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INTELLIGENCE



## ATHENS / GREECE SENTIMENT TRACKER /Q2 REPORT (Apr.-June 2023)



UNWTO  
Innovation Award



ΠΕΡΙΦΕΡΕΙΑΚΟ  
ΕΠΙΧΕΙΡΗΣΙΑΚΟ  
ΠΡΟΓΡΑΜΜΑ  
ΑΤΤΙΚΗΣ





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# Travelsat Sentiment Methodology



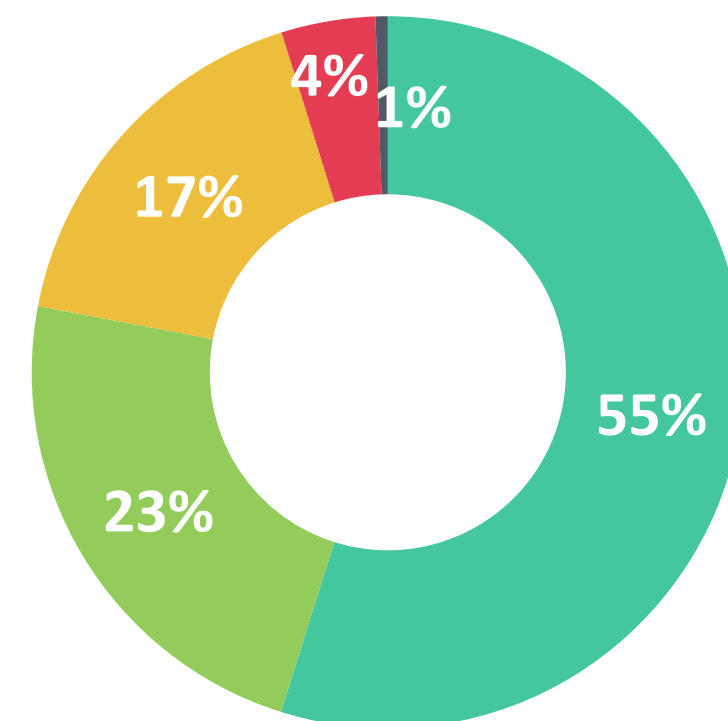
## Social Data and Visitor Reviews Monitoring for holistic Reputation Tracking

### Destination E-reputation “At large”

#### SOCIAL WEB SENTIMENT TRACKING

- The “**sentiment**” reflects the **state and dynamic of travel brands’ e-reputation** as expressed in **global web social conversations “at large”**.
- Shared by differing **media, consumers, companies, citizens, brands and officials** on websites, forums, blogs & social networks.
- Sentiment is not predictive of travelers’ planning, but a **positive e-reputation is essential to generate favorability towards destinations** and travel brands, particularly in the context of post-crisis management.
- In the past 12 months, **Greece was mentioned 921K+ in social conversations** in relation to travel, generating 12,2M engagements, shared by **197K+ unique authors** from **200+ countries**.

- Social Networks
- Blogs / Forums
- Online News
- Magazine / Newspaper
- TV/Radio



### Destination E-reputation driven by experience

#### DESTINATION REVIEWS SENTIMENT TRACKING



- **Data Type:** visitors reviews. Destination reputation is massively driven by visitors sharing their experiences, fueling the experience-based image of Athens and Greece.
- **Data Sources listened:** 25+ Travel Reviews Websites and OTA platforms
- **Data Scope:** reputation data consolidated from 800 Hotels, Attractions/Sites and Restaurants in Greece.
- **Structured rating and reviews’ sentiment/comments** are tracked and analyzed.
- About **800 000 reviews about Greek tourism experiences / year**

Booking.com

Google

Expedia

yelp

Ctrip

tripadvisor

zoover  
avis de voyageurs

Hotels.com  
Le choix évident

travelocity



# Key Sentiment Indexes



## Quarter 2 - 2023

- **Greece and Athen's net sentiment scores (NSI) experienced a recovery** after the decline in March 2023, showing a **positive trend** in **April** and **May**. While Athens has consistently shown an upward trend in NSI throughout Q2 of 2023, **Greece's score was negatively impacted in June**, primarily due to the unfortunate news concerning the sinking of a boat carrying migrants off the coast of Greece. Despite this event, **Greece's overall NSI for Q2 improved by 6 points** compared to Q1, reaching a total of 49 points. In Q2, **Athens outperformed the competition with the highest score of 65**, marking an impressive increase of 32 points compared to Q1.
- **The NSI per market for Greece mirrors the overall score pattern**, showcasing a recovery after the decline in March but experiencing a drop towards the end of Q2, with the exception observed in the Netherlands. In the case of Athens, **sentiments varied across different markets**. Germany, the Netherlands, and the UK demonstrated an upward trend in NSI, while scores slightly declined towards the end of the quarter in France, Italy, and the USA.
- **As expected, conversations surrounding COVID-19 have been very low**, and most conversations are related to Post-Covid travel. While it remains crucial to maintain vigilance regarding potential new outbreaks, **travelers are presently paying closer attention to the levels of hygiene and crowd management in destinations**.
- The **volume of social conversations surrounding Greece has risen for the topics of Food, Cleanliness, and Hospitality**. Moreover, Food and Hospitality topics have also experienced an increase in number for Athens. **Culture and Hospitality topics are the leading topics with the highest NSI in Greece and Athens**, with scores surpassing 90.
- Aligned with the increasing NSI trend, **Culture topic stood out prominently among the positive stories**, followed by **Food and Nature topics**. In addition, **Greece's commitment to social and environmental initiatives continued to attract attention**, similar to the previous quarter. Moreover, there were notable stories on budget-friendly travel and business trips that caught the interest of individuals from various backgrounds.
- Despite its indirect association with tourism, a boat accident involving migrants and discontent among the public due to the limited media coverage of this had an important impact on NSI in Greece. **In matters directly related to tourism negative sentiments revolved around overtourism**, particularly in the Cyclades islands and at the Acropolis. Furthermore, **the already present security concerns were further intensified by a recent tragic murder incident** involving a Polish woman, amplifying the overall atmosphere of unease.

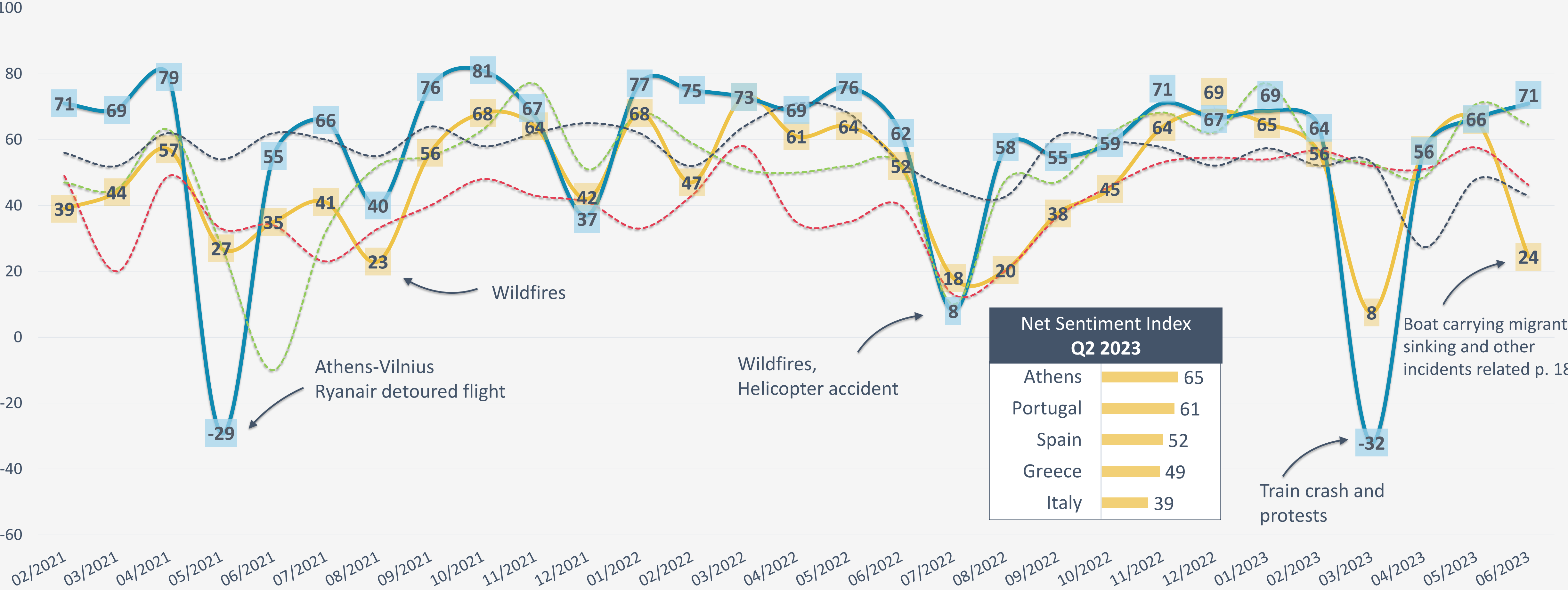


# Destination e-Reputation - Net Sentiment Index

## Benchmark Evolutions

### NET SENTIMENT INDEX

The Net Sentiment Index measures the polarity of vertical specific web social conversations (%positive - %negative)



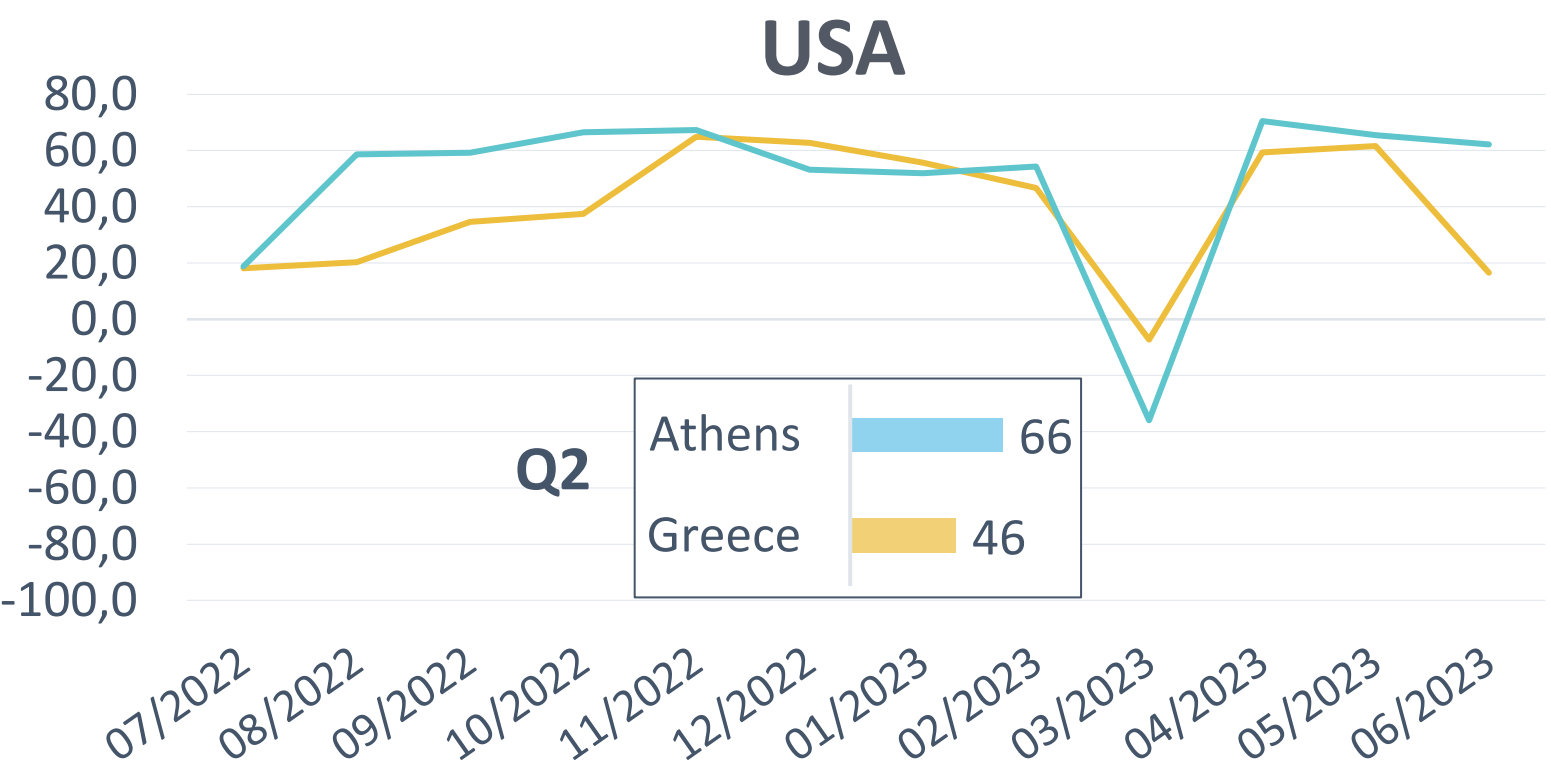
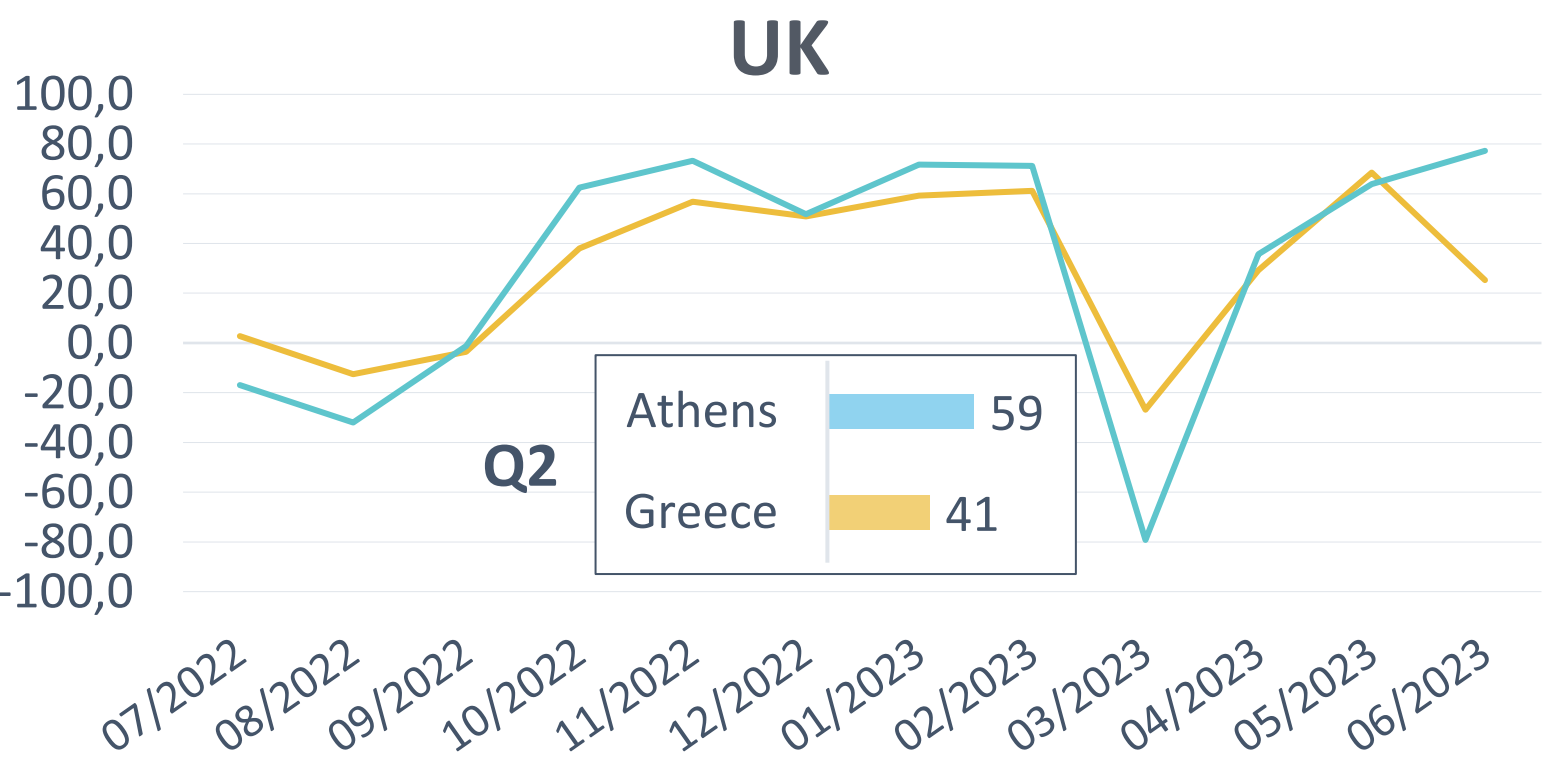
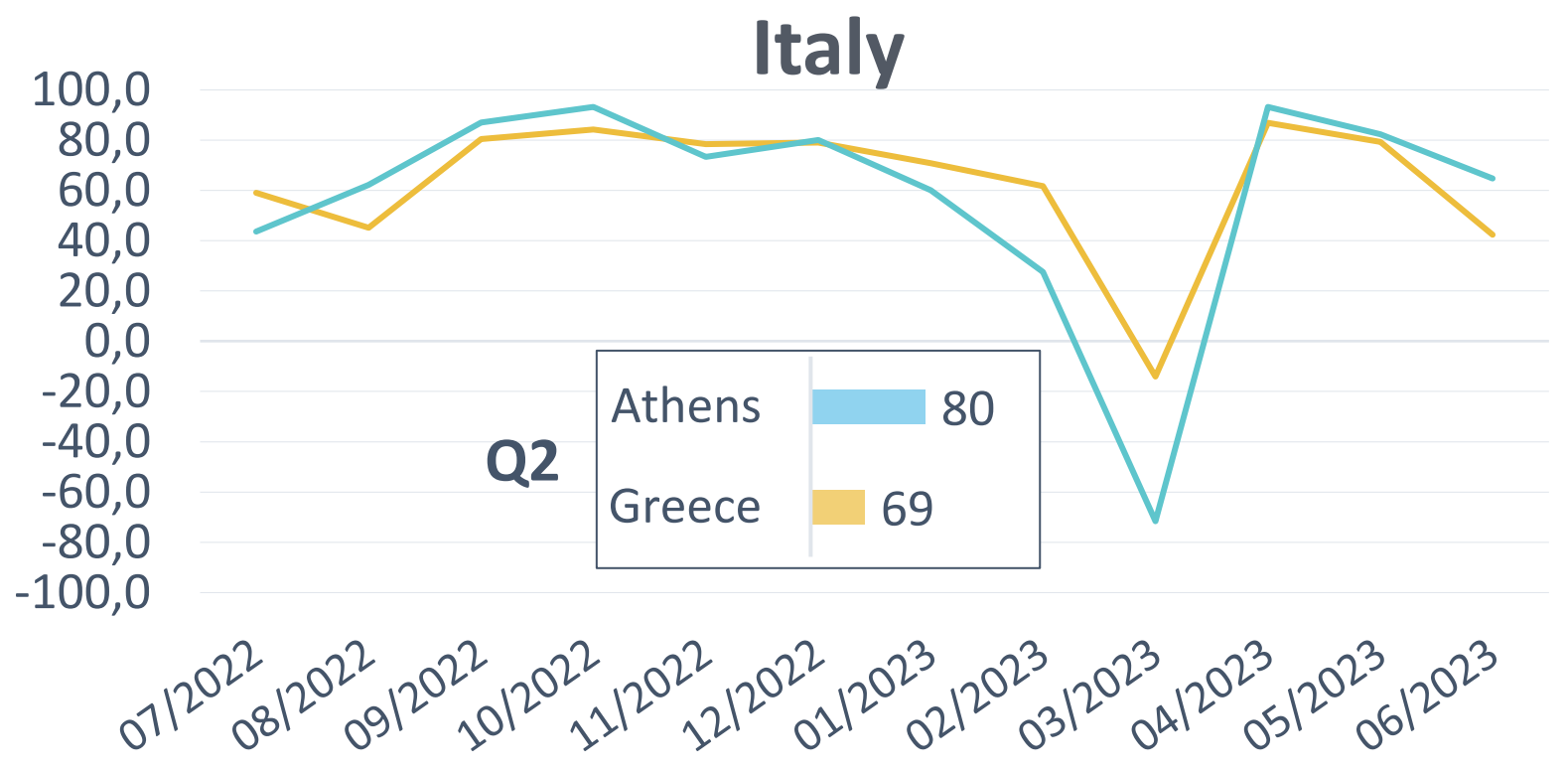
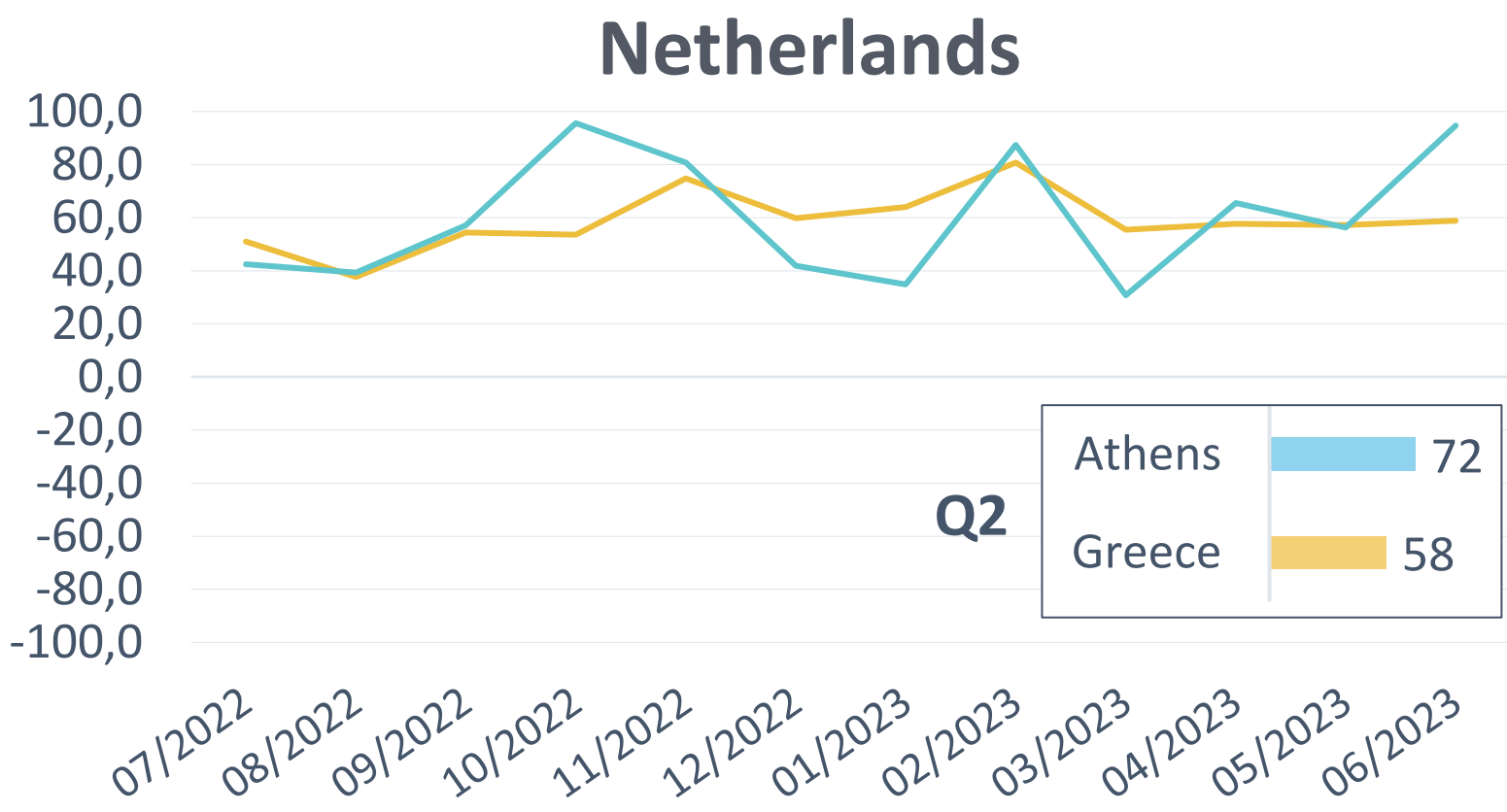
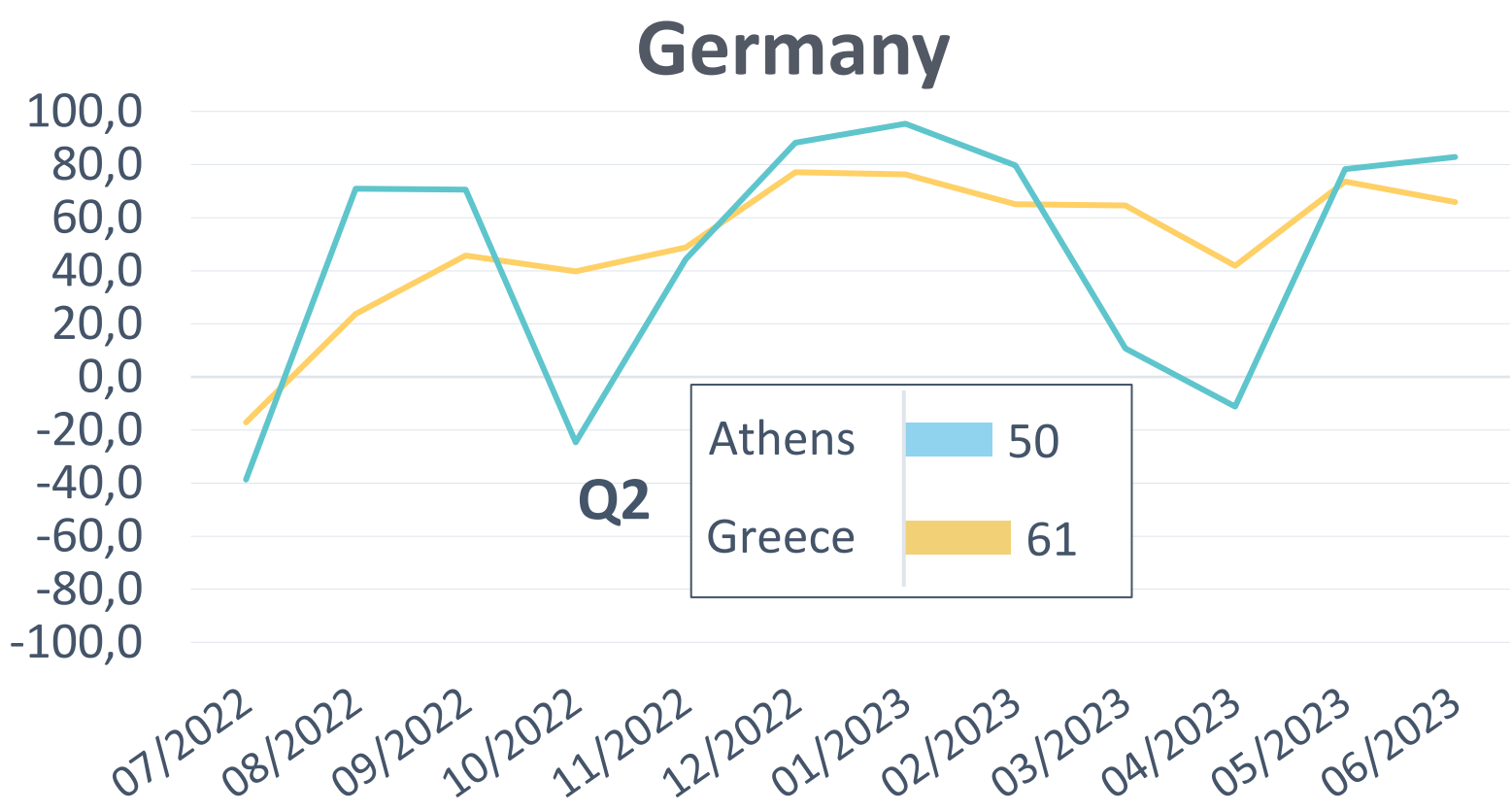
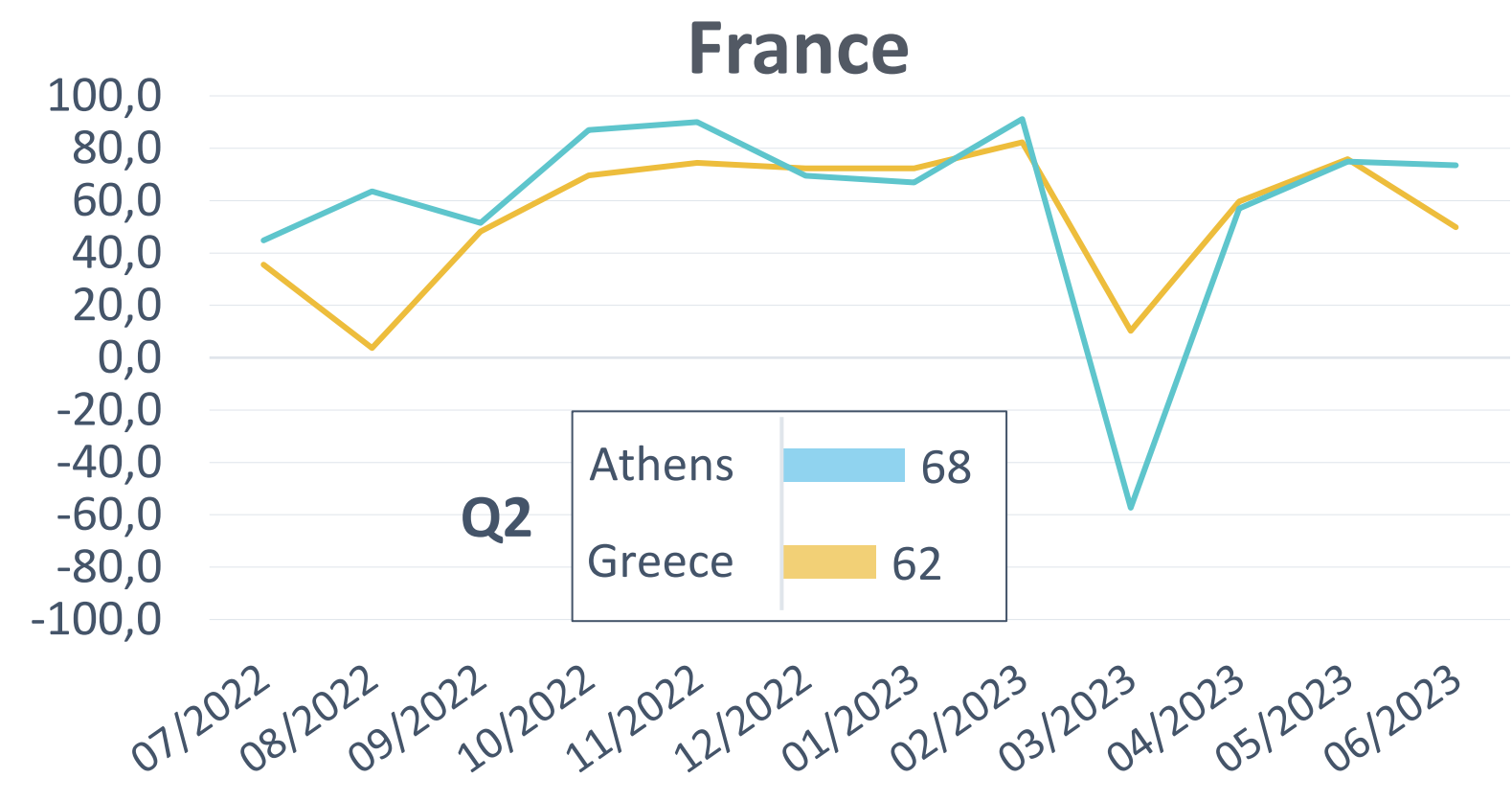
# Destination Sentiment per Market

What is the tonality of conversations in Athens' key markets?

NET SENTIMENT INDEX

—Greece —Athens

The Net Sentiment Index measures the polarity of vertical specific web social conversations (%positive - %negative)

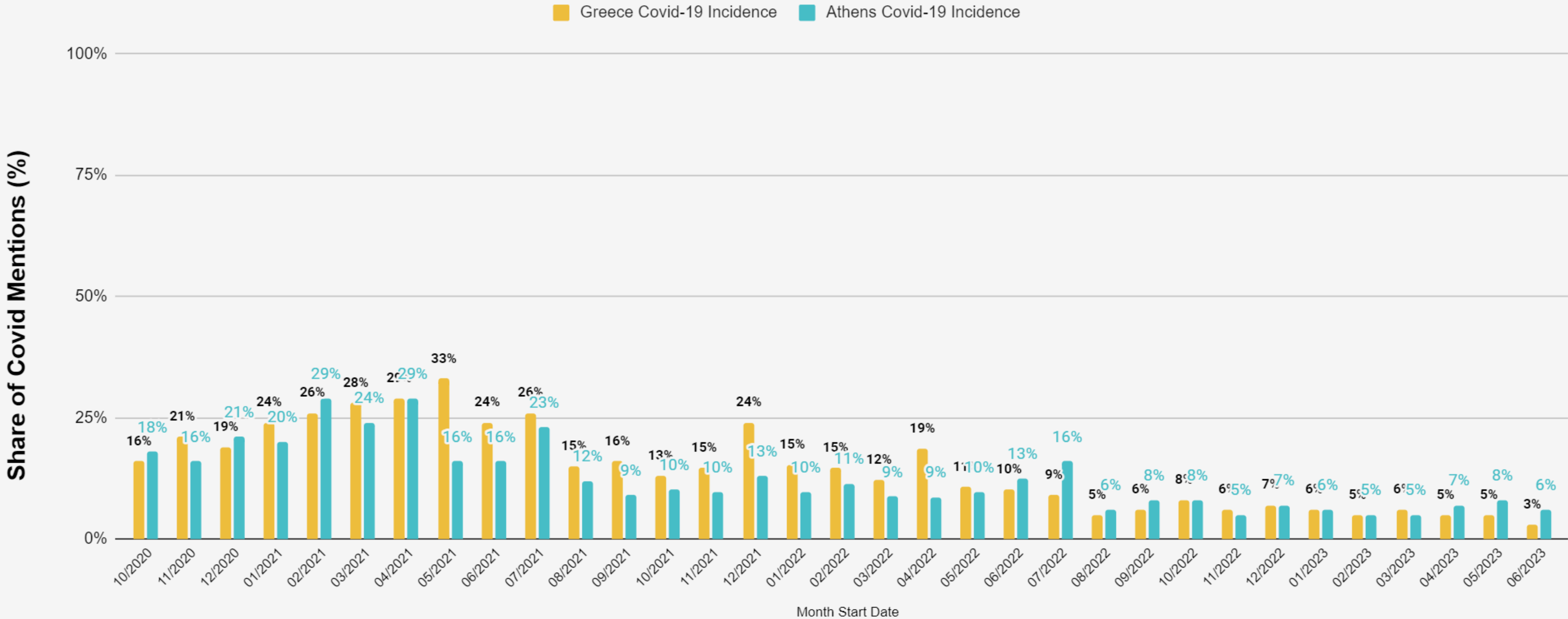




# Destination Sentiment

What is the incidence of Covid-19 in the destinations' conversations?

## Covid-19 Incidence In Athens/Greece Conversations

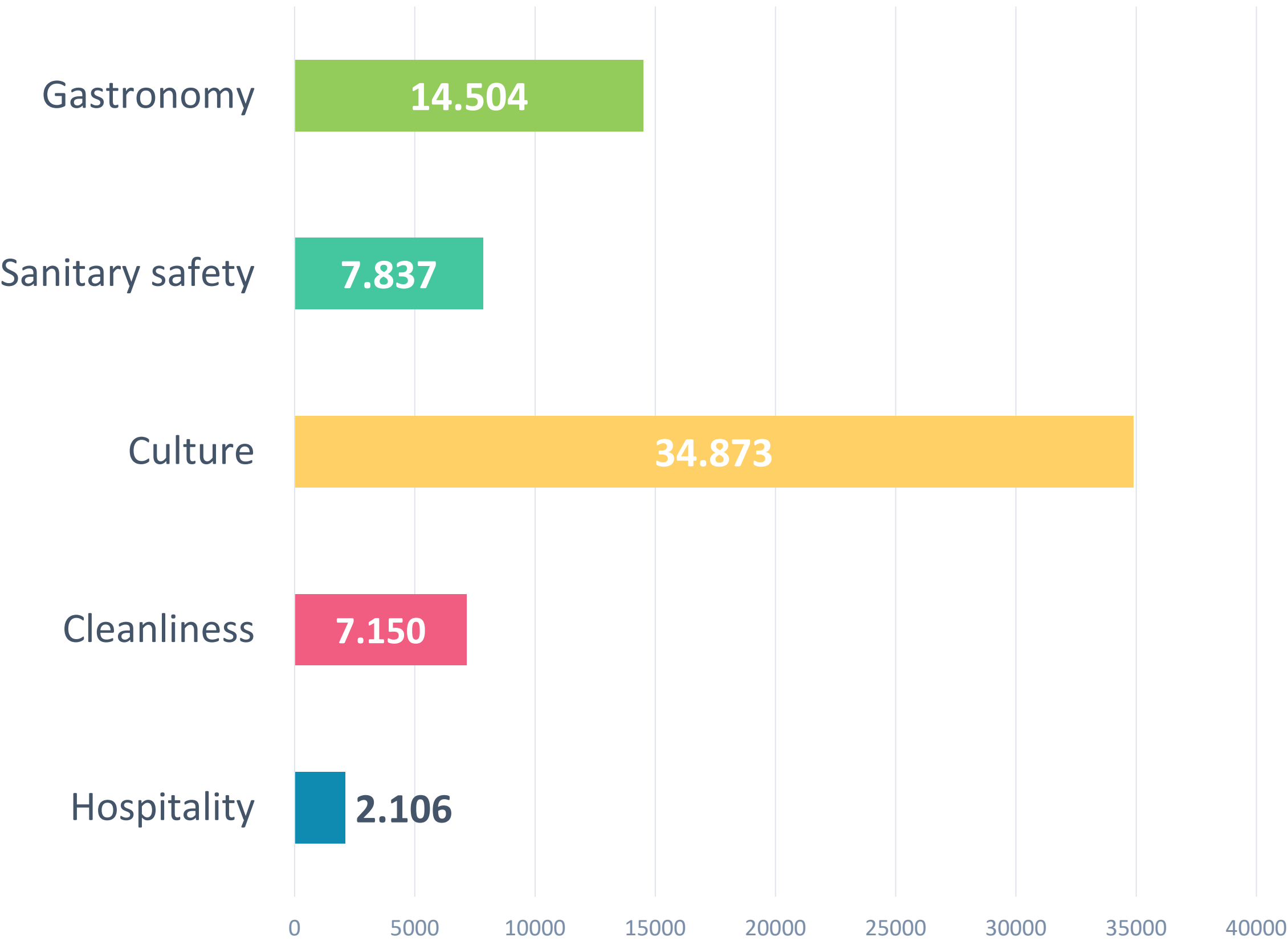




There has been a slight increase in the volume of social conversations regarding the topics of Food, Cleanliness, and Hospitality in Q2 2023. The volume has declined for conversations related to Sanitary Safety and Culture. In terms of sentiment polarity, it has increased for all topics except Hospitality one. The Net Sentiment Score remains high, with Gastronomy, Culture, and Hospitality topics consistently scoring above 85 points. Conversations related to the conflict in Ukraine went down to 1% out of the total.

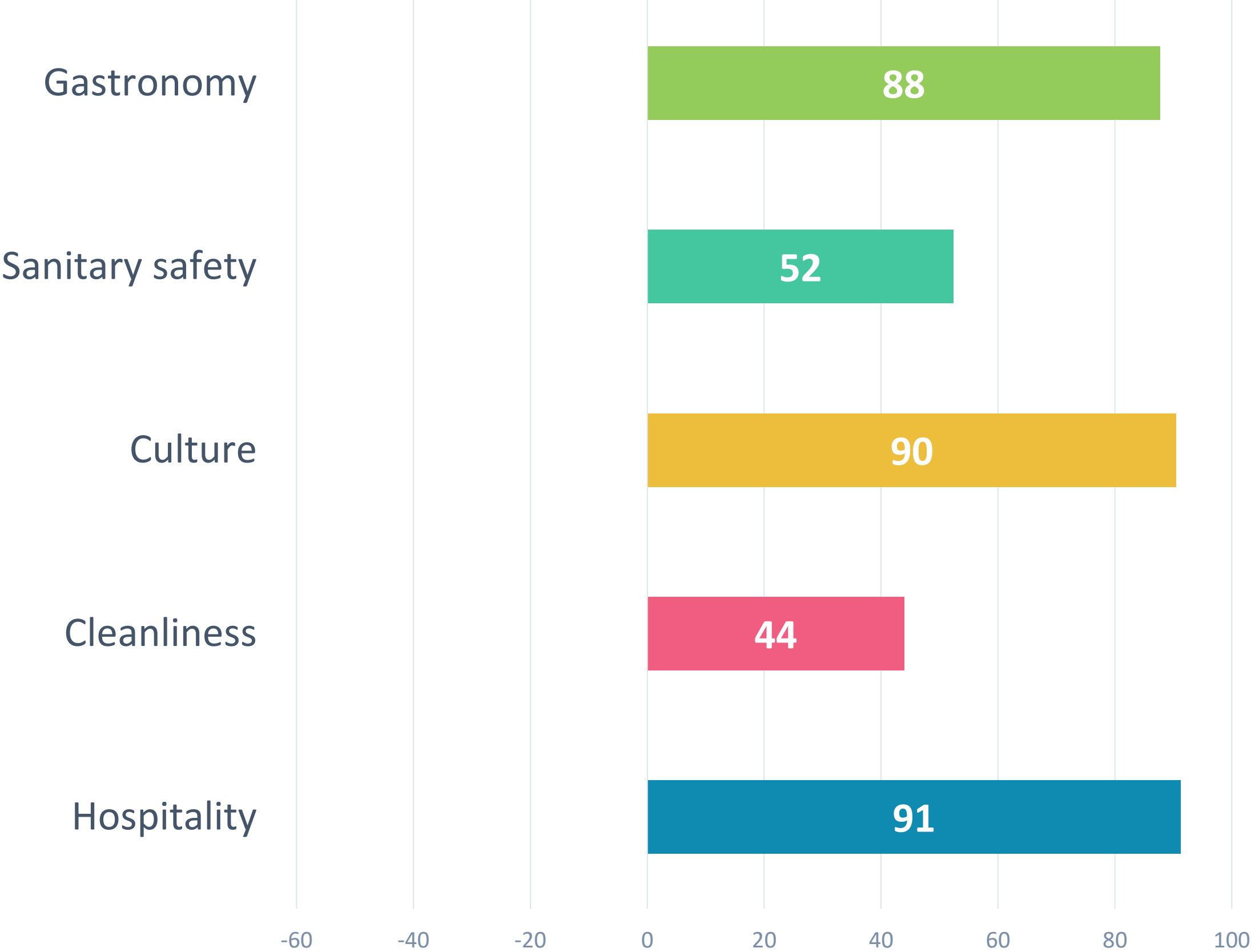
VOLUME OF CONVERSATIONS – APR./JUNE 2023

Intensity of web social conversations



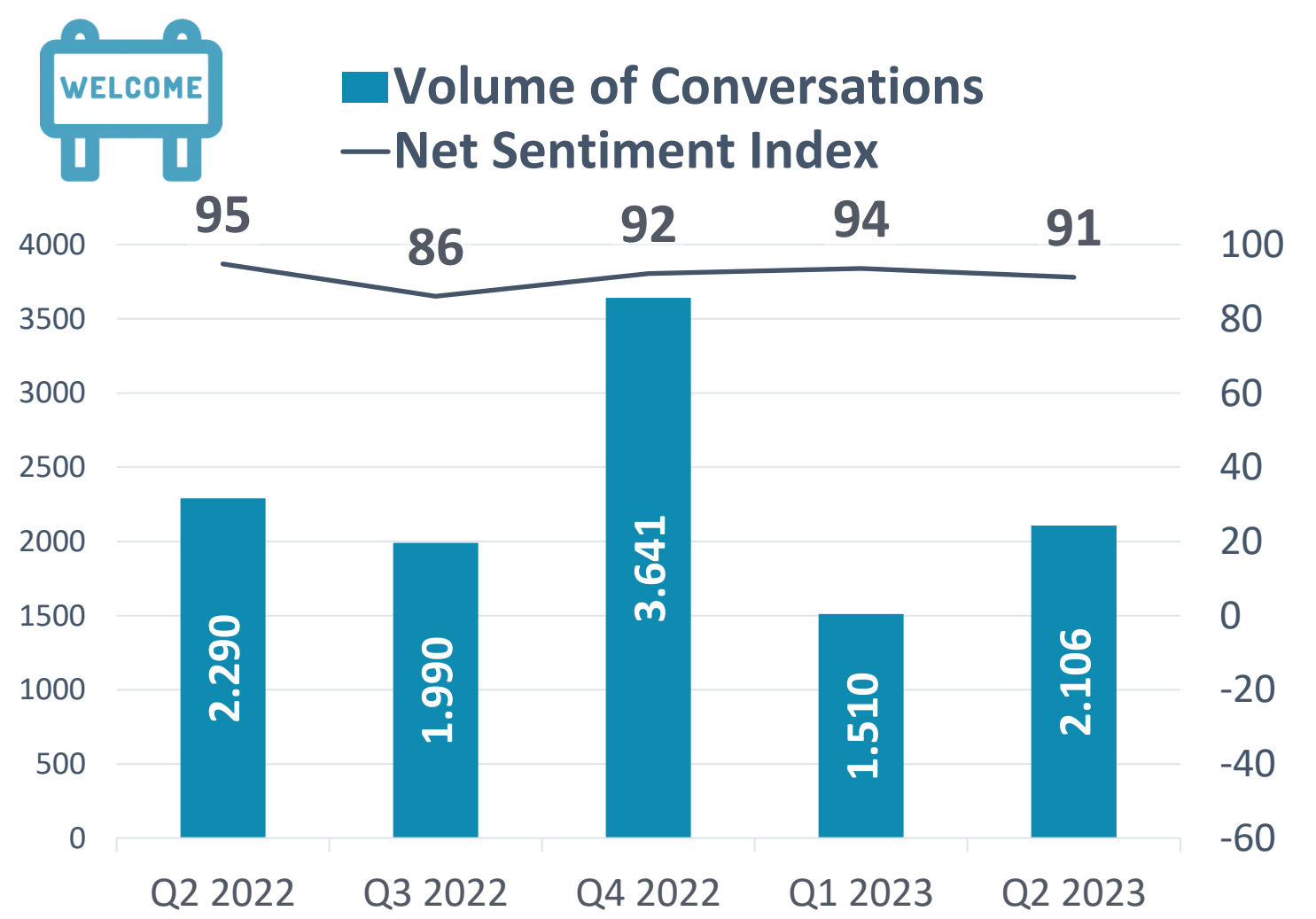
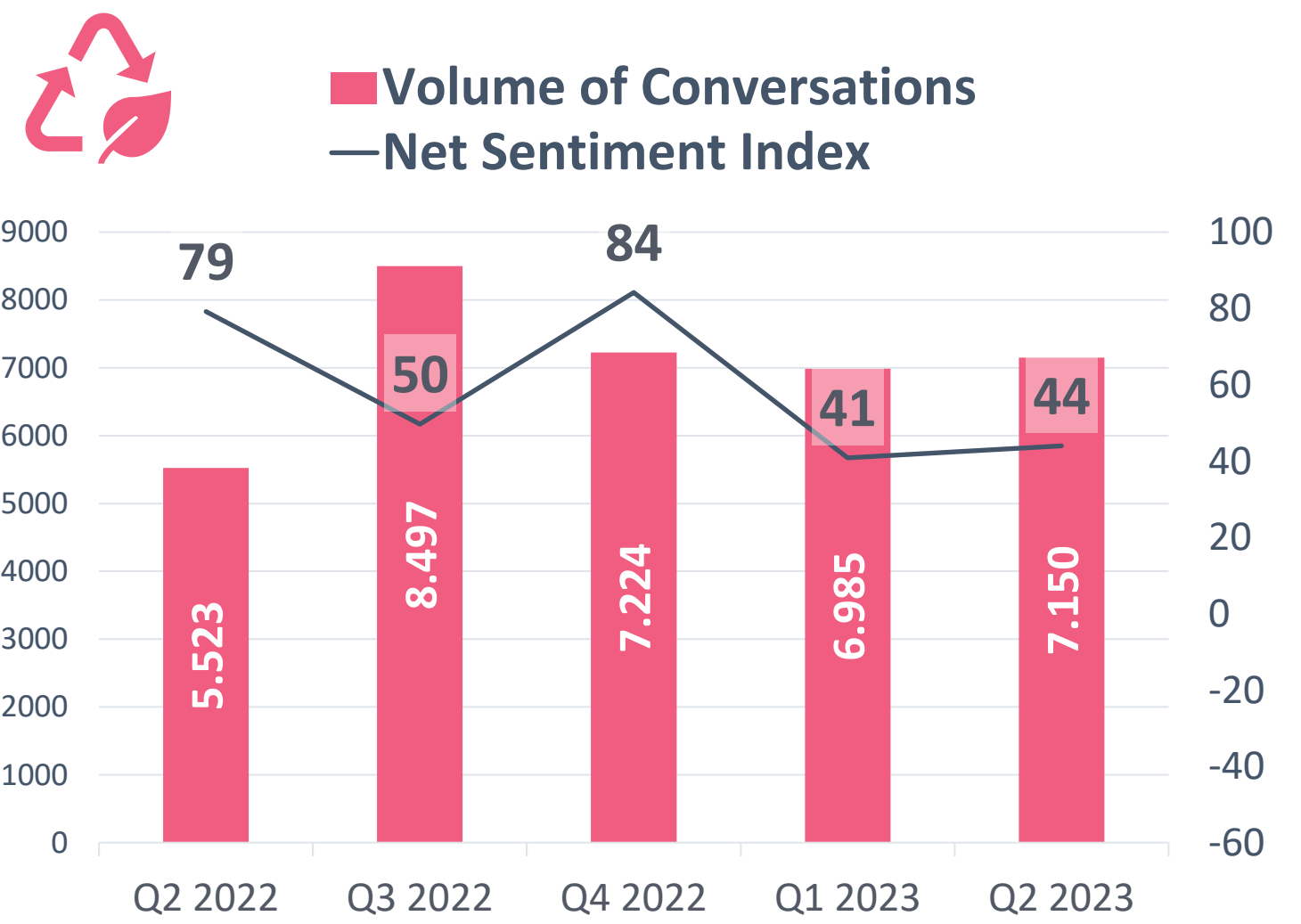
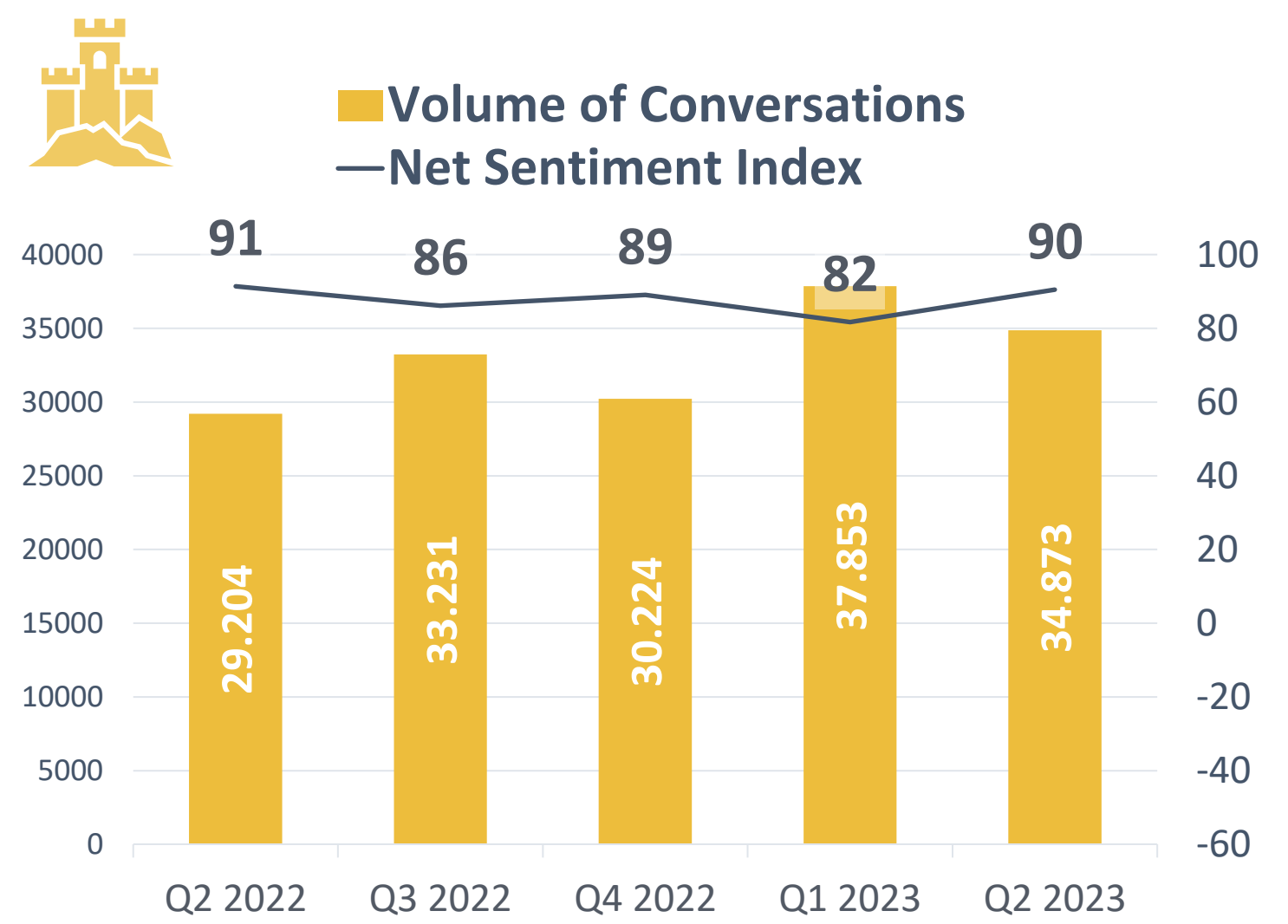
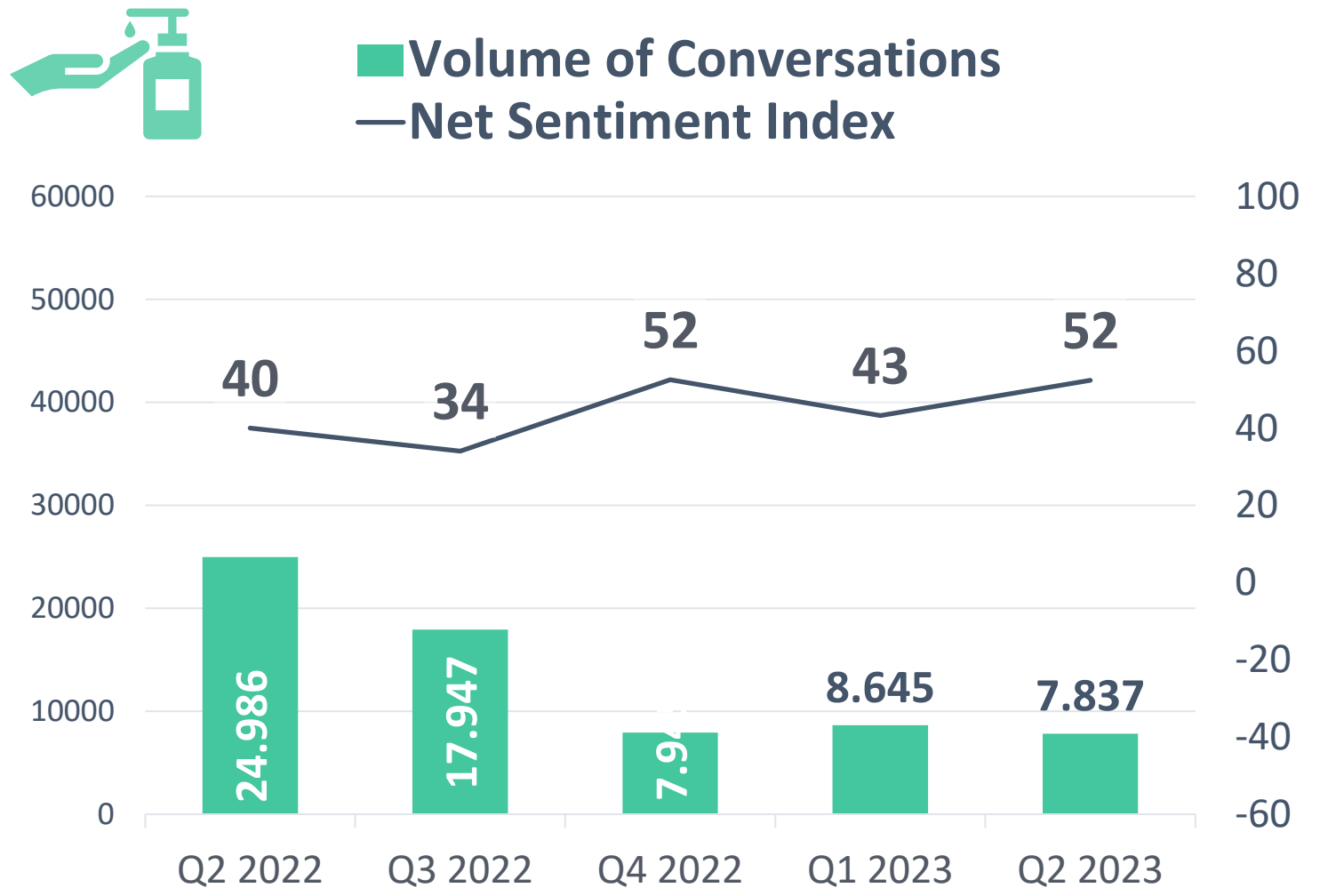
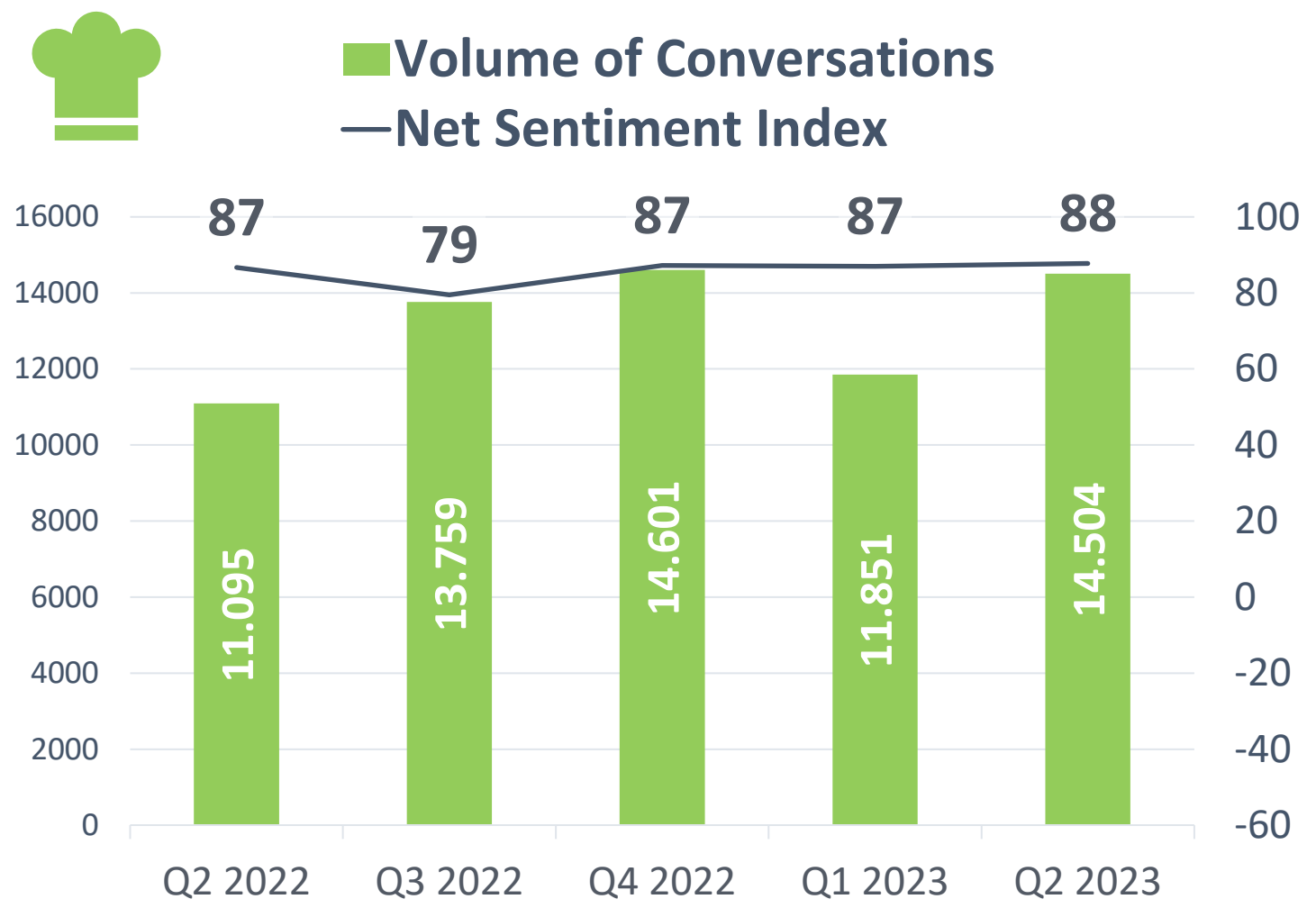
NET SENTIMENT INDEX – APR./JUNE 2023

Polarity of verticals specific web social conversations (%positive - %negative)





# Reputation Topics – Annual Trends

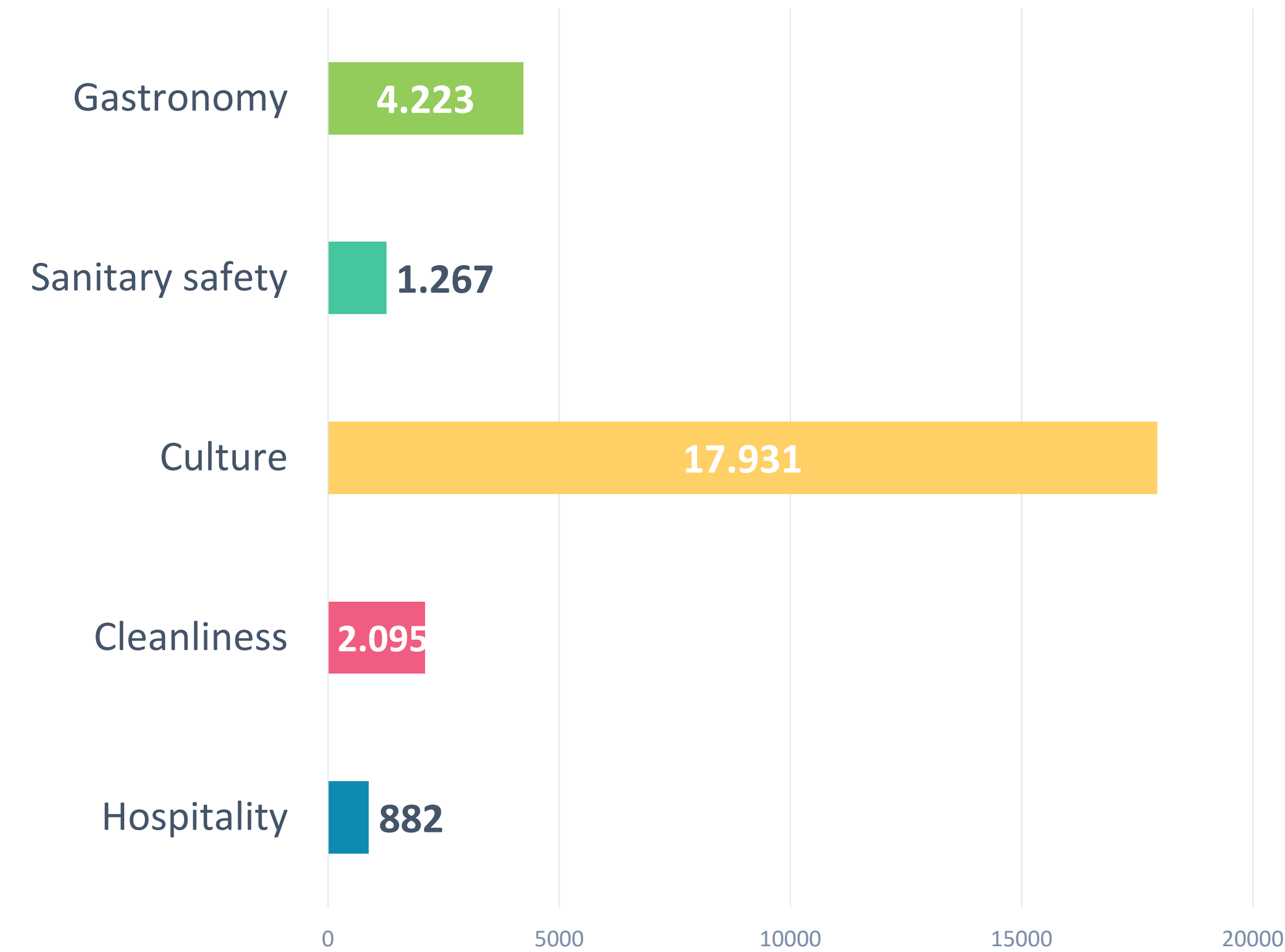




Athens has experienced a noticeable surge in interest in **Gastronomy** and **Hospitality** topics, with a rise in volume. While the scores have risen for the topics of **Culture** and **Hospitality**, a decrease is seen in other ones, especially that of **Cleanliness**. Similar to Q1, **Gastronomy**, **Culture**, and **Hospitality** topics continue to maintain strongly positive scores above 90.

**VOLUME OF CONVERSATIONS – APR./JUNE 2023**

*Intensity of web social conversations*



**NET SENTIMENT INDEX – APR./JUNE 2023**

*Polarity of verticals specific web social conversations (%positive - %negative)*

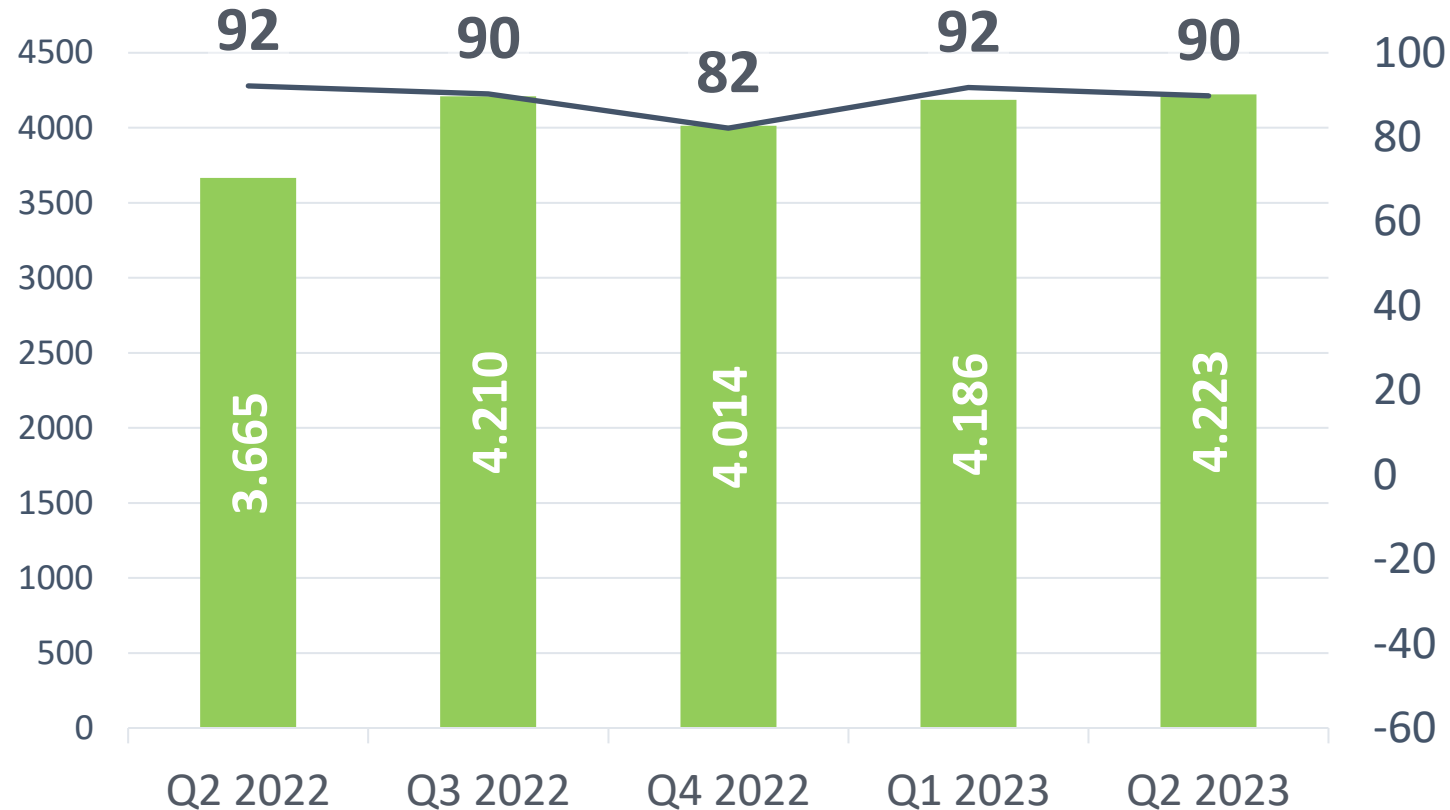




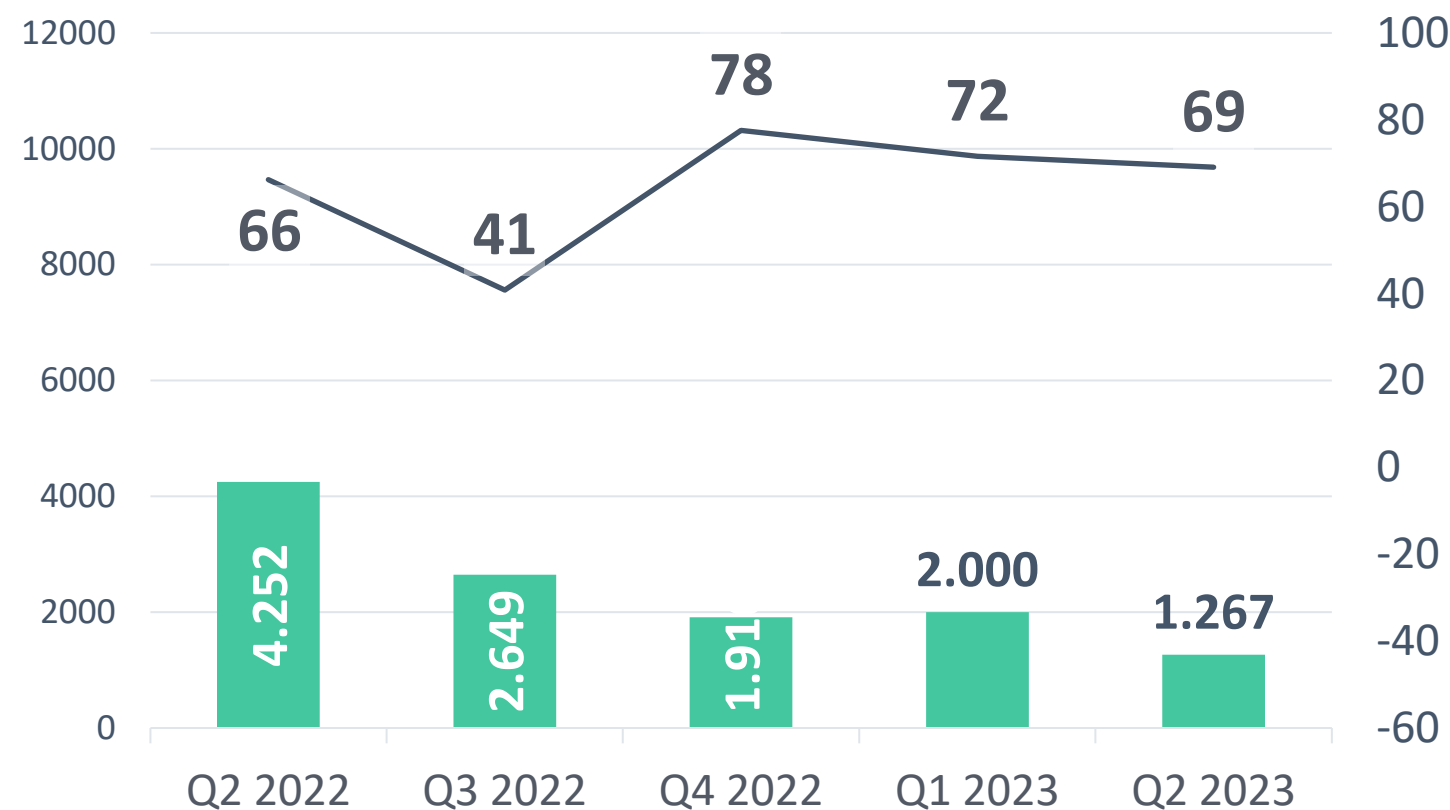
# Reputation Topics – Annual Trends



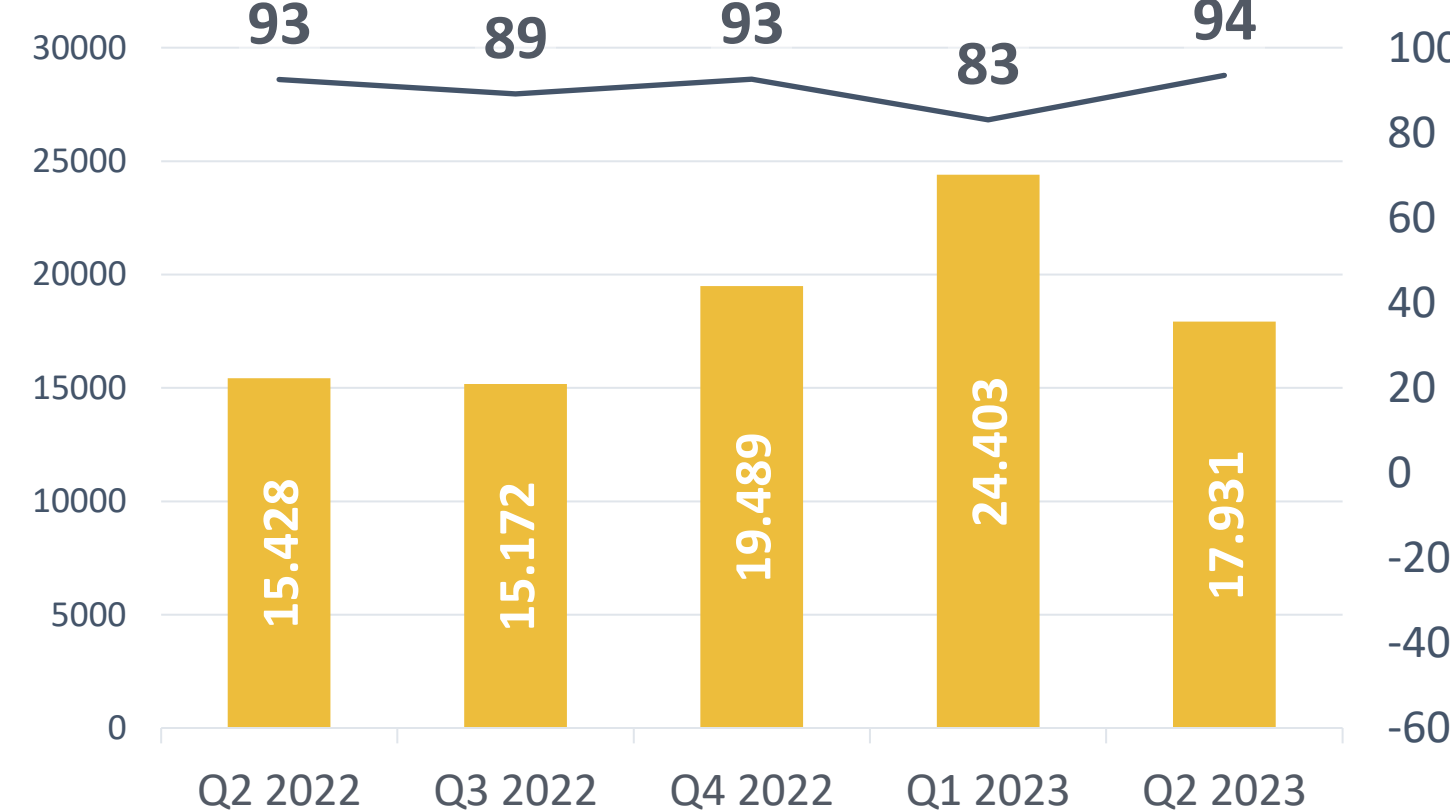
**Volume of Conversations**  
**—Net Sentiment Index**



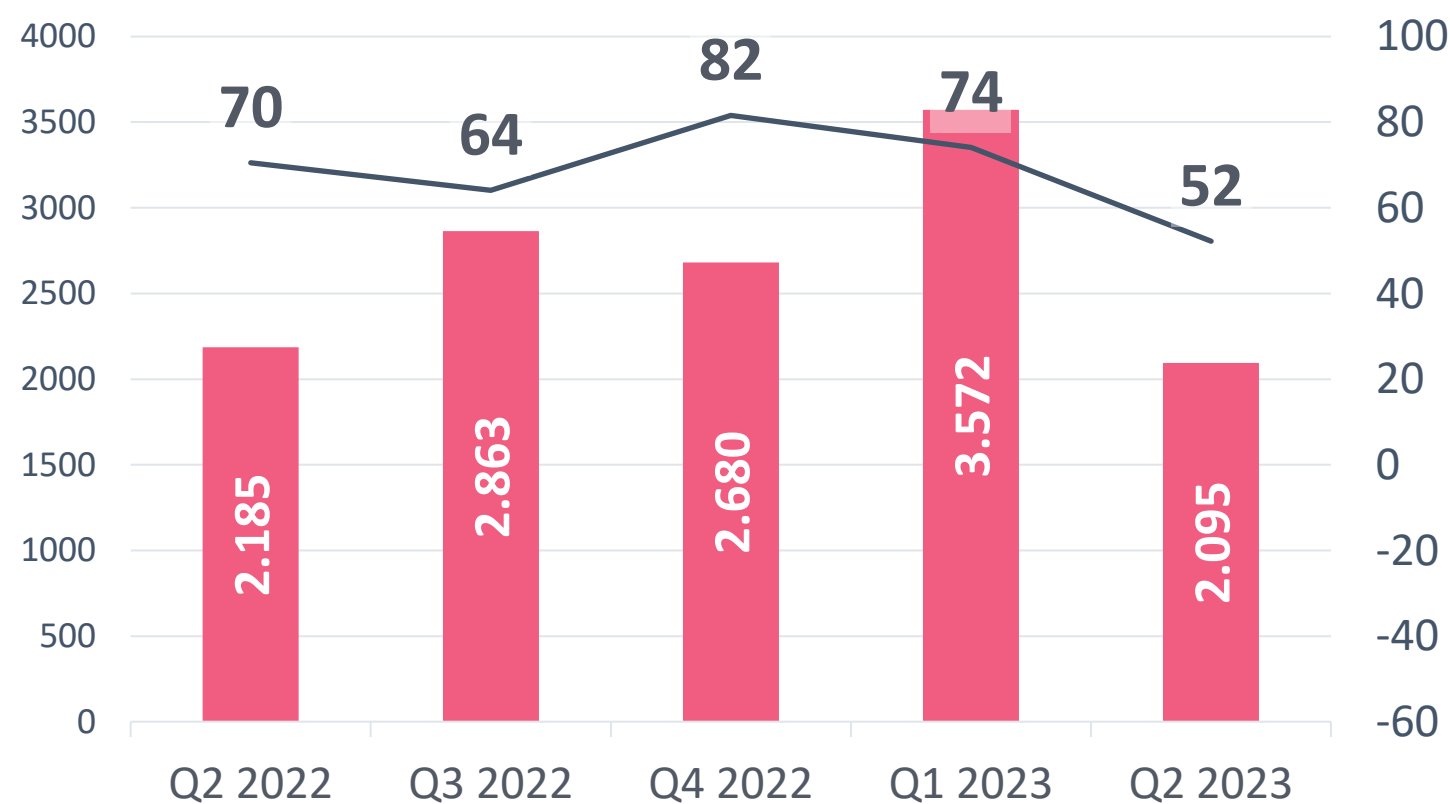
**Volume of Conversations**  
**—Net Sentiment Index**



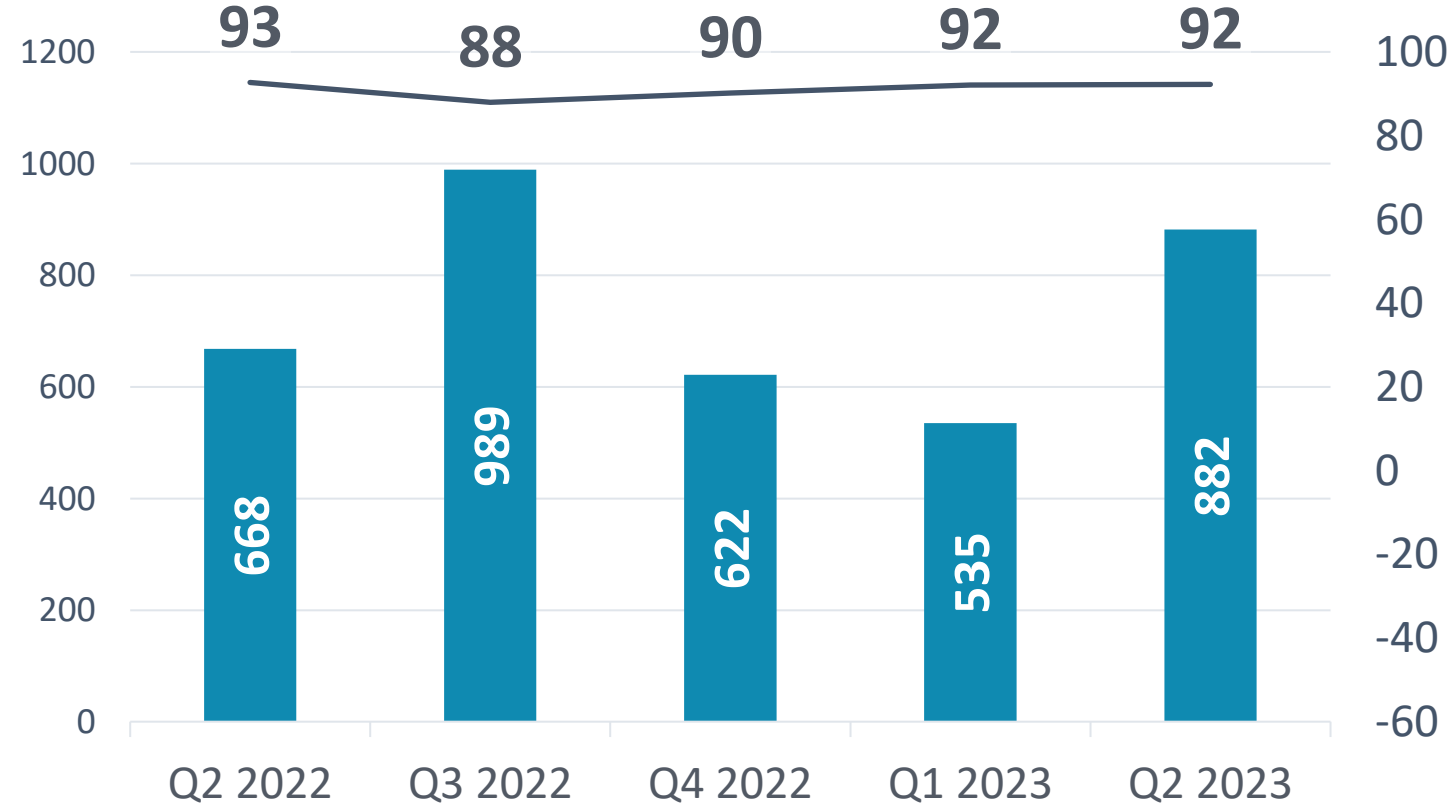
**Volume of Conversations**  
**—Net Sentiment Index**



**Volume of Conversations**  
**—Net Sentiment Index**



**Volume of Conversations**  
**—Net Sentiment Index**







In the second quarter of 2023, Greece travel was filled with positive content, with **Culture, Food, and Nature** topics being at the center of positive social conversations. Greece's ongoing **commitment to social and environmental initiatives**, such as improving beach accessibility for wheelchair users and preserving Nada Gorge, was also generating traction, mirroring the previous quarter. Apart from these categories, there were noteworthy stories on budget-friendly travel and business trips that attracted individuals from diverse backgrounds.

## Examples of reputation drivers...

- China hosting a **Greek mythology digital art festival** in Beijing, bringing the audience into the world of ancient Greece
- **Theater of Epidauros** in Greece, one of the oldest theater in the world, listed among the most impressive theaters in the world
- **Nollywood Travel Film Festival** took place in Athens
- **Acropolis museum** opening its doors with **free admission** on two occasions in May (**European Night of Museums** and **International Museum Day**)
- **Educational trip** in a Greek hidden gem, **Sparta** (visiting the House of Mosaics and creating your own mosaic at a workshop, learning about olive oil production at the Museum of Olive and Greek Olive Oil, etc.)
- **Greek cuisine** ranking 7th of **best cuisines in the world**, according to CNN
- Highlight of **street food scene** in **Thessaloniki** (visiting Thessaloniki Street Food Festival, local fresh produce market, etc.)
- **617 beaches in Greece** were awarded the prestigious **Blue Flag award**
- Greece's commitment in **beach accessibility** for wheelchair users by installing the Greek-designed **Seatrac system**
- **Neda Gorge** declared a **protected landscape** and **natural formation**
- Highlight of Greece's **first skyscraper Athens Riviera Tower** and its feature
- **Adventurous itineraries** in Greece (a cycling tour passing through quaint villages and historical sites, a week-long guided walking tour of Crete, etc.)
- Highlight of **Kefalonia island** and its two **beautiful beaches**, Antisamos and Petani
- Exploring **the streets of Athens** (finding iconic street arts, stopping by an exhibition space dedicated to contemporary Greek ceramics, etc.)
- Exploring **Athens on a budget** from a local point of view
- Tips for **business travellers** in Athens (attending corporate events and conferences, business-friendly lodging options equipped with business centers and executive lounges, etc.)





## China Hosting Greek Mythology Digital Art Festival in Beijing




...combines digital **art** and Mixed Reality technology to bring the audience into the world of ancient **Greece**, where the history ... **art** and technology are experienced, said the Global Times. "It is very nice to be here, to enjoy this wonderful virtual **trip**...

published on 08/04/23 at 09:10 | Online News Other | United States | [greekreporter.com](#)

## The most impressive theaters in the world (one, in Spain)



...in summer it continues to host scenic **festivals** . Epidaurus Theater ( **Greece** ) / Gatsi / iStock Agency One of its surreal strengths, visiting this space is a **journey** through the imaginary of this outstanding artist. Currently does not offer... 

published on 28/04/23 at 12:38 | Newspaper | Spain | [viajar.elperiodico.com](#)



" SISTA" screened in Athens **Greece** at the Nollywood **Travel Film Festival** in the iconic [@tainiothikigr](#) .#KehindeBankole ❤️ #NollywoodTravelFilmFestival2023. [pic.twitter.com/4Rr3kZcN32](#)

published on 11/05/23 at 12:50 | Twitter | Nigeria | [twitter.com](#)

## Acropolis Museum: Free Entry on Saturday Night, All Day on May 18



Acropolis **Museum**, one of the most popular museums in and across **Greece**, will open its doors with free admission ... hours, so **visitors** can take a break and enjoy a bite to eat. During the morning hours on Saturday, **visitors** can also...

published on 11/05/23 at 11:00 | Blogs | Greece | [news.gtp.gr](#)

## 13 Top Reasons to Add Sparta to Your Greece Bucket List



...**delicious** regional **cuisine** and beautiful scenery dominated by the forested Taygetos mountains, Sparta is one of the most overlooked and appealing destinations in **Greece**. It's Worth Exploring Greece Beyond the Obvious When it comes to **travel** in...

published on 09/06/23 at 17:48 | Blogs | Canada | [www.atastefortravel.ca](#)



👉 FLASH | Voici le classement des 10 meilleures **gastronomies** selon CNN **Travel** : 🇮🇹 Italie 🇨🇳 Chine 🇫🇷 France 🇪🇸 Espagne 🇯🇵 Japon 🇮🇳 Inde 🇬🇷 **Grèce** 🇹🇭 Thaïlande 🇲🇽 Mexique 🇺🇸 USA 🇵🇸 Êtes-vous d'accord avec ce classement ? [pic.twitter.com/eWqV7pfFw2](#) 

published on 07/05/23 at 14:16 | Twitter | France | [twitter.com](#)

## Where To Eat Street Food in Thessaloniki



...to **eat** the best Street **Food** in Thessaloniki? Our Thessaloniki **Food** Guide shares the history of **cuisine** in Northern **Greece** ... serving **delicious** cutlery-free meals. Street **Food** Thessaloniki History **Greece's** first "UNESCO city of **gastronomy**" is famed...

published on 12/06/23 at 07:00 | Blogs | Canada | [dobbernationloves.com](#)

## Greece Boasts More than 600 'Blue Flag' Beaches



The number of "Blue Flags" now found in **Greece** exceeds, for the first time, 600, with **Greece** retaining 15 percent of the ... Foundation for **Environmental** Education (FEE) says that Halkidiki peninsula in northern **Greece**, renowned for its golden sand...

published on 10/05/23 at 16:37 | Online News Other | United States | [greekreporter.com](#)





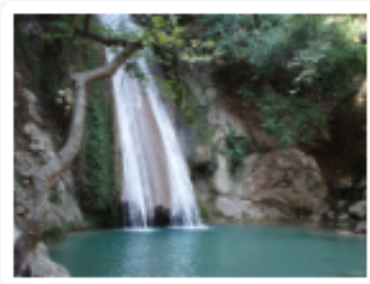
## Greece Makes Hundreds of Beaches Wheelchair-friendly



**Greece** is making hundreds of beaches wheelchair-**friendly** by installing the Greek-designed Seatrak ... local economy by attracting **visitors** with disabilities, as well as **visitors** with limited mobility, such as elderly people...

published on 07/04/23 at 10:50 | Online News Other | United States | [greekreporter.com](#)

## Spectacular Neda Gorge in Greece Listed for Protection



In some other parts the help of ropes is a must to go from one bank of the river to another, says **tourist** guide All Over Greece. Crossing the gorge is not that easy as there are a few parts with a moderate level of difficulty. It requires prior...

published on 13/04/23 at 12:34 | Online News Other | United States | [greekreporter.com](#)

## Design of Athens Riviera Tower, Greece's First Skyscraper Revealed



...Hellinikon, as well as a new era for **Greece's** built **environment** and economy," said Angeliki Touziou, Chief Development ... for this unique residential project. **Visitors**, future residents, and investors alike are seeing through the Hellinikon...

published on 08/04/23 at 11:11 | Online News Other | United States | [greekreporter.com](#)

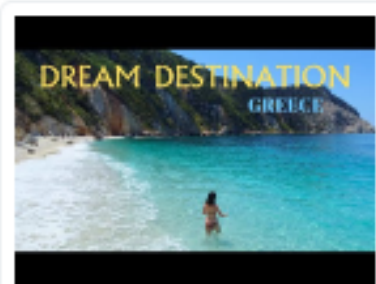
## Ask the operator: Adventure travel in Greece



...traditional **cuisine** and wines. Andrea Dalton sailing product manager, Intrepid **Travel** We suggest A sailing **trip** through ... – I recommend a local **cooking** class. Book it: Intrepid **Travel's** 10-day **Greece** Sailing Adventure: Cyclades Islands tour...

published on 22/06/23 at 09:52 | Magazine | United Kingdom | [travelweekly.co.uk](#)

## We don't want to leave this Greek island (Kefalonia, Greece travel vlog)



...e **travel** vlogs 🤗 ----- 🍰 Want to keep us on the road: <https://www.buymeacoffee.com/mariaandolivia> ----- INSTAGRAM: @mariaandoliviavlog ----- All **Music** by...

published on 24/06/23 at 18:30 | YouTube | United States | [youtube.com](#)

## Athens: Cheap city trip through Greece's capital | ARD travel



...is so diverse and **delicious** !" enthuses Uwe. At the end of the **trip** , the two of them are certain: You really get a lot for your money in **Athens** . Such a modern, exciting city and the people are so **hospitable** ! We'll be back." Do you like our... [A](#) [X](#)

published on 16/04/23 at 09:30 | YouTube | Germany | [youtube.com](#)

## Athens for Thrifty Travelers: Budget-Friendly Tips and Tricks



...**friendly** restaurants and accommodations, we'll help you make the most of your **trip** without overspending. Whether you're a student, a backpacker, or someone who wants to save money (FIRE! 💸) while **travelling**, this guide Athens for thrifty **travellers**...

published on 17/04/23 at 16:19 | Blogs | United States | [www.spottedbylocals.com](#)

## Things To Do For Business Professionals In Athens



Top Events In **Athens** 2. Stay At Business-**friendly** Accommodations **Athens** has a variety of business-**friendly** lodging ... convention centers, and transit hubs. **Athens'** business-**friendly** lodgings provide a welcoming environment for professionals...

published on 22/06/23 at 13:30 | Blogs | Hong Kong | [blog.10times.com](#)



# Negative Sentiment Drivers

What vigilance points to watch reputation-wise?



In Greece during Q2, **negative stories primarily centered on the issue of overtourism**, including in the Cyclades islands and at the Acropolis. Additionally, there were anecdotal stories about frustration caused by "influencers" taking beach photos in Greece, disturbing the tranquil swimming experience. **Moreover, existing security concerns were further heightened by a recent tragic murder incident** involving a Polish woman, amplifying the overall sense of unease. Apart from that, there was a boat accident involving migrants and there was noticeable frustration among people regarding the lack of extensive media coverage of this incident, although it is not directly connected to tourism.

## Examples of reputation drivers...

- **The islands of the Cyclades** are struggling to cope with **the overwhelming influx of tourists arriving by cruise ship**, leading to the issue of **overtourism**
- **Overcrowding** and **long wait time** issue at **the Acropolis**: according to World Heritage Watch, the site does not hold the sufficient visitor management plans
- **A Polish woman reportedly missing** was found unclothed, and **wrapped in a plastic bag** on the island of Kos
- **Security concerns** on the streets of Athens, including incidents of attacks and theft
- **A boat** carrying migrants **sunk off the coast of Greece**
- **People are expressing their frustration over the fact that the boat accident isn't receiving significant media coverage** in contrast to the news surrounding the Titanic submersible
- **Frustration over “influencers” taking photos** on the beach in Greece, disrupting the peaceful swimming experience

Some topics mentioned may be not “mainstream” in the sentiment flow, sometimes even “anecdotal” or outside the tourism space strictly, however they can generate a negative influence on the overall attractiveness of Greece in potential travelers’ minds.





### Overtourism: cruise ships flock to Greece

garance muñoz created a post

The **tourist** season has started in **Greece** and huge multi-storey ferries are landing on the ... restrictive measures. In **Greece**, one person in five works in the **tourism** sector . [A](#) [Z](#)

published on 20/06/23 at 10:55 | Newspaper | France | [www.lemonde.fr](http://www.lemonde.fr)

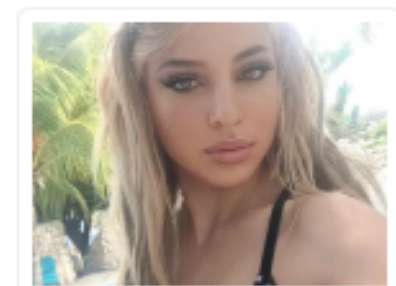
### Overtourism at the Acropolis: How is Greece handling booming visitors numbers?

copyright created a post

The **Acropolis** can't help but stir a sense of wonder in **visitors**. But when Caroline Kutek visited the ... overtourism at the **Acropolis**? The Greek Ministry of Culture approved controversial restoration work at the **Acropolis** two...

published on 23/06/23 at 18:15 | TV/Radio | France | [www.euronews.com](http://www.euronews.com)

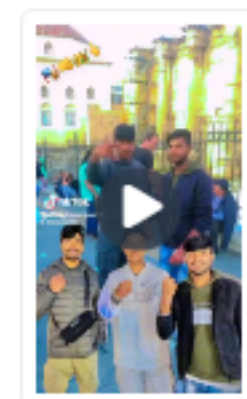
Ada Lluch   @ada\_lluch shared an image



This beautiful lady was named Anastasia Patricia-Rubinska, and she was 27. She moved from Poland to **Greece** to work during the **holidays**. She has reportedly been found naked and wrapped in a plastic bag on the Greek island of Kos. Four Pakistani and Bangladeshi men kidnapped and... [pic.twitter.com/DKtGOrtIII](https://pic.twitter.com/DKtGOrtIII)

published on 19/06/23 at 16:16 | Twitter | Spain | [twitter.com](https://twitter.com)

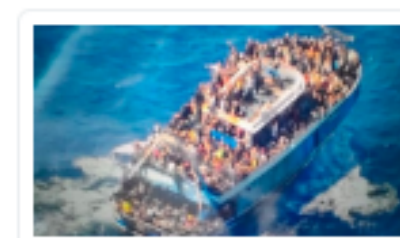
Amy Mek  @AmyMek shared a video



Athens, **Greece**, is under siege... Gangs of illegal migrants control the streets and attack, steal and rape **tourists** & domestic **visitors** for fun! Great to see all those scientists, engineers, & doctors bringing their skills & wealth to **Greece**. [pic.twitter.com/uzMw3sce0U](https://pic.twitter.com/uzMw3sce0U)

published on 26/05/23 at 22:17 | Twitter | United States | [twitter.com](https://twitter.com)

### Greek migrant boat disaster may be 'worst ever tragedy' in Mediterranean sea, EU commissioner says



florence davey attlee created a post

Dozens of people were killed and hundreds more left missing when the boat, **traveling** from the coastal city of Tobruk in Libya to Italy, capsized off the coast of **Greece** earlier this week. The true toll of the disaster is yet to become clear. "We...

published on 17/06/23 at 09:04 | Online News Other | United States | [edition.cnn.com](https://edition.cnn.com)

New York Times Pitchbot @DougJBalloon tweeted

Whether it's wall-to-wall coverage of five missing oligarchs who spent \$200,000 each to **travel** to the Titanic in a submarine or scant coverage of hundreds of poor migrants drowning near **Greece**, people up and down the economic ladder are having a rough time at sea these days.

published on 20/06/23 at 02:41 | Twitter | United States | [twitter.com](https://twitter.com)

 The SAINTE  @sainte\_eva01 tweeted

Embittered tweet: because of these influencers, I was NEVER able to swim peacefully during my **holidays** in **Greece** because I had to avoid being in their shitty photos every time Everyone dare you fat flabby ass, let us enjoy the beach [A](#) [Z](#)

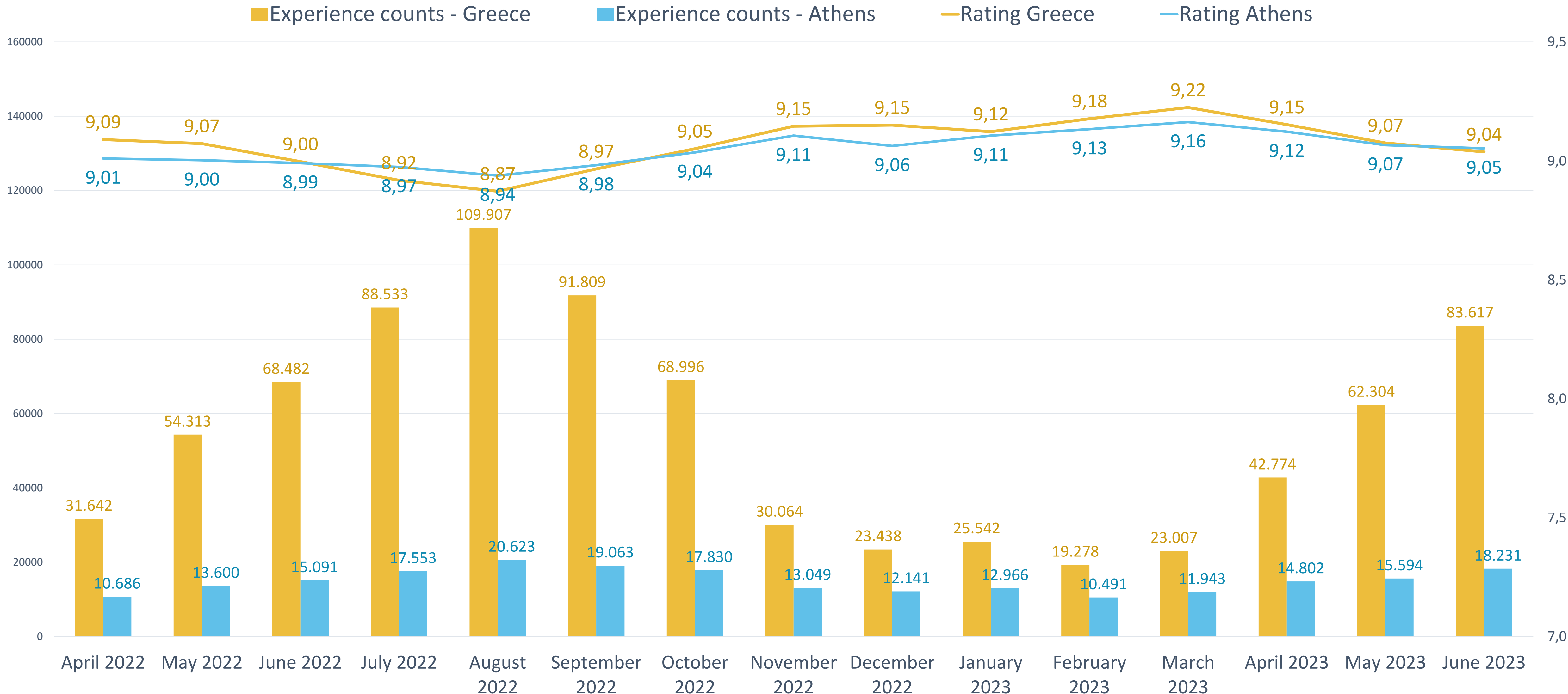
published on 30/05/23 at 16:28 | Twitter | France | [twitter.com](https://twitter.com)



# Destination Experience Reputation

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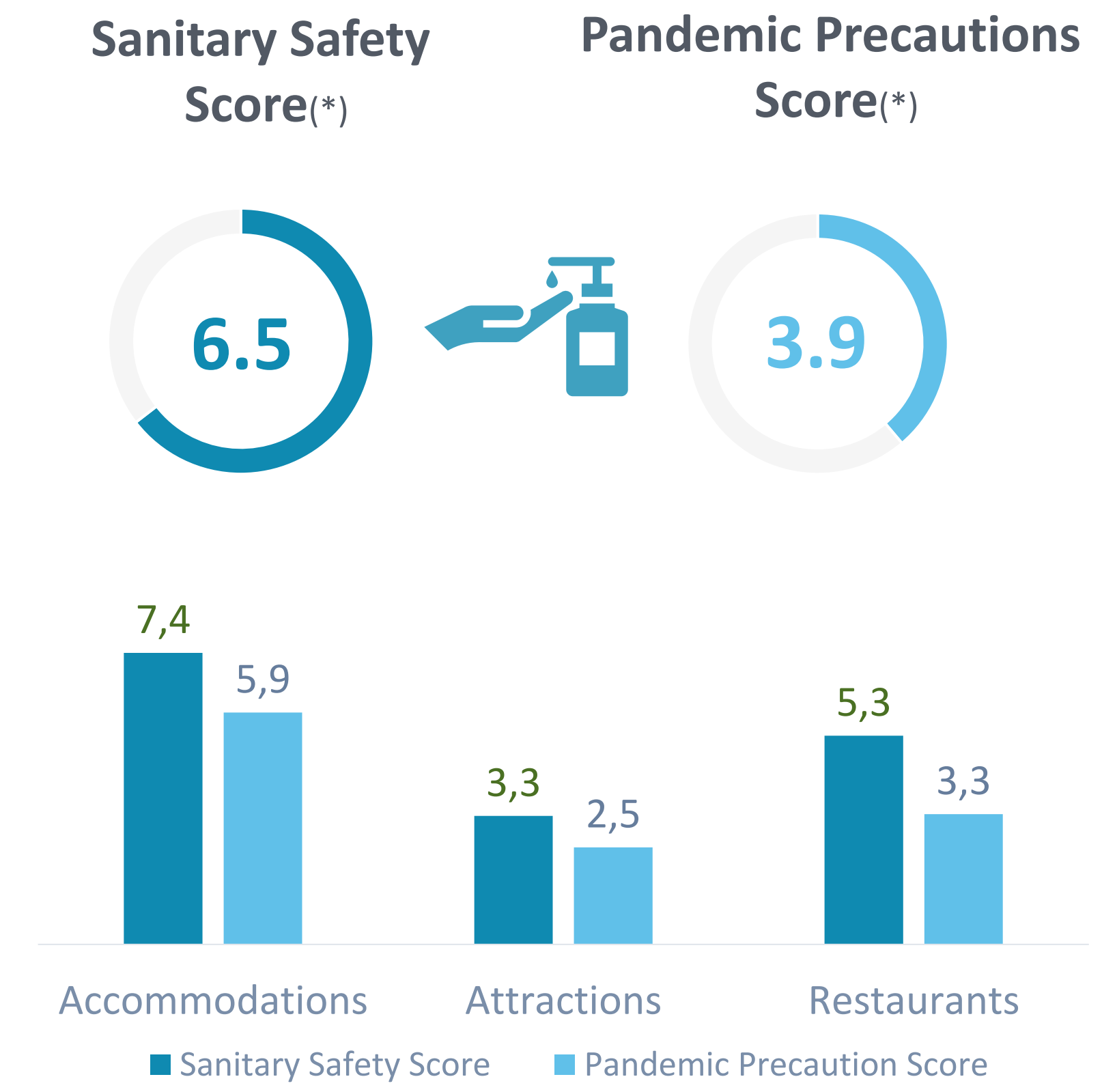
Overall Rating:

9.08



Europe Benchmark: 8.73

Athens: 9.08 / Seaside: 9.03 / Other: 9.19



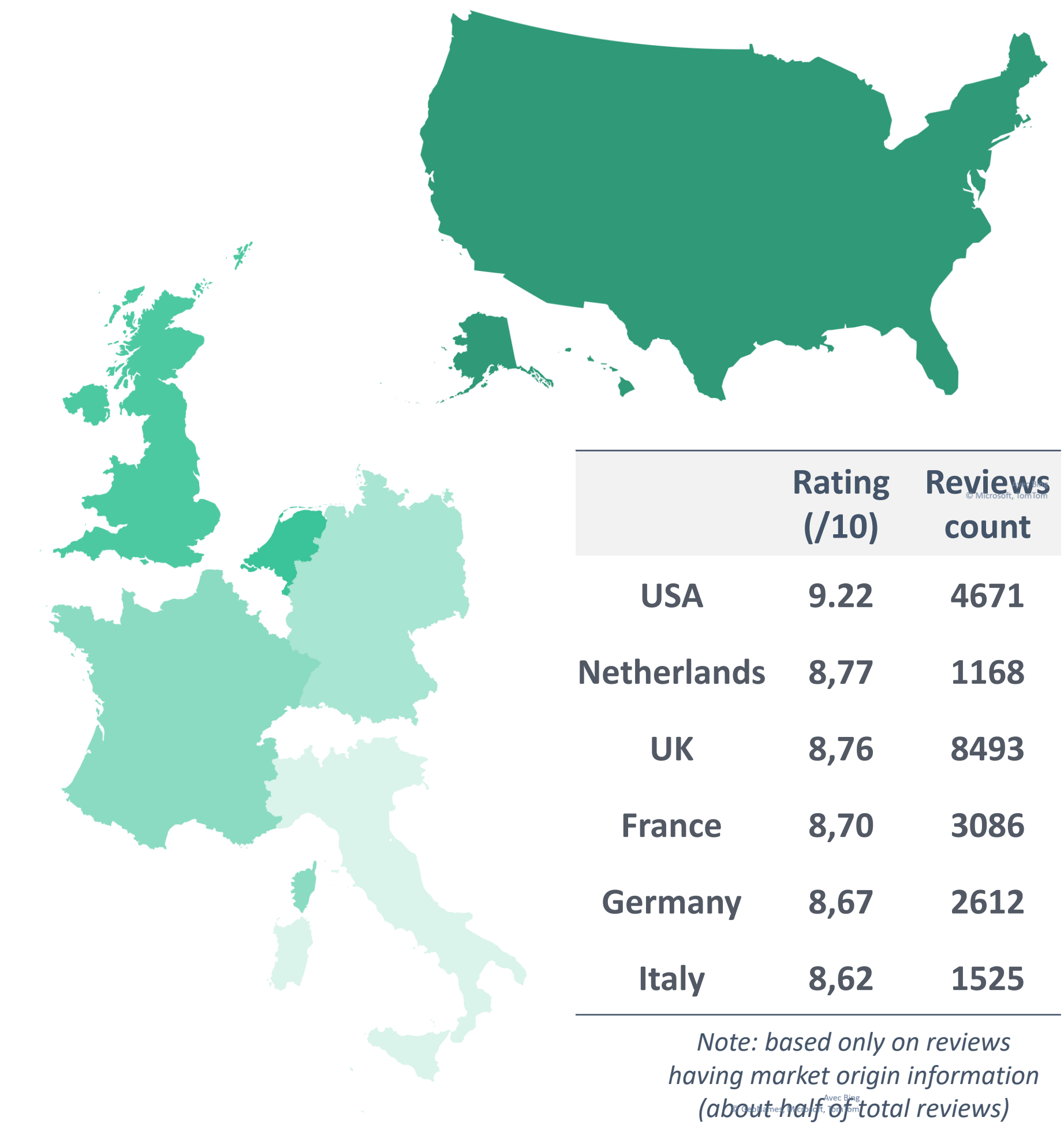
Value for Money: 8.8 / Europe avg: 8.3



Sustainable Travel: 7.7 / Europe avg: 7.6



Rating per market



	Rating (/10)	Reviews count
USA	9.22	4671
Netherlands	8,77	1168
UK	8,76	8493
France	8,70	3086
Germany	8,67	2612
Italy	8,62	1525

Note: based only on reviews having market origin information (about half of total reviews)

(\*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10



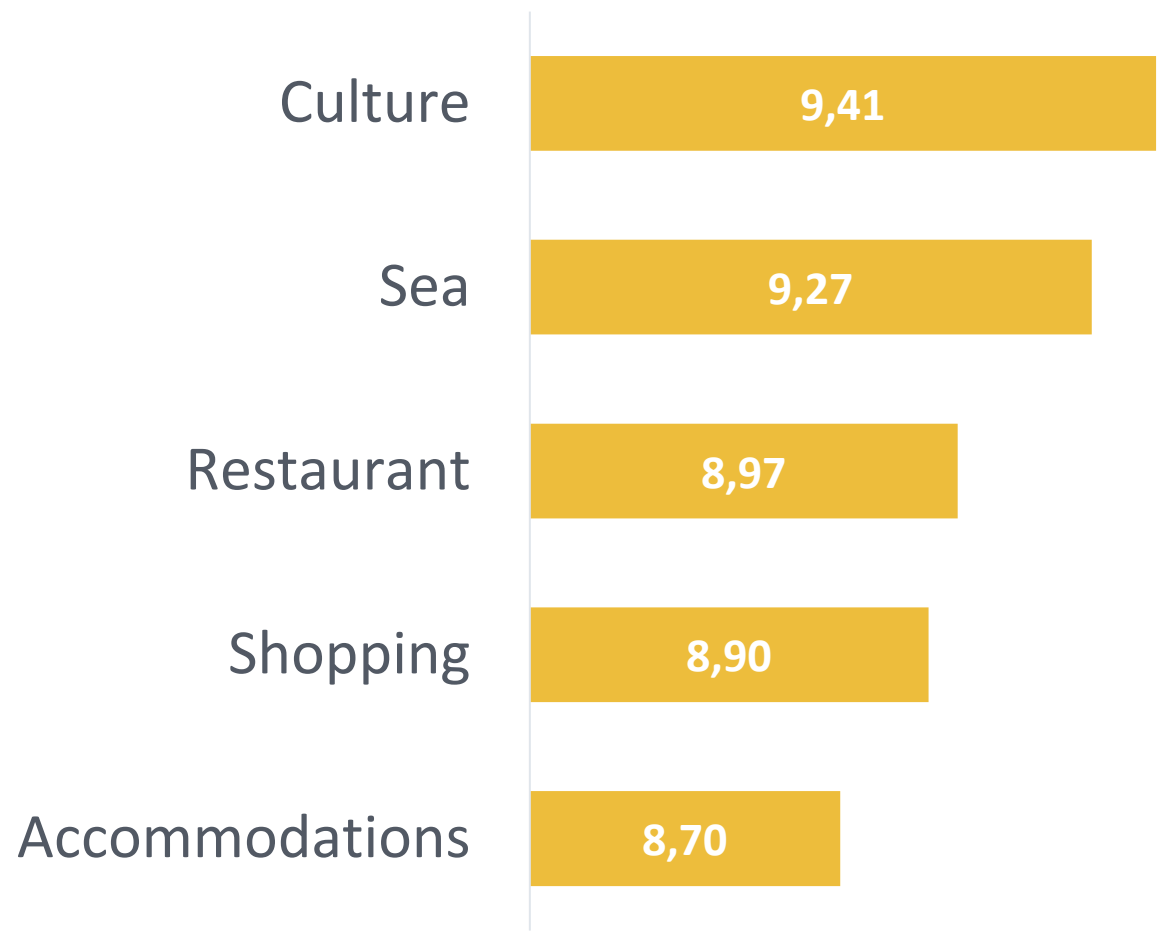
Overall Rating:

9.08



Europe Benchmark: 8.73

Greece: 9.08 / Seaside: 9.03 / Other: 9.19



Sanitary Safety Score(\*)

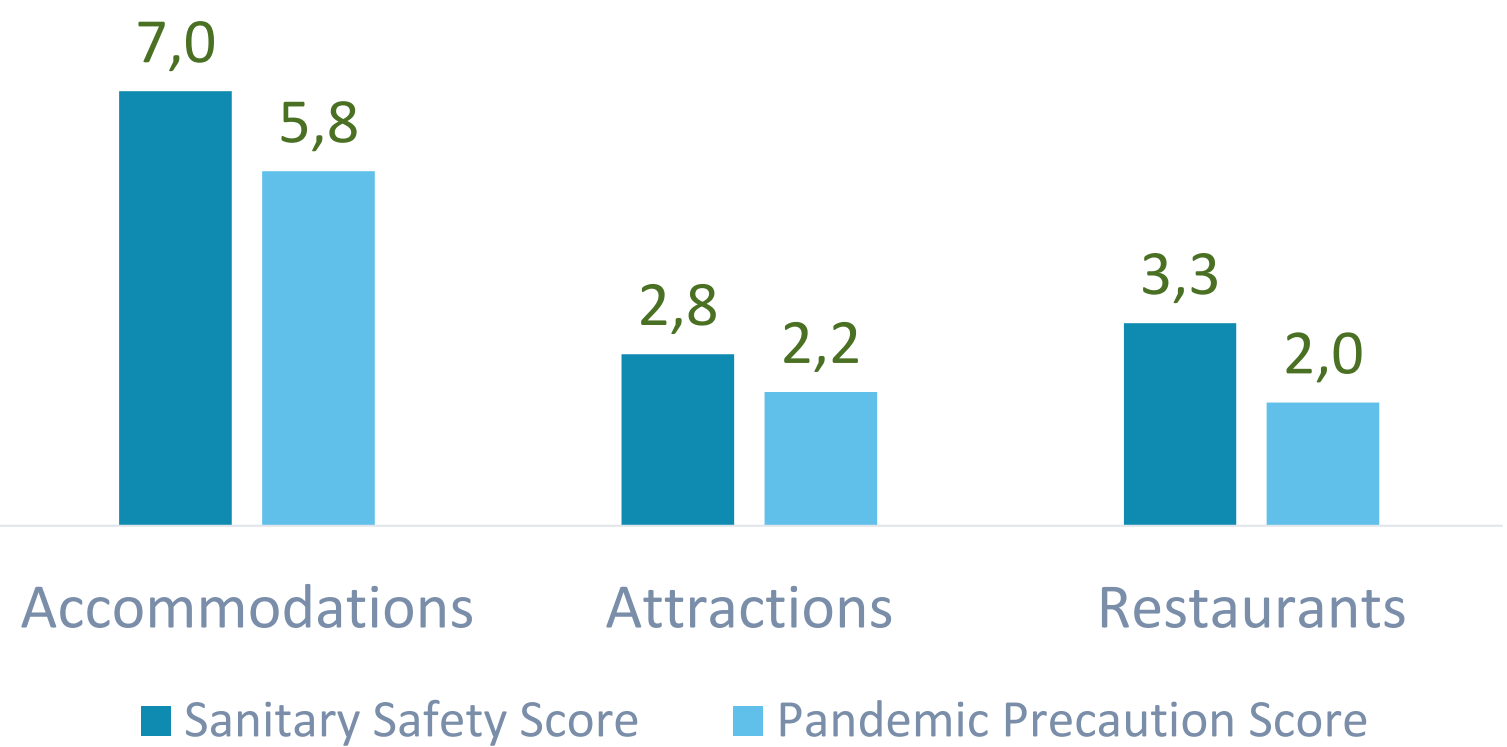


Greece Avg. : 6.5

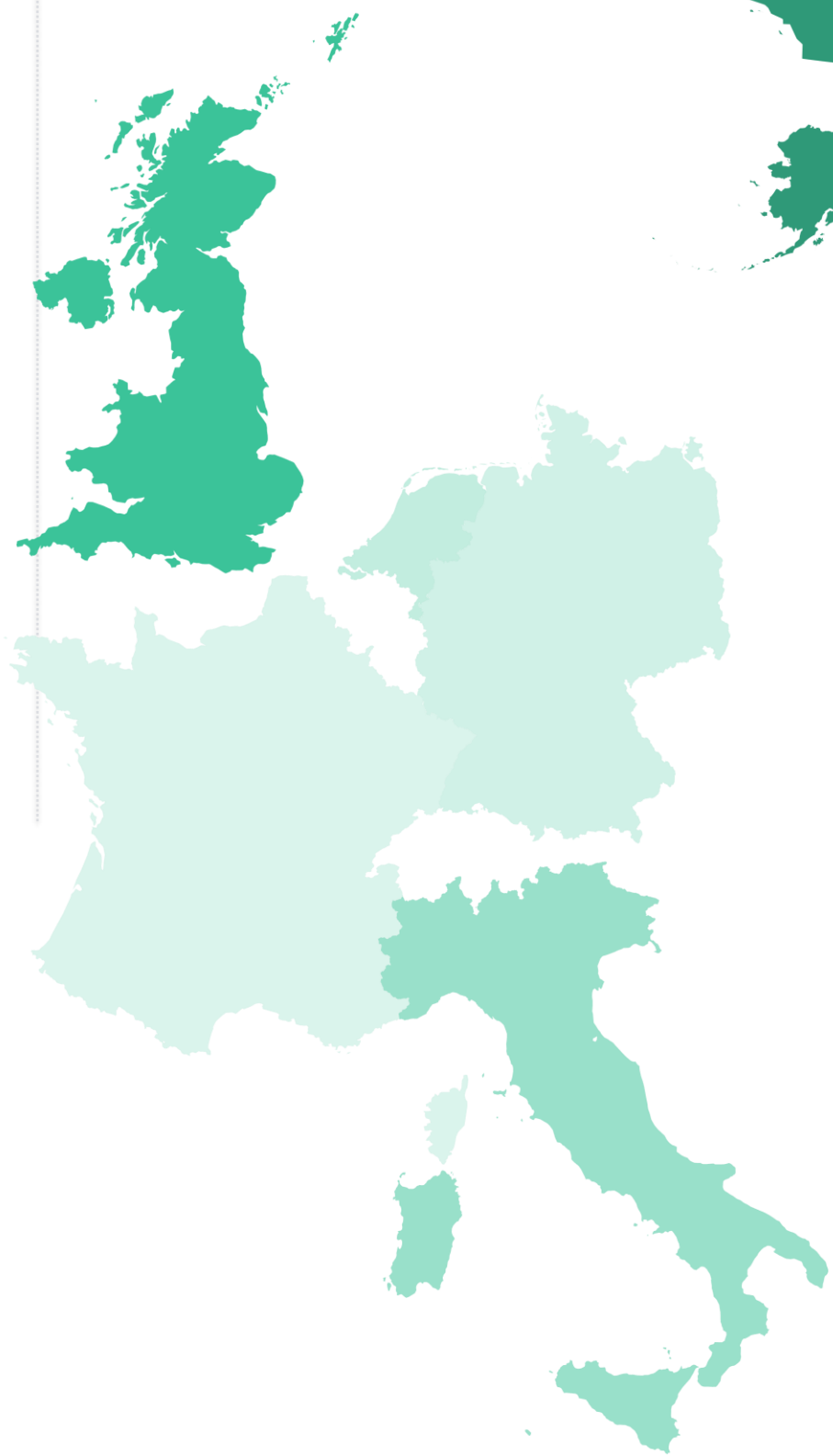
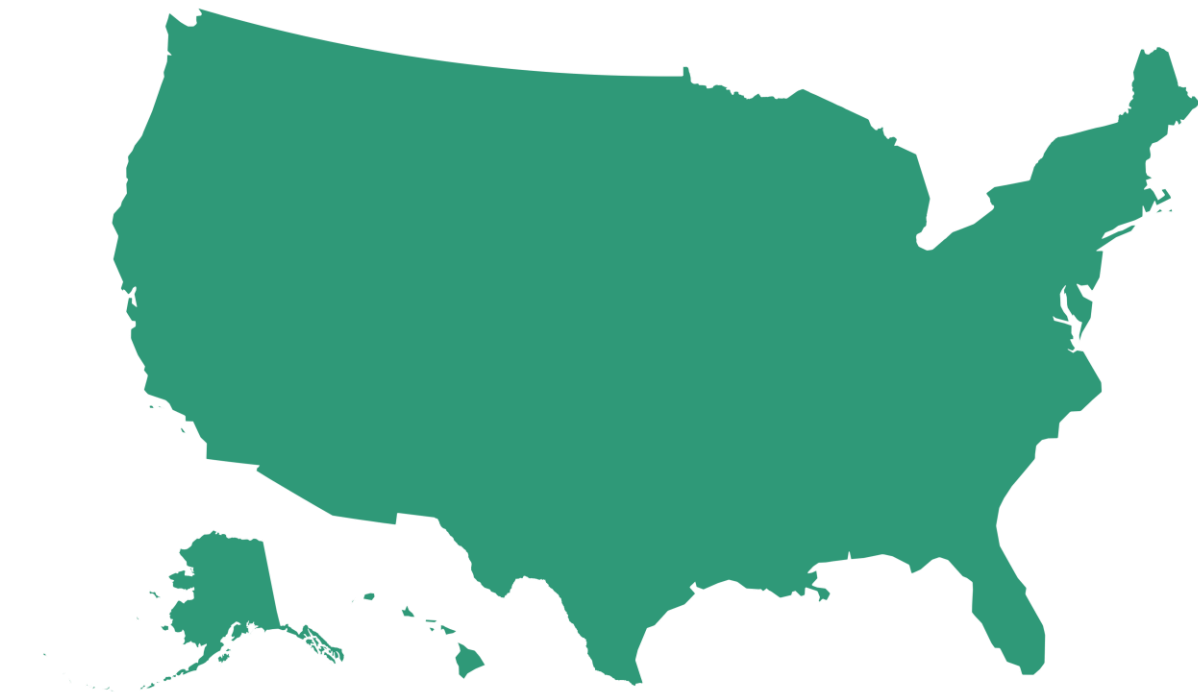
Pandemic Precautions Score(\*)



Greece Avg. : 3.9



Rating per market



	Rating	Reviews count
USA	9.18	2379
UK	8.69	1147
Italy	8.56	413
Netherlands	8.51	215
Germany	8.49	552
France	8.48	673

Note: based only on reviews having market origin information (about half of total reviews)

Value for Money: 8.8 / Europe avg: 8.3



Sustainable Travel: 7.8 / Europe avg: 7.6

(\*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10

Overall Rating:

9.03



Europe Benchmark: 8.73

Greece: 9.08 / Athens: 9.08 / Other: 9.19



Sanitary Safety Score(\*)

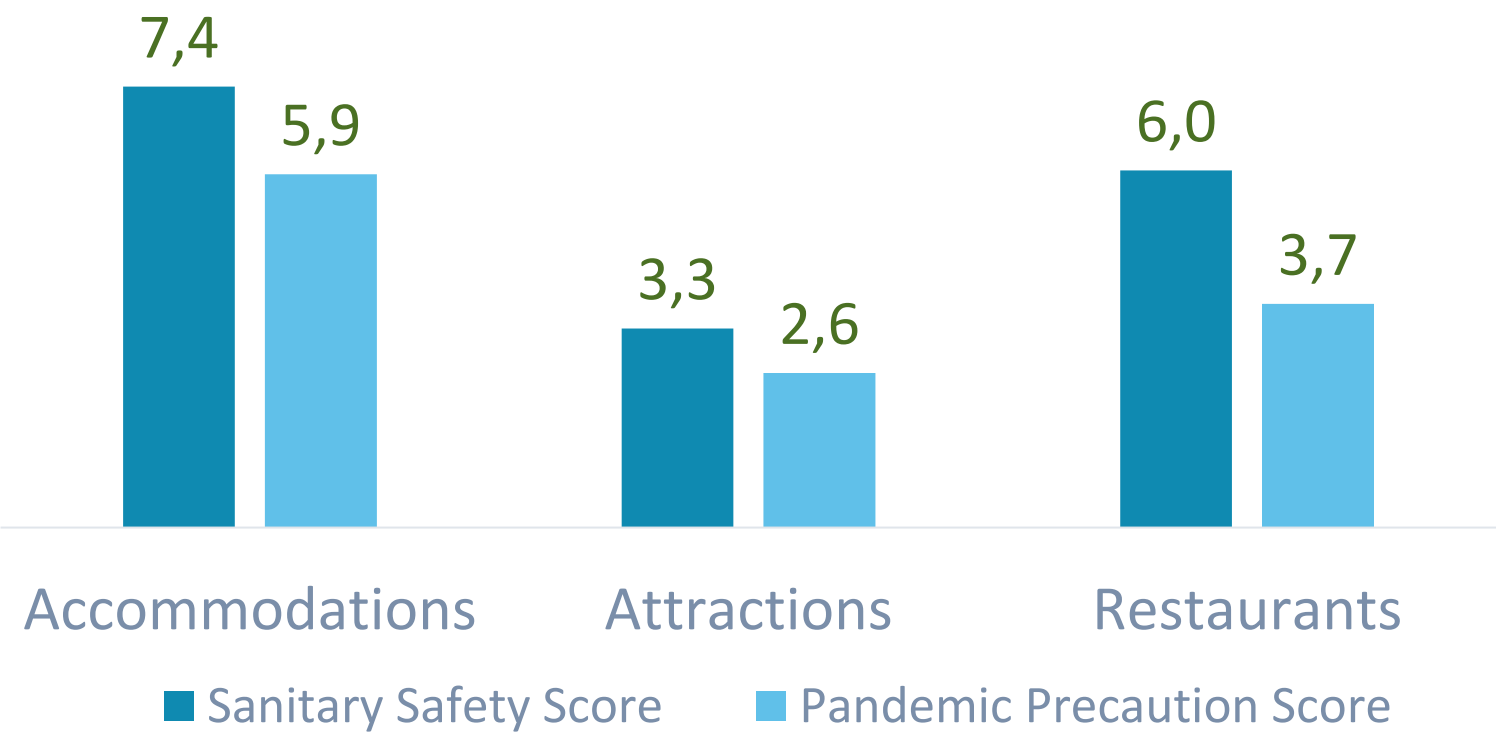


Greece Avg. : 6.5

Pandemic Precautions Score(\*)



Greece Avg. : 3.9

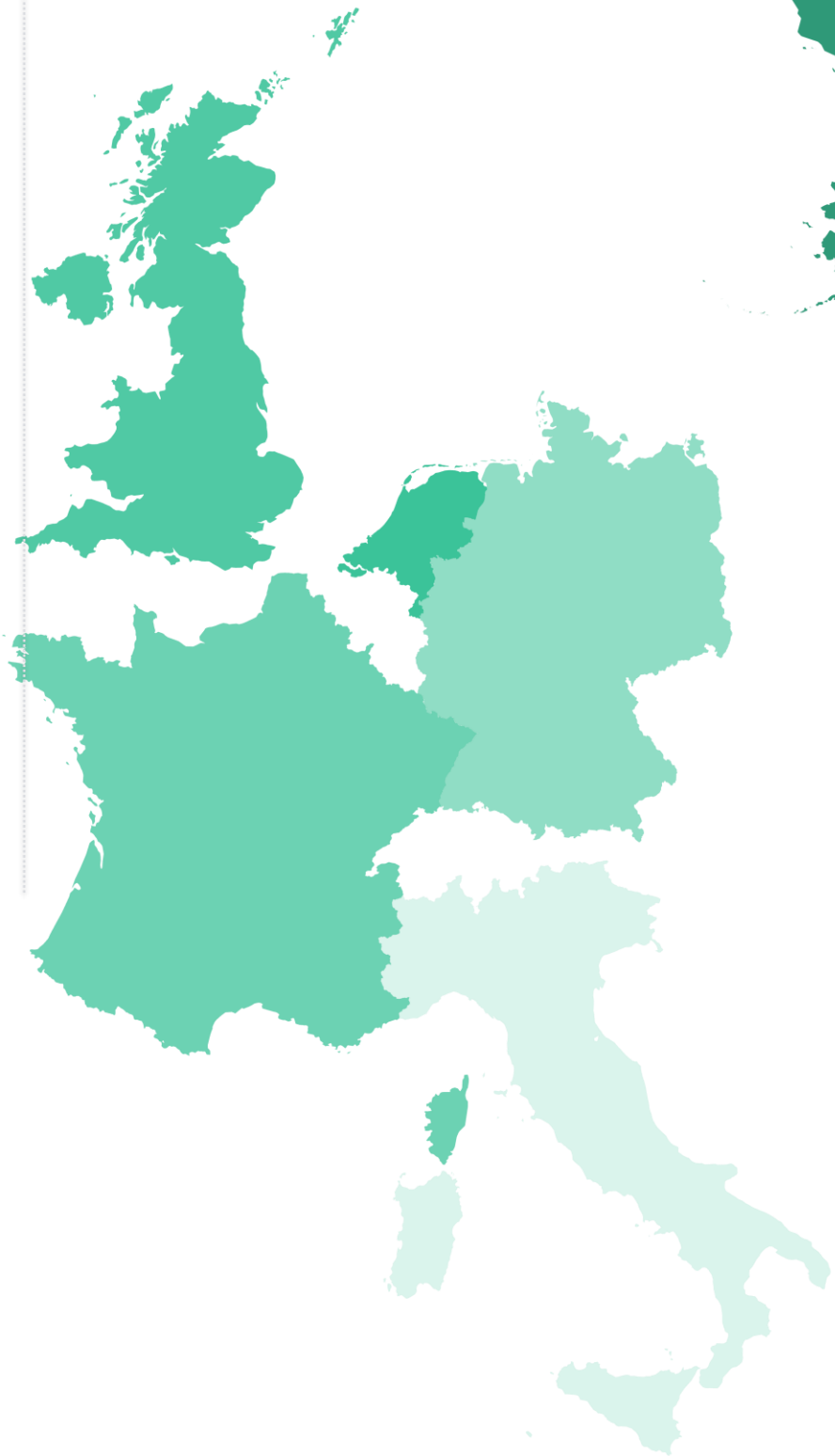
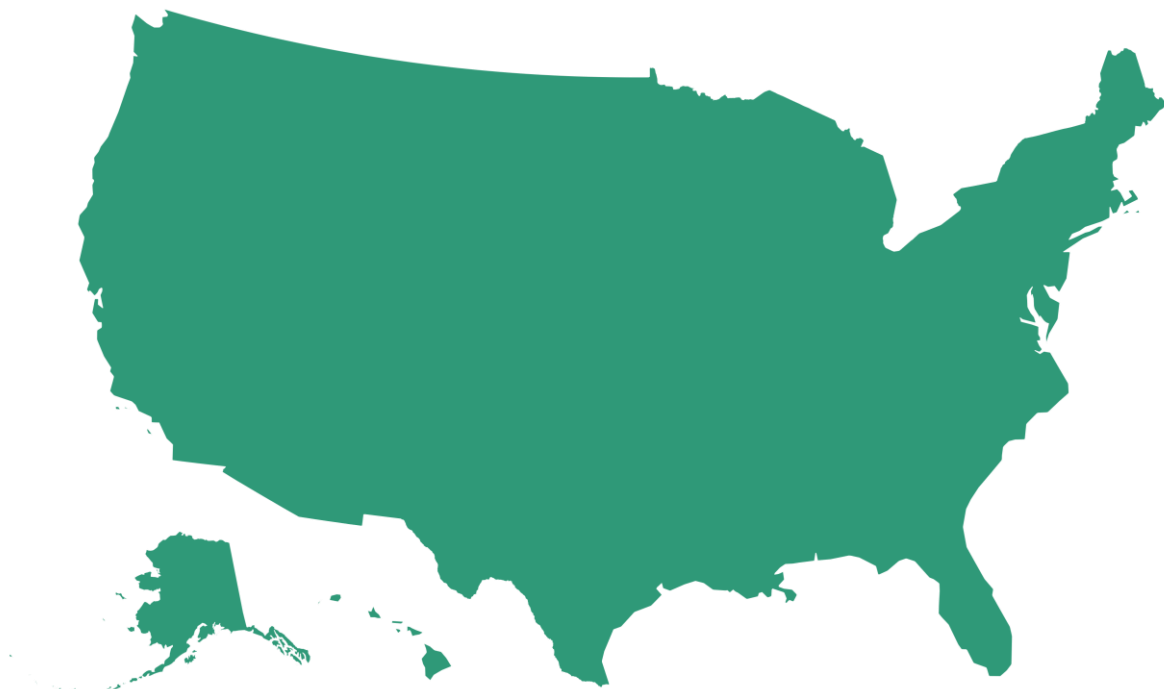


Value for Money: 8.8 / Europe avg: 8.3



Sustainable Travel: 7.7 / Europe avg: 7.6

Rating per market



	Rating	Reviews count
USA	9.23	1880
Netherlands	8.78	736
UK	8.75	6889
France	8.72	1952
Germany	8.67	1591
Italy	8.58	878

Note: based only on reviews having market origin information (about half of total reviews)

(\*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10



Overall Rating:

9.19



Europe Benchmark: 8.73

Greece: 9.08 / Athens: 9.08 / Seaside: 9.03



Sanitary Safety  
Score(\*)

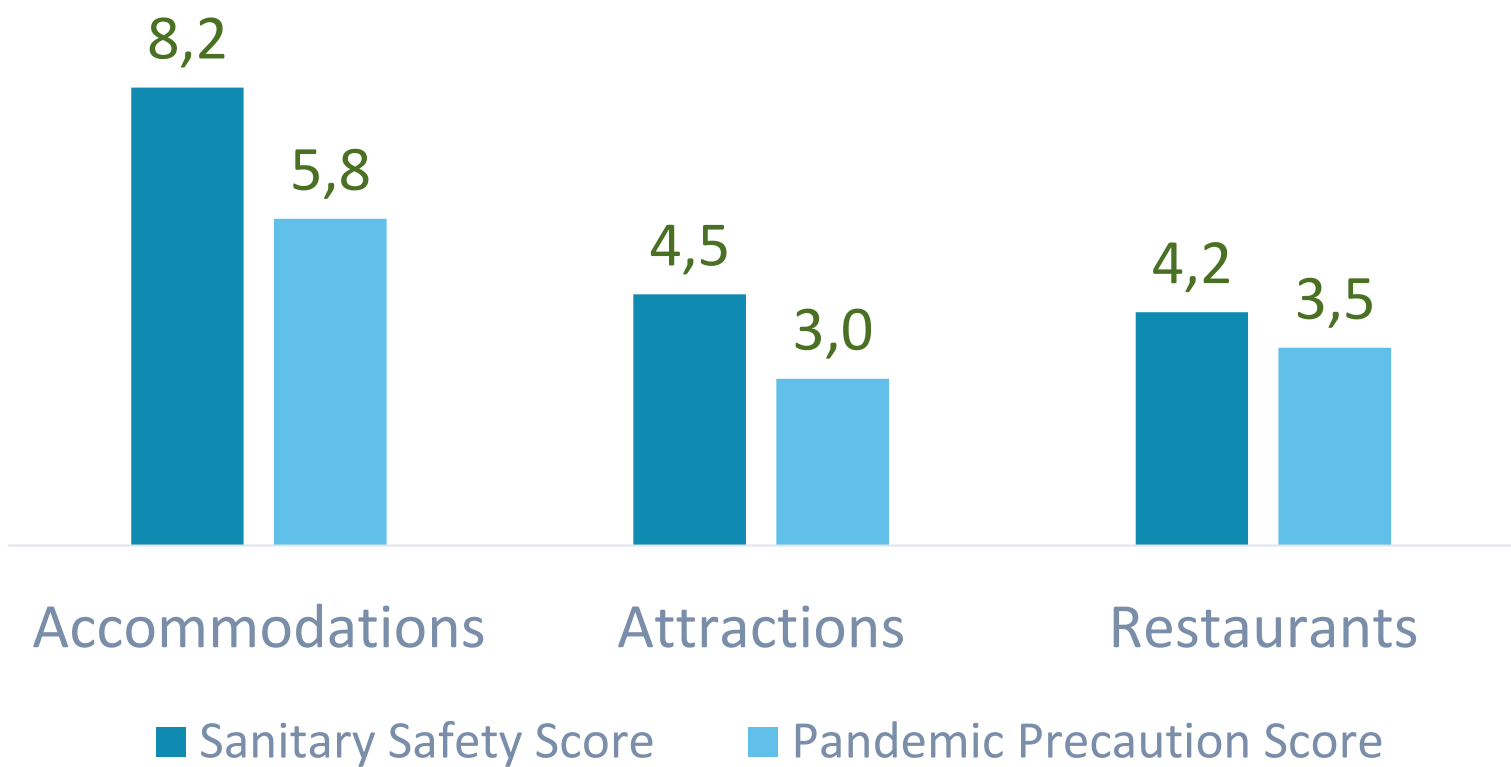


Greece Avg. : 6.5

Pandemic Precautions  
Score(\*)



Greece Avg. : 3.9

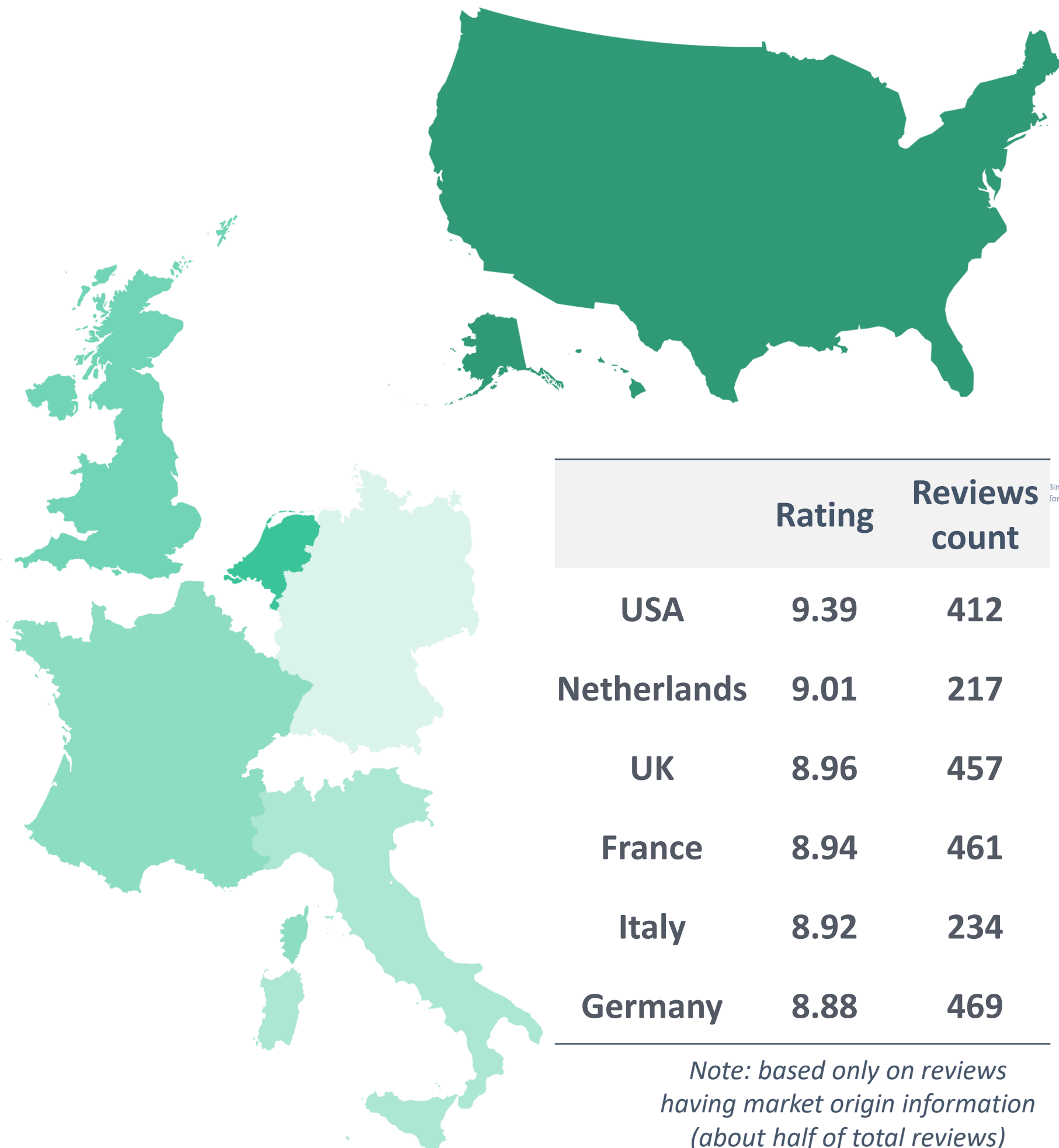


Value for Money: 8.9 / Europe avg: 8.3



Sustainable Travel: 8.3 / Europe avg: 7.6

Rating per market



	Rating	Reviews count
USA	9.39	412
Netherlands	9.01	217
UK	8.96	457
France	8.94	461
Italy	8.92	234
Germany	8.88	469

Note: based only on reviews having market origin information (about half of total reviews)

(\*) Sanitary/Pandemic vigilance threshold is usually defined below 5/10

2 <sup>nd</sup> Quarter 2023	GreeceEvol. Q1 2023/Q2 2023	AthensEvol. Q1 2023/Q2 2023	S&BEvol. Q1 2023/Q2 2023	OtherEvol. Q1 2023/Q2 2023	EuropeEvol. Q1 2023/Q2 2023
Overall Rating	9.08-0.10	9.08-0.05	9.03-0.23	9.19-0.01	8.73-0.01
Culture	9.27-0.28	9.41-0.14	9.06-0.32	9.28-0.31	
Restaurants	9.130.21	8.97-0.07	9.210.00	9.100.45	
Sea	9.04-0.30	9.27-0.09	9.00-0.31	9.39-0.02	
Shopping	8.970.01	8.900.02	9.36-0.29	8.99-0.05	
Accommodations	8.87-0.09	8.70-0.20	8.90-0.09	9.01-0.05	
Sanitary Safety	6.450.86	4.22-1.80	6.772.13	6.820.95	
Pandemic Precautions	3.880.51	2.51-1.06	4.501.51	3.51-0.09	
Accommodation - Sanitary Safety	7.400.79	7.05-0.61	7.362.07	8.182.18	
Accommodation - Pandemic Precautions	5.891.89	5.75-0.08	5.902.98	5.831.94	
Attractions - Sanitary Safety	3.26-0.94	2.79-1.26	3.330.22	4.48-1.72	
Attractions - Pandemic Precautions	2.47-0.70	2.17-0.97	2.58-0.46	2.98-0.59	
Restaurants - Sanitary Safety	5.300.56	3.29-2.10	5.960.96	4.172.50	
Restaurants - Pandemic Precautions	3.311.12	2.000.18	3.730.40	3.531.03	
Sanitary/Pandemic vigilance threshold is usually defined at 5/10					
Overall Rating	9.08-0.10	9.08-0.05	9.03-0.23	9.19-0.01	8.73-0.01
USA	9.220.01	9.18-0.04	9.230.28	9.390.00	
UK	8.76-0.08	8.69-0.25	8.750.13	8.960.31	
NL	8.770.17	8.51-0.04	8.780.04	9.010.24	
DE	8.67-0.01	8.49-0.07	8.67-0.09	8.88-0.05	
FR	8.700.01	8.48-0.10	8.720.18	8.94-0.29	
IT	8.62-0.06	8.56-0.09	8.58-0.40	8.920.18	



## Quarter 2 - 2023

- **The review count experienced a boost throughout the second quarter of 2023**, steadily increasing in anticipation of summer. In a typical scenario, **overall ratings have been on the decline** as the volume has increased.
- Despite the downward trend, Greece's overall rating remains **highly competitive compared to European benchmark** (+0.35 pts.). **The declines in scores have been observed for Culture, Sea, Accommodations categories since Q1 of 2023**, while the ratings went up for Restaurant and Shopping. Cultural experiences and Restaurant received the highest ratings.
- Dissecting scores per area, all the areas, including **Athens** (-0.05 pts.), **Seaside** (-0.23 pts.) and **Other regions** (-0.01 pts.) have seen a decline in overall scores. **Culture and Sea activities are rated highest in Athens** and **other areas** of Greece, while **Shopping remains most highly rated activity in the regions by the sea**.
- **Sentiment scores have improved with regards to Sanitary Safety** (+0.86 pts.) and **Pandemic Precautions** (+0.51 pts.). While the former remains well above the vigilance threshold of 5/10, the latter is once again below. However, when looking vertically, it is important to note that **Sanitary Safety Scores are below the vigilance level** for Attraction.
- **Sanitary Safety and Pandemic Precautions scores have improved in the Seaside regions, as well as Sanitary Safety for other regions**. However, both indicators have been on the decline in Athens, and the Pandemic Precaution scores in other regions have also decreased.
- **Value for Money and Sustainable Travel sentiment scores surpass the European average for Greece, as well as for all individual areas**. Other regions within Greece are particularly renowned for providing excellent value in relation to their cost. Similarly, the perception of sustainable practices implemented in these areas is also highly regarded.
- **While there has been an overall downward trend, ratings from the American, Dutch, and French markets have been increasing in Greece**. However, in Athens, scores have decreased across all major markets. As for the seaside and other regions, the scores from the American, British, Dutch, and French markets have increased for the seaside regions, while the American, British, Dutch, and Italian markets have seen an increase in scores for other regions.
- **Travellers from the United States consistently give the highest ratings overall**. Following closely behind are **those coming from the Netherlands**, giving high ratings for all of Greece, Seaside, and Other regions. British visitors are the second most satisfied in Athens.



# Toplines







1. **The second quarter of 2023 witnessed a recovery** from the aftermath of the train collision in Larissa during Q1, which had been impacting both Greece's and Athens' NSI. While **Athens' score showed a consistent increase** throughout the quarter, **Greece's overall e-reputation declined by the end of Q2**. This decline was primarily attributed to unfortunate news, not directly associated with tourism but resulting in strong negative sentiments in social web conversations. The news revolved around the sinking of a boat carrying migrants off the coast of Greece.
2. As a consequence, except for the Dutch market, **the scores per market are consistent with the overall NSI patterns**. However, when considering the average scores for each market over the quarterly periods, it becomes apparent that **the scores are not necessarily low**. In fact, the majority of markets have scores above 55. In terms of specific topics, content related to **Gastronomy, Culture, and Hospitality consistently receives highly positive NSI** above 85.
3. Although there were some negative news as well as **concerns raised regarding overtourism**, Greece's travel scene in Q2 **was still abundant with a diverse range of positive content**. Many of these content highlighted **Greece's rich cultural heritage, delightful gastronomy, and breathtaking natural landscapes**. Additionally, they emphasized Greece's continued dedication to social and environmental initiatives, further enhancing its appeal as a travel destination.
4. When examining visitor satisfaction, **the number of reviews experienced a considerable increase** throughout the quarter. In a typical situation, however, overall ratings have shown a decline as the volume of reviews has risen.
5. **Greece's overall ratings, as well as those of its individual tourism areas, consistently surpass the European average**. The highest scores are observed in other regions of Greece, followed by Athens. **Cultural and Restaurant prove to be strong drivers of experience reputation**.
6. Since Q1 of 2023, there has been **an improvement in Sanitary Safety scores and Pandemic Precautions**. Furthermore, both **Value for Money and Sustainable Travel scores in Greece are notably higher than the European average**. The latter continue to **reflect the positive stories that were shared online**.
7. Finally, **ratings per market in Greece have exhibited mixed results**. While **scores have decreased across all major markets in Athens**, the **Seaside and other regions** have witnessed **a combination of both increasing and decreasing scores** across major markets.