INSETE INTELLIGENCE

travelsat

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

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

Εισαγωγή

Η ραγδαία μεταβολή των συνθηκών στις οποίες πραγματοποιούνται τα ταξίδια έχει αλλάξει σε μεγάλο βαθμό τα χαρακτηριστικά των ταξιδιωτικών αγορών, ιδιαίτερα σε ότι αφορά στα διεθνή ταξίδια. Ο Δήμος Αθηναίων προκειμένου να διευκολύνει την ανάκαμψη της τουριστικής δραστηριότητας στην Αθήνα και να διευκολύνει τις τουριστικές επιχειρήσεις και φορείς να προσαρμοσθούν στις νέες συνθήκες ανέθεσε στο ΙΝΣΕΤΕ την «Δράση Ενημέρωσης και Ευαισθητοποίησης των μελών / τουριστικών επιχειρήσεων στα νέα δεδομένα και ανάγκες της αγοράς: Ευέλικτη και Εξειδικευμένη πληροφόρηση των φορέων και Επιχειρήσεων. Στοχευμένη και οργανωμένη διάθεση δεδομένων επιχειρηματικότητας» με MIS 5083736.

Στα πλαίσια της ανωτέρω πράξης ανατέθηκε στην εταιρεία TCI Research, με την από 07/07/2021 σύμβαση, η συλλογή big data για την Αθήνα, την Ελλάδα και ανταγωνιστικούς προορισμούς, τόσο αναφορικά με στοιχεία που αφορούν στην προσφορά του τουριστικού προϊόντος, όσο και στην ζήτηση. Τα στοιχεία αυτά, που επιτρέπουν την ταχύτερη και αποτελεσματικότερη προσαρμογή των επιχειρήσεων στο διαρκώς μεταβαλλόμενο περιβάλλον του τουρισμού, αφορούν συγκεκριμένα:

-Σε δεδομένα με τα οποία παρακολουθείται συστηματικά, τεκμηριωμένα και πολύπλευρα η εξέλιξη της εικόνας της Ελλάδας και του τουριστικού προορισμού ‘Αθήνα’ τα οποία συλλέγονται μέσω τεχνικών social listening στο internet από ένα πλήθος πηγών όπως πχ Social Media, Blogs, Forums, Online news κ.ά.

-Σε στοιχεία αξιολογήσεων από 25+ Travel Reviews Websites και OTA platforms (πχ Booking, Google, C trip) που έχουν υποβάλει επισκέπτες για την τουριστική εμπειρία ως προς τα διάφορα επιμέρους ‘συστατικά’ (πχ διαμονή, εστίαση, αξιοθέατα κλπ). Στη μελέτη παρουσιάζονται αξιολογήσεις της εμπειρίας στην Ελλάδα συνολικά, στην Αθήνα, σε προορισμούς S&B συνολικά και όλους τους υπόλοιπους προορισμούς συνολικά. Επίσης, εξετάζονται οι αξιολογήσεις ανά χώρα προέλευσης των επισκεπτών (ΗΠΑ, ΗΒ, Γερμανία, Γαλλία, Ολλανδία, Ιταλία)

Στο παρόν τεύχος παρουσιάζονται τα αποτελέσματα της έρευνας που αφορά στο δεύτερο τρίμηνο του 2022.

Κύρια Σημεία

Η συνολική φήμη της χώρας βάσει ανάλυσης στοιχείων στο διαδίκτυο και στα Μέσα Κοινωνικής Δικτύωσης:

1. Κατά το δεύτερο τρίμηνο του 2023, καταγράφηκε μία ανάκαμψη στον δείκτη Net Sentiment Index-NSI (+6 μονάδες, από 43 στο Q1 σε 49 στο Q2) που αποτυπώνει τη συνολική φήμη της Ελλάδας στο διαδίκτυο και ο οποίος είχε επηρεαστεί στο πρώτο τρίμηνο από το δυστύχημα στα Τέμπη. Ειδικότερα, η φήμη της Αθήνας (65 μονάδες) παρουσίασε σταθερή άνοδο καθ' όλη τη διάρκεια του δεύτερου τριμήνου, ενώ η συνολική φήμη της Ελλάδας μειώθηκε προς το τέλος του τριμήνου. Η μείωση αυτή δεν αποδίδεται σε γεγονότα που συνδέονται άμεσα με τον τουρισμό, αλλά αντανακλούν τη δημοσιότητα σε σχέση με τις μεταναστευτικές ροές και ειδικότερα με το ναυάγιο της Πύλου στο τέλος Ιουνίου.
2. Ο δείκτης NSI για την Ελλάδα ανά αγορά, με εξαίρεση την ολλανδική αγορά, ακολουθεί την παραπάνω εξέλιξη δηλαδή ανάκαμψη και πτώση στο τέλος του τριμήνου. Ωστόσο, εξετάζοντας τις μέσες βαθμολογίες του NSI για κάθε αγορά κατά τις τριμηνιαίες περιόδους, στην πλειονότητα των αγορών καταγράφονται ικανοποιητικές βαθμολογίες άνω του 55/100. Αξίζει να σημειωθεί ότι οι διαδικτυακές συζητήσεις με θέμα με τη Γαστρονομία, τον Πολιτισμό και τη Φιλοξενία λαμβάνουν σταθερά πολύ υψηλή βαθμολογία (NSI πάνω από 85/100).Γενικά, η διαδικτυακή φήμη της Ελλάδας ως ταξιδιωτικού προορισμού εξακολουθούσε να κινείται γύρω από ένα μεγάλο εύρος θετικού περιεχομένου. Πέρα από την πλούσια πολιτιστική κληρονομιά της Ελλάδας, τη γαστρονομία και τη φιλοξενία, καταγράφηκαν θετικές αναφορές για τα τοπία, καθώς και για τη συνεχή δέσμευση της Ελλάδας σε κοινωνικές και περιβαλλοντικές πρωτοβουλίες, όπως η βελτίωση της προσβασιμότητας στην παραλία για χρήστες αναπηρικών αμαξιδίων και την ένταξη του φαραγγιού της Νέδας σε καθεστώς προστασίας.
3. Από την άλλη πλευρά, αρνητική επίδραση φαίνεται να έχει ο παράγοντας της καθαριότητας στη συνολική φήμη της χώρας.
4. Θα πρέπει επίσης, να σημειωθεί ότι καταγράφηκαν και ορισμένες ανησυχίες σχετικά με τη φέρουσα ικανότητα των προορισμών (πχ ουρές αναμονής στην Ακρόπολη και αυξημένες τουριστικές ροές στις Κυκλάδες).
5. Επίσης, είναι αξιοσημείωτο ότι, σε μακροχρόνια βάση, ο δείκτης φήμης NSI της Ελλάδας έχει μεγαλύτερες διακυμάνσεις σε σχέση με την Πορτογαλία, την Ισπανία και την Ιταλία. Την χαμηλότερη διακύμανση έχει η Ιταλία.
6. Σε σχέση με ανταγωνίστριες χώρες, ο δείκτης NSI της Ελλάδας (49 μονάδες) το Q2 κατατάσσεται κάτω από αυτόν της Πορτογαλίας (κατά 11 μονάδες) και της Ισπανίας (κατά 3 μονάδες), αλλά ξεπερνά (κατά +10 μονάδες) το αντίστοιχο της Ιταλίας. Η Αθήνα το Q2 κατέγραψε τον υψηλότερο NSI (65 μονάδες) από όλους τους υπό μελέτη προορισμούς

Κύρια Σημεία

Αναφορικά με την αξιολόγηση της εμπειρίας που έχουν οι τουρίστες στη χώρα, όπως αυτή προκύπτει από την ανάλυση στοιχείων σε τουριστικά sites (online travel agents, travel review sitesκλπ.)

7. Οι συνολικές αξιολογήσεις της Ελλάδας με βάση την εμπειρία επίσκεψης, καθώς και αυτές των επιμέρους τουριστικών περιοχών, ξεπερνούν σταθερά τον ευρωπαϊκό μέσο όρο. Οι υψηλότερες βαθμολογίες καταγράφονται σε σχέση με την «άλλη Ελλάδα» (δλδ. πλην Αθηνών και προορισμών Sun & Beach) και ακολουθεί η Αθήνα.
8. Ο αριθμός των αξιολογήσεων της εμπειρίας επίσκεψης παρουσίασε σημαντική αύξηση καθ' όλη τη διάρκεια του τριμήνου, αντανακλώντας τις αυξημένες τουριστικές ροές. Παράλληλα, και όπως συμβαίνει διεθνώς, παρατηρήθηκε πτώση των βαθμολογήσεων που, ωστόσο, παρέμειναν σε υψηλά επίπεδα και υψηλότερα από του ανταγωνισμού.
9. Οι ταξιδιώτες από τις Ηνωμένες Πολιτείες Αμερικής τείνουν να αποδίδουν σταθερά τις υψηλότερες βαθμολογίες στην εμπειρία επίσκεψης συνολικά. Ακολουθούν εκείνοι προέρχονται από την Ολλανδία, δίνοντας υψηλές βαθμολογίες για όλη την Ελλάδα, τους «Sun & Beach προορισμούς» και την «άλλη Ελλάδα».
10. Οι αξιολογήσεις ως προς τις μεταβλητές «σχέση ποιότητας-τιμής» (Value for Money) και «βιώσιμο ταξίδι» (Sustainable Travel) στην Ελλάδα είναι σημαντικά υψηλότερες από τον ευρωπαϊκό μέσο όρο, επιβεβαιώνοντας τις σχετικές θετικές αναφορές στο διαδίκτυο.

Κύρια Σημεία

11. Αξίζει να σημειωθεί ότι η «άλλη Ελλάδα» σύμφωνα με τις αξιολογήσεις παρουσιάζει θετική φήμη για την παροχή εξαιρετικής εμπειρίας σε σχέση με το κόστος (Value for Money). Ομοίως, η αντίληψη των βιώσιμων πρακτικών που εφαρμόζονται σε αυτούς τους προορισμούς τυγχάνει μεγάλης εκτίμησης από τους επισκέπτες.
12. Οι αξιολογήσεις με βάση την επίσκεψη για την Αθήνα (9,08) παρουσιάζουν μια οριακή μείωση σε σχέση με το προηγούμενο τρίμηνο (9,13) σε όλες τις μεγάλες αγορές, παραμένοντας ωστόσο πάνω από τον ευρωπαϊκό μέσο όρο (8,73). Οι Βρετανοί επισκέπτες είναι οι δεύτεροι πιο ικανοποιημένοι από την εμπειρία επίσκεψης στην Αθήνα.
13. Για τους «Sun & Beach προορισμούς» και την «άλλη Ελλάδα» διαμορφώνεται μια μικτή εικόνα στις μεγάλες αγορές. Όσον αφορά τους «Sun & Beach προορισμούς», οι βαθμολογήσεις από τις αγορές των ΗΠΑ, του Ηνωμένου Βασιλείου, της Ολλανδίας και της Γαλλίας έχουν ανοδική τάση, ενώ από τις αγορές της Ιταλίας και της Γερμανίας καθοδική. Ως προς την «άλλη Ελλάδα», στις αγορές των ΗΠΑ, της Βρετανίας, της Ολλανδίας και της Ιταλίας καταγράφεται αύξηση στις βαθμολογίες, ενώ από τις αγορές της Γερμανίας και της Γαλλίας μείωση.

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Travelsat Sentiment Methodology

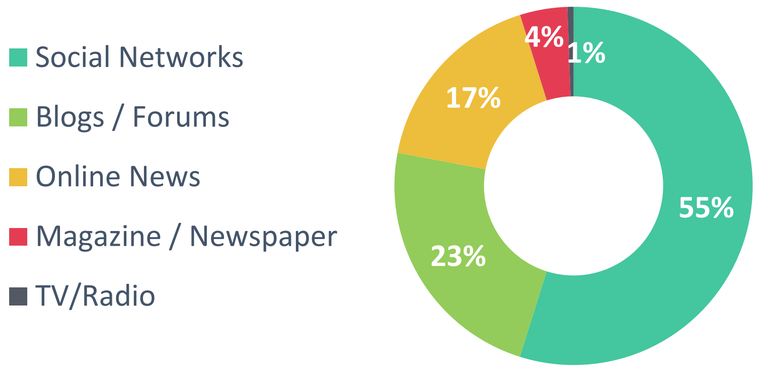
TRAVELSAT© Sentiment Methodology

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.**



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 · Hotels.com Le choix évident · travelocity · zoover avis de voyageurs

Key Sentiment Indexes

KEY SENTIMENT TRENDS - SUMMARY

Quarter 2 - 2023

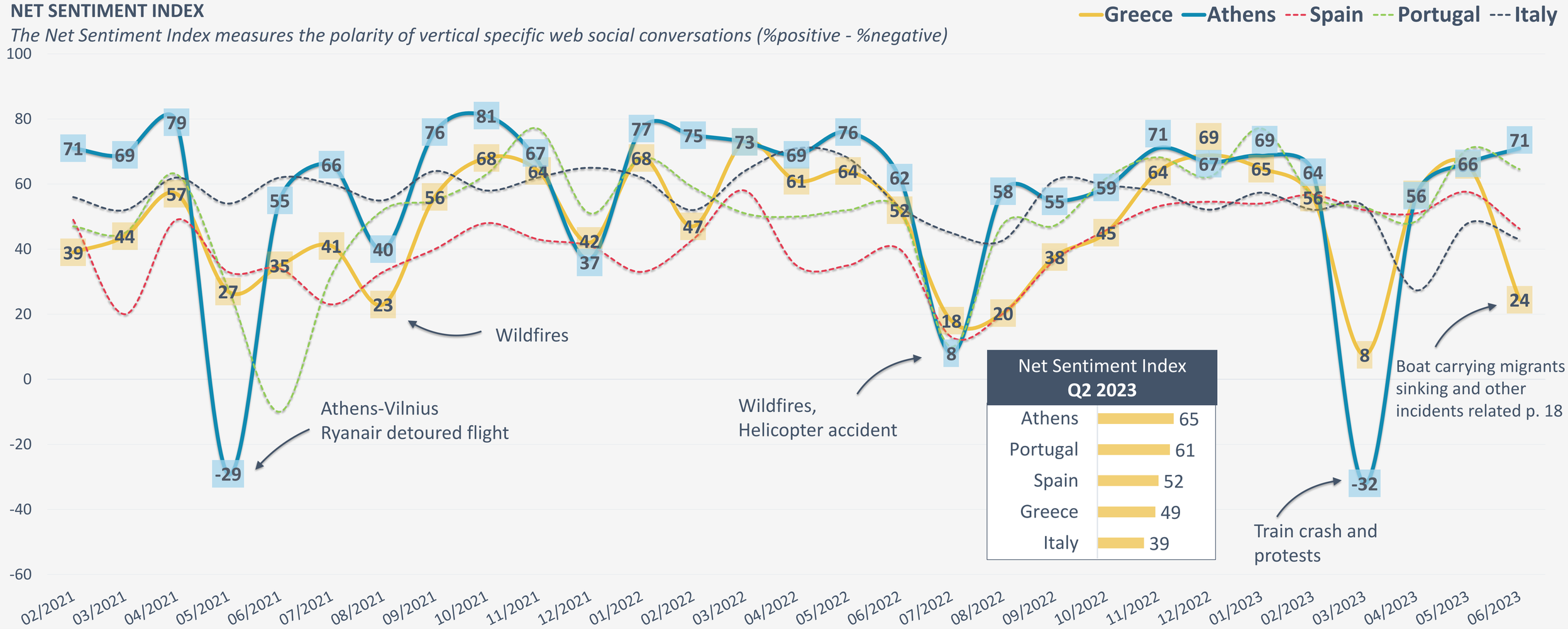
- **Greece and Athen's net sentiment scores (NSI) experienced a recovery** after the decline in March 2023, showing **a positive trend** in **April** and **May**. While Athens has consistently shown an upward trend in NSI throughout Q2 of 2023, **Greece's score was negatively impacted in June**, primarily 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)



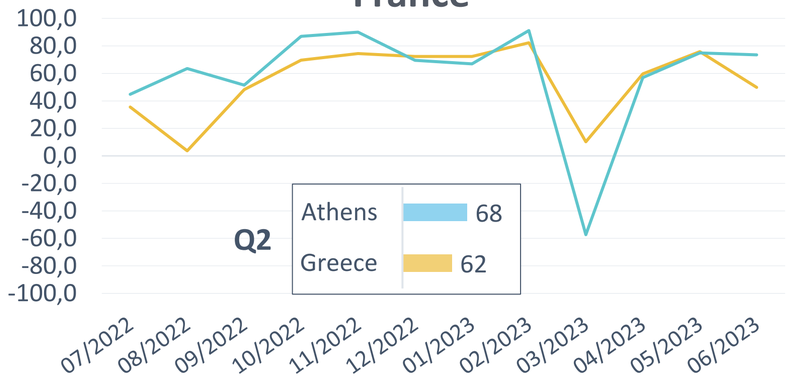
Destination Sentiment per Market

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

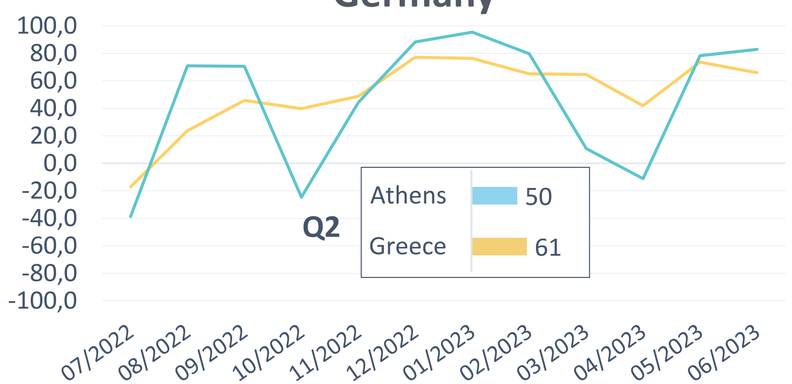
NET SENTIMENT INDEX — Greece — Athens

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

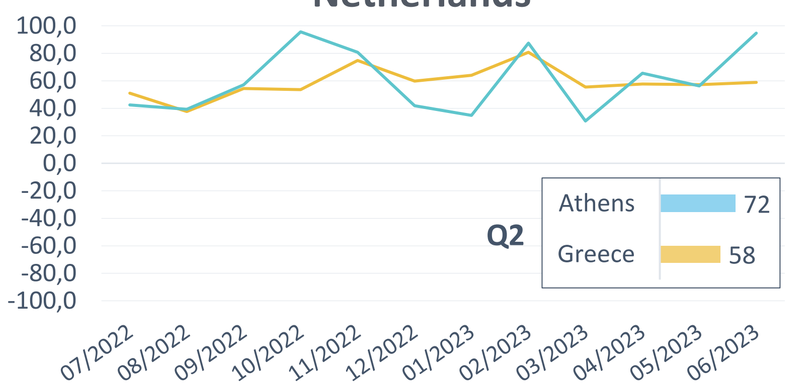
France



Germany



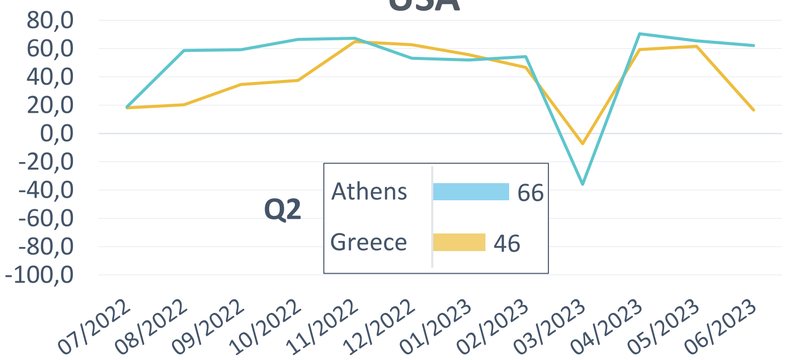
Netherlands



Italy

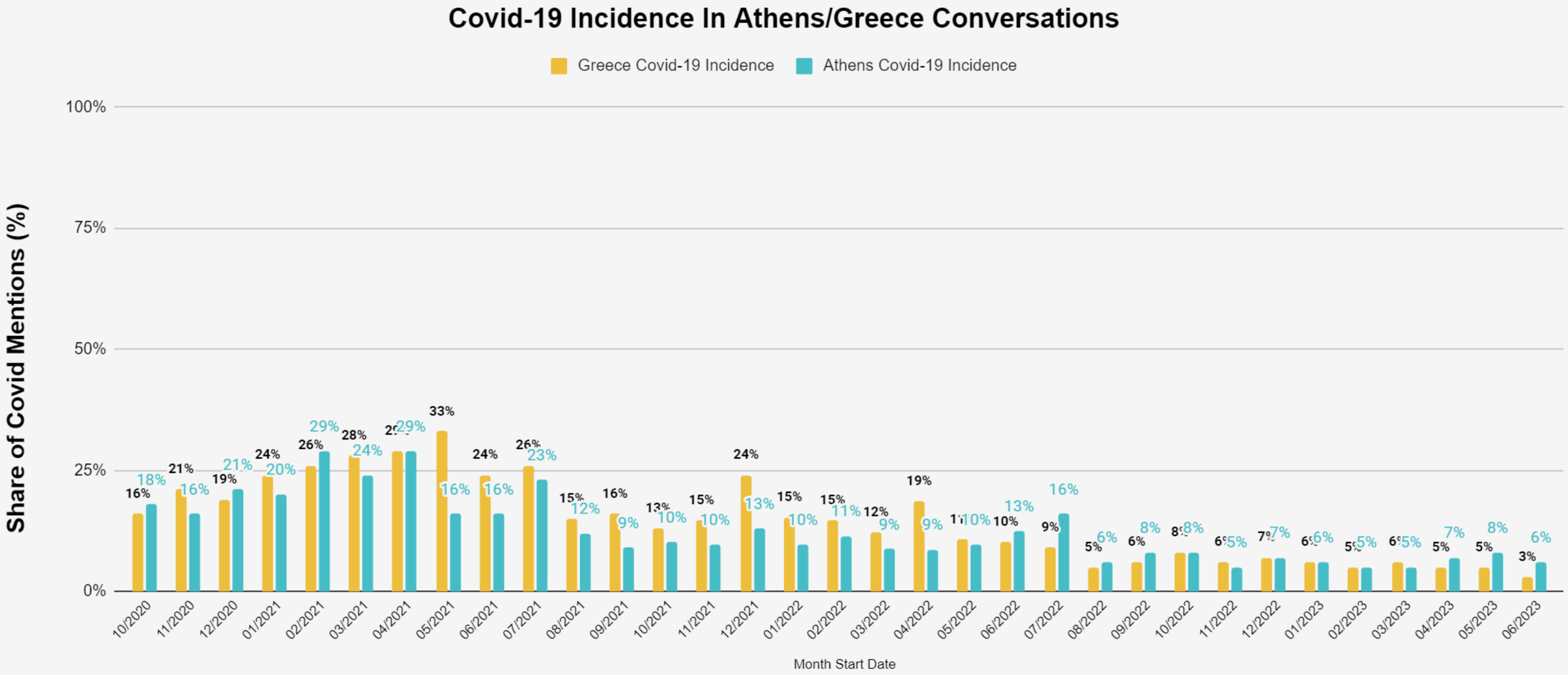
UK

USA



Destination Sentiment

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



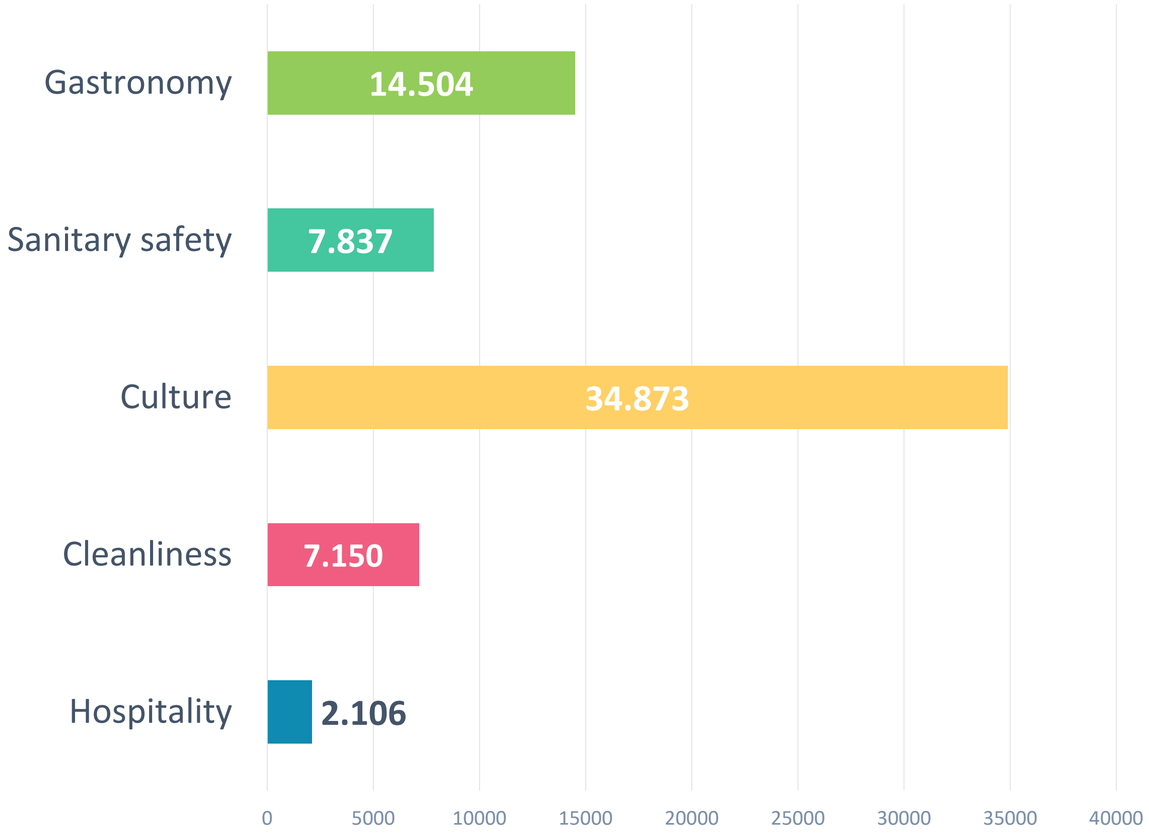
2nd Quarter 2023

Focus on specific reputation topics

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.

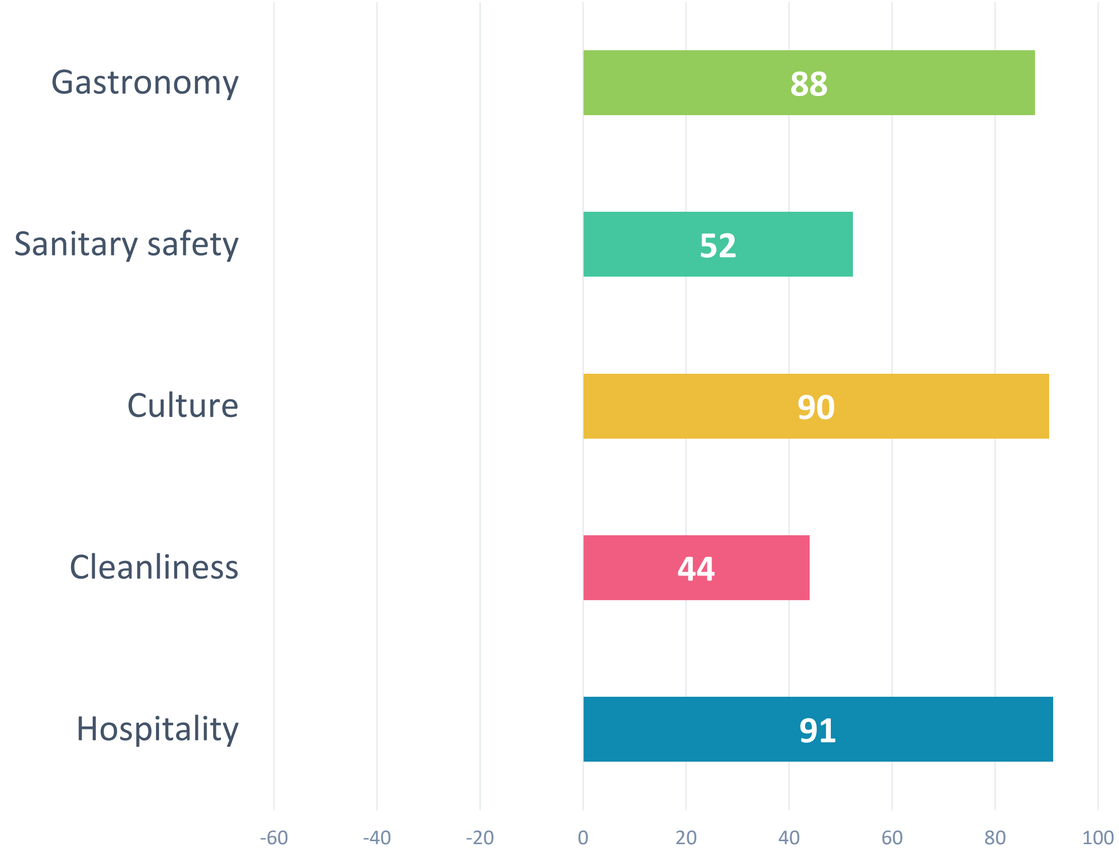
VOLUME OF CONVERSATIONS – APR./JUNE 2023

Intensity of web social conversations



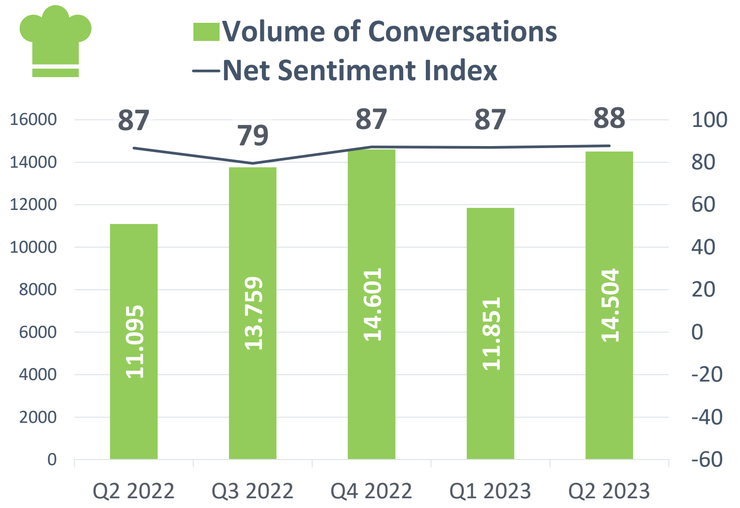
NET SENTIMENT INDEX – APR./JUNE 2023

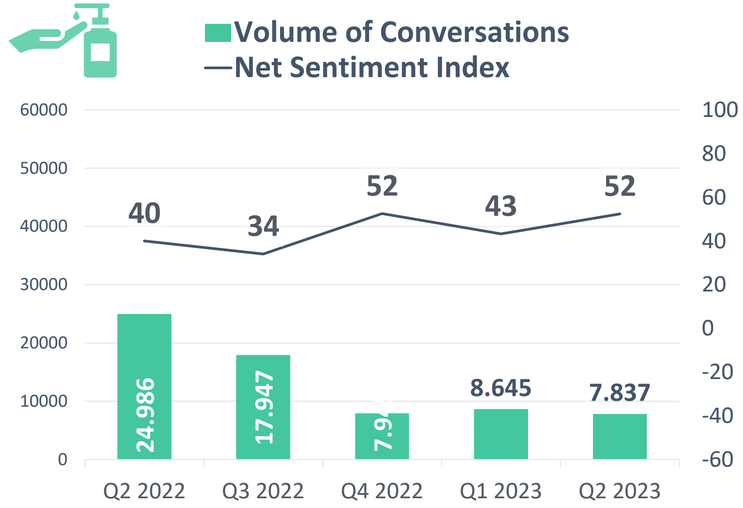
Polarity of verticals specific web social conversations (%positive - %negative)

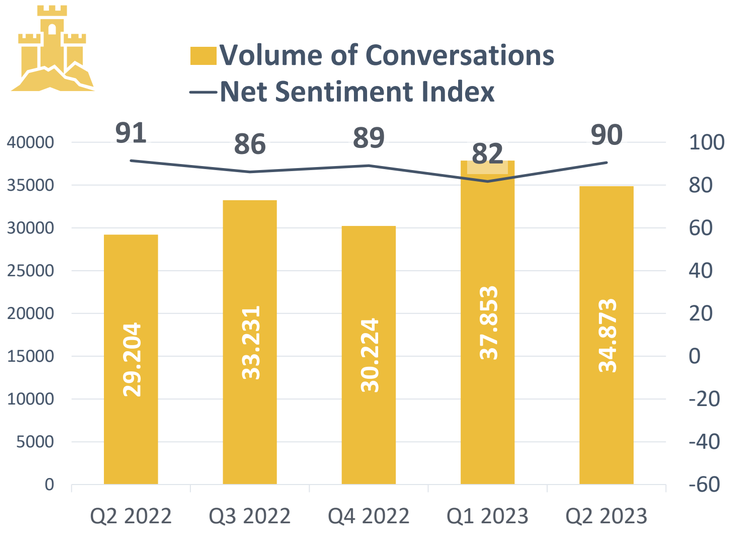


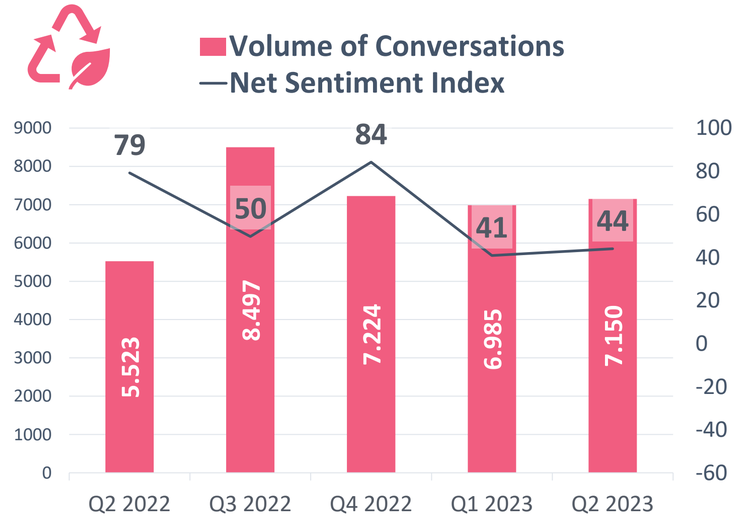
Reputation Topics – Annual Trends

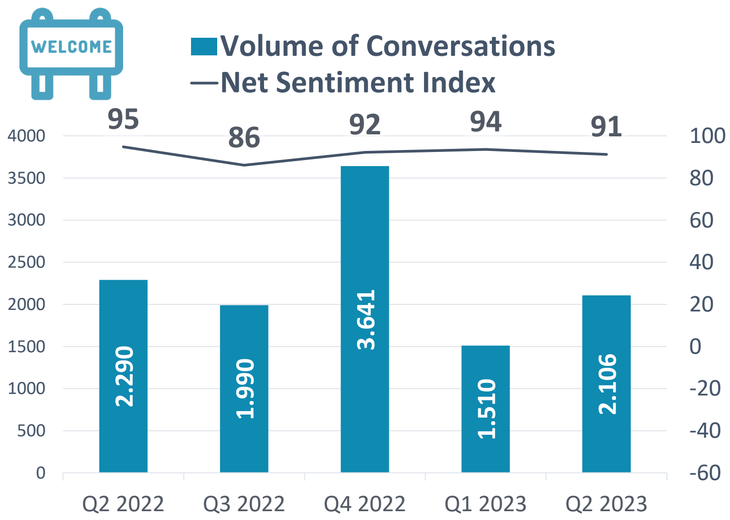
GREECE











2nd Quarter 2023

INSETE INTELLIGENCE

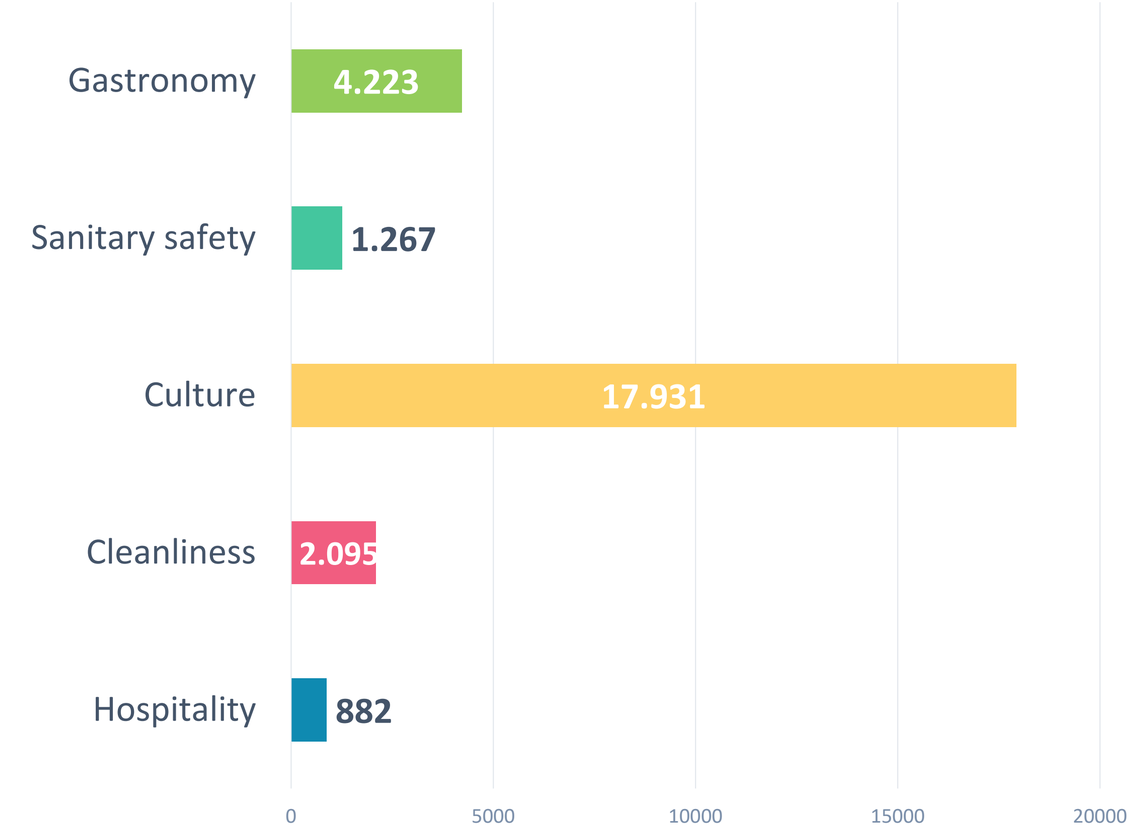
Focus on specific reputation topics

ATHENS

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.

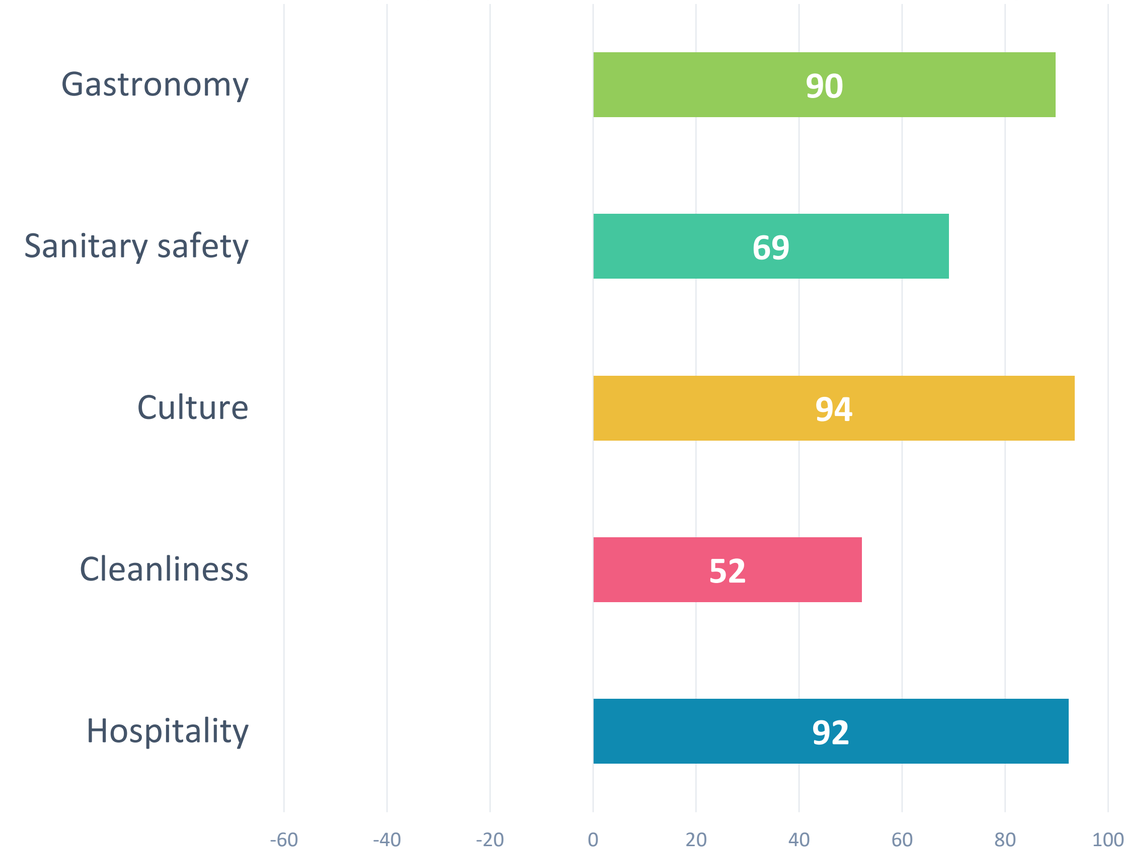
VOLUME OF CONVERSATIONS – APR./JUNE 2023

Intensity of web social conversations

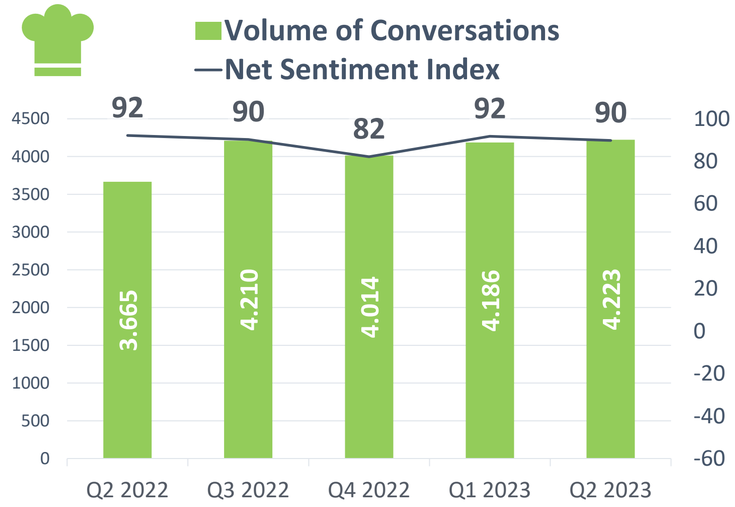


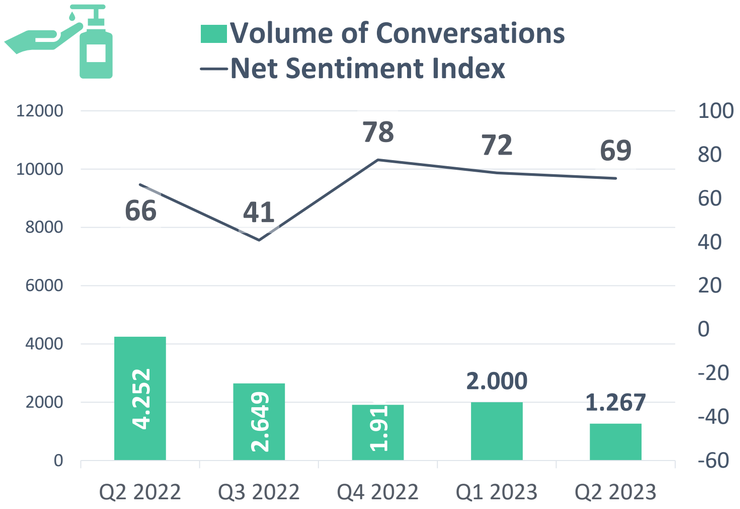
NET SENTIMENT INDEX – APR./JUNE 2023

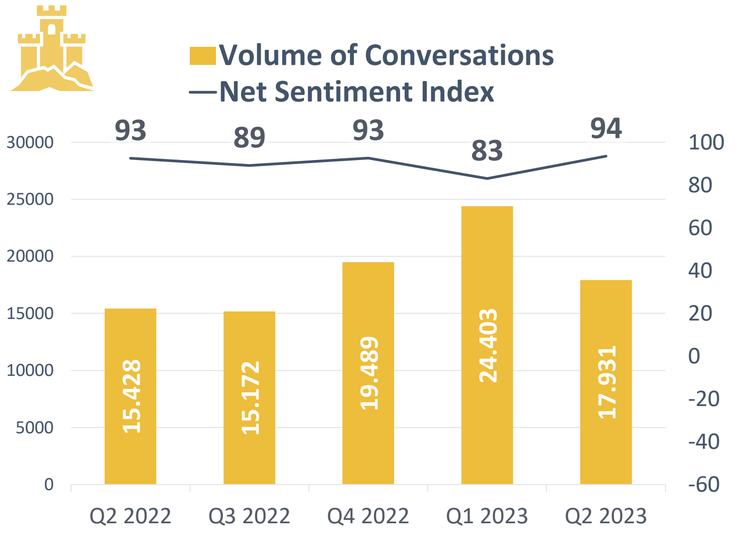
Polarity of verticals specific web social conversations (%positive - %negative)

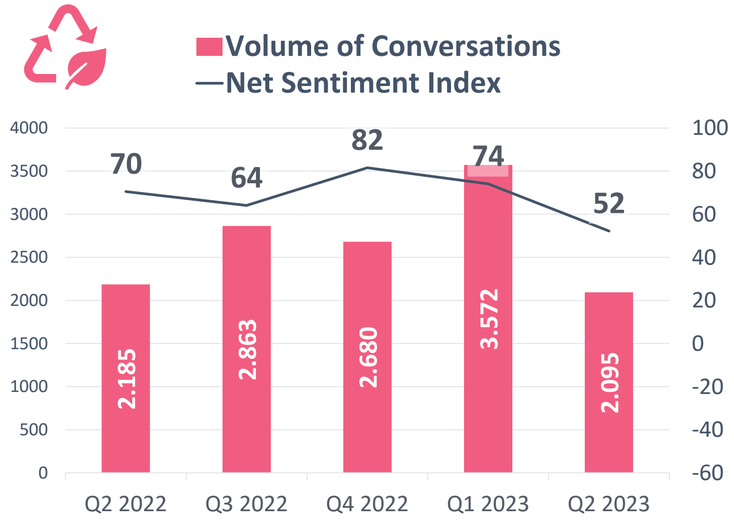


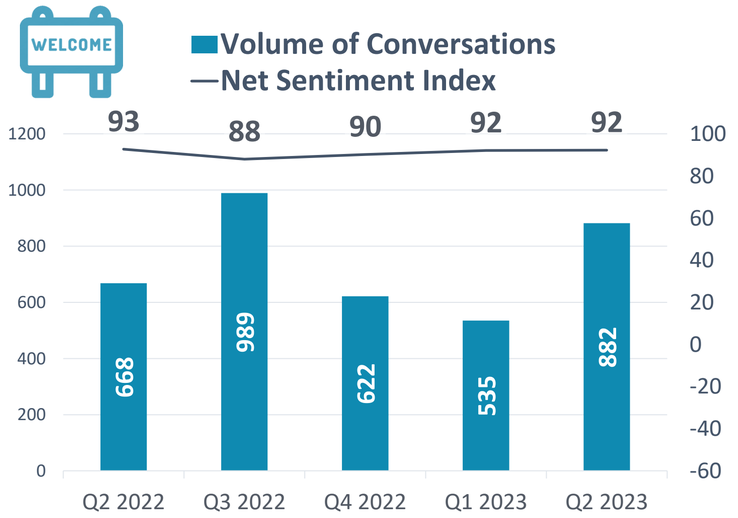
Reputation Topics – Annual Trends











Positive Sentiment Drivers (1/2)

Fueling the destination's social reputation in the period

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 Epidaurus** 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.)

Illustrative Social Posts

Reflecting the Positive Sentiment

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

Illustrative Social Posts

Reflecting the Positive Sentiment

Greece Makes Hundreds of Beaches Wheelchair-friendly

Greece is making hundreds of beaches wheelchair-**friendly** by installing the Greek-designed Seatrac ... 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... 🇦🇹

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! ð¥) 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.

Illustrative Social Posts

Reflecting the Negative Sentiment

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 .

published on 20/06/23 at 10:55 | Newspaper | France | 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

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

published on 19/06/23 at 16:16 | Twitter | Spain | 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

published on 26/05/23 at 22:17 | Twitter | United States | 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

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

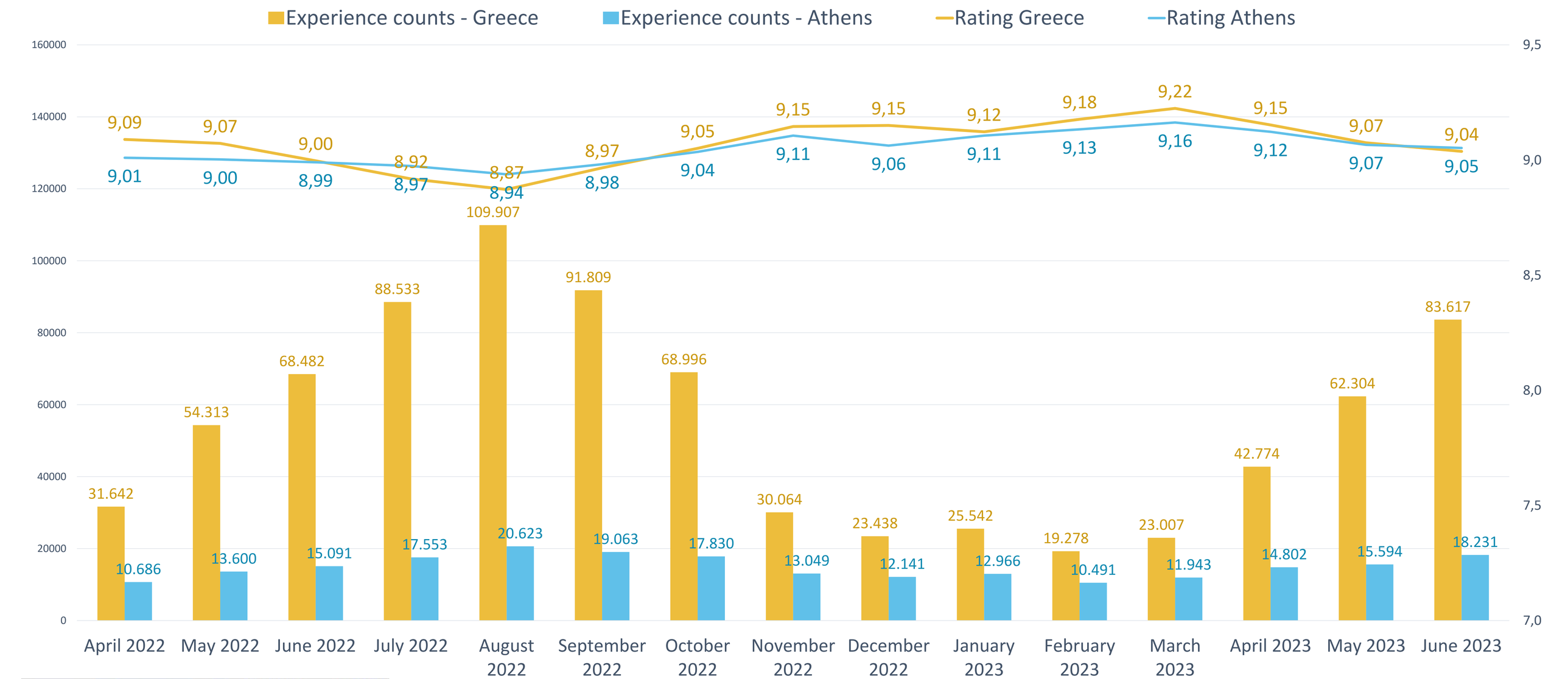
The SAINTE @sainte_eva01 tweeted

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

published on 30/05/23 at 16:28 | Twitter | France | twitter.com

Destination Experience Reputation

Overall Experience Reputation Trends



Experience Reputation Dashboard (Greece)

GREECE

2nd Quarter 2023

Overall Rating:

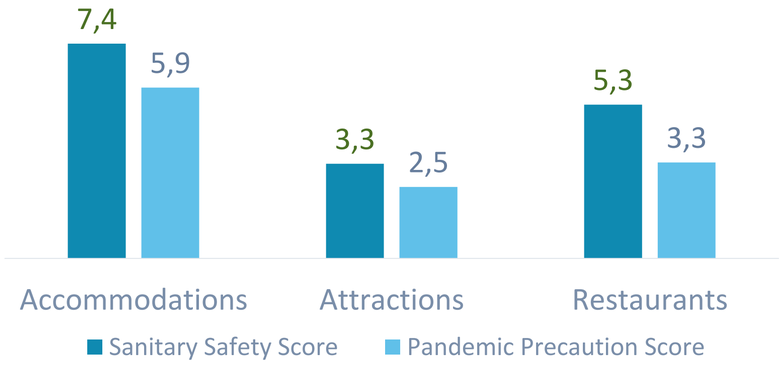
9.08

Europe Benchmark: 8.73

Athens: 9.08 / Seaside: 9.03 / Other: 9.19

Sanitary Safety Score(*)

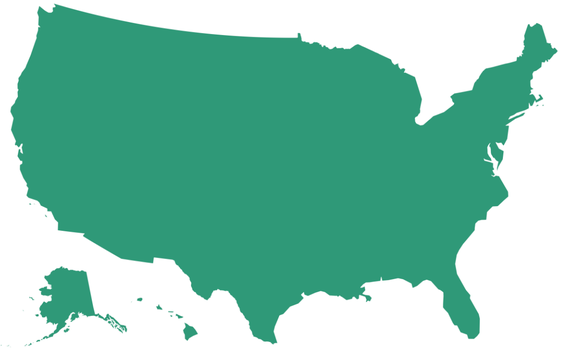
Pandemic Precautions Score(*)

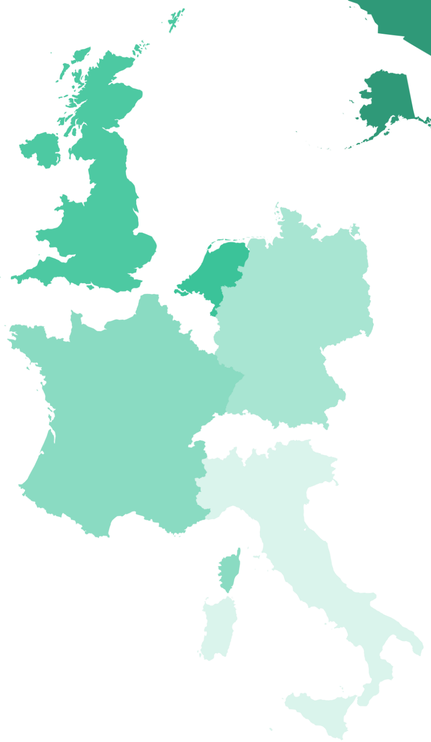


Value for Money: 8.8 / *Europe avg: 8.3*

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

INSETE INTELLIGENCE

Experience Reputation Dashboard (Athens)

ATHENS

2nd Quarter 2023

Overall Rating:

9.08

Europe Benchmark: 8.73

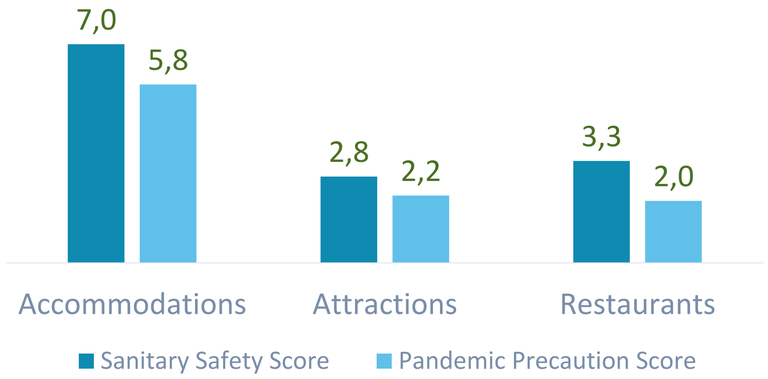
Greece: 9.08 / Seaside: 9.03 / Other: 9.19

Sanitary Safety Score(*)

Greece Avg. : 6.5

Pandemic Precautions Score(*)

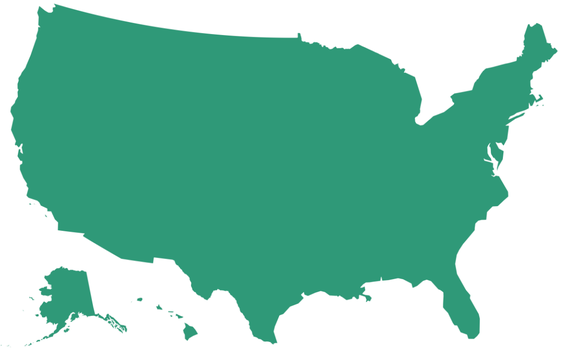
Greece Avg. : 3.9

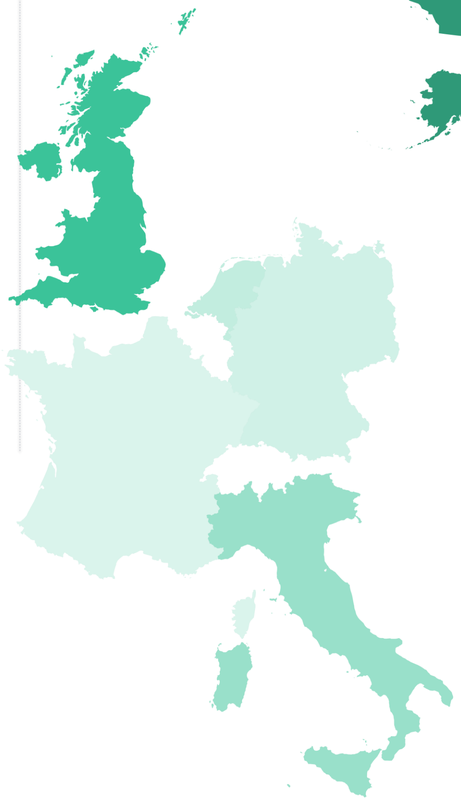


Value for Money: 8.8 / ***Europe avg: 8.3***

Sustainable Travel: 7.8 / ***Europe avg: 7.6***

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)

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

INSETE INTELLIGENCE

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SEASIDE

Experience Reputation Dashboard (Seaside)

2nd Quarter 2023

Overall Rating:

9.03

Europe Benchmark: 8.73

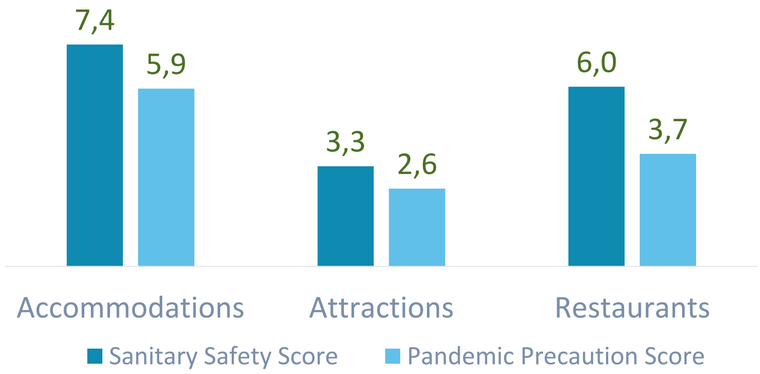
Greece: 9.08 / Athens: 9.08 / Other: 9.19

Sanitary Safety Score(*)

Greece Avg. : 6.5

Pandemic Precautions Score(*)

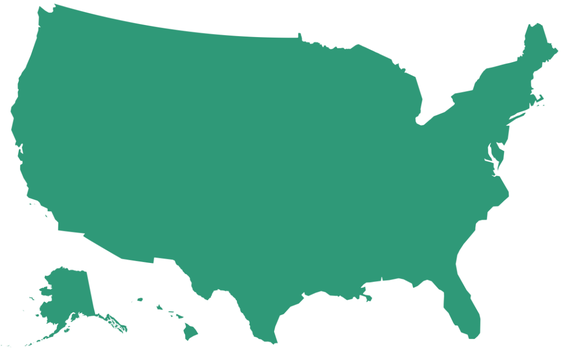
Greece Avg. : 3.9

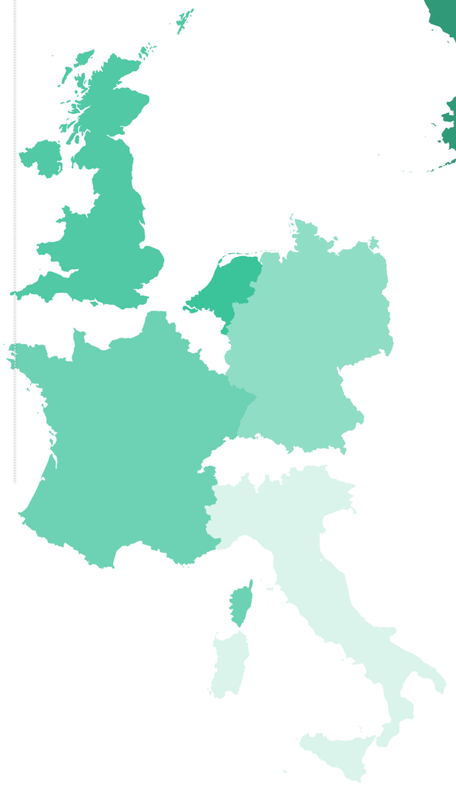


Value for Money: 8.8 / *Europe avg: 8.3*

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)

© GeoNames, Microsoft, TomTom

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

INSETE INTELLIGENCE

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OTHER AREAS

Experience Reputation Dashboard (Other areas)

2nd Quarter 2023

Overall Rating:

9.19

Europe Benchmark: 8.73

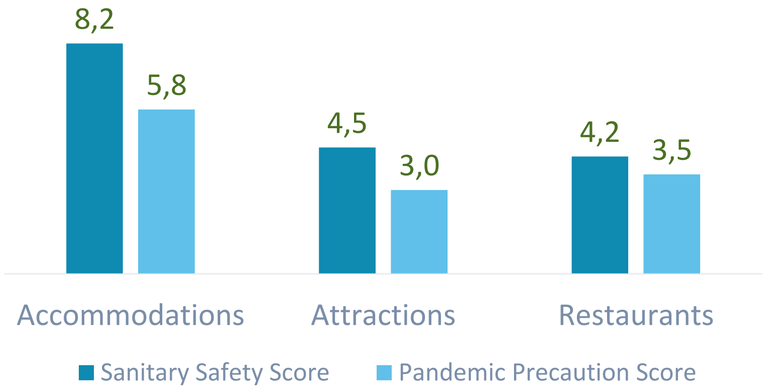
Greece: 9.08 / Athens: 9.08 / Seaside: 9.03

Sanitary Safety Score(*)

Greece Avg. : 6.5

Pandemic Precautions Score(*)

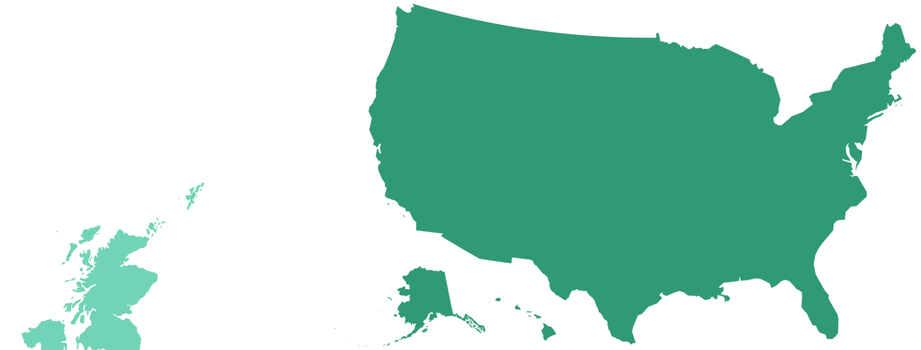
Greece Avg. : 3.9

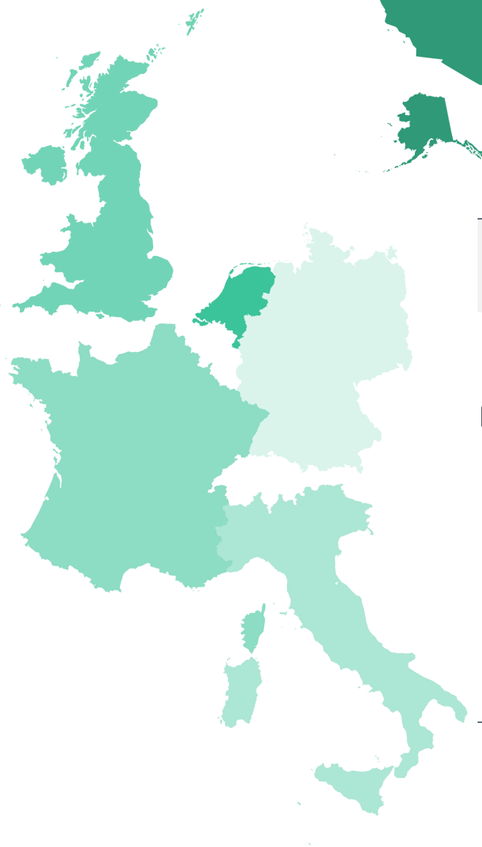


Value for Money: 8.9 / *Europe avg: 8.3*

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

INSETE INTELLIGENCE

travelsat

Experience Reputation Dashboard Summary

2nd Quarter 2023

2nd Quarter 2023	Greece	Evol. Q1 2023/Q2 2023	Athens	Evol. Q1 2023/Q2 2023	S&B	Evol. Q1 2023/Q2 2023	Other	Evol. Q1 2023/Q2 2023	Europe	Evol. 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	9.13	*0.21*	8.97	*-0.07*	9.21	*0.00*	9.10	*0.45*		
Sea	9.04	*-0.30*	9.27	*-0.09*	9.00	*-0.31*	9.39	*-0.02*		
Shopping	8.97	*0.01*	8.90	*0.02*	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	**6.45**	***0.86***	**4.22**	***-1.80***	**6.77**	***2.13***	**6.82**	***0.95***		
Pandemic Precautions	**3.88**	***0.51***	**2.51**	***-1.06***	**4.50**	***1.51***	**3.51**	***-0.09***		
Accommodation - Sanitary Safety	7.40	*0.79*	7.05	*-0.61*	7.36	*2.07*	8.18	*2.18*		
Accommodation - Pandemic Precautions	5.89	*1.89*	5.75	*-0.08*	5.90	*2.98*	5.83	*1.94*		
Attractions - Sanitary Safety	3.26	*-0.94*	2.79	*-1.26*	3.33	*0.22*	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	5.30	*0.56*	3.29	*-2.10*	5.96	*0.96*	4.17	*2.50*		
Restaurants - Pandemic Precautions	3.31	*1.12*	2.00	*0.18*	3.73	*0.40*	3.53	*1.03*		
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	9.22	*0.01*	9.18	*-0.04*	9.23	*0.28*	9.39	*0.00*		
UK	8.76	*-0.08*	8.69	*-0.25*	8.75	*0.13*	8.96	*0.31*		
NL	8.77	*0.17*	8.51	*-0.04*	8.78	*0.04*	9.01	*0.24*		
DE	8.67	*-0.01*	8.49	*-0.07*	8.67	*-0.09*	8.88	*-0.05*		
FR	8.70	*0.01*	8.48	*-0.10*	8.72	*0.18*	8.94	*-0.29*		
IT	8.62	*-0.06*	8.56	*-0.09*	8.58	*-0.40*	8.92	*0.18*		

(*) Benchmark based on 34 European Countries for the same period

INSETE INTELLIGENCE

KEY REVIEWS TRENDS - SUMMARY

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

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TAKE-AWAYS

Quarter 2 - 2023

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.