

INSETE

INTELLIGENCE



# ATHENS / GREECE SENTIMENT TRACKER / MAY 2022



UNWTO  
Innovation Award



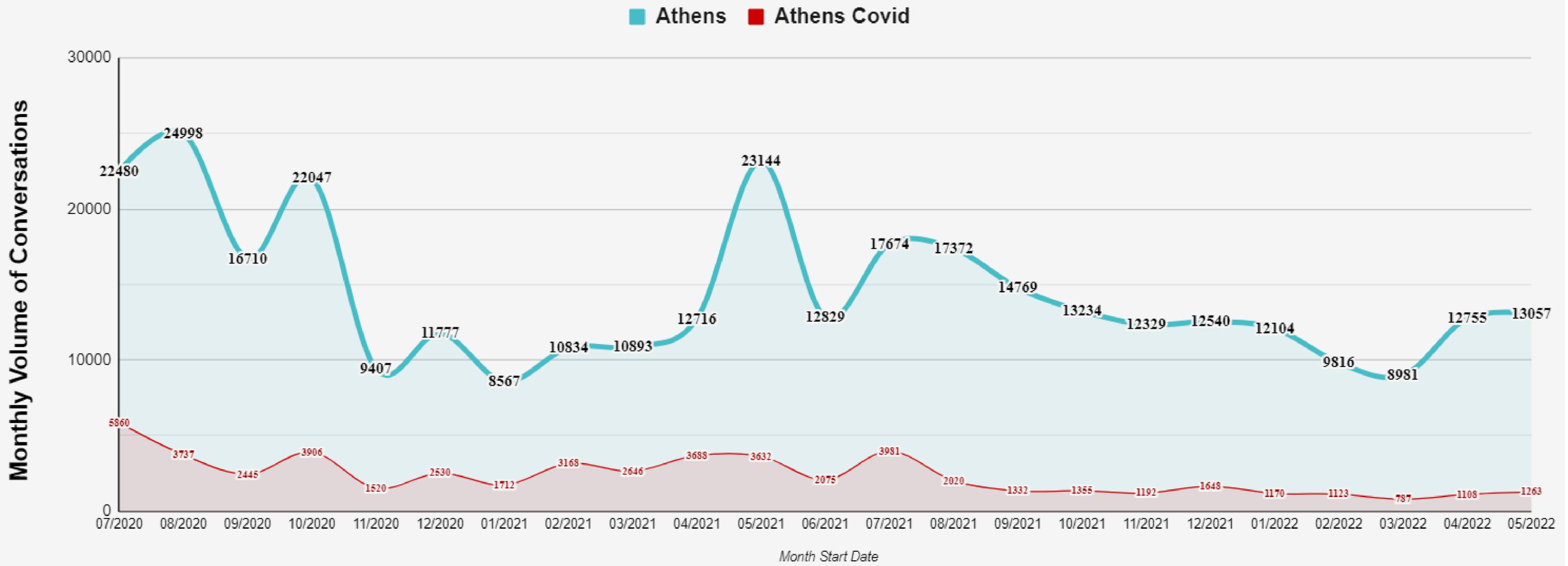
## TOPLINES

1. The volume of social conversations about Greece recorded an impressive 58% growth in May, while the increase in posts about Athens was moderate. While Covid incidence rate in conversation was slightly higher, the content was positive rejoicing the lifting of all Covid restrictions and expected boost to holidays in Greece. Athens Covid incidence rate remained stable with positive content also, some travelers expressed uncertainty if covid-related measures were eased in concert venues as well.
2. Greece's e-reputation ascended to 64 points in May. The Net Sentiment Score of Greece surpasses Portugal (+12) and Spain (+29) but remains below Italy (-4 points). Athens e-reputation score recovered to 76 points.
3. The Ukraine conflict was present in less than 3% of total Greece/Travel social conversations, having therefore a very limited impact on the destination brand-relation sentiment. It included stories about Ukrainians who have sought refuge in Greece, worries about economic loss due to the halt of Russian tourists and rising prices. In overall, with no significant impact in the country reputation or in the travelers mind as well described in this tweet: "I am on holiday in #Greece & there is no mention of #covid or #Ukraine It's quite normal".
4. The social conversations' sentiment scores remain high and steady for most Greece's major markets. France, UK, and USA maintained its positive sentiment in May. Very slight downward fluctuation is seen in the German, and Italian markets while the Dutch market is on a modest but stable falling trend since January. Athens's sentiment score demonstrated growth for positive sentiment in France, Italy, and USA. Sentiment has a slight decline in German and in Dutch market when compared to April and continues its fall in the UK market.

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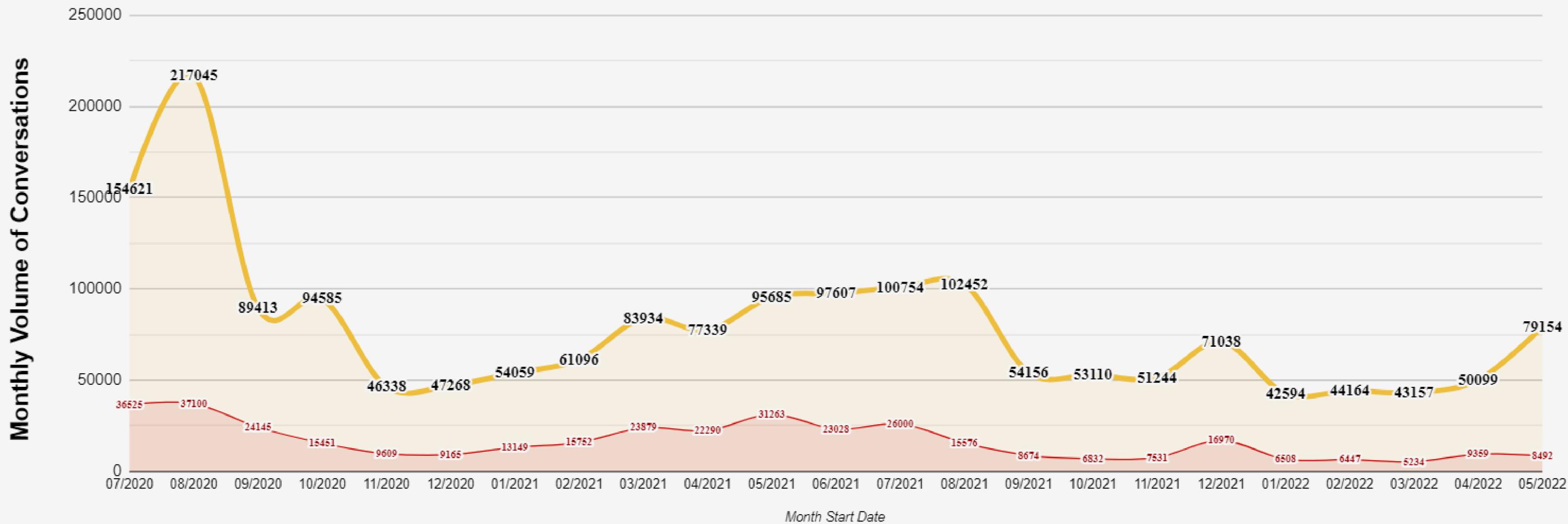
5. In May, social content overloads with images from several locations (e.g., sunset on Paros, the first rays of sun from Myrtos, pictures of Thirassia, Andros, Zakynthos, Kimolos, Folegandros, Donousa and other islands, “the most instagrammable” beaches in Navagio and Porto Katsiki as well as drone videos overflying Greece’s nature scenery. Visitors are invited to observe dolphins with a biologist. Santorini is recommended for honeymooners for the shining white houses by the blue Aegean Sea; Scottish footballer Greg Taylor gets engaged while on romantic Greek holiday in Mykonos. On a different note, the story of Greece’s shipwreck beach (Navagio) is narrated, the monastery of Meteora as well as other archeological wonders are introduced. E-reputation is also driven by the amazing food, the beautiful scenery and nature that “restores the soul and gives perspective”. Inspired by their travels to Greece, an UK author Mandy Baggot published a book called “A Taste of Greek Summer” and in Petoskey (USA) a couple set a pop-up eatery to offer locals traditional Greek food. Musical artists Macroblank makes album covers using pictures of ancient Greek statues. Athens was awarded “The best MICE destination in Europe” at the Business Destinations Travel Awards 2022. Nollywood Travel Film Festival kicked off in the city and an English novelist Victoria Hislop revealed her favorite haunts in Athens. The city received a royal visit by Belgian King and Queen and inspired travelers also with shopping, genuine national cuisine, and romantic walks under the moonlight. Negative social content includes travelers stuck in Greece because of cancelled flights, lost luggage and overcharging for meals in restaurant as well as a British tourist catching monkeypox in Greece.
6. Experience-based reputation in May maintained April levels with an average rating of 9,1 for Greece and 9,0 for Athens still surpassing widely the European average (8,6), supported by a strong Sanitary safety sentiment both for Greece (+ 0,43 points) and Athens (+ 0,27 points).

### Athens-related Travel Social Web Conversations

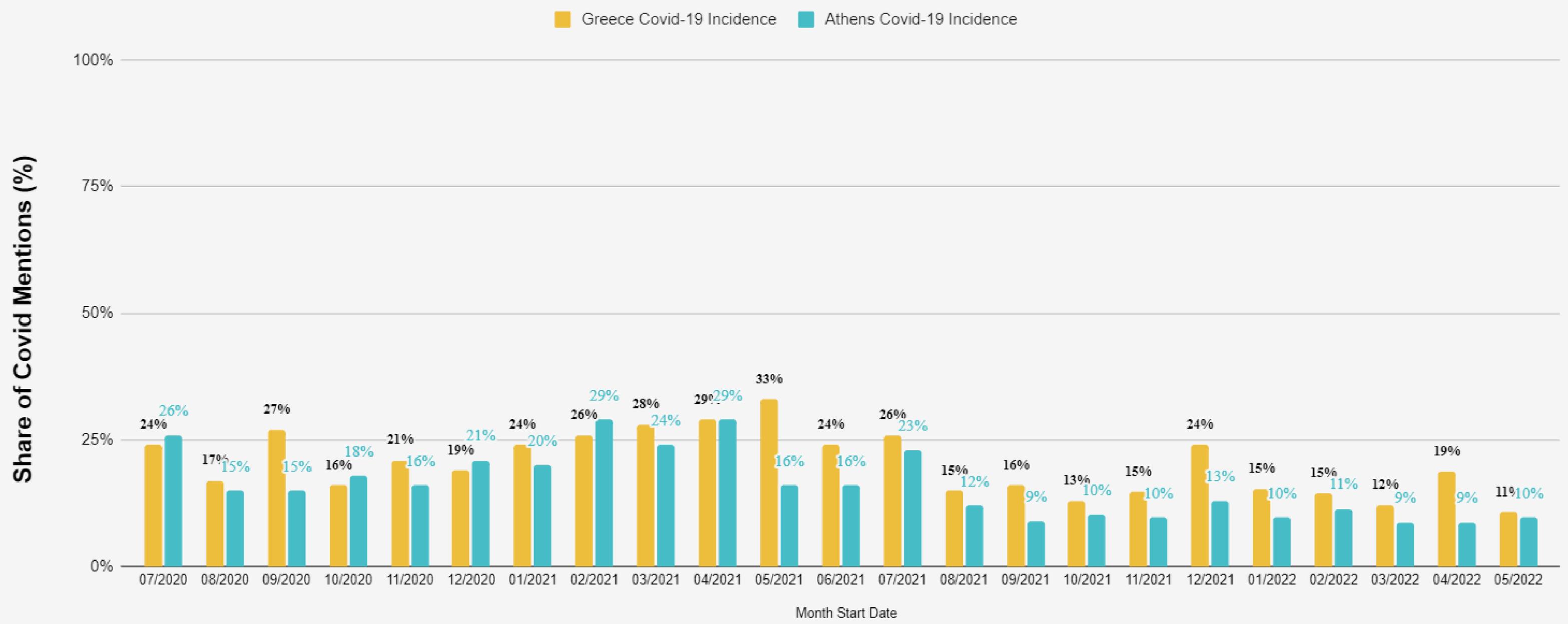


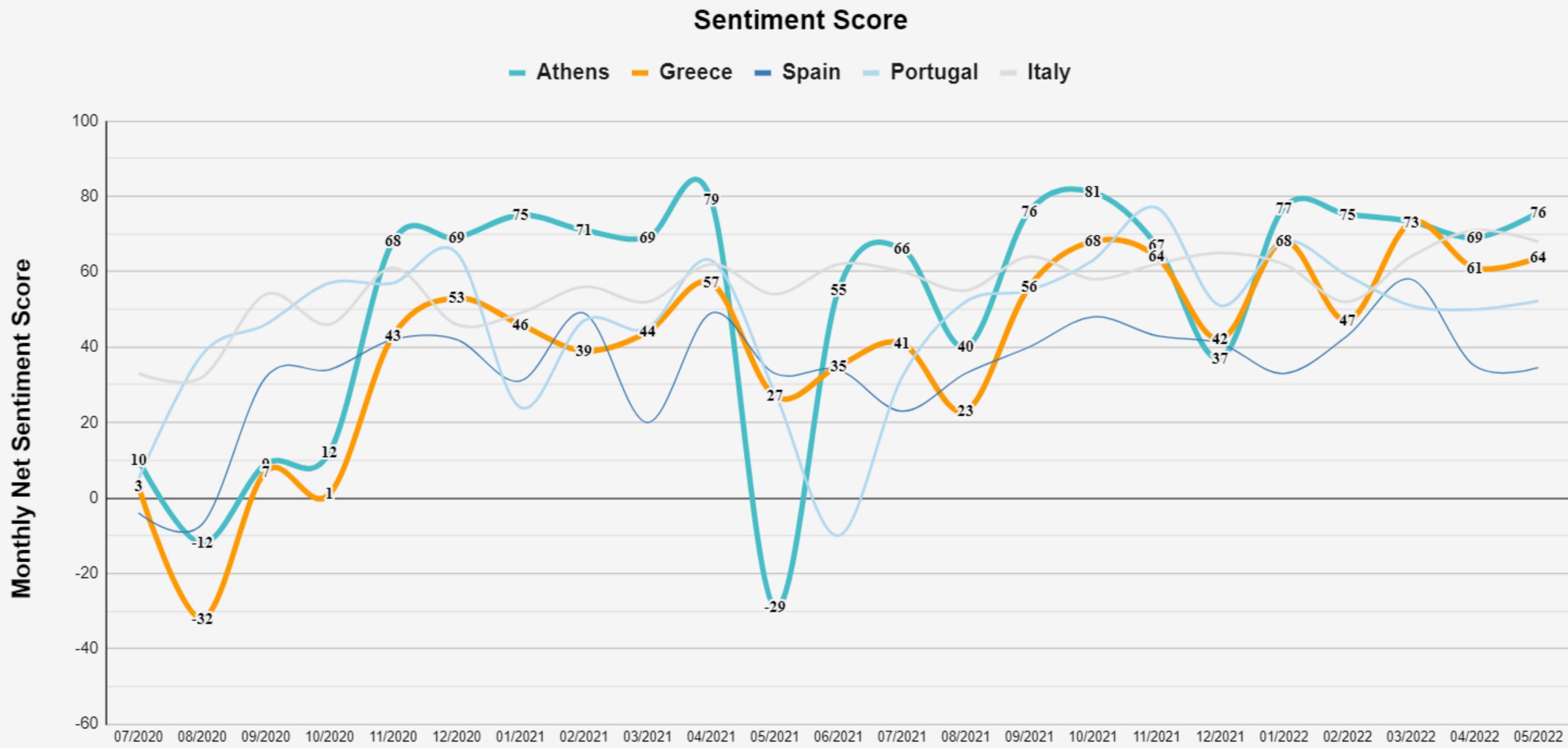
### Greece-related Travel Social Web Conversations

■ Greece ■ Greece Covid

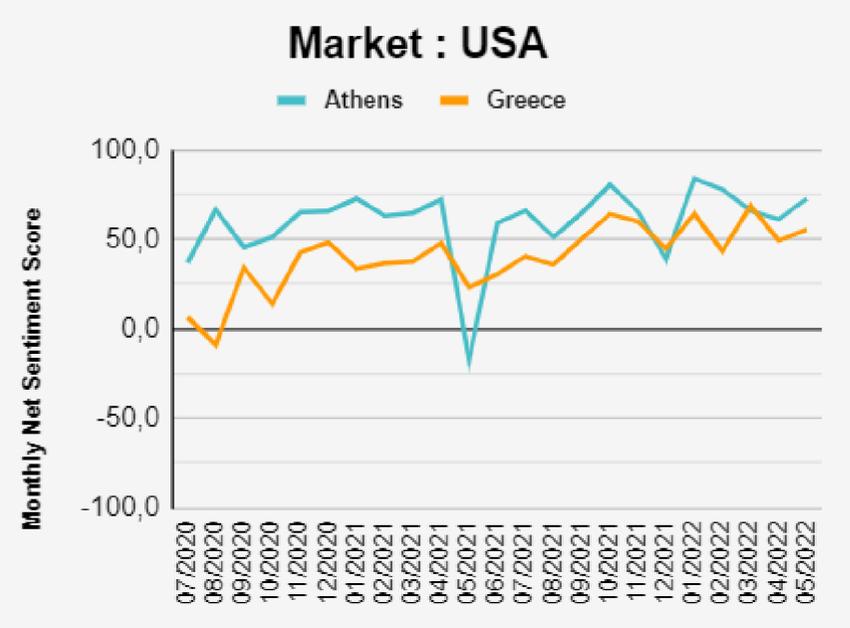
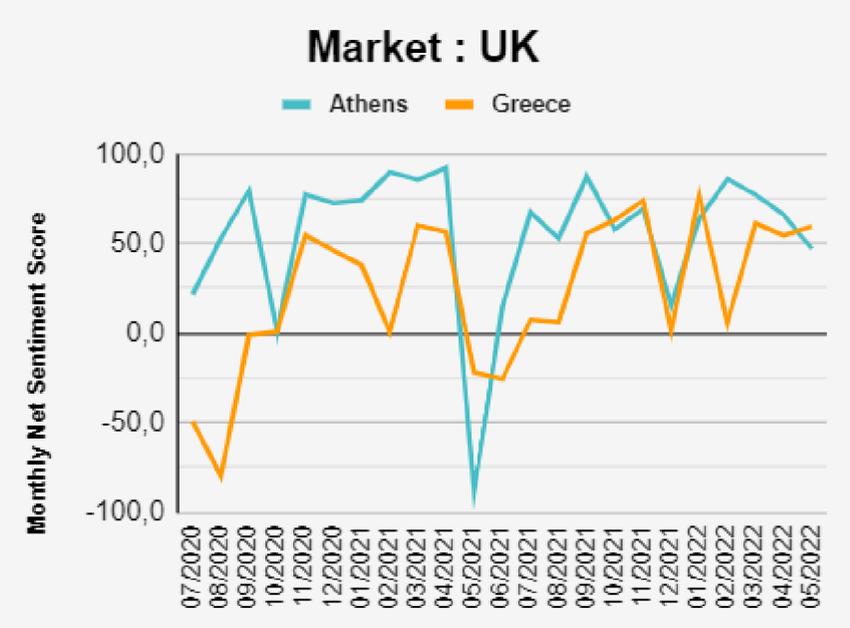
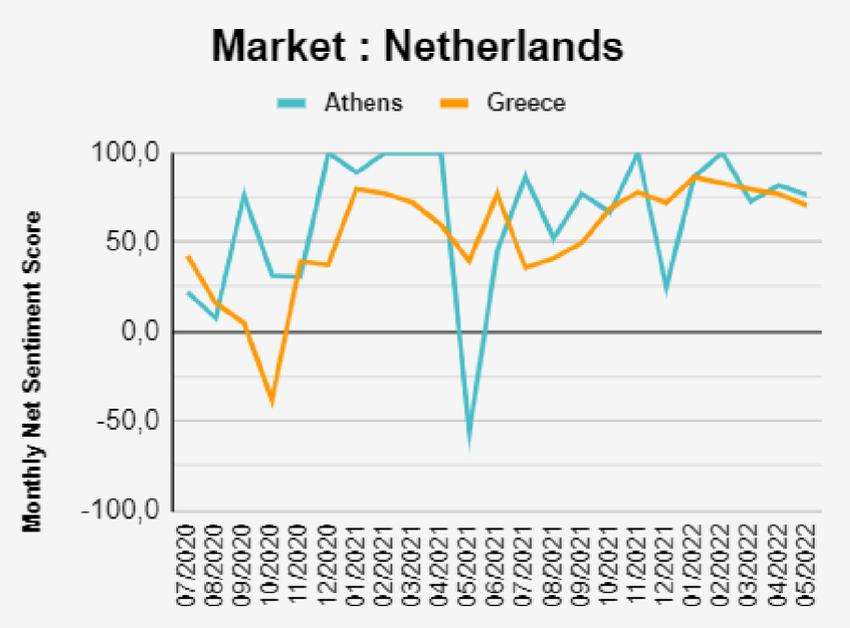
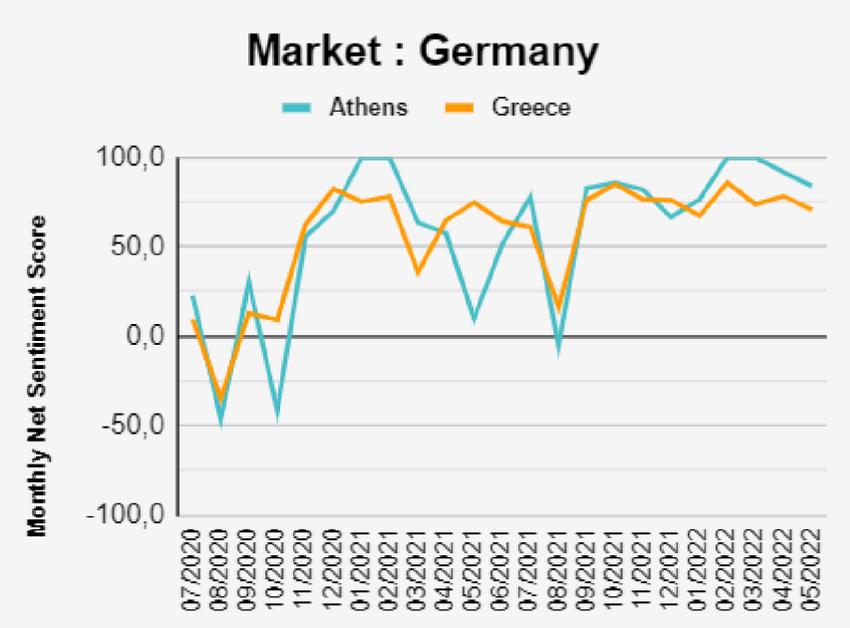
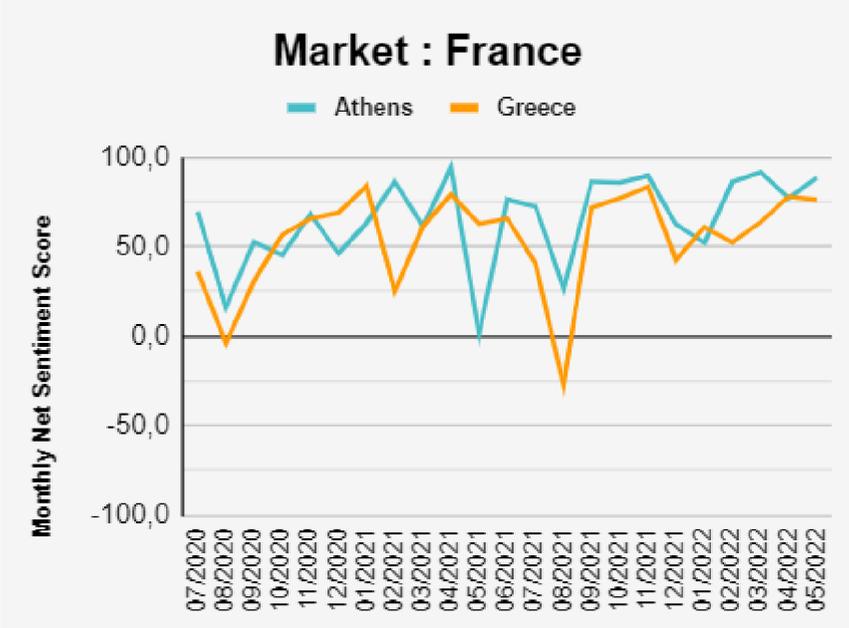


### Covid-19 Incidence In Athens/Greece Conversations





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





**INSETE** INTELLIGENCE

INSETE –SETE INSTITUTE  
Voukourestiou 32,  
106 71 | Athens  
[www.insete.gr](http://www.insete.gr)

[intelligence@insete.gr](mailto:intelligence@insete.gr)

☎ t: +302103244368