INSETE INTELLIGENCE

travelsat

ATHENS / GREECE SENTIMENT TRACKER /JUNE 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 continues to grow in June for both Athens and Greece. The Covid incidence rate in conversation remains stable in Greece but somewhat increased in Athens. Lifting of Covid restrictions, including the end of Covid-19 testing and the mask requirements continues to be talked about while flight cancellations and chaotic situations at European airports after Covid due to the staff shortages became dominant topics.

2. Greece's e-reputation fell to 52 points in June, tying its score with Portugal. The Net Sentiment Score was 1 point behind Vs Italy and surpasses Spain(+12). Athens e-reputation also dropped to 62 points.

3. Same as the last month, the Ukraine conflict was present in less than 3% of total Greece/Travel social conversations. Thus, the impact on destination sentiment is very limited. The web conversations include tensions between Greece and Turkey, both NATO members (despite their initial hope to ease the tensions due to the escalating conflict in Ukraine) as well as rising prices and summer without Russian tourists being the center of the conversations**.**

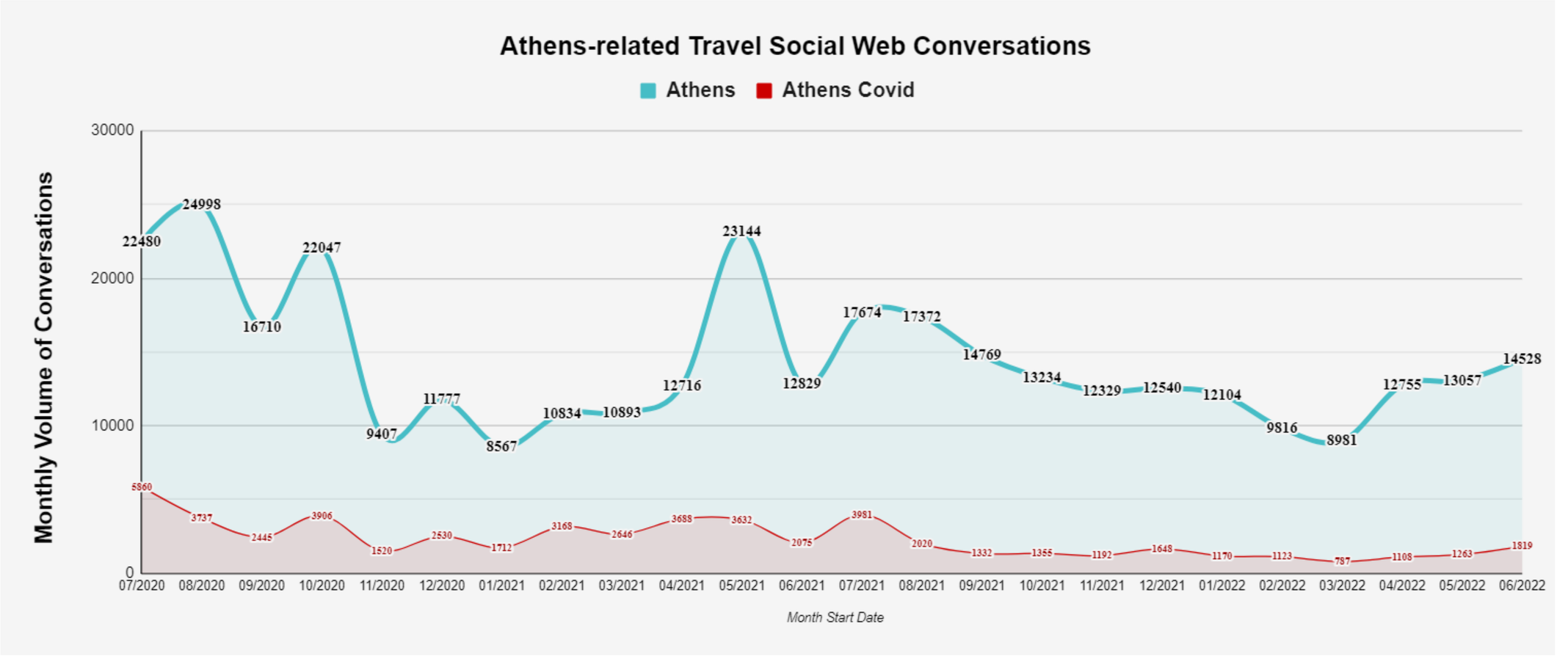
4. In June, the Net Sentiment Score declined in all Greece’s markets. This downward trend was also observed in Athens, with the exception of Italian market. For Greece as a whole, the decline was most noticed in the Dutch market while for Athens alone, German and USA markets marked significant decline.

TOPLINES

5. Positive destination image was reinforced by a variety of tourism topics in June, including culture, food, lodging, and nature. Content on the art scene, including the Art District, digital arts, and the Design Forum, represented Athens as a capital city where history, modernity, and the future coexist in the world of architecture, design, and art. A video content about a cocktail bar with live saxophone music expressed convivial atmosphere of Greece at night. Introduction of must-stay accommodations for summer demonstrated the diversity of lodging options according to individual preferences. In addition, positive mentions were related to the abundance of sightseeing and activities (discovering fishermen's houses, sailing trips, and Heraklion ranked high on the list of family-friendly destinations...). There was also talk of a new project on the construction of Europe's largest coastal park and a monument awarded the European Cultural Heritage Award, as well as diplomatic news such as the 50th anniversary of the establishment of diplomatic relations between Greece and the People's Republic of China. Some hidden gems in Greece also spotted, notably the Greek island of Astypalea, said to be gradually converted to climate-neutral and to sustainable mobility by 2026, showing that Greece is taking a leading role in the fight against climate change in Europe.

6. Negative sentiment was triggered primarily by social issues: a new migrant camp in Greece said to be at risk of forest fire, Greece warned by EU to fix deficiencies of its frontier, and holiday price shocks (price increases for airline tickets, hotels and package tours).

7. In June, Athens’ experience-based reputation remained unchanged for three consecutive months at the rating of 9,0, while the score of Greece in June was down 0,1 from May, continuing to outperform the European average (8,6). Both Greece (-1,1) and Athens (-1,2) have declined in terms of sanitary safety perceptions among visitors, staying however in a positive range compared to threshold vigilance levels.


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
13057
14528
5860
3737
2445
3906
1520
2530
1712
3168
2646
3688
3632
2075
3981
2020
1332
1355
1192
1648
1170
1123
787
1108
1263
1819
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
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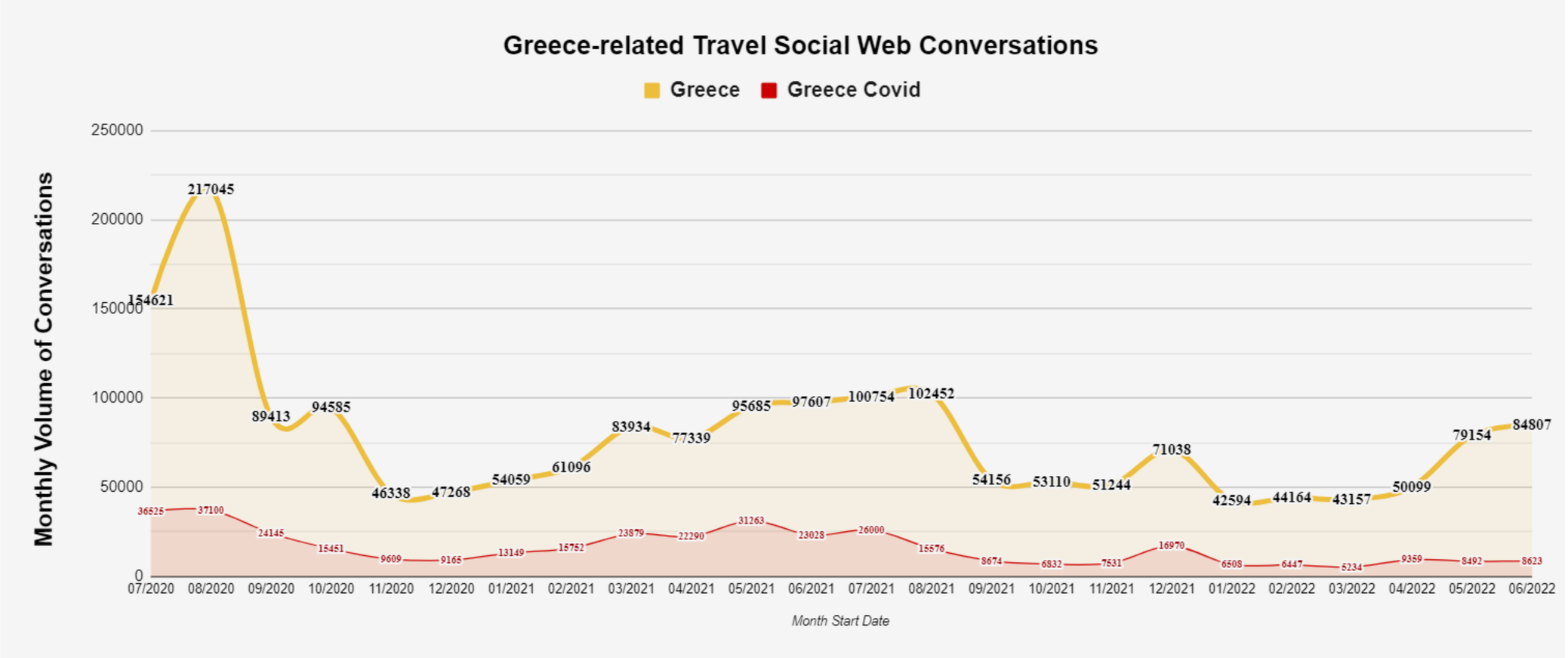
06/2022
Month Start Date


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
79154
84807
36525
37100
24145
15451
9609
9165
13149
15752
23879
22290
31263
23028
26000
15576
8674
6832
7531
16970
6508
6447
5234
9359
8492
8623
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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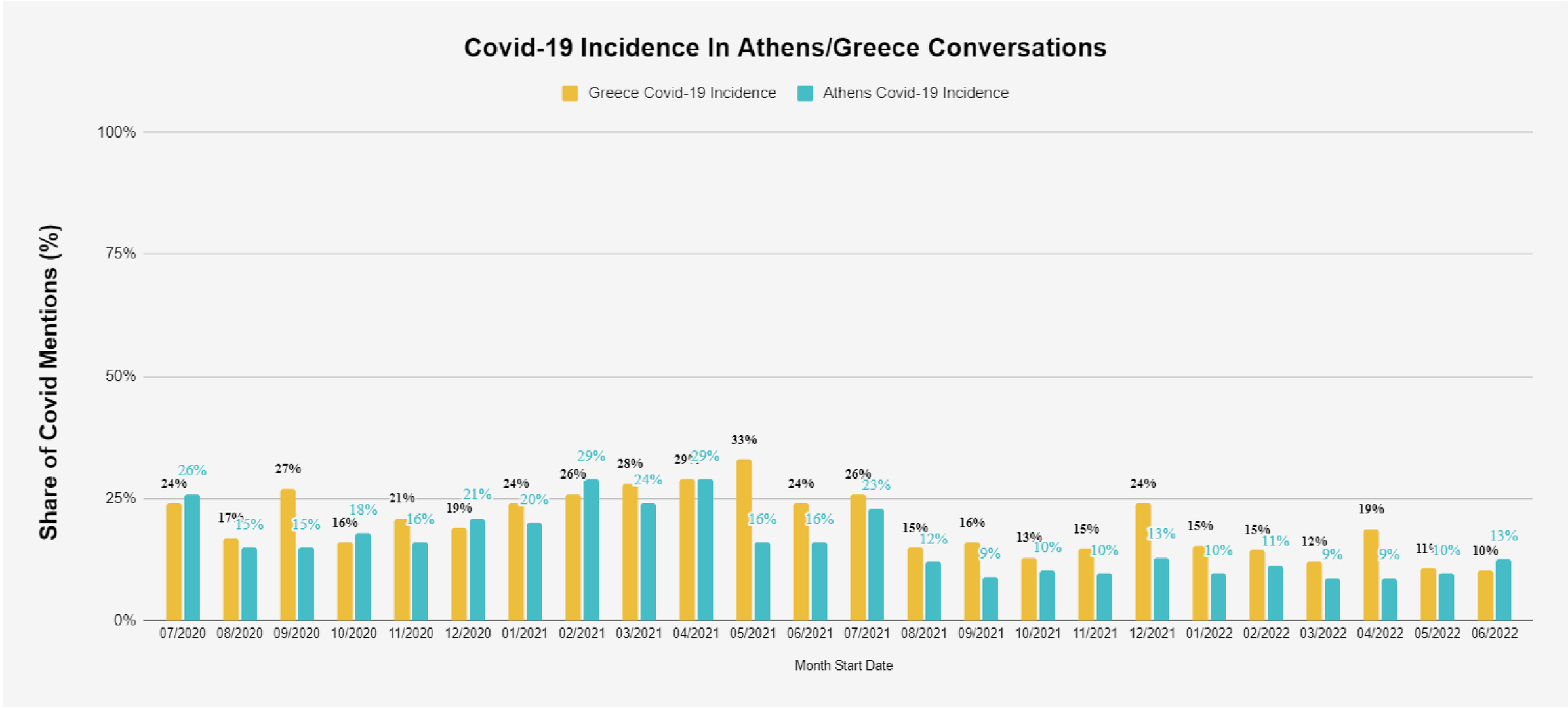
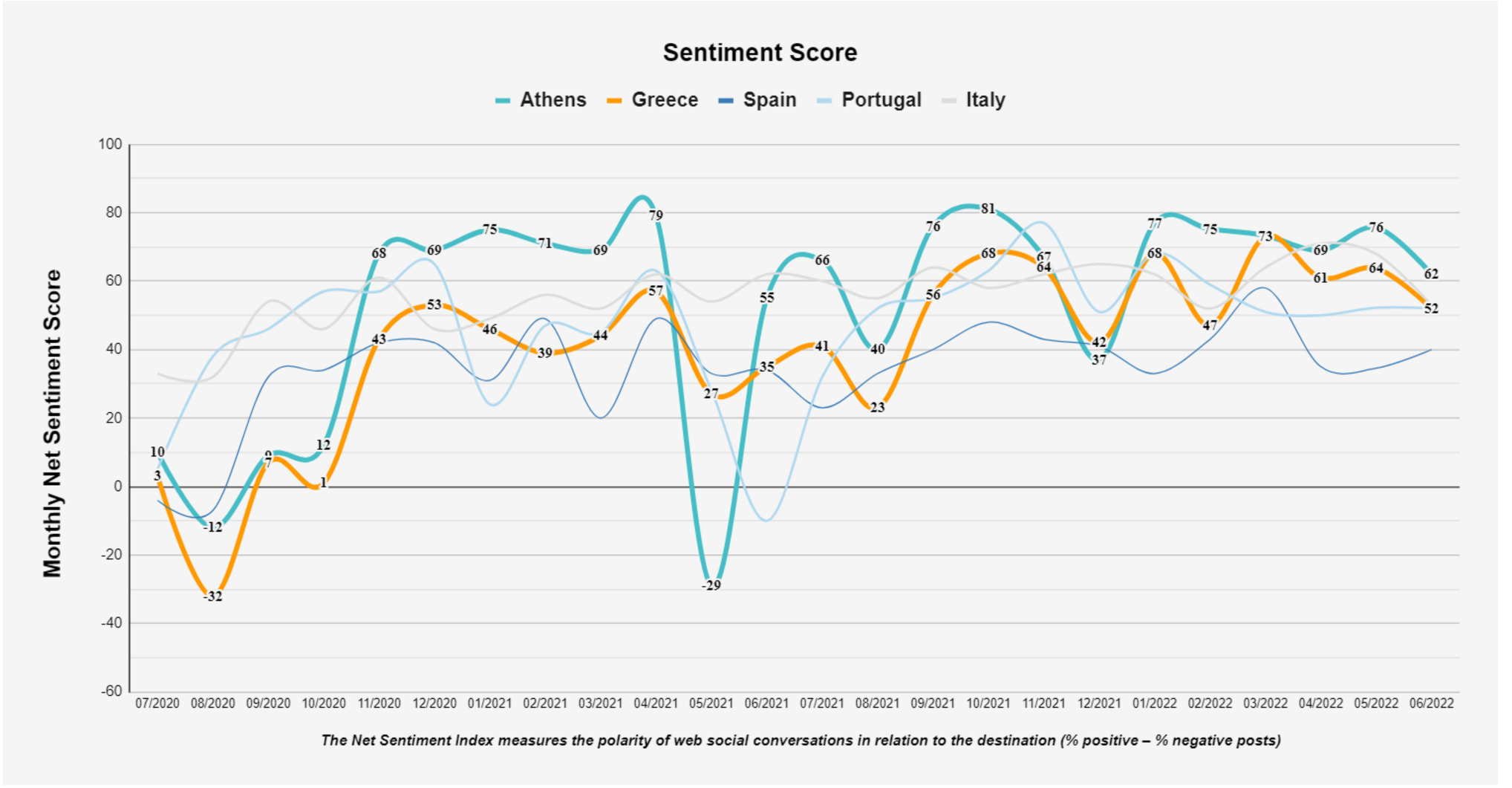
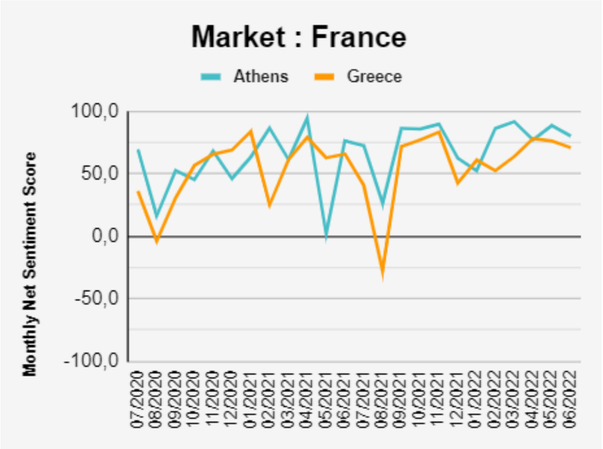
05/2022
06/2022
Month Start Date


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 05/2022 06/2022
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
05/2022
06/2022
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
07/2021
08/2021
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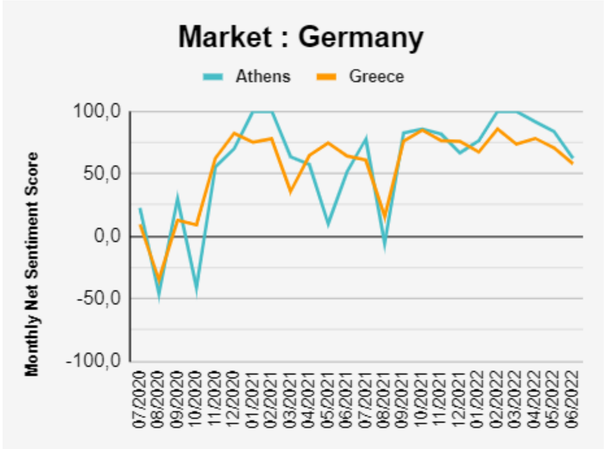
05/2022
06/2022


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
08/2021
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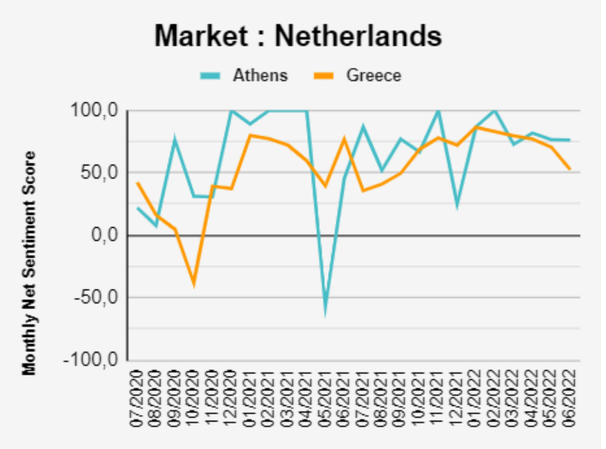
03/2022
04/2022
05/2022
06/2022


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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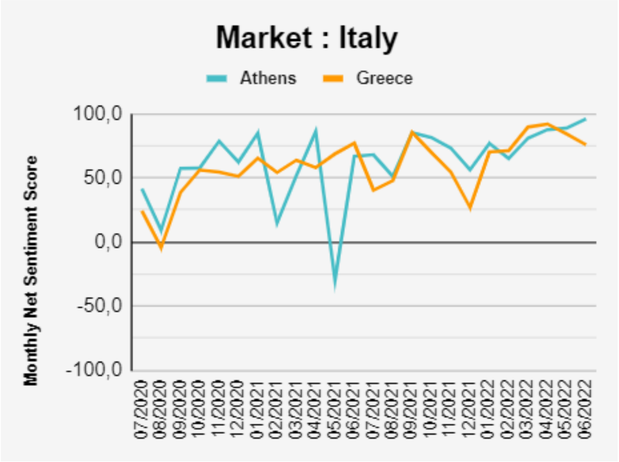
06/2022


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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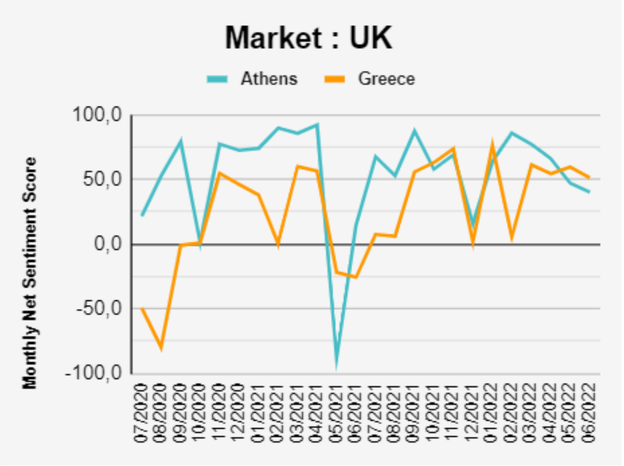
06/2022


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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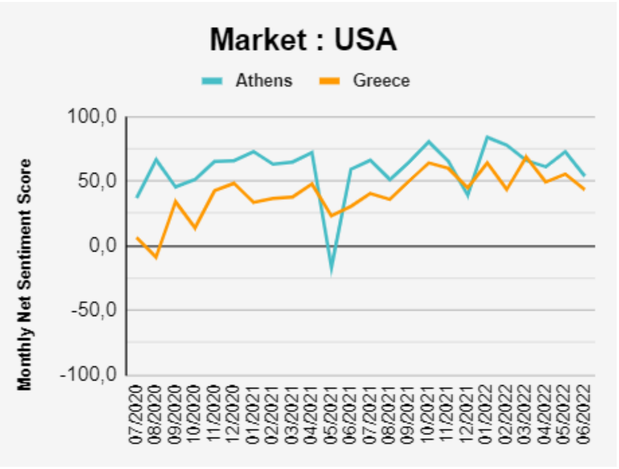
Market : USA
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
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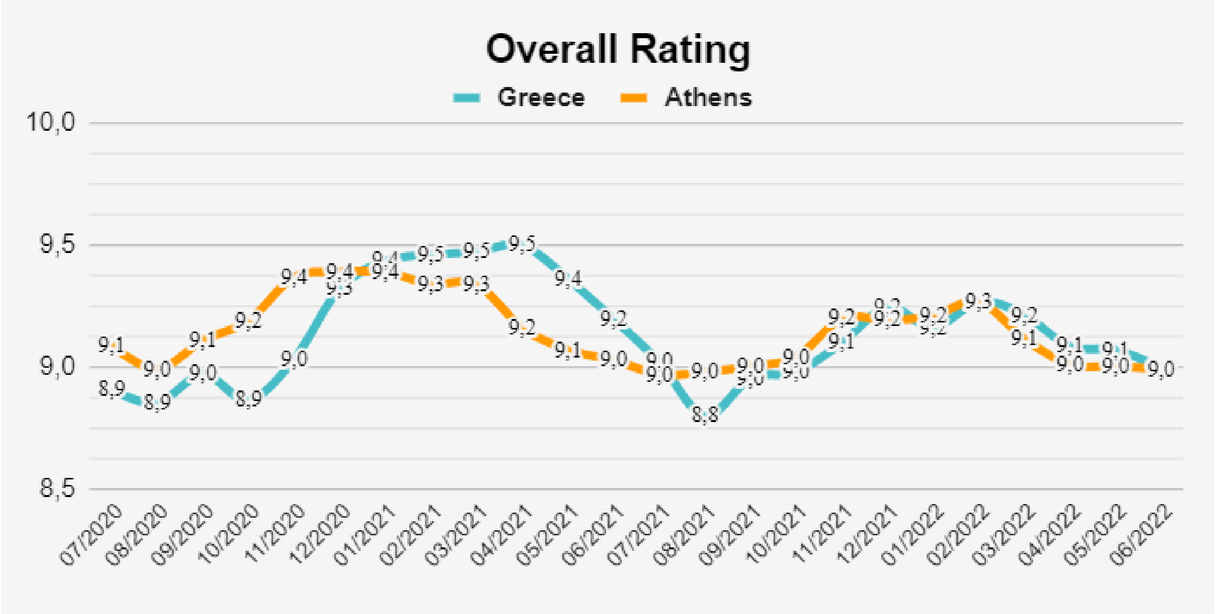
Overall Rating
Greece
Athens
10,0
9,5
9,0
8,5
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
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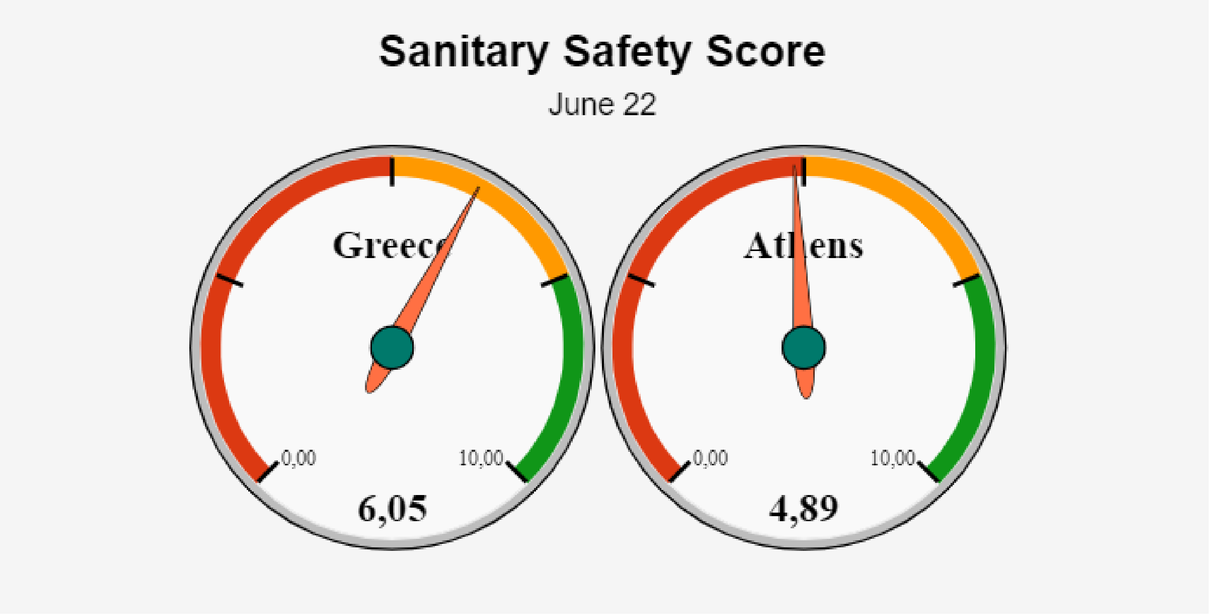
Sanitary Safety Score
June 22
Greece
0,00
10,00
6,05
Athens
0,00
10,00
4,89

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