

INSETE

INTELLIGENCE



ATHENS / GREECE SENTIMENT TRACKER / MARCH 2022



UNWTO
Innovation Award



ΠΕΡΙΦΕΡΕΙΑΚΟ
ΕΠΙΧΕΙΡΗΣΙΑΚΟ
ΠΡΟΓΡΑΜΜΑ
ΑΤΤΙΚΗΣ



TOPLINES

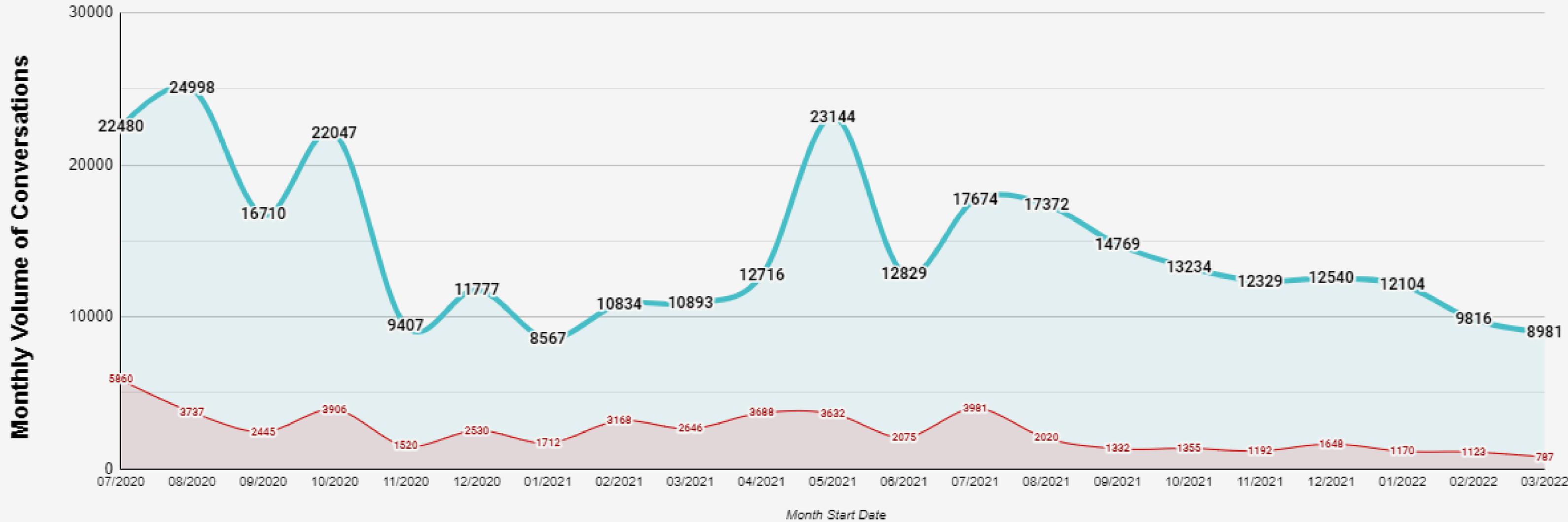
- 1. The volume of social conversations about Greece remained stable while posts about Athens decreased slightly in March. Pandemic-related conversations declined both for Greece and Athens** with the incidence rate dropping by 4 percentage points for Greece and 3 points for Athens compared to the previous months data.
- 2. In a yet unfavorable image environment in Europe due to the Ukraine crisis, Greece's e-reputation boosts +26 points in March, recording its best level ever measured in the past two years (73 points). Athens e-reputation score remained relatively stable.** The Ukraine conflict currently has limited impact in the country reputation with less than 7% of total Greece/Travel social conversations referring to the conflict (mostly related to links with some oligarchs and induced oil prices/flight fares' increase expected for summer). **The Net Sentiment Score of Greece now widely surpasses all competitors, especially Vs Portugal (+22), Spain (+15) and Italy (+9). The positive brand reputation is a competitive advantage for the critical summer period to come.**
- 3. The online social conversations' sentiment scores are high and steady for most Greece's major markets, while Italy and USA register growth of positive sentiment in March. At the same time Athens sentiment score shows resilience and increases in all markets** especially Italy and the USA. The UK market has also recovered from previous months decline.
- 4. In March, the positive sentiment was driven by the simplification of the entering process of travelers and dropping the passenger locator, thus, allowing quarantine free travel as Greece officially opened the tourist season.** March numerous travel reports featured, apart from known beach destinations and thermal springs, nature scene drone videos and virtual travels to less known places like Mount Athos, Thermopylae, Metsovo Ioannina featuring the spectacular natural beauty, medieval forts, byzantine monasteries and fantasy mountains, the impressive Acropolis hill or visit to the neighborhood of Gods in Plaka District in Athens, but also Greek conservationists collaboration to protect endemic species in natural parks.

TOPLINES

- 5. Greek gastronomy had a strong presence** both in Greece and Athens conversations. Best recipes and Greek coffee rituals were presented, visits to the most beautiful vineyards and tasting the oldest wines in the world in Monemvasia and recommendations of historic cafes and popular restaurants in Athens. **Athens was praised as the capital of entertainment to enjoy vivid nightlife**, still traffic in the city received critics. **Negative content was quite scarce apart from a post call to boycott Greece as tourist destination** saying they limit personal freedoms and Covid related racism concerns commented **by some Chinese visitors**.
- 6. In terms of experience-based reputation, despite a light decrease, Greece continues to surpass the European average by + 0,5 points with an average rating of 9,2.**
- 7. The sanitary safety sentiment scores, as reviewed by visitors, are excellent for Greece (6,4/10) and Athens (7,5/10), both over the European average of 5,5/10 in March.**

Athens-related Travel Social Web Conversations

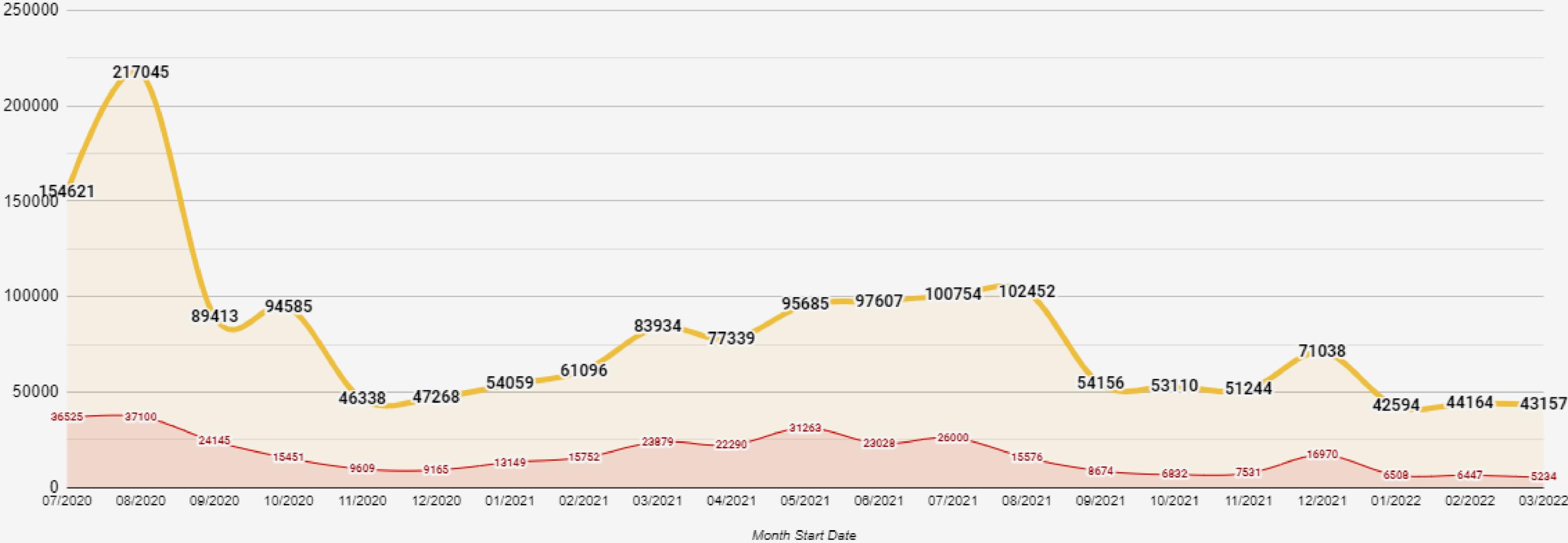
Athens Athens Covid



Greece-related Travel Social Web Conversations

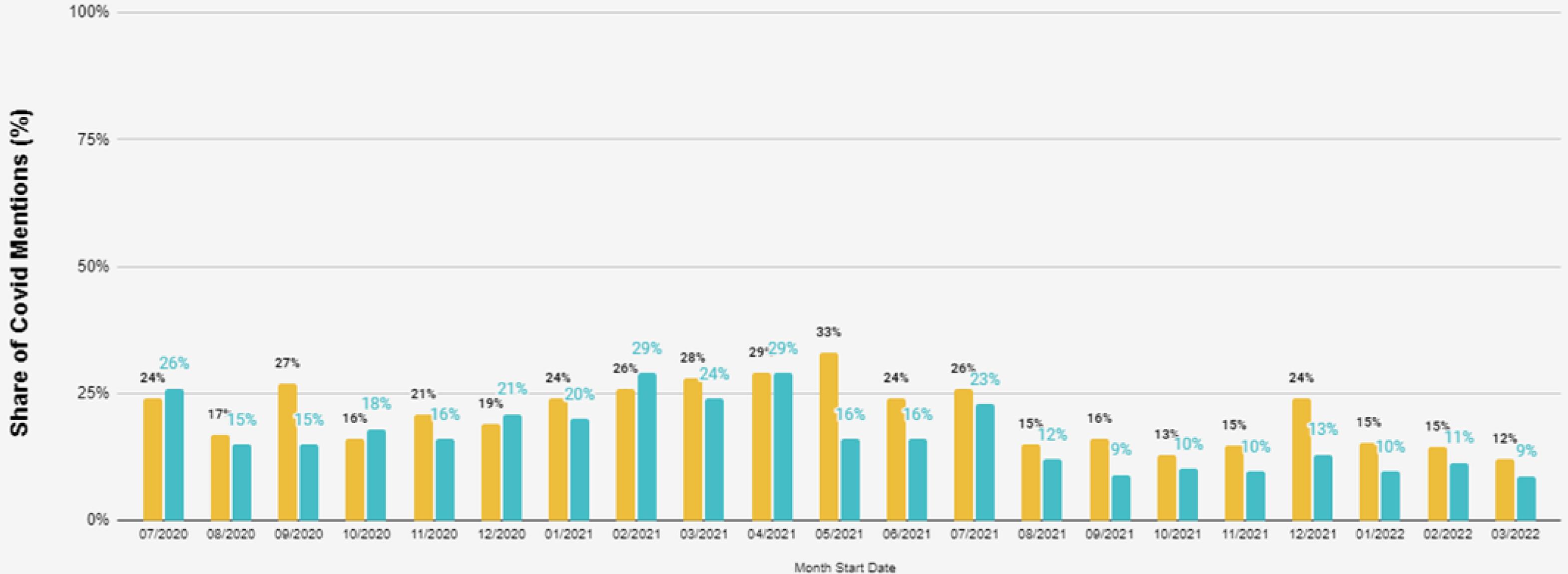
Greece Greece Covid

Monthly Volume of Conversations



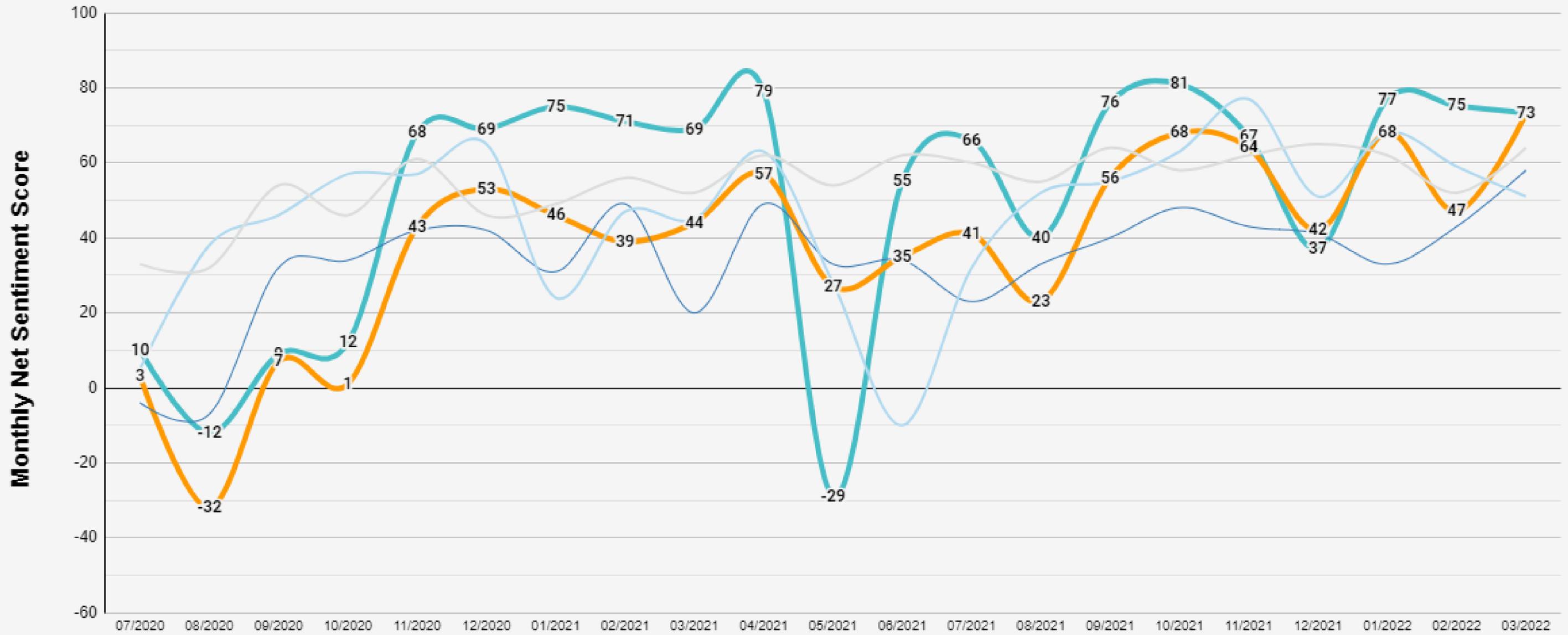
Covid-19 Incidence In Athens/Greece Conversations

Greece Covid-19 Incidence Athens Covid-19 Incidence

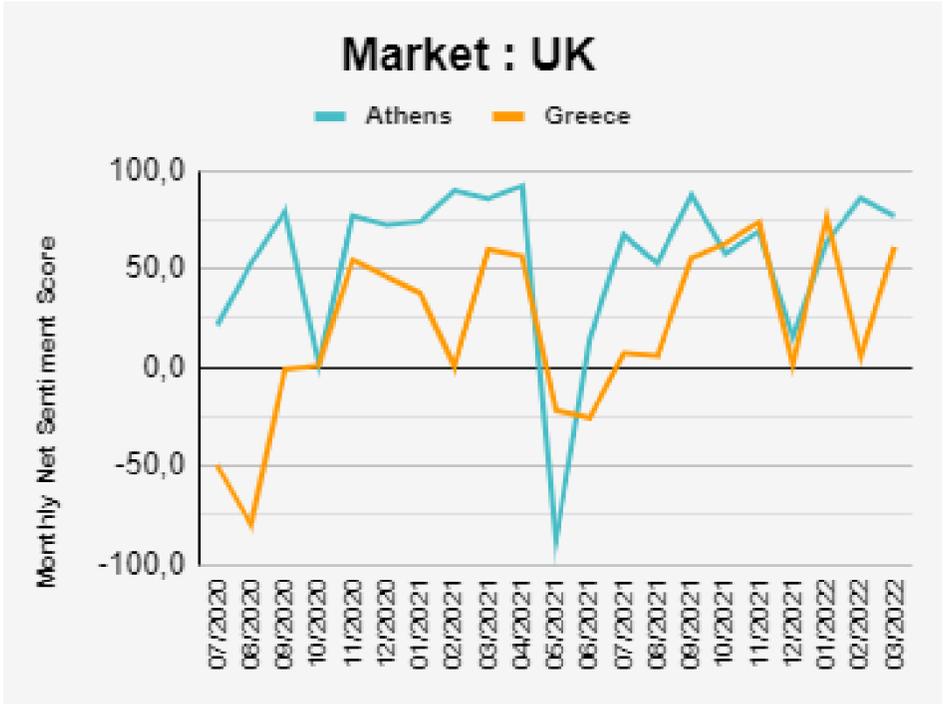
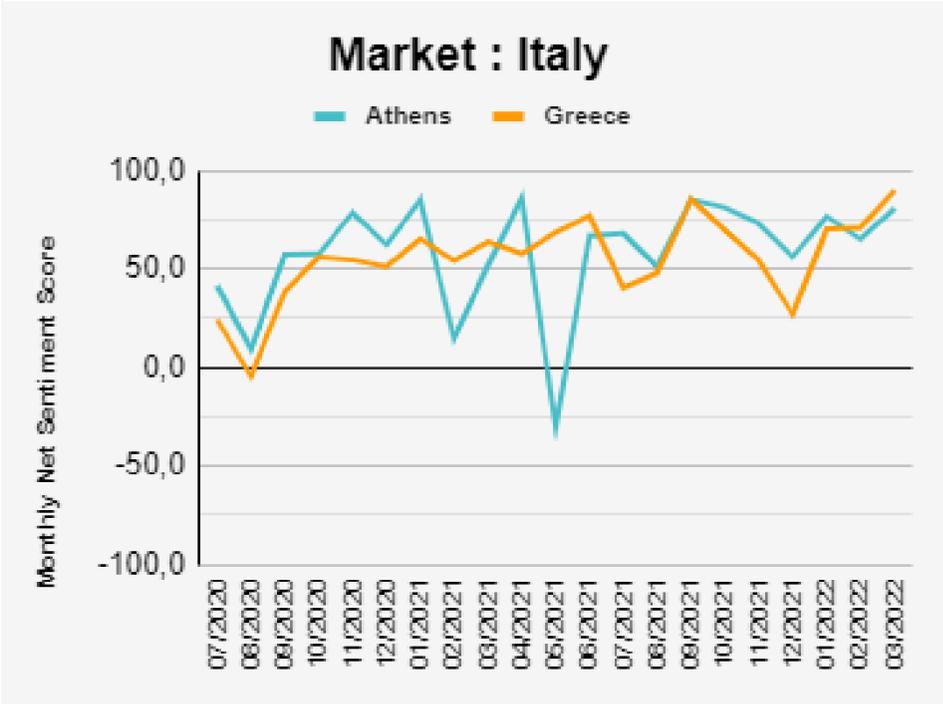
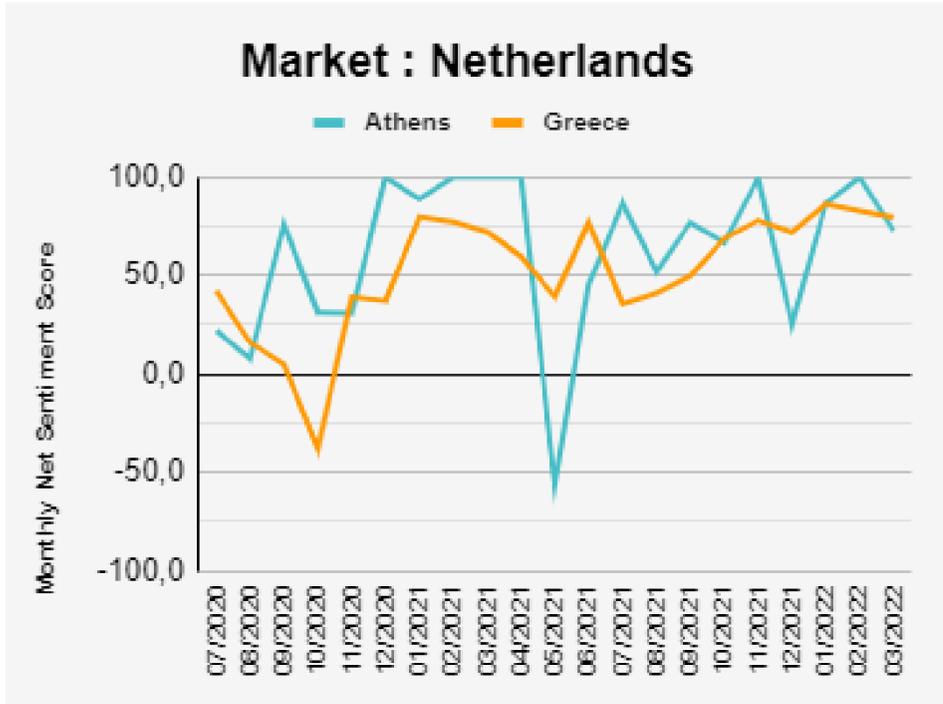
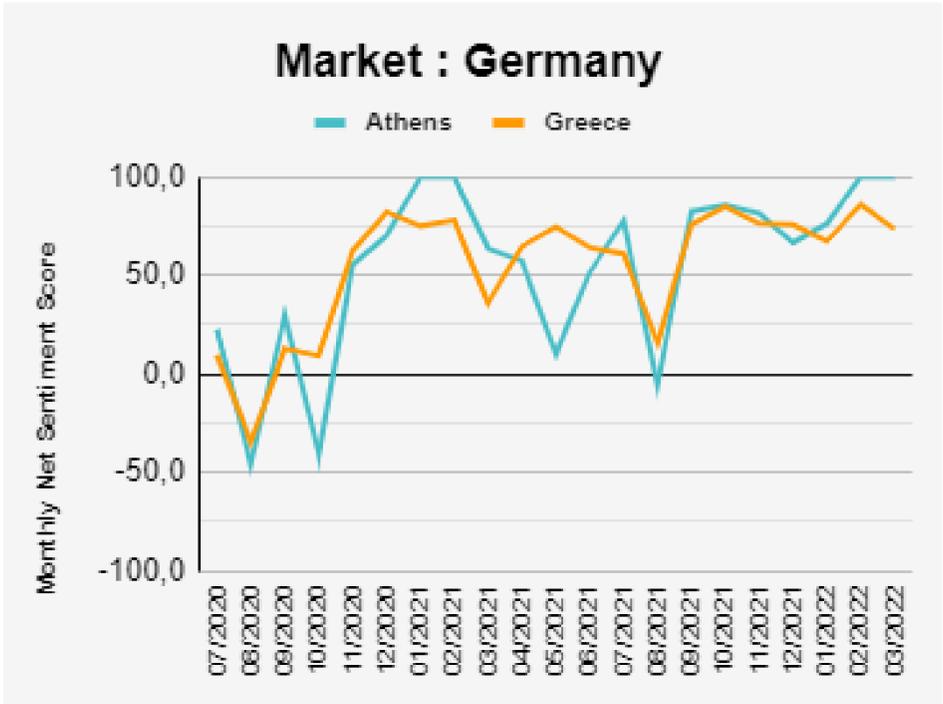
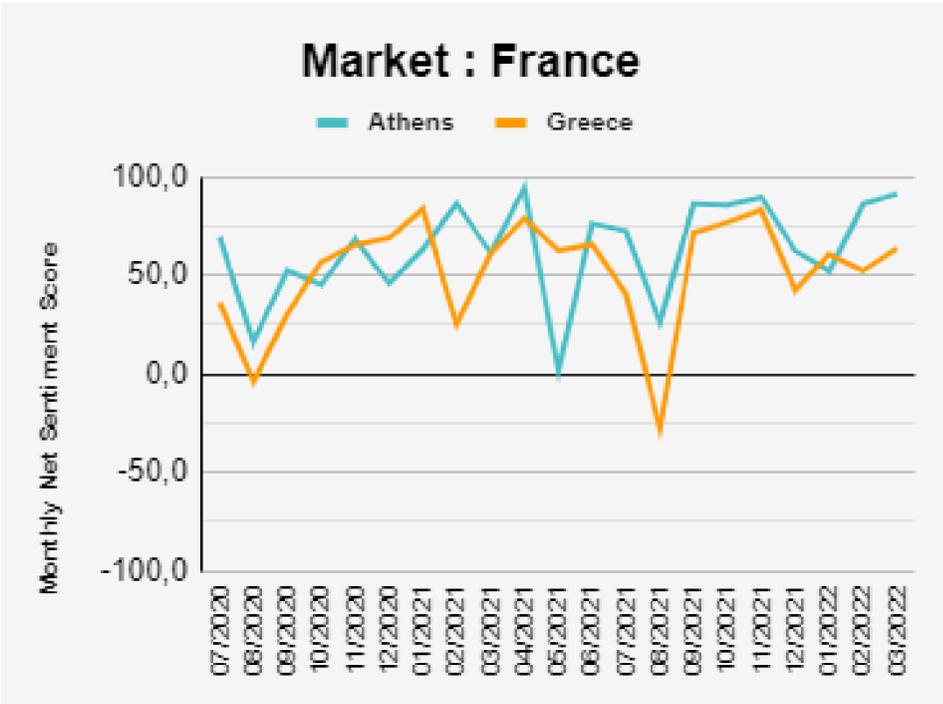


Sentiment Score

— Athens — Greece — Spain — Portugal — Italy

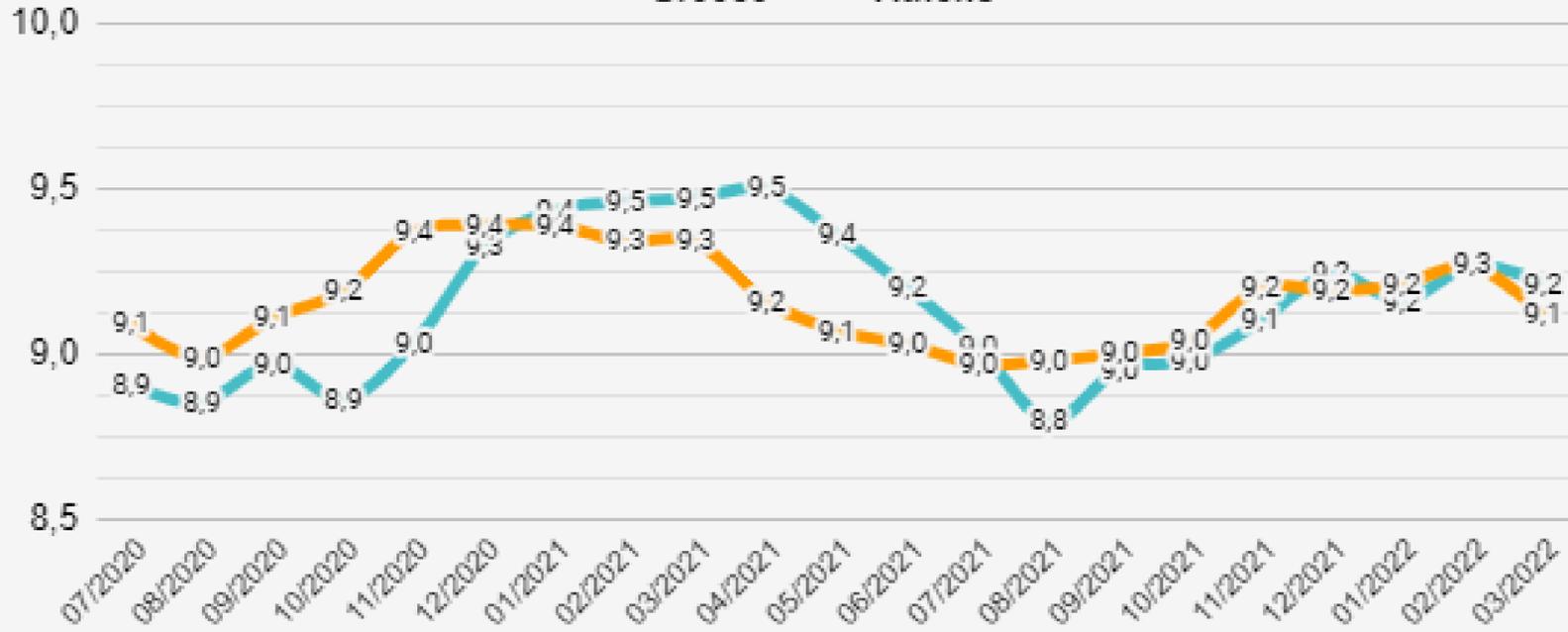


The Net Sentiment Index measures the polarity of web social conversations in relation to the destination (% positive – % negative posts)



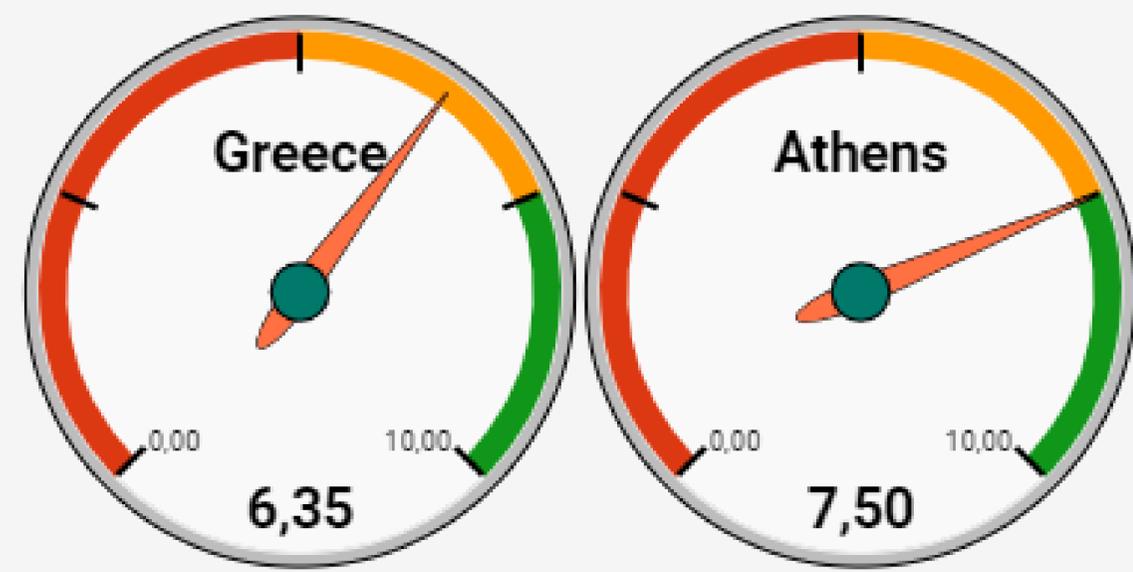
Overall Rating

Greece Athens



Sanitary Safety Score

March 22



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