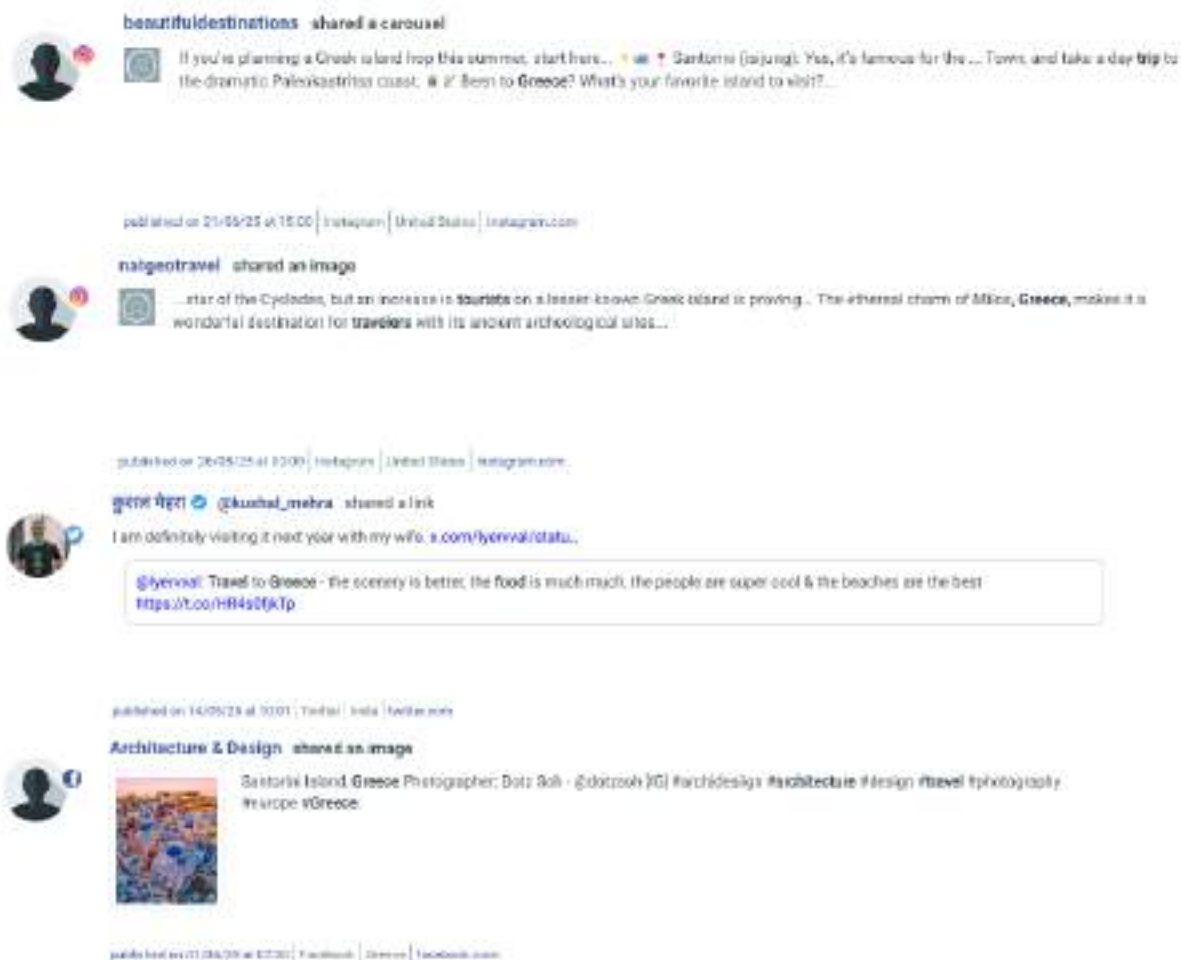
Examples of reputation drivers

- Santorini pairs its famous sunsets and caldera views with the ancient ruins of Akrotiri and scenic cliffside hikes between Fira and Oia.
- Corfu invites exploration along the scenic Corfu Trail, through the UNESCO-listed Old Town, and to the dramatic coastline of Paleokastritsa.
- Milos captivates with colourful fishing villages like Klima, boat tours to Kleftiko's sea caves, and tranquil escapes on lesser-known beaches such as Tsigrado.
- Zagorochoria, a UNESCO-listed cluster of 46 villages in the Pindus mountains, is famed for its stone-built architecture and unspoiled natural scenery.
- Discover Knossos in Crete, the first city in Europe and a Bronze Age Minoan center, linked to the legendary myth of Theseus and the Minotaur.
- Take a tour through Eleusis, an ancient sanctuary where rituals honored Demeter and Persephone.
- Thessaloniki offers a vibrant nightlife with waterfront bars, lively tavernas, and music-filled streets that stay active well into the night.
- Navagio Beach on Zakynthos, famed for its rusting MV Panagiotis shipwreck, draws thousands of visitors each year with its golden sands and intriguing history.
- Taste Greece's olive oil heritage in Crete's mountain orchards and Corfu's modern mills, sampling award-winning oils and exploring centuries-old
- Vegetarian Greek cuisine delights with briam roasted vegetables, bamies okra stew, and kolokithokeftedes zucchini fritters rich in Mediterranean flavor.
- Tasting portokalopita in Athens offers a sweet experience of flaky phyllo soaked in orange syrup, capturing the essence of traditional Greek dessert culture.
- The Athens–Epidauros Festival brings theatre, music, opera, and dance to ancient venues like the Odeon of Herodes Atticus during the summer season.
- A traditional embroidery class offers the chance to learn regional stitching techniques and connect with the craftsmanship of this part of Greece.
- Visitors praise the warmth of Greek hospitality, sharing stories of locals offering directions, treats, and heartfelt conversations.
- MOD Santorini offers the island's first 100% vegan boutique stay, combining traditional Greek charm with plant-based luxury and rooftop jacuzzis.
- Greece's deal with Emirates and Aegean Airlines will bring more tourists all year by making travel to islands like Santorini, Mykonos, and Rhodes easier.

Period of analysis: April 1st, 2025 - June 30th, 2025.

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT



Period of analysis: April 1st, 2025 - June 30th, 2025.

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT



published on 04/04/25 at 15:00 | Instagram | United States | instagram.com



published on 11/05/25 at 13:48 | Twitter | Greece | twitter.com



published on 22/04/25 at 08:04 | YouTube | Italy | youtube.com



published on 15/01/25 at 04:38 | Facebook | Greece | facebook.com



published on 30/06/25 at 21:38 | Instagram | United States | instagram.com



published on 14/05/25 at 15:38 | Twitter | India | twitter.com



published on 18/06/25 at 04:38 | Facebook | Greece | facebook.com



published on 30/04/25 at 11:47 | Instagram | United States | instagram.com

Period of analysis: April 1st, 2025 - June 30th, 2025.

Negative Sentiment Drivers

GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

Negative stories around Greece centre on **natural disasters and political tensions**. **Earthquakes** near Crete and across the Aegean triggered **tsunami warnings**, site closures, and travel disruptions, while **flash floods and storms caused severe damage** on Paros, Mykonos, Rhodes, and Crete. **Wildfires on Chios** forced evacuations and a state of emergency, adding to **concerns over extreme heat** that continues to disrupt travel and pose health risks. Political tensions relate to Greece's position regarding the war in Palestine, including protests against Israeli visitors in Greece.

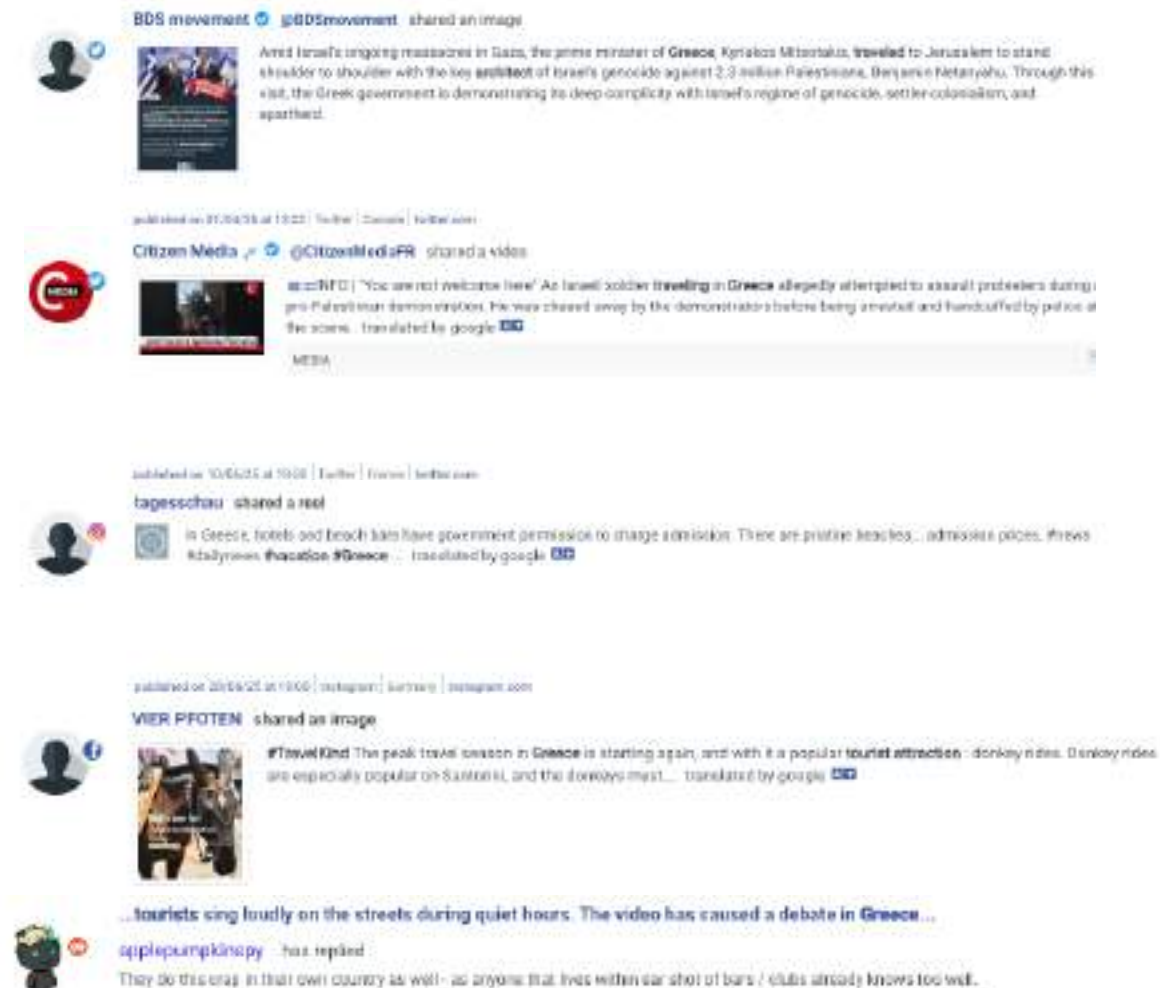
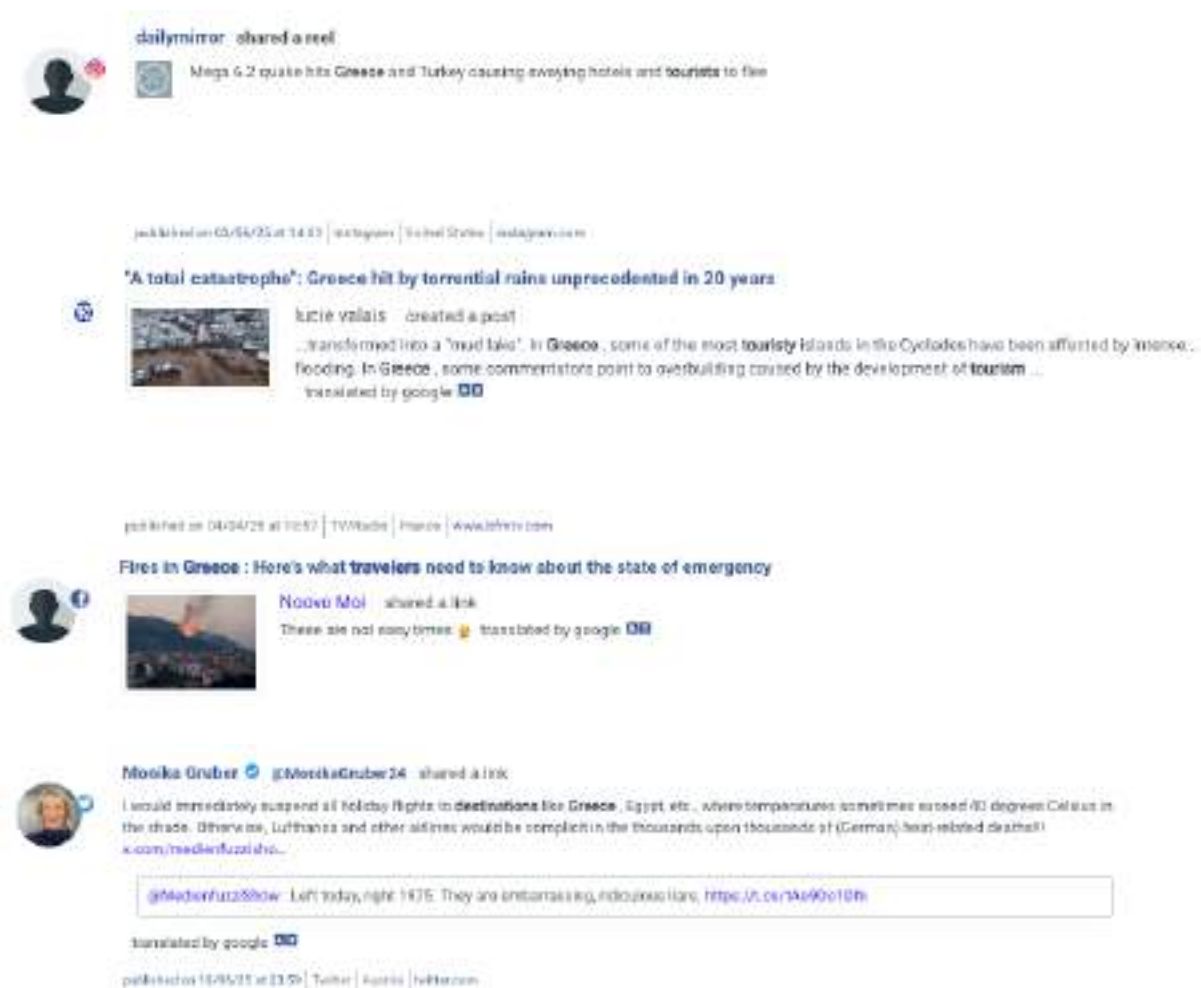
Examples of reputation drivers

- Two **earthquakes** struck near Crete and across the Aegean, prompting **tsunami warnings, temporary site closures and travel disruptions**.
- **Flash floods and strong storms** hit Paros, Mykonos, Rhodes, and Crete, causing **severe damage and forcing emergency clean-up operations** just weeks before Easter.
- **Intense wildfires on Chios** forced **evacuations, caused power and water outages, damaged property**, and led to a state of emergency.
- Tourists in Greece are struggling with **extreme heat**, causing health risks and disrupting travel plans.
- Greece's show of solidarity with Israel sparked negative sentiment among many residents, **fuelling tensions in tourist areas**.
- **Greek peace protesters confronted an Israeli soldier**, who was later removed from a pro-Palestinian protest for allegedly **attempting to assault participants**.
- Residents south of Athens are **protesting possible construction projects on their beaches**, as hotels and beach bars **are allowed to charge entry for their beach access**.
- Donkey rides in Santorini faced criticism for **poor animal welfare**, with reports of overworked animals, inadequate care, and rules on rider weight often ignored.
- **American tourists in Greece got critiqued** in online discussions for noise disturbance and wearing clothing with offensive statements.

Period of analysis: April 1st, 2025 - June 30th, 2025.

Illustrative Social Posts

STORIES REFLECTING **NEGATIVE** SENTIMENT



Period of analysis: April 1st, 2025 - June 30th, 2025.



Experience Reputation

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

Ratings & Reviews

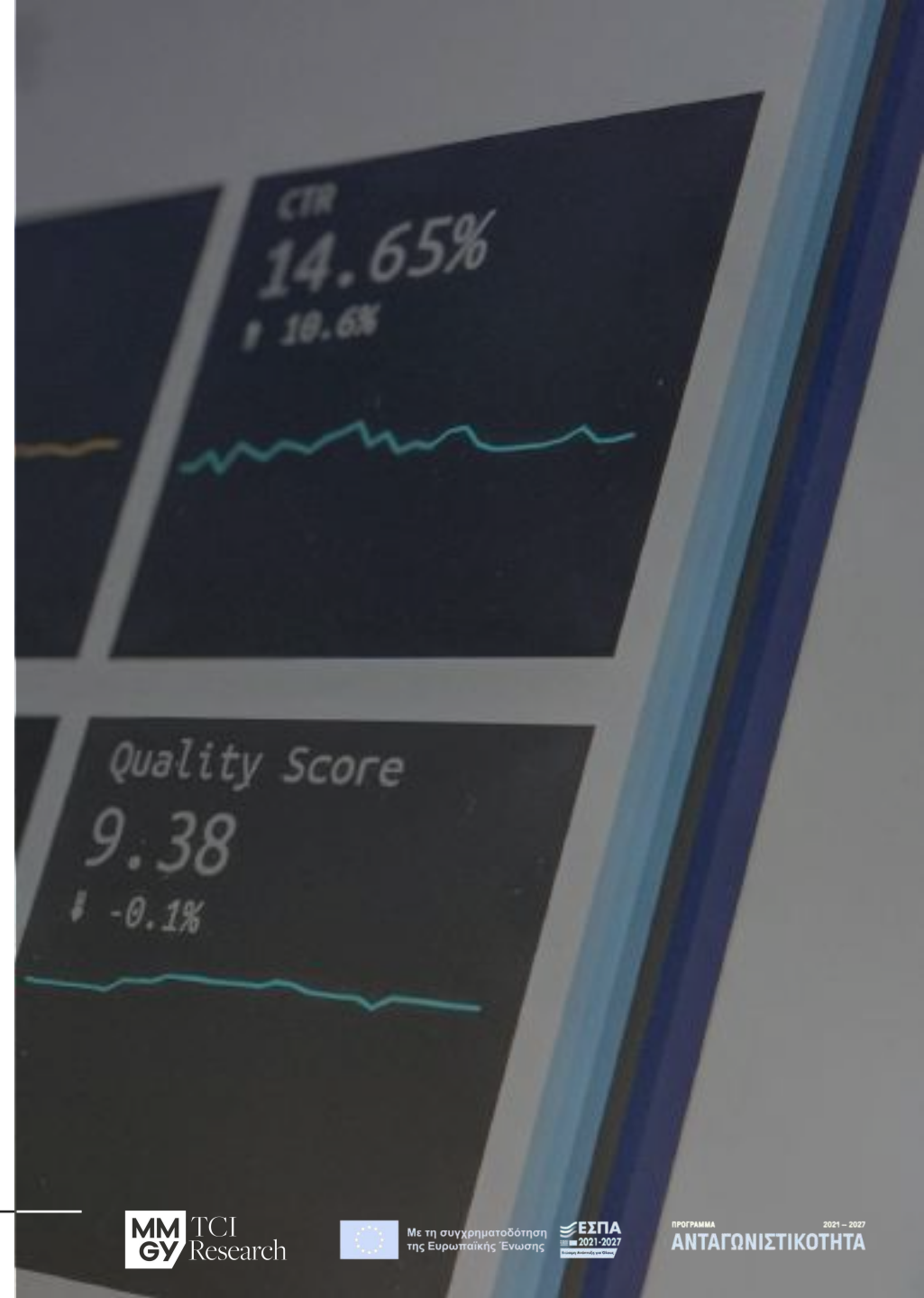
METHODOLOGICAL OVERVIEW

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 second quarter of 2025, ranging from **April 1st, 2025, to June 30th, 2025**.

Reviews Corpus Analysed

Verticals	Reviews Count Greece (01/04/2025 to 30/06/2025)	Reviews Count Benchmark (01/04/2025 to 30/06/2025)
Attractions	115,861	5,308,533
Restaurants	70,979	8,903,306
Total Sample	186,840	14,211,839

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

Key Visitor Experience Trends

SUMMARY FOR Q2 2025

- Greece maintained a **strong overall rating of 9.1 in Q2 2025, outperforming the European benchmark** of 8.8. Review volumes rose steadily with the summer season, reaching nearly 188,000 reviews in Q2. While also growing in review volumes, **Athens showed a slightly positive trend in monthly ratings** throughout the quarter.
- Overall, experience categories performed consistently well, with **Food & Beverage (9.2) leading, followed by Sea (9.1) and Culture (9.1). Personnel remained the strongest** sentiment theme nationwide with a score of 9.5, confirming Greece's reputation for hospitality. Value for Money achieved 8.9 overall, though regions such as West Macedonia (10.0) and West Greece (9.4) stood out. Sustainability (8.5) and Hygiene (8.3) showed more variability, with weaker results in East Macedonia & Thrace (6.9 hygiene) and Peloponnese (6.0 hygiene).

Regional Highlights

- Personnel:** Epirus (9.9), Central Greece (9.6), West Greece (9.7), and West Macedonia (10.0) stood out for exceptional service quality. Thessaly (9.6) also performed strongly, reinforcing personnel as the top strength nationwide.
- Sustainability:** Thessaly (9.7), North Aegean (9.4), and East Macedonia & Thrace (9.6) achieved the highest sustainability sentiment, with Thessaly leading nationally. Cyclades (7.4) and Central Greece (6.7) trailed, reflecting regional disparities.
- Hygiene:** Central Macedonia (9.2) and North Aegean (9.2) received above-average hygiene scores, while East Macedonia & Thrace (6.9) and Peloponnese (6.0) underperformed.
- Food & Beverage:** Ionian Islands (9.4), Crete (9.3), Dodecanese (9.3) and Cyclades (9.3) led in culinary satisfaction. West Macedonia (9.5) also excelled, though on a significantly lower review volume.
- Sea:** Epirus (9.7), Attica (9.4), Cyclades (9.4), and Ionian Islands (9.2) received top scores for seaside experiences.
- Culture:** Thessaly (9.5) and East Macedonia & Thrace (9.4) led in cultural satisfaction. Central Greece (9.4) also performed above national averages.

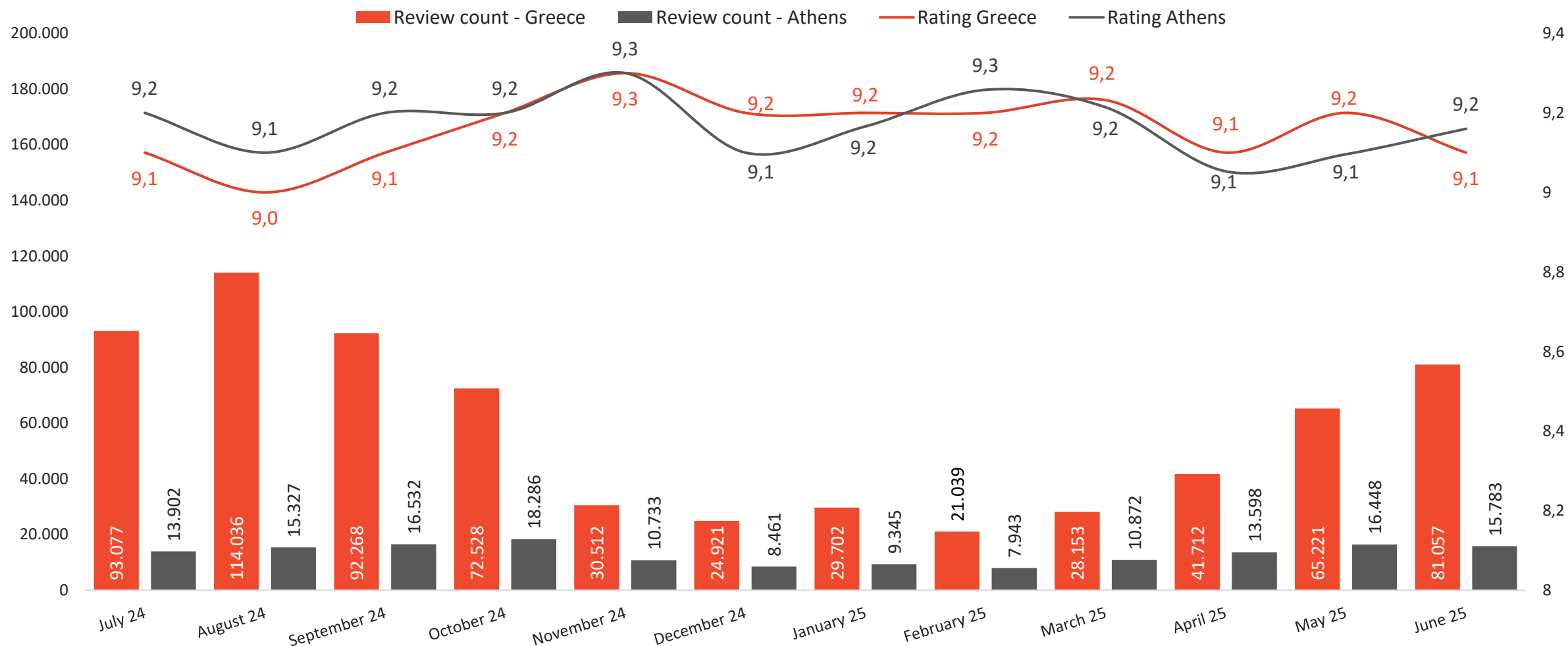
Market Affinity

- By market, the **United States (9.3) and United Kingdom (9.2) continued to provide the strongest satisfaction**, with particularly high scores in regions such as Peloponnese (US 9.6) and Cyclades (UK 9.2). Germany (8.6), Italy (8.5) and France (8.4) rated Greece lower overall. Positive outliers included Poland (9.7) and Hungary (9.5) in Thessaly, and Bulgaria (9.5) in Central Macedonia.

Period of analysis: April 1st, 2025 - June 30th, 2025.

Overall Experience Reputation

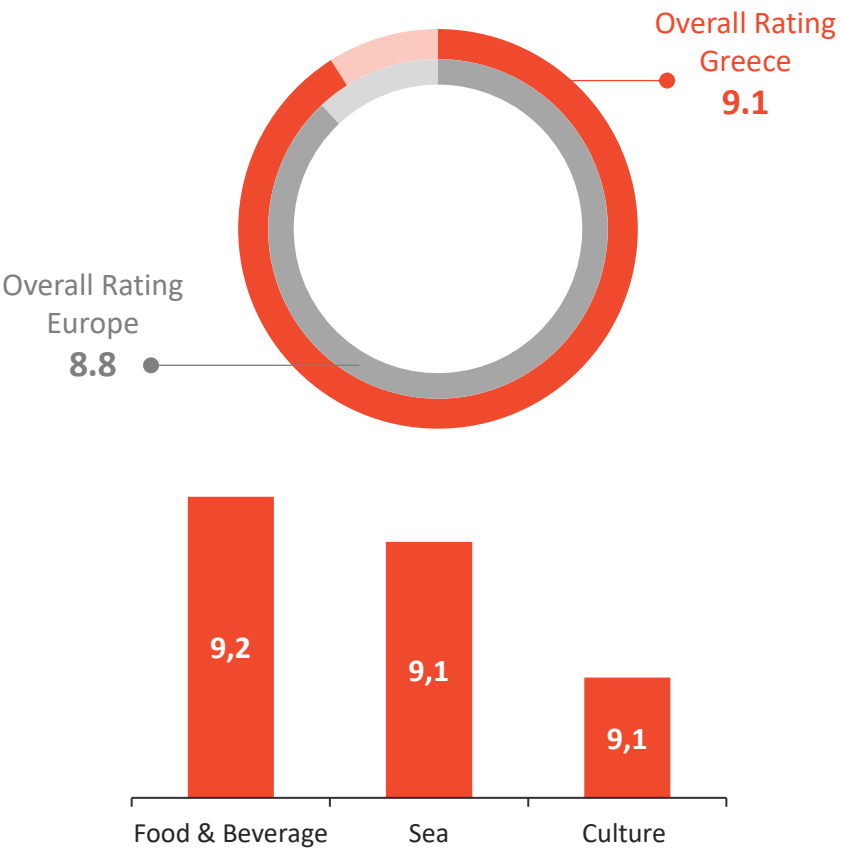
MONTHLY BREAKDOWN OF REVIEW VOLUME & OVERALL RATING FOR RESTAURANTS, BARS & ATTRACTIONS



Note: Data presented here stems from numerical ratings.

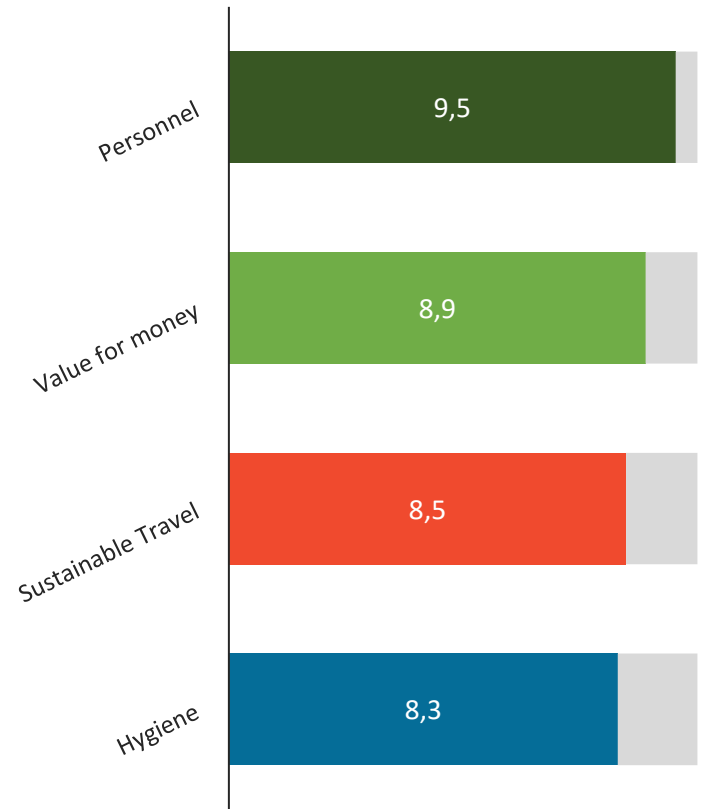
Greece Overall

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN GREECE



Note: Data presented here stems from numerical ratings.

Sentiment Scores



Note: Data presented here stems from written reviews.



Rating per Market

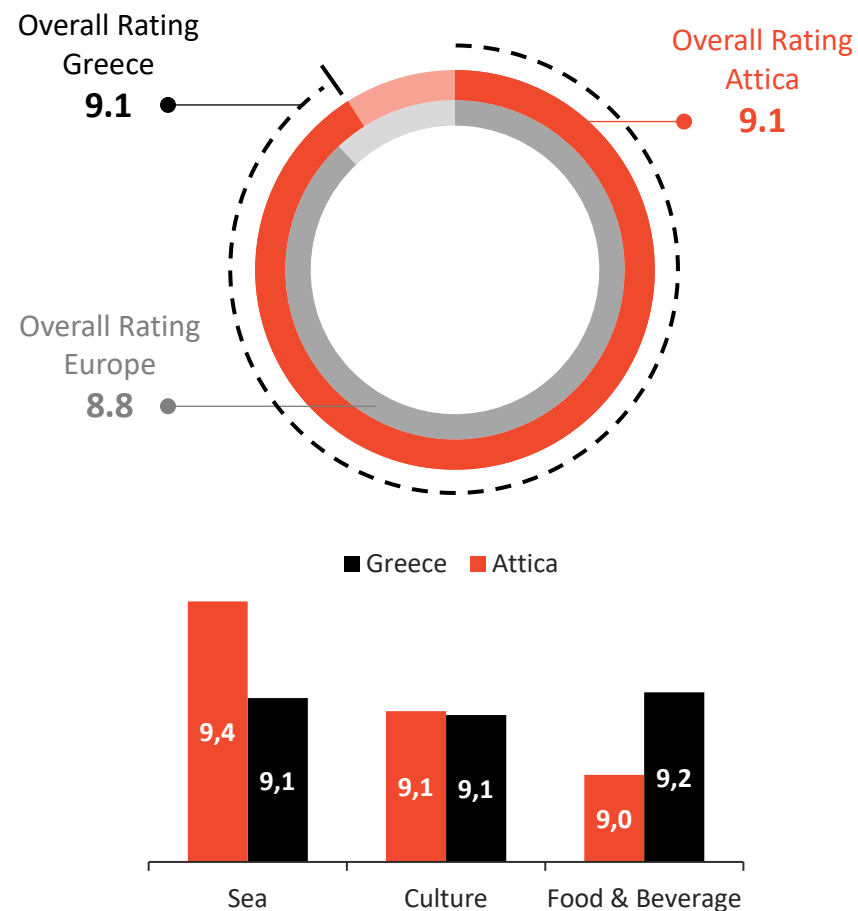
Market	Rating	Review Volume
United States	9.3	4863
United Kingdom	9.2	4793
Germany	8.6	1935
Italy	8.5	1340
France	8.4	1921
Greece	8.8	704

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

Period of analysis: April 1st, 2025 - June 30th, 2025. Review Count: 187,990

Attica

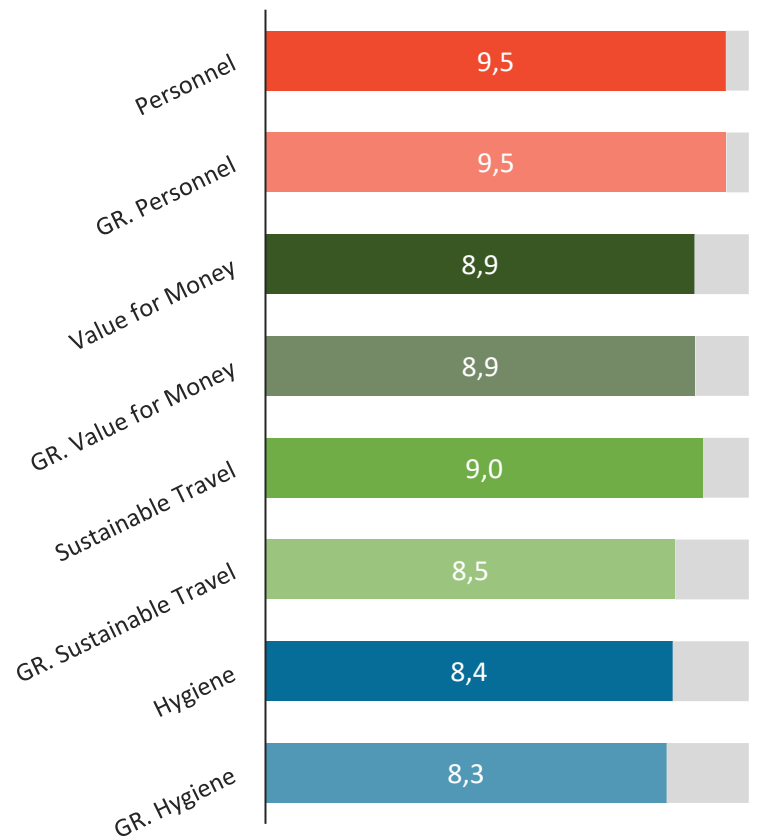
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, 2025 - June 30th, 2025. **Review Count:** 55,215

Sentiment Scores



Note: Data presented here stems from written reviews.



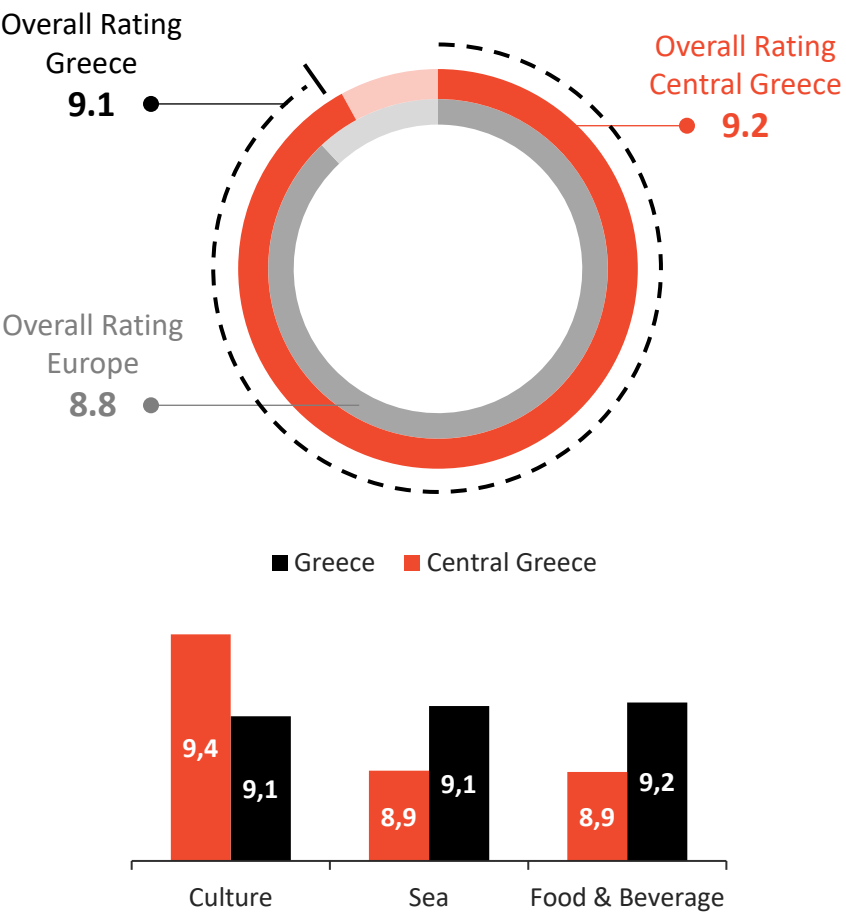
Rating per Market

Market	Rating	Review Volume
United States	9.3	3,345
United Kingdom	9.1	1,443
Australia	9.0	595
Germany	8.3	711
France	7.9	864
Greece	8.3	143

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

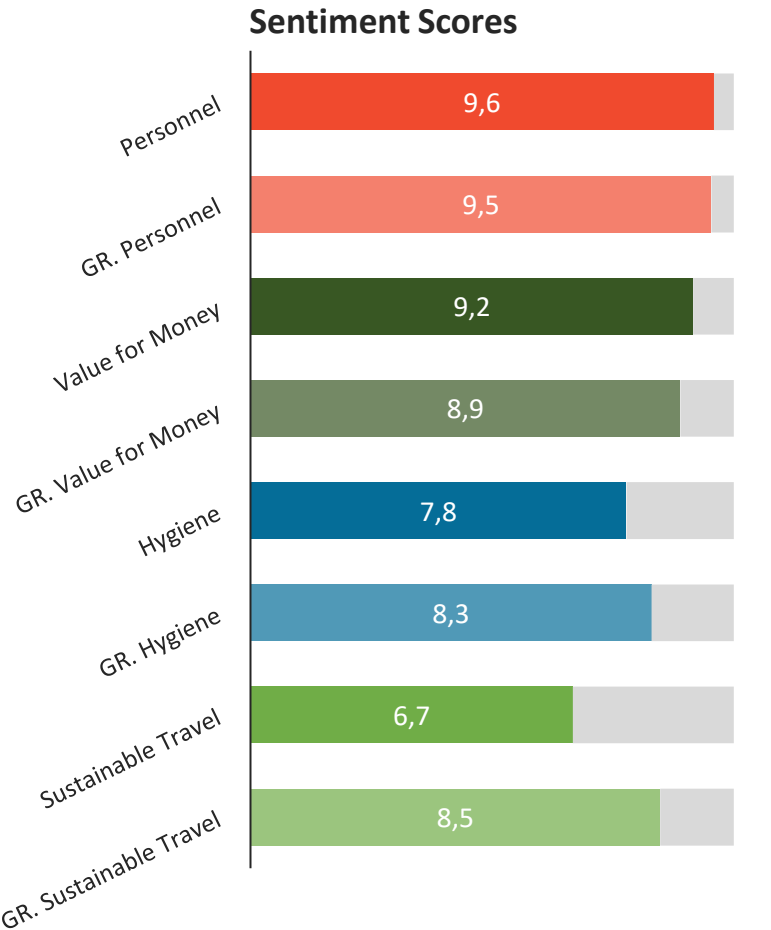
Central Greece

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, 2025 - June 30th, 2025. **Review Count:** 2,210



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



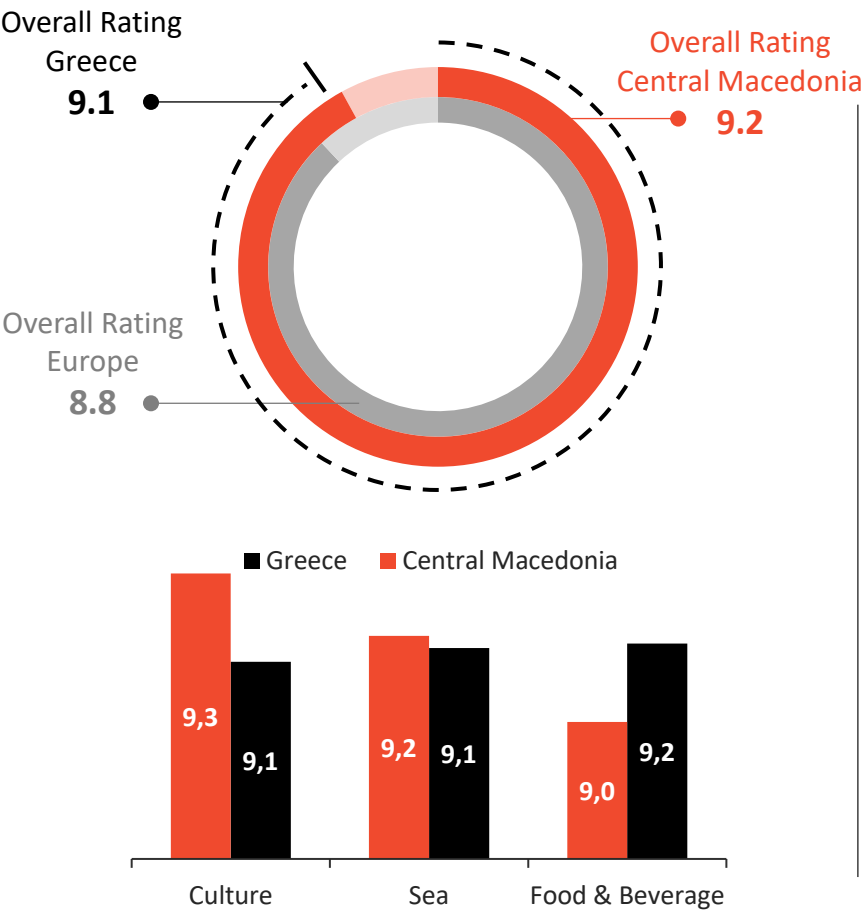
Rating per Market

Market	Rating	Review Volume
United States	9.5	45

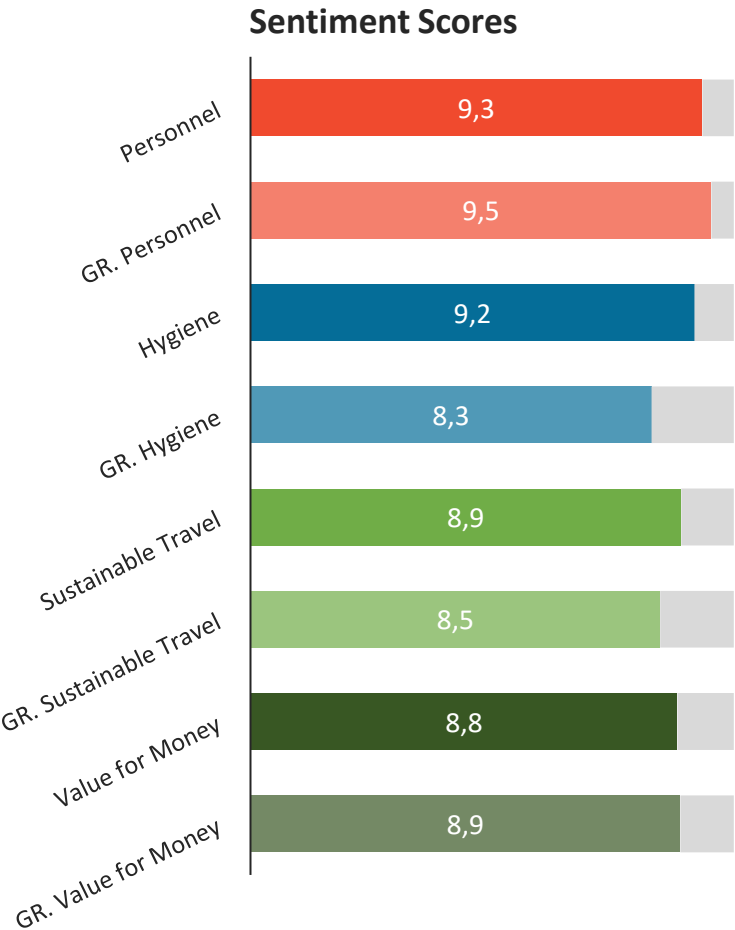
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Central Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL MACEDONIA



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



Rating per Market

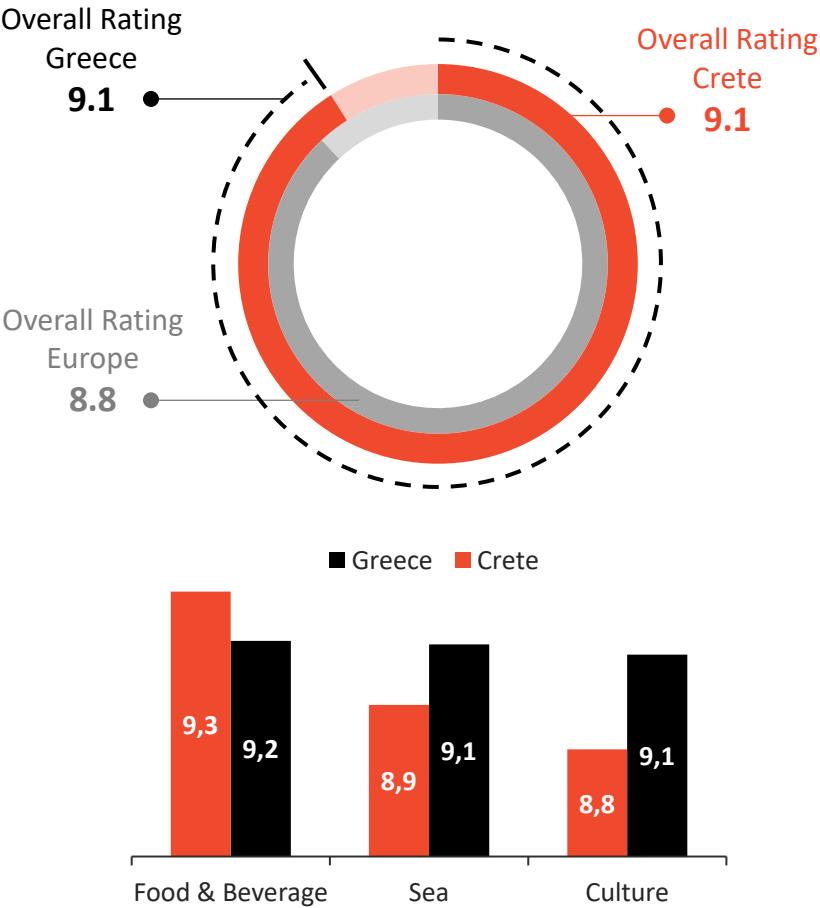
Market	Rating	Review Volume
Bulgaria	9.5	62
United Kingdom	9.2	204
Romania	9.1	65
Germany	9.1	148
Turkey	8.6	65
Greece	8.3	125

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

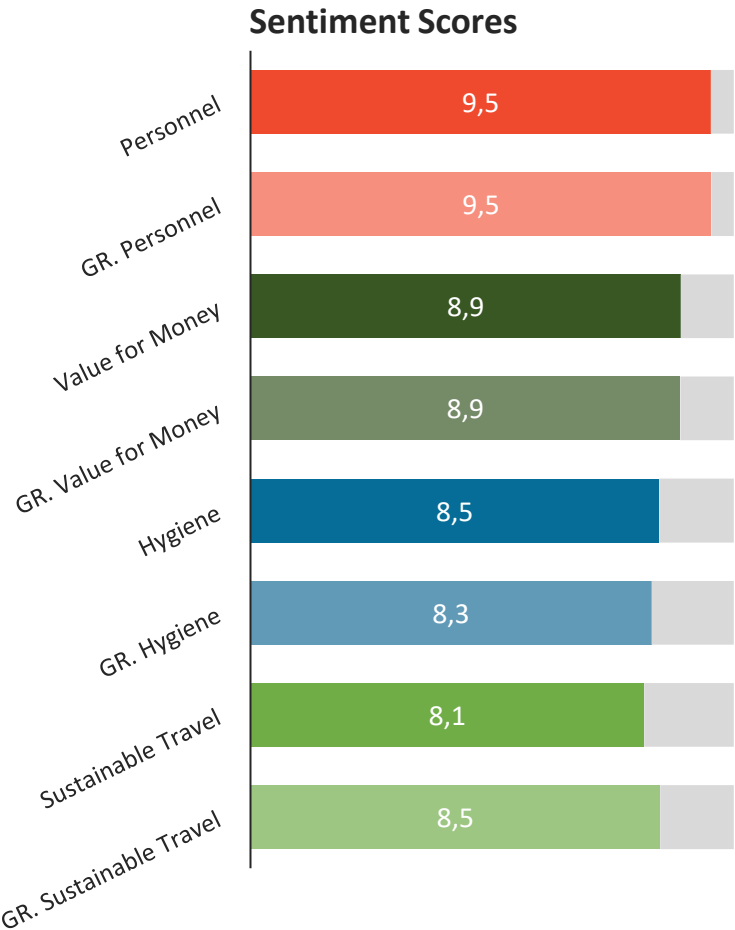
Period of analysis: April 1st, 2025 - June 30th, 2025. **Review Count:** 23,810

Crete

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



Rating per Market

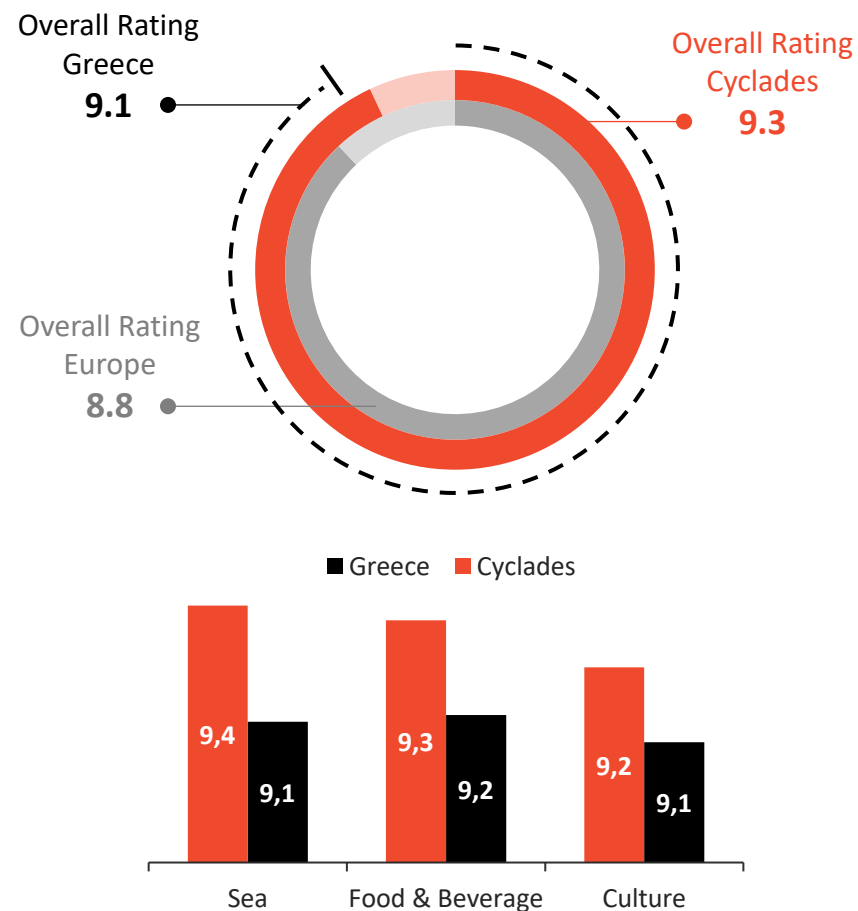
Market	Rating	Review Volume
United States	9.1	208
United Kingdom	9.1	525
Italy	8.8	233
France	8.8	462
Germany	8.5	291
Greece	9.3	93

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

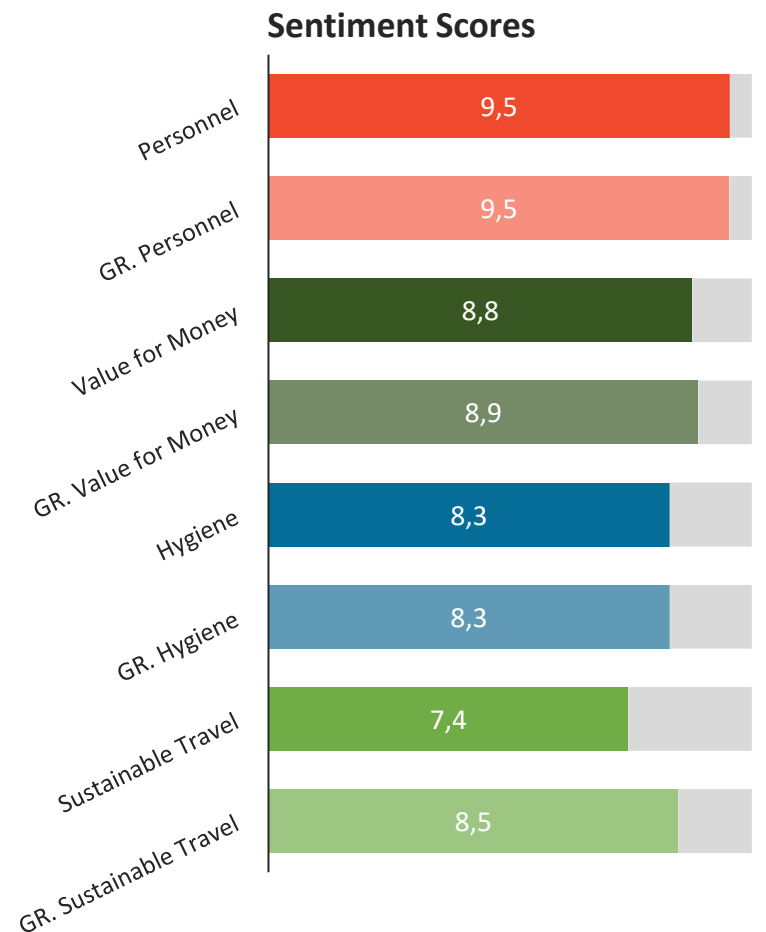
Period of analysis: April 1st, 2025 - June 30th, 2025. Review Count: 32,525

Cyclades

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



Rating per Market

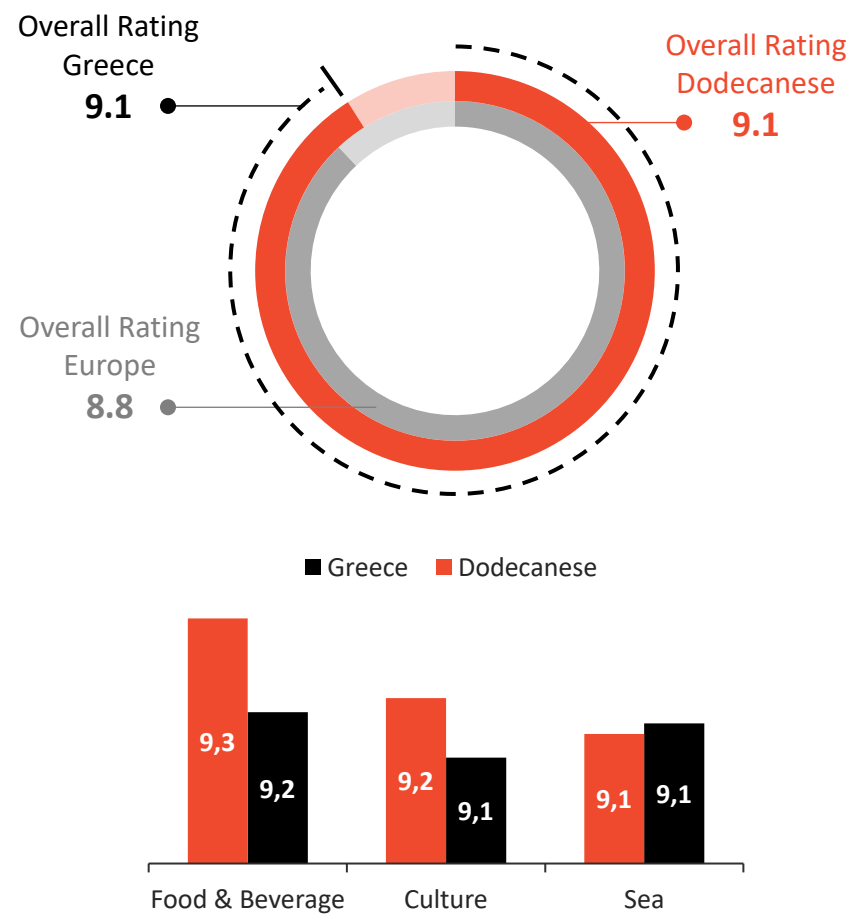
Market	Rating	Review Volume
Australia	9.4	158
United States	9.4	765
France	9.2	182
United Kingdom	9.2	526
Canada	9.0	187
Greece	9.6	53

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

Period of analysis: April 1st, 2025 - June 30th, 2025. Review Count: 14,764

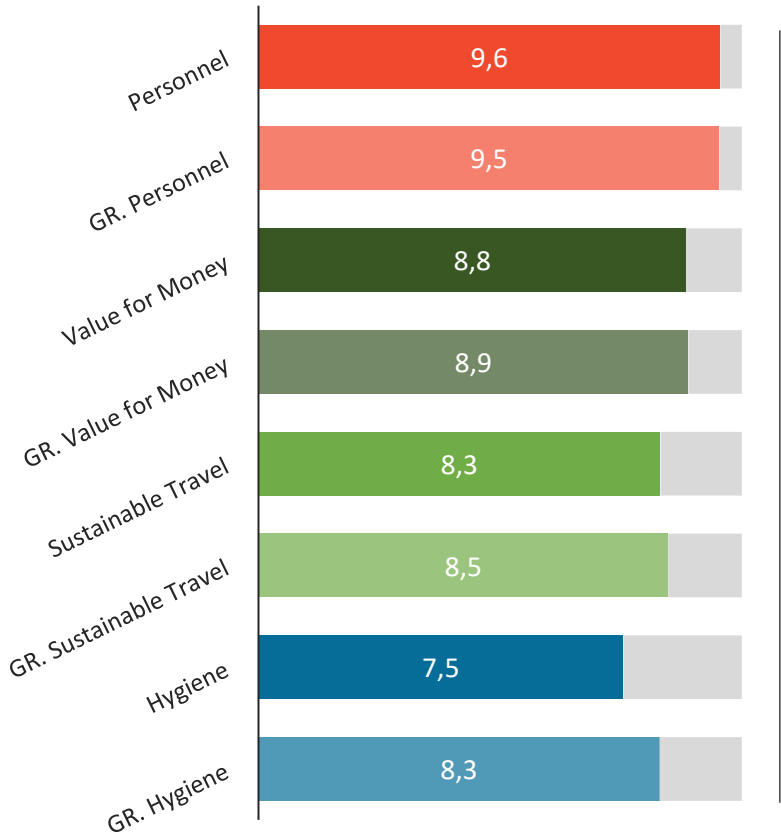
Dodecanese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



Note: Data presented here stems from numerical ratings.

Sentiment Scores



Note: Data presented here stems from written reviews.



Rating per Market

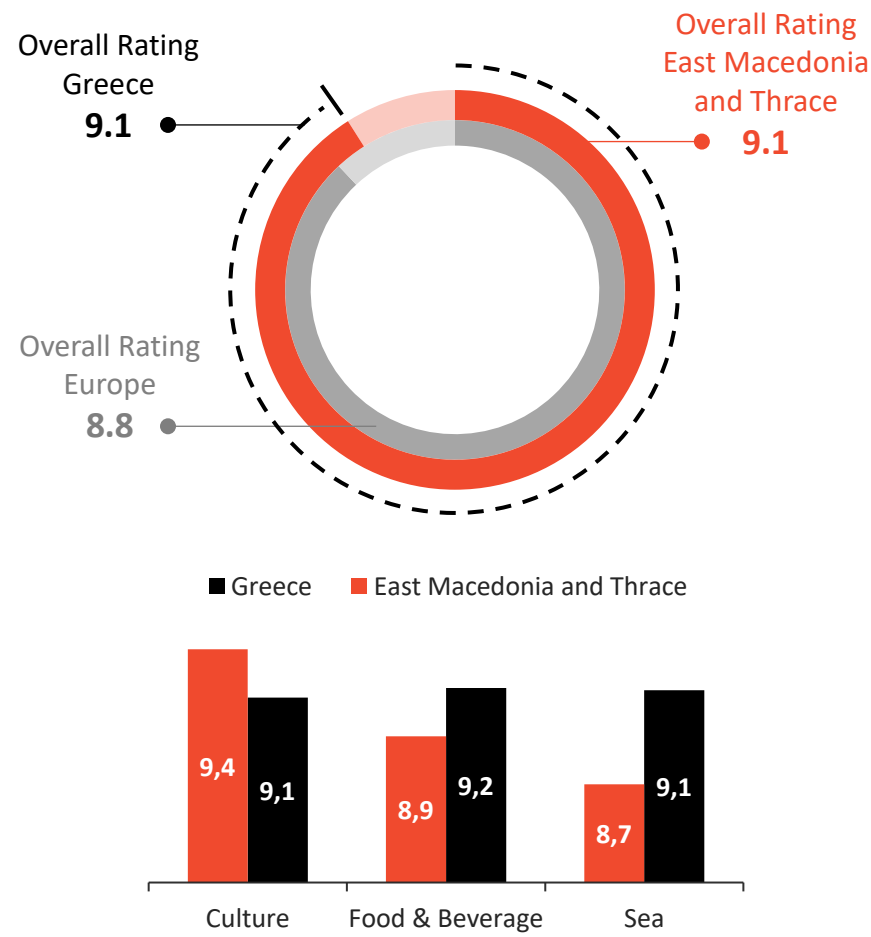
Market	Rating	Review Volume
United States	9.5	188
United Kingdom	9.2	1,106
The Netherlands	8.9	189
France	8.8	146
Germany	8.7	402
Greece	8.9	76

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

Period of analysis: April 1st, 2025 - June 30th, 2025. Review Count: 25,181

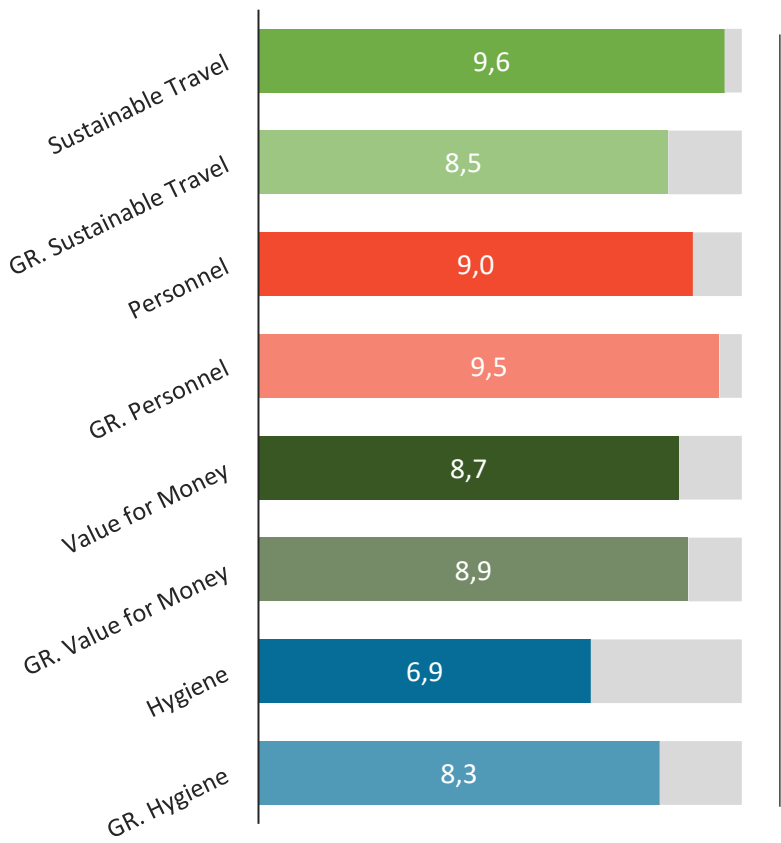
East Macedonia and Thrace

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



Note: Data presented here stems from numerical ratings.

Sentiment Scores



Note: Data presented here stems from written reviews.



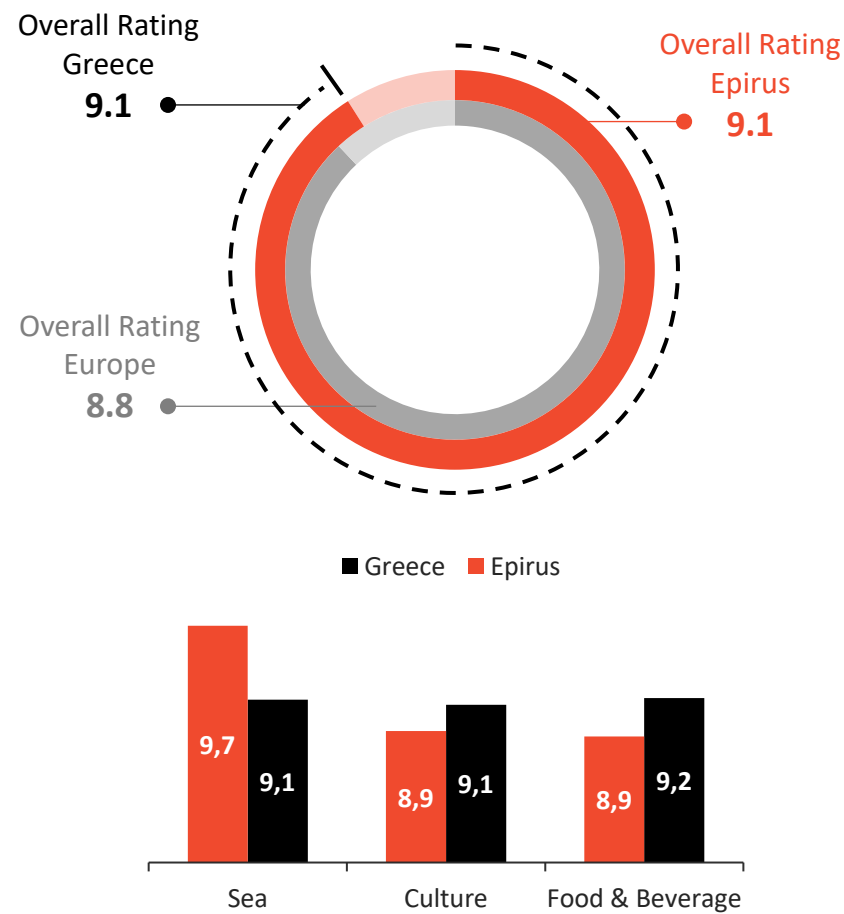
Rating per Market

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.

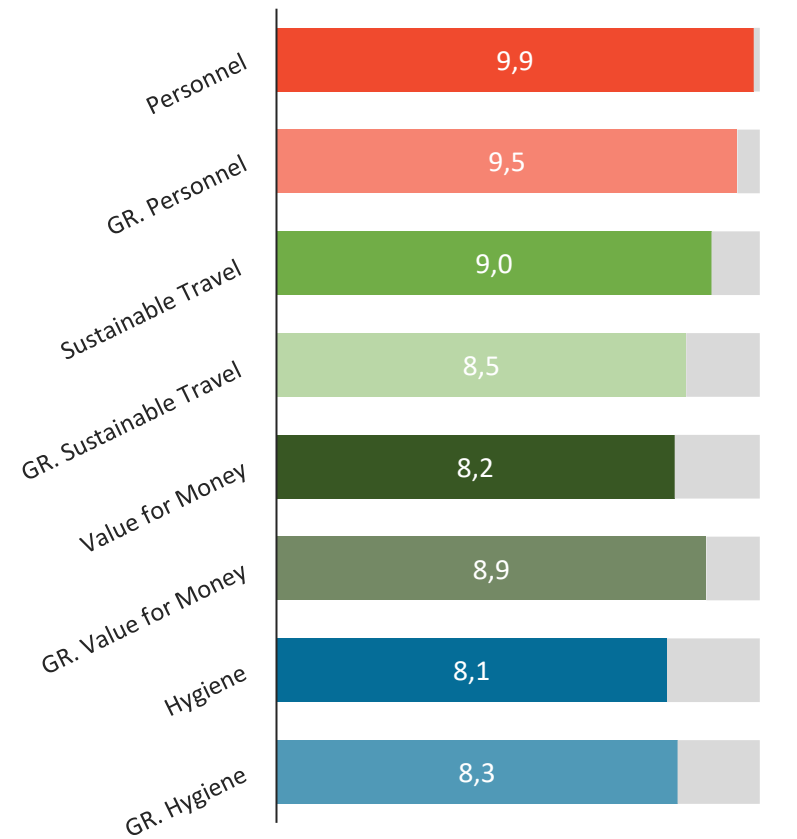
Epirus

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



Note: Data presented here stems from numerical ratings.

Sentiment Scores



Note: Data presented here stems from written reviews.



Rating per Market

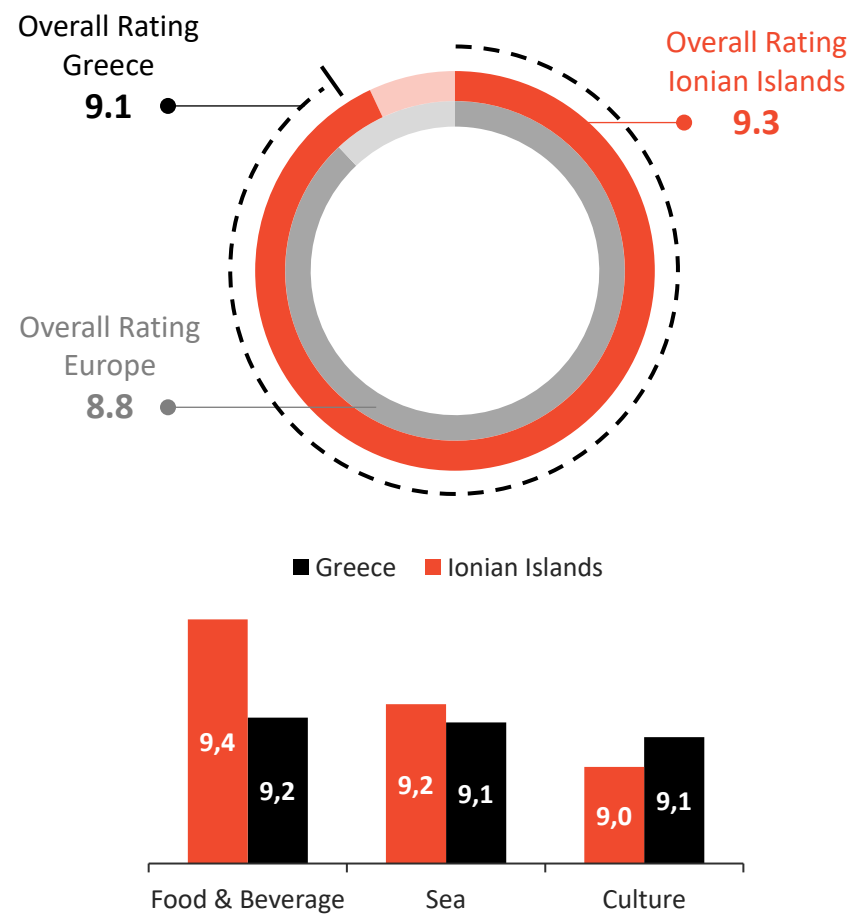
Market	Rating	Review Volume
United Kingdom	9.3	32

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

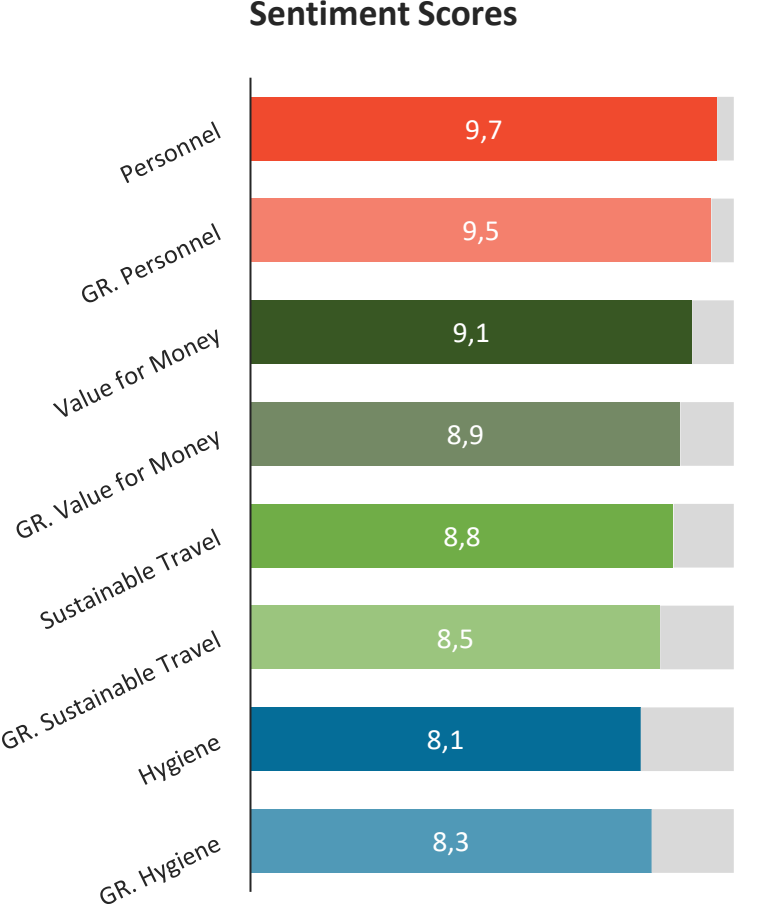
Period of analysis: April 1st, 2025 - June 30th, 2025. Review Count: 1,644

Ionian Islands

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



Rating per Market

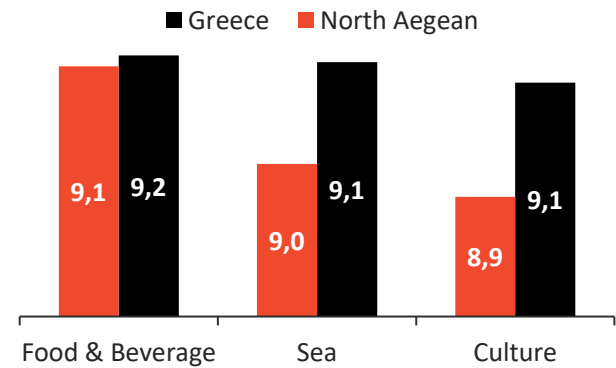
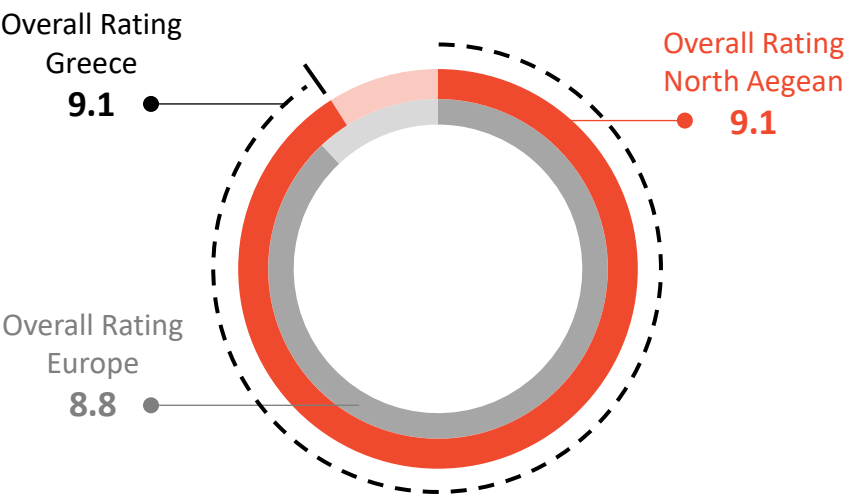
Market	Rating	Review Volume
United Kingdom	9.4	722
The Netherlands	9.1	140
Italy	8.7	123
Germany	8.7	106
France	8.5	85
Greece	9.2	78

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

Period of analysis: April 1st, 2025 - June 30th, 2025. Review Count: 12,795

North Aegean

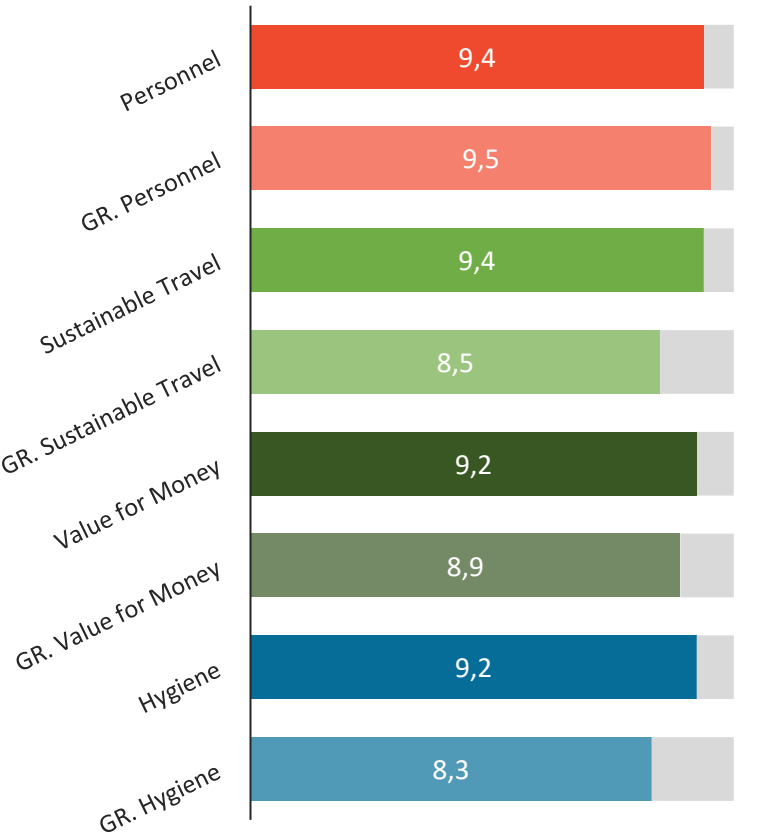
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, 2025 - June 30th, 2025. **Review Count:** 1,039

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.



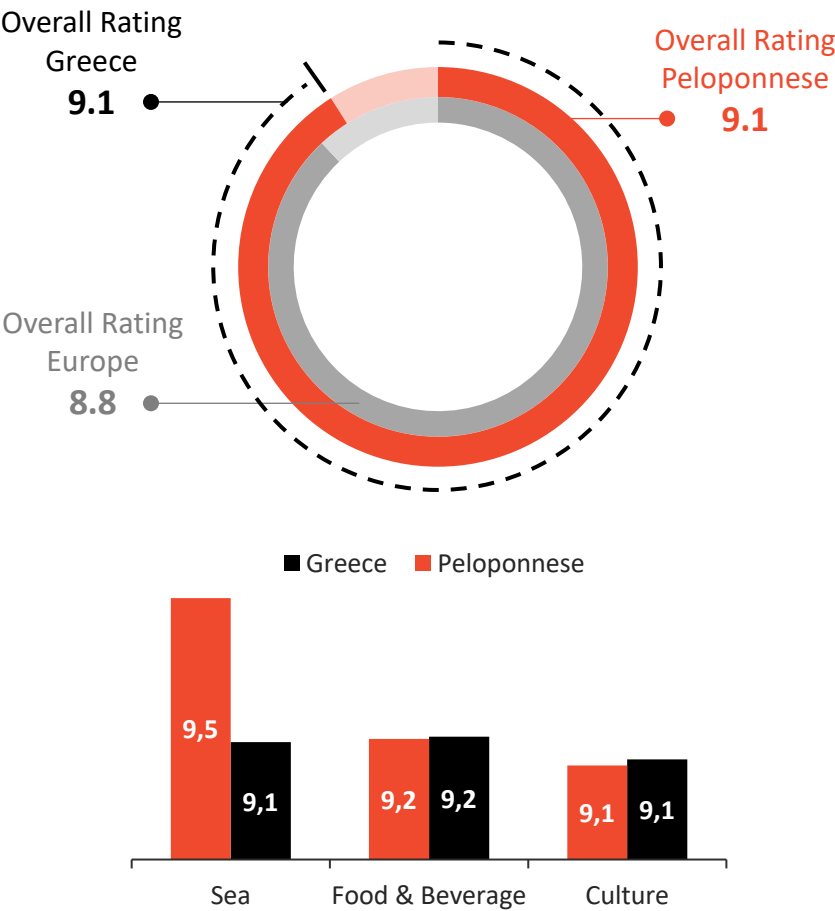
Rating per Market

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.

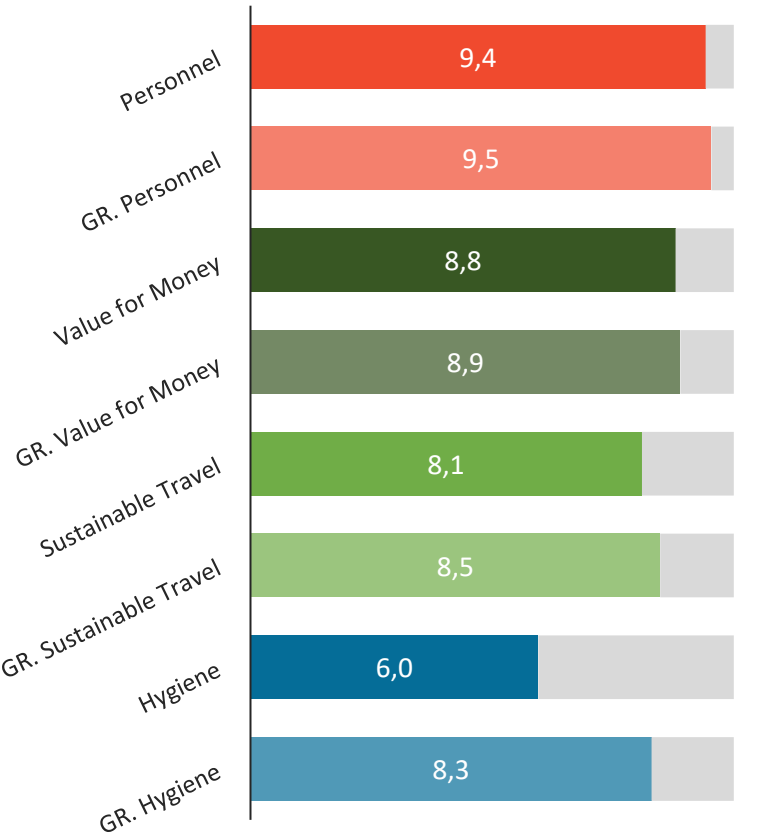
Peloponnese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE



Note: Data presented here stems from numerical ratings.

Sentiment Scores



Note: Data presented here stems from written reviews.



Rating per Market

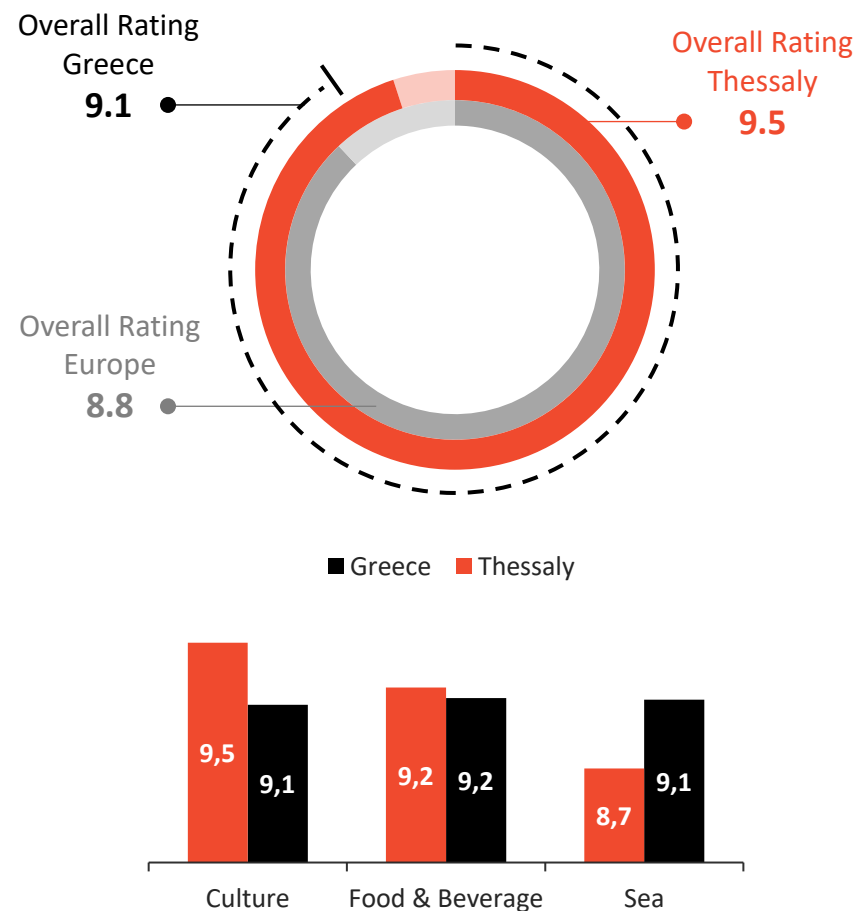
Market	Rating	Review Volume
United States	9.6	67
United Kingdom	9.2	45
Italy	9.2	49
Germany	8.8	30
France	8.8	52
Greece	8.3	44

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

Period of analysis: April 1st, 2025 - June 30th, 2025. Review Count: 6,502

Thessaly

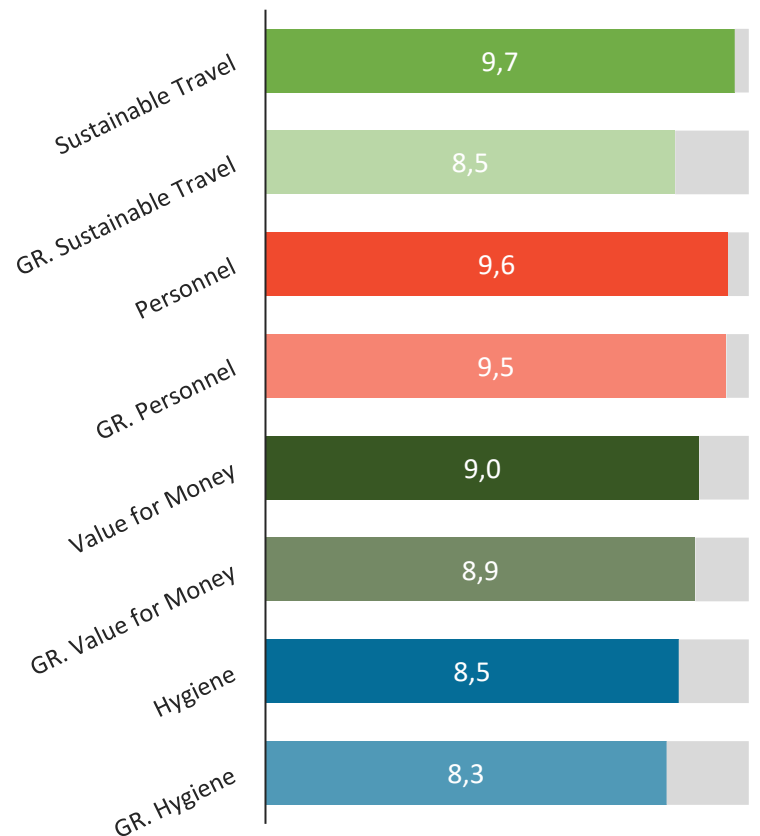
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, 2025 - June 30th, 2025. **Review Count:** 5,222

Sentiment Scores



Note: Data presented here stems from written reviews.



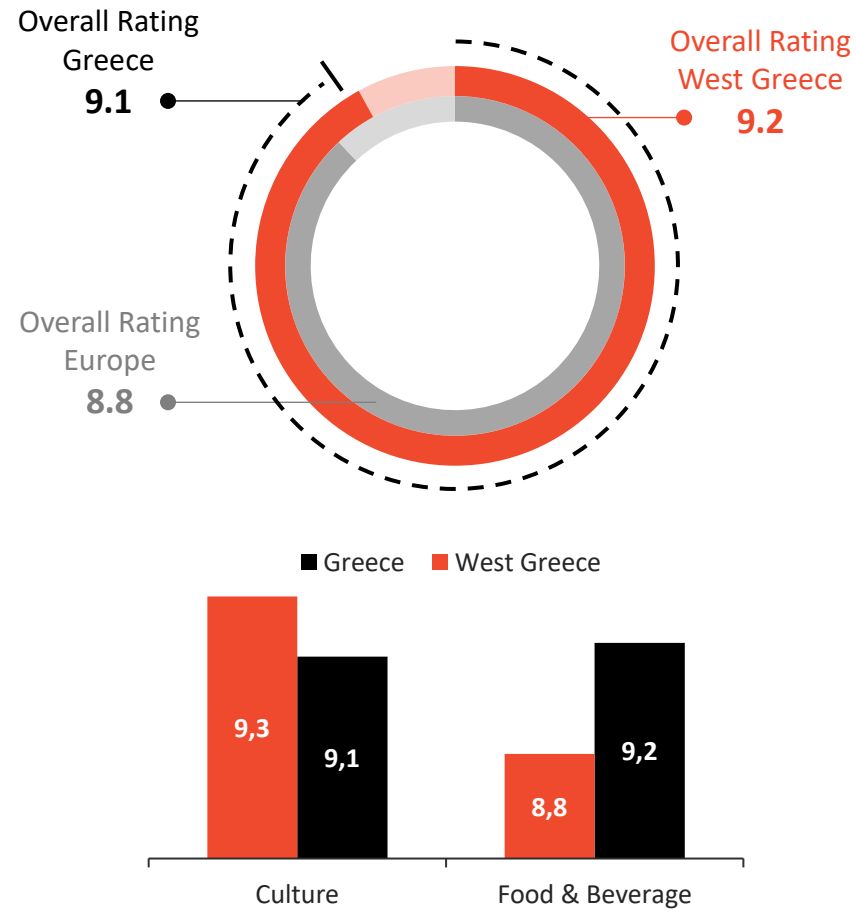
Rating per Market

Market	Rating	Review Volume
Poland	9.7	74
Hungary	9.5	62
Germany	9.4	105
Italy	9.0	64
United Kingdom	8.7	132

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

West Greece

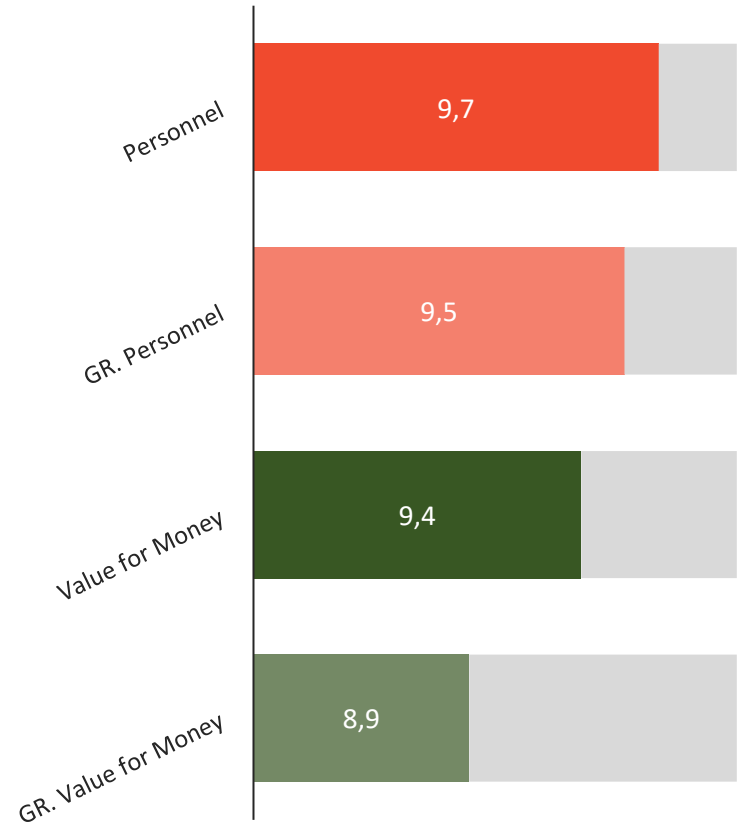
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



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, 2025 - June 30th, 2025. **Review Count:** 2,154

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.



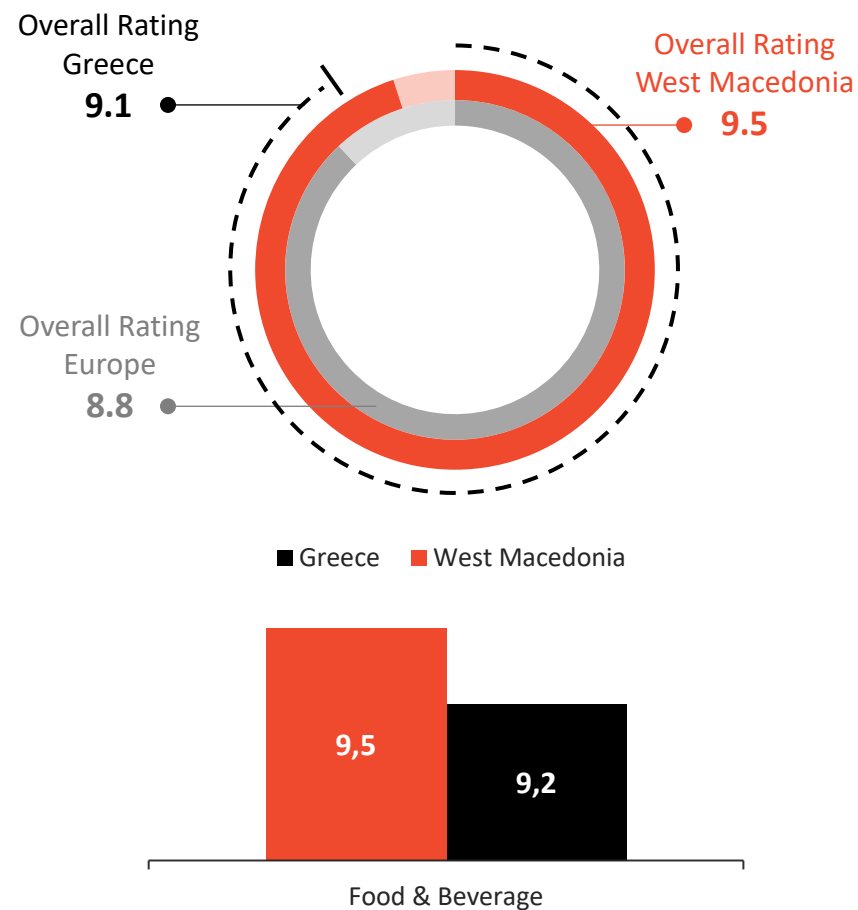
Rating per Market

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.

West Macedonia

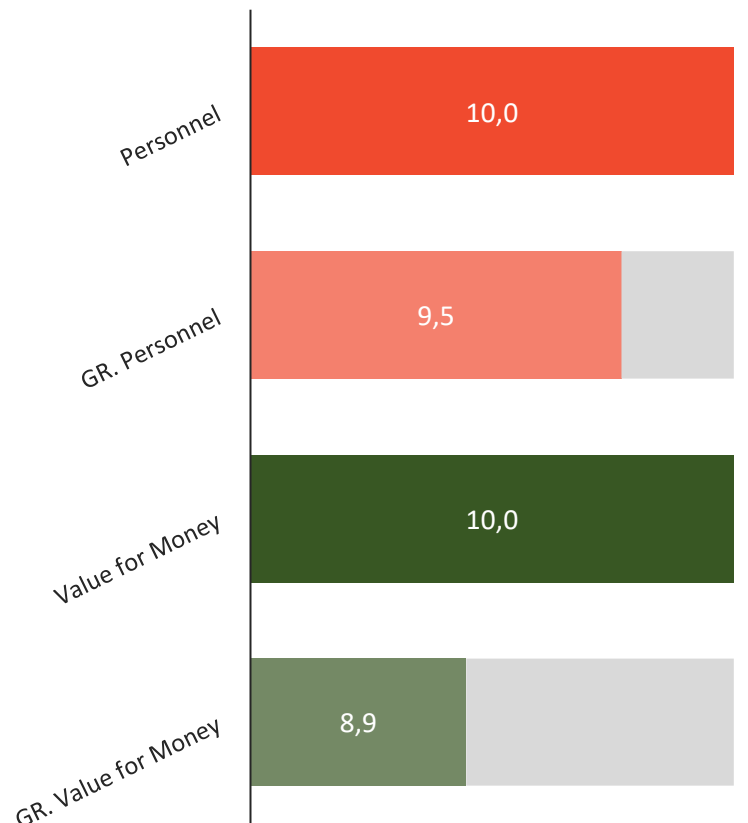
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA



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, 2025 - June 30th, 2025. **Review Count:** 565

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

- **Overall Sentiment & Rankings:** Greece's **Net Sentiment Index (NSI)** averaged **39** in Q2 2025, reflecting a negative trend and placing **the country fifth among competitive destinations**, just above Spain. Athens performed notably better with an average NSI of 61. Although **Athens also recorded a downward trend** in Q2, it managed to **narrow the gap with Croatia**.
- **Ratings & Volumes:** Greece maintained a **strong overall rating of 9.1, outperforming the European benchmark** of 8.8. Review volumes climbed with the summer season, reaching nearly 188,000 quarterly reviews. Athens mirrored this pattern in volumes while showing a slightly positive trend in sentiment across the quarter.
- **Conversation Drivers:** **Culture dominated online discourse** with 50,106 mentions, nearly double gastronomy (25,978), and carried the highest sentiment at 87. Hospitality (79) and Gastronomy (78) followed with strong reputational scores, though hospitality represented a smaller share of mentions. Environment maintained visibility with 8,108 mentions but recorded the weakest sentiment at 60.
- **Positive Narratives:** **Iconic scenery** remained a strong attractor, with **Santorini, Corfu and Milos** highlighted for their beauty. **Cultural depth** was reinforced by **Knossos, Eleusis, and the Athens Epidaurus Festival**, while **gastronomy narratives** emphasized **olive oil tastings, vegetarian cuisine, and traditional desserts**. Hospitality was reinforced by local warmth and innovations such as a **vegan boutique hotel in Santorini**.
- **Negative Narratives:** Recurring **environmental shocks caused negative sentiment**, including earthquakes, floods, storms, and wildfires, leading to warnings, site closures, evacuations, and damage. Tourists faced **extreme heat and health risks**, while political tensions (Athen's solidarity with Israel, beach privatization protests), animal welfare criticisms in Santorini, and online critiques of tourist behaviour added further negative sentiment.
- **Experience Categories:** Core experiences performed strongly nationwide with Food & Beverage (9.2), Sea (9.1), and Culture (9.1). **Personnel stood out with an exceptional score** of 9.5, confirming Greece's reputation for warmth and service. **Value for Money** averaged 8.9, though **West Macedonia (10.0) and West Greece (9.4) outperformed**. Sustainability (8.5) and Hygiene (8.3) showed greater variability and weaknesses in certain regions.
- **Regional Disparities:** North Aegean (9.1) aligned with national averages but excelled in sustainability (9.4) and hygiene (9.2). **Epirus (9.1) impressed with Sea (9.7) and personnel (9.9)**, while East Macedonia & Thrace (9.1) lagged on hygiene (6.9). **Peloponnese (9.1) faced the lowest hygiene score (6.0)**, despite strong ratings in Sea (9.5).
- **Market Affinity:** International markets showed mixed results. **The United States (9.3) and United Kingdom (9.2) provided the strongest ratings**, particularly in Peloponnese (US 9.6) and Cyclades (UK 9.2). By contrast, Germany (8.6), Italy (8.5), and France (8.4) rated Greece lower. Positive outliers included Poland (9.7) and Hungary (9.5) for Thessaly, and Bulgaria (9.5) for Central Macedonia.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025.



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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Με τη συγχρηματοδότηση
της Ευρωπαϊκής Ένωσης



ΠΡΟΓΡΑΜΜΑ
ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ
2021 – 2027