

INSETE

INTELLIGENCE



ATHENS / GREECE SENTIMENT TRACKER / JULY 2022



UNWTO
Innovation Award



ΠΕΡΙΦΕΡΕΙΑΚΟ
ΕΠΙΧΕΙΡΗΣΙΑΚΟ
ΠΡΟΓΡΑΜΜΑ
ΑΤΤΙΚΗΣ



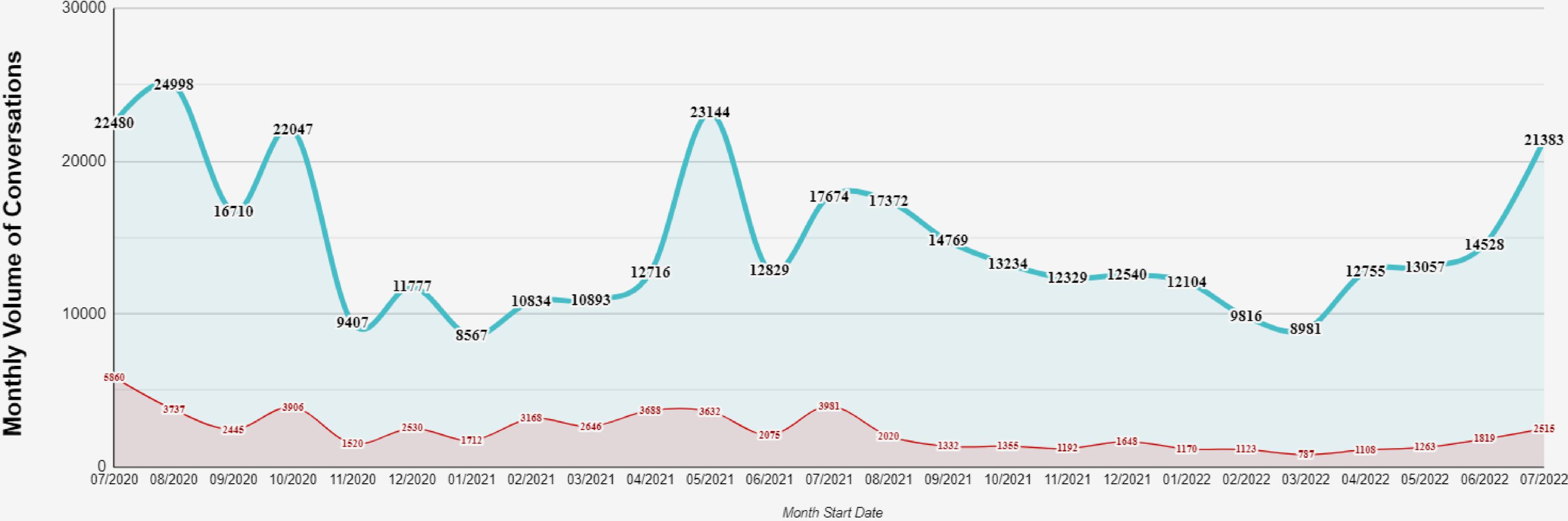
TOPLINES

1. The volume of social conversations increased importantly in July for both Athens and Greece as visitation boosted. The Covid incidence rate in conversation showed the same trend as in the previous month, with a flat trend in Greece and a slight increase in Athens. The most eminent Covid-centric conversations were related to the “tourism boom vs pre-Covid” as well as indirect associations to other growing factors (like the €/€ parity encouraging US travellers to visit Europe and Greece after Covid).
2. Greece's e-reputation sharply fell to 18 points in July, following the same downward trend as Spain and Portugal, and mirroring an overall strong decline of sentiment recorded globally and across Europe by UNWTO and ETC. The Net Sentiment Score was 27 points behind Vs Italy. Athens e-reputation also dropped significantly to 8 points (Net Score), meaning a nearly equal share of positive and negative mentions about the capital city during the month.
3. The Net Sentiment Score fell significantly in all Greece’s markets, notably in the UK and Germany. An important decline, especially in British and German markets, was also observed about Athens.
4. The negativity in social conversations were fueled by combined tourism and non-tourism reputation factors including climate-related topics (heat wave, missing tourists after a storm, wildfires, death of a tourist on sunbed...) and other negative drivers around the Greek tourism industry facing difficulty, rising coronavirus cases and anecdotal stories of tourists overcharged in restaurants or a British visitor killed by a helicopter rotor blade. References to the Ukraine conflict have been stable at 3% of total Greece/Travel social conversations, mostly around EU sanctions against Russia affecting Greek industry, energy crisis, and the economic impact (Euro’s slump, fall in purchasing power...).

5. Despite the decline in Net Sentiment Score, many positive reputation drivers about Greece remained active in July, with celebrities and tourists “flooding” in Greece for holiday. Positive destination reputation enhanced across a range of topics, including culture, food, lodging, and events. New mobile app called “Culture is Athens” introduced by the Municipality of Athens as well as Athens international airport named the best airport in Europe according to the Google user ratings were the two highlights around tourism in Greece. This month's food topic centred modern Greek recipes, particularly salads using emblematic products of Greek cuisine, perfect for the hot summer months.
6. Throughout the month, a great number of destinations in Greece were presented, demonstrating Greece's ability to cater to tourists' preferences: “unusual pink beach” Elafonisi, listed among the 50 best beaches in the world; best Greek islands to visit (Corfu, Crete, and Naxos island); ideal Greek lesser-known destinations in August (Astypalea, Lipsi, Skyros...). There have also been several talks about Santorini, highlighting it as a luxury destination, while being one of the most important places for the study of geological phenomena and formations. Other positive drivers include a very luxury hotel in Athens and its spacious facilities, Greek minister’s suggestion that German pensioners spend the winter in Greece in view of inflation and the threat of energy shortages. Furthermore, there is already talk of Athens international tourism & culture Expo, which will take place in November.
7. Athens’ experience-based reputation has remained unchanged for four consecutive months at the rating of 9,0, while the score of Greece in July fell 0,1 from June, remaining however above the European average (8,5) and in the TOP5 best rated destinations in Europe in July. Sanitary safety perceptions among visitors have declined in Greece (- 0,77) but recovered in Athens (+ 0,25). Both stay in a positive range compared to threshold vigilance levels.

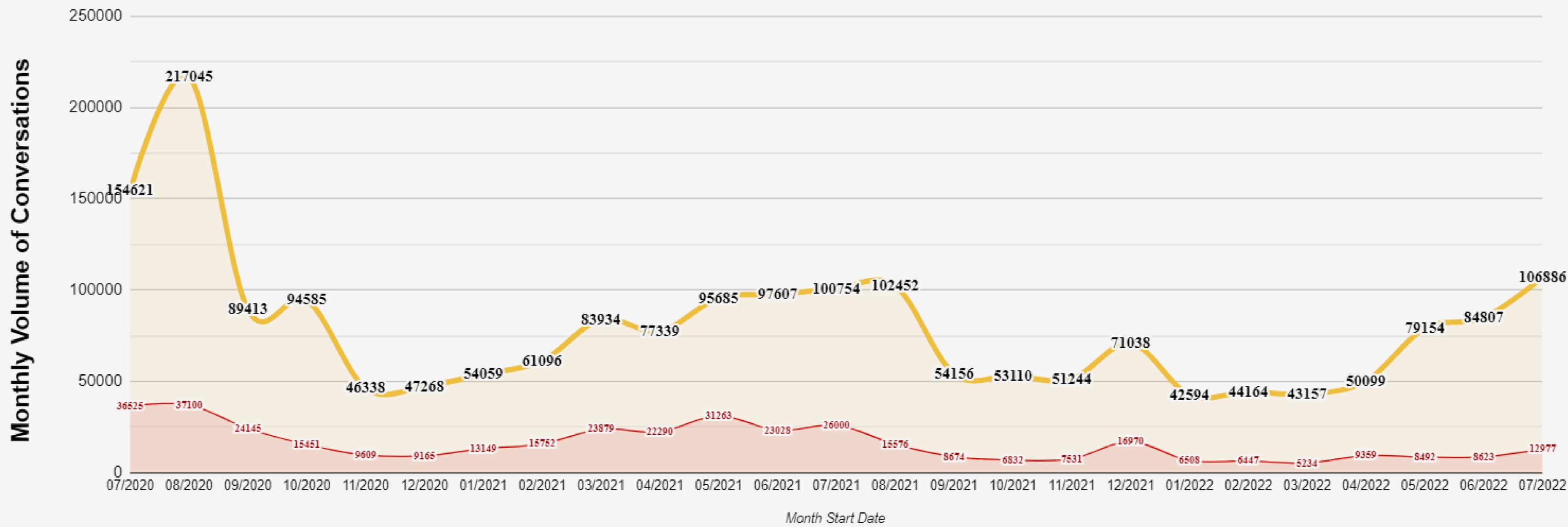
Athens-related Travel Social Web Conversations

Athens Athens Covid

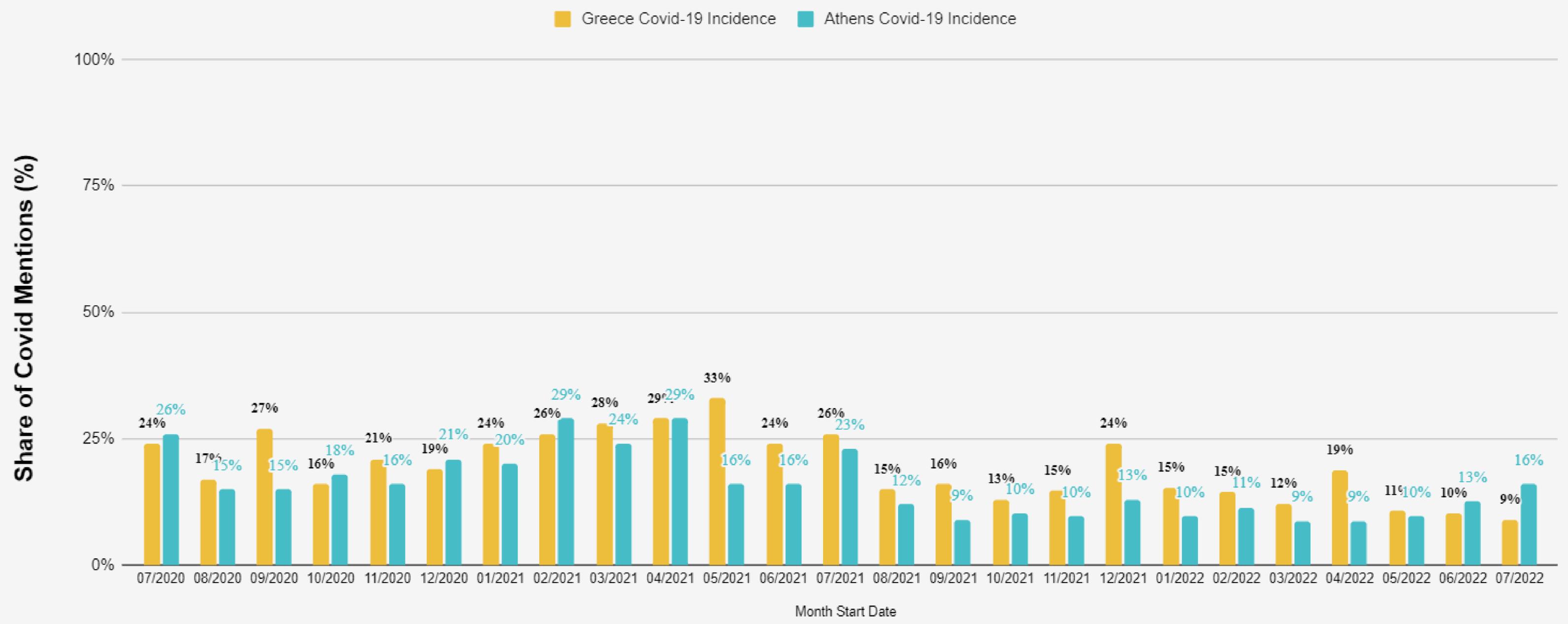


Greece-related Travel Social Web Conversations

Greece Greece Covid

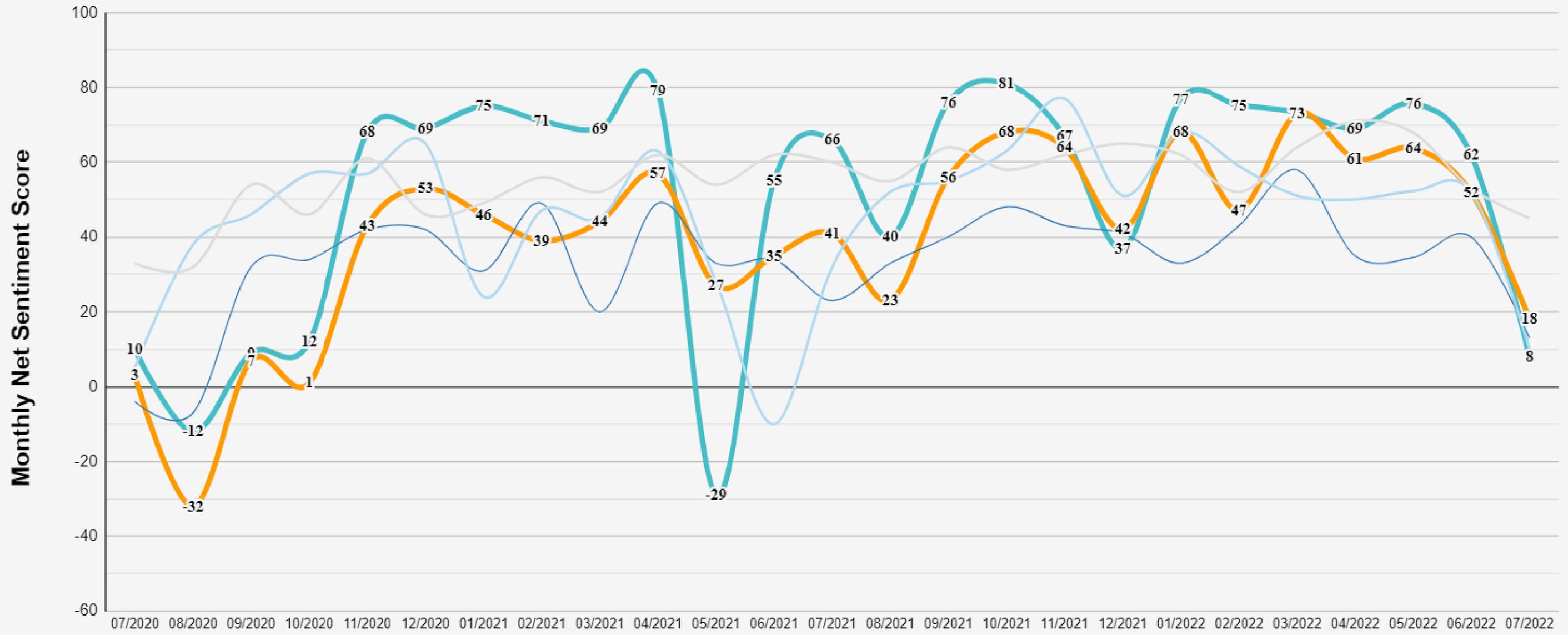


Covid-19 Incidence In Athens/Greece Conversations

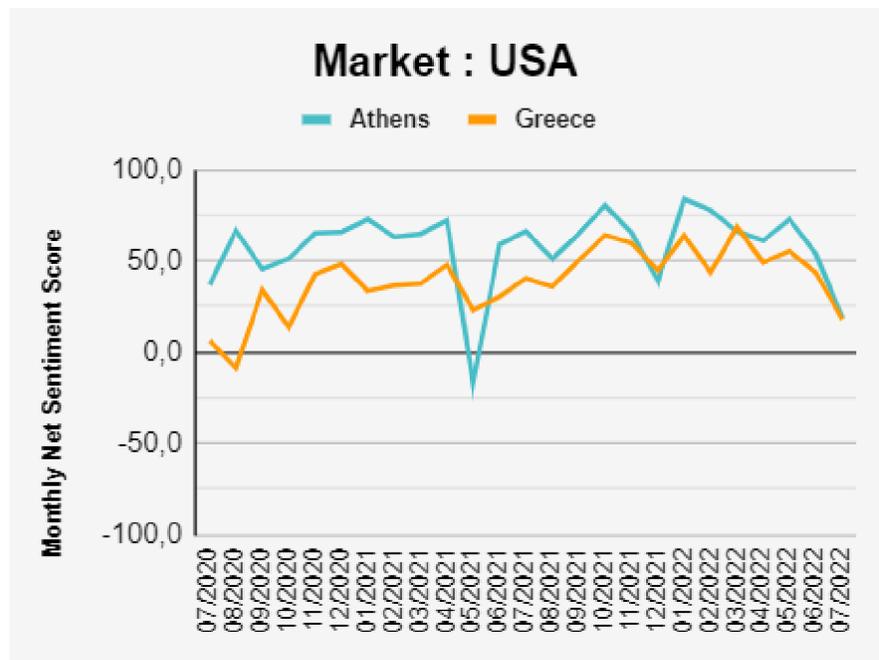
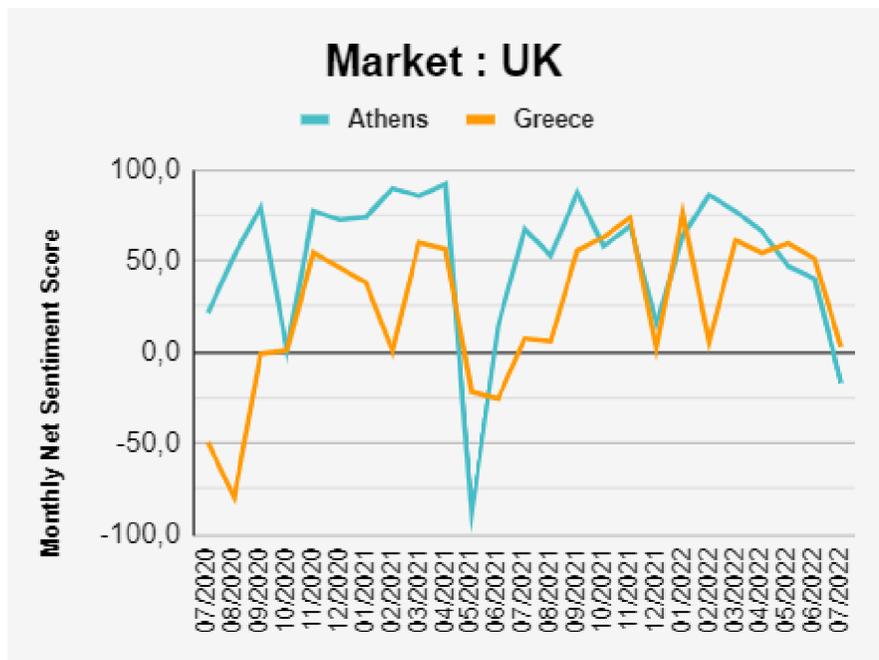
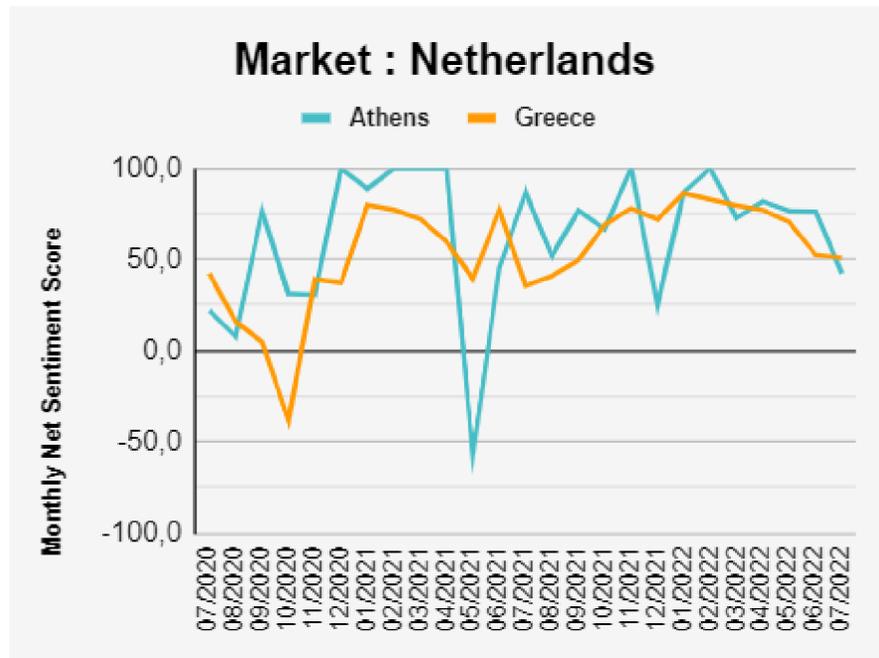
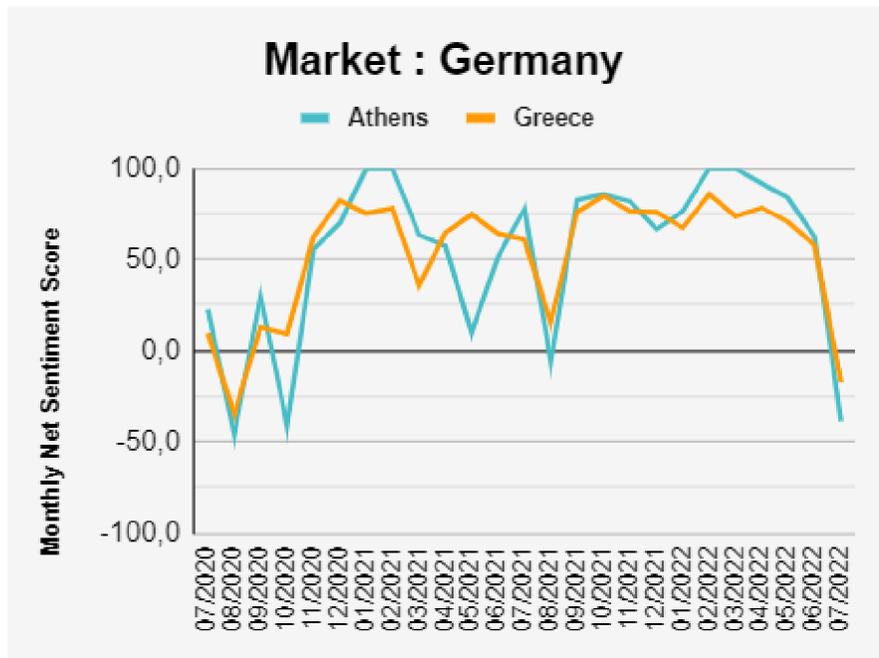
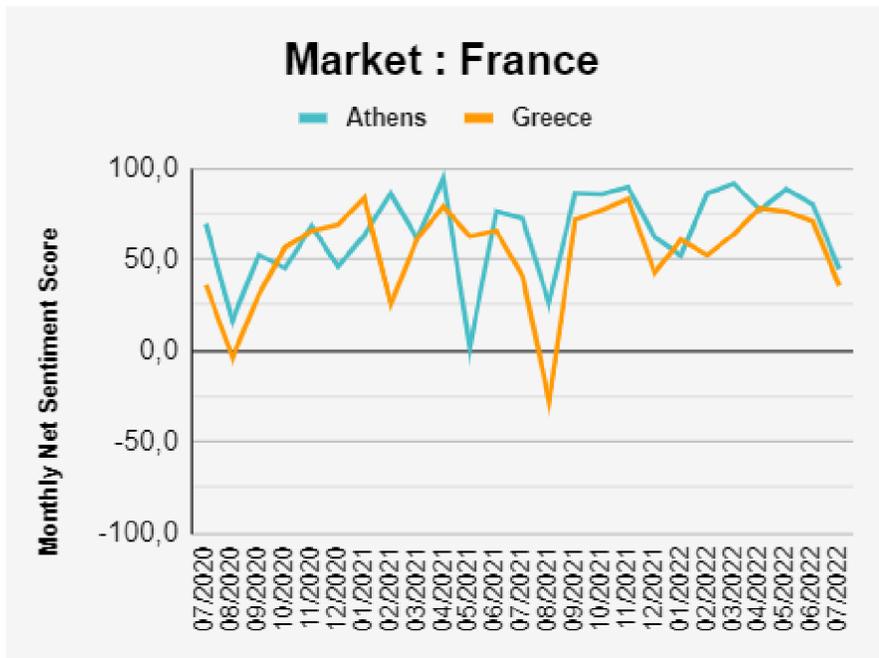


Sentiment Score

— Athens — Greece — Spain — Portugal — Italy

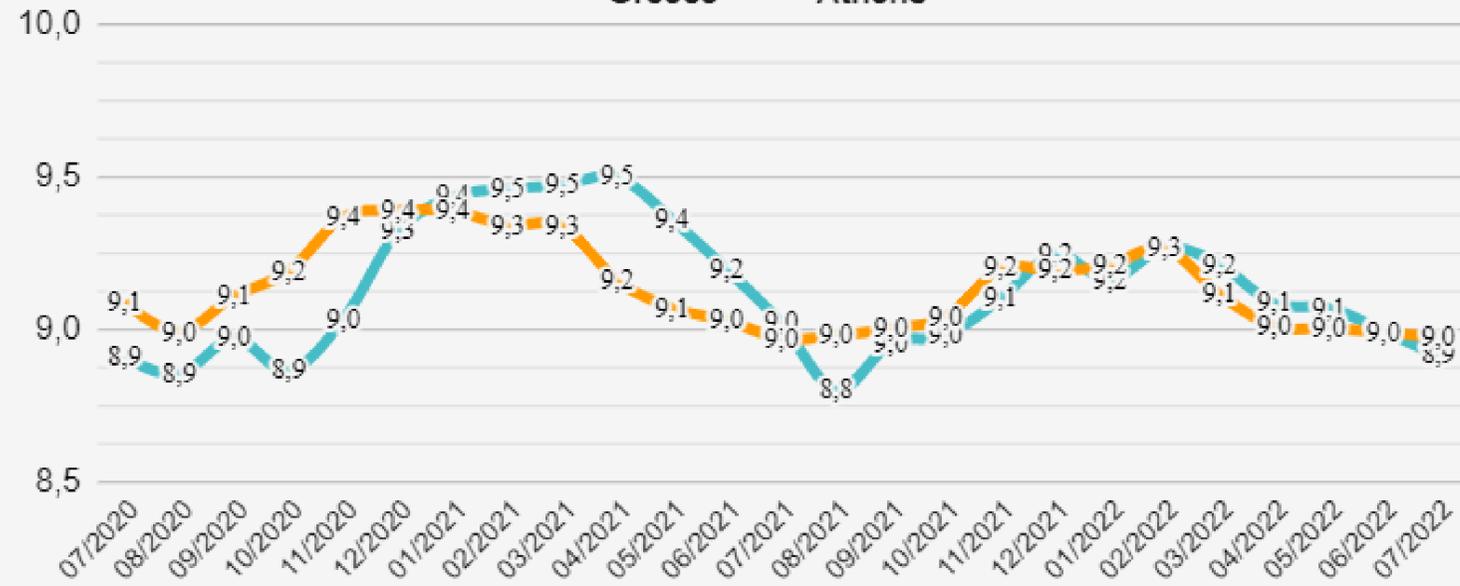


The Net Sentiment Index measures the polarity of web social conversations in relation to the destination (% positive – % negative posts)



Overall Rating

Greece Athens



Sanitary Safety Score

July 22



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