

INSETE

MM TCI
GY Research

Greece Reputation Tracker

Q4 2025 – Q1 2026 REPORT

May 2026



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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 (Οκτ. 2025 – Μαρ. 2026)

Για το σύνολο της χειμερινής σεζόν (Οκτώβριος 2025 – Μάρτιος 2026), 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)

- Εξετάζοντας τη χειμερινή σεζόν συνολικά και με βάση τον δείκτη NSI, η Ελλάδα (56) κατατάσσεται στην τρίτη θέση μετά την Κροατία (73) και την Πορτογαλία (67). Έπεται της Ελλάδας η Ιταλία (44) και στην τελευταία θέση κατατάσσεται η Ισπανία (41).
- Μεταξύ Οκτωβρίου 2025 και Μαρτίου 2026, ο δείκτης NSI Ελλάδας παρουσίασε βελτίωση (ανερχόμενος από 55 τον Οκτώβριο σε 65 τον Νοέμβριο και σε 63 τον Δεκέμβριο) η οποία ανακόπηκε από το πρόβλημα που παρουσιάστηκε με τον έλεγχο του FIR τον Ιανουάριο (44) τον Ιανουάριο. Τον Φεβρουάριο (55) και τον Μάρτιο (52) άρχισε εκ νέου να ανακάμπτει.
- Συνολικά, η φήμη της χώρας παρέμεινε σταθερή αλλά μικτή, υποστηριζόμενη από θετικές συζητήσεις για τον πολιτισμό, αλλά και επηρεασμένη από ειδήσεις σχετικές με την γεωπολιτική αβεβαιότητα, ταξιδιωτικές αλλαγές (ζήτημα FIR) και κινητοποιήσεις (πχ αγροτικές κινητοποιήσεις, απεργία Οκτωβρίου κοκ).
- Ο δείκτης NSI για την Αθήνα (67) κατέγραψε υψηλότερες επιδόσεις: αυξήθηκε από 68 των Οκτώβριο σε 75 τον Δεκέμβριο, στη συνέχεια (προφανώς λόγω του προβλήματος στον FIR Αθηνών) μειώθηκε απότομα σε 50 τον Ιανουάριο και άρχισε να ανακάμπτει τον Φεβρουάριο (73) και τον Μάρτιο (62).

• Το περιεχόμενο των διαδικτυακών συζητήσεων

- Ο πολιτισμός συνέχισε να αποτελεί το βασικό στοιχείο της διαδικτυακής εικόνας της Ελλάδας, δημιουργώντας πάνω από 73 χιλ. αναφορές και επιτυγχάνοντας την υψηλότερη βαθμολογία συναισθήματος (90). Η γαστρονομία (87) συνέβαλε επίσης σημαντικά, αντανakλώντας το διαρκές ενδιαφέρον για την τοπική κουζίνα, ενώ η φιλοξενία (88) ενίσχυσε τις θετικές αντιλήψεις για την ποιότητα εξυπηρέτησης. Αντίθετα, οι συζητήσεις που σχετίζονταν με το περιβάλλον (77) εμφάνισαν πιο διχασμένο συναίσθημα.
- Το θετικό συναίσθημα ενισχύθηκε από συζητήσεις που ανέδειξαν την πολιτιστική κληρονομιά και τις εμπειρίες της χαμηλής σεζόν, από την τελετή αφής της Ολυμπιακής Φλόγας και τη θέα του Παρθενώνα χωρίς πλήθη επισκεπτών έως χειμερινές ιστορίες που παρουσίασαν μια πιο ήσυχη πλευρά της Ελλάδας. Εμπειρίες όπως η ιστιοπλοΐα, η πεζοπορία και η αυθεντική γαστρονομία, μαζί με την πολιτιστική προβολή μέσω παραγωγών όπως το The Odyssey (2026), υποστήριξαν περαιτέρω την ελκυστικότητα του προορισμού.
- Αρνητική επίδραση είχαν εν μέρει διαδικτυακές συζητήσεις που επικεντρώθηκαν σε αναταραχές, συμπεριλαμβανομένων των γεωπολιτικών εντάσεων στην Ανατολική Μεσόγειο, του κλεισίματος εναέριου χώρου, απεργιών και διαδηλώσεων (πχ αγροτών) που επηρέασαν τη διαδικασία του ταξιδιού.

Period of analysis: Oct. 1st, 2025 - March 31st, 2026.

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

- **Η αξιολόγηση της εμπειρίας**

- Η Ελλάδα διατήρησε υψηλή μέση βαθμολογία (9,2) ξεπερνώντας τον ευρωπαϊκό μέσο όρο (8,9) και βασικούς ανταγωνιστές όπως η Κροατία (9,1), η Πορτογαλία (8,9), η Ιταλία (8,9) και η Ισπανία (8,8).

- **Τα επιμέρους συστατικά της εμπειρίας**

- Η απόδοση ενισχύθηκε κυρίως από τον πολιτισμό (9,3) και την εμπειρία στην Θάλασσα (9,2), ενώ το ανθρώπινο δυναμικό (9,5) ξεχώρισε ως το ισχυρότερο θετικό στοιχείο στις γραπτές αξιολογήσεις. Η αξία των εμπειριών σε σχέση με το κόστος/ Value for Money (9,0) παρέμεινε ισχυρό, ενώ η βιωσιμότητα (8,6) και η υγιεινή (8,0) υστέρησαν ελαφρώς. Οι αξιολογήσεις παρέμειναν σταθερά υψηλές (9,1-9,3) παρά τις εποχικές διακυμάνσεις στον όγκο των κριτικών.

- **Η τουριστική εμπειρία ανά περιφέρεια**

- Οι αξιολογήσεις καταδεικνύουν συνολικά **πολύ υψηλό επίπεδο ικανοποίησης επισκεπτών** σε όλη τη χώρα, με όλες τις Περιφέρειες να διατηρούν βαθμολογίες άνω του 9,0. Η **Θεσσαλία (9,6) και η Δυτική Μακεδονία (9,5) ξεχωρίζουν ως οι κορυφαίες επιδόσεις**, γεγονός που υποδηλώνει ιδιαίτερα θετική εμπειρία επισκεπτών. Η Θεσσαλία έλαβε ιδιαίτερα υψηλές αξιολογήσεις στον πολιτισμό (9,6) και στην εξυπηρέτηση/ φιλοξενία (9,8). Η Δυτική Μακεδονία ξεχώρισε για την γαστρονομία (9,5) κι επίσης για την εξυπηρέτηση/φιλοξενία (9,5).
- **Οι Κυκλάδες (9,3) και η Ανατολική Μακεδονία & Θράκη (9,3) ακολουθούν με πολύ ισχυρές επιδόσεις**, επιβεβαιώνοντας την ελκυστικότητα τόσο των νησιωτικών όσο και των εναλλακτικών περιφερειακών προορισμών.
- Παράλληλα, η **Αττική, κατέγραψε υψηλή αξιολόγηση (9,2) παρά τον συγκριτικά υψηλότερο όγκο επισκεπτών**, κυρίως λόγω ενός συνδυασμού υψηλών αξιολογήσεων στην εμπειρία στη θάλασσα (9,3), στον πολιτισμό (9,3) και στην εξυπηρέτηση / φιλοξενία (9,5).
- Η σχετικά μικρή απόκλιση μεταξύ των Περιφερειών (9,1-9,6) δείχνει ότι η **θετική εικόνα της Ελλάδας είναι ευρέως κατανεμημένη γεωγραφικά και δεν περιορίζεται μόνο στους παραδοσιακά δημοφιλείς προορισμούς**. Το δεδομένο αυτό αναδεικνύει τις δυνατότητες που υπάρχουν για επέκταση της τουριστικής δραστηριότητας σε περισσότερες περιοχές της χώρας και σε περιόδους εκτός αιχμής.
- Ωστόσο, η **υγιεινή παραμένει πρόκληση σε προορισμούς**, όπως η Αττική (7,8), η Κρήτη (7,9), τα Δωδεκάνησα (7,6), η Ήπειρος (7,9) και η Ανατολική Μακεδονία Θράκη (7,8) καθώς αξιολογείται κάτω από το όριο του 8,0.
- Αντίστοιχα, οι **χαμηλότερες επιδόσεις στη βιωσιμότητα στις Κυκλάδες (6,1), την Πελοπόννησο (7,0) και τα Ιόνια Νησιά (7,5) αναδεικνύουν την αυξανόμενη ευαισθησία των ταξιδιωτών γι αυτό το ζήτημα, αλλά και την ανάγκη για σχετικές επενδύσεις στη βιώσιμη ανάπτυξη**.

Period of analysis: Oct. 1st, 2025 - March 31st, 2026.

- **Αξιολόγηση της εμπειρίας ανά αγορά**

- Οι επισκέπτες από τις **Ηνωμένες Πολιτείες** (9,4) και το **Ηνωμένο Βασίλειο** (9,2) κατέγραψαν τα υψηλότερα επίπεδα ικανοποίησης, ενώ εκείνοι από τη **Γερμανία** (8,8), την **Ιταλία** (8,5) και την **Γαλλία** (8,5) ακολούθησαν ελαφρώς χαμηλότερα. **Σημειώνεται ότι οι εγχώριοι ταξιδιώτες (8,9) αξιολογούν τις εμπειρίες χαμηλότερα από τους διεθνείς επισκέπτες συνολικά (9,2).**

Period of analysis: Oct. 1st, 2025 - March 31st, 2026.



Key Sentiment Indexes

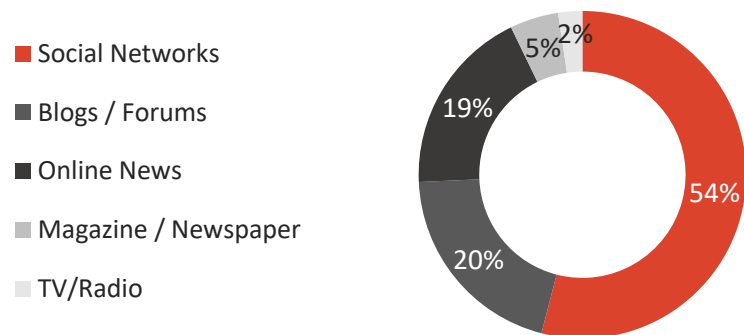
GREECE'S ONLINE SOCIAL REPUTATION

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 October 2025 to March 2026, **Greece was mentioned 329.9k in social conversations** in relation to travel, generating **5.4M engagements**, shared by **90.2K unique authors** from **200+ countries**.



Key Sentiment Trends

SUMMARY FOR Q4 2025 – Q1 2026

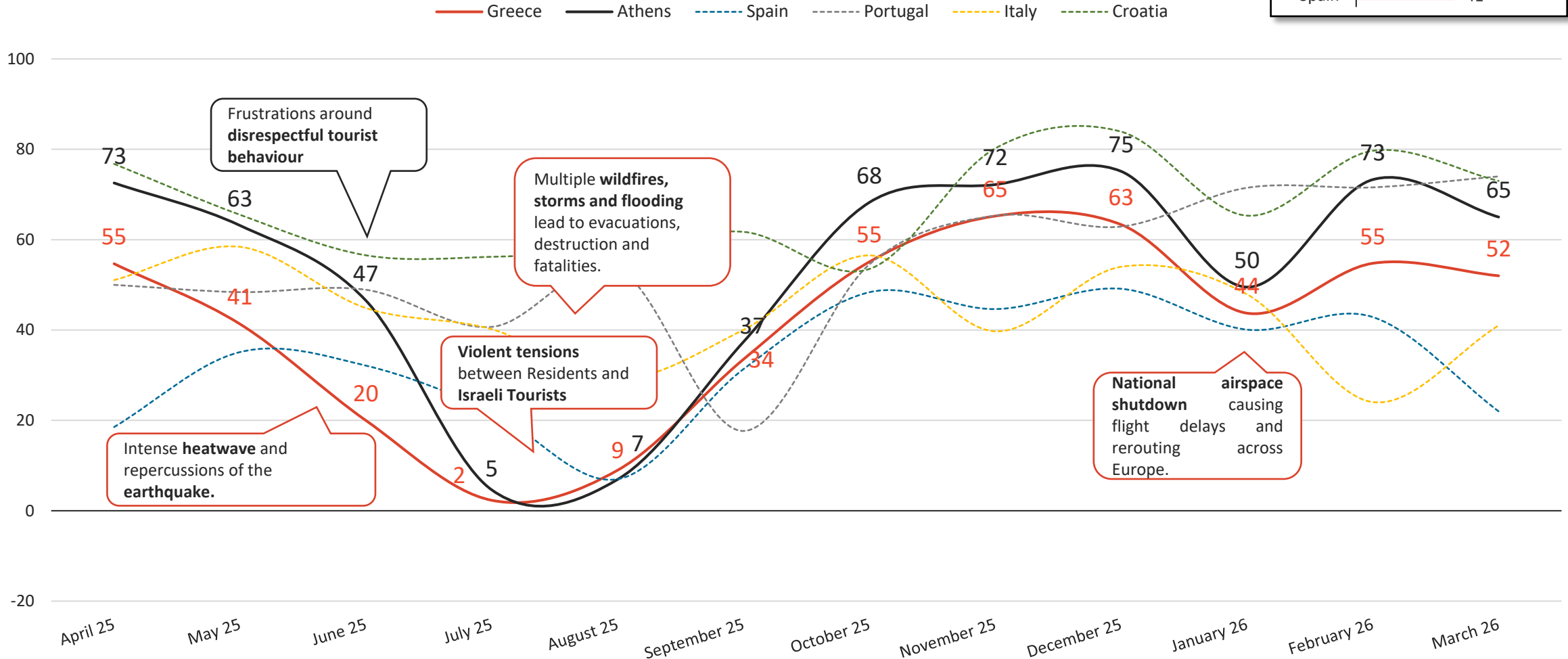
- In **Q4 2025 - Q1 2026**, Greece recorded a **Net Sentiment Index of 56**, placing it mid-range among benchmarked destinations, while Athens reached a higher score of 67. Overall, the country's **reputation remained stable but mixed**, supported by **strong cultural narratives but tempered by disruption-related coverage and regional uncertainty**.
- **Culture continued to lead** Greece's online image, generating over **73k mentions and achieving the highest sentiment score (90)**. Gastronomy (87) also contributed strongly, reflecting continued interest in local cuisine, while Hospitality (88) reinforced positive perceptions of service quality despite lower visibility. In contrast, environment-related discussions (77) reflected more divided sentiment.
- **Positive sentiment** was driven by **narratives highlighting heritage and seasonality**, from the Olympic flame ceremony and unobstructed views of the Parthenon to winter storytelling showcasing a quieter side of Greece. Experiences such as sailing, hiking, and authentic dining, along with cultural exposure through productions like The Odyssey (2026), further strengthened the destination's appeal.
- These were partly offset by **disruption-focused narratives**, including **geopolitical tensions** in the Eastern Mediterranean, **airspace closures, strikes, and protests affecting travel operations**. Ongoing issues across flights, ferries, and cruise routes kept attention on connectivity and reliability, contributing to a more cautious perception.
- **Overall Performance:** Greece maintained a high average rating of 9.2, exceeding the European average (8.9) and outperforming key competitors such as Croatia (9.1), Portugal (8.9), Italy (8.9), and Spain (8.8). Performance was driven by Culture (9.3) and Sea experiences (9.2), with Personnel (9.5) standing out as the strongest sentiment in written reviews. Value for Money (9.0) remained solid, while Sustainability (8.6) and Hygiene (8.0) lagged slightly behind. Ratings stayed consistently high (9.1–9.3) despite seasonal fluctuations in review volume.
- **Regional Insights:** Regionally, Thessaly (9.6) and West Macedonia (9.5) led, followed by the Cyclades and East Macedonia & Thrace (9.3), while most other regions aligned around 9.1 -9.2.
- **Market insight:** The United States (9.4) and United Kingdom (9.2) recorded the highest satisfaction, while Germany (8.8), Italy (8.5), and France (8.5) trailed slightly. Domestic travellers (8.9) continued to rate experiences below international visitors.

Period of analysis: October 1st, 2025 – March 31st, 2026.

Net Sentiment Index

TRENDS FOR GREECE'S ONLINE REPUTATION

| | |
|----------|----|
| Croatia | 73 |
| Portugal | 67 |
| Athens | 67 |
| Greece | 56 |
| Italy | 44 |
| Spain | 41 |

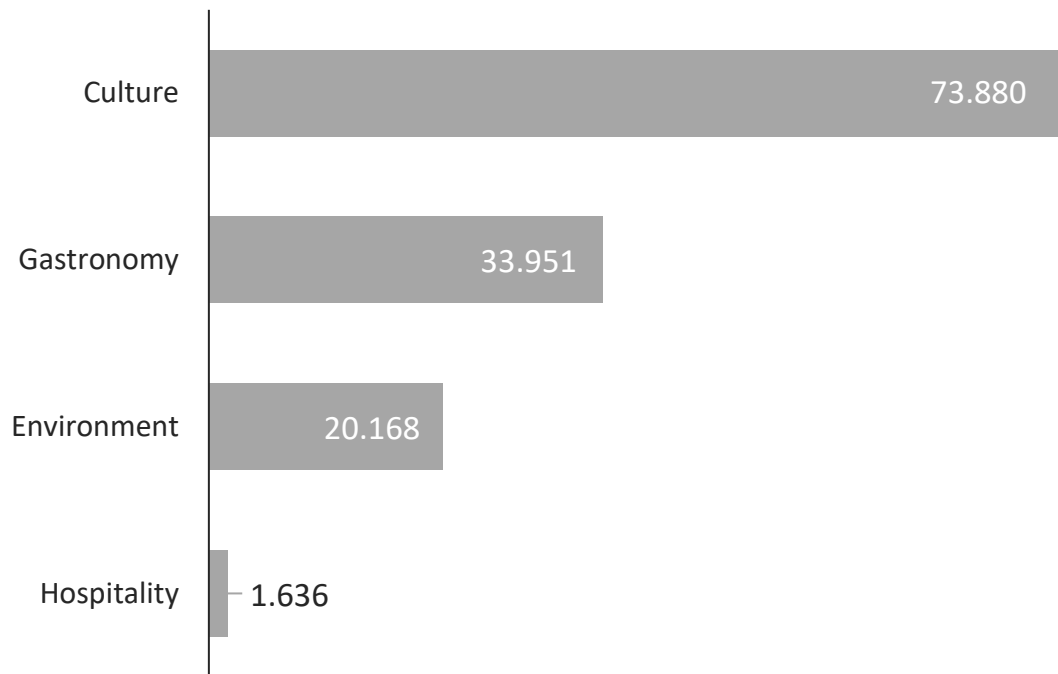


Reputation Topics

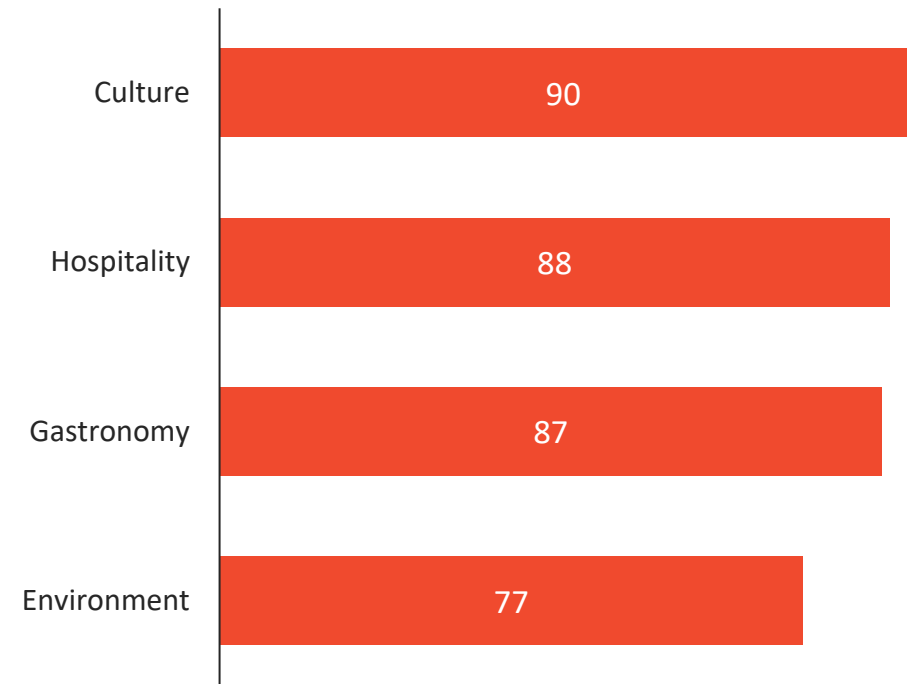
TRENDS FOR GREECE'S ONLINE REPUTATION

Culture continued to dominate Greece's online reputation, generating the **highest volume of social conversations** with over 73k mentions, while also achieving the **strongest sentiment score of 90**. **Gastronomy** followed as **the second most discussed topic** with nearly 34k mentions, maintaining a high sentiment of 87, driven by **sustained interest in culinary experiences and local products**. **Environment ranked third in volume** with just over 20k mentions and recorded a comparatively **lower sentiment score of 77**, indicating more mixed perceptions amid ongoing environmental concerns. Meanwhile, hospitality reinforced its **reputation for quality service (88) despite limited discussion volume**.

Volume of Social Conversations



Net Sentiment Index



Period of analysis: October 1st, 2025 – March 31st, 2026.

Positive Sentiment Drivers

STORIES FUELING GREECE'S SOCIAL REPUTATION

Greece's positive sentiment Q4 25- Q1 26 was shaped by a strong mix of cultural prominence and seasonal appeal. **The Olympic flame lighting ceremony** and a rare **scaffold-free view of the Parthenon reinforced the country's cultural significance**. **Winter narratives** revealed a quieter, more reflective side of the destination, from **snow-covered views** of the Acropolis to **serene mountain villages like Mikro Papigo**. At the same time, **immersive experiences** - from **sailing in Kefalonia and hiking the Peloponnese Trails to authentic dining** - continued to strengthen Greece's appeal, further amplified by cultural storytelling through upcoming productions like **The Odyssey** and gaming influences such as **Assassin's Creed Odyssey**.

Examples of reputation drivers

- The **Olympic flame lighting ceremony** highlighted the country's cultural significance as the symbolic starting point of the Olympic tradition.
- Greece's introduction of **stricter regulations on donkey rides in Santorini**, reflects a growing emphasis on animal welfare and more responsible tourism practices.
- A rare moment to see the **Parthenon without scaffolding in October** offered a limited-time chance to experience the landmark fully unobstructed.
- Greece in winter reveals a more **serene side of the destination**, from the rare sight of the **Acropolis dusted in snow** to misty mountain landscapes like Grammeni Oxia.
- Winter **sunsets in mountain villages like Mikro Papigo** offer a striking and peaceful experience of snow-covered rooftops and glowing alpine landscapes.
- In destinations like **Papigko** travellers can enjoy more quiet, reflective travel through simple moments such as the **sound of rain in a mountain village**.
- Reports on **solo van travel** in Greece highlight a **slower, more seasonal way of experiencing the destination**, where remote beaches, and simple daily rituals like cooking and soaking in hot springs offer a reflective and deeply personal connection to place.
- **Volunteering programs on islands like Syros** offer travellers free accommodation, in exchange for caring for local cats, creating a purpose-driven way to experience Greek island life through extended stays.
- The **Peloponnese Trails network** strengthens the region's appeal for **adventure travel**, offering **extensive hiking routes** through mountainous terrain and cultural sites.
- Corfu offers a deeply **authentic Greek island experience**, where Venetian heritage, cobbled streets, olive groves, and golden beaches come
- The upcoming release of **Christopher Nolan's The Odyssey** is set to spotlight the mythological deeply-rooted **ancient Greek history of Peloponnese**.
- **Sailing around Kefalonia** offers a unique perspective of the coastline and natural landmarks, which feel more immersive when experienced from the water.
- Fans of **Assassin's Creed Odyssey** can explore **iconic ancient architecture** in Greece and experience a personal connection between virtual worlds and historical sites.
- **Traditional mezze dining in places like Glyfada** highlights Greece's strong culture of shared meals, creating a social, relaxed experience centred around connection, variety, and quality local flavours.
- **Free cultural Sundays** during the winter season make Greece's archaeological sites and museums more accessible, encouraging visitors to explore the country's heritage at no cost.
- The **rise of Greek restaurants abroad**, such as new openings in London, reflects ongoing global interest in Greek cuisine, with traditional dishes, shared dining, and authentic flavours allowing travellers to experience a taste of Greece abroad.

Period of analysis: October 1st, 2025 – March 31st, 2026.

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT



Period of analysis: October 1st, 2025 – March 31st, 2026.

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

cntraveler shared a carousel

The Peloponnese, Greece, a region steeped in ancient history, mythology, and picturesque towns, was just named one of the ... "The Odyssey" will take viewers on a **voyage to Greece's** myth-drenched Peloponnese peninsula, specifically to the cinematic...

published on 09/11/25 at 18:01 | Instagram | United States | instagram.com

muyviajera shared a reel

Between the blue of the Ionian Sea and the cobbled streets, Corfu holds the most authentic essence of Greece 🇬🇷 Former colony... and let's plan your next **trip** 📍 #everytraveler #travel #greece 🇬🇷 #corfu #vacation. translated by google 🌐

published on 11/10/25 at 21:06 | Instagram | Spain | instagram.com

condenastraveller shared a reel

In July 2025, Christopher Nolan's film The Odyssey will take viewers on a **voyage to Greece's** myth-drenched Peloponnese peninsula. As one of our Best Places to Go in 2026, this historic slice of Grecian coastline is sure to draw in a flurry of...

published on 02/02/25 at 07:30 | Instagram | United States | instagram.com

beautifuldestinations shared a reel

This is your sign to go sailing around Kefalonia this summer. Seen from the water, the island's coastline feels completely ... natural landmarks. If you're planning a **Greece summer trip** or searching for the best places to visit in Kefalonia, this is...

published on 12/03/25 at 15:30 | Instagram | United States | instagram.com

i visited locations from the game.

vdysays shared an image

...everyone! back in may i finally fulfilled a lifelong dream of mine, visiting **Greece!** i went on a solo **trip** focused on archaeology since that's what i study but also hell to pay homage to my favorite game! as here are some of my pictures with the...

published on 16/10/24 at 15:20 | Reddit | United States | AkiassianOmeletteDysays

tasosdosis shared a carousel

Mezze Gyfada 🇬🇷 Delicious mezze restaurant in the heart of Gyfada for foodies! 🍷 Tag your friends who are looking for ... we invite you on an unforgettable **journey around Greece!** 🍷 See in the videos what happens we tried and do ... translated by google 🌐

published on 12/11/25 at 12:38 | Instagram | Greece | instagram.com

Free Admission to Museums and Archaeological Sites on Sunday, November 2 -

Bill Giannopoulos created a post

... every month, allowing locals and visitors alike to explore **Greece's** rich heritage without a ticket. Additional Free ... addition to the monthly free Sundays, visitors can enjoy complimentary access to all state-managed archaeological sites...

published on 01/10/23 at 03:34 | Blog | United States | greekcitypress.com

londontheinside shared a carousel

There's been an explosion of Greek opeta in London recently, and the latest is Athens-born restaurant tavernawerousa from ... actual lemon. Consider this your summer **trip to Greece**, minus the non-EU passport...

published on 14/01/25 at 17:30 | Instagram | United States | instagram.com

Period of analysis: October 1st, 2025 – March 31st, 2026.

Negative Sentiment Drivers

GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

Negative narratives centred on **geopolitical tensions, travel disruptions, and social unrest**. **Rising instability in the Eastern Mediterranean** - including a drone strike in Cyprus and increased military activity around Crete - raised **concerns about regional security**. At the same time, **a major communications failure forced the temporary closure of Greek airspace**, disrupting over 90 flights and leaving thousands of travellers stranded. **Protests and strikes further impacted travel**, with a nationwide general strike halting ferries and rail services, while farmer demonstrations caused road blockades and disruptions at airports. **Pro-Palestinian protests at ports in Crete and Kefalonia** also affected cruise operations, **blocking disembarkation** and forcing itinerary changes.

Examples of reputation drivers

- **Rising geopolitical tensions in the Eastern Mediterranean**, including a **drone strike** in Cyprus and increased military activity around Crete, are raising concerns about regional stability and potential risks for travellers to Greek islands in 2026.
- A major **communications failure forced the temporary closure of Greek airspace**, disrupting over 90 flights and leaving thousands of travellers stranded across Europe, with widespread delays, cancellations, and limited information provided to passengers.
- **Pro-Palestinian protests at ports** in Crete and Kefalonia disrupted cruise travel for around 1,500 Israeli tourists, blocking disembarkation, triggering heightened security measures, and forcing itinerary changes across multiple Greek destinations.
- **A nationwide general strike** in October brought Greece to a standstill, with widespread protests and major transport disruptions—including halted ferries and rail services—impacting travel and isolating islands amid ongoing labour unrest.
- **Widespread farmer protests** across Greece caused major disruption, with road blockades on key highways and breaches at airport runways in Crete, highlighting growing unrest linked to an agricultural corruption scandal.
- **A 5.3 magnitude earthquake** in northwestern Greece caused power outages, landslides, and damage to homes in the Epirus region in March.
- **Population decline in rural Greece** is leaving villages like Lasta nearly abandoned, raising concerns about the future of small communities despite growing curiosity from tourists.

Period of analysis: October 1st, 2025 – March 31st, 2026.

Illustrative Social Posts

STORIES REFLECTING **NEGATIVE** SENTIMENT

limesaggers_11 shared a reel

Weekends on the beautiful Greek islands? They might not be so peaceful in 2026. The situation in neighboring Cyprus has already become heated with the war between the two states... translated by google

Crata Alogo Claris? A Baxme
estilado gria's wife @ ake
Yaris Nolo, Alore malilla lo
Afore aone

published on 09/03/26 at 18:09 | Instagram | Italy | instagram.com

Greece: Thousands stranded across Europe as air space disrupted

aleks philips and nikos papanikolaou created a post

...on Greece's rail network, but this would take significantly longer. Some passengers **travelling** to other parts of Greece may...

published on 04/01/26 at 13:36 | TV/Radio | United Kingdom | www.bbc.co.uk

Sulaiman Ahmed @ShaykhSulaiman shared a video

People of Greece protest as cruise ship of Israeli tourists arrives. The shouted "FREE PALESTINE" and hurled objects at the bus they got on. pic.x.com/pombock03m

published on 02/10/25 at 20:29 | United Kingdom | twitter.com

General strike in Greece over working hours disrupts travel and services nationwide

copyright created a post

...r **strike**, while buses and the city's subway, tram and trolley services were operating on a reduced schedule. The **strike** was... Unions representing civil servants and private sector workers called the **strike** to protest labour law changes that wil...

Farmer protest in Greece blocks major motorways and junctions

kayley simpson created a post

Farmer protest The farmer protest blocks occurred on major motorways and road junctions across **Greece**. According to the Greek ministry, there have been "no significant" disruptions to **travel**, while the Hellenic Police ensured suitable diversion...

Magnitude 5.3 - Earthquake shakes holiday region in Greece

(title && (title)) red, (title && (title)) created a post

...Leptokarya near Ioannina in the **Epirus** region, as reported by the earthquake observatory in Thessaloniki. No reports of injuries have been received. According to the Prefect of **Epirus**, Alexandros Karamana, there were several minor incidents as a result of the earthquake... translated by google

published on 08/03/25 at 11:54 | Newspaper | Azores | www.herald.ie

abcnews_au shared a reel

...residents, now there's just three. It's become a quirky **tourist** attraction for its self-service cafe, but it's also a picture of **Greece's** future, where population decline is threatening the country's villages and small island communities. Watch the...

published on 28/03/24 at 04:00 | Instagram | Australia | instagram.com

Period of analysis: October 1st, 2025 – March 31st, 2026.



Experience Reputation

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

Ratings & Reviews

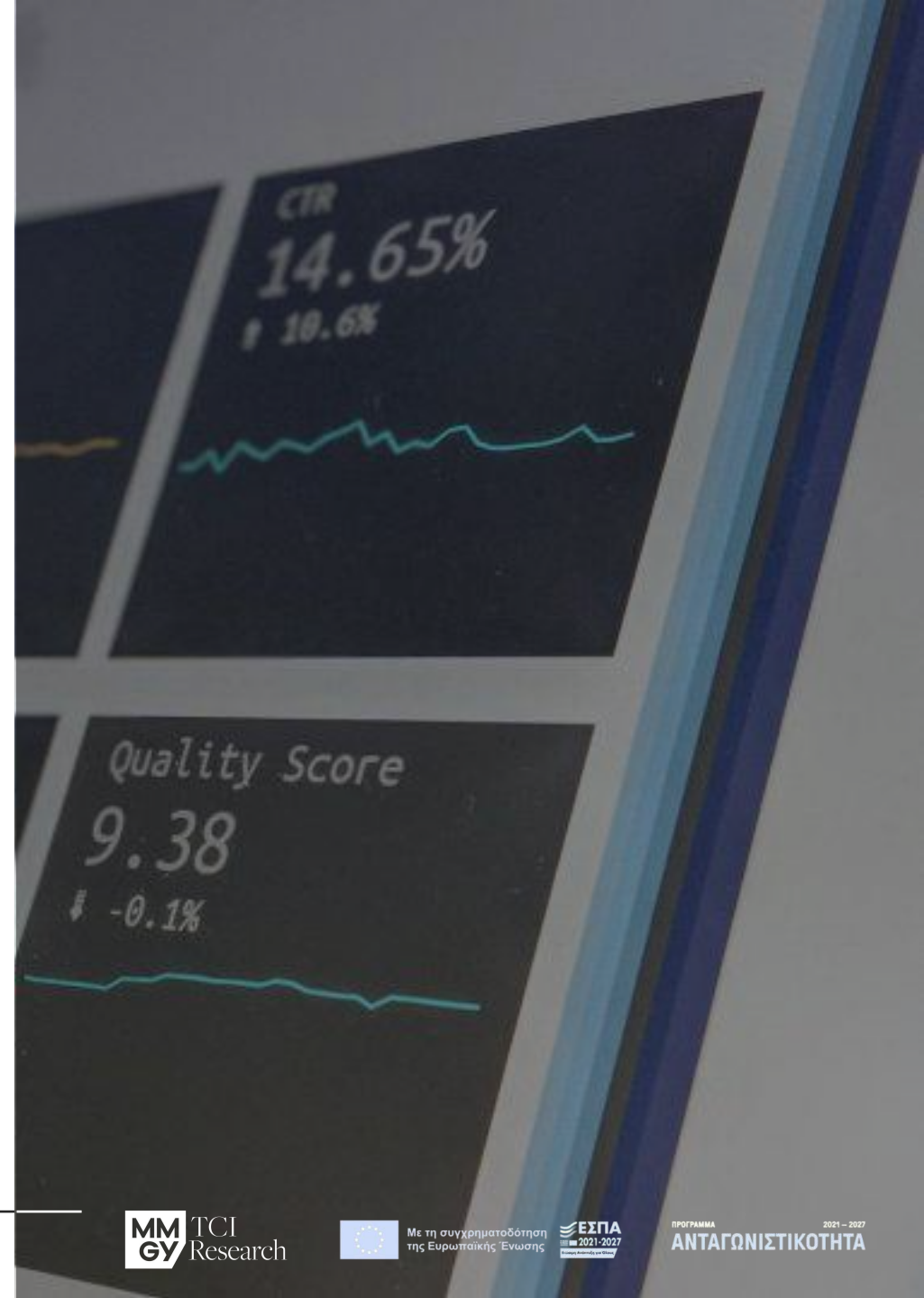
METHODOLOGICAL OVERVIEW

Consolidating ratings and reviews

- TRAVELSAT® Pulse uses a solid **aggregation methodology to consolidate reviews**, both **numerical scores** and **written feedback**, from sources that cater to different aspects of the tourism ecosystem. It should be noted that not all ratings can be associated with specific markets.
- The platform presents all scores through a **consolidated scale of 0-10**. These have been **converted from their original source** and are **weighted to adjust the significance** that each source score has. Analyses are carried out across verticals, markets and guest profiles.

Sentiment analysis technology

- Beyond structured ratings, **written reviews are also analysed using the most developed sentiment lexicon**. This allows for an analysis of **positive and negative deflections by keywords** by sub-category and guest profile.
- The AI semantic engine **covers 16 languages**: *Arabic, Russian, Polish, Portuguese, Swedish, Norwegian, Danish, English, French, German, Dutch, Spanish, Italian, Finnish, Simplified Chinese, and Turkish*. However, **ratings and reviews are collected for all sourcing markets** sharing their experience on the rating platforms.



Scope of Analysis

DEFINING GREECE'S TOURISM ECOSYSTEM

Sources connected to TRAVELSAT® Pulse

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

Sample definition & analysis period

- A **sample of 1500 properties** in Greece was randomly selected from its full Trip Advisor inventory to create a **representative picture of Greece's tourism ecosystem**.
- The current report analyses the third quarter of 2025, ranging from **October 1st, 2025, to March 31st, 2026**.

Reviews Corpus Analysed

| Verticals | Reviews Count Greece (01/10/2025 to 31/03/2026) | Reviews Count Benchmark (01/10/2025 to 31/03/2026) |
|---------------------|--|---|
| Attractions | 114,554 | 2,336,008 |
| Restaurants | 72,695 | 5,067,720 |
| Total Sample | 187,249 | 7,403,728 |

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

Key Visitor Experience Trends

SUMMARY FOR Q4 2025 – Q1 2026

Overall National Performance

- Greece maintained a **strong overall rating of 9.2**, outperforming the **European average (8.9)** and ranking at the top alongside Athens (9.2). This places Greece ahead of key benchmark destinations such as Croatia (9.1), Portugal (8.9), Italy (8.9), and Spain (8.8), reinforcing its competitive position in overall visitor satisfaction.
- Performance was driven primarily by **Culture (9.3)** and **Sea-related experiences (9.2)**. Service continued to stand out as a key strength, with **Personnel (9.5)** achieving the highest sentiment score, followed by **Value for Money (9.0)**. In contrast, **Sustainability (8.6)** and **Hygiene (8.0)** remained comparatively weaker dimensions, albeit recording solid satisfaction
- Monthly ratings remained **consistently stable between 9.1 and 9.3**, despite clear seasonality in review volume, which peaked during the summer months and declined into winter, highlighting resilience in overall satisfaction levels.

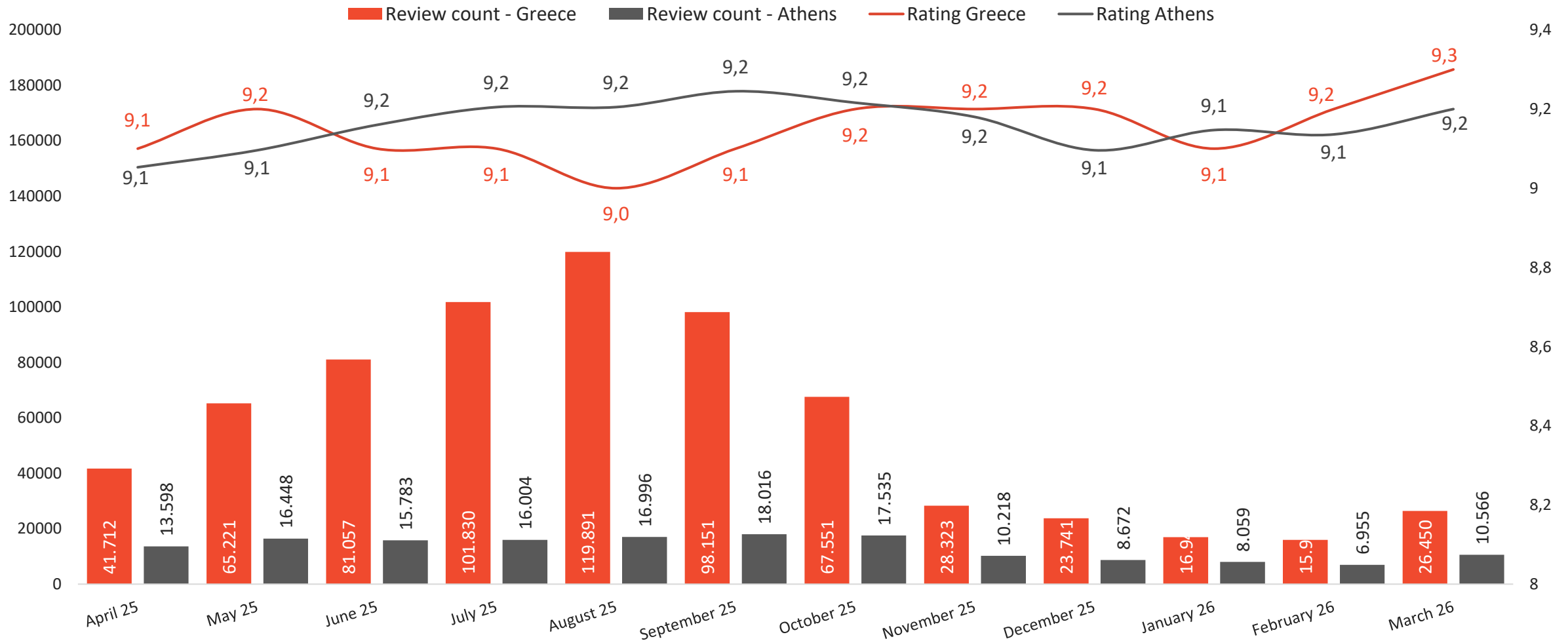
Regional Highlights

- Regional performance remained consistently strong, with several areas exceeding the national average. **Thessaly (9.6)** and **West Macedonia (9.5)** recorded the highest overall ratings, followed by the **Cyclades and East Macedonia & Thrace (9.3)**. Other major regions such as **Attica, Central Macedonia, the Ionian Islands, North Aegean and the Peloponnese (all around 9.2)** aligned closely with the national benchmark, while **Crete, Central Greece, Epirus, and the Dodecanese (9.1)** trailed behind.
- Across themes, **Culture and Sea experiences** consistently scored highest in regions such as Thessaly, Epirus, and the Cyclades, reinforcing Greece's dual appeal of heritage and coastline. **Food & Beverage** remained strong but showed slightly more variation across destinations. **Personnel** scores were exceptionally high nationwide (often 9.5+), confirming service quality as a key differentiator, while **Value for Money** remained solid but varied regionally. Conversely, **Hygiene and Sustainability** continued to show uneven performance across regions, with some destinations lagging behind
- **Market**
By market, **the United States (9.4)** remained the most satisfied visitor group, followed by the **United Kingdom (9.2)**. European markets such as **Germany (8.8), Italy (8.5), and France (8.5)** recorded slightly lower satisfaction levels, while **domestic travellers (8.9)** continued to rate experiences below international visitors.

Period of analysis: October 1st, 2025 - March 31st, 2026.

Overall Experience Reputation

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

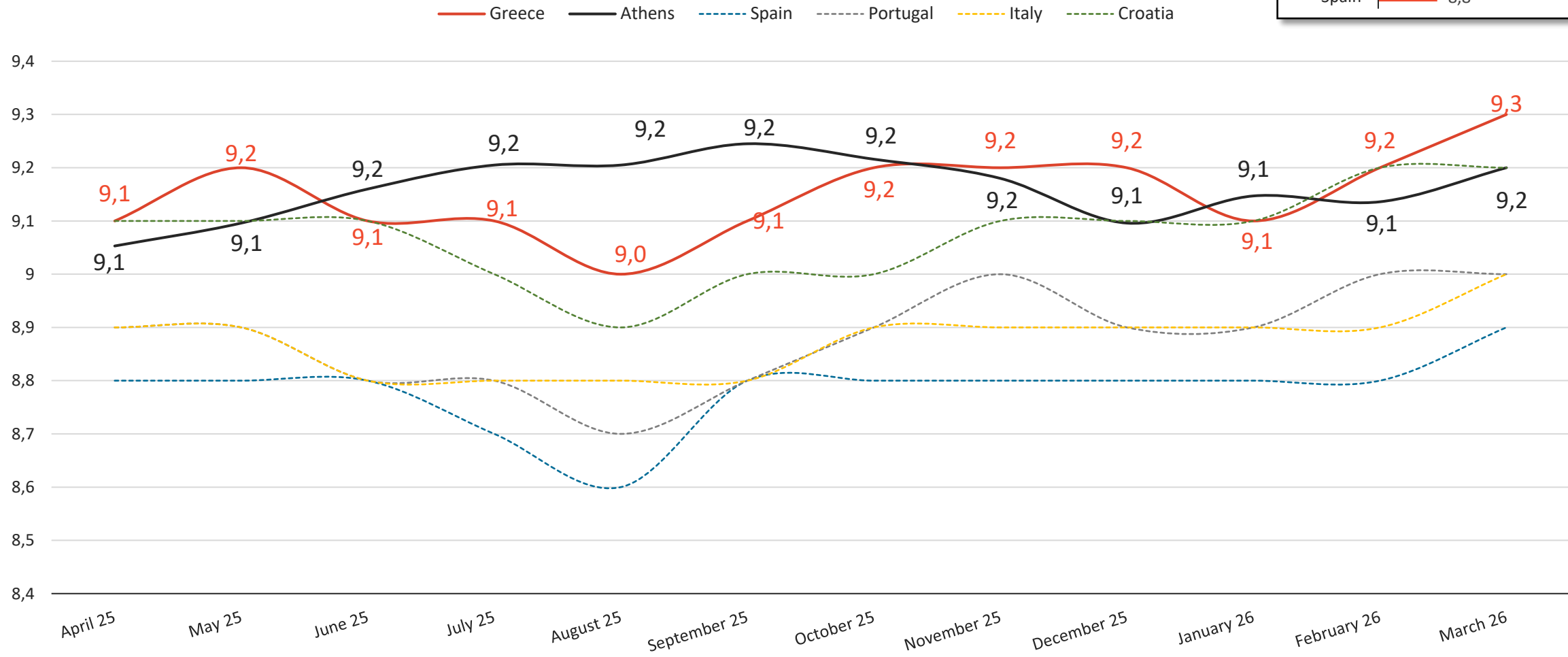


Note: Data presented here stems from numerical ratings.

Overall Experience Reputation

OVERALL RATINGS VS. SELECTED BENCHMARK COUNTRIES

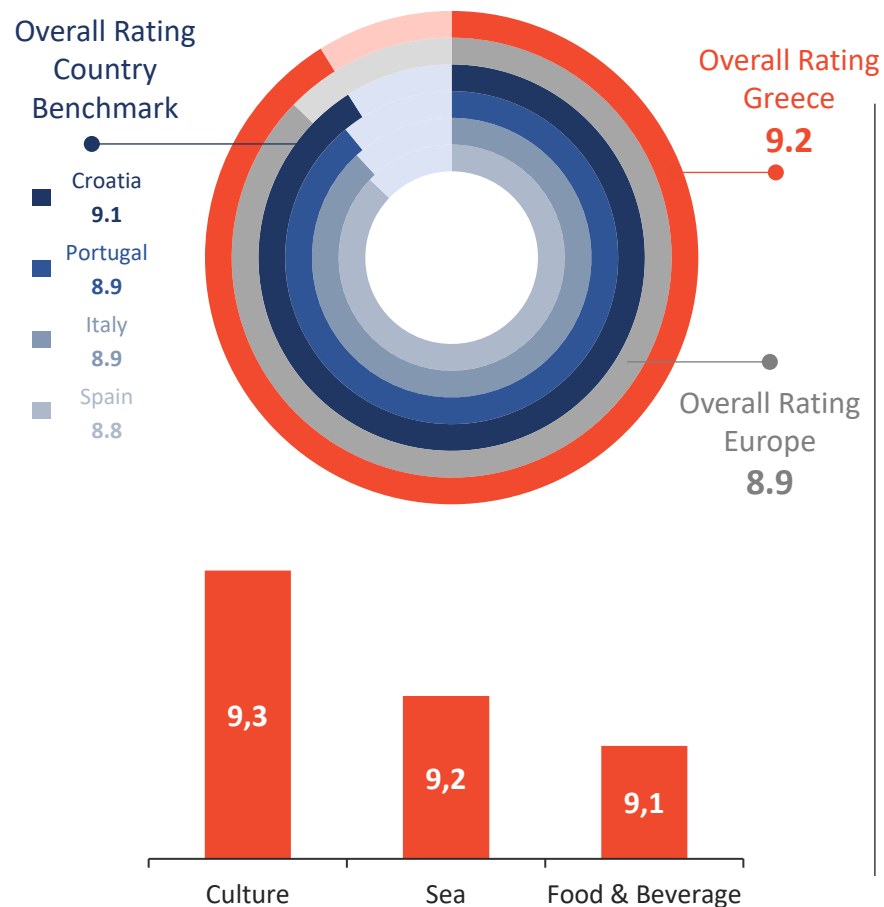
| Average Rating Q4 2025- Q1 2026 | |
|---------------------------------|-----|
| Greece | 9,2 |
| Athens | 9,2 |
| Croatia | 9,1 |
| Portugal | 8,9 |
| Italy | 8,9 |
| Spain | 8,8 |



Note: Data presented here stems from numerical ratings.

Greece Overall

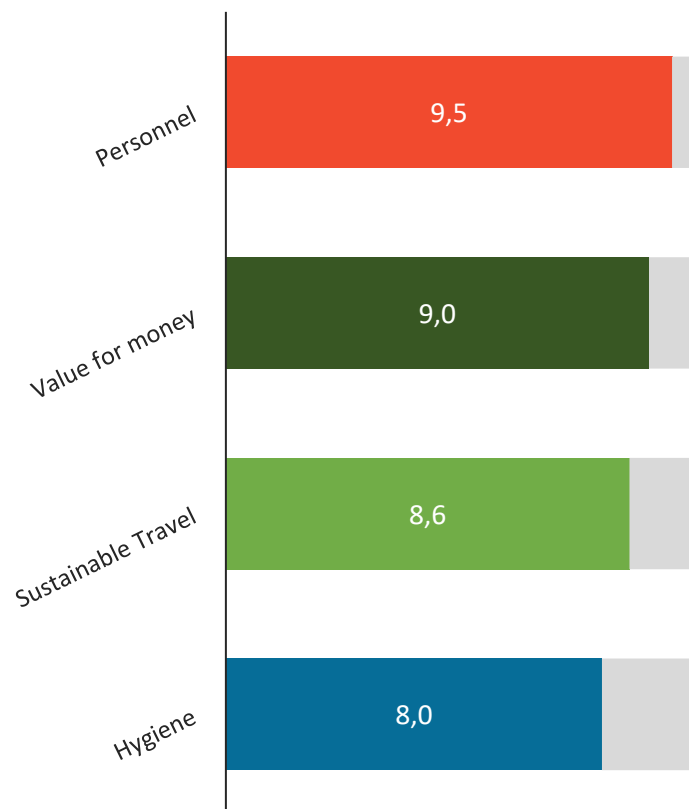
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN GREECE



Note: Data presented here stems from numerical ratings.

Period of analysis: October 1st, 2025 - March 31st, 2026. **Review Count:** 178,983

Sentiment Scores



Note: Data presented here stems from written reviews.



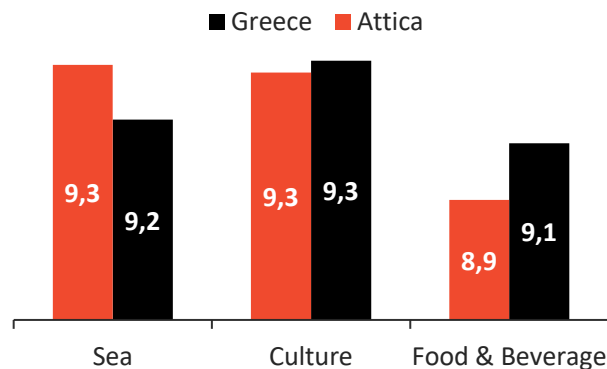
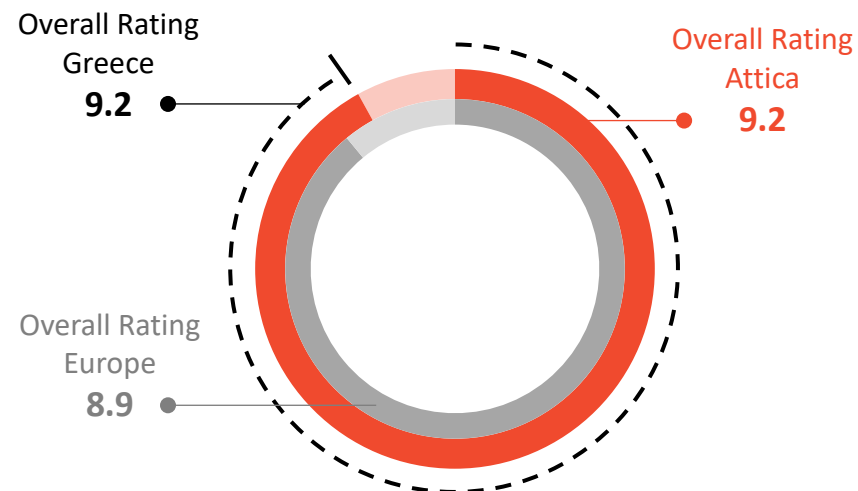
Rating per Market

| Market | Review Volume | Rating |
|----------------|---------------|--------|
| United States | 2,692 | 9.4 |
| United Kingdom | 2,555 | 9.2 |
| Germany | 1,618 | 8.8 |
| Italy | 805 | 8.5 |
| France | 1,252 | 8.5 |
| Greece | 810 | 8.9 |

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

Attica

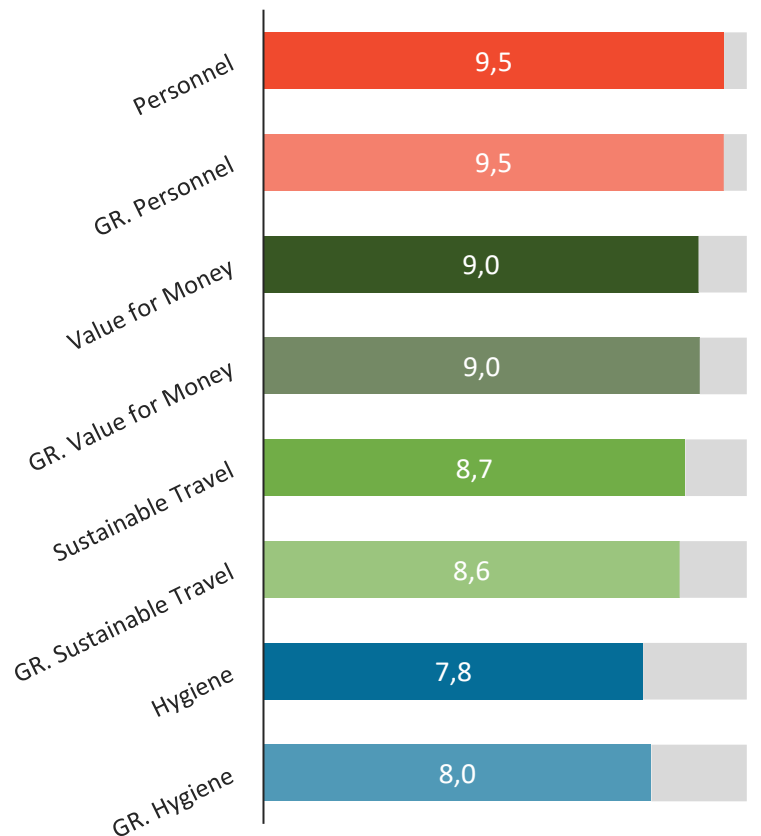
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA



Note: Data presented here stems from numerical ratings.

Period of analysis: October 1st, 2025 - March 31st, 2026. Review Count: 72,340

Sentiment Scores



Note: Data presented here stems from written reviews.



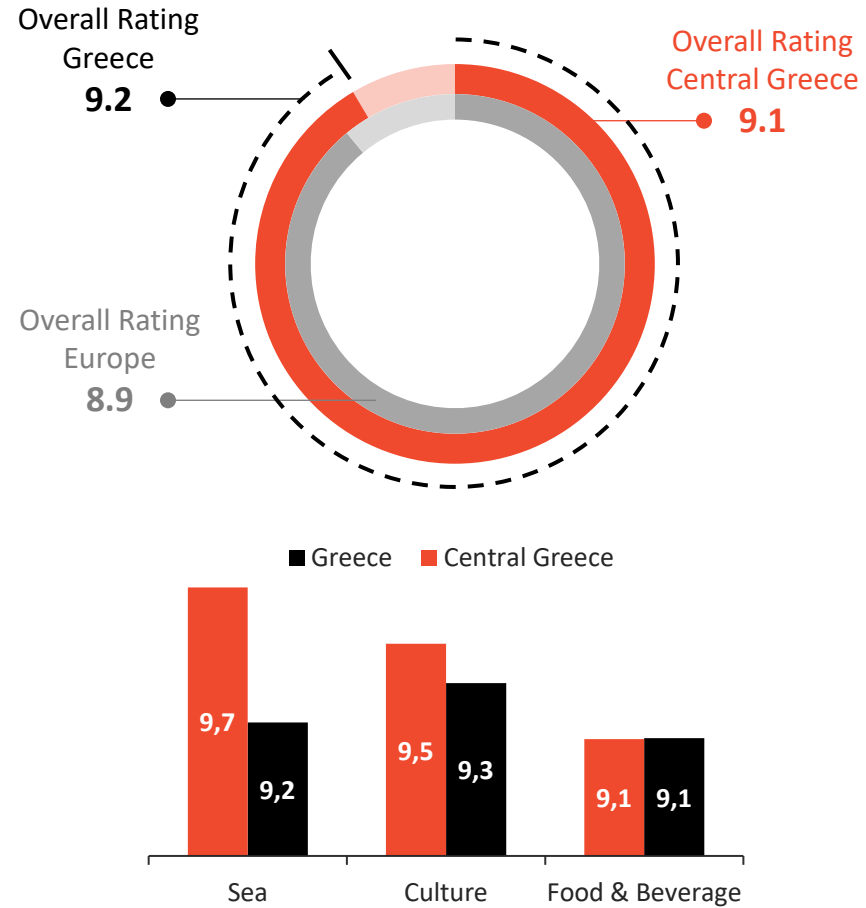
Rating per Market

| Market | Review Volume | Rating |
|----------------|---------------|--------|
| United States | 1,911 | 9.5 |
| United Kingdom | 1,154 | 9.2 |
| Germany | 688 | 8.6 |
| Italy | 469 | 8.4 |
| France | 680 | 8.1 |
| Greece | 129 | 8.2 |

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

Central Greece

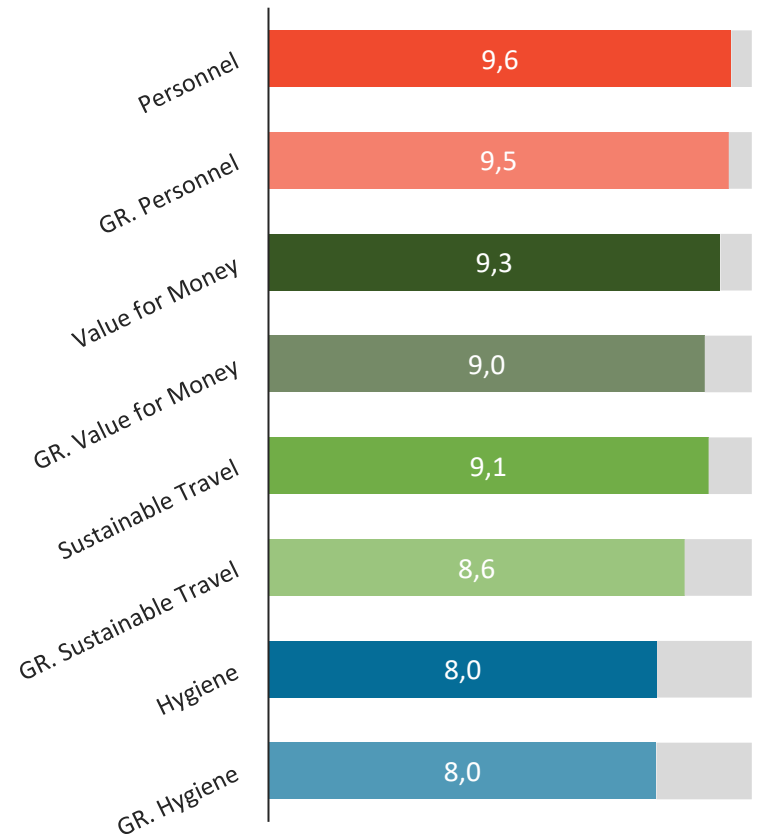
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



Note: Data presented here stems from numerical ratings.

Period of analysis: October 1st, 2025 - March 31st, 2026. **Review Count:** 3,484

Sentiment Scores



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



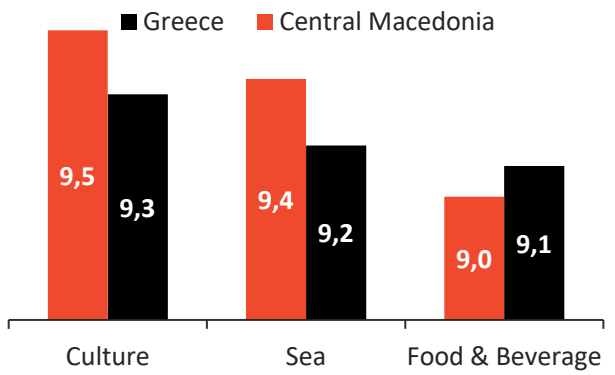
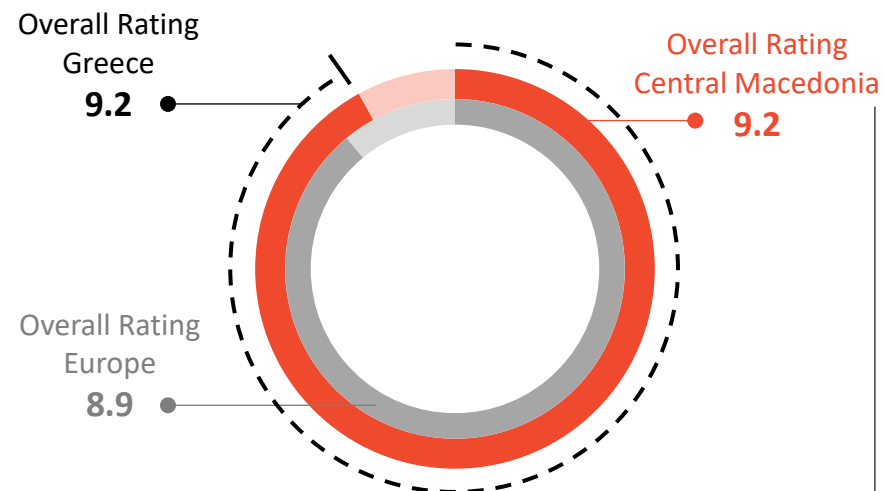
Rating per Market

| Market | Review Volume | Rating |
|---------------|---------------|--------|
| United States | 51 | 9.4 |

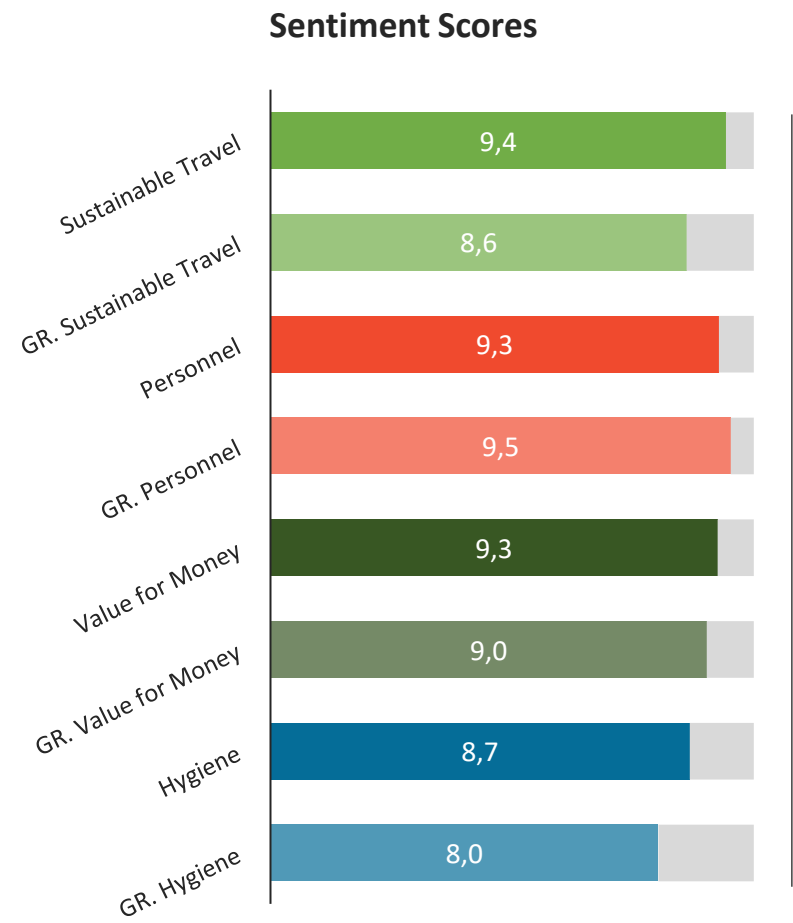
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

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

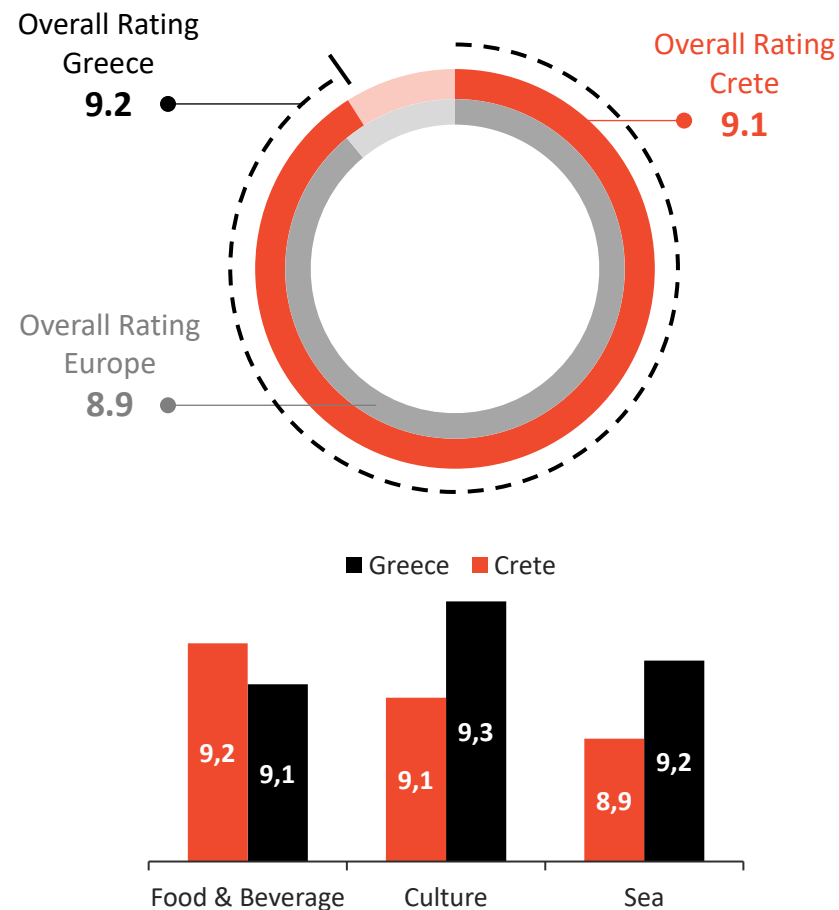
| Market | Review Volume | Rating |
|----------------|---------------|------------|
| Cyprus | 47 | 9.2 |
| United States | 36 | 9.2 |
| United Kingdom | 86 | 9.1 |
| Germany | 125 | 8.8 |
| Turkey | 66 | 8.5 |
| Greece | 279 | 8.8 |

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

Period of analysis: October 1st, 2025 - March 31st, 2026. Review Count: 31,646

Crete

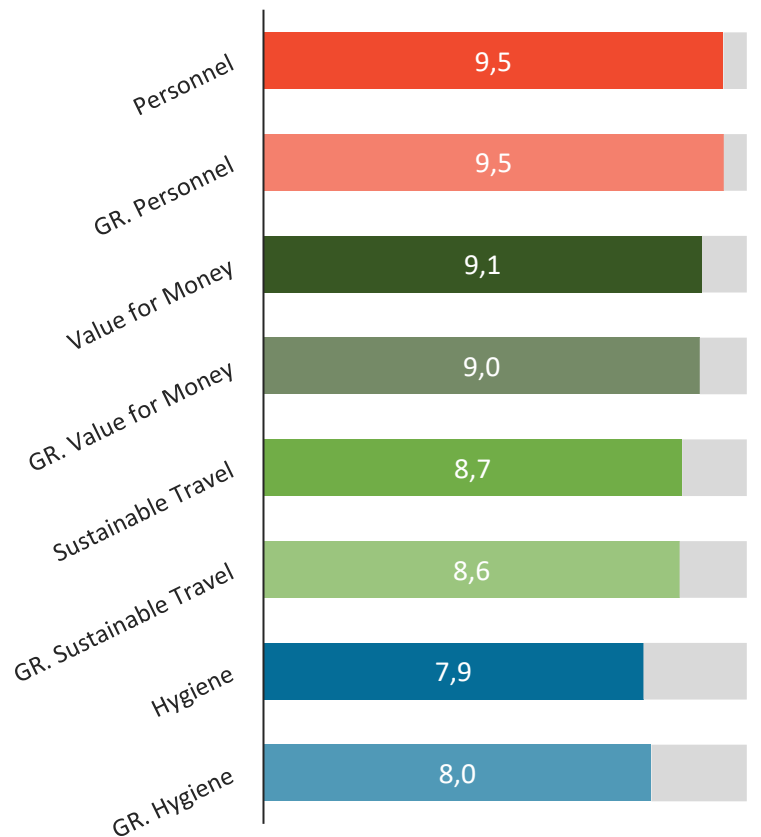
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE



Note: Data presented here stems from numerical ratings.

Period of analysis: October 1st, 2025 - March 31st, 2026. **Review Count:** 20,538

Sentiment Scores



Note: Data presented here stems from written reviews.



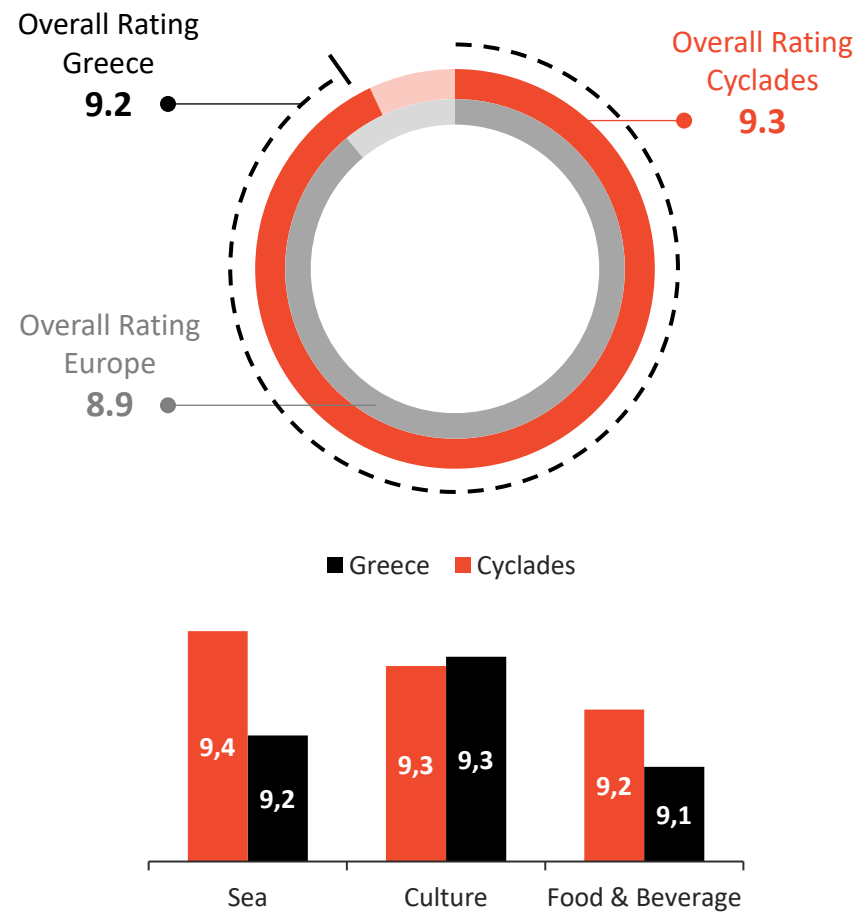
Rating per Market

| Market | Review Volume | Rating |
|----------------|---------------|--------|
| United Kingdom | 321 | 9.2 |
| United States | 93 | 9.1 |
| France | 246 | 8.9 |
| Germany | 204 | 8.8 |
| Italy | 67 | 8.1 |
| Greece | 61 | 9.3 |

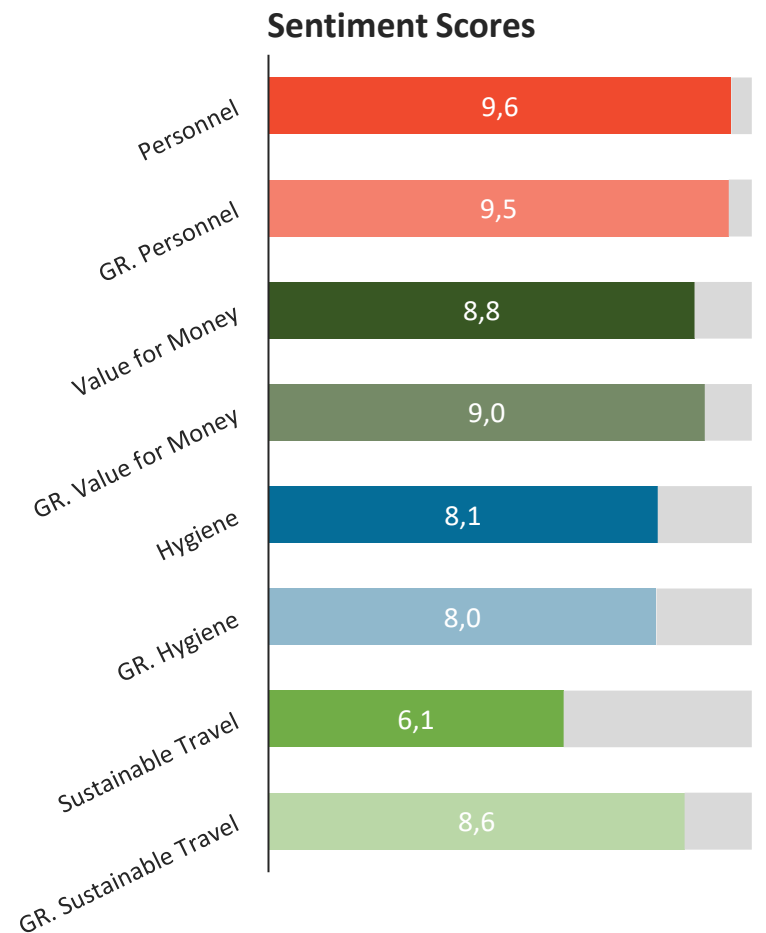
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Cyclades

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



Rating per Market

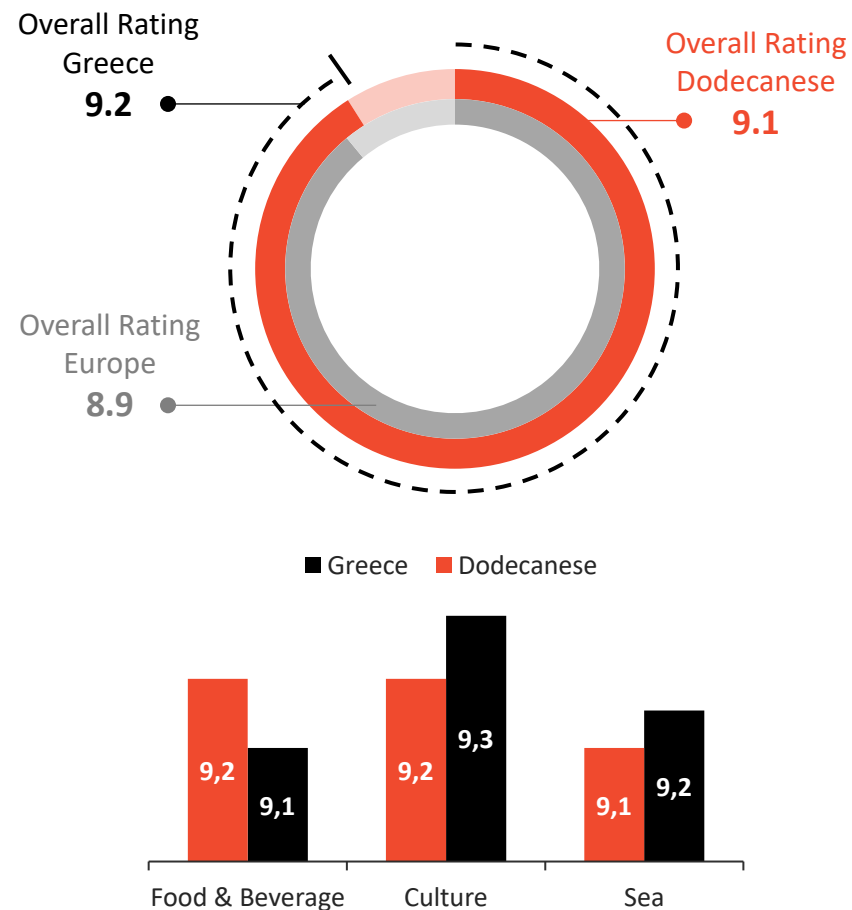
| Market | Rating | Review Volume |
|----------------|--------|---------------|
| Canada | 9.4 | 94 |
| United Kingdom | 9.4 | 179 |
| Germany | 9.3 | 72 |
| United States | 9.2 | 336 |
| France | 9.1 | 96 |

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

Period of analysis: October 1st, 2025 - March 31st, 2026. Review Count: 6,235

Dodecanese

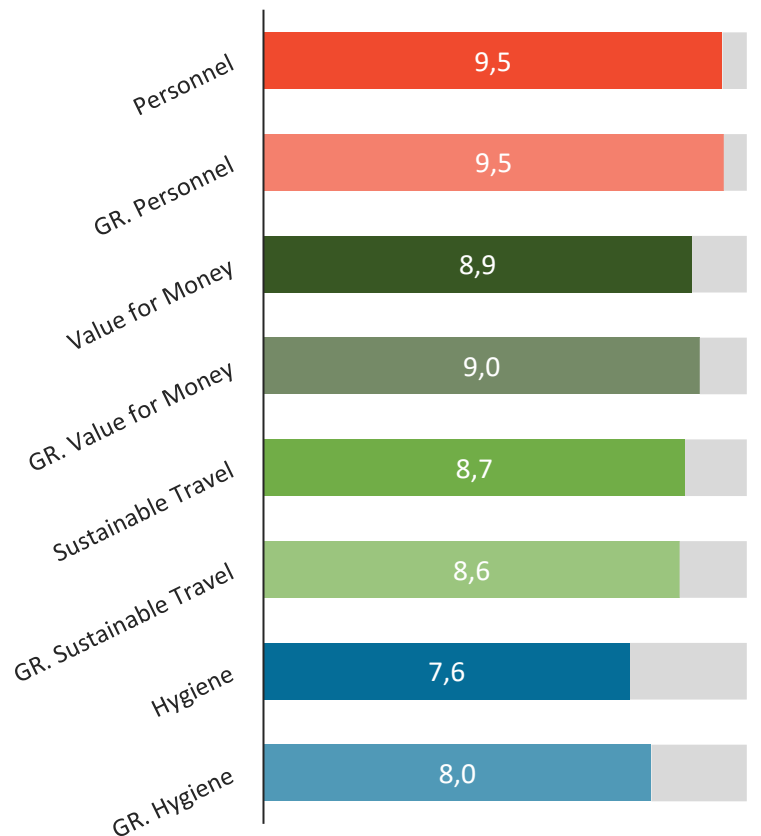
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



Note: Data presented here stems from numerical ratings.

Period of analysis: October 1st, 2025 - March 31st, 2026. **Review Count:** 13,933

Sentiment Scores



Note: Data presented here stems from written reviews.



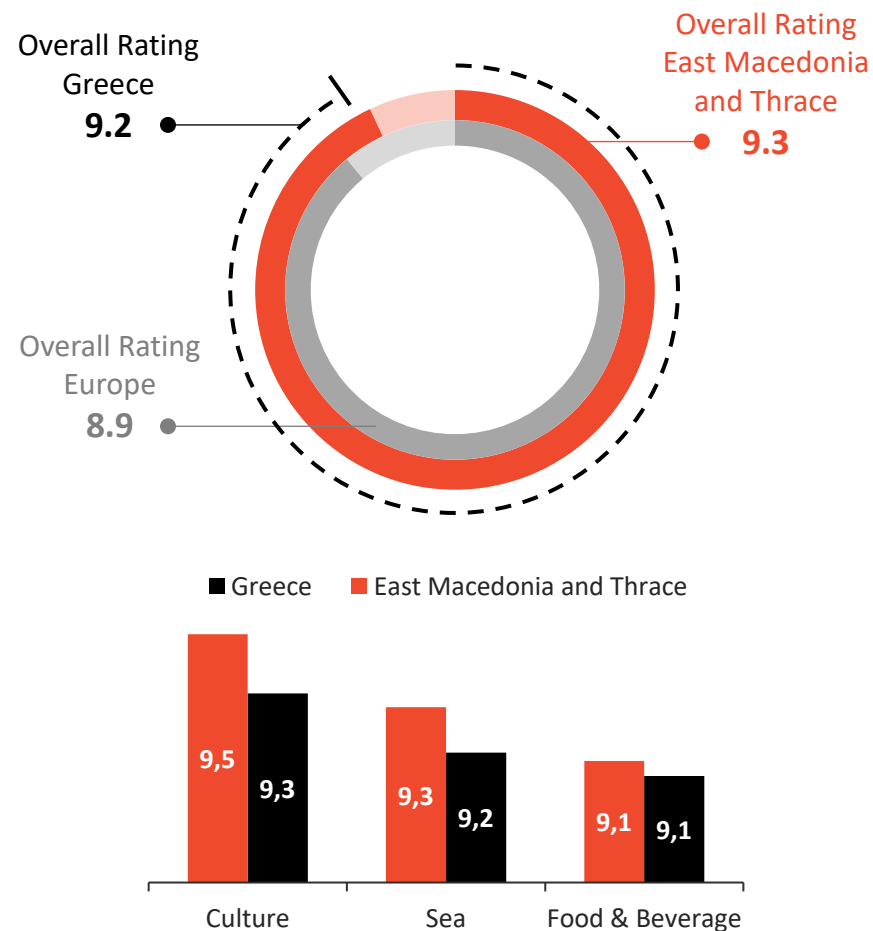
Rating per Market

| Market | Review Volume | Rating |
|-----------------|---------------|--------|
| United States | 67 | 9.1 |
| United Kingdom | 418 | 9.0 |
| Germany | 244 | 8.8 |
| The Netherlands | 54 | 8.6 |
| France | 59 | 8.5 |

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

East Macedonia and Thrace

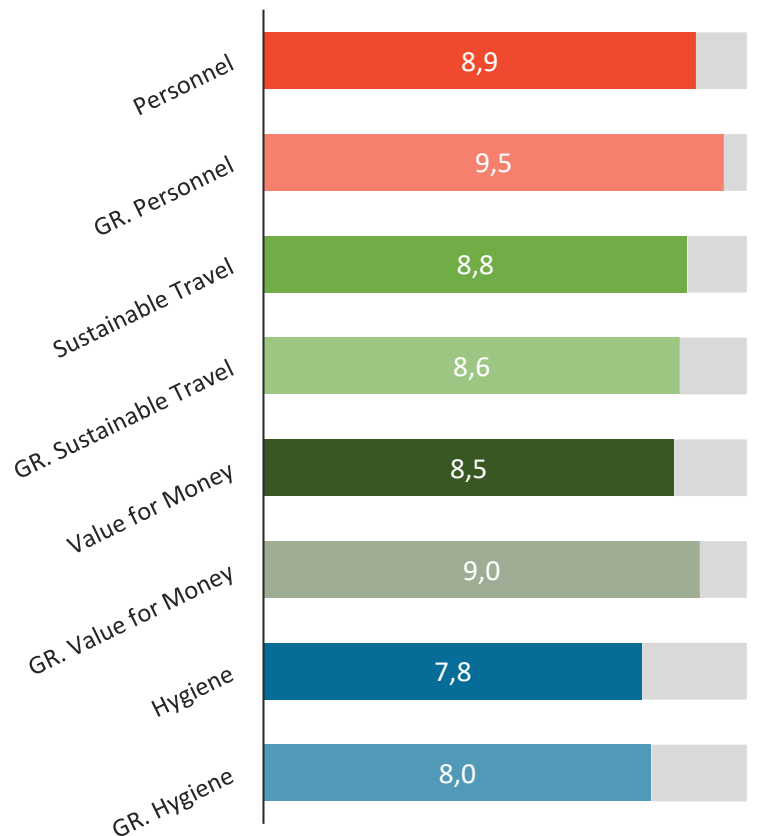
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EAST MACEDONIA AND THRACE



Note: Data presented here stems from numerical ratings.

Period of analysis: October 1st, 2025 - March 31st, 2026. Review Count: 5,843

Sentiment Scores



Note: Data presented here stems from written reviews.



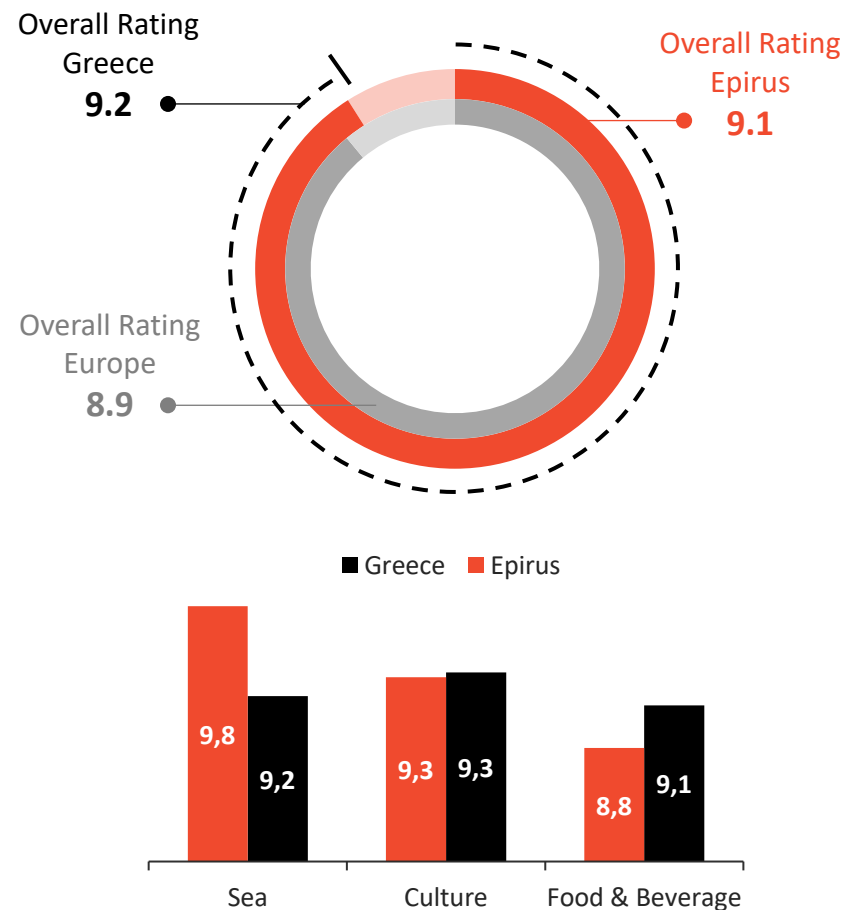
Rating per Market

| Market | Review Volume | Rating |
|--------|---------------|--------|
| Greece | 32 | 9.3 |

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

Epirus

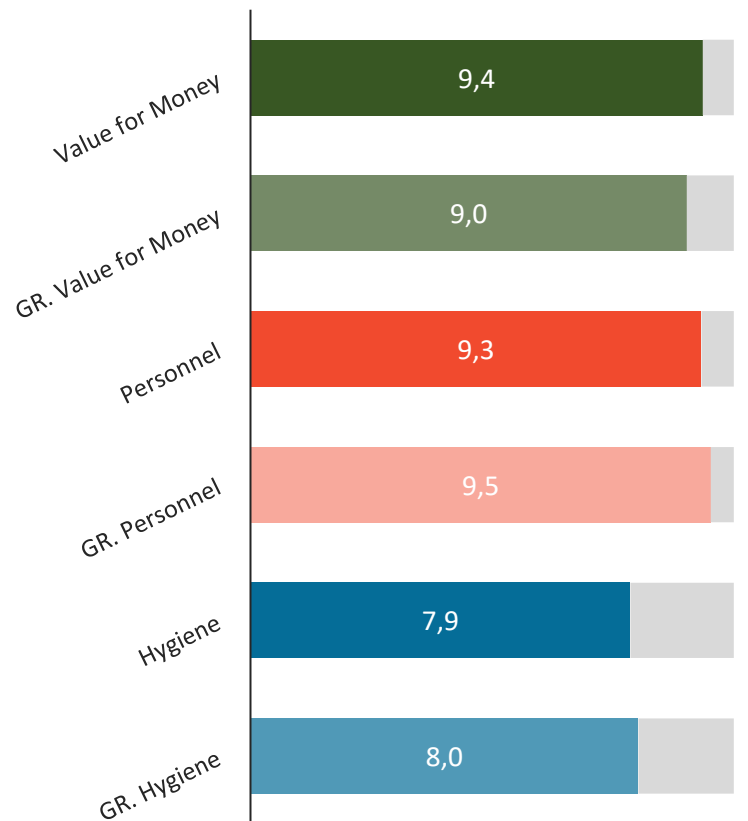
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



Note: Data presented here stems from numerical ratings.

Period of analysis: October 1st, 2025 - March 31st, 2026. **Review Count:** 1,942

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.



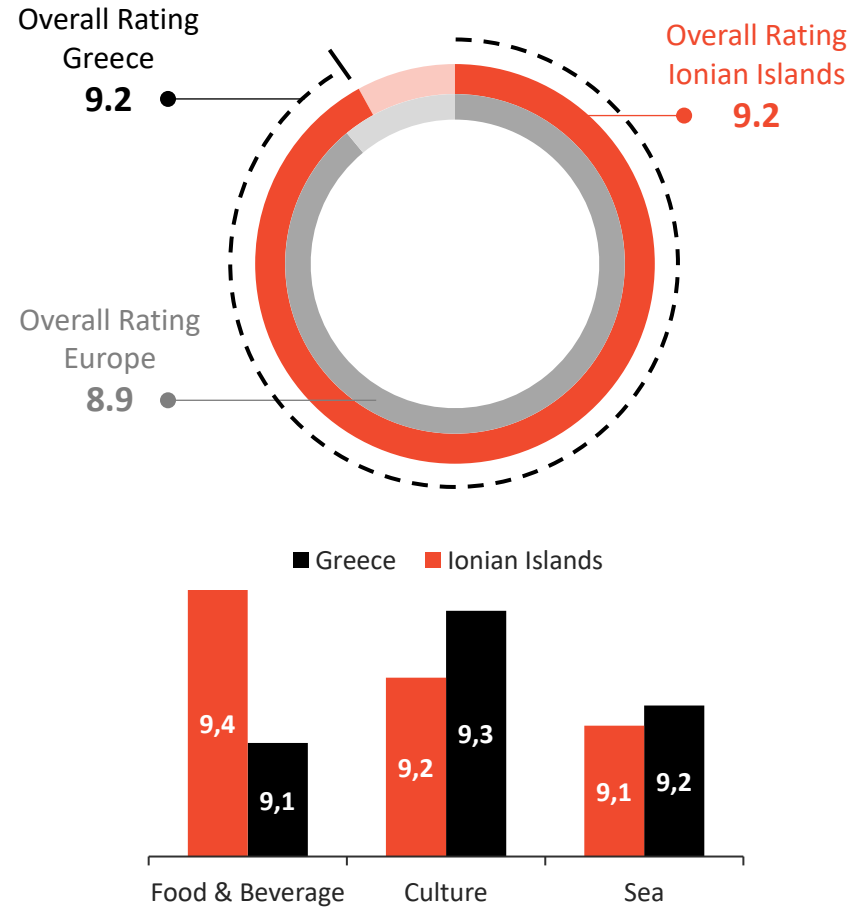
Rating per Market

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

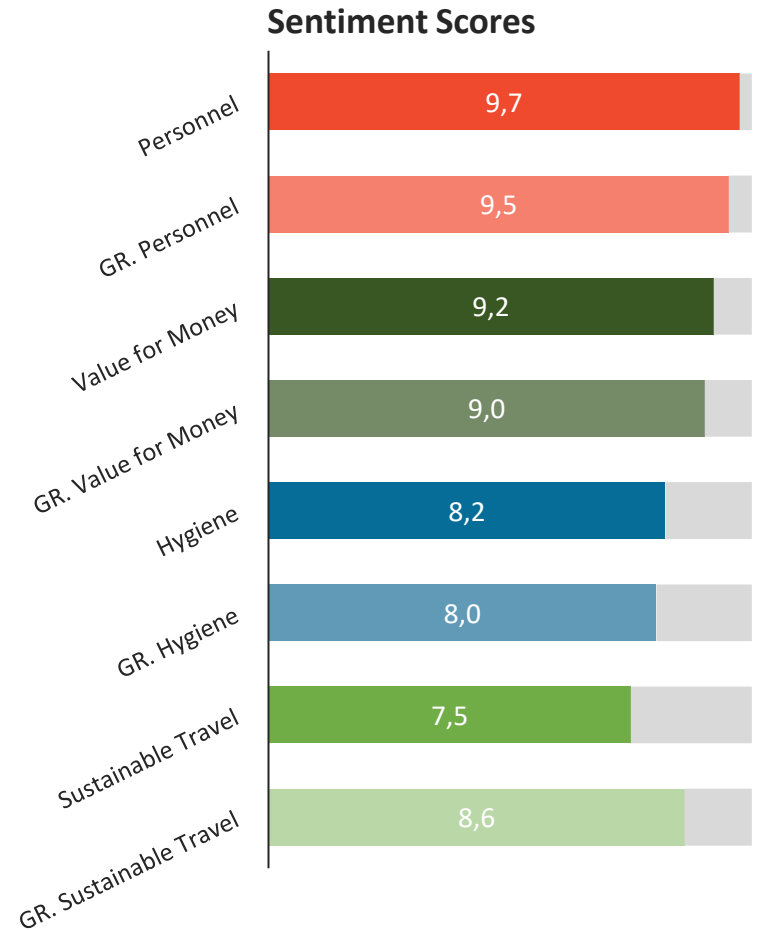
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

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

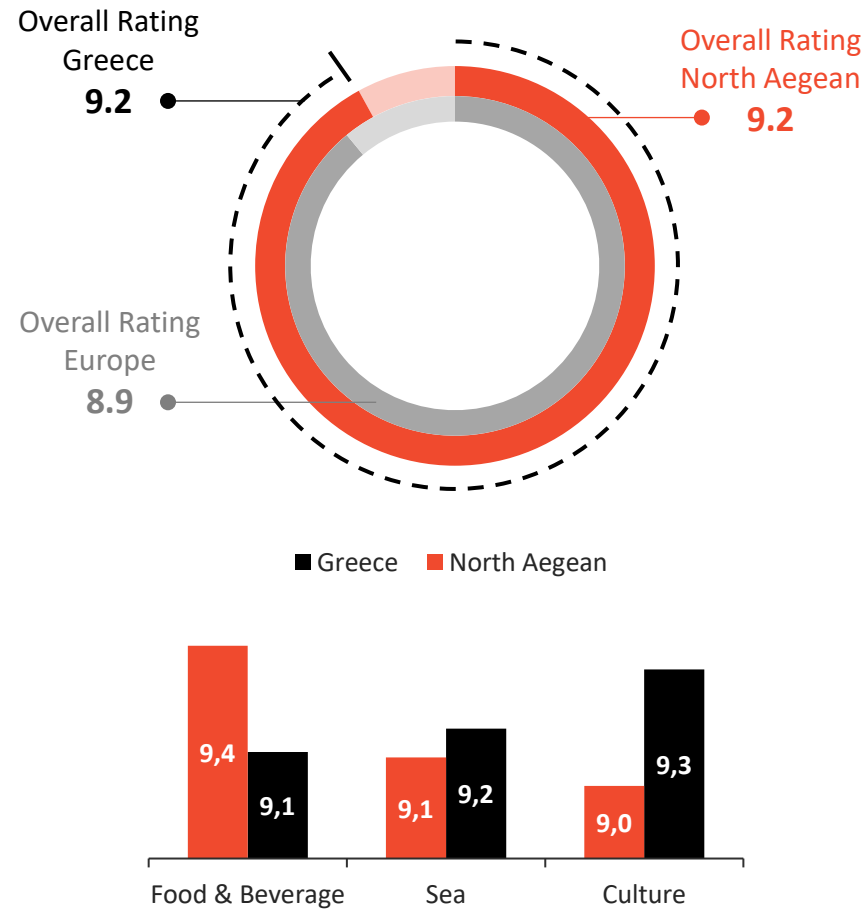
| Market | Review Volume | Rating |
|-----------------|---------------|--------|
| United Kingdom | 239 | 9.2 |
| The Netherlands | 55 | 9.1 |
| Italy | 30 | 9.0 |
| France | 37 | 8.9 |
| Germany | 77 | 8.7 |

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

Period of analysis: October 1st, 2025 - March 31st, 2026. **Review Count:** 5,117

North Aegean

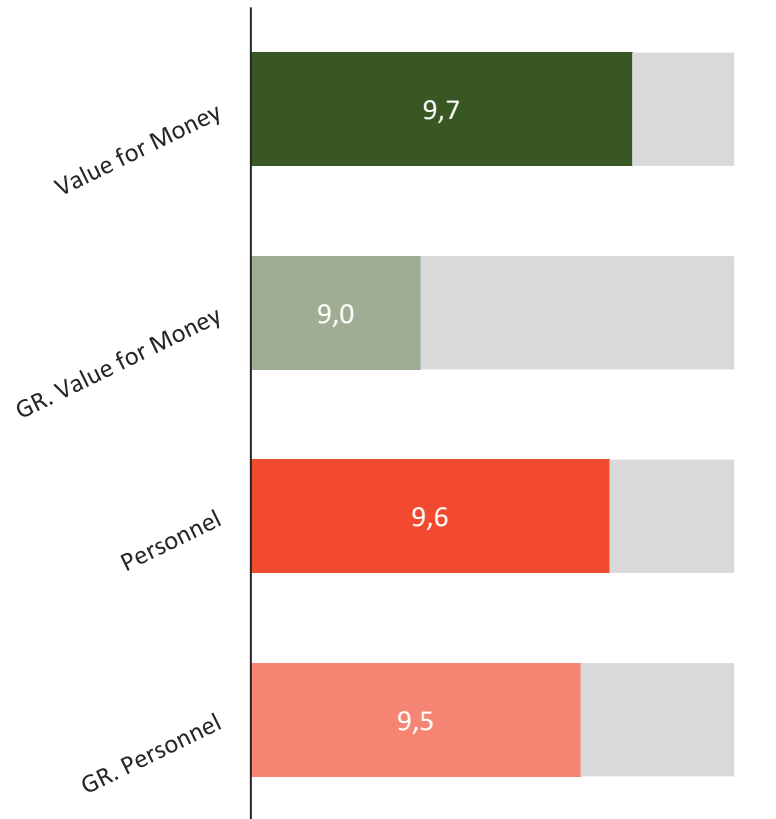
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



Note: Data presented here stems from numerical ratings.

Period of analysis: October 1st, 2025 - March 31st, 2026. **Review Count:** 509

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.



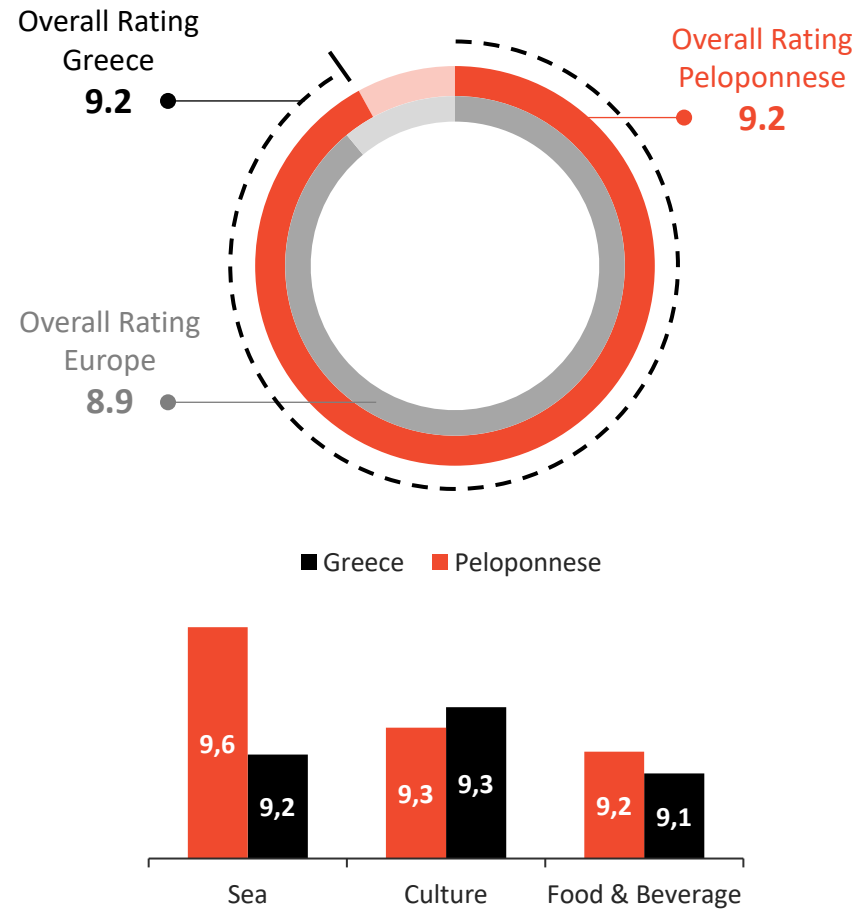
Rating per Market

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

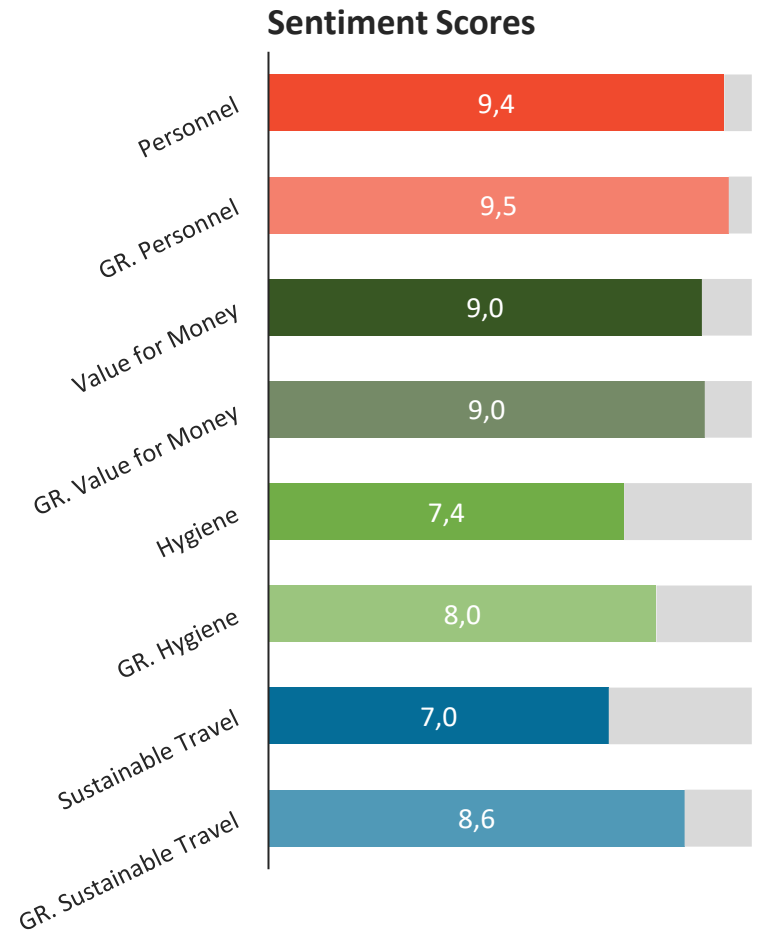
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Peloponnese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



Rating per Market

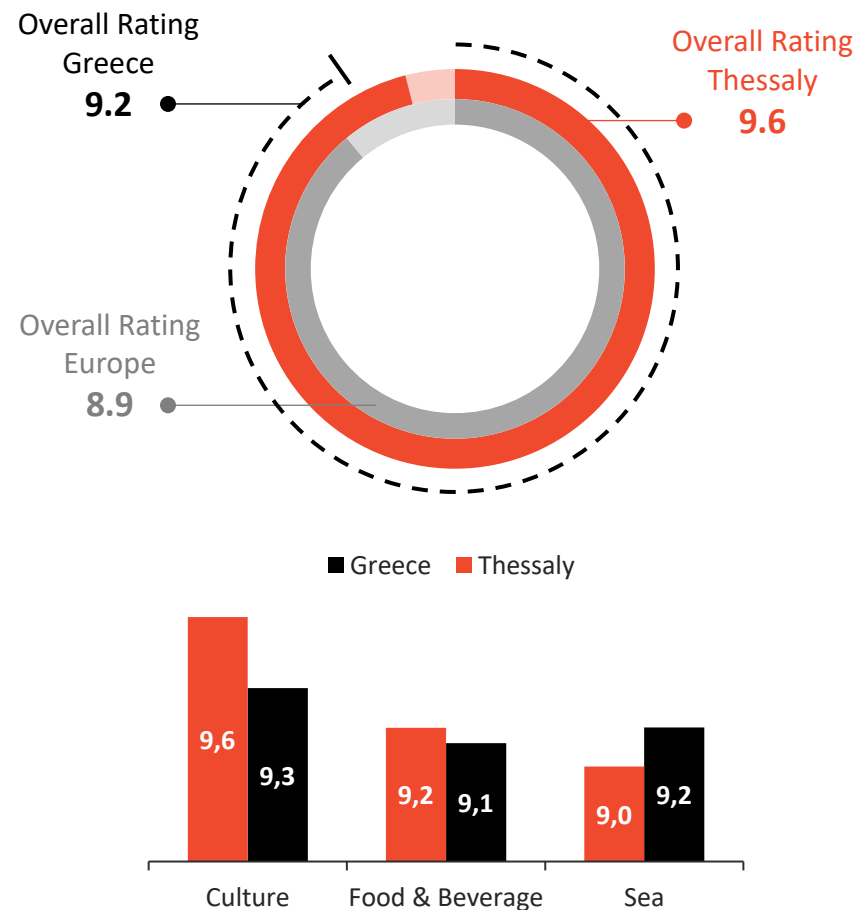
| Market | Review Volume | Rating |
|----------------|---------------|--------|
| France | 39 | 9.3 |
| United States | 57 | 9.0 |
| United Kingdom | 34 | 8.8 |
| Greece | 55 | 9.2 |

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

Period of analysis: October 1st, 2025 - March 31st, 2026. Review Count: 7,016

Thessaly

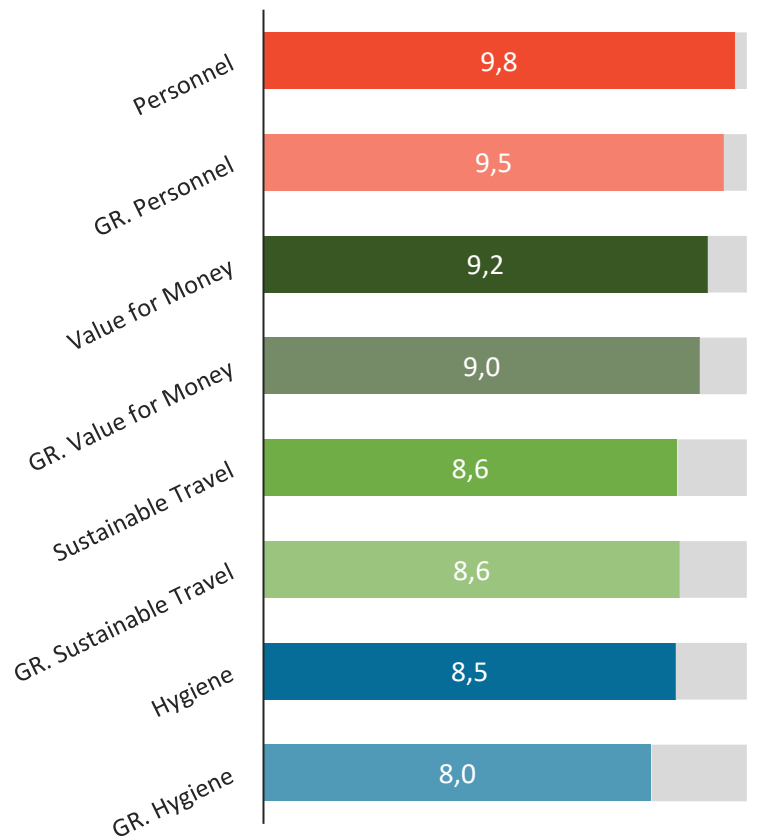
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



Note: Data presented here stems from numerical ratings.

Period of analysis: October 1st, 2025 - March 31st, 2026. Review Count: 5,995

Sentiment Scores



Note: Data presented here stems from written reviews.



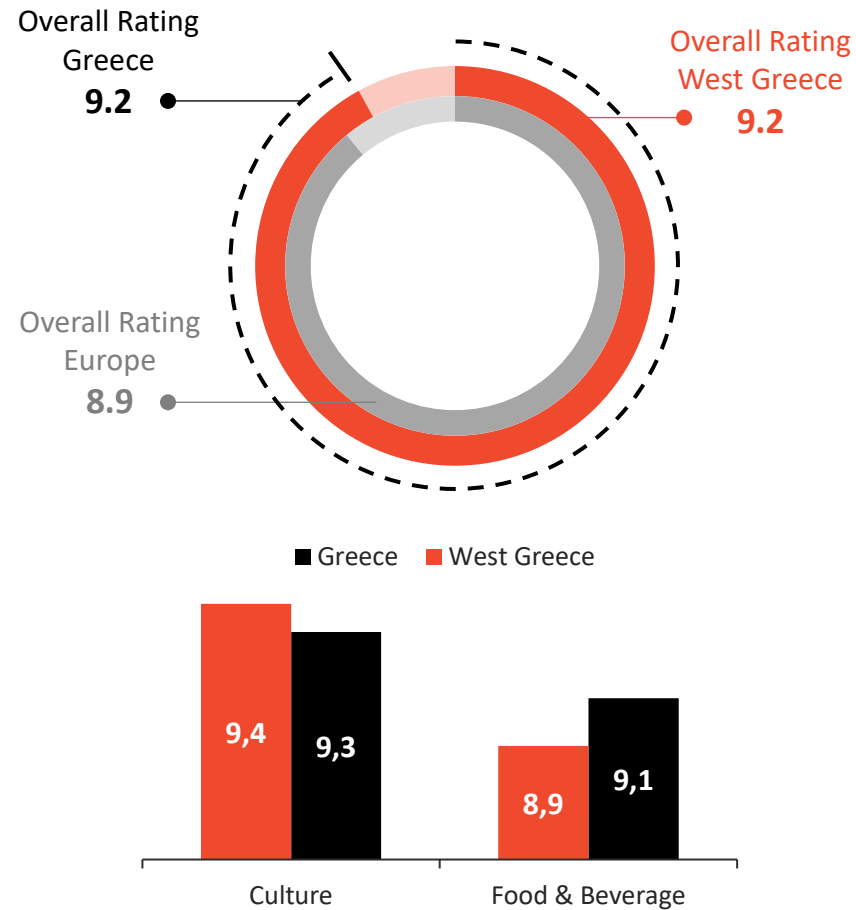
Rating per Market

| Market | Review Volume | Rating |
|---------------|---------------|------------|
| Croatia | 78 | 9.8 |
| Poland | 117 | 9.8 |
| Israel | 55 | 9.7 |
| Germany | 146 | 9.4 |
| Italy | 65 | 8.9 |
| Greece | 70 | 9.1 |

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

West Greece

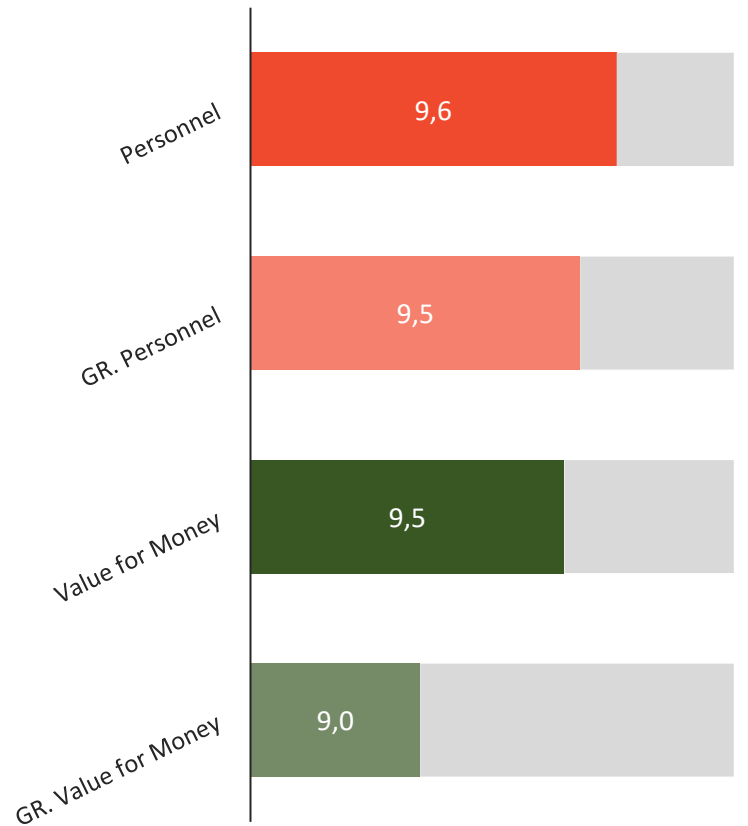
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



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: October 1st, 2025 - March 31st, 2026. **Review Count:** 2,676

Sentiment Scores



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



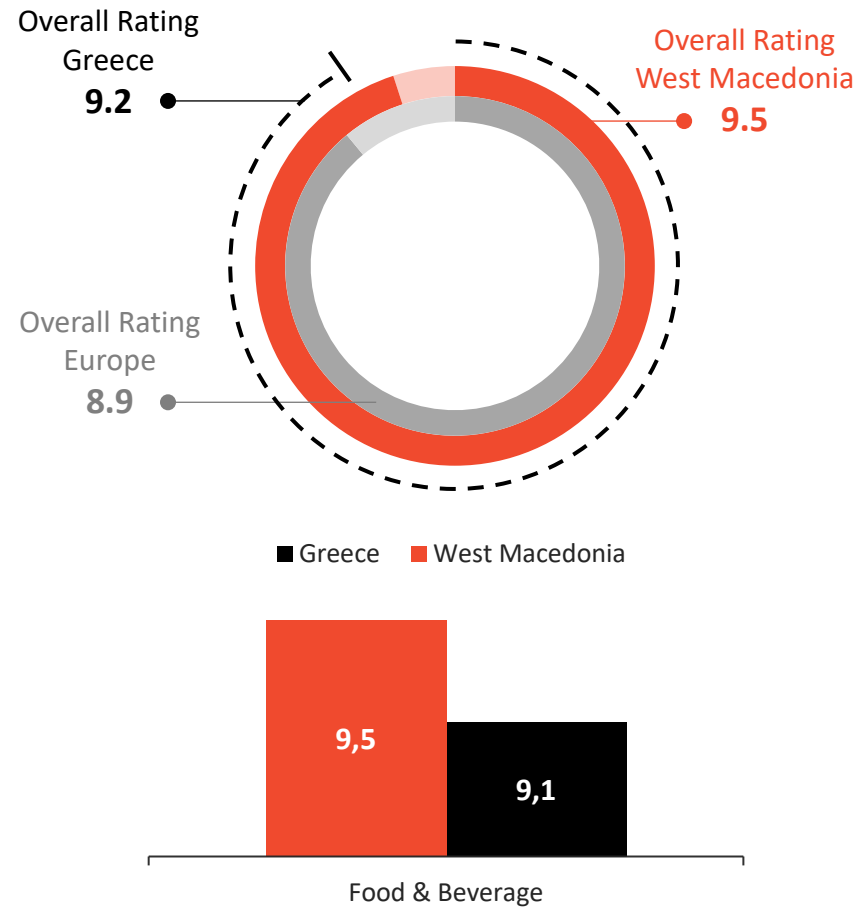
Rating per Market

| Market | Review Volume | Rating |
|---------------|---------------|--------|
| United States | 36 | 8.7 |

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

West Macedonia

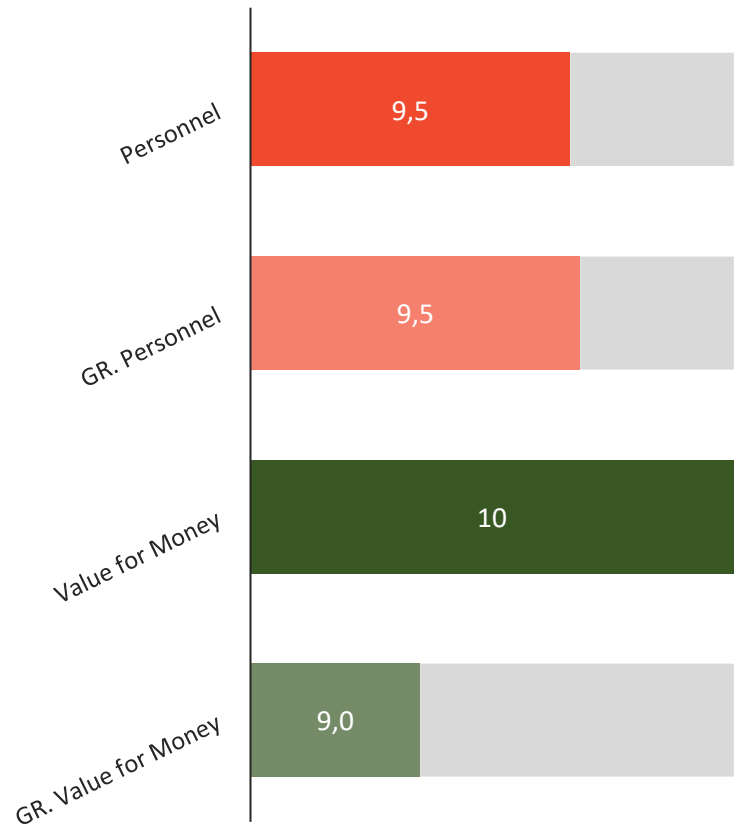
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA



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: October 1st, 2025 - March 31st, 2026. **Review Count:** 1,368

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

- In Q4 2025 - Q1 2026, Greece recorded a **Net Sentiment Index of 56**, placing it mid-range among benchmarked destinations, while **Athens performed slightly higher at 67**. Overall, the period reflected a **stable yet mixed reputation**, where strong cultural narratives were balanced by disruption-related coverage linked to geopolitical tensions and operational challenges.
- **Culture** remained the dominant reputational pillar, generating over **73k mentions** and achieving the highest sentiment score (**90**). **Gastronomy (87)** followed with strong engagement driven by interest in local cuisine, while **Hospitality (88)** maintained positive perception despite lower visibility. In contrast, **environmental topics (77)** reflected more mixed sentiment, pointing to ongoing concerns.
- **Positive sentiment** was largely shaped by narratives highlighting **cultural depth and seasonal appeal**. Stories around the Olympic flame ceremony and rare access to the Parthenon reinforced Greece's cultural importance, while winter experiences—from snow-covered views of the Acropolis to peaceful mountain villages—presented a quieter side of the destination. Immersive travel experiences, including **sailing, hiking, and authentic local dining**, alongside cultural storytelling through productions like *The Odyssey (2026)*, further strengthened Greece's appeal.
- However, these positive narratives were partly offset by **disruption-driven coverage**. Rising geopolitical tensions in the Eastern Mediterranean, combined with airspace closures, nationwide strikes, and protest activity, impacted travel operations and contributed to perceptions of instability. Disruptions across flights, ferries, and cruise routes kept attention focused on **accessibility and reliability**, reinforcing a more cautious sentiment.
- **Overall Performance:** Greece maintained a **strong overall rating of 9.2**, outperforming the **European average (8.9)** and key benchmark destinations including Croatia (9.1), Portugal (8.9), Italy (8.9), and Spain (8.8). Performance was driven by **Culture (9.3)** and **Sea experiences (9.2)**, while **Personnel (9.5)** stood out as the highest-rated dimension. **Value for Money (9.0)** remained solid, whereas **Sustainability (8.6)** and **Hygiene (8.0)** lagged slightly. Monthly ratings remained **stable between 9.1 and 9.3**, despite seasonal fluctuations in review volume.
- **Regional & Market Insights:** At a regional level, **Thessaly (9.6)** and **West Macedonia (9.5)** led overall satisfaction, followed by the **Cyclades and East Macedonia & Thrace (9.3)**, while most other regions aligned closely with the national average at **9.1–9.2**. By market, the **United States (9.4)** remained the most satisfied visitor group, followed by the **United Kingdom (9.2)**. Other European markets—including **Germany (8.8)**, **Italy (8.5)**, and **France (8.5)**—reported slightly lower satisfaction, while **domestic travellers (8.9)** continued to rate experiences below international visitors.

Period of analysis: October 1st, 2025 - March 31st, 2026.



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

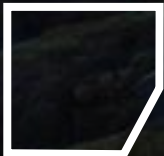
Currently **45 sources** are connected to analyse ratings and reviews data. They account for **95% of all experience-based data available online**.

- 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



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