INSETE INTELLIGENCE

travelsat

ATHENS / GREECE SENTIMENT TRACKER /APRIL 2022

TCI Research
Travel Competitive Intelligence

UNWTO
Innovation Award

Ευρωπαϊκή Ένωση
Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης

ΔΗΜΟΣ ΑΘΗΝΑΙΩΝ

ΑΘΗΝΑ
ΕΤΑΙΡΕΙΑ ΑΝΑΠΤΥΞΗΣ & ΤΟΥΡΙΣΤΙΚΗΣ ΠΡΟΒΟΛΗΣ ΑΘΗΝΩΝ

ΠΕΡΙΦΕΡΕΙΑΚΟ ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΑΤΤΙΚΗΣ

ΕΣΠΑ 2014-2020
ανάπτυξη · εργασία · αλληλεγγύη

TOPLINES

1. **The volume of social conversations about Greece has recorded a slight growth in April**, while posts about Athens jumped 42%. **Pandemic-related conversations ascended for Greece with mostly positive content explaining the destinations' eased travel rules. Athens Covid incidence rate remained stable.**

2. In a still fragile image environment in Europe due to the Ukraine crisis, **Greece's e-reputation remained positive but dropped to 61 in April (-12 points compared to March). Athens e-reputation score recorded a slighter decline of 4 points**. **The Net Sentiment Score of Greece dropped below Italy (-10 points), but still widely surpasses Portugal (+11) and Spain (+26).**

3. The Ukraine conflict was present in less than 5% of total Greece/Travel social conversations (cancellations of planned trips of Russians, a Russian oligarch charged with violating US sanctions, suspending "golden passports" to Russians), generating a limited impact in the country reputation.

4. The social conversations' sentiment scores are high and steady for most Greece's major markets. Italy and France consolidated the growth of positive sentiment in April. Slight downward fluctuation is seen in the US, Dutch and UK markets. Athens's sentiment score continues to mirror the growth in positive sentiment in Italy and turns upwards in the Netherlands, whereas demonstrates a slight decline in the other markets when compared to March.

5. In April, social content depicts an optimistic prosect as all remaining Covid-19 travel restrictions are dropped in May, and travel expected to return as it was before Covid. Media coverage forecasts tourists "flocking back" to Greece. Also, the U.S. CDC lifts Greece from the COVID 'Do Not Travel' recommendations lists. As usual, numerous inspiring travel diaries and travel photos were shared: sunset views and crystal-clear waters from several islands (e.g. Santorini, Anafi, Naxos, Evia, Polyaigos), Pozar thermal baths and waterfalls, ancient ruins in several locations, windmill hotels and Nafplion called "the most romantic city of all Greece".

TOPLINES

6.**Sustainability-centric suggestions** to leave the car and take a multi-day bicycle journey or island-hop in a wind powered sailboat to discover the hidden corners of Greece and Easter customs throughout Greece (and how the Royal family is spending the Holy week!) were discussed. Peloponnese beach mentioned many times, as it was selected as the best beach in Europe in the World Travel Awards 2018.

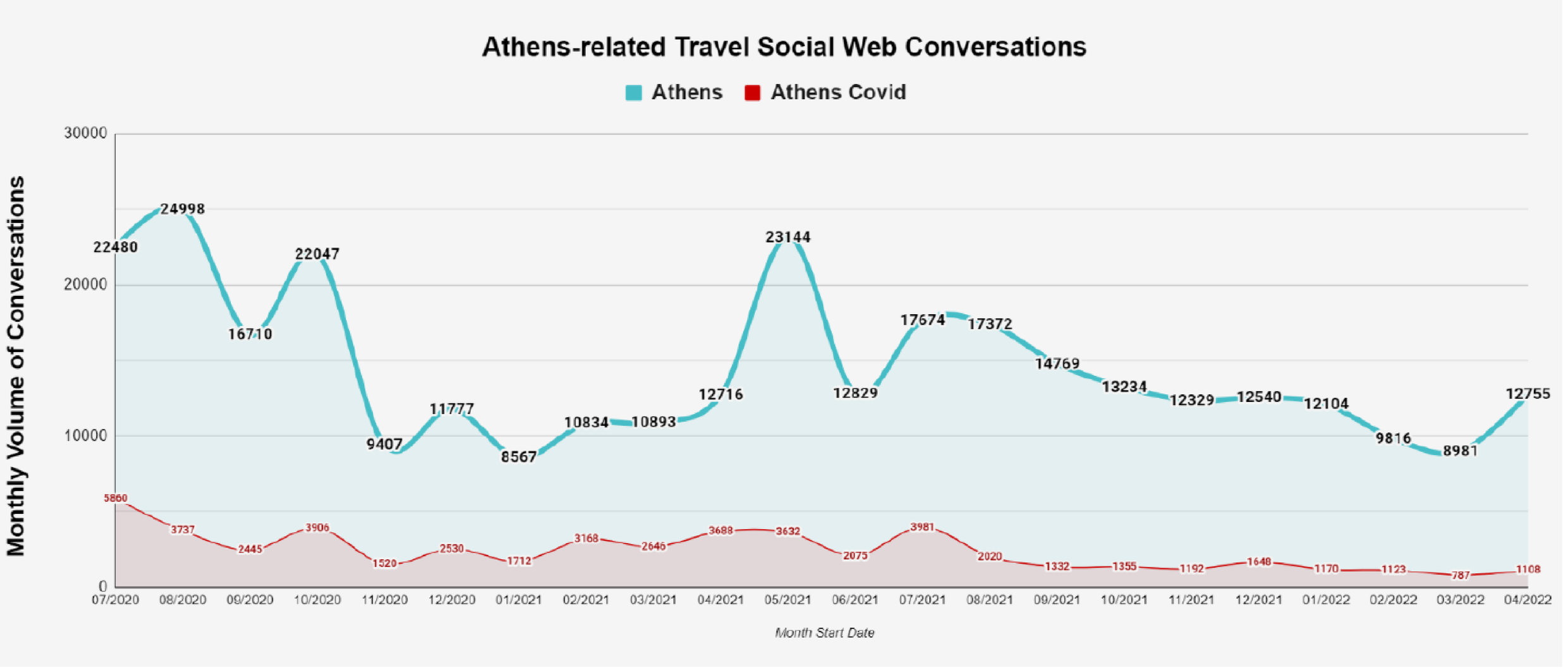
7.Greece also appears as **the #1 European destination for retirement** by Stuff Travel.

8.Athens' conversations notably highlighted Tripodon Street, the Lighthouse Athens as one of the **city's hottest hangouts** for the fashionable modern traveler, the **most romantical spots, and the most affordable places** to dine in Athens city center.

9.**The scarce negative content mentioned hospitality staff shortages** in Crete and "Easter airport chaos" as hundreds of flights were cancelled.

10. In terms of experience-based reputation, a "typical" decrease in rating is observed as visitation increases in the destination; However, Greece continues to surpass the European average by + 0,5 points with an average rating of 9,1.

11. Sanitary safety sentiment as reviewed by visitors increased for Greece by 0,35 points and decreased for Athens (by -1,67 points).


Athens-related Travel Social Web Conversations
Athens
Athens Covid
Monthly Volume of Conversations
30000
20000
10000
0
22480
24998
16710
22047
9407
11777
8567
10834
10893
12716
23144
12829
17674
17372
14769
13234
12329
12540
12104
9816
8981
12755
5860
3737
2445
3906
1520
2530
1712
3168
2646
3688
3632
2075
3981
2020
1332
1355
1192
1648
1170
1123
787
1108
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022
02/2022
03/2022
04/2022
Month Start Date

Greece-related Travel Social Web Conversations
Greece
Greece Covid
Monthly Volume of Conversations
250000
200000
150000
100000
50000
0
154621
217045
89413
94585
46338
47268
54059
61096
83934
77339
95685
97607
100754
102452
54156
53110
51244
71038
42594
44164
43157
50099
36525
37100
24145
15451
9609
9165
13149
15752
23879
22290
31263
23028
26000
13576
8674
6832
7531
16970
6508
6447
5234
9359
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
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12/2021
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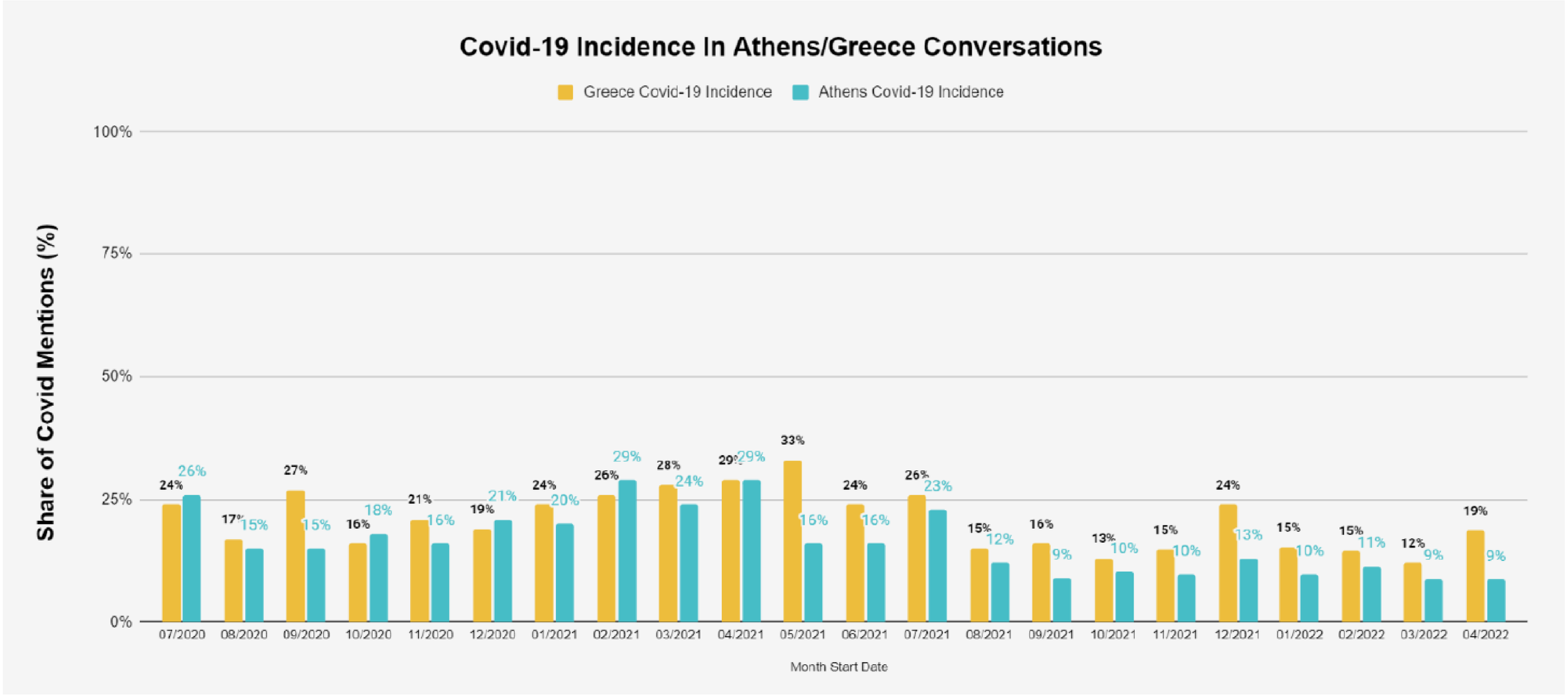
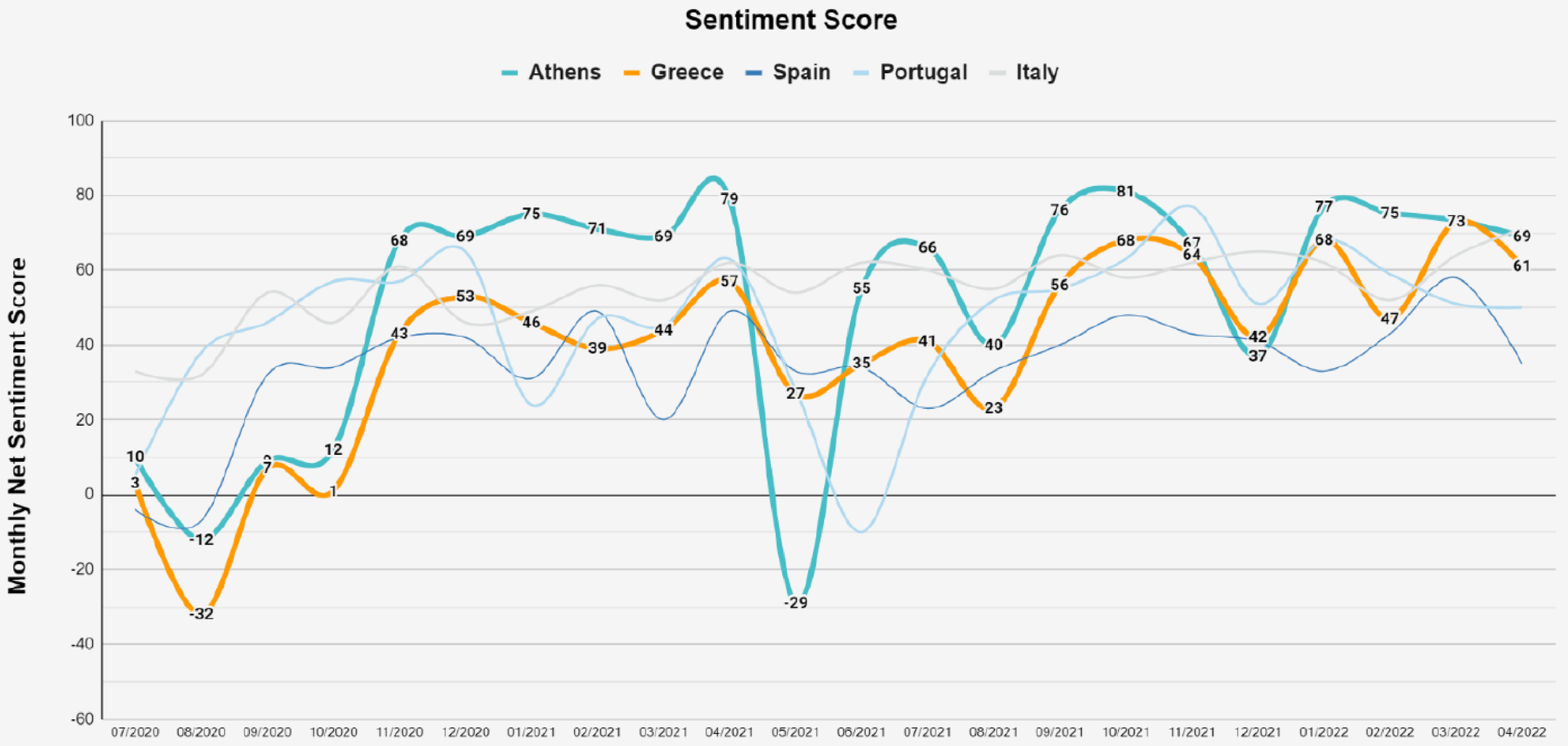
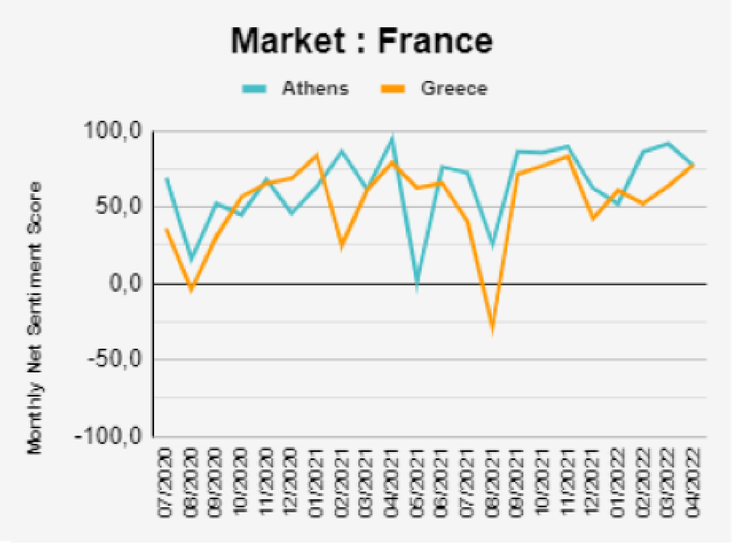
02/2022
03/2022
04/2022
Month Start Date


Covid-19 Incidence In Athens/Greece Conversations
Greece Covid-19 Incidence
Athens Covid-19 Incidence
Share of Covid Mentions (%)
100%
75%
50%
25%
0%
07/2020 08/2020 09/2020 10/2020 11/2020 12/2020 01/2021 02/2021 03/2021 04/2021 05/2021 06/2021 07/2021 08/2021 09/2021 10/2021 11/2021 12/2021 01/2022 02/2022 03/2022 04/2022
Month Start Date


Sentiment Score
Athens
Greece
Spain
Portugal
Italy
Monthly Net Sentiment Score
100
80
60
40
20
0
-20
-40
-60
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022
02/2022
03/2022
04/2022
The Net Sentiment Index measures the polarity of web social conversations in relation to the destination (% positive – % negative posts)


Market : France
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
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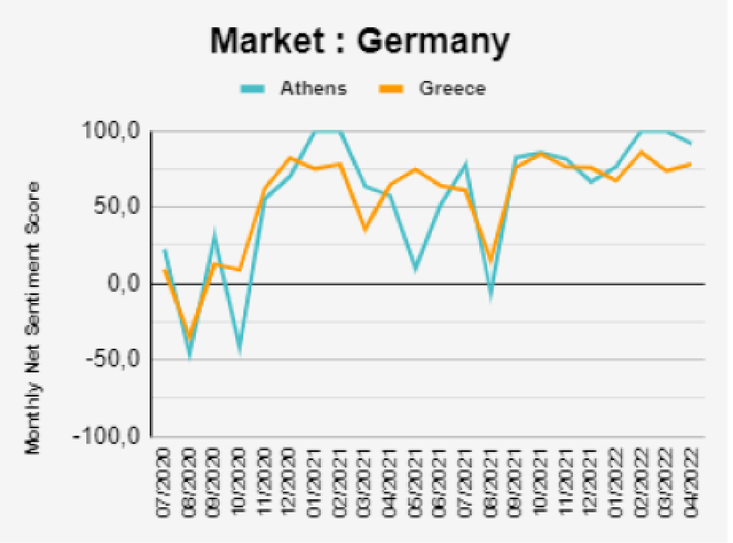
03/2022
04/2022


Market : Germany
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
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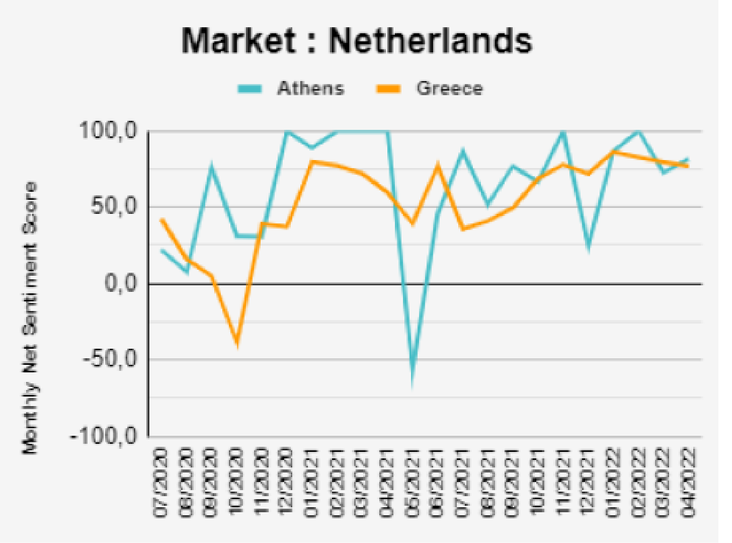
01/2022
02/2022
03/2022
04/2022


Market : Netherlands
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
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09/2021
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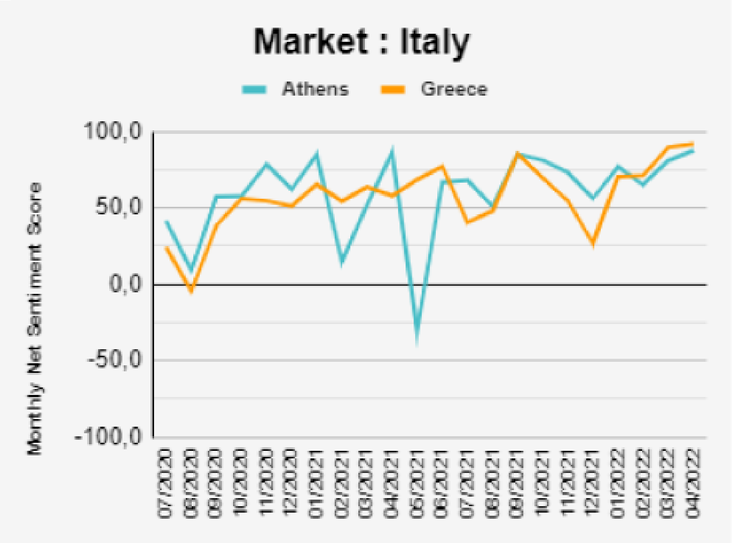
11/2021
12/2021
01/2022
02/2022
03/2022
04/2022


Market : Italy
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
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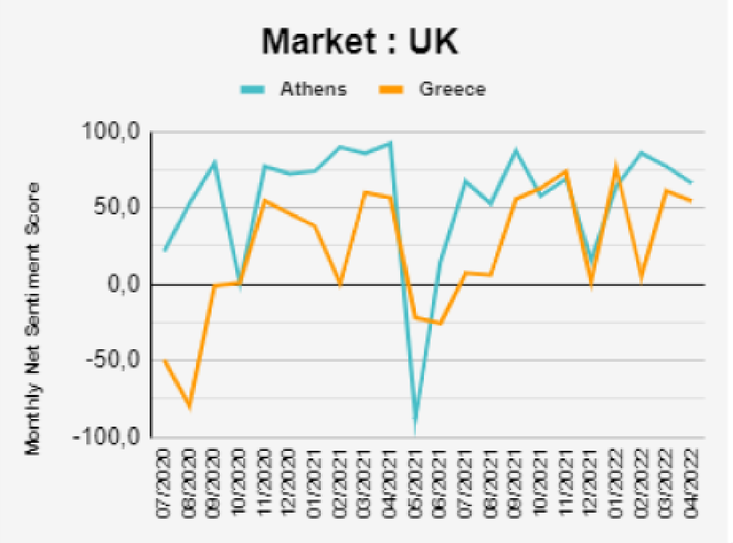
03/2022
04/2022


Market : UK
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
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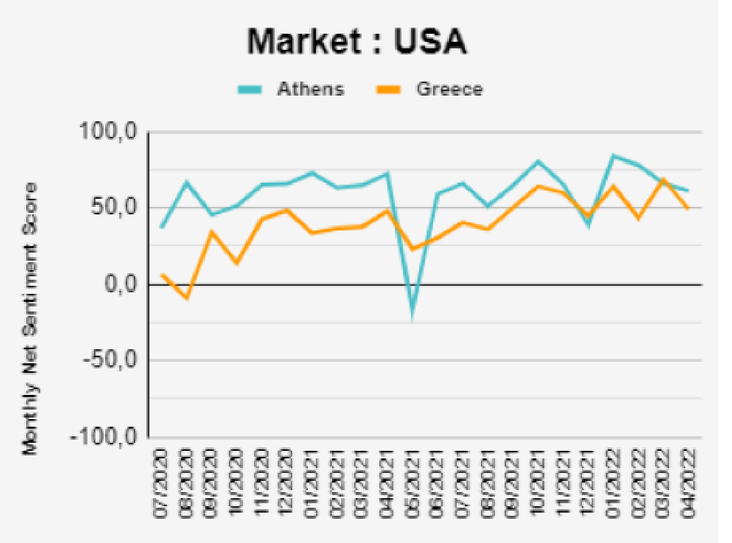
03/2022
04/2022


Market : USA
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
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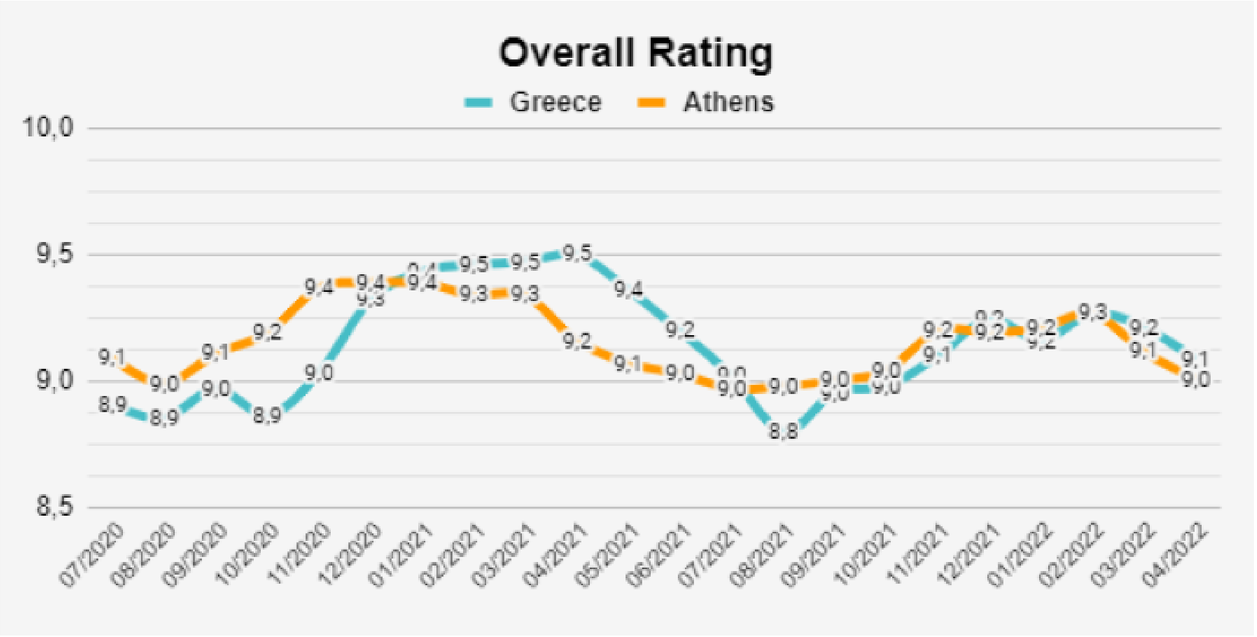
03/2022
04/2022


Overall Rating
Greece
Athens
10,0
9,5
9,0
8,5
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022
02/2022
03/2022
04/2022

Sanitary Safety Score
April 22
Greece
0,00
10,00
6,70
Athens
0,00
10,00
5,83

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