

INSETE



Greece Reputation Tracker

Q2 2026 REPORT

July 2026



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Με τη συγχρηματοδότηση
της Ευρωπαϊκής Ένωσης



ΠΡΟΓΡΑΜΜΑ
ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ
2021 – 2027

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Ανάλυση διαδικτυακής φήμης και αξιολόγησης της Ελλάδας (Απρ. 2026– Ιούν. 2026)

Για το σύνολο του Q2 -2026 (Απρ. 2026– Ιούν. 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 το Q2 συνολικά και με βάση τον δείκτη NSI, η **Ελλάδα (38)** κατατάσσεται στην τρίτη θέση μετά την **Κροατία (67)** και την **Πορτογαλία (57)**. Έπεται της Ελλάδας η **Ιταλία (35)** και στην τελευταία θέση κατατάσσεται η **Ισπανία (28)**. Γενικά, η Ελλάδα βρίσκεται στο μέσο της κατάταξης μεταξύ των προορισμών αναφοράς, με την Αθήνα οριακά υψηλότερα, στο 40.
 - Μεταξύ Απριλίου και Ιουνίου 2026, ο δείκτης NSI Ελλάδας παρουσίασε την εξής πορεία: από **41** τον Απρίλιο σημείωσε πτώση τον Μάιο στο **30** και ανέκαμψε τον Ιούνιο με **42**.
 - Συνολικά, η φήμη της χώρας διατηρήθηκε χάρη στις θετικές συζητήσεις με άξονες την ισχυρή πολιτιστική και γαστρονομική της ταυτότητα, αλλά επιβαρύνθηκε από τα ακραία καιρικά φαινόμενα (πχ κύμα αφρικανικής σκόνης), ευρύτερα περιβαλλοντικά (πχ λειψυδρία, ο κίνδυνος πυρκαγιών) και κοινωνικά ζητήματα (πχ μια απεργία λεωφορείων στη Σαντορίνη).
 - Ο δείκτης NSI το Q2 για την Αθήνα (**40**) κατέγραψε υψηλότερες επιδόσεις: αυξήθηκε από **20** των Απριλίου σε **50** τον Μάιο και παρέμεινε σχεδόν στο ίδιο επίπεδο τον Ιούνιο (**49**).
- **Το περιεχόμενο των διαδικτυακών συζητήσεων**
 - Ο πολιτισμός παρέμεινε το κυρίαρχο θέμα στις σχετικές συζητήσεις, συγκεντρώνοντας περισσότερες από 31.000 αναφορές και την υψηλότερη βαθμολογία συναισθήματος (**88**). Ακολούθησε η γαστρονομία, με περίπου 20.000 αναφορές και δείκτη συναισθήματος 81, αναδεικνύοντας τη γαστρονομική κληρονομιά της Ελλάδας. Η φιλοξενία σχολιάστηκε ιδιαίτερα θετικά (**85**), παρά τη σημαντικά χαμηλότερη προβολή της. Αντίθετα, οι συζητήσεις που σχετίζονται με το περιβάλλον κατέλαβαν την τρίτη θέση σε όγκο αναφορών, με σχεδόν 12.000 αναφορές, αλλά κατέγραψαν το χαμηλότερο επίπεδο θετικού συναισθήματος (**58**), γεγονός που υποδηλώνει πιο διχασμένες αντιλήψεις εν μέσω των συνεχιζόμενων προβληματισμών για το κλίμα και τη βιωσιμότητα.
 - Το θετικό συναίσθημα τροφοδοτήθηκε από την πολιτιστική κληρονομιά, τη γαστρονομία και το αυξανόμενο ενδιαφέρον για αυθεντικές, λιγότερο τουριστικά ανεπτυγμένες εμπειρίες. Η γαστρονομική αφήγηση ξεχώρισε, με αιχμή την αναγνώριση της Κρήτης ως Ευρωπαϊκής Περιφέρειας Γαστρονομίας και την ιδιαίτερη τοπική ταυτότητα της ελληνικής κουζίνας. Τα πολιτιστικά μνημεία (πχ Μετέωρα) και τα εντυπωσιακά τοπία (πχ Όλυμπος και ακτές Πιερίας) ενίσχυσαν τη διαχρονική ελκυστικότητα της χώρας, ενώ τα πιο ήσυχα νησιά (πχ Κίμωλος, Αντικύθηρα) και οι λιγότερο γνωστοί προορισμοί (πχ Καρδαμύλη) προσέλκυαν ταξιδιώτες που αναζητούσαν ηρεμία μακριά από τα πλήθη. Η ελληνική φιλοξενία, σε συνδυασμό με τις αναδυόμενες πρωτοβουλίες που προέρχονται από τις τοπικές κοινωνίες, διέυρυναν περαιτέρω τη θετική εικόνα της χώρας.

Period of analysis: Apr. 1st, 2026 – Jun. 30th, 2026.

- **Οι αρνητικές αναφορές κατά το Q2 επικεντρώθηκαν σε ζητήματα σχετικά με το περιβάλλον και τα ακραία καιρικά φαινόμενα.** Μια καταιγίδα σκόνης από τη Σαχάρα και οι θερμοκρασίες-ρεκόρ του καλοκαιριού προκάλεσαν καθηλώσεις πτήσεων και κλείσιμο υπαίθριων χώρων, ενώ η λειψυδρία, ο κίνδυνος πυρκαγιών και η άνοδος της στάθμης της θάλασσας προκάλεσαν διαδικτυακές συζητήσεις σχετικά με τη διατήρηση εμβληματικών μνημείων και στοιχείων της πολιτιστικής κληρονομιάς. **Παράλληλα, καταγράφηκαν αρνητικές αναφορές για κοινωνικά και οικονομικά ζητήματα** (πχ τοπικές διαμαρτυρίες για gentrification και κινητοποιήσεων εργαζόμενων στον τουρισμό).

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 πολύ υψηλή συνολική βαθμολογία 9,2, ξεπερνώντας τον ευρωπαϊκό μέσο όρο (8,9) και καταλαμβάνοντας κορυφαία θέση μαζί με την Αθήνα (9,3).** Η επίδοση αυτή φέρνει την Ελλάδα στο ίδιο επίπεδο ή και πάνω από βασικούς ανταγωνιστικούς προορισμούς αναφοράς, όπως η Κροατία (9,2), η Πορτογαλία (9,0), η Ιταλία (8,9) και η Ισπανία (8,9), ενισχύοντας την ανταγωνιστική της θέση.
 - **Οι μηνιαίες βαθμολογίες παρέμειναν σταθερά στο 9,2, παρά την έντονη εποχικότητα στον όγκο των αξιολογήσεων, ο οποίος αυξανόταν σταθερά από τον Απρίλιο έως τον Ιούνιο. Αυτό αναδεικνύει την ανθεκτικότητα των συνολικών επιπέδων ικανοποίησης.**
- **Τα επιμέρους συστατικά της εμπειρίας**
 - **Η συνολική υψηλή επίδοση οφειλόταν κυρίως στη βαθμολογία για τη γαστρονομία (9,3) και τον πολιτισμό (9,2), ενώ ακολουθούσαν από κοντά οι εμπειρίες που σχετίζονται με τη θάλασσα (9,1).** Στα γραπτά σχόλια, **το ανθρώπινο δυναμικό (9,6) και η φιλοξενία/εξυπηρέτηση** που προσφέρει συνέχισε να αποτελεί βασικό πλεονέκτημα, καταγράφοντας την υψηλότερη βαθμολογία, ακολουθούμενη από τη **σχέση ποιότητας-τιμής (9,1).** Η **βιωσιμότητα (8,4) και η υγιεινή (8,3)** παρέμειναν συγκριτικά σε χαμηλότερο επίπεδο, αν και εξακολούθησαν να βρίσκονται σε ικανοποιητικό εύρος.
- **Η τουριστική εμπειρία ανά περιφέρεια**
 - **Η περιφερειακή επίδοση παρέμεινε σταθερά υψηλή, με αρκετές περιφέρειες να ξεπερνούν τον εθνικό μέσο όρο.** Η Θεσσαλία (9,5) και η Δυτική Μακεδονία (9,5) κατέγραψαν τις υψηλότερες συνολικές βαθμολογίες, ακολουθούμενες από τη Δυτική Ελλάδα (9,4) και τις Κυκλάδες (9,4). Άλλες περιφέρειες, όπως η Αττική, η Κεντρική Μακεδονία, η Ανατολική Μακεδονία και Θράκη, η Ήπειρος, τα Ιόνια Νησιά, το Βόρειο Αιγαίο και η Πελοπόννησος (όλες περίπου στο 9,3-9,2), κινήθηκαν πολύ κοντά στον εθνικό δείκτη αναφοράς, ενώ η Κρήτη, η Στερεά Ελλάδα, το Βόρειο Αιγαίο και τα Δωδεκάνησα (9,1-9,0) υστέρησαν ελαφρώς.

Period of analysis: Apr. 1st, 2026 – Jun. 30th, 2026.

- **Οι βαθμολογίες για το ανθρώπινο δυναμικό ήταν εξαιρετικά υψηλές σε όλες τις Περιφέρειες, με την Ελλάδα συνολικά να καταγράφει 9,6 και πολλές Περιφέρειες να ξεπερνούν το 9,5, επιβεβαιώνοντας την ποιότητα φιλοξενίας και εξυπηρέτησης ως βασικό στοιχείο διαφοροποίησης. Ιδιαίτερα θετική ήταν και η εικόνα της σχέσης ποιότητας-τιμής (Value for Money), με βαθμολογίες 9,7 στη Δυτική Μακεδονία, 9,4 στην Ήπειρο, 9,3 στη Δυτική Ελλάδα, τα Ιόνια Νησιά και τη Στερεά Ελλάδα, 9,2 στην Πελοπόννησο και 9,1 στην Αττική και στην Ελλάδα συνολικά.**
- **Στην υγιεινή, η εικόνα ήταν περισσότερο ανομοιογενής.** Παρά τις υψηλές επιδόσεις σε ορισμένες περιοχές με χαρακτηριστικό παράδειγμα τις Κυκλάδες (9,2) καταγράφηκαν και σημαντικές αποκλίσεις, με χαμηλές βαθμολογίες στην Πελοπόννησο (6,7), τα Ιόνια Νησιά (7,7) και την Ανατολική Μακεδονία–Θράκη (7,9). **Αντίστοιχα, η βιωσιμότητα / Sustainable Travel κατέγραψε συγκριτικά χαμηλότερες επιδόσεις, με τις Κυκλάδες να σημειώνουν τη χαμηλότερη βαθμολογία (6,9).**
- **Αξιολόγηση της εμπειρίας ανά αγορά**
 - **Ανά αγορά προέλευσης, οι επισκέπτες από τις Ηνωμένες Πολιτείες (9,5) ήταν και πάλι η αγορά με τον υψηλότερο βαθμό ικανοποίησης, με το Ηνωμένο Βασίλειο (9,3) να ακολουθεί από κοντά.** Οι ευρωπαϊκές αγορές, όπως η Γερμανία (8,8), η Ιταλία (8,8) και η Γαλλία (8,7), κατέγραψαν ελαφρώς χαμηλότερες βαθμολογίες ικανοποίησης, **ενώ οι Έλληνες ταξιδιώτες (9,0) κινήθηκαν στο μέσο της κατάταξης.**



Key Sentiment Indexes

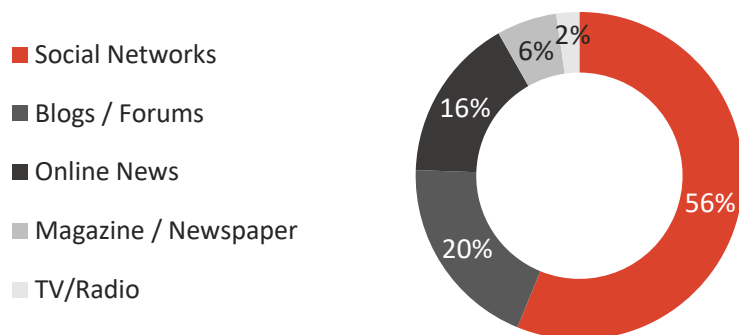
GREECE'S ONLINE SOCIAL REPUTATION

Sentiment Tracker

METHODOLOGICAL OVERVIEW OF DESTINATION REPUTATION AT LARGE

Analysing online social data

- The “**sentiment**” reflects the **state of travel brands’ online reputation**. These are seen through **online social conversations at a global level**.
- They are shared by differing **media, consumers, companies, citizens, brands and officials on websites, forums, blogs & social networks**.
- While sentiment is not predictive of travellers’ planning, a **positive e-reputation is essential to generate favourability towards destinations** and travel brands, particularly when choosing a destination.
- From April to June 2026, **Greece was mentioned 201.8k in social conversations** in relation to travel, generating **3.7M engagements**, shared by **58.7K unique authors** from **200+ countries**.



Key Sentiment Trends

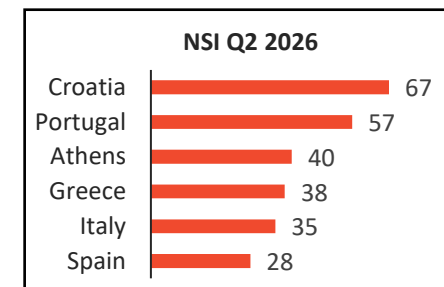
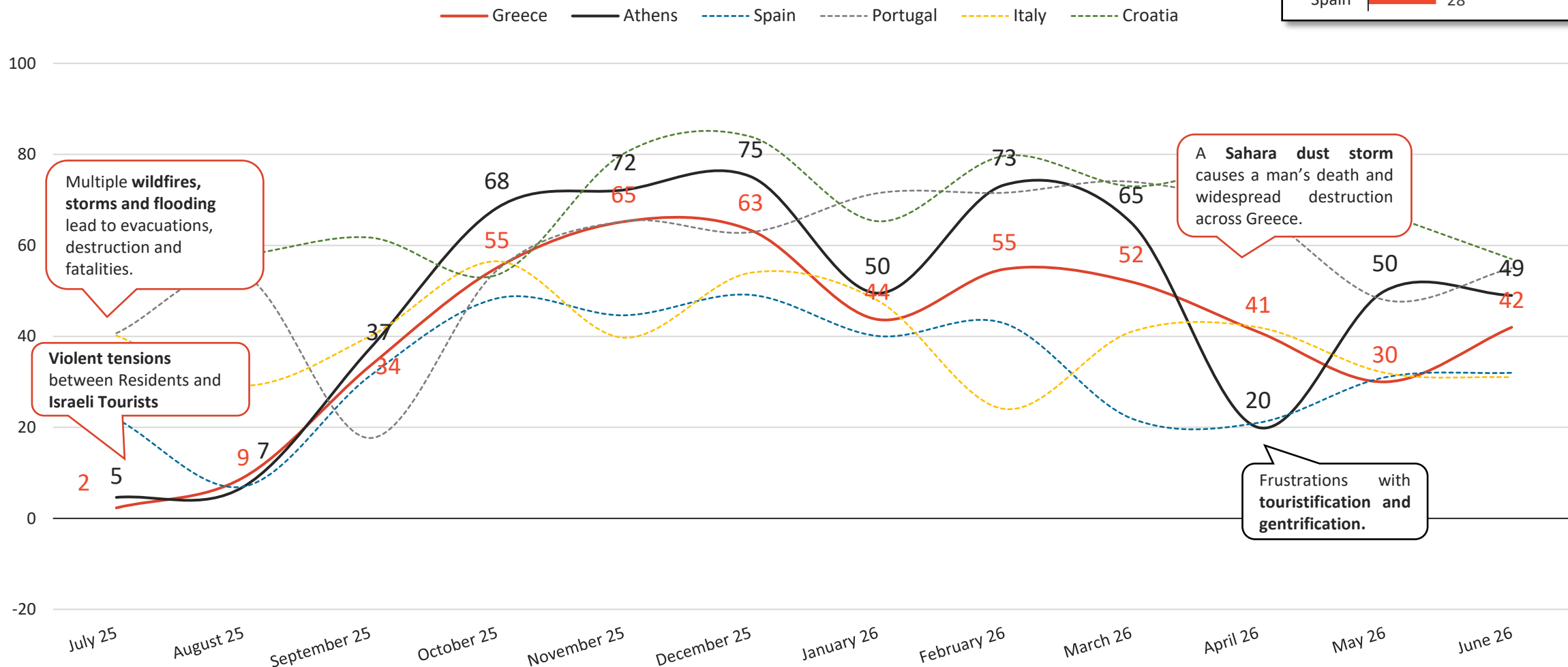
SUMMARY FOR Q2 2026

- In Q2 2026, Greece recorded a **Net Sentiment Index of 38**, placing it **mid-range among benchmarked destinations**, with Athens marginally higher at 40. Both trailed Croatia (67) and Portugal (57) but sat above Italy (35) and Spain (28). Overall, the country's **reputation held up on strong cultural and culinary narratives** but was **weighed down by extreme weather, disruption, and social tension** through the quarter.
- **Culture continued as most prominent conversational topic**, generating over 31k mentions and the highest sentiment score (88). **Gastronomy followed** with around 20k mentions and a sentiment of 81, celebrating Greece's culinary heritage. **Hospitality was commented on very fondly** (85) despite **far lower visibility**. In contrast, **environment-related discussions ranked third in volume**, at nearly 12k mentions, but recorded the **weakest sentiment (58)**, signalling more divided perceptions amid ongoing climate and sustainability concerns.
- Positive sentiment was driven by **heritage, gastronomy, and a growing interest for authentic, off-the-beaten-path travel**. Culinary storytelling stood out, led by Crete's recognition as a European Region of Gastronomy and by the regional distinctiveness of Greek food. **Cultural landmarks and dramatic landscapes** reinforced the country's classic appeal, while quieter islands and lesser-known destinations resonated with travellers seeking calm away from the crowds. **Greece's warmth and welcoming spirit**, alongside emerging community-led initiatives, further broadened its positive image.
- These were partly offset by **disruption-focused narratives**, dominated by **extreme weather**. A Saharan dust storm and record summer heat grounded flights and closed outdoor sites, while water scarcity, wildfire risk, and rising sea levels **raised concerns over the preservation of iconic heritage**. **Strikes and localised protests added to the strain** on the visitor experience, and social tensions around gentrification and rising rents in Athens kept resident frustration in view.

Period of analysis: April 1st, 2026 – June 30th, 2026

Net Sentiment Index

TRENDS FOR GREECE'S ONLINE REPUTATION

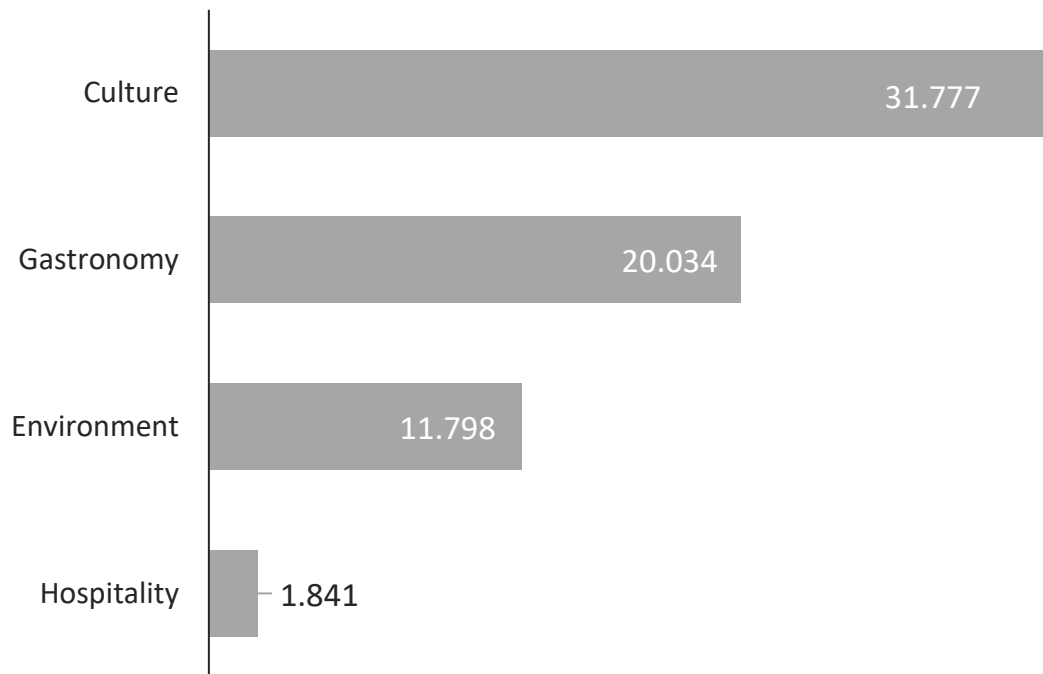


Reputation Topics

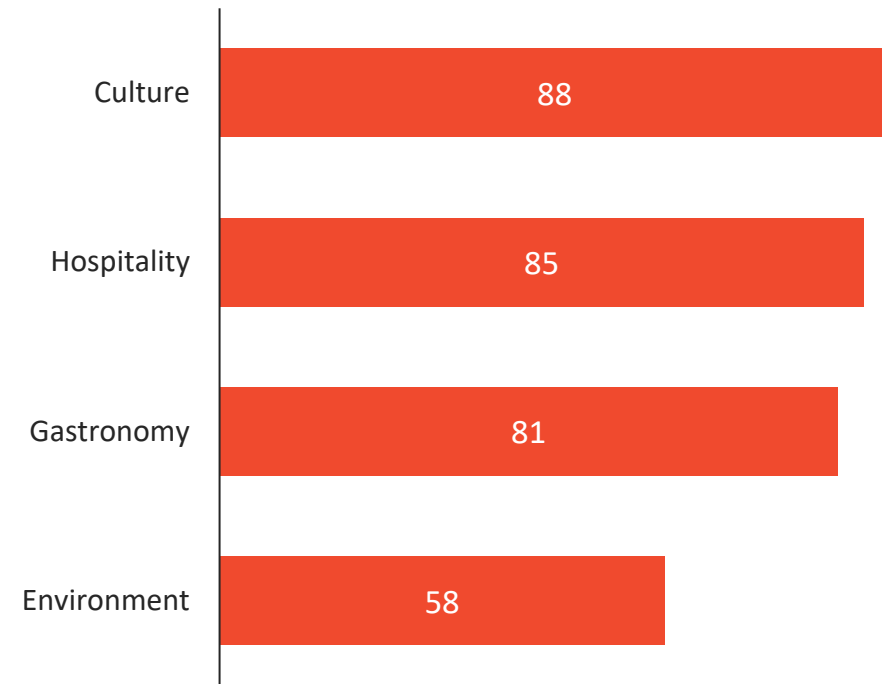
TRENDS FOR GREECE'S ONLINE REPUTATION

In Q2 **culture remained the backbone of Greece's online reputation**, generating over 31k mentions and the strongest sentiment score of 88, carried by conversations around archaeological landmarks, monasteries, and the country's deep heritage. **Gastronomy followed with around 20k mentions and a sentiment of 81**, reflecting sustained interest in regional cuisine. **Environment drew nearly 12k mentions but recorded the weakest sentiment at 58**, shaped largely by climate related incidents. **Hospitality recorded the least discussion**, at under 2k mentions, yet scored 85, with travellers consistently pointing to **the warmth and quality of Greek service**.

Volume of Social Conversations



Net Sentiment Index



Period of analysis: April 1st, 2026 – June 30th, 2026

Positive Sentiment Drivers

STORIES FUELING GREECE'S SOCIAL REPUTATION

Greece's **positive sentiment in Q2 2026** was driven by a **strong mix of culinary prominence and cultural heritage**. Food culture led the narrative, anchored by Crete's recognition as a **European Region of Gastronomy** and the **regional distinctiveness** of traditional dishes. Heritage and landscape reinforced the appeal, with travellers drawn to the **monasteries of Meteora**, the untouched **wilderness of Mount Athos**, and the **golden Aegean beaches of the Olympus Riviera**. At the same time, a quieter, more authentic side of the destination resonated, from the **crowd-free calm of Kimolos Town** and the **clear early-morning waters of La Grotta in Corfu** to the **architectural heritage of Kardamyli on the Mani Peninsula**.

Examples of reputation drivers

- Crete's recognition as a **European Region of Gastronomy** spotlights the island's food culture, where olive trees and locally grown ingredients offer travellers a tangible connection to the region's longevity-linked culinary tradition.
- Greece's food culture offers a **different flavour in each region**- from classic souvlaki in Athens to grilled octopus in car-free Hydra, rustic dakos and gamopilafo in Crete, and slow-cooked pork belly on the volcanic shores of Milos.
- Travellers reflecting on the **country's warmth and welcoming spirit**, with hospitality standing out as a defining part of the Greek experience.
- Along the **Olympus Riviera in Pieria**, travellers can wander golden Aegean beaches beneath the shadow of Mount Olympus, taking in a landscape **where myth and natural beauty** meet.
- **La Grotta in Corfu** offers travellers a **standout swimming spot**, with early arrival around opening time rewarding visitors with empty rocks and clear water before crowds build.
- **Wandering through Kimolos Town** offers travellers a **rare sense of calm in Greece**, with one visitor admiring it being free of crowds, souvenir shops, or any pressure to sightsee.
- Along the **golden shores of Kassandra**, travellers can drift between **laid-back beach days and lively evenings**, enjoying a balance between relaxation with vibrant nightlife.
- **Mount Athos offers travellers a glimpse of one of Greece's most untouched landscapes**, where **snow-capped peaks rising 2,033 metres** meet ancient, undisturbed forest and the Aegean below, preserved by centuries without logging or development.
- Perched high above towering rock pillars, **Meteora** captivates visitors with its ancient **monasteries and surreal landscapes**, creating one of Greece's most striking sights.
- **Faith-based travel through Greece** is gaining visibility, with routes tracing the Apostle Paul's journey **from Athens to Corinth** connecting biblical history with ancient landscapes.
- **Kardamyli on the Mani Peninsula offers travellers a glimpse of Greece's architectural heritage**, from the restored 17th-century tower-houses of Palia Kardamyli to writer Patrick Leigh Fermor's former home, now a writers' residency available to rent.
- **Antikythera and other remote Greek islands** are seeking to **revive traditional island life** by welcoming families with housing assistance, helping sustain communities' local traditions.
- Across Greece, **solar-powered feeding stations are being introduced** to support stray animals, highlighting a **growing focus on community-led welfare** initiatives and innovative urban solutions.
- Greece's decision to exempt **British visitors from fingerprint and facial biometric checks** this summer, despite the EU's push for full digital border compliance, **offers a smoother, less bureaucratic entry experience**.

Period of analysis: April 1st, 2026 – June 30th, 2026

STORIES REFLECTING POSITIVE SENTIMENT



...with an active beach **holiday** seamlessly flowing into unbridled nightlife, with loud **music** and shimmering dance floors from... Halkidiki Beaches are one of the most popular **holiday** destinations in Greece with its golden sand and turquoise Aegean Sea...



ΠΡΟΓΡΑΜΜΑ 2021 – 2023

ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

Mount Athos rises 2033 metres straight out of the Aegean Sea 🏔️🌊 #short #travel #facts #nature

Terra Advent shared a video

The landscape of this peninsula hasn't been logged, developed, or disturbed in centuries. It is one of the most intact natural environments in all of Greece. 📍 Mount Athos, Chalkidiki, Greece 📌 Subscribe for untouched landscapes from across the...

Rowan (rowanforster.bsky.social) shared an image

Meteora - 1 Had a very nice long weekend trip to Greece earlier this year, which included a couple of days near the spectacular Meteora area. It really is quite a surreal environment and very beautiful. #greece #meteora #landscape #nikon #photography

Tony Dungy @TomyDungy shared an image

Our family is taking a trip through Greece and Lauren and I just had the most amazing journey tracing the steps of the Apostle Paul from Athens to Corinth to share the gospel. Unbelievable history and scenery. 📌 pic.x.com/VuAoT11gY7

Alessandro Palombo @thealepalombo shared an image

The old town, Palia Kardamyli, is a fortified compound of 17th-century tower-houses, restored. The Mani has never been a tourist place, partly because the locals were too busy practicing the most enduring blood-feud tradition in Europe until well into the 20th century. The stillness here is genuine. Distance: 4h from Athens, 1h30 from Kalamata airport. Eat: tsampona (fried dough drizzled with honey), sygino (smoked pork in mountain orange), the local olive oil that the rest of Greece quietly admits is the best in the country. If Greece has a town the...

onevisionmedia.in shared a carousel

Greece is trying something unusual to fix a growing problem: its emptying islands. Reports suggest that authorities and... in for new updates and knowledge. . (Breaking News, Greece, Tourist, Good News) . Disclaimer: The...

FREE HOMES!
Greece will now give free homes and pay \$500 per month to anyone willing to shift there with family. The people should be skilled and increase population on island. source

Hilarious Pics Taken At The Exact Moment shared an image

...areas. This sustainable initiative ensures that homeless cats and dogs have consistent, daily access to fresh kibble and clean water, drastically improving their quality of life. For anyone who has ever traveled to Greece, the presence of...

the.independent shared a reel

For a decade, the European Union has been working towards 100 per cent "digital borders". The deadline for all Schengen area... While some countries are fully compliant with the EES, Greece stunned the travel industry by announcing that British...

Period of analysis: April 1st, 2026 – June 30th, 2026

Negative Sentiment Drivers

GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

Negative narratives in Q2 focused on **extreme weather, travel disruption, and social tension**. In April, a **Saharan dust storm cut visibility and grounded flights**, while later in the quarter **extreme heat** forced outdoor sites to close during peak hours and prompted visitor caps. **Water scarcity, wildfire risk, and rising sea levels raised concerns over the long-term preservation** of iconic sites such as Delos and Corfu's Old Town. Disruption added to the climate strains, from a **bus strike on Santorini** and a **peak-season walkout by tourism and hospitality workers** to the prolonged **closure of Zakynthos' Navagio Beach** and warnings over **poisonous pufferfish along popular Greek coasts**. Social and economic tensions ran alongside, with **gentrification in Athens** fuelling frustration over rising rents and **an arson attack in Psyrri**.

Examples of reputation drivers

- **Extreme heat this summer** is disrupting the Greek travel experience, with heat indices at the Acropolis reaching 50°C, forcing outdoor attractions to close during peak hours and prompting authorities to implement visitor caps and reduced access at archaeological sites to protect both tourists and monuments.
- **Climate change is threatening some of Greece's most iconic archaeological sites** and their long-term preservation, from rising sea levels endangering Delos and eroding the foundations of Corfu's Old Town, to heatwaves and drought increasing wildfire risk in ancient Messene and accelerating marble erosion at the Acropolis.
- **A dense wave of Saharan dust swept across parts of Greece** in early April, turning the sky a deep red that combined with the dust storm's dangerously low visibility led to flight cancellations.
- **Greece's growing water scarcity is emerging as a significant economic challenge**, with mounting pressure on tourism, agriculture, businesses, and public infrastructure highlighting the wider financial risks of long-term resource shortages.
- **The spread of poisonous pufferfish** from Crete through the Dodecanese to bays near Athens is prompting warnings from authorities, cautioning swimmers to keep their distance given the fish's toxic venom and capacity to inflict deep bite wounds in shallow water.
- **A 24-hour strike by tourism, hospitality, and construction workers in Greece**, with work related demands, held in the middle of peak season.
- **A bus strike on Santorini disrupted travel for tourists**, with unions citing overcrowded cruise arrivals, inadequate parking, and poor traffic planning in Fira — highlighting growing strain on the island's infrastructure to handle peak-season visitor volumes.
- **Gentrification in Athens's neighbourhoods** have fuelled sustained resident frustration, with rising rents and redevelopment projects like the Exarcheia Square metro station seen as gradually displacing locals.
- **Zakynthos's iconic Navagio (Shipwreck) Beach will remain closed** to visitors through October 31, 2026, as authorities carry out a 30-metre expansion to protect the rusting shipwreck from erosion.
- **Greece's food service industry is facing mounting financial pressure**, with turnover falling 1.9% in early 2026 despite persistent inflation, raising concerns among restaurant and hospitality businesses over rising costs and the sector's long-term stability
- **An arson attack on the Eclectica Gallery in Athens's Psyrri neighbourhood** on Easter Sunday.

Period of analysis: April 1st, 2026 – June 30th, 2026

Illustrative Social Posts

STORIES REFLECTING **NEGATIVE** SENTIMENT

Greece's Must-see Archaeological Sites Before Climate Change Wins

nick kampakouris created a post

...authorities close the site for visitors more often, impacting tourism but also put physical stress on the ancient materials ... in Greece The traditional settlements of Tsepelovo, Papigo and Dilofa in Zagori also face significant environmental ...

7NEWS Sydney shared a reel

The weather has taken an apocalyptic turn on the Greek island of Crete, with a cloud of dust turning the sky a deep shade of red. Visibility was dangerously low, forcing flight cancellations and leaving travellers stranded. #crete #redsky #greece

Greece's Water Crisis Is Becoming an Economic Crisis

christos charisiadis created a post

Greece's water problem is no longer just an environmental concern. It is becoming an economic risk with real consequences for taxpayers, businesses, tourism, agriculture, infrastructure spending, and the country's...

zeitimobil shared a carousel

Poisonous pufferfish in the Mediterranean: in Greece, authorities are warning about the "Lagocephalus sceleratus". The message from the Hellenic Centre for Marine Research to tourists: Don't panic, but keep your distance. The fish originally comes from... translated by google

zeitimobil shared an image

Tourism strike: In Greece, workers in the tourism, hospitality, and construction sectors are going on strike on Wednesday. With this 24-hour strike in the middle of the peak season, they aim to... translated by google

tagesschau shared a carousel

A bus strike on Santorini, one of Greece's most visited holiday islands, caused disruptions on Monday for visitors, employees, and residents of the island," the statement read. #strike #santorini #greece translated by google

UNICORN RIOT @UR_Ninja shared a link

NEW: Hundreds of demonstrators in Athens, Greece, rallied in opposition to the redevelopment initiatives of the touristification, gentrification, and the construction of a metro station in Exarcheia Square. unicornriot.ninja/2026/anger-gro...

oe24.at shared an image

Anyone traveling to Greece in 2026 should be aware of some important changes. The popular holiday destination is tightening several regulations... Link in bio or on oe24.at #Greece #holiday #travel #Zakynthos #NavagioBeach #summer #travel #news #oe24 translated by google

Greek Restaurants Sound Alarm Over Falling Revenues

newsroom created a post

Greece's food service industry is coming under increasing strain, according to the ... employment, entrepreneurship and tourism -- all areas in which the food service industry plays a central role. POESE...

Greece: Arson Attack on Art Gallery Against Genocide - UNICORN RIOT

Unicorn Riot shared a link

...small art gallery in one of the most touristic spots in Athens suffered an arson attack before dawn on April 12, 2026. The ... "harassed verbally and digitally" by Israeli tourists and abusive internet reviews over the message: "They set fire to my..."

Period of analysis: April 1st, 2026 – June 30th, 2026



Experience Reputation

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

Ratings & Reviews

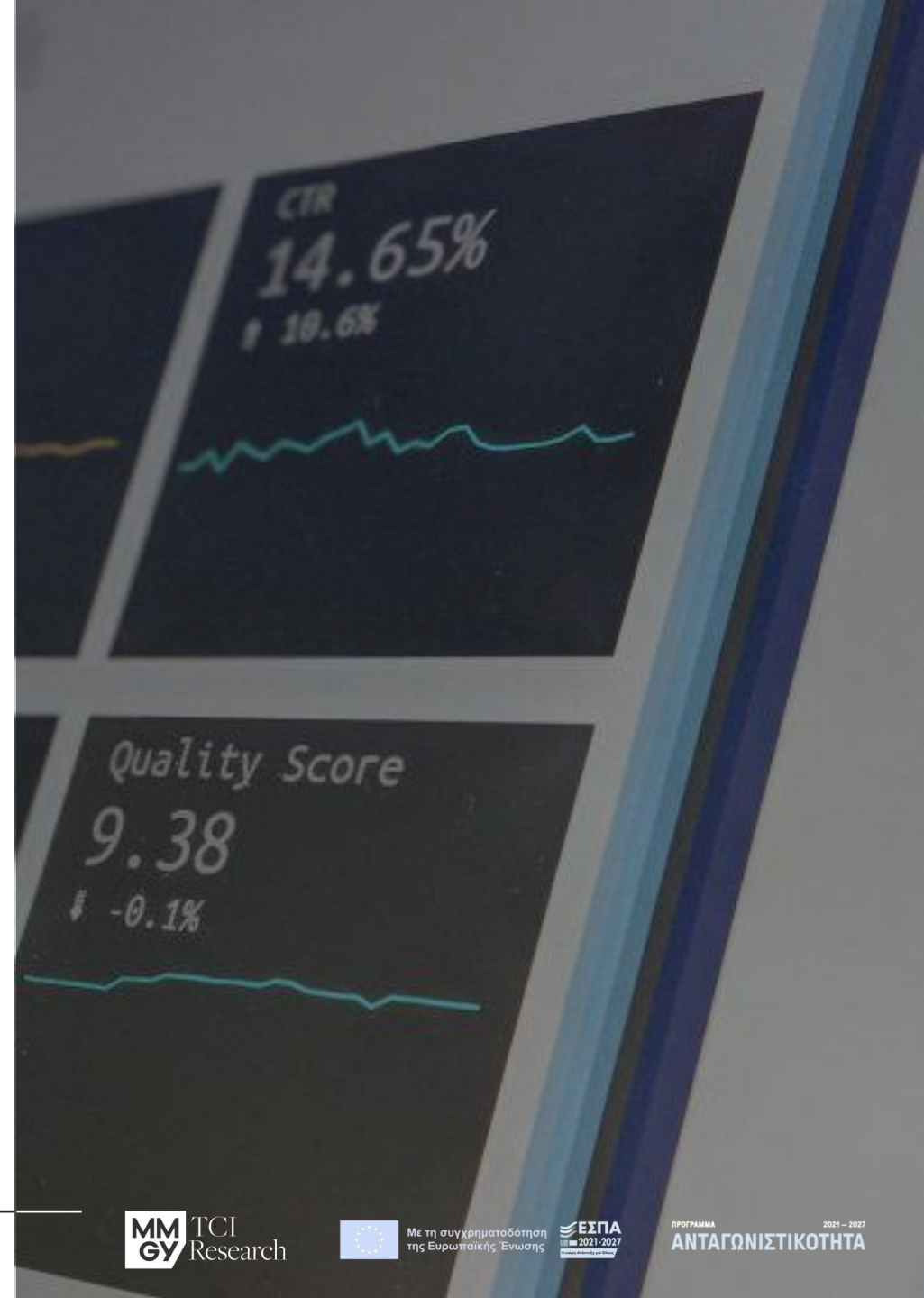
METHODOLOGICAL OVERVIEW

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 second quarter of 2026, ranging from **April 1st, 2026, to June 30th, 2026**.

Reviews Corpus Analysed

Verticals	Reviews Count Greece (01/04/2026 to 30/06/2026)	Reviews Count Benchmark (01/04/2026 to 30/06/2026)
Attractions	107,758	1,674,237
Restaurants	72,509	3,281,853
Total Sample	180,267	4,956,090

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

Key Visitor Experience Trends

SUMMARY FOR Q2 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 (9.3). This places Greece level with or ahead of key benchmark destinations such as Croatia (9.2), Portugal (9.0), Italy (8.9), and Spain (8.9), reinforcing its **competitive position**.
- Performance was **driven primarily by Food & Beverage (9.3) and Culture (9.2)**, with Sea-related experiences close behind (9.1). Service continued to stand out as a key strength, with **Personnel (9.6) achieving the highest sentiment score**, followed by Value for Money (9.1). In contrast, Sustainability (8.4) and Hygiene (8.3) remained comparatively weaker dimensions, albeit still recording solid satisfaction.
- **Monthly ratings remained consistently stable at 9.2**, despite clear seasonality in review volume, which climbed steadily from April into June, highlighting resilience in overall satisfaction levels.

Regional Highlights

- Regional performance remained consistently strong, with several areas exceeding the national average. **Thessaly (9.5) and West Macedonia (9.5) recorded the highest overall ratings**, followed by West Greece (9.4) and the Cyclades (9.4). Other major regions such as **Attica, Central Macedonia, East Macedonia and Thrace, Epirus, the Ionian Islands, North Aegean and the Peloponnese** (all around 9.3-9.2) **aligned closely with the national benchmark**, while **Crete, Central Greece, North Aegean, and Dodecanese (9.1- 9.0) trailed slightly behind**.
- **Personnel scores were exceptionally high** nationwide (often 9.5+ on regional level), confirming service quality as a key differentiator, **while Value for Money remained solid but varied regionally** (with the lowest value at 8.5 in North Aegean). Conversely, **Hygiene and Sustainability continued to show uneven performance across regions**, with some destinations lagging behind (lowest Hygiene score at 6.7 in Peloponnese; lowest Sustainable Travel score at 6.9 in Cyclades).

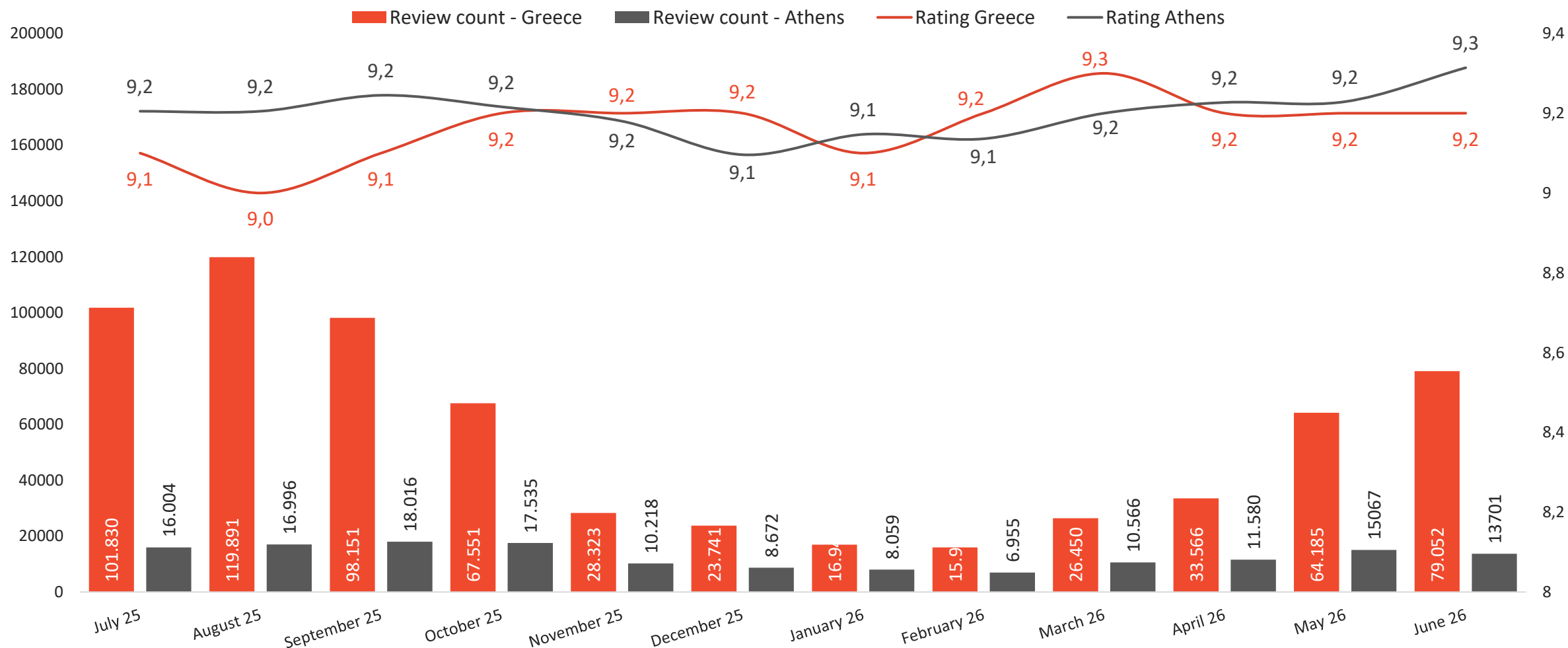
Market Affinity

- By market, visitors from the **United States (9.5) were again the most satisfied group**, with the United Kingdom (9.3) close behind. European markets including Germany (8.8), Italy (8.8), and France (8.7) recorded slightly lower satisfaction scores, while **domestic travellers (9.0) fell mid range**.

Period of analysis: April 1st, 2026 – June 30th, 2026

Overall Experience Reputation

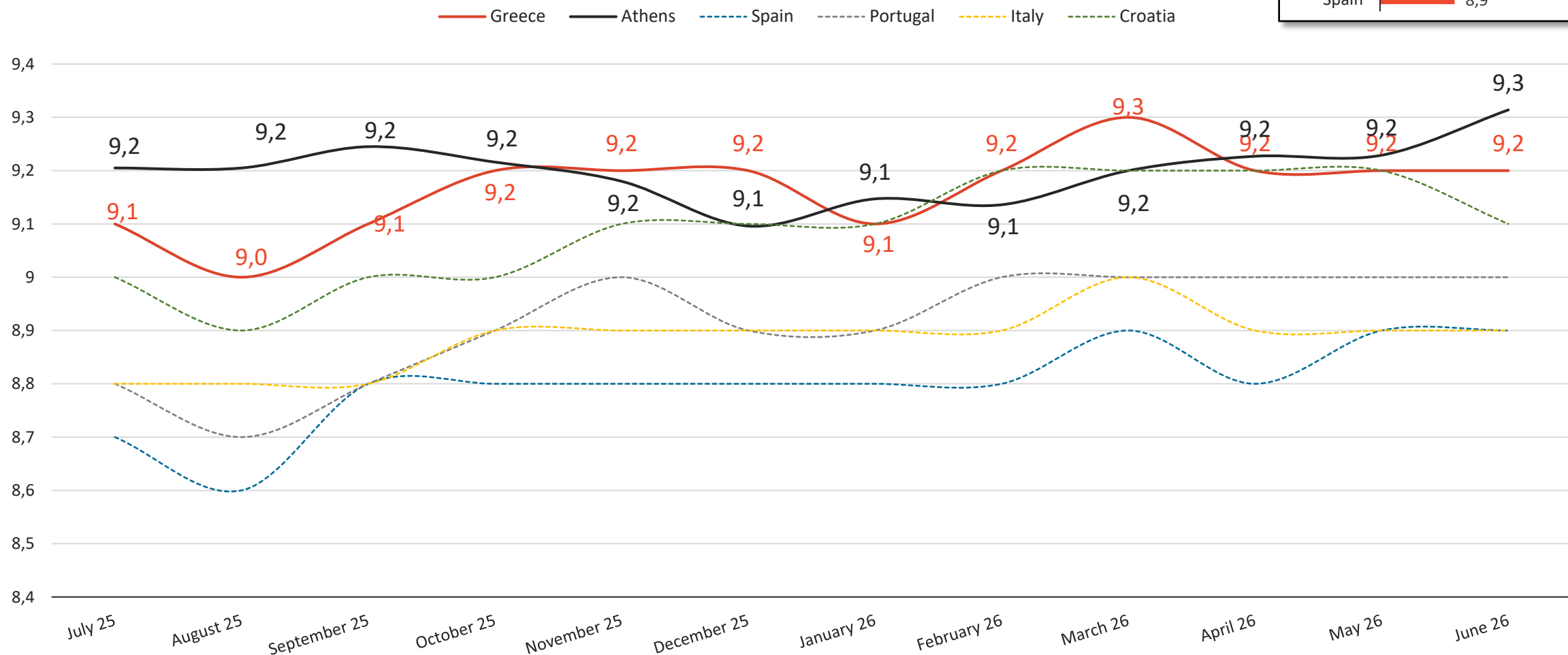
MONTHLY BREAKDOWN OF REVIEW VOLUME & OVERALL RATING FOR RESTAURANTS, BARS & ATTRACTIONS



Note: Data presented here stems from numerical ratings.

Overall Experience Reputation

OVERALL RATINGS VS. SELECTED BENCHMARK COUNTRIES

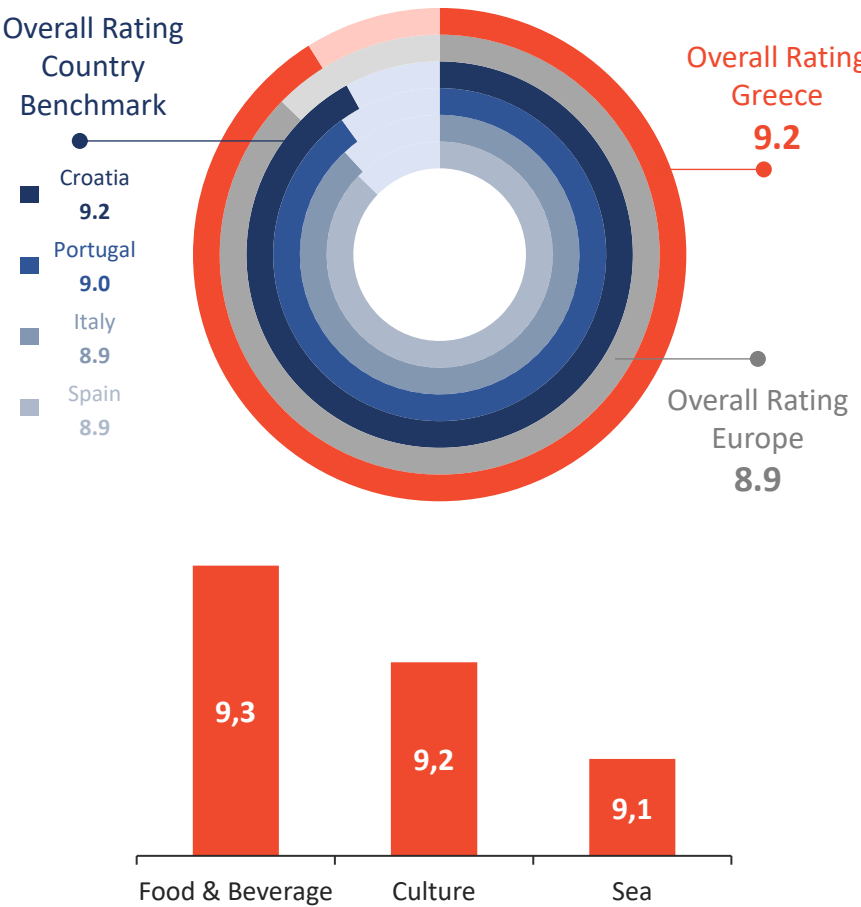


Average Rating Q2 2026	
Athens	9,3
Greece	9,2
Croatia	9,2
Portugal	9,0
Italy	8,9
Spain	8,9

Note: Data presented here stems from numerical ratings.

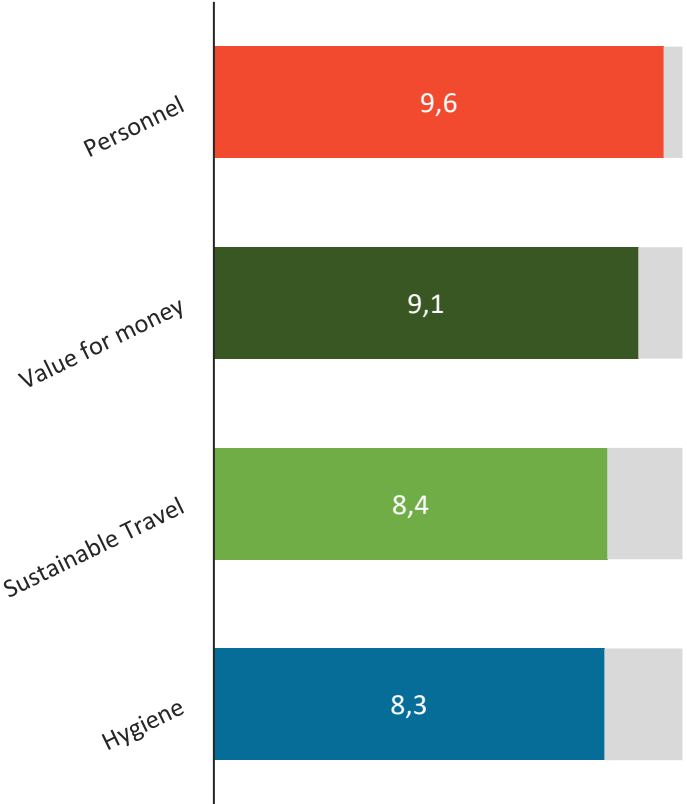
Greece Overall

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN GREECE



Note: Data presented here stems from numerical ratings.

Sentiment Scores



Note: Data presented here stems from written reviews.



Rating per Market

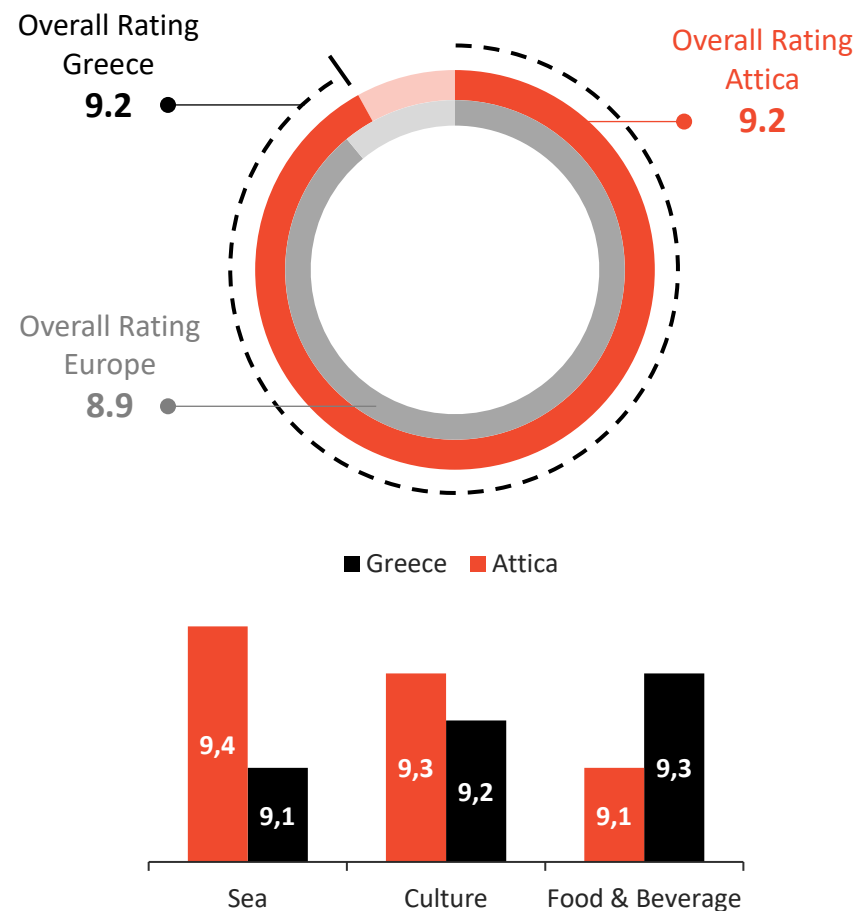
Market	Review Volume	Rating
United States	3,852	9.5
United Kingdom	4,376	9.3
Germany	1,650	8.8
Italy	978	8.8
France	1,885	8.7
Greece	550	9.0

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

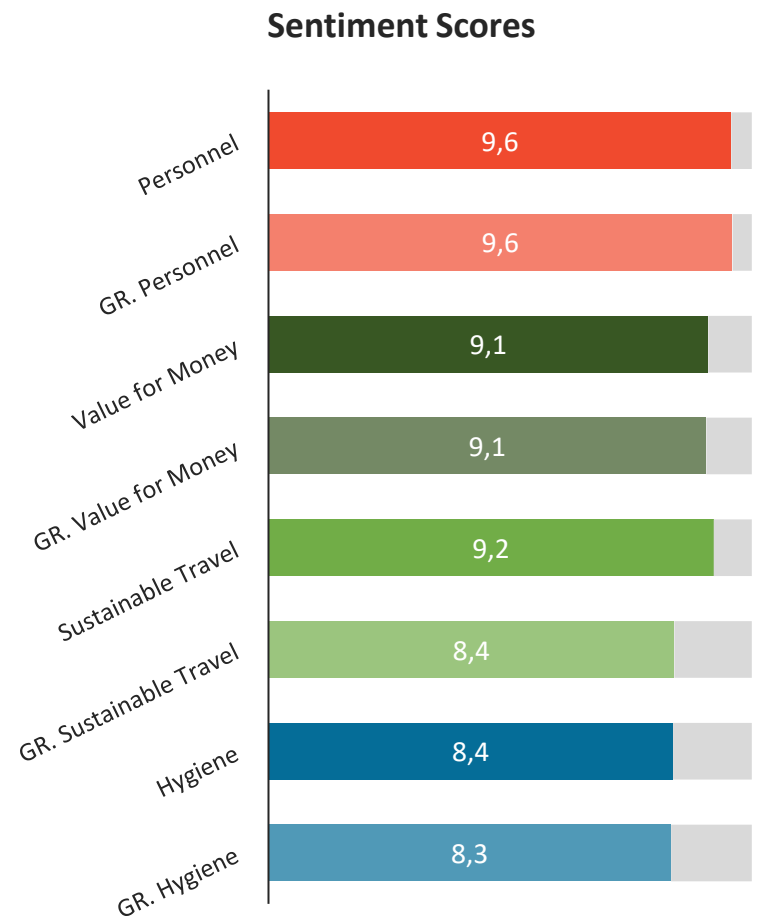
Period of analysis: April 1st, 2026 – June 30th, 2026. Review Count: 176,803

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

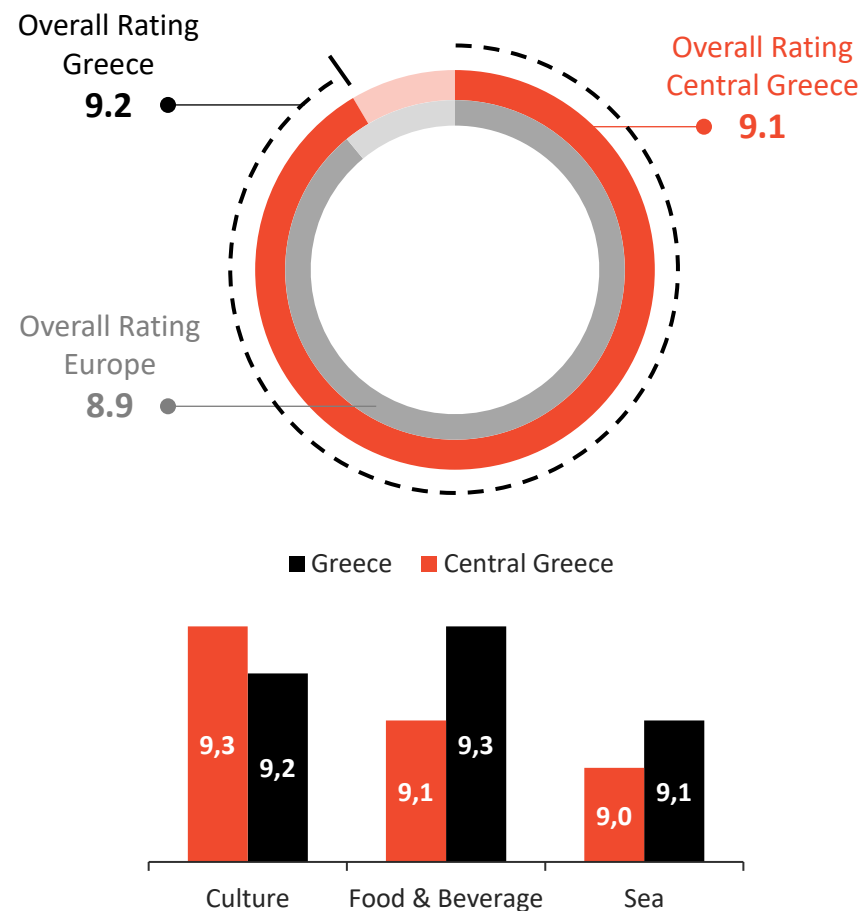
Market	Review Volume	Rating
United States	2,306	9.6
United Kingdom	882	9.5
Canada	461	9.4
Germany	406	8.5
France	577	8.3
Greece	91	8.7

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

Period of analysis: April 1st, 2026 – June 30th, 2026. **Review Count:** 47,793

Central Greece

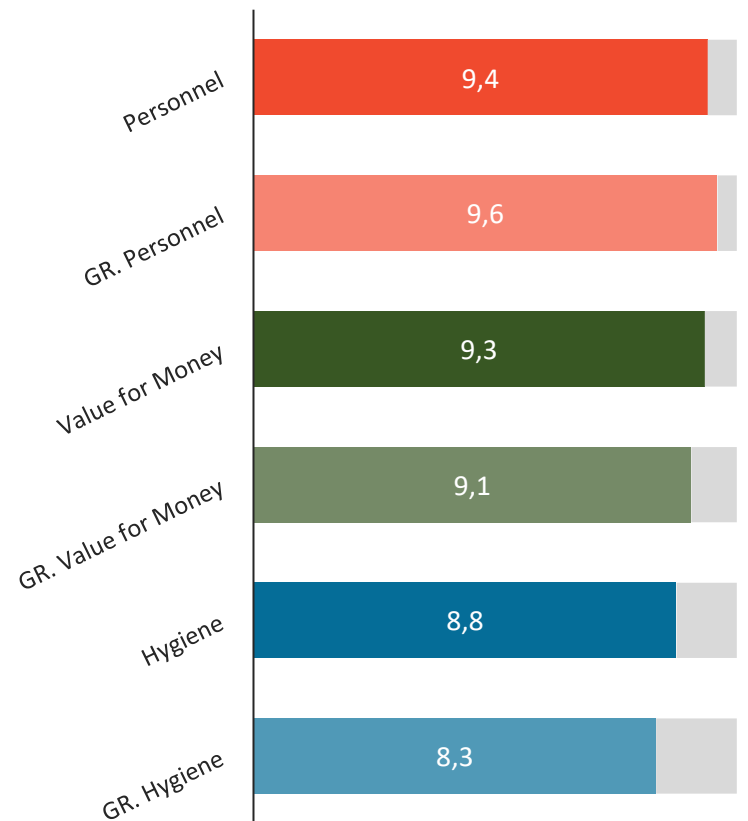
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, 2026 – June 30th, 2026. **Review Count:** 1,831

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.



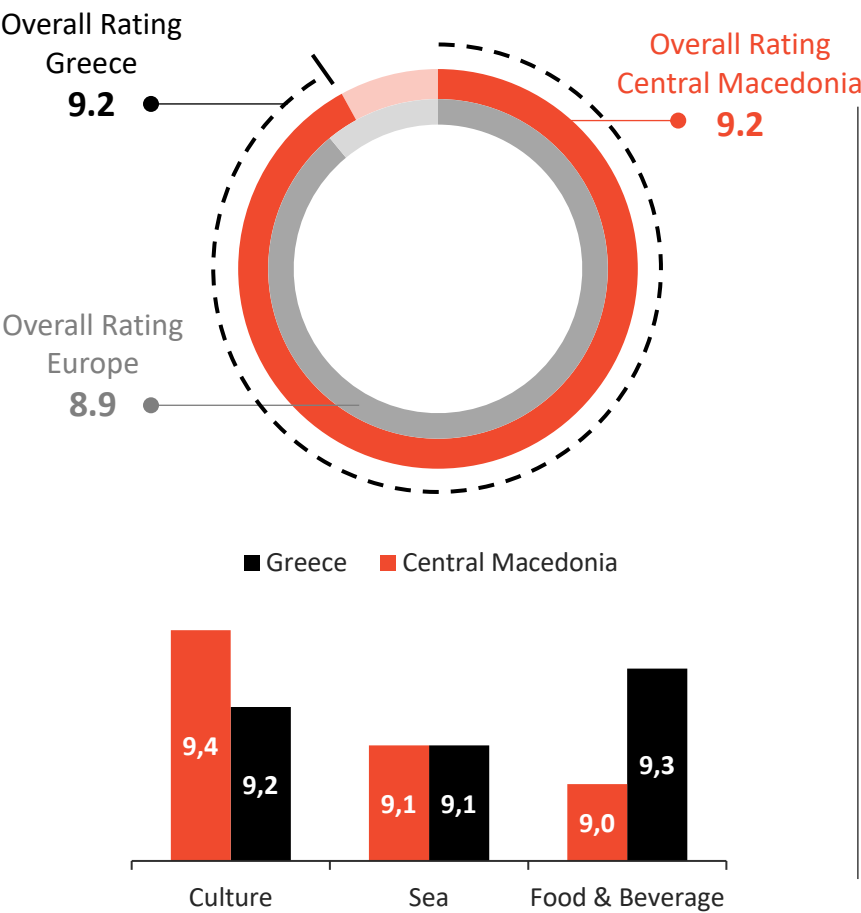
Rating per Market

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

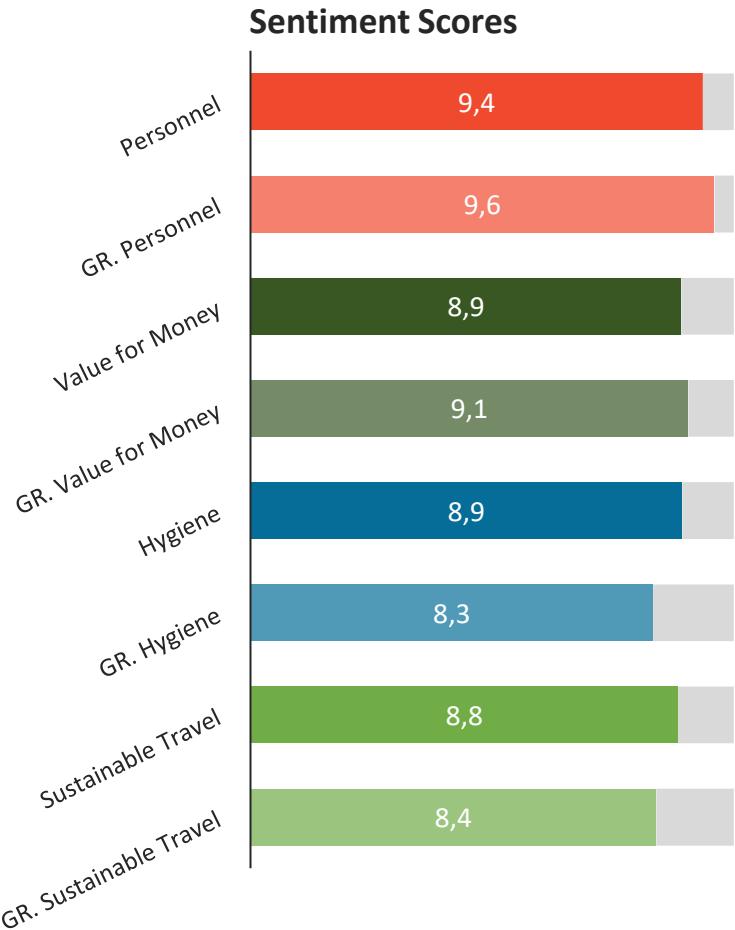
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

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

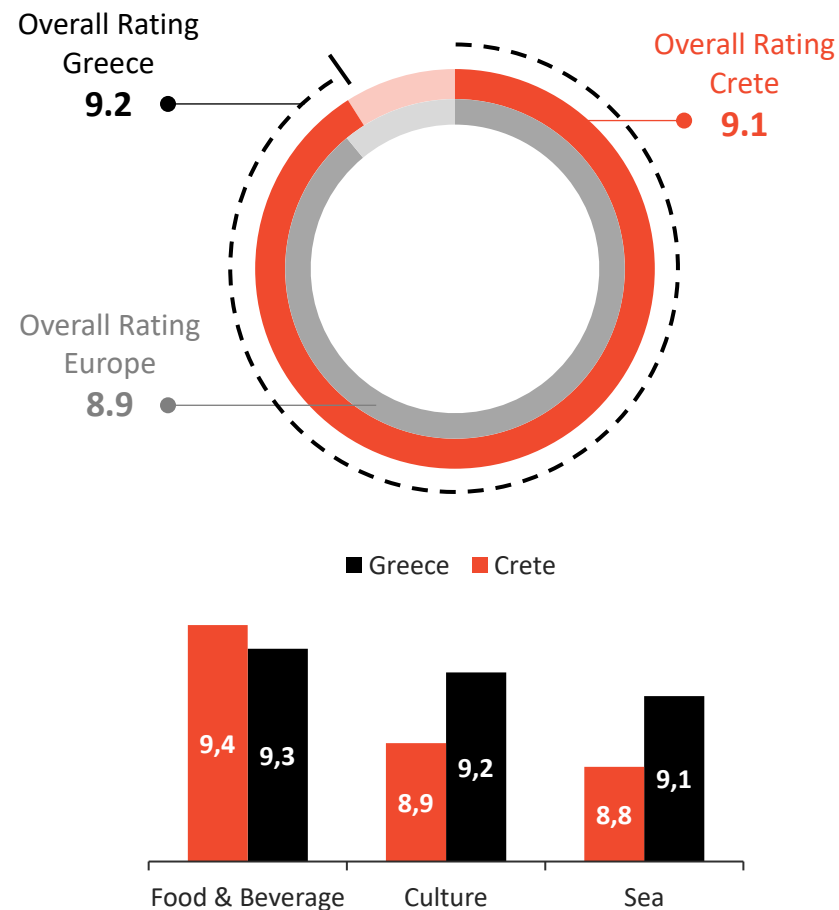
Market	Review Volume	Rating
Romania	53	9.9
Bulgaria	49	9.6
United Kingdom	191	9.2
Germany	141	8.8
Turkey	60	8.1
Greece	106	8.7

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

Period of analysis: April 1st, 2026 – June 30th, 2026. Review Count: 20,589

Crete

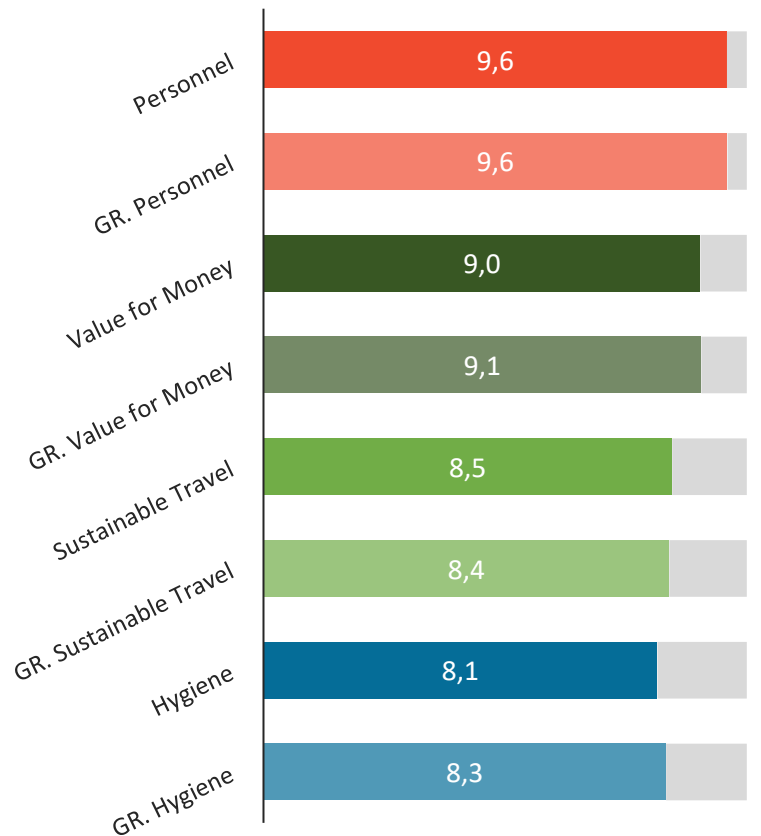
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, 2026 – June 30th, 2026. **Review Count:** 32,759

Sentiment Scores



Note: Data presented here stems from written reviews.



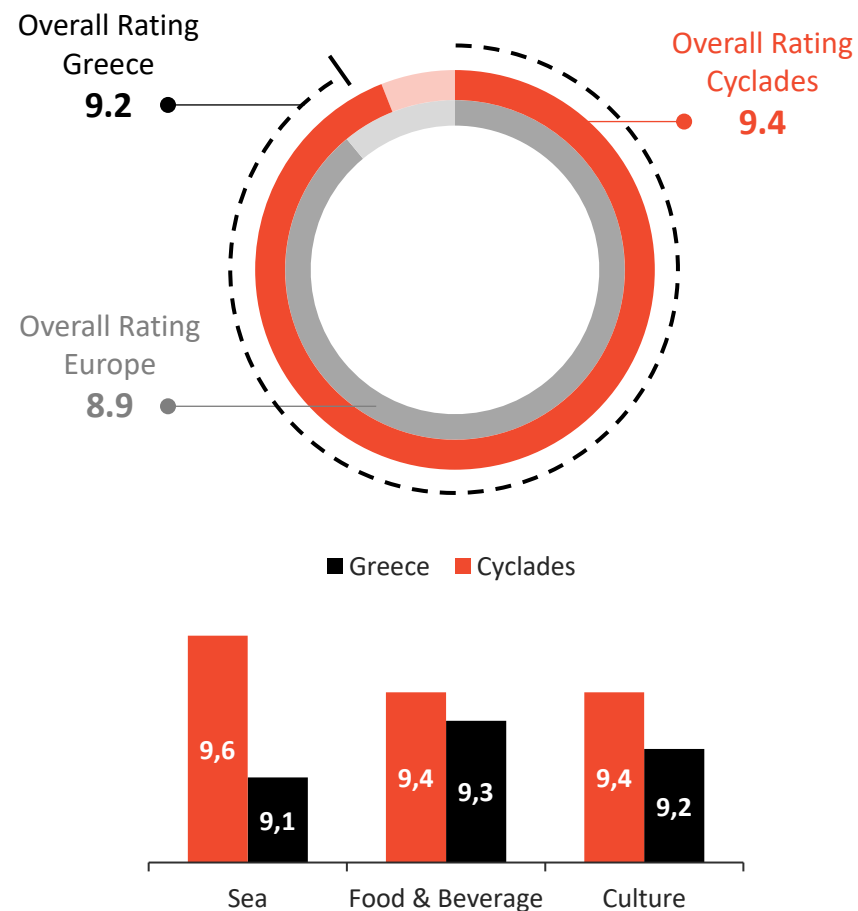
Rating per Market

Market	Review Volume	Rating
United States	178	9.2
United Kingdom	504	9.1
Italy	240	8.8
France	603	8.6
Germany	284	8.3
Greece	83	8.9

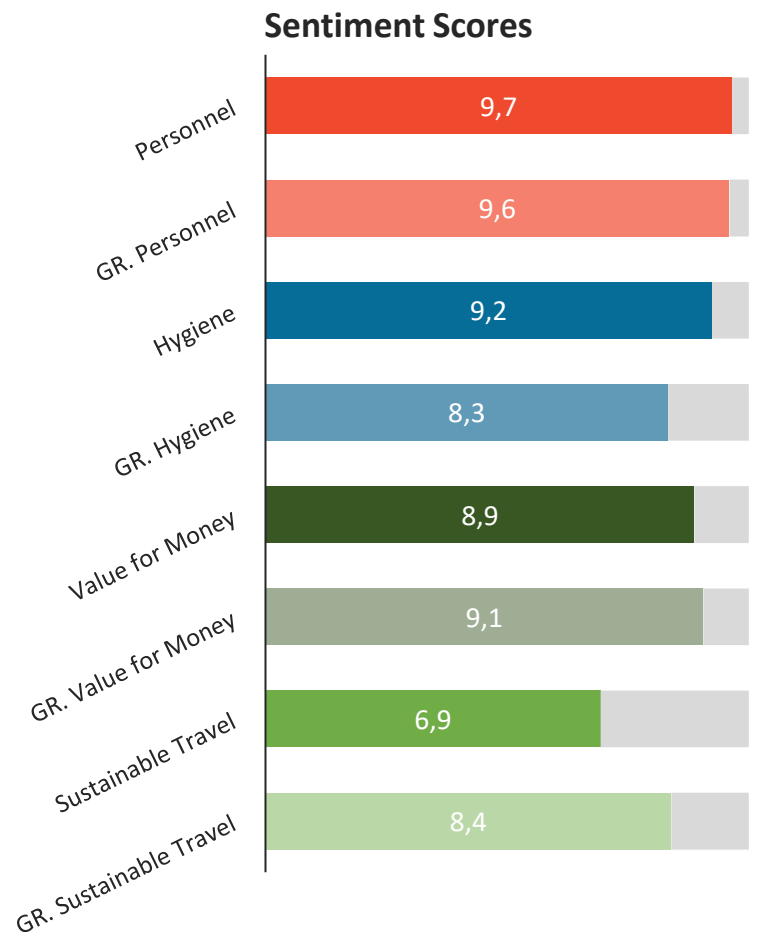
Note: Data presented here stems from numerical ratings.
The markets reported are based on review count.

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

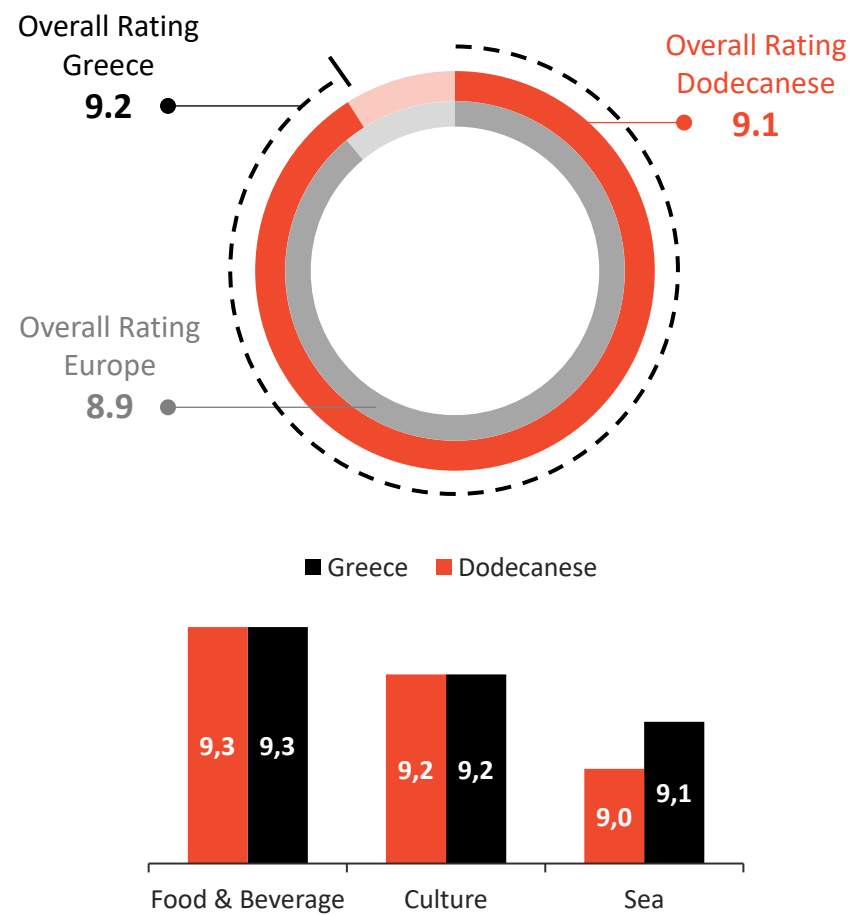
Market	Review Volume	Rating
United States	905	9.6
Australia	143	9.4
United Kingdom	579	9.3
France	298	9.2
Canada	202	9.1
Greece	65	9.6

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

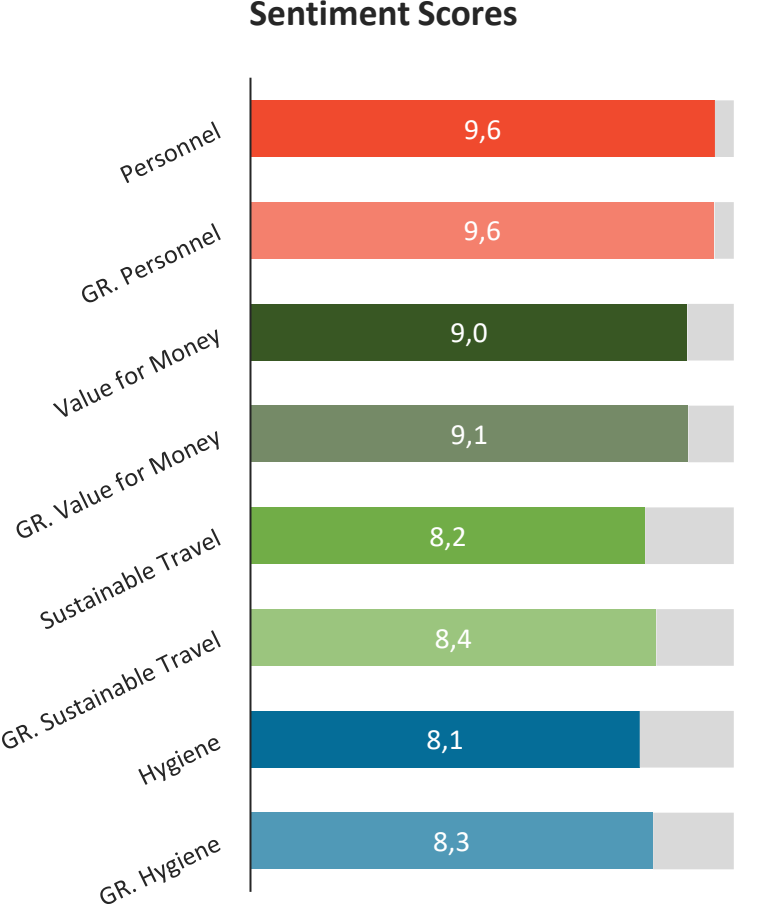
Period of analysis: April 1st, 2026 – June 30th, 2026. **Review Count:** 16,744

Dodecanese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



Rating per Market

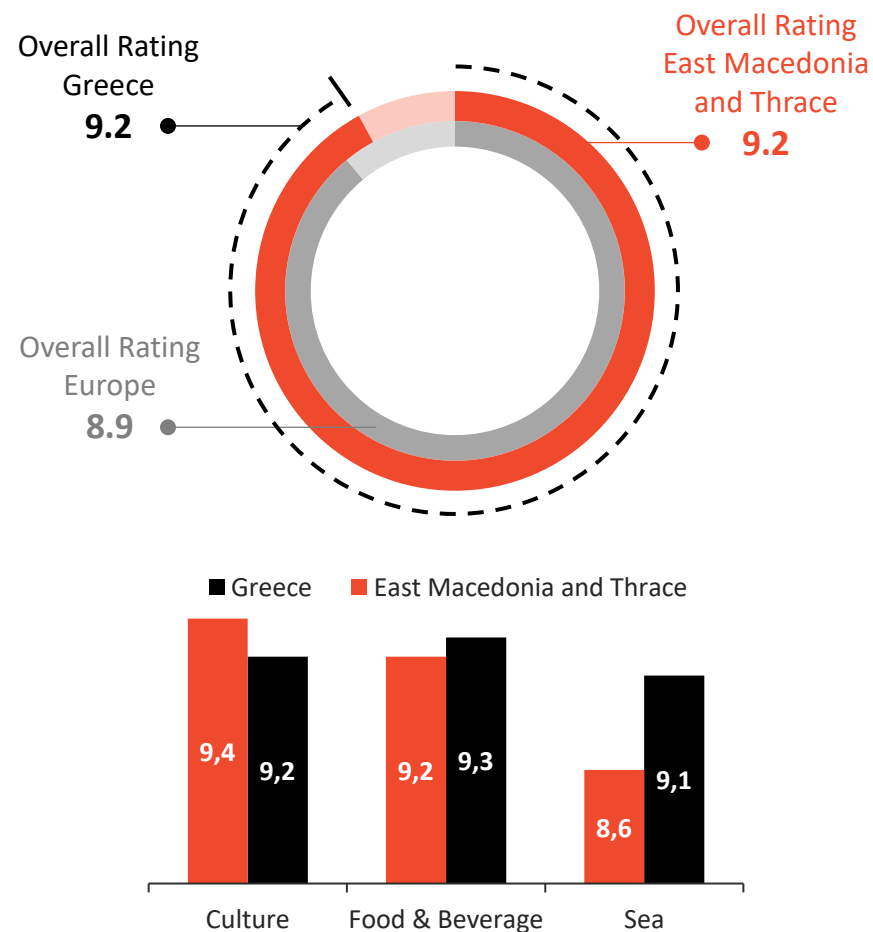
Market	Review Volume	Rating
United States	193	9.6
United Kingdom	1,083	9.3
Germany	414	9.0
The Netherlands	176	8.8
France	158	8.7
Greece	47	8.9

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

Period of analysis: April 1st, 2026 – June 30th, 2026. Review Count: 24,698

East Macedonia and Thrace

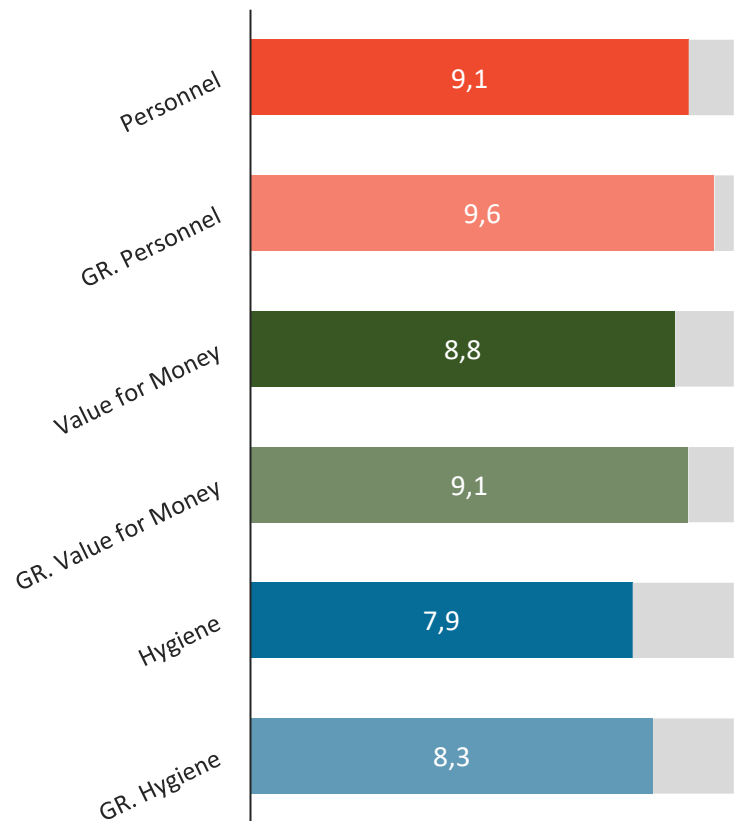
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EAST MACEDONIA AND THRACE



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, 2026 – June 30th, 2026. **Review Count:** 3,717

Sentiment Scores



Note: Data presented here stems from written reviews.



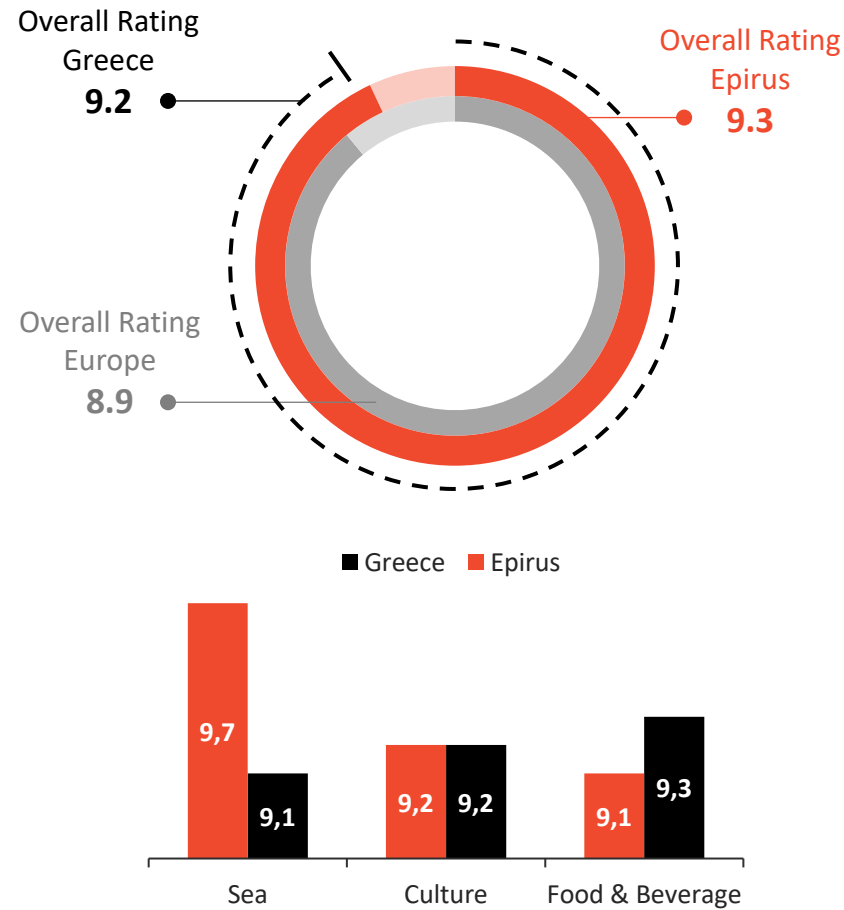
Rating per Market

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

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

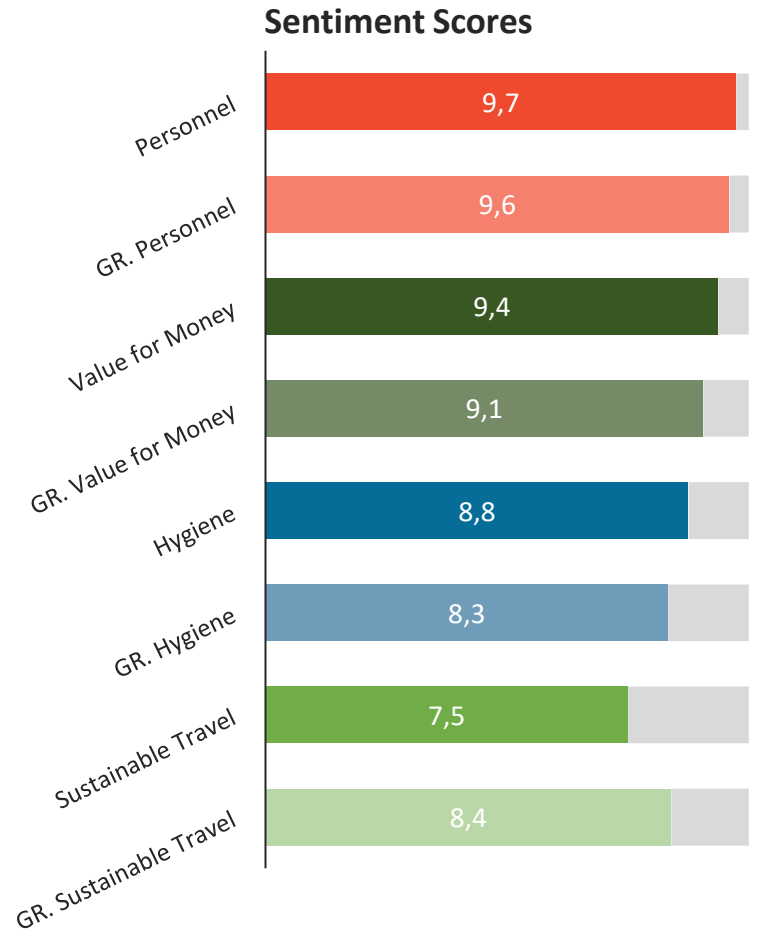
Epirus

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, 2026 – June 30th, 2026. **Review Count:** 1,454



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



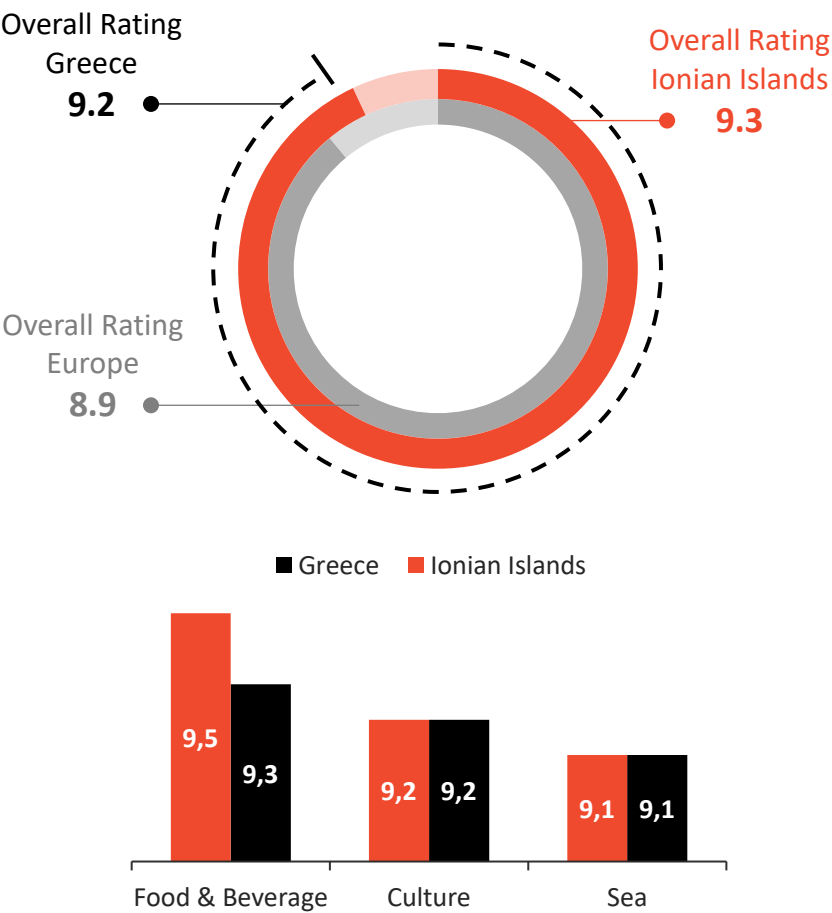
Rating per Market

Market	Review Volume	Rating
United Kingdom	38	8.8

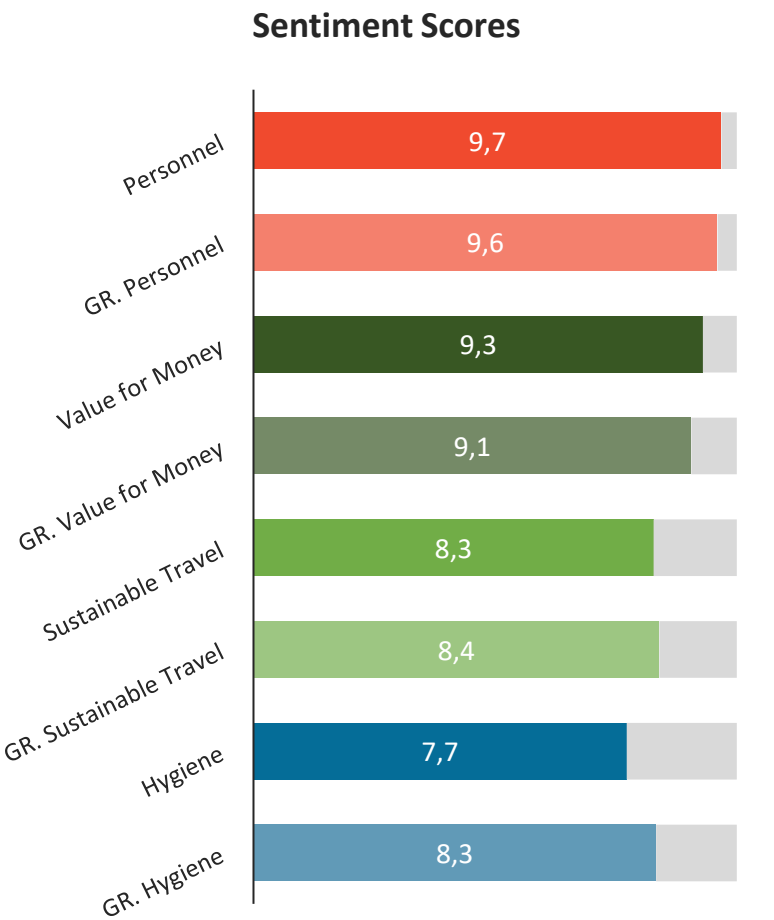
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

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

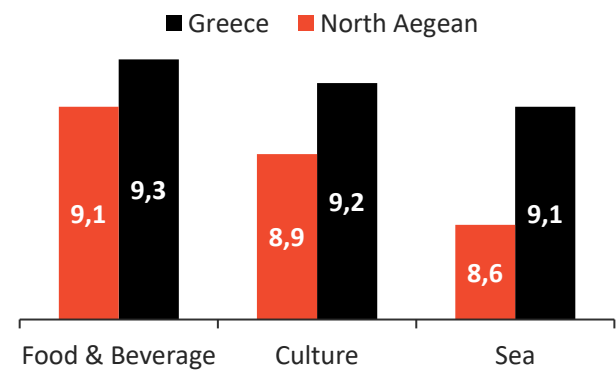
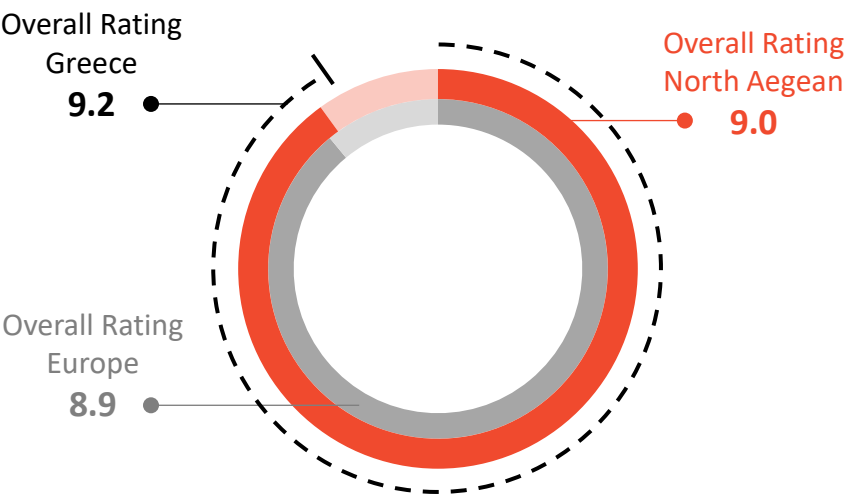
Market	Review Volume	Rating
United Kingdom	859	9.2
The Netherlands	115	9.0
Germany	96	8.9
France	111	8.6
Italy	83	8.3
Greece	54	9.0

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

Period of analysis: April 1st, 2026 – June 30th, 2026. Review Count: 12,996

North Aegean

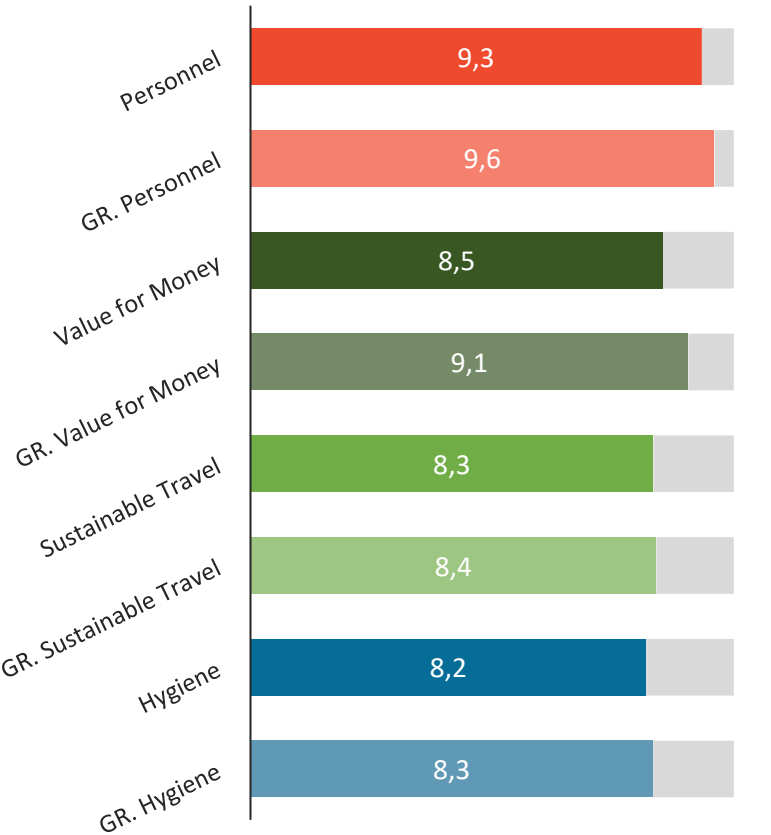
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



Note: Data presented here stems from numerical ratings.

Period of analysis: April 1st, 2026 – June 30th, 2026. **Review Count:** 1,125

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.



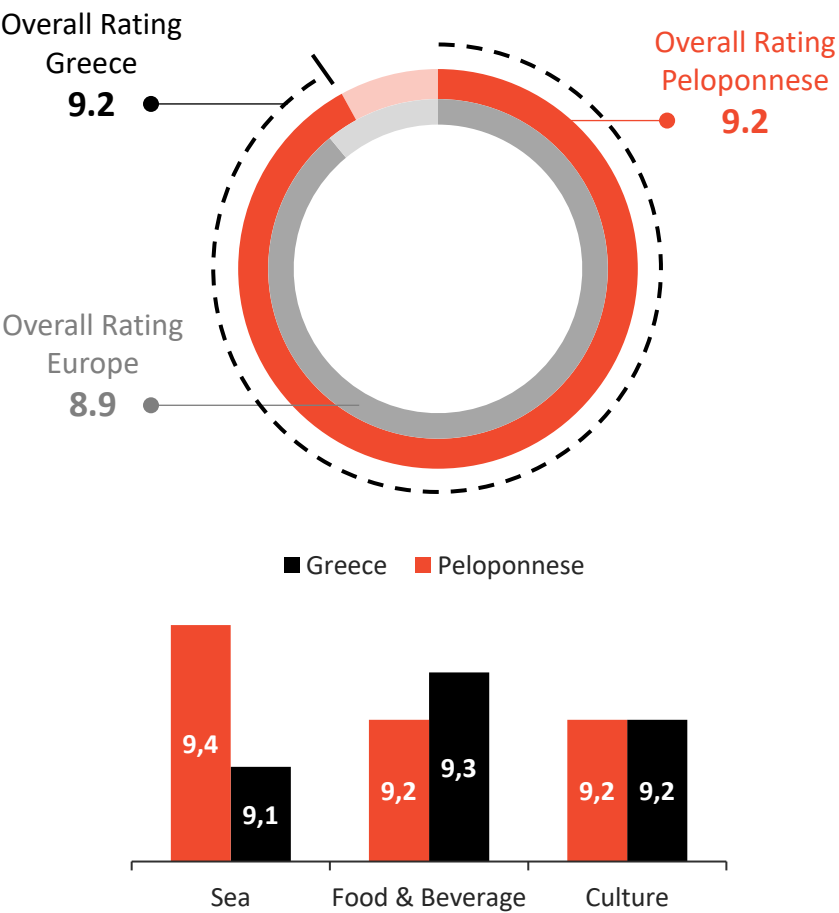
Rating per Market

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

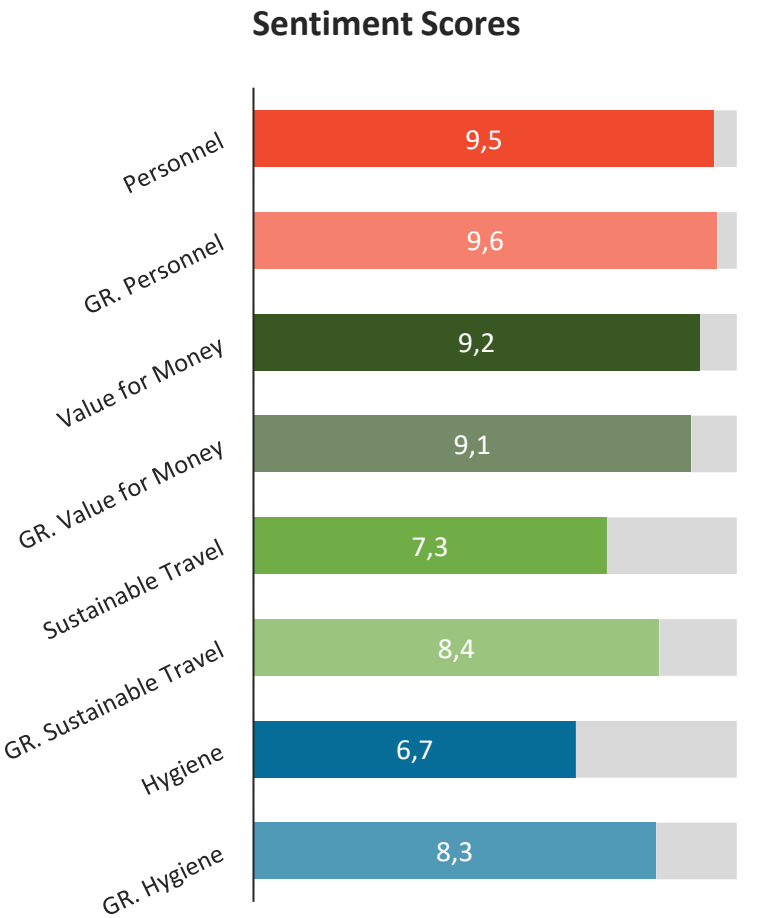
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

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

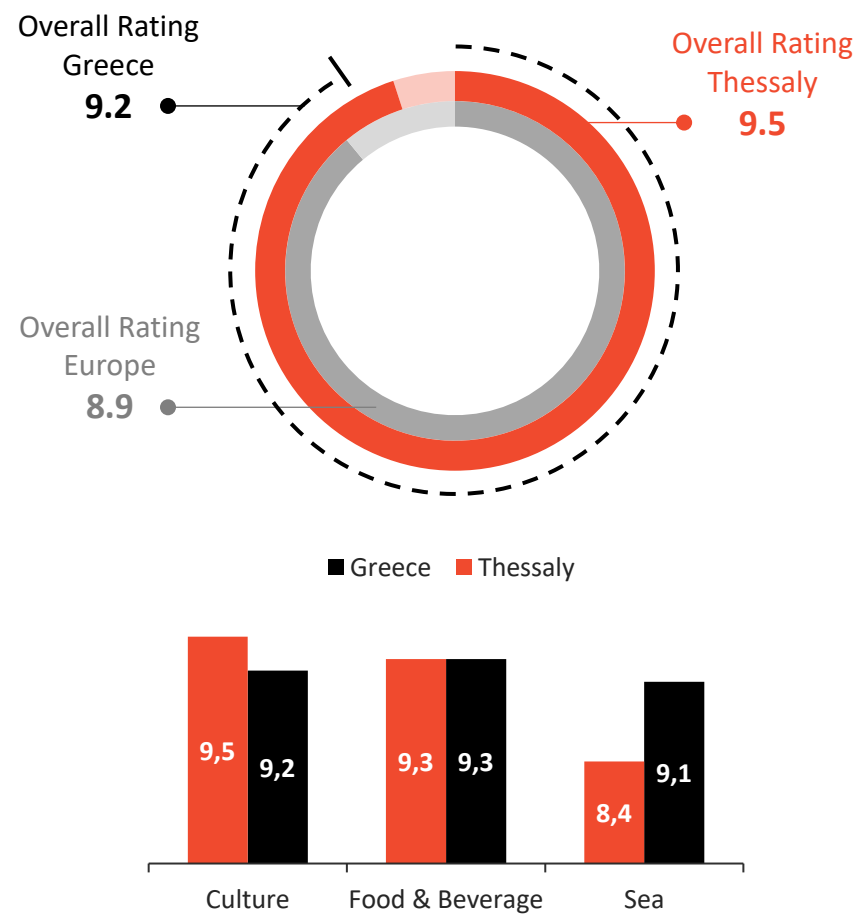
Market	Review Volume	Rating
United States	41	9.3
France	39	8.7
Greece	34	9.2

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

Period of analysis: April 1st, 2026 – June 30th, 2026. Review Count: 5,469

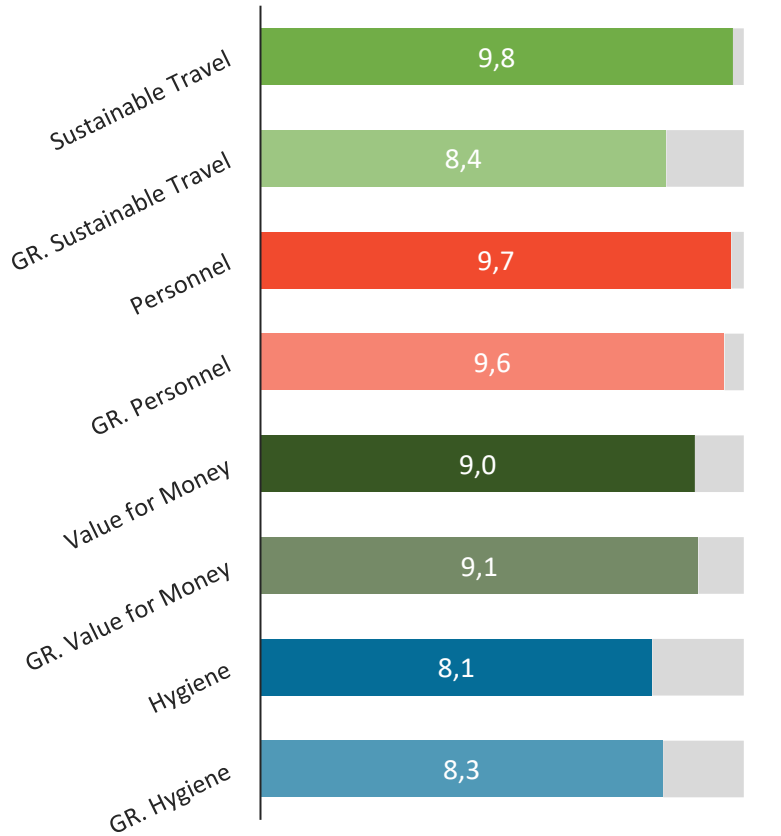
Thessaly

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



Note: Data presented here stems from numerical ratings.

Sentiment Scores



Note: Data presented here stems from written reviews.



Rating per Market

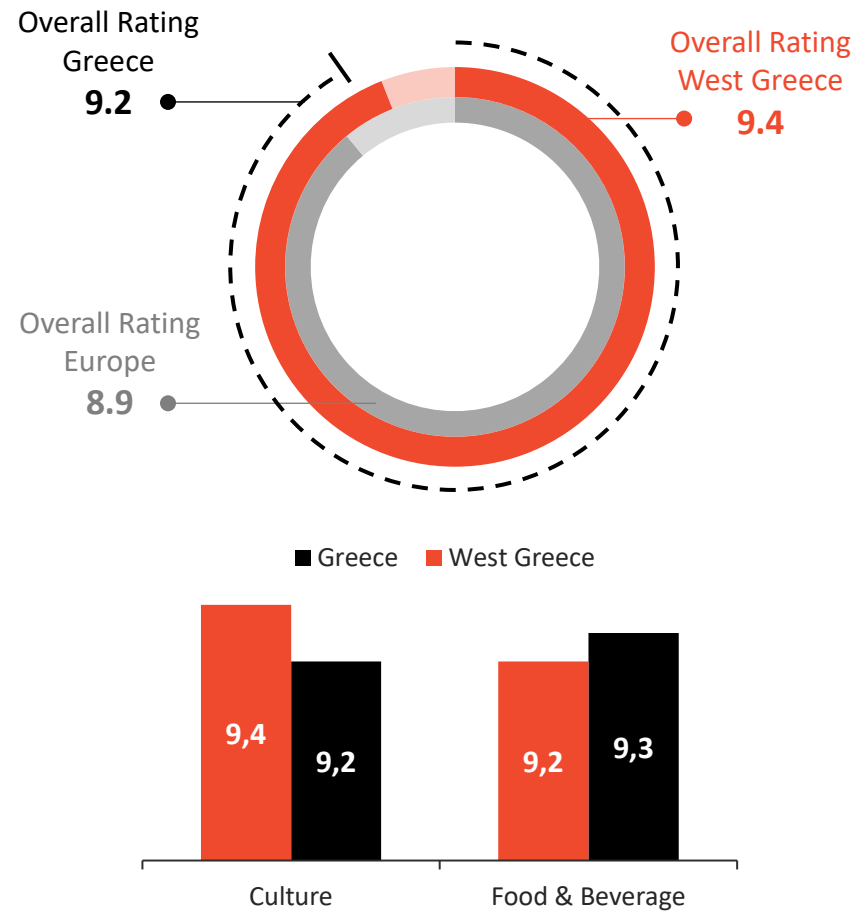
Market	Review Volume	Rating
Croatia	63	9.8
Germany	127	9.4
Poland	94	9.2
Italy	82	9.1
United Kingdom	158	9.0

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

Period of analysis: April 1st, 2026 – June 30th, 2026. Review Count: 4,824

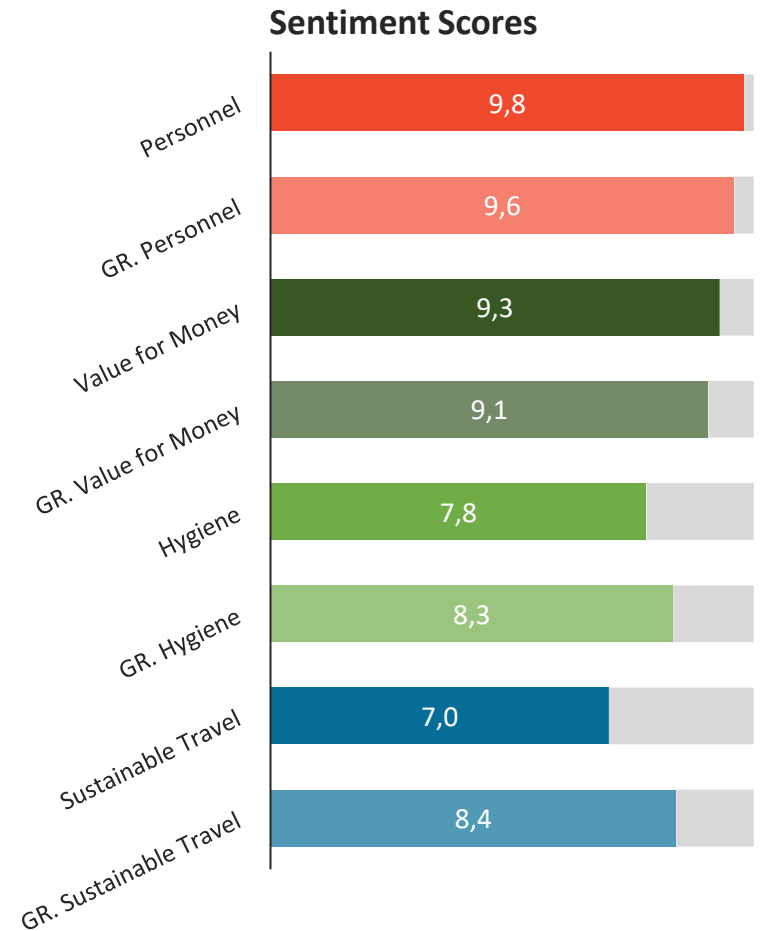
West Greece

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



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

Period of analysis: April 1st, 2026 – June 30th, 2026. **Review Count:** 1,890



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



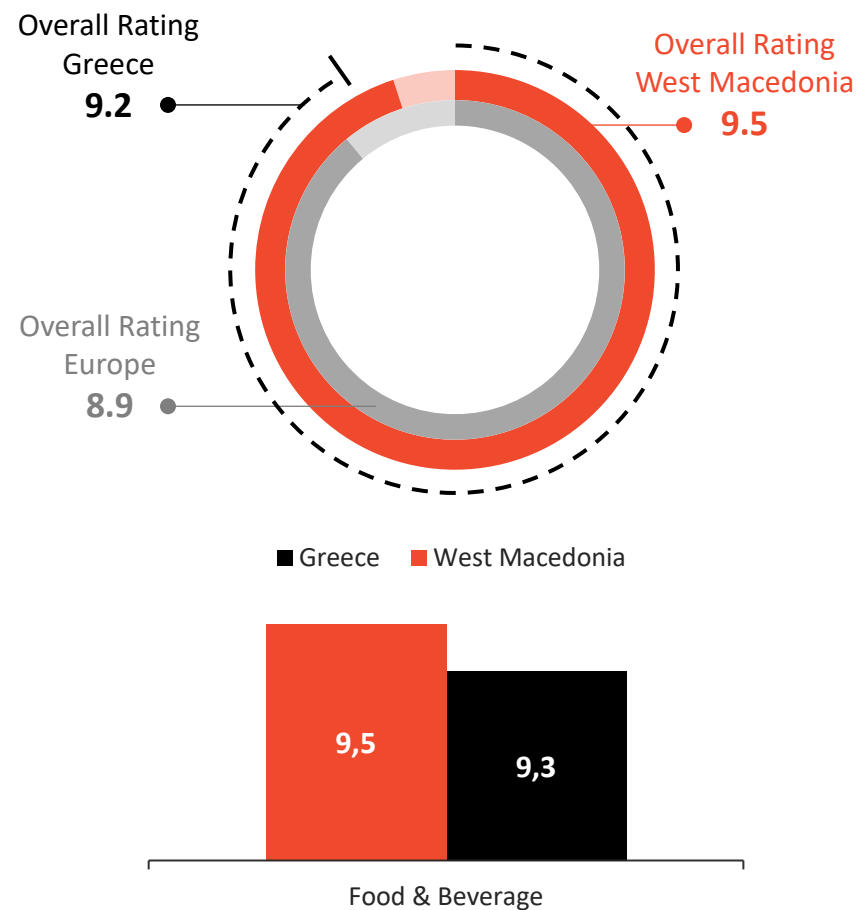
Rating per Market

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

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

West Macedonia

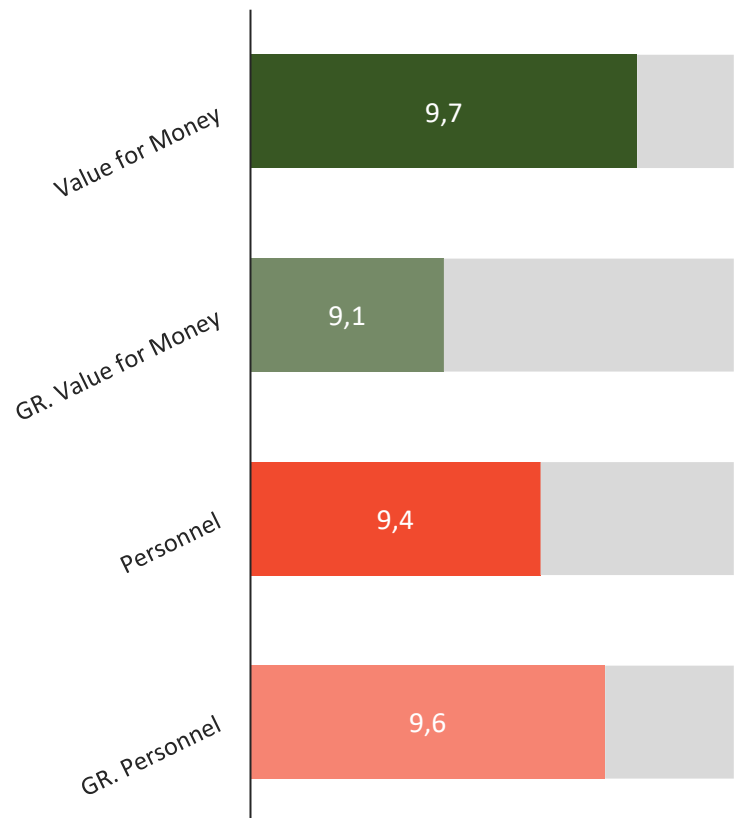
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA



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

Period of analysis: April 1st, 2026 – June 30th, 2026. **Review Count:** 524

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.



Conclusion

IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

Take Aways

IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

- **Social Reputation:** In Q2 2026, Greece recorded a Net Sentiment Index of 38, placing it mid-range among benchmarked destinations, with Athens marginally higher at 40. Both trailed Croatia (67) and Portugal (57) but sat above Italy (35) and Spain (28). Overall, the period reflected a stable yet mixed reputation, where strong cultural and culinary narratives were balanced by disruption-related coverage linked to extreme weather and social tension.
- **Topic Analysis:** Culture remained the dominant reputational pillar, generating over 31k mentions and the highest sentiment score (88). Gastronomy (81) followed with strong engagement driven by interest in regional cuisine, while Hospitality (85) maintained positive perception despite lower visibility. In contrast, environmental topics (58) reflected more mixed sentiment, pointing to ongoing climate issues this quarter.
- **Positive Narratives:** Positive sentiment was largely shaped by narratives around heritage, gastronomy, and authentic discovery. Culinary storytelling stood out, led by Crete's recognition as a European Region of Gastronomy and the regional distinctiveness of Greek food, while cultural landmarks and dramatic landscapes reinforced the country's classic appeal. Quieter islands and lesser-known destinations resonated with travellers seeking calm away from the crowds, further amplified by Greece's warmth and welcoming spirit.
- **Negative Narratives:** Online conversations driving negative sentiment were dominated by extreme weather. A Saharan dust storm and record summer heat grounded flights and closed outdoor sites, while water scarcity, wildfire risk, and rising sea levels raised concerns over the preservation of iconic heritage. Strikes, protests, and localised social tensions around gentrification reinforced a more cautious sentiment.
- **Visitor Experience:** Greece maintained a strong overall rating of 9.2, outperforming the European average (8.9) and key benchmark destinations including Croatia (9.2), Portugal (9.0), Italy (8.9), and Spain (8.9). Performance was driven by Food & Beverage (9.3) and Culture (9.2), while Personnel (9.6) stood out as the highest-rated sentiment rating. Value for Money (9.1) remained solid, whereas Sustainability (8.4) and Hygiene (8.3) lagged slightly.
- **Regional & Market Insights:** At a regional level, Thessaly (9.5) and West Macedonia (9.5) led overall satisfaction, followed by the Cyclades (9.4) and West Greece (9.4), while most other regions aligned closely with the national average. By market, the United States (9.5) remained the most satisfied visitor group, followed by the United Kingdom (9.3). Other European markets - including Germany (8.8), Italy (8.8), and France (8.7) - reported slightly lower satisfaction, while domestic travellers (9.0) fell mid-range.

Period of analysis: April 1st, 2026 – June 30th, 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 | • GetYourGuide | • MakeMyTrip | • TheFork |
| • AirBnB | • Goibibo.com | • MeetingReview | • Travelocity |
| • Booking.com | • Google | • Musement | • Traveloka |
| • BungaloSpecials.nl | • Holidaycheck.de | • Open Table | • TripAdvisor |
| • Camping.info | • Hostelworld | • Orbitz | • Trustpilot |
| • Camping2be | • Hotels.com | • Otelpuan | • Viator |
| • CheapTickets | • Hotels.nl | • Parkvaccances | • Weekendjeweg.nl |
| • Ctrip (Trip.com) | • HotelSpecials.nl | • Rooms for Africa | • Wotif |
| • Dagjeweg | • HRS | • Staycation | • Yelp |
| • Ebookers | • Klook | • TableOnline.fi | • Zomato |
| • Expedia.com | • Latminute.com.au | • Takeaway.com | • Zoover |
| • Facebook | | | |



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Με τη συγχρηματοδότηση
της Ευρωπαϊκής Ένωσης



ΠΡΟΓΡΑΜΜΑ
ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ
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