

INSETE

INTELLIGENCE



ATHENS / GREECE SENTIMENT TRACKER /AUG 2022



UNWTO
Innovation Award



1. The **volume** of social conversations **maintains growth in August** for Greece while slightly decreases for Athens. **The share of Covid-19 related conversations in total Greece/Travel conversations were at the lowest in the past two years monitored**, same for Athens alone. “Tourism boom vs pre-Covid” continues to be the center of Covid-19 related topic, along with content listing latest travel information holiday destinations (lifted measures, mask requirements on public transportations...).
2. **Greece's e-reputation stagnates with 20 points** in August, recording the same score as Spain. The Net Sentiment Score was 23 points behind Vs Italy, and 28 points Vs Portugal which records a significant positive rebound. Meanwhile, **the Net Sentiment Score for Athens rebounds significantly (+ 50 Vs July), reaching the highest score Vs competitions with 58 points in August.**
3. A downward trend in relation to the Net Sentiment Score continues to be seen in **many markets monitored, except in Germany and USA**. In contrast, the sentiment around Athens recovers in French, German, Italian, USA markets. In August, the UK market showed the lowest sentiment scores both for Greece and Athens among all markets.

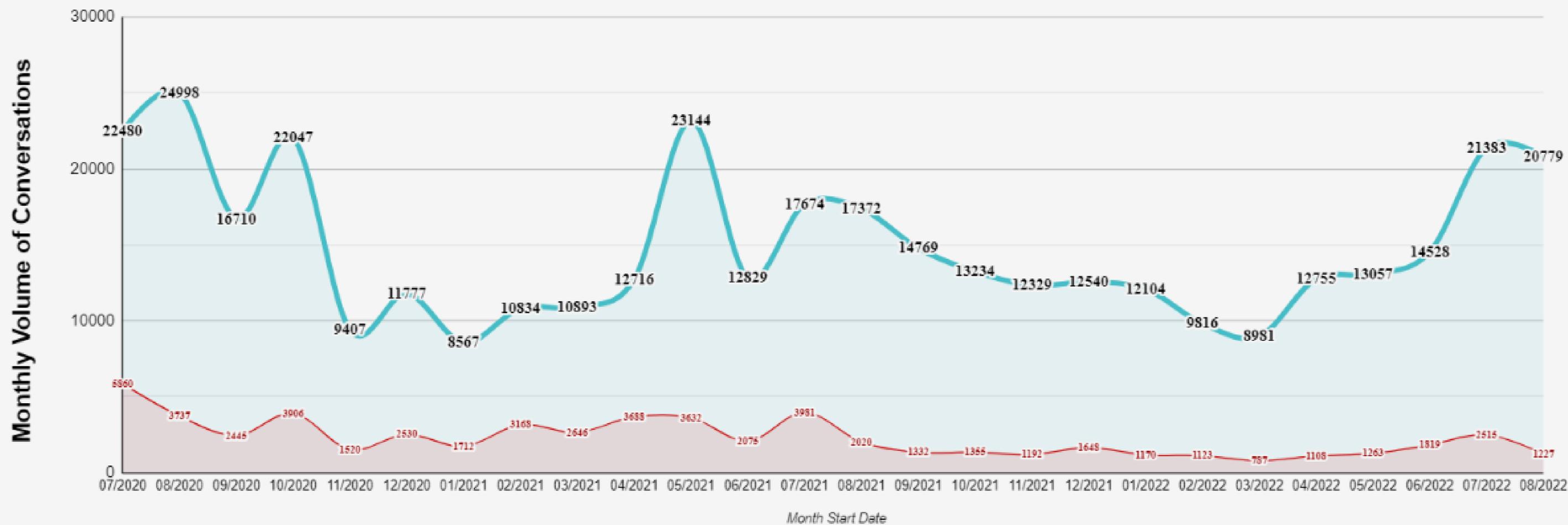
4. In comparison with July, the number of climate-related topics including extreme weather and wildfire seem to decrease in August. Conversely, **incidents and accidents involving tourists were on the rise** in August (e.g., young French tourists have been imprisoned in Greece after an assault on a Spanish tourist, tourists attacked by wild dogs on a mountain trail in Greece, rape issue at a beach in Greece...), followed by other negative content such as **Heraklion Airport listed among the 5 worst airports in Europe**. In addition, **testimonials from tourists who had been overcharged in Greece** continue to appear on social conversations, generating negative sentiment. Other negative drivers include **post-Brexit change in terms of traveling, trouble related to visa application. References to the Ukraine conflict remains stable and low at 3%** of total Greece/Travel social conversations, mainly referring to discussion about EU visa restrictions on Russian tourists and possible “side effects”. The visa ban could impact Greek tourism, as Russia is one of the most important markets for Greece.
5. However, positive drivers were not outweighed by the negative ones. **With holidays in Greece in greater demand this summer**, many positive reputation drivers about Greece/Travel remained active in August and Greek economy seem to benefit from tourism. Positive reputation of the destination is enhanced around a variety of topics in August.

In particular, **topics related to lodging and food were very active** (e.g., hotel meal prepared from freshly sourced seafood and local vegetables with a stunning view, highlight of coffee shops Greece, gorgeous villa tiny house, 15 Greek street foods such as bougatsa and lamb chops...). Furthermore, Greece continues to attract international market, with **Athens named by Ohio Magazine as one of the best places to live, work, and visit.**

- 6. In August, a great number of photos of Greek seas and islands were shared**, highlighting the dreamy sun and sea landscape of Greece. **The content about the beautiful Greek seas and islands was not limited to photos, but also generated many conversations** (e.g., Ionion Beach, Astypalaia island, Varkiza Beach). Other positive drivers include Greek party scene, tourists gathering to see the presidential guards, and highlight of Delphi Museum. The decision of Ryanair to shut down its Athens base during the winter season due to non-competitive airport fees was also apparent.
- 7. Experience-based reputation for Athens declined 0,1 points in August**, landing at 8,9 points, a very positive score in absolute value, in line with the score of Greece overall. Both outperform the European average (8,5) and Greece remains in the TOP5 best rated destinations in Europe in August. **Sanitary safety perceptions among visitors have improved both in Greece (+ 0,54) and Athens (+ 0,39) and remain above the vigilance threshold levels.**

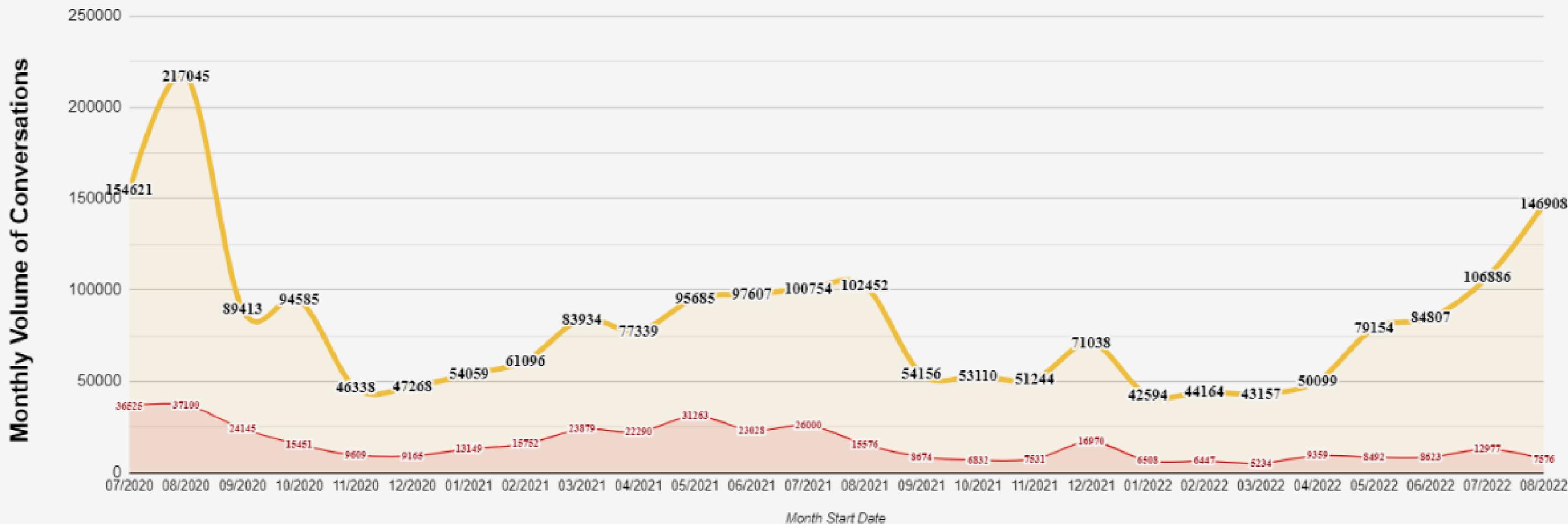
Athens-related Travel Social Web Conversations

■ Athens ■ Athens Covid

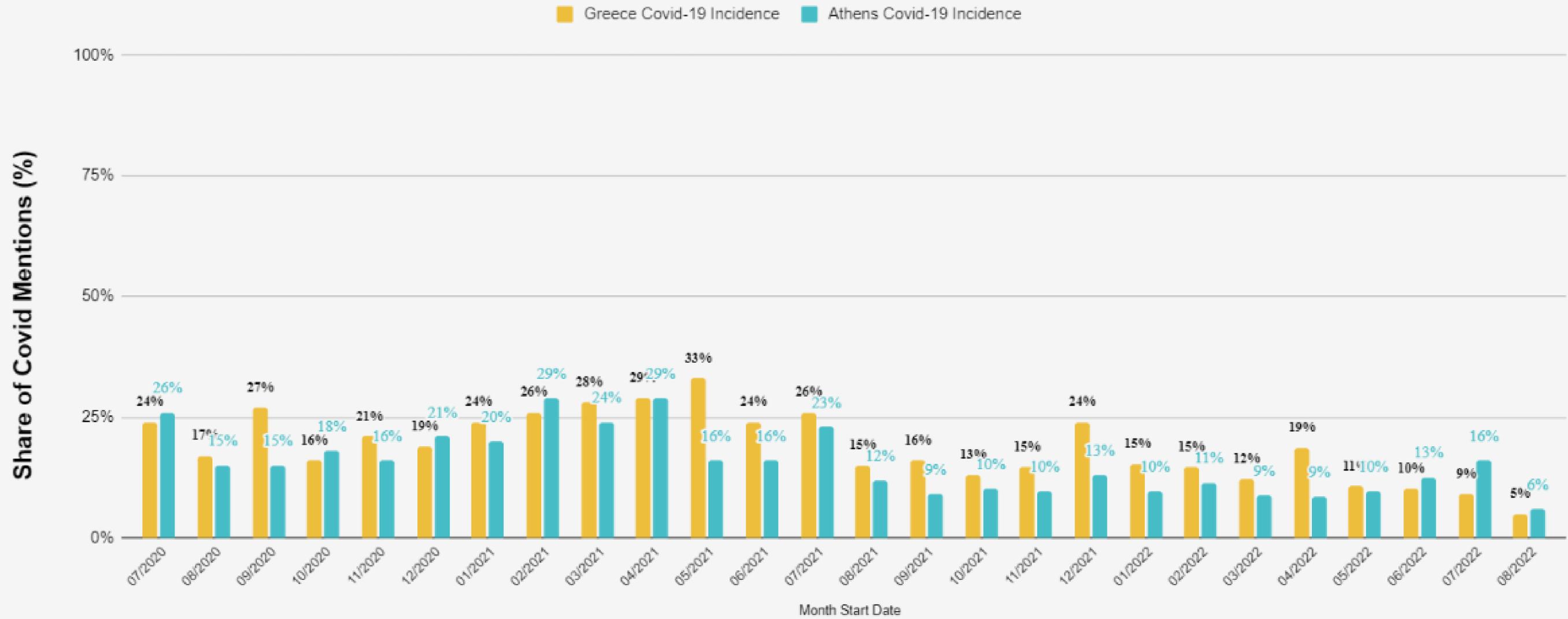


Greece-related Travel Social Web Conversations

■ Greece ■ Greece Covid

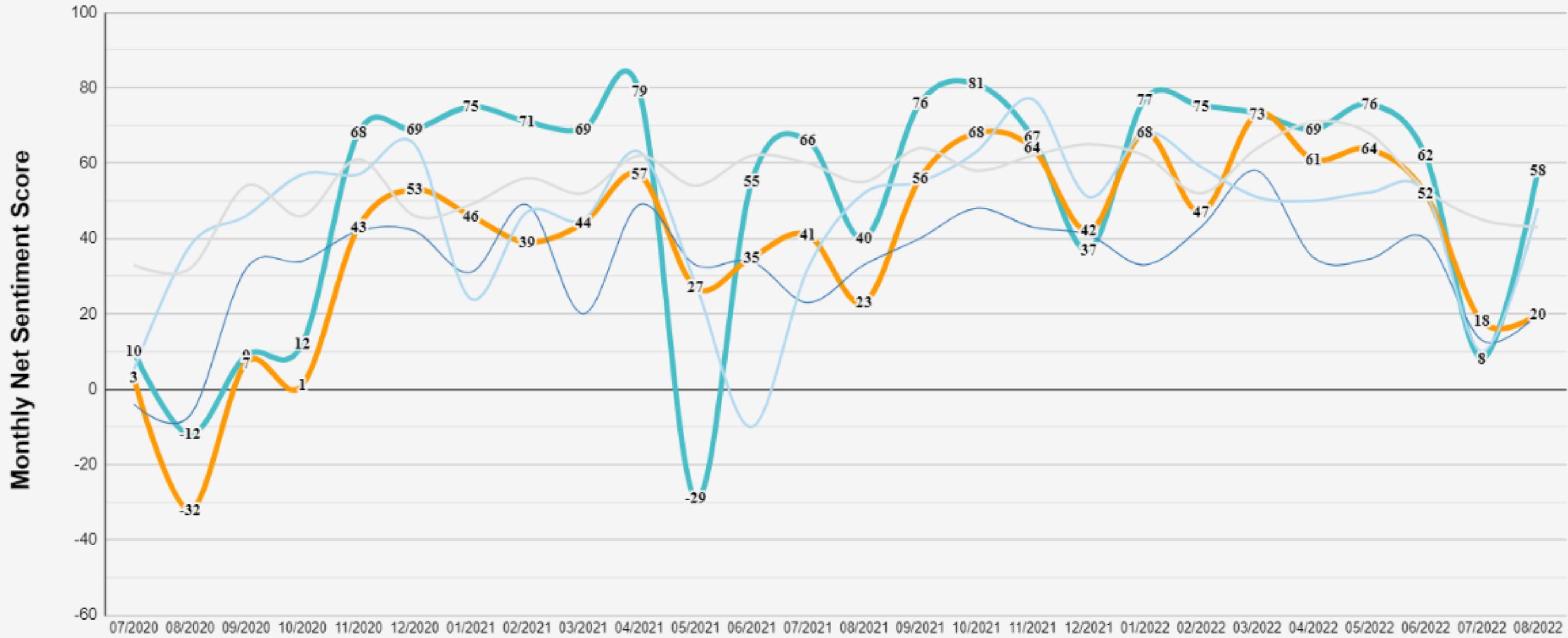


Covid-19 Incidence In Athens/Greece Conversations



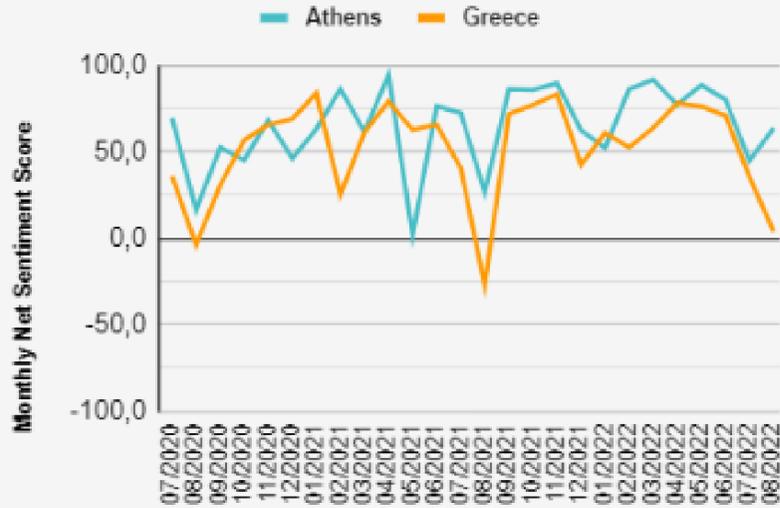
Sentiment Score

— Athens — Greece — Spain — Portugal — Italy

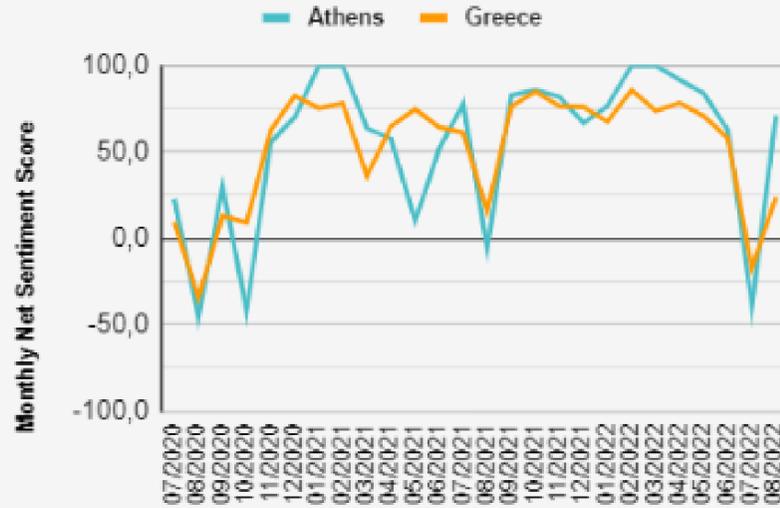


The Net Sentiment Index measures the polarity of web social conversations in relation to the destination (% positive – % negative posts)

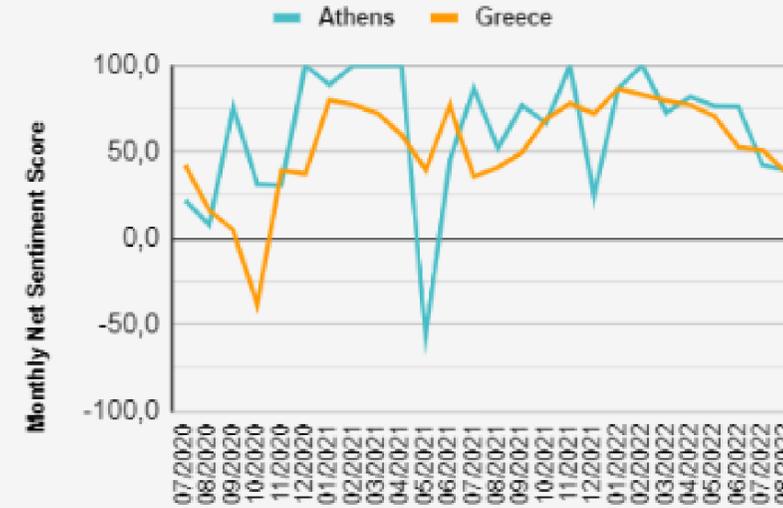
Market : France



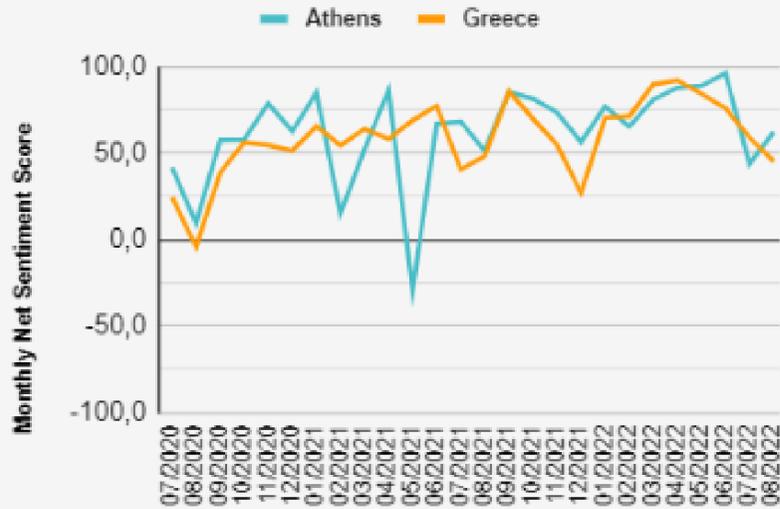
Market : Germany



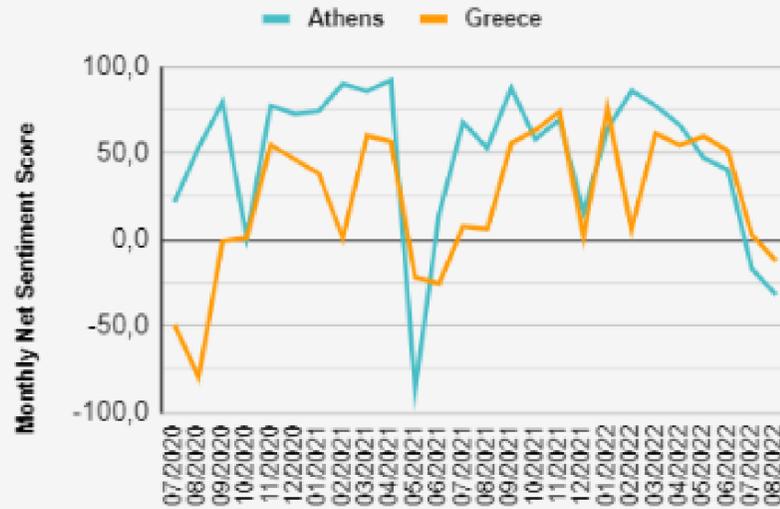
Market : Netherlands



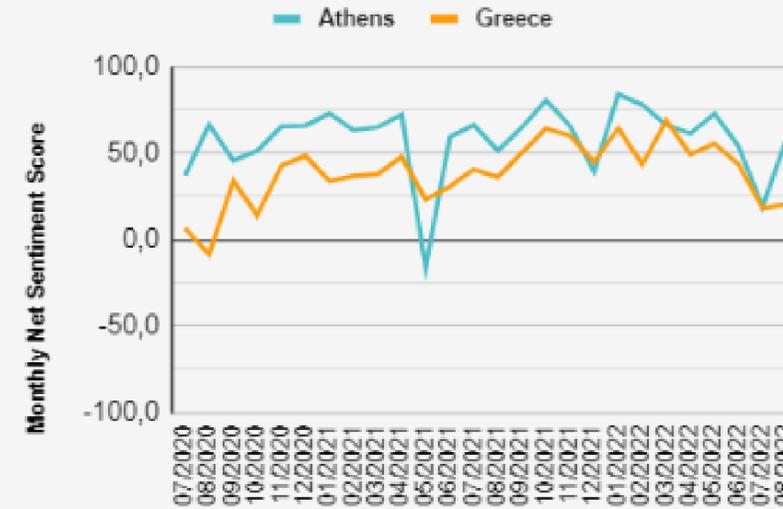
Market : Italy



Market : UK



Market : USA





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