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Research

# Greece Reputation Tracker

Q3 REPORT

October 2025



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Με τη συγχρηματοδότηση  
της Ευρωπαϊκής Ένωσης



ΠΡΟΓΡΑΜΜΑ  
ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ  
2021 – 2027

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# ΚΥΡΙΑ ΣΗΜΕΙΑ

## Ανάλυση διαδικτυακής φήμης και αξιολόγησης της Ελλάδας (Ιούλιος 2025 – Σεπτέμβριος 2025)

Για την περίοδο (Ιούλιος 2025 – Σεπτέμβριος 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)**
  - **Λόγω κυρίως φυσικών και καιρικών φαινομένων**, όπως οι πυρκαγιές, οι σεισμοί, η διακοπή των δρομολογίων των πλοίων λόγω κακοκαιρίας και οι πλημμύρες στην Κεφαλονιά και τη Ζάκυνθο, **παρατηρείται σημαντική κάμψη στη διαδικτυακή φήμη της χώρας το Q3.**
  - Ως εκ τούτου **η Ελλάδα και η Αθήνα κατέλαβαν, στο τρίτο τρίμηνο, τις τελευταίες θέσεις** με 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 — 15 και 16 αντίστοιχα, έναντι 59 της Κροατίας, 37 της Πορτογαλίας, 36 της Ιταλίας και 20 της Ισπανίας. **Υπήρξε όμως αξιοσημείωτη ανάκαμψη τον Σεπτέμβριο, δηλαδή με την λήξη των έντονων καιρικών φαινομένων στη χώρα**, με το NSI της Αθήνας να ανακάμπτει στο 37 και της Ελλάδας στο 34, οριακά χαμηλότερα από την Ιταλία (40), οριακά υψηλότερα από Ισπανία (31), και υψηλότερα από Πορτογαλία (18). Την υψηλότερη βαθμολογία τον Σεπτέμβριο έλαβε η Κροατία (62).
- **Το περιεχόμενο των διαδικτυακών συζητήσεων**
  - Οι συζητήσεις στο διαδίκτυο για τον **πολιτισμό** κυριάρχησαν με 33.089 αναφορές, ενισχύοντας τη θετική εικόνα της Ελλάδας και σημειώνοντας υψηλό σκορ στον Δείκτη NSI (86).
  - Η **φιλοξενία (85)** και η **γαστρονομία (77)** ακολούθησαν ως πηγές θετικών ιστοριών με υψηλές βαθμολογίες.
  - **Στις θετικές ιστορίες περιλαμβάνονται αφηγήσεις που αναδεικνύουν εμβληματικά αξιοθέατα και τοπικές εμπειρίες στην Ελλάδα.** Ειδικότερα, οι διαδικτυακές αφηγήσεις ανέδειξαν την επίσκεψη στην Ακρόπολη σε συνδυασμό με τη ζωντανία της πόλης, τα μοναστήρια των Μετεώρων, τη φυσική ομορφιά της Αστυπάλαιας και της Κεφαλονιάς. Εμπειρίες όπως η συμμετοχή στη συγκομιδή ελιάς στην Πελοπόννησο, η οινογευσία στη Σαντορίνη, η πεζοπορία στο Φαράγγι Ρούβα της Κρήτης, η παρατήρηση θαλάσσιων χελωνών στη Ζάκυνθο και η συμμετοχή σε εθελοντικά προγράμματα παράλληλα με τις διακοπές, ενίσχυσαν την ελκυστικότητα της Ελλάδας για ταξιδιώτες που αναζητούν τοπικές εμπειρίες και σύνδεση με τους κατοίκους.
  - **Οι διαδικτυακές συζητήσεις που επηρεάζουν αρνητικά τη φήμη της Ελλάδας εστιάζουν κυρίως στο περιβάλλον και τα φυσικά φαινόμενα**, με συγκριτικά μικρότερο όγκο αναφορών (10.633) αλλά με το χαμηλότερο σκορ NSI (55). Σε αυτές τις συζητήσεις περιλαμβάνονται θέματα όπως οι πυρκαγιές στην Κρήτη και την Πελοπόννησο, οι καύσωνες που οδήγησαν στο κλείσιμο της Ακρόπολης, οι διακοπές δρομολογίων πλοίων λόγω ανέμων καθώς και οι πλημμύρες σε Ζάκυνθο και Κεφαλονιά. Επιπλέον, εντάσεις μεταξύ Ισραηλινών τουριστών και ντόπιων επηρέασαν περαιτέρω το αρνητικό κλίμα, κρατώντας την προσοχή στραμμένη σε ζητήματα ασφάλειας και περιβάλλοντος.

Period of analysis: July 1st, 2025 - September 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 - κυρίως δημόσιες, αλλά 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 (8,7). Σε σχέση με τις ανταγωνίστριες χώρες, η Ελλάδα διατήρησε την υψηλότερη βαθμολογία εμπειρίας (9,1) έναντι Κροατίας (9,0), Πορτογαλίας (8,8), Ιταλίας (8,8) και Ισπανίας(8,7). Συνολικά, τα αποτελέσματα αναδεικνύουν τη διεθνή ανταγωνιστικότητα της τουριστικής εμπειρίας στην Ελλάδα.**
  - **Ο αριθμός των κριτικών αυξήθηκε σταθερά** αγγίζοντας σχεδόν τις 319.000 κριτικές συνολικά το τρίτο τρίμηνο. Οι μηνιαίες βαθμολογίες παρέμειναν σταθερές μεταξύ 9,0–9,1, αντικατοπτρίζοντας σταθερή ικανοποίηση, ακόμη και κατά την κορύφωση της περιόδου (Q3).
  - **Το επίπεδο ικανοποίησης παρέμεινε υψηλό σε ολόκληρη τη χώρα, καθώς είναι ίσο ή μεγαλύτερο από 9,0 στην πλειονότητα των Περιφερειών.**
  - **Ειδικότερα η κατάταξη των Περιφερειών έχει ως εξής:** Δυτική Μακεδονία (9,6), Δυτική Ελλάδα (9,4), Θεσσαλία (9,4), Αττική (9,2), Ήπειρος (9,2), Στερεά Ελλάδα (9,1), Κυκλάδες (9,1), Πελοπόννησος (9,1), Ιόνια Νησιά (9,1), Κεντρική Μακεδονία (9,1), Δωδεκάνησα (9,0), Ανατολική Μακεδονία και Θράκη (9,0), Κρήτη (8,9), Βόρειο Αιγαίο (8,8).
  - **Η υψηλή ικανοποίηση των επισκεπτών από λιγότερο τουριστικά αναπτυγμένες Περιφέρειες** όπως η Δυτική Μακεδονία και η Δυτική Ελλάδα 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 η Αττική, οι Κυκλάδες, η Κεντρική Μακεδονία και τα Ιόνια Νησιά, **τεκμηριώνει την ικανότητα της χώρας να ανταποκρίνεται με συνέπεια και αξιοπιστία στις προσδοκίες της διεθνούς τουριστικής ζήτησης την υψηλή τουριστική περίοδο.**

Period of analysis: July 1st, 2025 - September 30th, 2025.

# ΚΥΡΙΑ ΣΗΜΕΙΑ

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### • Η τουριστική εμπειρία ανά Περιφέρεια

- **Πολιτισμός:** Η Θεσσαλία και η Δυτική Ελλάδα (και οι δύο με 9,5) σημείωσαν την υψηλότερη ικανοποίηση, ακολουθούμενες από τις Κυκλάδες (9,4) και την Πελοπόννησο (9,2), αναδεικνύοντας την ικανότητα της Ελλάδας να διατηρεί ζωντανές την κληρονομιά και την παράδοση.
- **Εμπειρία στη Θάλασσα:** Η Πελοπόννησος και η Ήπειρος (9,4) προσέφεραν τις καλύτερες εμπειρίες, ενώ το Βόρειο Αιγαίο (8,2) υστέρησε σε αυτή τη διάσταση της τουριστικής εμπειρίας.
- **Γαστρονομία:** Η Δυτική Ελλάδα (9,3), τα Ιόνια Νησιά και η Κρήτη (9,2) βρέθηκαν στην κορυφή της γαστρονομικής ικανοποίησης. Η Δυτική Μακεδονία ξεχώρισε με 9,6, αν και με περιορισμένο όγκο αξιολογήσεων.
- **Φιλοξενία:** Η Δυτική Ελλάδα, η Θεσσαλία και η Αττική (όλες 9,5) επιβεβαίωσαν τη δύναμη της Ελλάδας στην εξυπηρέτηση, ενώ τα Ιόνια Νησιά (9,6) πέτυχαν την υψηλότερη βαθμολογία. Το Βόρειο Αιγαίο (8,5) βελτιώθηκε ελαφρώς, αλλά παρέμεινε κάτω από τον μέσο όρο.
- **Σχέση Ποιότητας -Τιμής:** Η Δυτική Μακεδονία (10,0), η Δυτική Ελλάδα (9,3) και η Στερεά Ελλάδα (9,3) ηγήθηκαν, ενώ στη Ανατολική Μακεδονία και Θράκη (8,2) υπάρχουν περιθώρια βελτίωσης.
- **Βιωσιμότητα:** Η Δυτική Μακεδονία (10,0) και η Δυτική Ελλάδα (9,3) ξεχώρισαν στη θετική στάση απέναντι στα βιώσιμα ταξίδια, με την Ήπειρο (9,1) να ακολουθεί. Αντίθετα, η Θεσσαλία (7,3), η Κρήτη (7,7) και η Στερεά Ελλάδα (7,9) δείχνουν περιορισμένη πρόοδο.
- **Υγιεινή:** Η Δυτική Ελλάδα (9,3), το Βόρειο Αιγαίο (8,7) και η Κεντρική Μακεδονία (8,7) σημείωσαν τις υψηλότερες επιδόσεις. Τα Ιόνια Νησιά (7,1) και η Στερεά Ελλάδα (7,3) υποαπέδωσαν πιθανόν λόγω εποχικής πίεσης.
- **Αξίζει να σημειωθεί ότι η βιωσιμότητα και η υγιεινή καταγράφουν τη μεγαλύτερη διακύμανση μεταξύ των Περιφερειών.** 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 ευαίσθητοποιημένες γενιές ταξιδιωτών. Ιδιαίτερη σημασία έχει το ζήτημα της περιβαλλοντικής πιστοποίησης των ξενοδοχείων, καθώς 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/> ).

Period of analysis: July 1st, 2025 - September 30th, 2025.

# ΚΥΡΙΑ ΣΗΜΕΙΑ

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- **Αξιολόγηση της εμπειρίας ανά αγορά**
  - **Το top-5 των αγορών** -που συνεισέφερε το 53,1% των τουριστικών εσόδων το 2024 και το 52,3% κατά το πρώτο οκτάμηνο του 2025 — **αξιολόγησε την εμπειρία στην Ελλάδα με ιδιαίτερα υψηλές βαθμολογίες:** Ηνωμένες Πολιτείες 9,4, Ηνωμένο Βασίλειο 9,0, Γερμανία 8,7, Γαλλία 8,5 και Ιταλία 8,4.

Period of analysis: July 1st, 2025 - September 30th, 2025.



# Key Sentiment Indexes

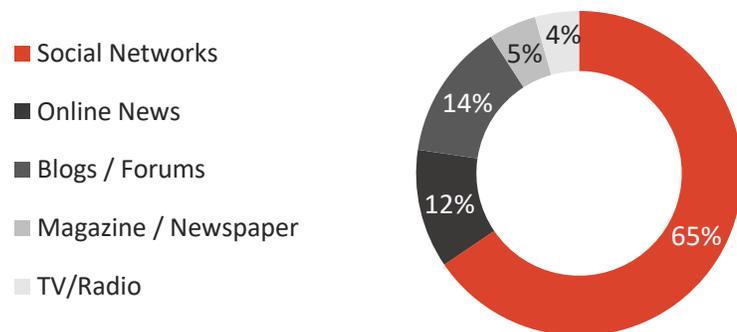
GREECE'S ONLINE SOCIAL REPUTATION

# 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 July 2025 to September 2025, **Greece was mentioned 335.3k in social conversations** in relation to travel, generating **8.5M engagements**, shared by **81.9K unique authors** from **200+ countries**.



# Key Sentiment Trends

SUMMARY FOR Q3 2025

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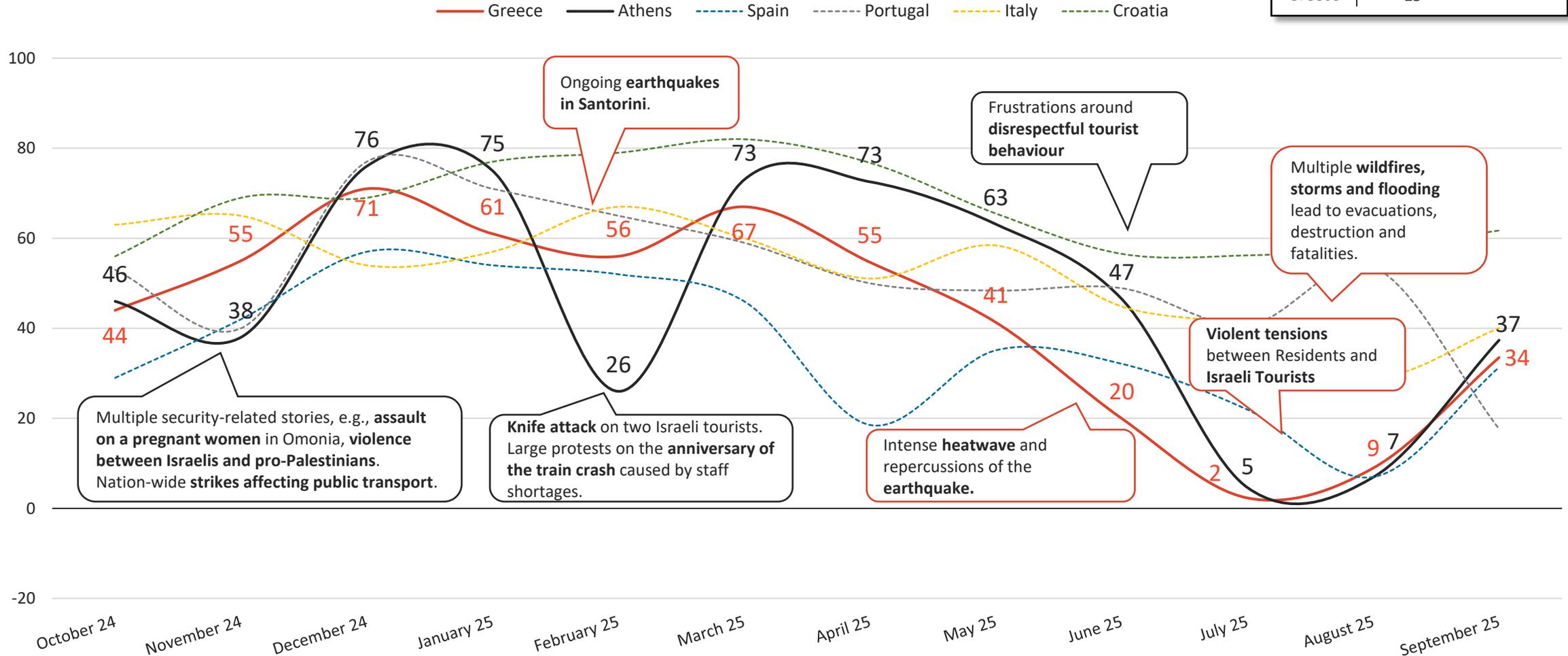
- In Q3 2025, Greece's **Net Sentiment Index fell sharply to 15**, placing it last among benchmarked destinations, while **Athens trailed slightly higher at 16**. The quarter was defined by instability, with sentiment dropping in response to **extreme weather events, travel disruptions, and social tensions**.
- Despite a difficult quarter, **Greece's cultural narrative remained its strongest reputational asset**, capturing the highest share of online attention while achieving a sentiment score of 86. Online stories **celebrating cultural sites and authentic local identity** continue to shape Greece's image as a destination rich in meaning and atmosphere. Hospitality also retained strong emotional appeal, reflecting continued **appreciation for service quality and warm local interactions**, although it represented a smaller share of discussions. **Gastronomy also contributed strongly** to positive sentiment online, reaching a score of 77, as travellers talked fondly about **regional cuisine, local ingredients, coastal dining and wine tasting experiences**. In contrast, **environmental topics reflected growing concerns**, with lower sentiment linked to persistent reports of wildfires, heatwaves, and severe storms affecting residential communities and travel conditions.
- Specifically, online narratives spotlighted the **Acropolis, Meteora's monasteries, Astypalaia's tranquil charm, and Kefalonia's striking turquoise bays**. Immersive experiences such as **olive picking in the Peloponnese, hiking through Crete's Rouvas Gorge, sea turtle spotting in Zakynthos, and volunteering with local animals** reinforced the destination's appeal for travellers seeking authenticity and connection.
- Yet these positive stories were partly overshadowed by **crisis-driven coverage**, including **wildfires across Crete and the Peloponnese, extreme heat forcing the closure of the Acropolis, ferry disruptions caused by 88 km/h winds, and flooding in Zakynthos and Kefalonia**. These climate related incidents caused evacuations, fatalities, and major transport delays. Additional unrest surrounding **clashes between Israeli tourists and locals** further shaped negative sentiment, keeping attention fixed on safety and climate concerns.

Period of analysis: July 1st, 2025 - September 30th, 2025.

# Net Sentiment Index

TRENDS FOR GREECE'S ONLINE REPUTATION

NSI Q3 2025	
Croatia	59
Portugal	37
Italy	36
Spain	20
Athens	16
Greece	15

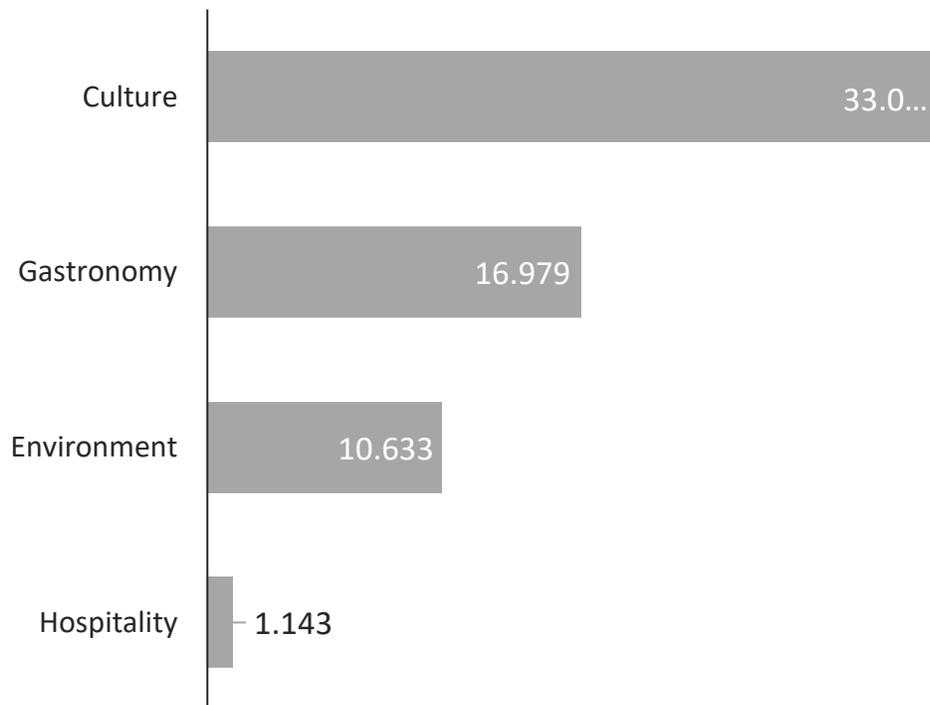


# Reputation Topics

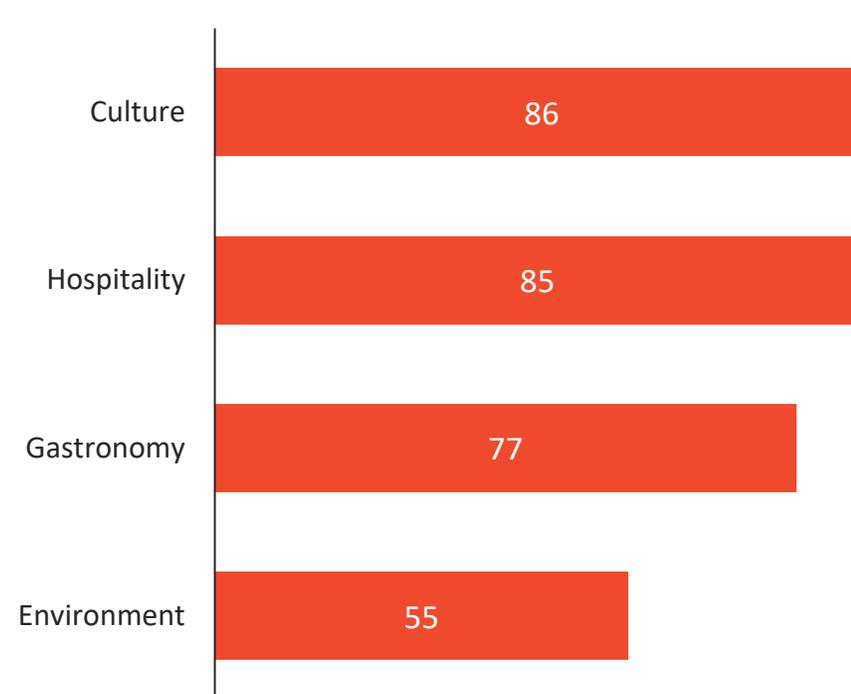
## TRENDS FOR GREECE'S ONLINE REPUTATION

Similarly to last quarter, **culture continued to shape Greece's online reputation**, attracting the highest attention with over 33,000 mentions - well ahead of other themes – and maintaining a **strong sentiment score of 86**. **Hospitality ranked second** in sentiment at 85, reflecting **consistent appreciation for the country's service quality**, though it remained the **least discussed** topic overall. **Gastronomy sustained positive attention** with a sentiment of 77, supported by lively interest in island dining, local ingredients, and wine-tasting experiences. Meanwhile, **environment-related discussions remained the most polarized**, reaching a net sentiment score of 55 amid ongoing climate issues.

### Volume of Social Conversations



### Net Sentiment Index



Period of analysis: July 1st, 2025 - September 30th, 2025.

# Positive Sentiment Drivers

## STORIES FUELING GREECE'S SOCIAL REPUTATION

Greece captivated travellers with its mix of coastal beauty and cultural richness. **Athens blended ancient grandeur with vibrant local life**, where historic sites and late-night gyros in Omonia showcased the city's rhythm. Across the islands, **Santorini** stood out for **infinity pools**, while **Skiathos and Astypalaia** reflected the unhurried charm of **traditional island life**. **Crete's Rouvas Gorge** showcased **Greece's natural charm** through rugged hiking paths. Experiences such as **cliff jumping in Ammoudi Bay**, **sea turtle spotting in Zakynthos** or **olive picking in the Peloponnese** highlighted a connection that keeps visitors returning year after year.

### Examples of reputation drivers

- Greece ranks among the top choices for Canadian travellers in 2025, attracting those seeking sun, flavour, and cultural depth within Europe.
- Greece keeps travellers coming back for its warm hospitality, turquoise waters, and laid-back rhythm, a timeless destination that inspires the eye to keep exploring.
- Athens is a city where history and culture are ever-present, from the Acropolis and ancient landmarks, to lively neighbourhoods that reflect its enduring legacy.
- Experiencing Athen's everyday local life, from metro rides to the best late-night gyros in Omonia.
- Santorini's cliffside pools offer a touch of luxury with sweeping caldera views, where infinity edges blend seamlessly into the Aegean horizon.
- Skiathos captures the serene rhythm of Greek summer in whitewashed villages, with days that drift between sailing, swimming, and seaside dining.
- Astypalaia charms visitors with its whitewashed Chora, and tranquil beaches, offering a blend of traditional island life and peaceful evenings by the sea.
- Myrtos Beach in Kefalonia stuns visitors with its neon-blue waters, offering a raw, unspoiled experience along the Ionian coast and breathtaking views.
- Ammoudi Bay rewards those who brave its 300 steps with crystal-clear waters perfect for swimming and cliff jumping.
- Santorini offers thrilling water sports, from snorkelling and diving around volcanic reefs to windsurfing along its breezy Aegean shores.
- Boat tours in Zakynthos offer the chance to spot sea turtles gliding through turquoise waters, a highlight that turns a beautiful trip into an unforgettable one.
- The Rouvas Gorge in Crete offers a challenging hike through wild landscapes, revealing the island's raw natural beauty and appeal for outdoor adventurers.
- Volunteering in Greece offers travellers the chance to care for local animals while enjoying sun, sea, and island life.
- Explore Meteora's ancient monasteries, where visitors can hike scenic trails and discover one of Greece's most awe-inspiring UNESCO World Heritage sites.
- Wine trails leading that are leading from Fira to Oia, where wineries like Santo, Karamolegos, and Venetsanos serve crisp Assyrtiko and Vinsanto with sweeping caldera views and traditional island flavors.
- Visitors can join the annual olive-harvest in the Peloponnese or Crete and help pick olives and pressing fresh oil, connecting them to Greece's rural traditions.

Period of analysis: July 1st, 2025 - September 30th, 2025.

# Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

**Canadian travellers are avoiding the U.S. with these top destinations**  
 Someone created a post  
 At the same time, Canadian wanderlust is going global. European hotspots like Greece, Portugal and Italy are now top destinations for travellers seeking sun, fashion and cultural richness. July 20, 2025 at 6:02AM

published on 20/07/25 at 12:52 | Give News Edit | Details | www.givens.ca

**michaelkors** shared a carousel  
 "The warmth of the people, the turquoise waters and the laid back vibe...I am always thrilled to return to my beloved Greece! We're always on the move. As Diana Vreeland said, "The eye has to travel!" #Greece

published on 26/08/25 at 01:38 | Instagram | United States | instagram.com

**Athens, Greece: The Cradle of Civilization #travel #greece #athens #acropolis #cityvibes**  
**TRAVEL SIDE** shared a video  
 Athens is known as the birthplace of Western civilization. From the grandeur of the Acropolis, the lively city center, to the charming streets of Plaka, every corner reflects timeless history and culture. #Athens #Greece #Civilization #Acropolis...

published on 23/09/25 at 11:00 | YouTube | Ireland | youtube.com

**First Impressions of Athens, Greece | Is It Worth Visiting?**  
**KSquared** shared a video  
 ...for the first time and give you my thoughts on whether Athens should be on your Greece travel itinerary. Have you been to Athens? What was your first impression of the city? Let me know in the comments! #AthensTravel #AthensGreece #AthensVlog

published on 18/09/25 at 13:01 | YouTube | Canada | youtube.com

**Best View Santorini** @BVVikSantorini shared an image  
 Greece ☀️ Cliffside pools free my soul. 🌊 Feel like peace? 🇬🇷 #Greece #Travel #TravelPhotography #Rpic.com/uboo9FURR

published on 20/08/25 at 14:33 | United States | twitter.com

**beautifuldestinations** shared a reel  
 August in Greece feels like a dream—warm breezes, endless blue horizons, and quiet coves only reached by boat 🌊 August travel inspiration, Skiathos is one of the most underrated spots in Greece. Follow us for more free travel guides and...

published on 20/07/25 at 20:17 | Instagram | United States | instagram.com

**Astypalaia – Europe's Butterfly Island 🦋🇬🇷**  
**EuroChic** shared a video  
 ...and hiking, and travelers seeking unspoiled Greek island charm. #greece #greek #Astypalaia #Europe #travel #tourism #tour #travelersGemsEurope #TravelEurope #VisitEurope #EuropeVibes #ExploreEurope #EuropeVacation #CityViewsEurope #griecherland..

published on 25/08/25 at 15:01 | YouTube | United States | youtube.com

**beautifuldestinations** shared a reel  
 The golden sunsets over Santorini and spending hours on the Aegean Coast were dreamy, but now it's time to pack... travel isn't... Where are you dreaming to next? 🌊 #Greece #Italy #cristenraked\_chills\_around\_travel\_belou8

published on 03/09/25 at 18:50 | Instagram | United States | instagram.com

Period of analysis: July 1st, 2025 - September 30th, 2025.

# Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

**aniriba\_pt** shared a reel  
It looks like he's swimming in Santorini, but this one is real and unedited. Do you know what beach this is? Well, let me tell you... beautiful with a view of the beach. #greece #santorini #greece #travel translated by google

published on 12/07/24 at 13:00 | Instagram | Portugal | Instagram.com

**shrsal\_bafna** shared a reel  
Bucket list item checked off! we swim in the ammuud bay! It is a 45 min trek to get there, so do not go if you're ... #grecya | content guide: ammuud bay, greece travel, #travel

published on 19/07/25 at 18:55 | Instagram | United States | Instagram.com

**lighttravelsfaster** shared a carousel  
The Ultimate Santorini Travel Guide! SAVE this for your trip to Greece or your Greek Cruise! Santorini is famous for... for more Greece tips! #Santorini, Greece #lighttravelsfaster... #lighttravelsfaster #travel #greece #greekislands...

published on 27/08/25 at 07:22 | Instagram | United States | Instagram.com

**costacruiasofficial** shared a reel  
You arrive in Zakynthos and think amazing, but then you see the sea turtles and think WOW! #LikeYouWonder #CostaDeLuzna #holiday #vacay #Mediterranean #Greece #Zakynthos #turquoise

published on 20/09/25 at 14:26 | Instagram | United States | Instagram.com

**Crete Hiking - The Rouvas Gorge in extreme heat**  
**Maria** shared a video  
...for outdoor adventures. Whether you're interested in hiking Greece and its unique culture, or looking for true travel inspiration, this video captures the challenge and beauty of the Rouvas Gorge in the heart of Crete...

published on 23/07/25 at 20:00 | YouTube | Greece | youtube.com

**ur1subspinter** shared a reel  
...thought about volunteering abroad? This way, you can travel and do good at the same time. There are programs in Greece where you can get involved in cat rescue. This way, you're not only helping these furry friends have a better life...

published on 23/07/25 at 19:01 | Instagram | Greece | Instagram.com

**Architecture & Design** shared an image  
Meteora, Greece #Photographer #glistentravel #IG #architecturedesign #architecture #design #travel #photography #tourism #meteora's greece

published on 28/09/25 at 06:30 | Facebook | Greece | Facebook.com

**lighttravelsfaster** shared a carousel  
🍷🍷 SANTORINI WINE TOUR & TASTING GUIDE: Best Wineries + Itinerary 🇬🇷🍷🍷 Looking for the best wineries in Santorini? This ... overlooking the caldera then save this for your Greece trip! 🍷🍷 Morning in Fira Start your day with caldera views & a...

published on 29/08/25 at 06:48 | Instagram | United States | Instagram.com

Period of analysis: July 1st, 2025 - September 30th, 2025.

# Negative Sentiment Drivers

GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

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In Q3 negative narratives focused on **extreme weather and climate related destruction** as well as **rising political tensions**. **Wildfires across multiple regions** forced evacuations and caused fatalities amid 44°C heat, with **foreign offices warning travellers of continued fire risks**. **Powerful winds and storms in early August** disrupted ferries to Mykonos and Paros, **leaving thousands stranded and two tourists dead**. **Flooding in Zakynthos and Kefalonia** brought further travel chaos. **Pro-Palestinian protests** on Syros and **clashes between Israeli tourists and locals** added to instability.

## Examples of reputation drivers

- From late July to mid-August, **Greece battled widespread wildfires** across Attica, the Peloponnese, Corinth, and Crete, prompting **mass evacuations, home losses, and multiple fatalities** amid 44°C heat and strong winds.
- Multiple **European Foreign Offices** warns that **fire risk remains high** across Greece, urging travellers to stay informed and follow local safety alerts.
- **Extreme heat above 40°C forced the Acropolis in Athens** to close midday due to health risks.
- Early **August powerful winds** reaching 88 km/h disrupted travel across Greece, halting ferry routes to Mykonos and Paros and stranding thousands of tourists, **while two Vietnamese visitors died off Milos** after being swept away by violent storms.
- End of September, **severe storms struck western Greece and the Ionian Islands**, particularly Zakynthos and Kefalonia, bringing **heavy rainfall, flooding, and winds** that disrupted flights, closed key roads, and left hundreds of tourists stranded amid widespread travel chaos.
- **Several violent and politically charged clashes and attacks** occurred involving **Israeli tourists and local residents** sympathetic to Palestine.
- Pro-Palestinian protests on Syros **blocked Israeli cruise passengers from disembarking**, forcing a reroute to Cyprus and sparking diplomatic talks.
- In **Rhodes, residents demanded the expulsion of newly arrived Israeli tourists** amid rising local tensions.
- A **two-month-old Finnish baby died in a hotel in Crete** after reportedly being crushed between his sleeping parents, prompting a police investigation into possible neglect during their vacation.

Period of analysis: July 1st, 2025 - September 30th, 2025.

# Illustrative Social Posts

STORIES REFLECTING **NEGATIVE** SENTIMENT

**Forest fire on vacation: What tourists need to know**  
@ss/c3id created a post  
During your trip, stay informed via emails and apps from regional authorities. In Greece, for example, information is sent directly to smartphones. Tour operators also provide on-site support to their package holidaymakers in crisis situations... translated by google

**Heat on vacation: Where is it bearable, where not?**  
Someone created a post  
... Sicily. Tourists should therefore check local weather reports. Greece A visit to the ... first increase. Lycia and tourists are as in Greece - advised to always be aware of the weather and... translated by google

published on 25/07/25 at 17:13 | United States | www.fox.com

**artanebrodler stored a reel**  
Holidays from mom's point of view are not always the same as dad's. And you, who organizes and who drinks the cocktails?? #holidays #greece #carla #tamara #dad #mom #paradise translated by google

**Antifa\_Ultros @ultros\_antifa shared an image**  
After Israeli tourists attacked local residents in Athens, Greece, for wearing t-shirts in support of Palestine, local activists took to the streets to ensure community safety. pic.x.com/NzaT0d3V

**PolMedia @PolMediaOrg shared a video**  
Israelis just lost Greece as holiday destination. Greek ppl say NO to Gaza genocide. pic.x.com/W0Fmy20Gp

published on 24/08/25 at 22:00 | United States | twitter.com

**C @fkgcm shared a video**  
"I am Hamas" @tiktok.com/STERKARDIK a.com/fkcmazig/rtst...  
@HenMazog BREAKING: An Israeli tourist's car was tipped off by an attacker in Greece shouting, "Free Palestine, back Israel, I am Hamas." Ben Shukhan and his wife were initially harassed on the beach but later violently attacked. When Ben intervened to protect his wife, the assailant mutilated his ear. Yet Shukhan was the one arrested as the attacker alleged he...

**GeoRozsignol @GeoRozsignol shared a video**  
An Israeli soldier who was in Greece for vacation was beaten while trying to take the Palestinian flag from youths who were heading to a Gaza protest. pic.x.com/W03SU00tk translated by google

**Antifa\_Ultros @ultros\_antifa shared a video**  
#NOW Hundreds of Israeli tourists were stranded on a cruise ship in Greece, as pro-Palestinian protests at the port prevented them from disembarking. Protesters said they don't want tourists waving Israeli flags in their country. pic.x.com/KPX5amGmK

**Citizen Media @CitizenMediaEE shared a video**  
#RT FLASH | In Greece, residents of the island of Rhodes called for the expulsion of Israeli tourists arriving on the island. Greek police intervened. pic.x.com/U5JgkVW translated by google

**MILENO shared an image**  
A two-month-old baby dies after being crushed between his parents while they were asleep; they were on vacation in Greece. translated by google

published on 22/08/25 at 15:47 | Facebook | Mexico | facebook.com

Period of analysis: July 1st, 2025 - September 30th, 2025.



# Experience Reputation

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

# Ratings & Reviews

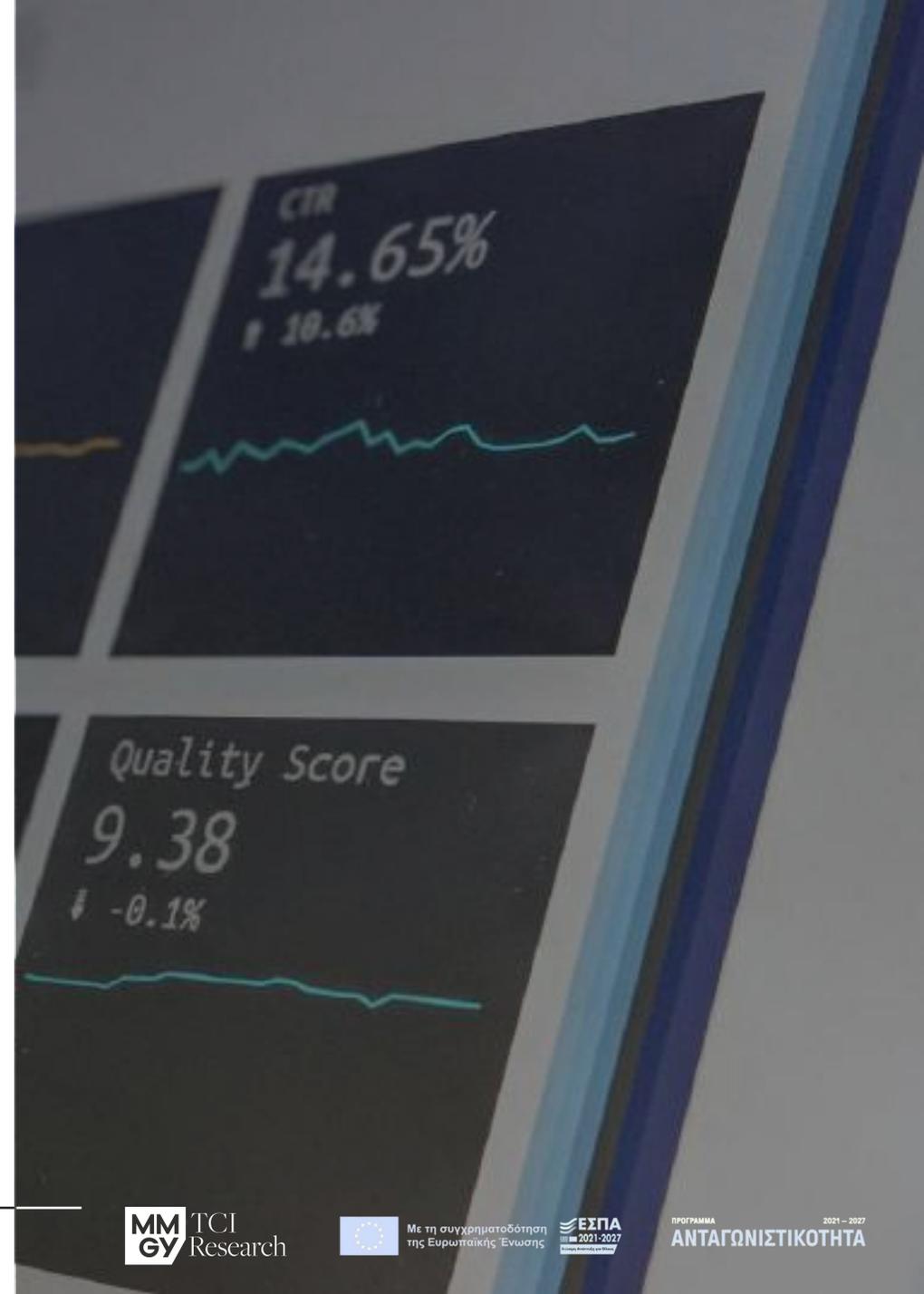
## METHODOLOGICAL OVERVIEW

### 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**<sup>1</sup>, 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 2025, ranging from **July 1<sup>st</sup>, 2025, to September 30<sup>th</sup>, 2025**.

## Reviews Corpus Analysed

Verticals	Reviews Count Greece (01/07/2025 to 30/09/2025)	Reviews Count Benchmark (01/07/2025 to 30/09/2025)
Attractions	195,570	6,676,295
Restaurants	123,438	11,006,753
<b>Total Sample</b>	<b>319,008</b>	<b>17,683,048</b>

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

# Key Visitor Experience Trends

SUMMARY FOR Q3 2025

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## Overall National Performance

- Greece maintained a **strong national rating of 9.1 across more than 319k reviews, outperforming both the European average (8.7) and benchmark destinations such as Portugal (8.8), Italy (8.8), and Spain (8.7). Only Croatia (9.0) came close to matching Greece's overall performance in ratings. Athens ranked ahead of all benchmark countries in Q3** while also leading nationally at 9.2.
- **Performance was driven by Culture (9.2) and Food & Beverage (9.1)**, while Sea (8.9) trailed slightly behind. **Service remained a key differentiator**, with Personnel (9.4) emerging as the highest sentiment dimension, followed by Value for Money (8.8). Conversely, Hygiene (7.9) continued to register as weaker aspects.
- **Monthly national ratings remained consistently high** between 9.0–9.1, despite strong seasonal fluctuations in review volume, which peaked during July–August.

## Regional Highlights

- **Culture:** Thessaly and West Greece (both 9.5) led cultural satisfaction, followed by the Cyclades (9.4) and Peloponnese (9.2), highlighting Greece's balance of heritage and living traditions.
- **Sea:** Peloponnese and Epirus (9.4) offered the best coastal experiences, while North Aegean (8.2) lagged.
- **Food & Beverage:** West Greece (9.3), the Ionian Islands and Crete (9.2) topped culinary satisfaction. West Macedonia excelled (9.6) though based on limited volume.
- **Personnel:** West Greece, Thessaly, and Attica (all 9.5) reinforced Greece's service strength, while the Ionian Islands achieved the highest score (9.6). North Aegean (8.5) improved slightly but stayed below average.
- **Value for Money:** West Macedonia (10.0) and West Greece (9.3) and Central Greece (9.3) led; East Macedonia and Thrace shows the largest gap (8.2).
- **Sustainability:** West Macedonia (10.0) and West Greece (9.3) stood out for sustainable travel sentiment, with Epirus (9.1) closely following. Thessaly (7.3), Crete (7.7) and Central Greece (7.9) reflect limited progress.
- **Hygiene:** West Greece (9.3), North Aegean (8.7), and Central Macedonia (8.7) scored highest. The Ionian Islands (7.1) and Central Greece (7.3) underperformed, reflecting seasonal strain.

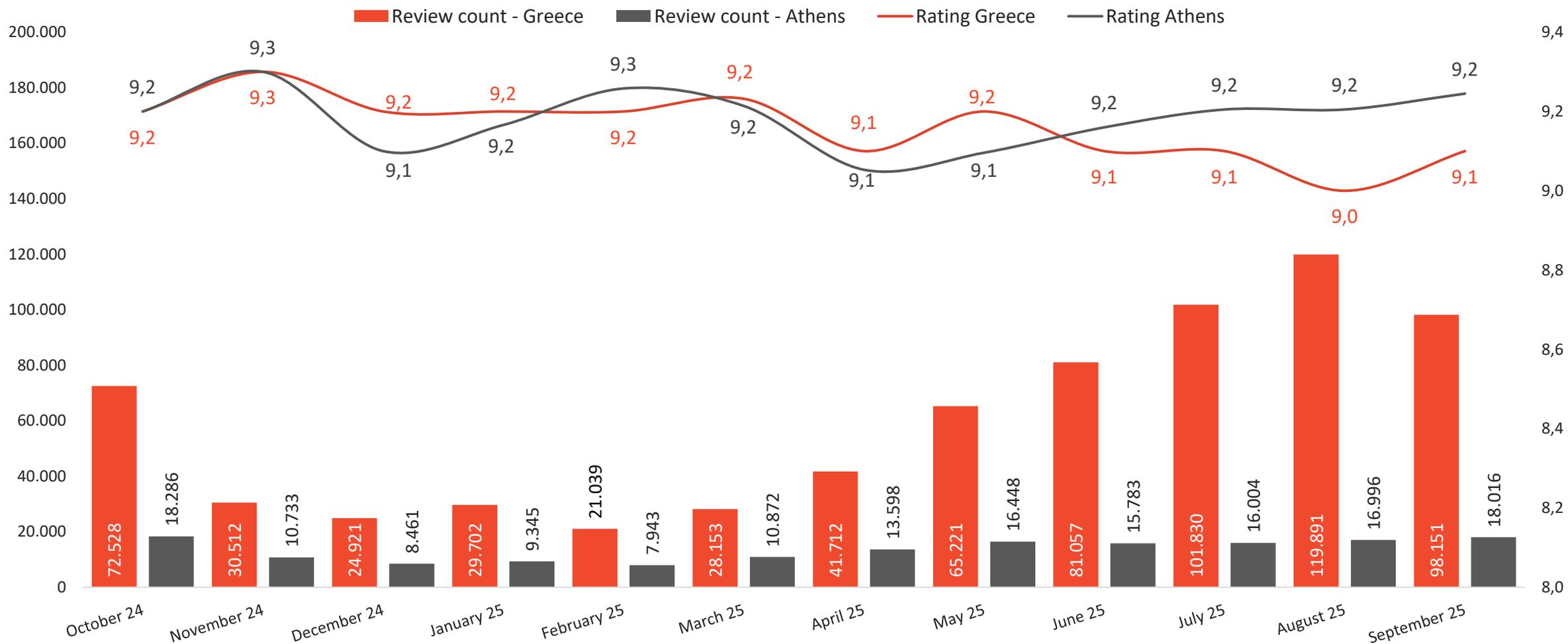
## Market Affinity

- By market, **the United States (9.4)** remained Greece's most satisfied visitor base, reflecting consistently high perceptions of service and overall value. Domestic travellers rated experiences comparatively lower (**8.5 national**), suggesting a potential satisfaction gap between international and Greek visitors.

Period of analysis: July 1st, 2025 - September 30th, 2025.

# Overall Experience Reputation

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

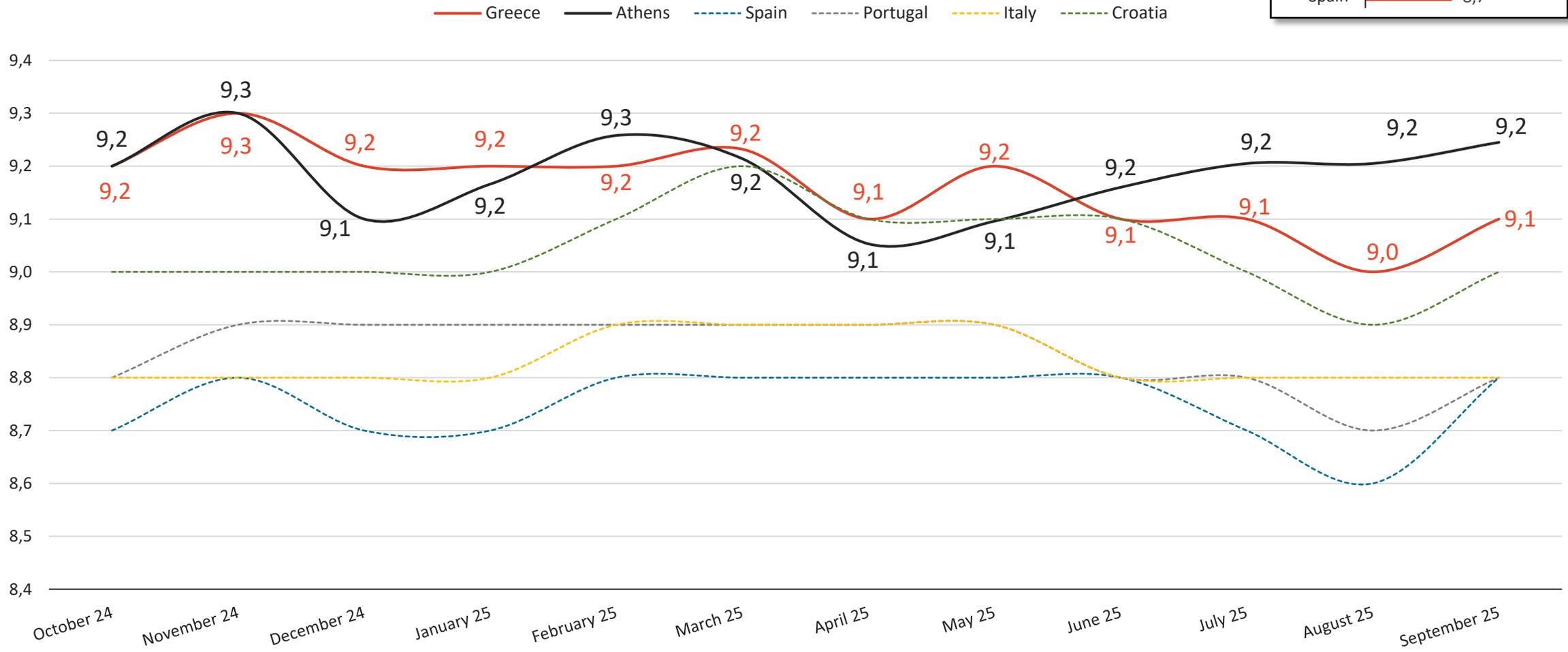


Note: Data presented here stems from numerical ratings.

# Overall Experience Reputation

OVERALL RATINGS VS. SELECTED BENCHMARK COUNTRIES

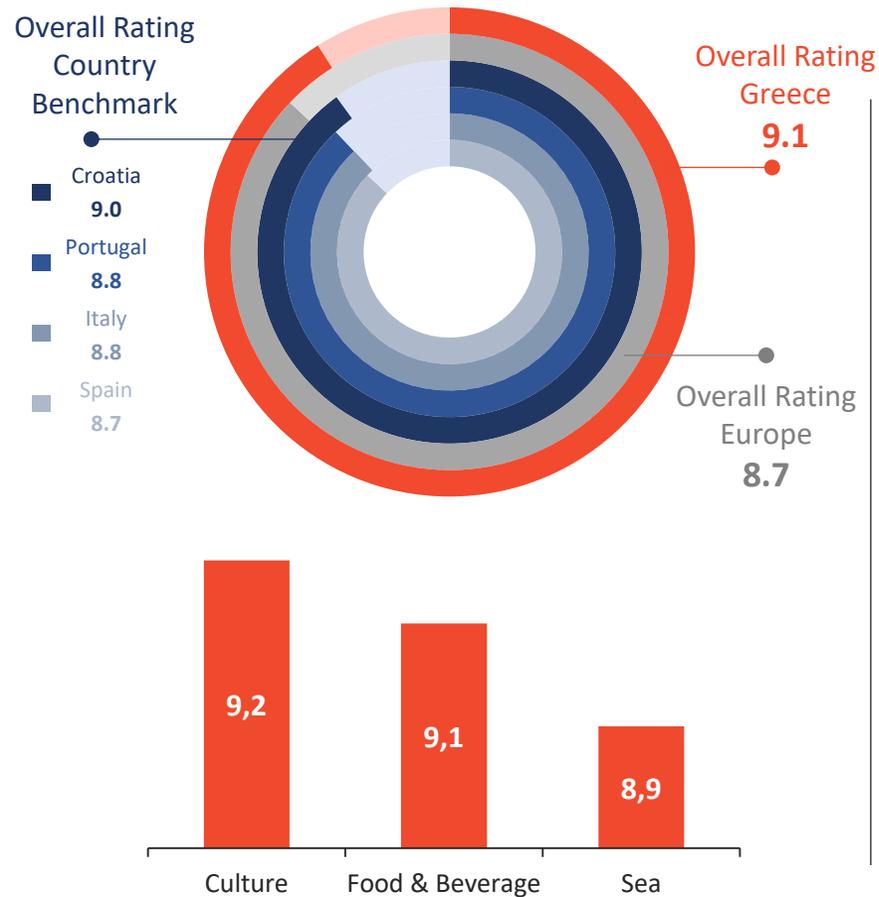
Average Rating Q3 2025	
Athens	9,2
Greece	9,1
Croatia	9,0
Portugal	8,8
Italy	8,8
Spain	8,7



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, 2025 - September 30th, 2025. **Review Count:** 319,872

## Sentiment Scores



**Note:** Data presented here stems from written reviews.



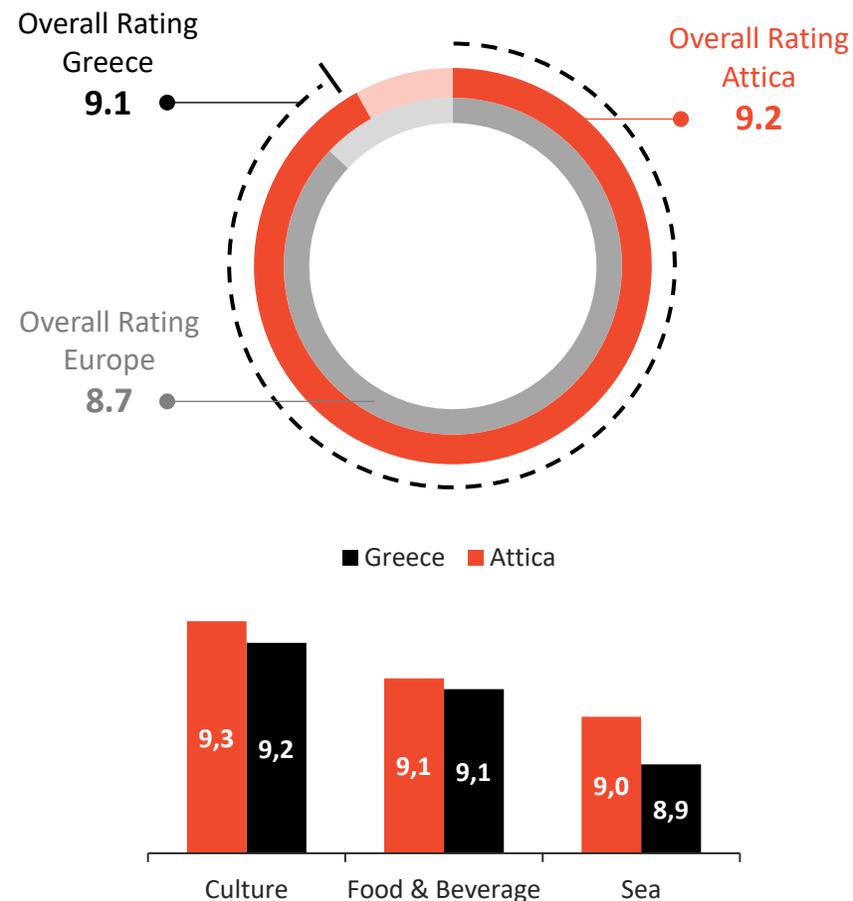
## Rating per Market

Market	Rating	Review Volume
United States	9.4	5,185
United Kingdom	9.0	6,505
Germany	8.7	2,574
France	8.5	3,459
Italy	8.4	4,645
<b>Greece</b>	<b>8.5</b>	<b>1,308</b>

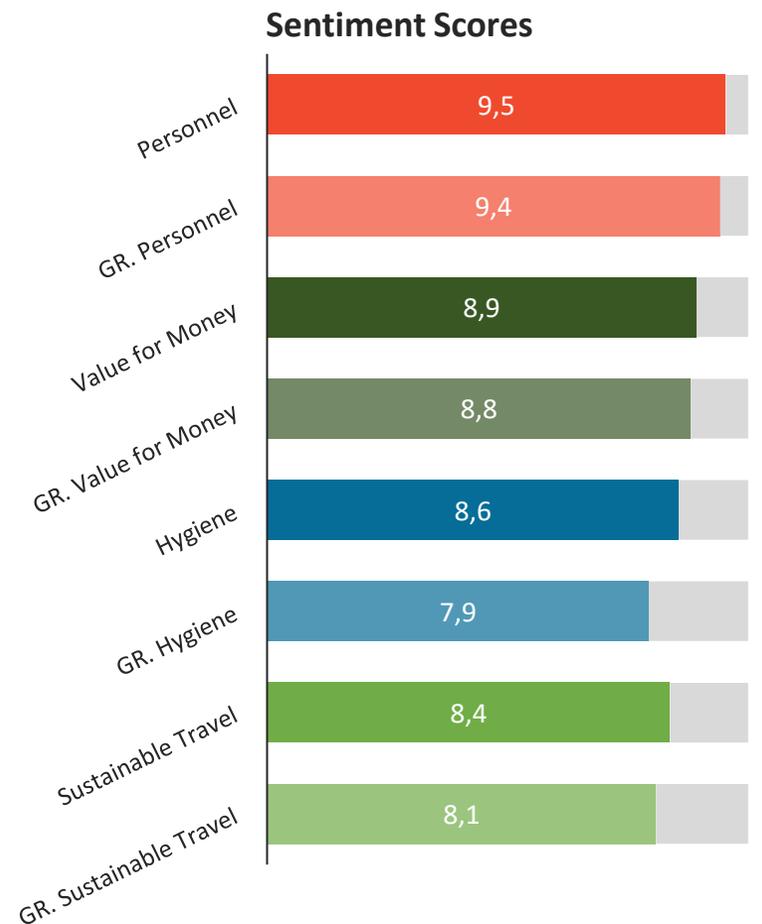
**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

# Attica

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA



**Note:** Data presented here stems from numerical ratings.



**Note:** Data presented here stems from written reviews.



## Rating per Market

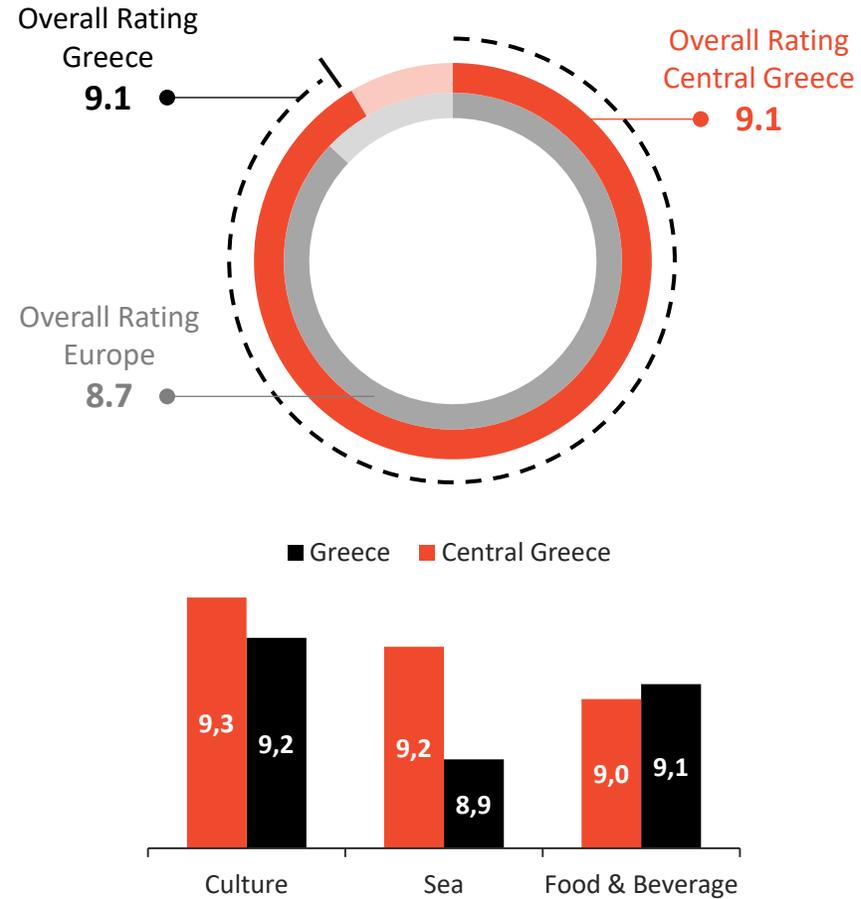
Market	Rating	Review Volume
United States	9.4	3,346
Australia	9.3	1,029
United Kingdom	9.3	1,508
Canada	9.2	974
France	8.2	851
<b>Greece</b>	<b>8.5</b>	<b>143</b>

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

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 63,759

# Central Greece

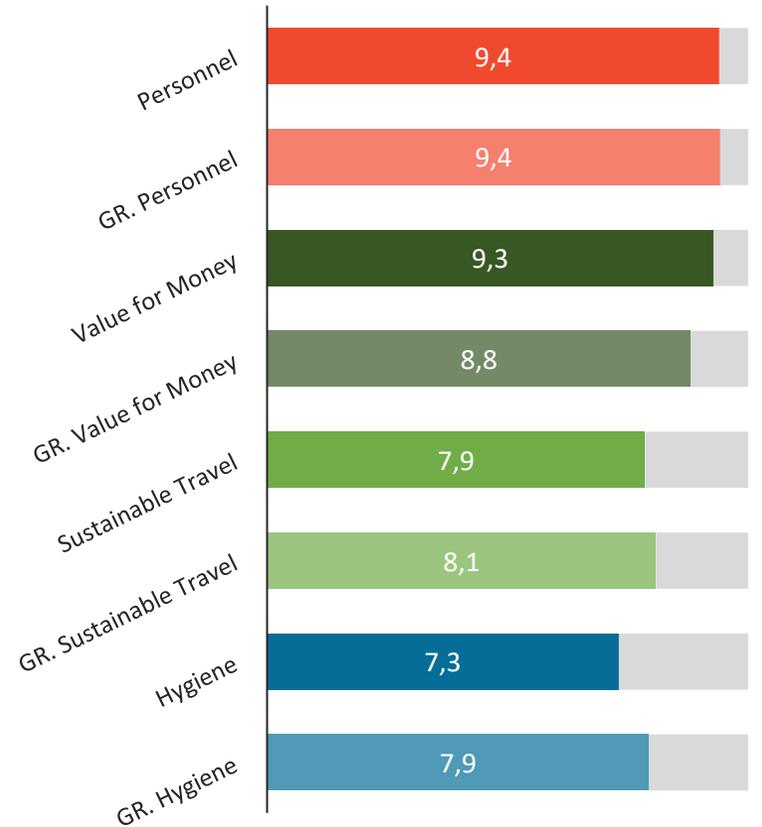
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



**Note:** Data presented here stems from numerical ratings.

**Period of analysis:** July 1st, 2025 - September 30th, 2025. **Review Count:** 2,981

## 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.



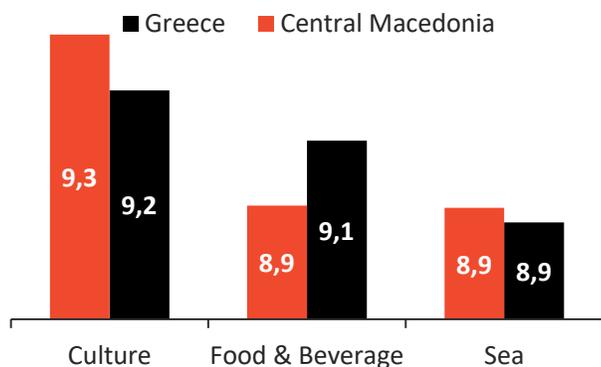
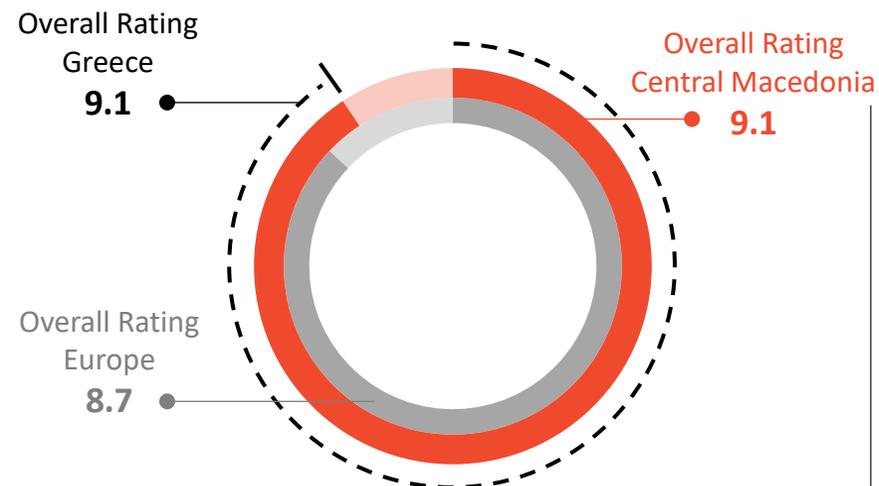
## Rating per Market

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

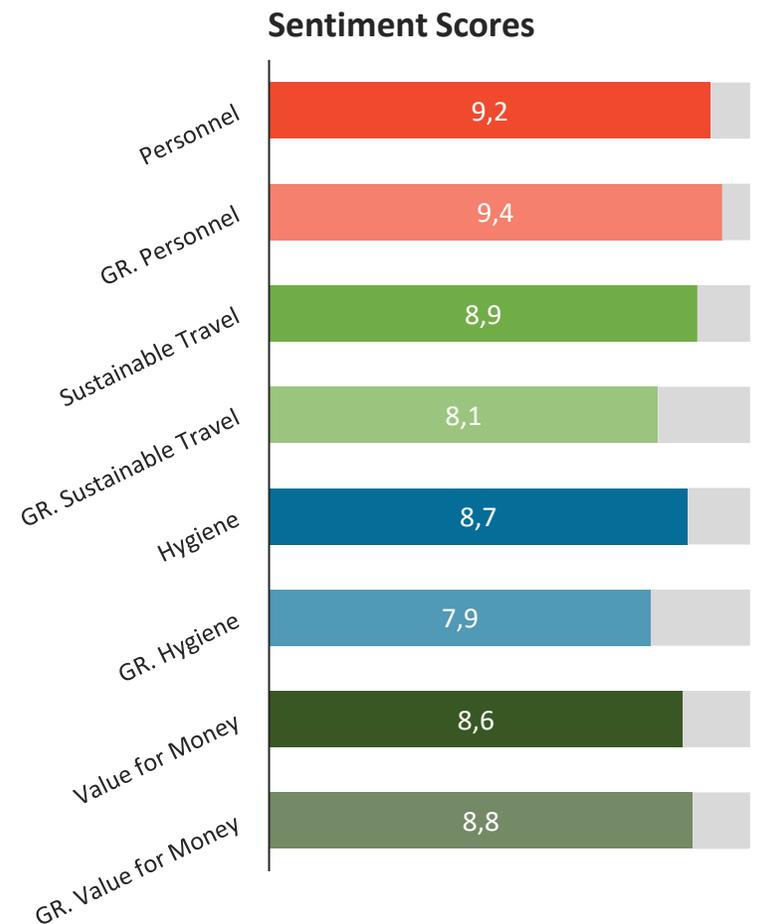
**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

# 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

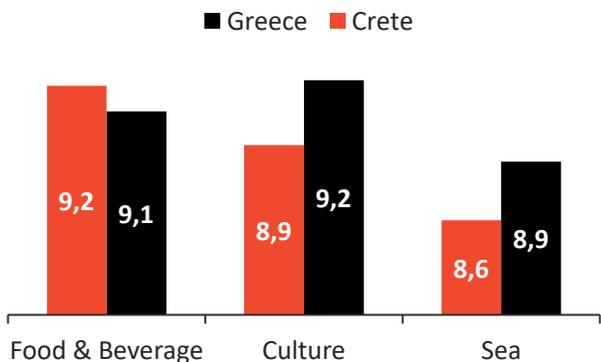
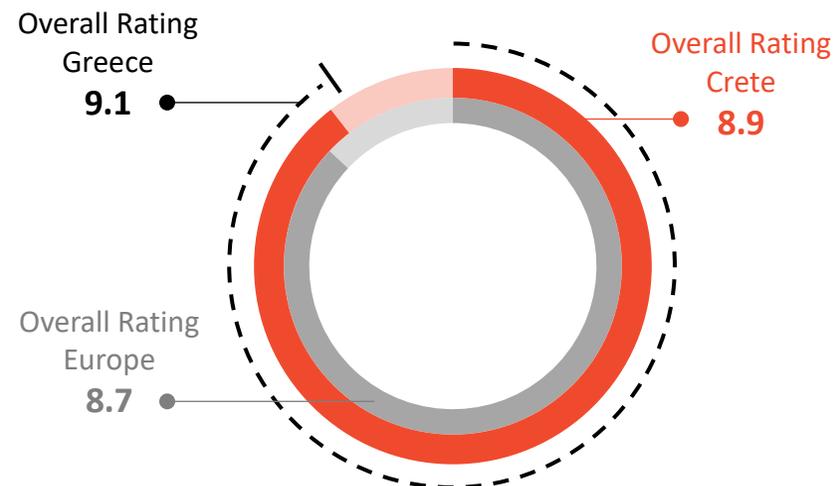
Market	Rating	Review Volume
Bulgaria	9.4	133
United Kingdom	9.2	260
Romania	9.1	226
Germany	9.0	215
Turkey	8.6	144
<b>Greece</b>	<b>8.6</b>	<b>171</b>

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

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 39,229

# Crete

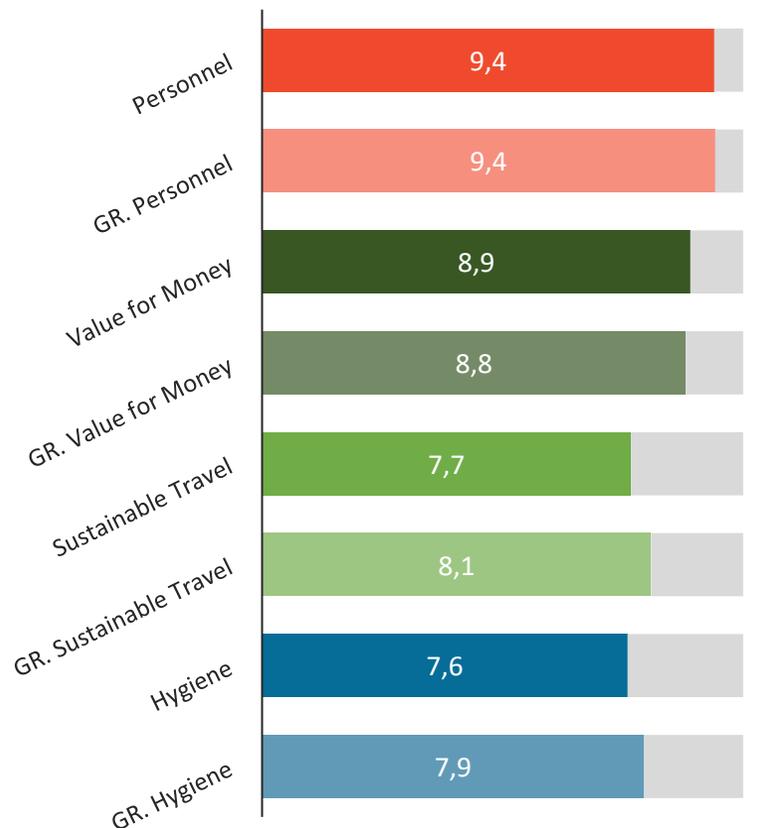
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 65,596

## Sentiment Scores



Note: Data presented here stems from written reviews.



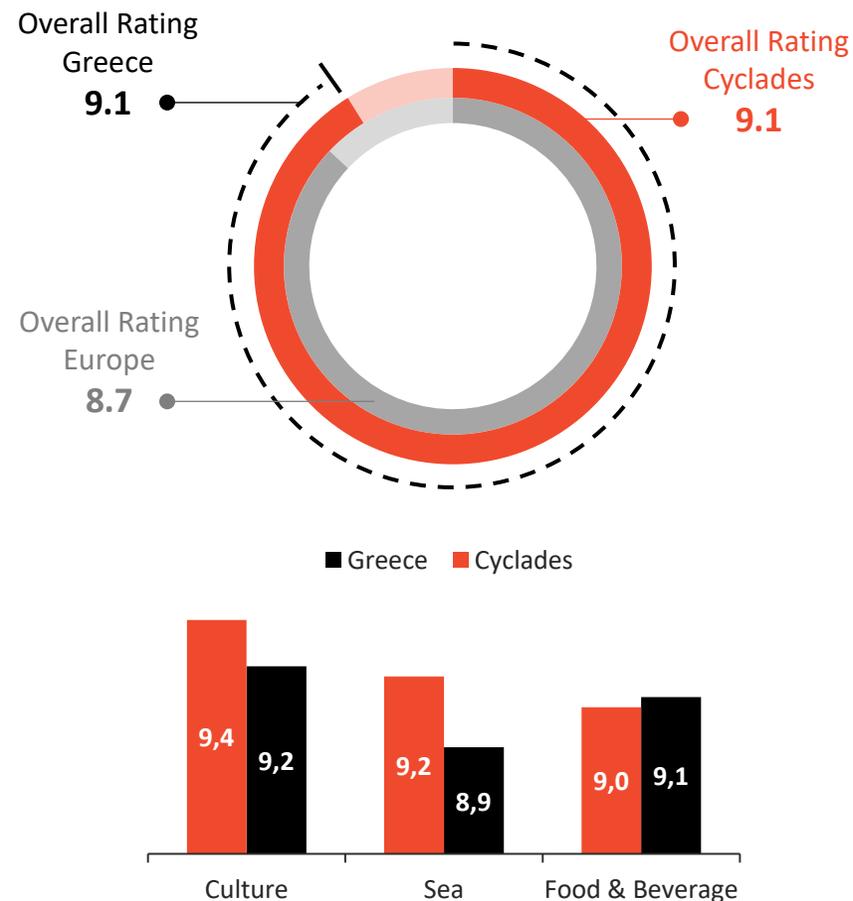
## Rating per Market

Market	Rating	Review Volume
United States	9.4	226
United Kingdom	8.8	890
France	8.4	1,180
Italy	8.3	1,254
Germany	8.2	469
<b>Greece</b>	<b>7.7</b>	<b>278</b>

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

# Cyclades

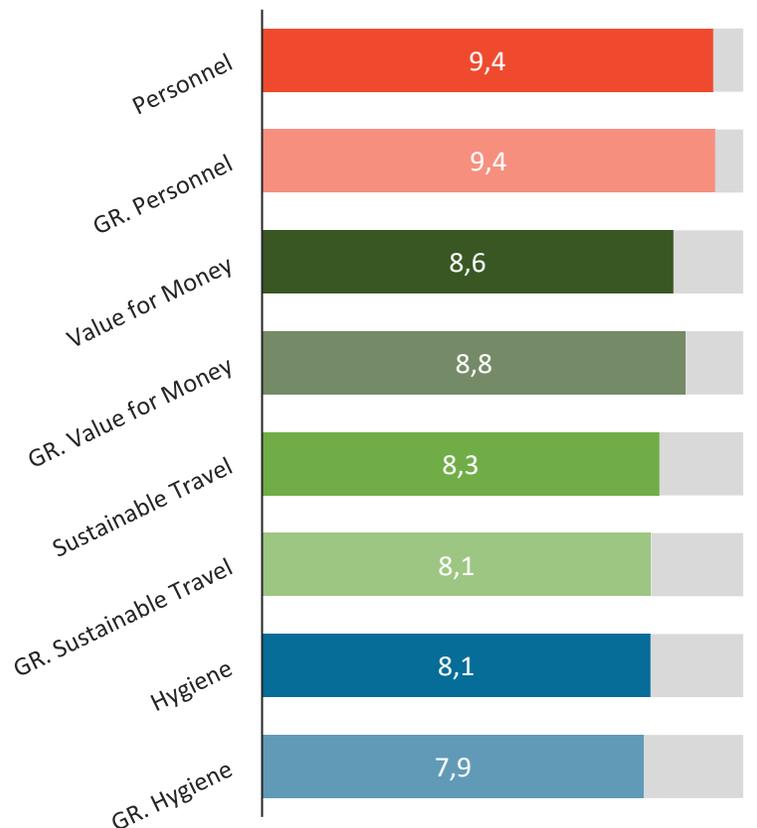
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 28,236

## Sentiment Scores



Note: Data presented here stems from written reviews.



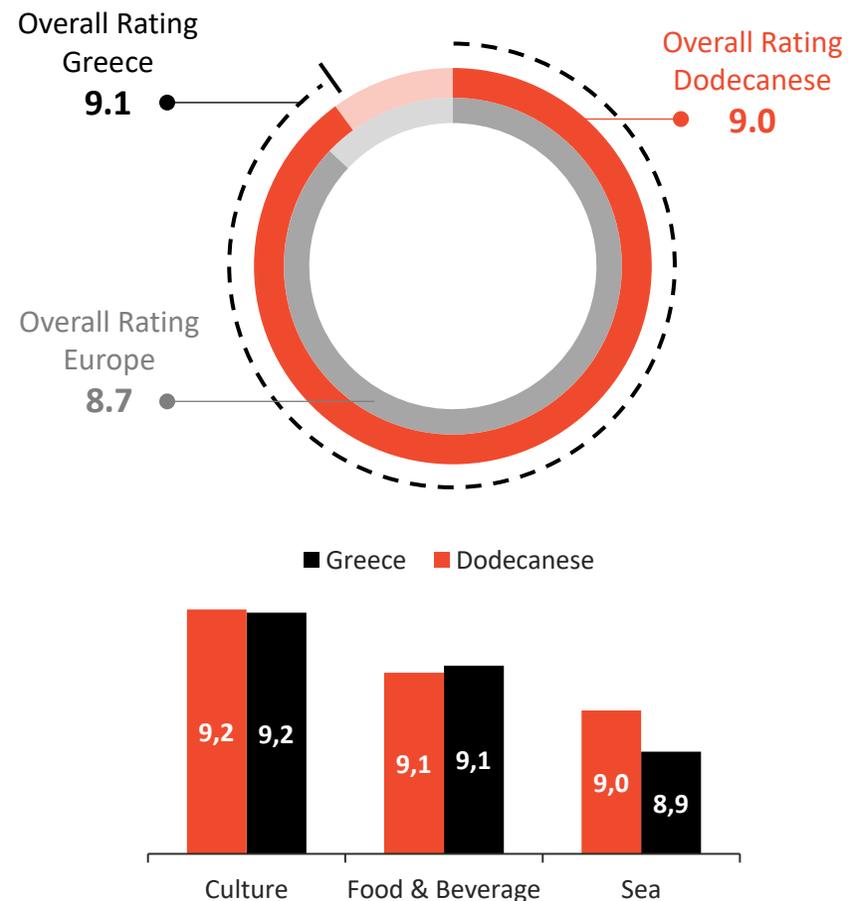
## Rating per Market

Market	Rating	Review Volume
Australia	9.5	344
United States	9.2	985
United Kingdom	9.2	787
France	8.9	518
Italy	8.8	903
<b>Greece</b>	<b>9.2</b>	<b>144</b>

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

# Dodecanese

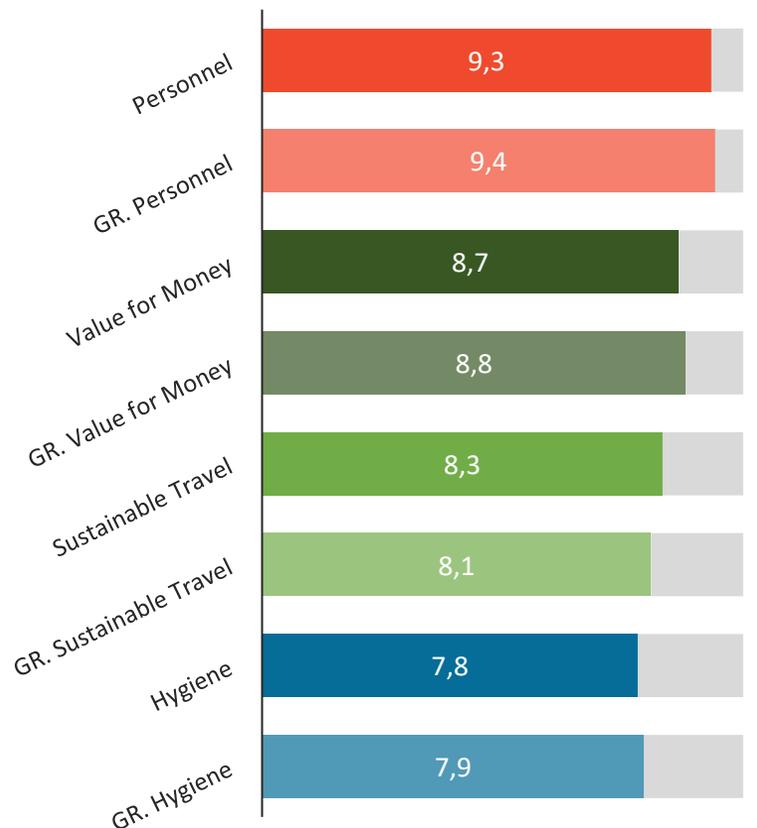
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 48,755

## Sentiment Scores



Note: Data presented here stems from written reviews.



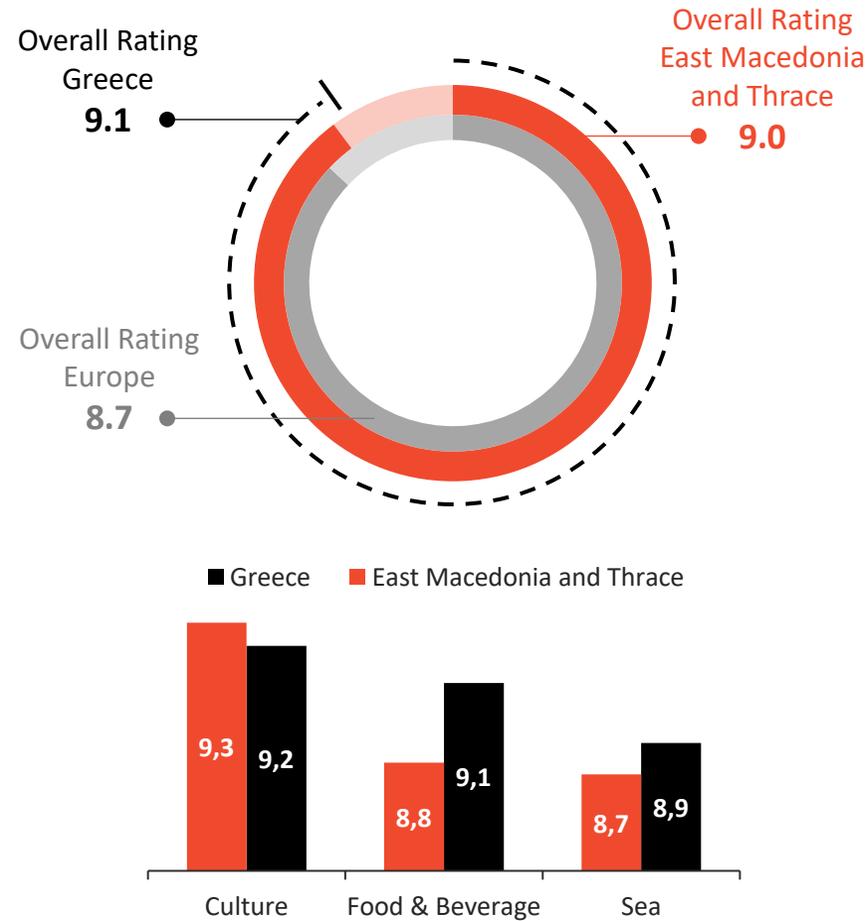
## Rating per Market

Market	Rating	Review Volume
United Kingdom	8.9	1,529
Germany	8.9	654
The Netherlands	8.7	399
France	8.6	368
Italy	8.3	614
<b>Greece</b>	<b>8.8</b>	<b>145</b>

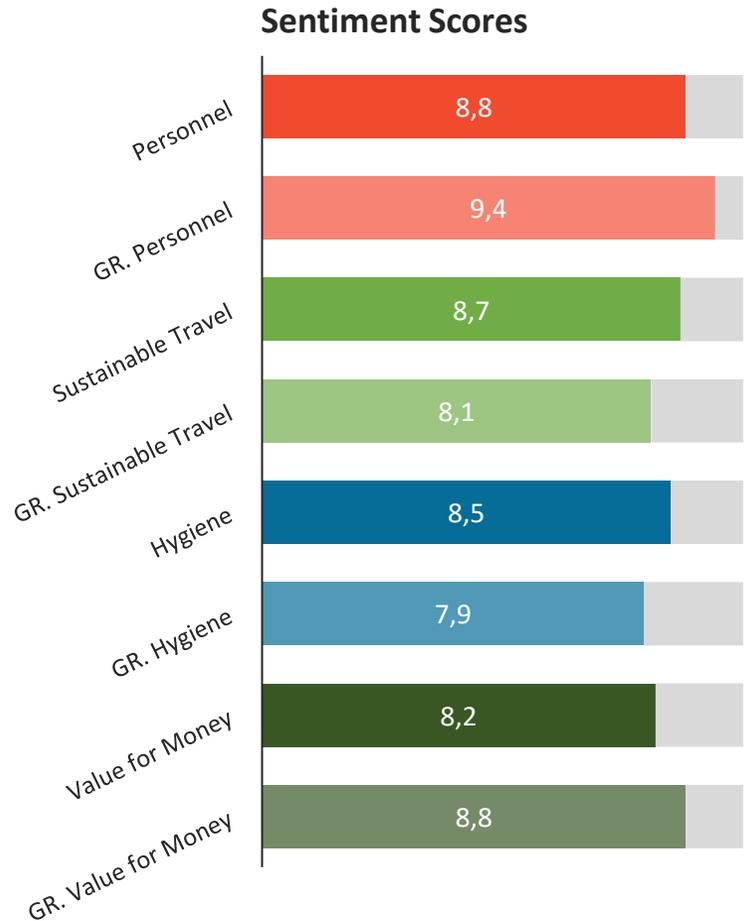
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

# East Macedonia and Thrace

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



**Note:** Data presented here stems from numerical ratings.



**Note:** Data presented here stems from written reviews.



## Rating per Market

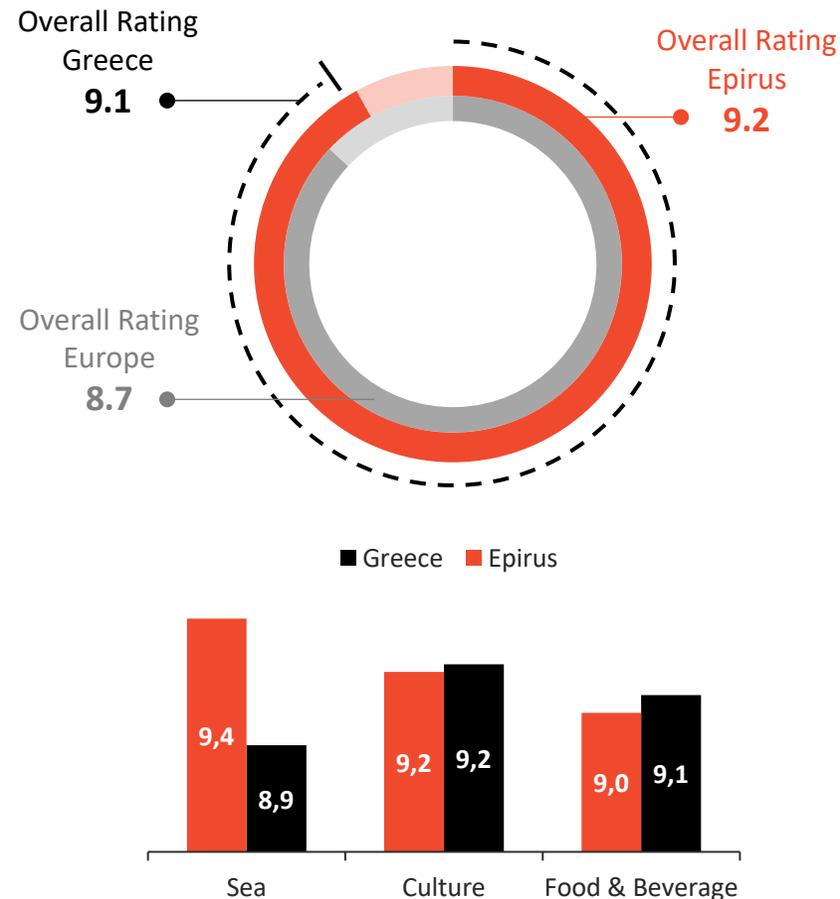
**Note:** Data on reviews per market was not sufficient for analysis.

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

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 6,683

# Epirus

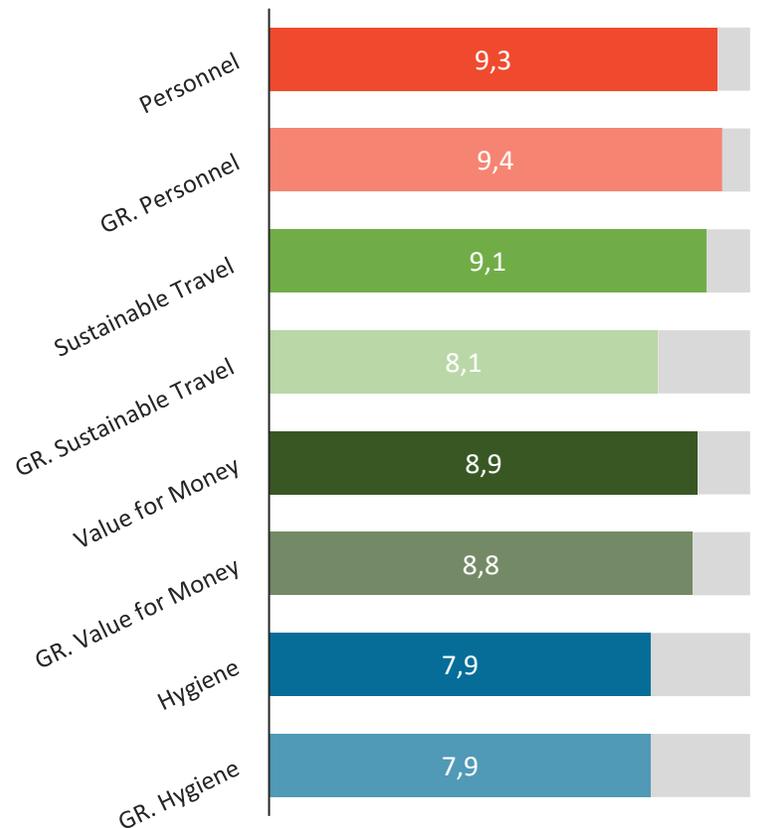
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 3,752

## Sentiment Scores



Note: Data presented here stems from written reviews.



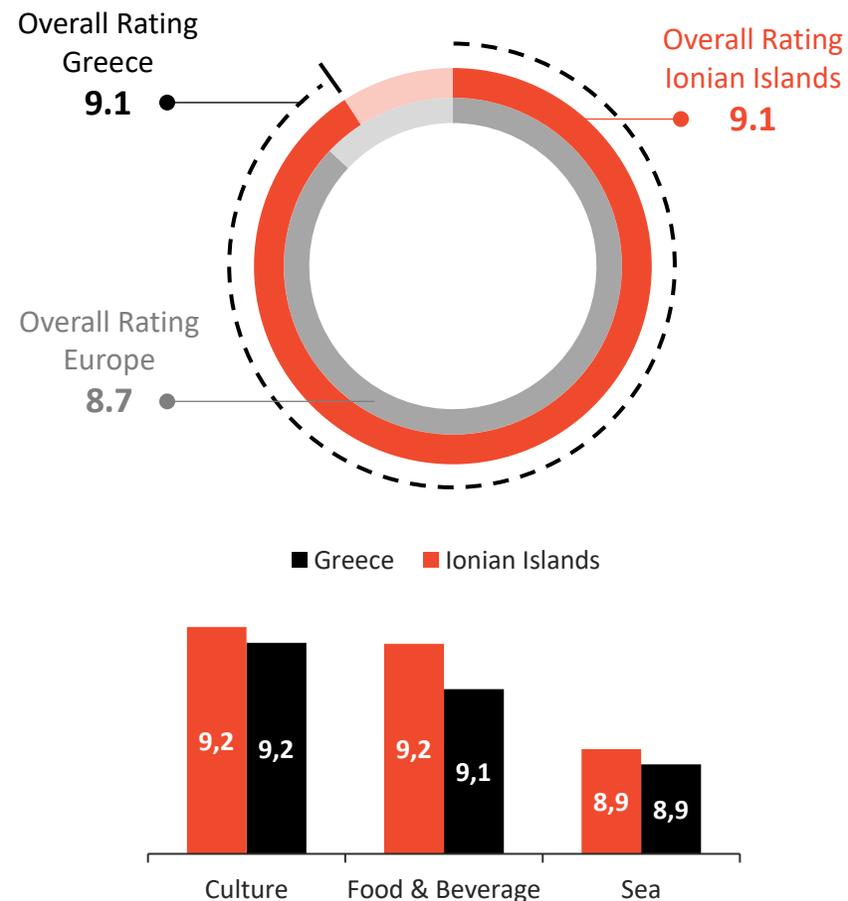
## Rating per Market

Market	Rating	Review Volume
Canada	9.9	30
Australia	9.9	84
France	9.8	30
United States	9.8	51
United Kingdom	9.1	49
<b>Greece</b>	<b>8.7</b>	<b>46</b>

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

# Ionian Islands

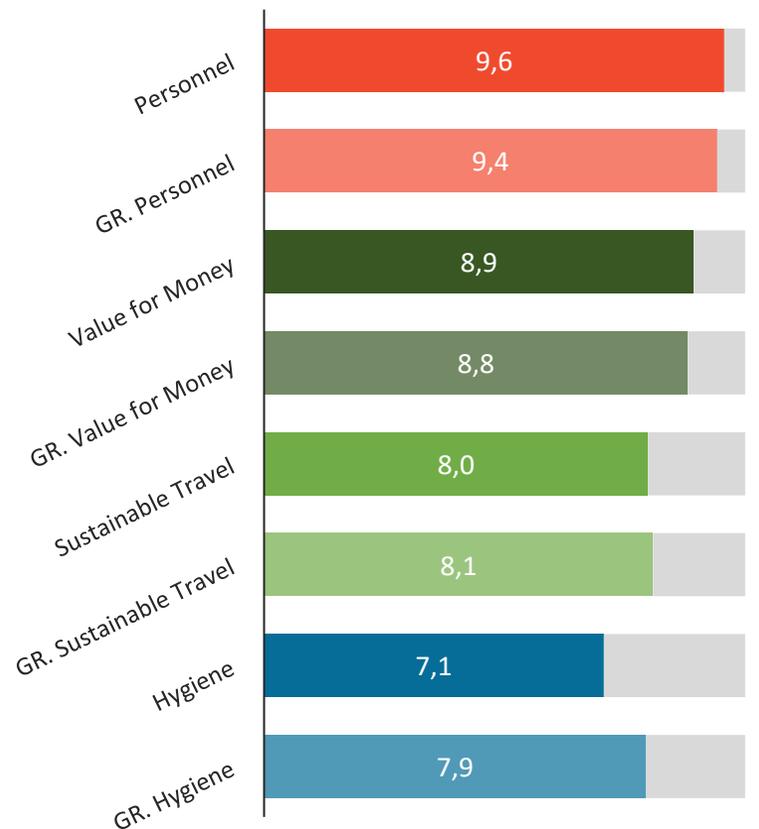
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 33,022

## Sentiment Scores



Note: Data presented here stems from written reviews.



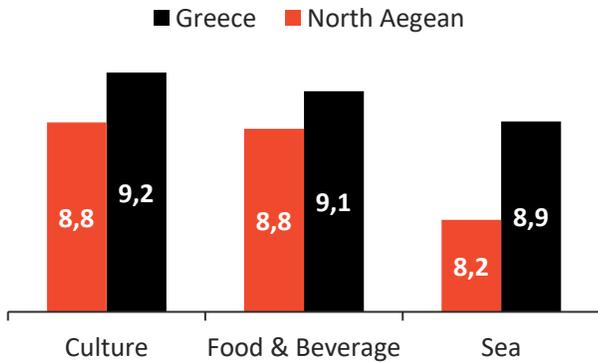
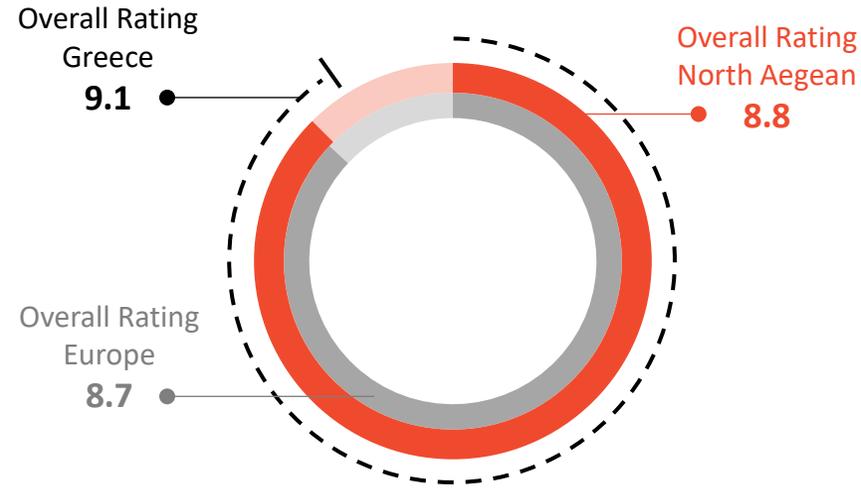
## Rating per Market

Market	Rating	Review Volume
United Kingdom	9.0	1,129
The Netherlands	8.7	215
Italy	8.4	656
Germany	8.4	225
France	8.3	212
<b>Greece</b>	<b>8.7</b>	<b>155</b>

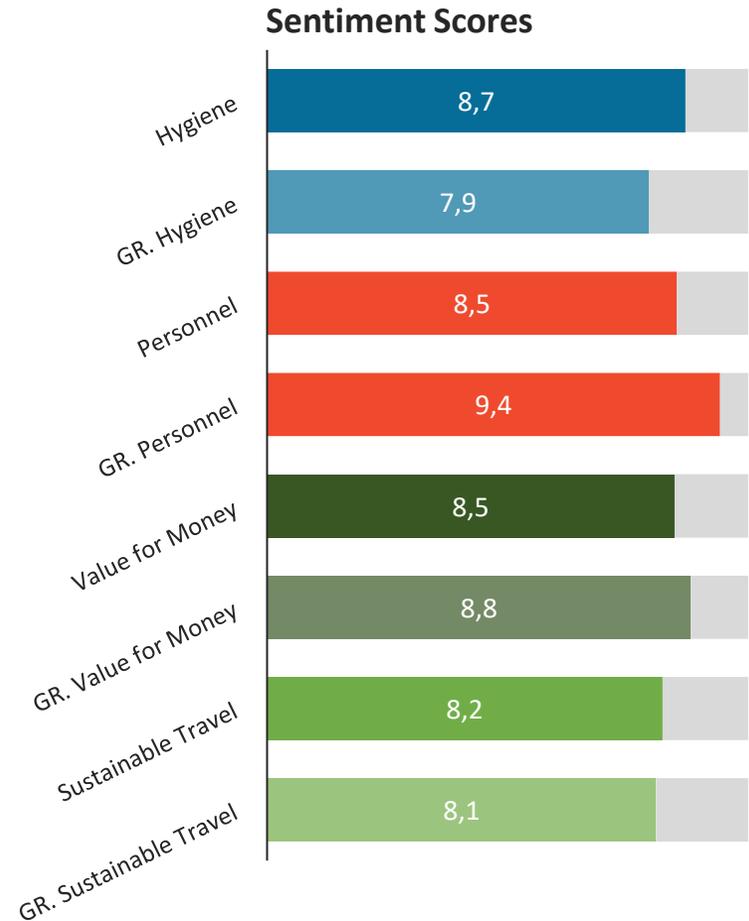
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

# North Aegean

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



Note: Data presented here stems from numerical ratings.



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

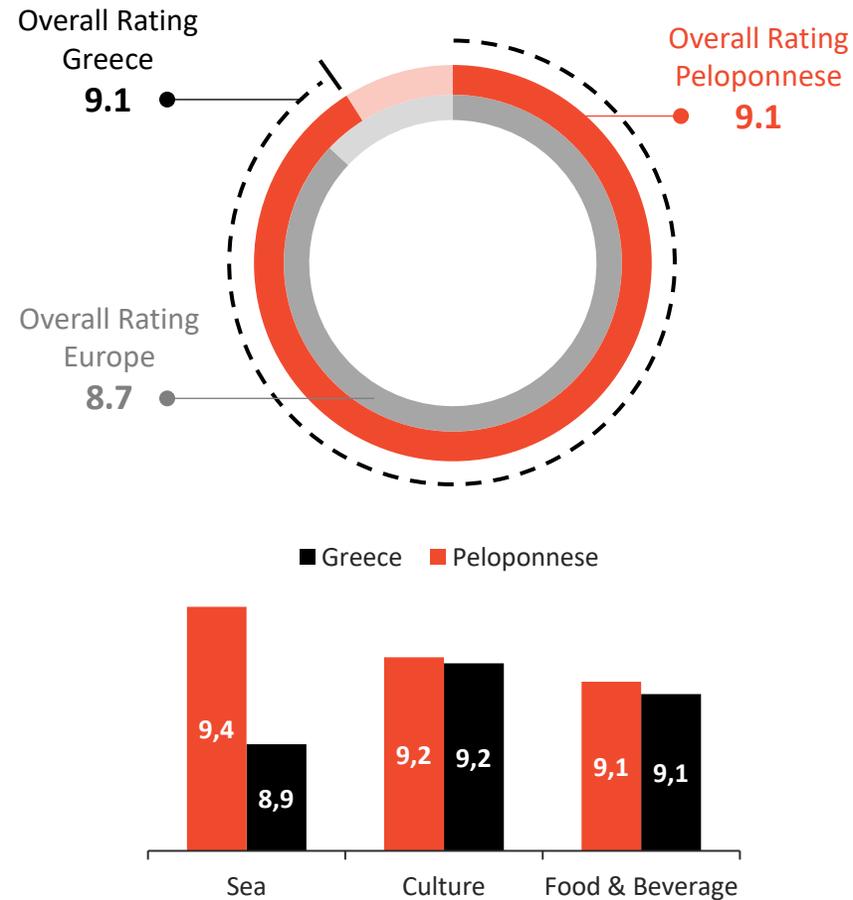
Note: Data on reviews per market was not sufficient for analysis.

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

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 4,140

# Peloponnese

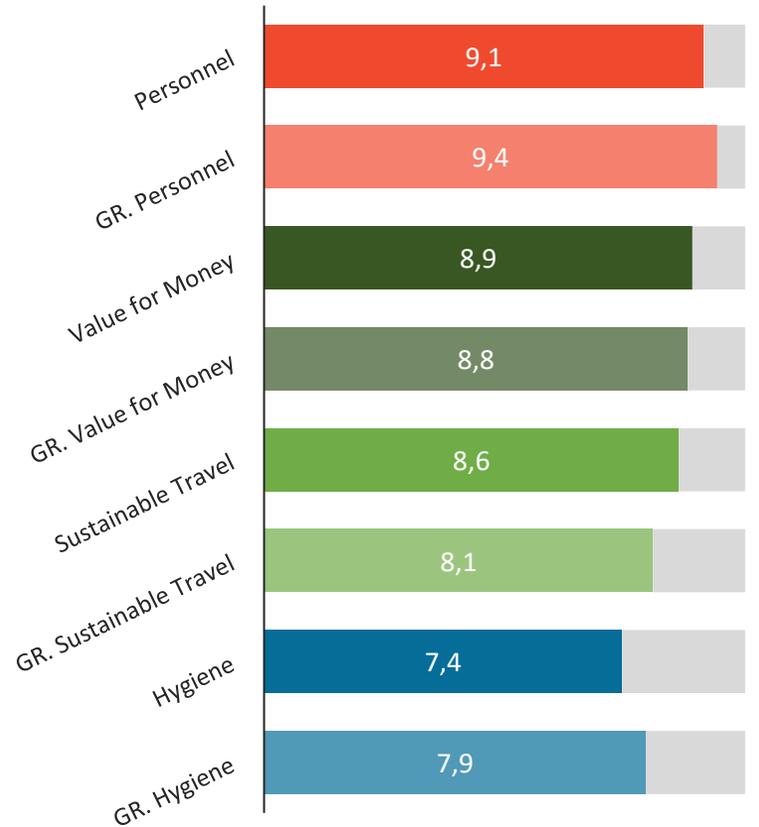
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE



Note: Data presented here stems from numerical ratings.

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 11,310

## Sentiment Scores



Note: Data presented here stems from written reviews.



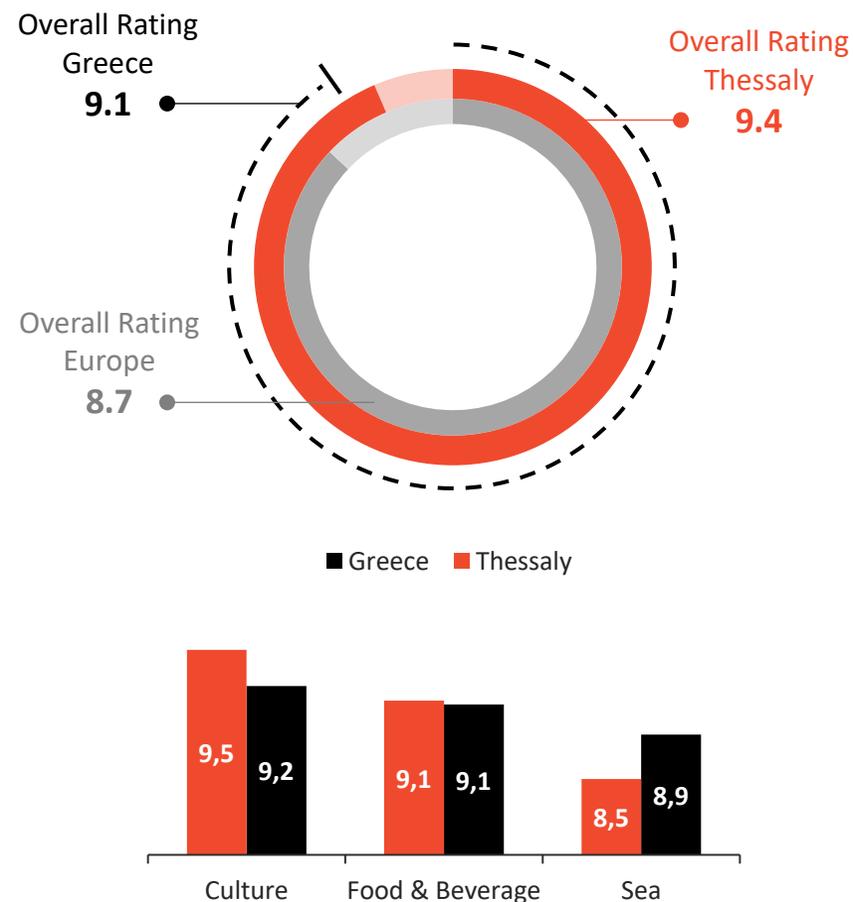
## Rating per Market

Market	Rating	Review Volume
United States	9.7	36
Spain	8.8	17
United Kingdom	8.8	47
Italy	8.8	63
France	8.7	58
<b>Greece</b>	<b>8.6</b>	<b>85</b>

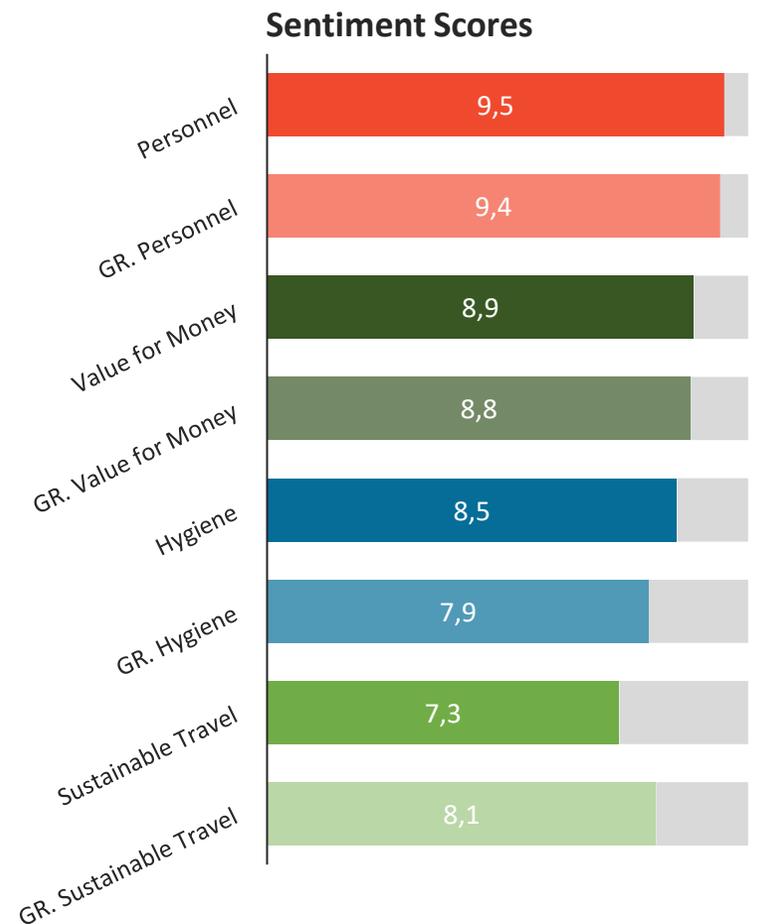
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

# Thessaly

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



**Note:** Data presented here stems from numerical ratings.



**Note:** Data presented here stems from written reviews.



## Rating per Market

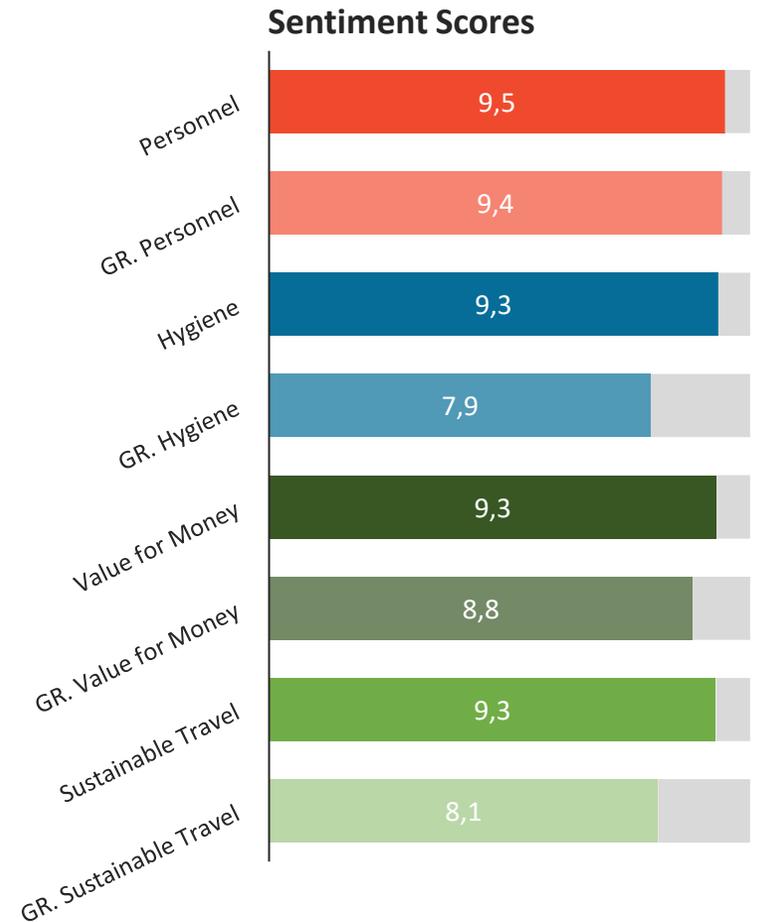
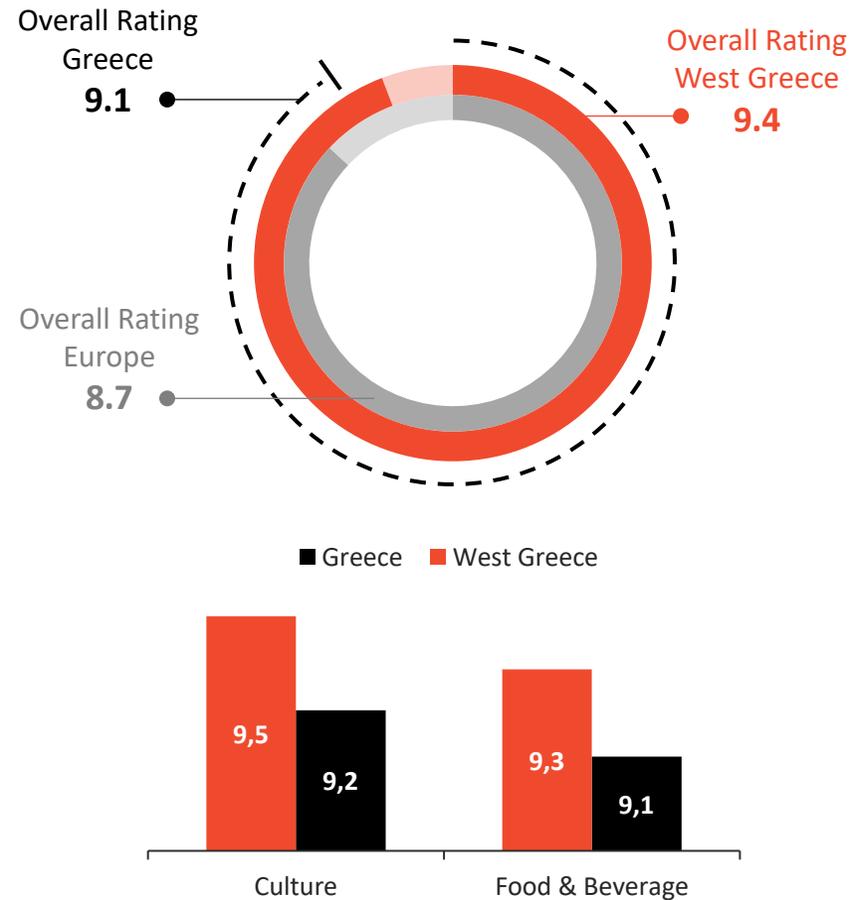
Market	Rating	Review Volume
Poland	9.4	63
Germany	9.1	102
France	9.0	87
United Kingdom	8.7	237
Italy	8.3	249
<b>Greece</b>	<b>8.5</b>	<b>53</b>

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

Period of analysis: July 1st, 2025 - September 30th, 2025. Review Count: 8,512

# West Greece

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



## Rating per Market

Market	Rating	Review Volume
United States	9.5	30
Italy	9.0	32

**Note:** Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

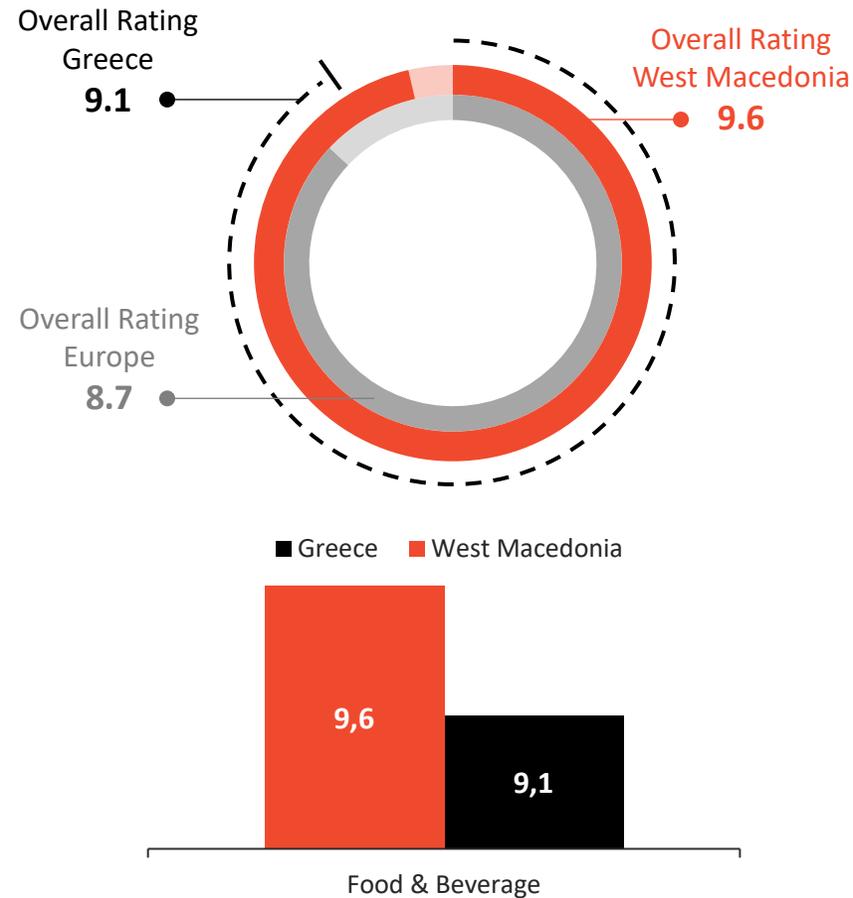
**Period of analysis:** July 1st, 2025 - September 30th, 2025. **Review Count:** 3,212

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

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

# West Macedonia

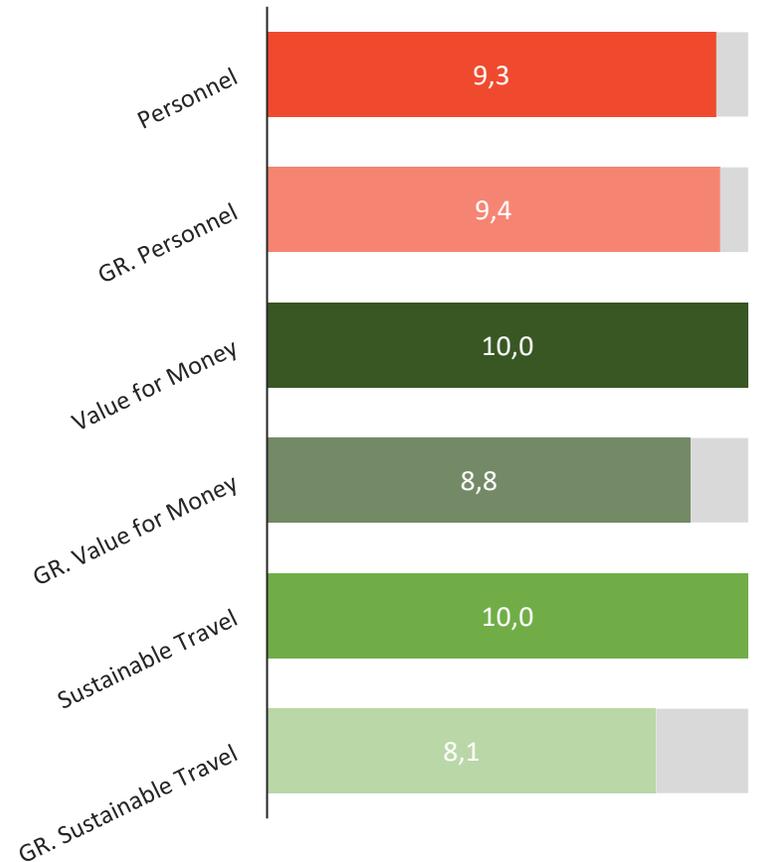
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA



**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, 2025 - September 30th, 2025. **Review Count:** 500

## 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

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- Greece's **Net Sentiment Index fell to 15 in Q3 2025**, the lowest among benchmarked destinations, as online discourse was dominated by **extreme weather, travel disruptions, and social unrest**. **Athens (16) followed a similar trajectory**. Despite the downturn, **cultural, hospitality, and gastronomy-related narratives continued to anchor** Greece's overall reputation, **preventing a sharper decline** in sentiment.
- **Culture remained Greece's strongest reputational pillar** with a sentiment score of 86, followed by Hospitality and Gastronomy (77). Online narratives highlighted regional cuisine, olive oil and wine experiences, and the continued emotional appeal of Greek service. By contrast, **environmental topics**—wildfires, floods, and heatwaves—carried the **lowest sentiment**, shaping much of the quarter's negative coverage.
- **Positive Sentiment Drivers:** Travel stories centred on **heritage and authenticity**, with mentions of the Acropolis, Meteora, and Santorini's caldera, as well as immersive experiences such as olive picking in the Peloponnese, hiking in Crete, and sea-turtle spotting in Zakynthos. Lesser-known destinations like Astypalaia, Kefalonia, and Skiathos were praised for tranquillity and natural beauty, sustaining Greece's emotional resonance amid challenges.
- **Negative Sentiment Drivers:** Sentiment fell sharply following **wildfires** in Crete, Attica, and the Peloponnese, 88 km/h winds disrupting ferry routes, and flooding in Zakynthos and Kefalonia. These incidents caused **evacuations, travel chaos, and fatalities**. Additional **strain came from pro-Palestinian protests and clashes involving Israeli visitors**, reinforcing perceptions of **instability and climate risk**.
- Despite volatile sentiment, **Greece sustained a high visitor rating of 9.1, surpassing both the European average of 8.7 and competing benchmark destinations** including Croatia (9.0), Portugal (8.8), Italy (8.8) and Spain (8.7). **Athens further outperformed with an average rating of 9.2**, leading all benchmarked destinations in Q3 2025. Monthly national ratings remained stable between 9.0–9.1, reflecting strong satisfaction even as **review volumes peaked during Q3**.
- **Experience Categories:** Core experiences performed strongly: Culture (9.2) and Food & Beverage (9.1) led, followed by Sea (8.9). **Personnel (9.4) remained Greece's highest-rated dimension**, while Value for Money (8.8) held steady. **Sustainability (8.1) and Hygiene (7.9) remained weaker, reflecting seasonal pressure** and uneven regional performance.
- **Regional & Market Insights:** Thessaly (9.4) and West Greece (9.4) led overall satisfaction; Crete (8.9) and the North Aegean (8.8) trailed. By market, the United States (9.4) was most positive, while Germany (8.7), France (8.5), and Italy (8.4) rated lower. Domestic travellers remained least satisfied (8.5).

Period of analysis: July 1st, 2025 - September 30th, 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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eschlinck@tci-research.com



Με τη συγχρηματοδότηση  
της Ευρωπαϊκής Ένωσης



ΠΡΟΓΡΑΜΜΑ  
**ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ**  
2021 – 2027