



# Greece Reputation Tracker

Q4 2023 | Οκτώβριος – Δεκέμβριος 2023



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ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
ΥΠΟΥΡΓΕΙΟ  
ΑΝΑΠΤΥΞΗΣ ΚΑΙ ΚΡΕΤΤΩΝ  
ΕΣΧΕΤΡΩΜΕΝΟΙ ΑΝΤΙΣΤΟΙΧΟΤΗΤΑ  
ΠΡΟΓΡΑΜΜΑΤΩΝ ΕΤΠΑ & ΕΣΠΑ  
ΣΥΜΦΩΝΗΤΗΡΙΟ ΣΥΝΕΚΤΑ

ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ  
ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ  
ΕΡΕΥΝΑ ΚΑΙ ΚΑΙΝΟΤΟΜΙΑ

ΕΣΠΑ  
2014-2020

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



# Κύρια Σημεία

- Με βάση την ανάλυση στοιχείων από το διαδίκτυο και τα Μέσα Κοινωνικής Δικτύωσης:

## Η πορεία του δείκτη NSI

- Η φήμη της Ελλάδας στο διαδίκτυο σημείωσε άνοδο μετά από ένα δύσκολο τρίτο τρίμηνο που χαρακτηρίστηκε από υψηλές θερμοκρασίες, πυρκαγιές και πλημμύρες.
- Η άνοδος συνεχίστηκε έως τον Νοέμβριο όπου άγγιξε την υψηλότερη βαθμολογία και σε σχέση με την Ισπανία και την Ιταλία, και οριακά χαμηλότερα από την Κροατία και την Πορτογαλία. Τον Δεκέμβριο παρατηρείται μια υποχώρηση του NSI που δεν μπορεί να αποδοθεί σε κάποιο μεμονωμένο γεγονός (όπως οι φωτιές του καλοκαιριού ή οι πλημμύρες της Θεσσαλίας) αλλά σε πολλά μικρά γεγονότα που είχαν μια συνολική επίδραση.
- Εξετάζοντας το τέταρτο τρίμηνο γενικά, η Ελλάδα (57) είχε υψηλότερη βαθμολογία από την Αθήνα (51) και, σε σχέση με τον ανταγωνισμό, από την Ισπανία (45), ενώ υστερούσε σε σχέση με την Ιταλία (62), την Κροατία (67) και την Πορτογαλία (67).

## Το περιεχόμενο των διαδικτυακών συζητήσεων

- Η διαδικτυακή φήμη της Ελλάδας ενισχύθηκε σε όλες τις θεματικές. Ειδικότερα, τα θέματα του Πολιτισμού και της Γαστρονομίας συνέχισαν να επιδρούν θετικά στη φήμη της χώρας.
- Στις διαδικτυακές συζητήσεις έμφαση δόθηκε στις πολιτιστικές πτυχές, αναγνωρίζοντας κυρίως την Αθήνα ως τον "κορυφαίο πολιτιστικό προορισμό πόλης" στην Ευρώπη.
- Τα περιβαλλοντικά θέματα, με τον δείκτη NSI να φτάνει τις 62 μονάδες σημείωσαν μια εντυπωσιακή βελτίωση 47 μονάδων σε σύγκριση με το προηγούμενο τρίμηνο.
- Αν και οι ανησυχίες για την κλιματική αλλαγή εξακολουθούν να διατυπώνονται στο διαδίκτυο, υπήρξε σημαντική μείωση του όγκου τους.
- Επιπλέον, αυτό το τρίμηνο στις συζητήσεις αναδείχθηκαν πολλά λιγότερο γνωστά μέρη και δραστηριότητες επισημαίνοντας τη μοναδικότητά τους

# Εισαγωγή

- Με βάση τις αξιολογήσεις σε τουριστικά sites (online travel agents, travel review sites κλπ.):

## Η αξιολόγηση της εμπειρίας

- Το επίπεδο ικανοποίησης παρέμεινε πολύ υψηλό (Ελλάδα: 9,1 & Αθήνα: 9,0) και σημαντικά υψηλότερο από την βαθμολογία της Ευρώπης συνολικά (8,7).
- Σχεδόν όλες οι Περιφέρειες είχαν βαθμολογία μεγαλύτερη του 9, με τη Θεσσαλία και τη Δυτική Μακεδονία να φθάνουν στο 9,5, επιβεβαιώνοντας τις δυνατότητες που υπάρχουν για τη χρονική και χωρική επέκταση της τουριστικής δραστηριότητας.

## Τα επιμέρους συστατικά της εμπειρίας

- Σε εθνικό επίπεδο οι αξιολογήσεις για τα επιμέρους συστατικά του τουριστικού προϊόντος (Πολιτισμός 9,4, Εμπειρία στη Θάλασσα 9,1 και Γαστρονομία 9,0), έχουν βαθμολογία μεγαλύτερη/ίση του 9 ενώ, και οι τρεις αυτοί δείκτες είναι πάνω από 8,0 σε όλες τις Περιφέρειες.
- Η υψηλή αξιολόγηση του Πολιτισμού ακολουθούμενη από την Εμπειρία στη Θάλασσα και τη Γαστρονομία παρουσιάζει ένα μοτίβο παρόμοιο στις περισσότερες Περιφέρειες, υποδεικνύοντας μια ισχυρή εκτίμηση των ταξιδιωτών για τις πολιτιστικές πτυχές της Ελλάδας.
- Από την ανάλυση προκύπτει ότι οι ταξιδιώτες στην Ελλάδα εκτιμούν πολύ το Προσωπικό, δίνοντας εξαιρετική βαθμολογία, περί το 9,5 στο σύνολο της χώρας.
- Γενικά, καταγράφεται ικανοποίηση ως προς την αξία των εμπειριών σε σχέση με τα χρήματα (Value For Money) αποδίδοντας βαθμολογία στη χώρα 9,1 με εξαίρεση τις Κυκλάδες (8,9) και την Αν. Μακεδονία-Θράκη (8,8).
- Σχετικά με το Βιώσιμο Ταξίδι και την Υγιεινή, ενώ η Ελλάδα λαμβάνει συνολικά θετικές αξιολογήσεις, παρατηρούνται διαφοροποιήσεις μεταξύ των περιφερειών.

## Αξιολόγηση της εμπειρίας ανά αγορά

- Οι ταξιδιώτες από τις ΗΠΑ και το Ηνωμένο Βασίλειο αποδίδουν στην Ελλάδα τις υψηλότερες συνολικές αξιολογήσεις, ακολουθούμενοι από τους Γερμανούς και τους Ιταλούς επισκέπτες.



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# Key Sentiment Indexes

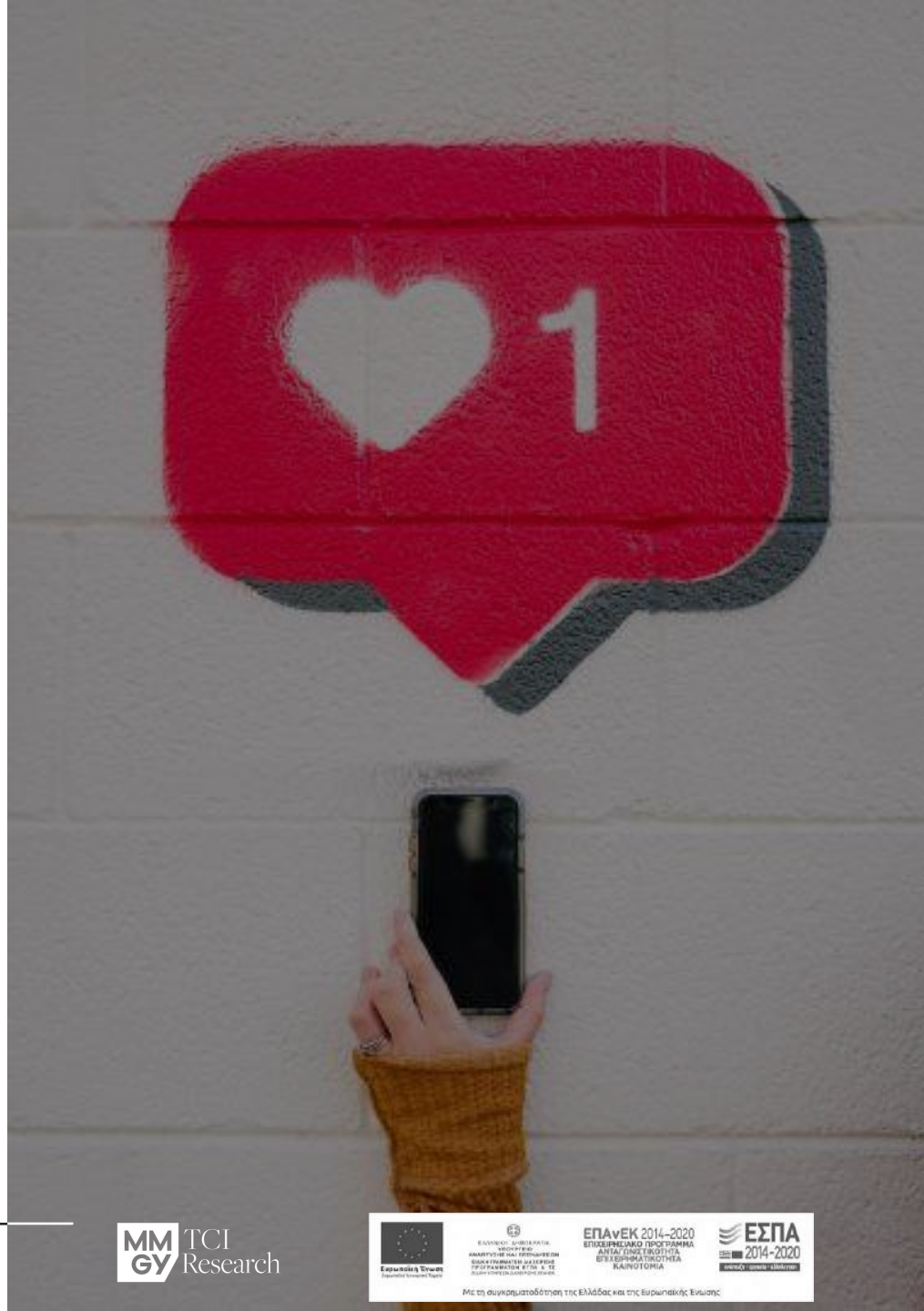
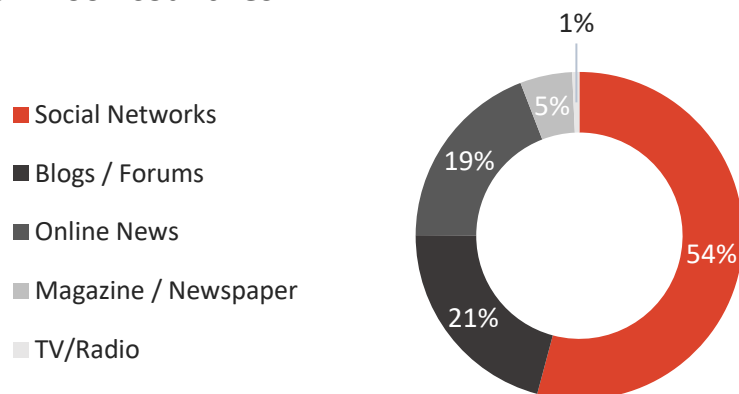
GREECE'S ONLINE SOCIAL REPUTATION

# Sentiment Tracker

METHODOLOGICAL OVERVIEW OF DESTINATION REPUTATION AT LARGE

## Analysing online social data

- The “**sentiment**” reflects the **state of travel brands’ online reputation**. These are seen through **online social conversations at a global level**.
- They are shared by differing **media, consumers, companies, citizens, brands and officials on websites, forums, blogs & social networks**.
- While sentiment is not predictive of travellers’ planning, a **positive e-reputation is essential to generate favourability towards destinations** and travel brands, particularly when choosing a destination.
- In the past 12 months, **Greece was mentioned 960K+ in social conversations** in relation to travel, generating **13.1M engagements**, shared by **203K+ unique authors** from **200+ countries**.



# Key Sentiment Trends

SUMMARY FOR THE FOURTH QUARTER OF 2023

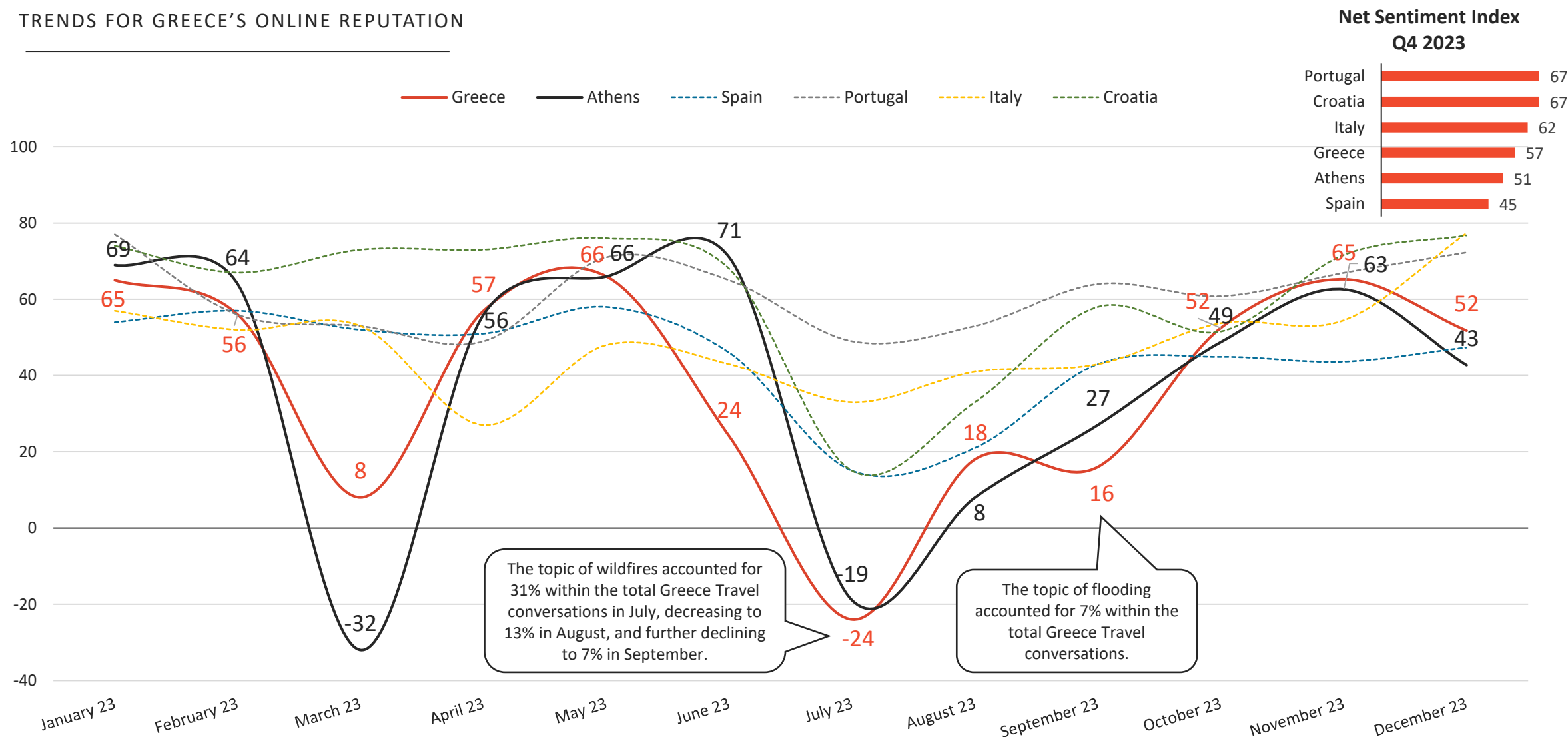
- **Greece's and Athens' Net Sentiment Indexes have rebounded from a substantial decline observed in the previous quarter.** This resurgence has brought **Greece and Athens closer to the scores of its Mediterranean benchmarks**, including Portugal, Croatia, and Italy, and has even resulted in outperforming Spain.
- **Due to geographical proximity, it would not be accurate to say that there is no impact from the Israel-Hamas conflict on Greece's image.** However, at present, any influence on Greece remains minimal. Observing the monthly trend, **the NSI increased considerably** in October, rebounding from 16 points in September to 52 points. The score then continued to improve before experiencing a slight decline in December.
- Following the peak travel period in Q3, there was **a decrease in the volume of online social conversations** regarding all reputation topics in Q4, except for hospitality subject. Unlike the previous quarter, where climate-related stories had a noteworthy impact, **Greek e-reputation has shown improvement across all topics**, including the most affected one—Environment. The NSI has reached 62 points, signifying a 47-point increase compared to the previous quarter.
- Beyond the summer season, a diverse array of subjects were examined, showcasing Greece as more than the summer destination. **Food and cultural topics** are always popular. Various conversations on **food**, including street food, sustainable food festivals, and even sunset dinners, attracted attention. **Culture** have also been a focal point online, especially with Athens receiving the title of "Europe's leading cultural city destination". Furthermore, **this quarter featured numerous lesser-known spots and activities** highlighted for their uniqueness.
- Although **online conversations related to climate have diminished** compared to the summer period, this topic remains a prevalent subject online, with a particular focus on its impact on farmland, animals, and olive crops, along with expressing concerns that spending the summer in Greece may become too hot for tourists. Negative stories circulating on social media have also included **the missile incident** at St. Mary's Greek Orthodox Church in Israel, **a deceptive hoax** targeting tourists with bedbugs, and incidents involving police officers.

Period of analysis: October 1st, to December 31st, 2023.



# Net Sentiment Index

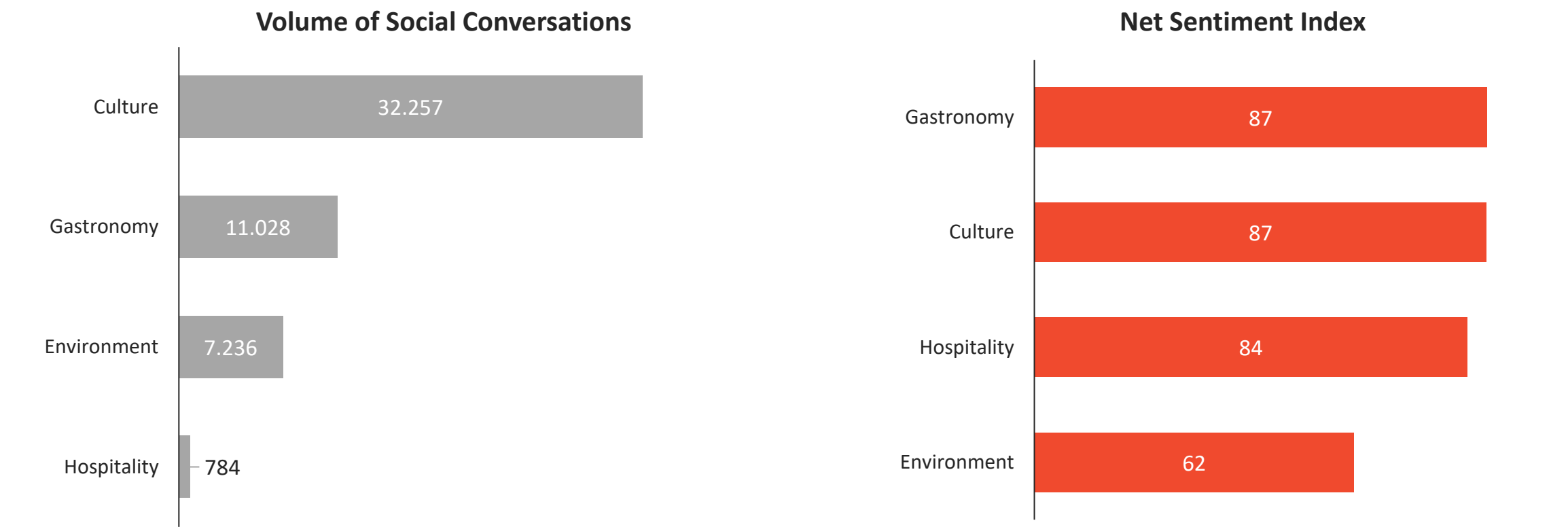
TRENDS FOR GREECE'S ONLINE REPUTATION



# Reputation Topics

TRENDS FOR GREECE’S ONLINE REPUTATION

After the peak travel period in Q3, the volume of online social conversations decreased for all reputation topics in Q4, except for the hospitality topic. In contrast to the previous quarter, during which climate-related stories had a considerable impact, **Greek e-reputation has improved across all topics**, including the **environmental topic**. The NSI has reached **62 points**, marking a 47-point increase compared to the previous quarter.



Period of analysis: October 1st, to December 31st, 2023.

# Positive Sentiment Drivers

STORIES FUELING GREECE'S SOCIAL REPUTATION

Even after the summer period passed, a **diverse range of topics were mentioned** showcasing the **multi-faceted offer of Greece**. This quarter, **many lesser-known spots** and **activities** were spoken of for their uniqueness, including Chalkidiki and its wine tourism, Samaria Gorge with its challenging hiking course, and some budget-friendly lesser-known islands. All of these **contributed to enhancing the overall attractiveness of Greece**.

## Examples of reputation drivers

- Strolling through **Athens' most beautiful neighborhood, Plaka**, and meeting adorable street cats
- **Chalkidiki** is renowned as an ideal wine tourism destination in Greece, known for its **rich and centuries-old wine tradition**
- **The Rovies Food Festival** took place in Evia, promoting **sustainable food consumption practices**
- Indulging in some of **Crete's street food delights**, such as Bougatsa, Gyro, BBQ, etc.
- **A romantic sunset dinner** for two in Zakynthos, savoring fresh fish and seafood
- Highlight of the mission to recreate **a 1900s classic-style mural** in downtown Athens
- The **Amorgos International Tourist Film Festival** took place on the Aegean island of Amorgos
- Exploring **the War Museum** in Athens and learning about military history
- Athens was honored with the title of **"Europe's leading cultural city destination"** at the World Travel Awards
- **How Christmas is celebrated** in Greece (attending midnight masses and fast, families can sprinkle holy water on a cross wrapped in basil, etc.)
- **Costa Navarino** is committed to **sustainable tourism**, dedicated to enhancing the lives of the local community
- A challenging hike through the stunning **Samaria Gorge** in Crete, culminating in the discovery of a spectacular beach
- **Ten affordable Islands to visit** during **island hopping** in Greece (Ikaria, Skiathos, Koufonisia, etc.)
- **The Odontotos Rack Railway** is a **must-experience European rail journey**, showcasing the stunning landscapes and rich heritage of Greece
- Some of the best hotels in **Rhodes**, ranging from bohemian-style accommodations to family beach resorts
- **Koukoumi Boutique Hotel**, Greece's first **vegan hotel**, offering cruelty-free, eco-friendly interiors, and a completely vegan breakfast

Period of analysis: October 1st, to December 31st, 2023.

# Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

## 24 Hours or Less: How to Spend A Day in Athens



...day in Athens. With over 6,000 islands to explore, many people suggest rushing through or even skipping Athens! We fell in ... Panic Sets In! 12:50 Traveling to Santorini 14:10 The Result! #greece #athens #travellog

published on 13/10/23 at 21:00 | YouTube | United States | youtube.com

## Wine routes of northern Greece - Chalkidiki



... famous as a **tourist** destination, known for its idyllic beaches and impressive natural beauty; but apart from its seaside and mountain landscapes, it is also renowned for its high-quality **food** products. Among these are some of **Greece's** best wines...

published on 17/10/23 at 07:05 | Online News Other | Greece | www.greeknewsagenda.gr

## Greece's Rovies Food Festival Guests Captivated by Delicacies



...nal visitors **traveled** to northern Evia in central **Greece** to attend the activities of the first Rovies Food Festival, which... The festival draws on Evia's ancient gastronomic heritage and promotes **sustainable** food consumption practices of the past...

published on 07/10/23 at 07:15 | Online News Other | United States | greekreporter.com

## GREEK STREET FOOD Island Paradise 🇬🇷 99 Year Old Bougatsa + CRAZY Street Food BBQ!



...culinary island of Crete. The largest island in **Greece** and home to some of the world's healthiest (and most **delicious**) food... Luke Martin, food lover and world **traveler**! I make videos about local, authentic and unique foods from across the globe...

published on 11/11/23 at 13:30 | YouTube | United States | youtube.com

## CAMPING IN GREECE! our AMAZING end to the holiday | Sunset dinner | Island tour #130



...ri Zakynthos # **greece** #Greece #Zante #Vilagrets #Elizawashere #flight #villa #opress # **travel** # **traveling** #city ... #island # **holiday** #vacation # **travelgram** #zakynthosgreece #laganas #stivik #zanteform #kalamaki # **travelblogger** #greekislands...

published on 08/10/23 at 02:00 | YouTube | Netherlands | youtube.com

## Athens business owners embark on mural recreation journey



This work of **art** is something the Whitfield's hope the community will enjoy. "We were both born in **Athens**. We dated in ... completed by next week. Market & Monroe's **holiday** calendar is quickly filling up. To check availability and pricing, owners...

published on 26/10/23 at 04:30 | TV/Radio | United States | whtt.com

## Taiwan's Penghu Islands documentary wins at Greek film festival



TAIPEI (Taiwan News) — A **tourism** promotional film, "Exploring Penghu - Nazca Lines," recently participated in the 2023 Amorgos **Tourism Film Festival in Greece**, competing against 148 works from 38 countries and regions, per CNA. The...

published on 21/11/23 at 05:01 | Newspaper | Taiwan | www.taiwannews.com.tw

## Athens Greece Travel VLOG - A Day In Athens - Hidden Gems of Athens



...Northern Districts of Athens **Greece** in this Athens **Greece Travel VLOG**... Music from - epidemicound.com...

published on 24/12/23 at 17:00 | YouTube | United States | youtube.com

Period of analysis: October 1st, to December 31st, 2023.



# Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

tweeted

Athens was named "Europe's leading cultural city destination 2023" at the World Travel Awards.

published on 09/10/23 at 18:14 | Twitter | United Arab Emirates | twitter.com

This is how Christmas is celebrated in 29 places around the world



...Christmas in Greece also includes unwrapping the gifts brought by Saint Basil, eating delicacies such as baklava and bread with... A holiday to spend with the family eating delicious food: this is common in many countries. Sing...

published on 24/12/23 at 07:30 | Online News Other | Spain | www.businessinsider.es

Costa Navarino: Greece's sustainable travel destination



...become a leading example of sustainable tourism. Dedicated to enhancing the lives of the local community, Costa Navarino provides authentic experiences for travellers, where they can immerse themselves in local traditions like olive harvesting...

published on 04/10/23 at 11:39 | Online News Other | Canada | canadageographic.ca

How to hike Crete's Samaria Gorge



...Crete that leads to a spectacular beach. What springs to mind when you think of Greece? Beaches? Blue-and-white villages? ... If you want to leave the planning to others, travel companies also run guided tours of the gorge, including bus transfers...

published on 25/10/23 at 18:14 | Magazine | Australia | www.lonelyplanet.com

Island Hopping Greece: 10 Islands To Visit, Ranked By Affordability

...the beauty of traveling to Greece. The islands can be as expensive or inexpensive as travelers make them, depending on their ... suit the average traveler's budget for Sifnos as well. In contrast, travelers to Greece sometimes pay 10 times the price of...

published on 18/11/23 at 17:01 | Online News Other | United States | www.thetravel.com

Must-Experience European Rail Trips



...unforgettable travel experience. Europe Rail Trips Pack your bags, and let's embark on a voyage that will leave you ... transit: It's a voyage that pays tribute to Greece's stunning landscapes and rich heritage. Starting in Diakopto, a charming...

published on 26/12/23 at 15:55 | Blogs | Germany | alertify.eu

Best hotels in Rhodes 2023: Where to stay for stunning beaches and Old Town scenery



... Recommended Read more about Europe travel. TravelHotelsEurope travel 1/10 Best hotels in Rhodes 2023. X Want to bookmark...

published on 16/11/23 at 18:34 | Newspaper | United Kingdom | www.independent.co.uk

Must-visit vegan hotels for eco-friendly travellers looking for a luxurious getaway



...envisaged! To save you from holiday heartbreak, we've travelled the globe to discover the world's best vegan hotels where ... holiday home. In this very veggie-friendly city, there are several vegan hotels in the city catering to veggie travellers...

published on 27/12/23 at 12:00 | Blogs | United Kingdom | www.veganfoodandliving.com

Period of analysis: October 1st, to December 31st, 2023.

# Negative Sentiment Drivers

## GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

While **climate-related online conversations have subsided** compared to the summer period, **this theme continues to be widely discussed** online, particularly its impact on farmland, animals, olive crops, and even its potential effect on tourism. Negative online stories also covered **the missile incident at St. Mary's Greek Orthodox Church** in Israel, **a deceptive hoax targeting tourists** with bedbugs, and some incidents involving police officers.

### Examples of reputation drivers

- **Severe summer weather conditions devastated extensive farmlands**, leaving surviving animals in a critical situation. Hunger drove them to seek refuge in a medical cannabis greenhouse
- **The impact of climate change**, coupled with the absence of deep winter, is affecting **the Greek olive crop**
- Climate change may render Greece too hot for many people to enjoy their summer holidays, leading to **a shift towards cooler destinations**
- After a Hezbollah anti-tank missile hit **St. Mary's Greek Orthodox Church** in Israel, Greece has advised its citizens to leave Lebanon
- The Greek police are investigating an incident involving **a bedbug hoax, a deceptive attempt to frighten foreign tourists** staying in short-term rental apartments in the city
- An **anti-fascist protest** took place in Athens, and **the police have reportedly attacked the protesters**
- A British traveler was **rejected from entering Greece** without any given reason, and reported experiencing hostility from the Greek police

Period of analysis: October 1st, to December 31st, 2023.

# Illustrative Social Posts

STORIES REFLECTING **NEGATIVE** SENTIMENT

## Sheep's high adventure: Flock devours 100 kg of cannabis in Greece



...cannabis greenhouse in Greece, where they dined on the remaining plants. A bazaar trip: Sheep eat 100 kilograms of ... waterlogged plains of Thessaly in central Greece, desperately searching for sustenance. Eventually, their journey led them...

published on 01/10/23 at 11:23 | Online News Other | Israel | www.post.com

## Winter isn't coming: climate change hits Greek olive crop



The overall "thermal stress" is ultimately expected to impact fruit quality, it warned. And because Halkidiki is also one of Greece's main tourism destinations, there is an added draw on the area's water resources, said study author Christina...

published on 27/11/23 at 05:26 | Online News Other | United States | phys.org

## 'The clock is ticking' - why holidaymakers could be restricted by carbon passports



...today's tourists". The report, produced in partnership with foresight agency The Future Laboratory, warned that climate change means destinations such as Greece and Majorca may become too hot for many people to enjoy summer holidays, causing a...

published on 05/10/23 at 03:50 | Newspaper | Ireland | www.independent.ie

## Hezbollah Bombs Greek Orthodox Church in Israel



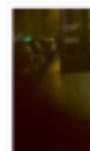
...Embassy of Beirut recommends to all Greek visitors non-residents passing through and currently in Lebanon, to leave the country," an announcement by the Embassy of Greece tweeted in October. Hezbollah has also carried a drone attack targeting the...

published on 25/12/23 at 16:31 | Online News Other | United States | greekreporter.com

## Police in Greece investigate after tourists targeted in bedbug hoax

...foreign property investors. Tourism is a key driver of Greece's economy, accounting for a fifth of its annual output and ... the public" on public health issues. Greece has not recorded any major trouble with the bloodsucking creepy-crawlies that...

published on 05/12/23 at 20:27 | Online News Other | United Kingdom | www.theguardian.com



#Greece | Following an anti-fascist protest in #Athens today, police attacked protesters travelling by metro to #Victoria and people in the area. The footage shows a group of people repelling the police attack. #antireport Via/ fb.watch/o2pQ4zjPn/ pic.twitter.com/oQskJ1dJ85

published on 01/11/23 at 20:59 | Twitter | Greece | twitter.com

## How do I contest my refusal to Greece holiday?

...honest but thought someone might have an idea... Last week me and my wife travelled to Greece for a 3-4 day holiday and I was rejected immediately at passport control with no reason given and said I had to go back to the UK on the next flight back...

published on 26/10/23 at 23:27 | Forums | United States | LegalAdviceEurope

Period of analysis: October 1st, to December 31st, 2023.



# Experience Reputation

GREECE'S VISITOR EXPERIENCE THROUGHOUT THE THIRD QUARTER



## Ratings & Reviews

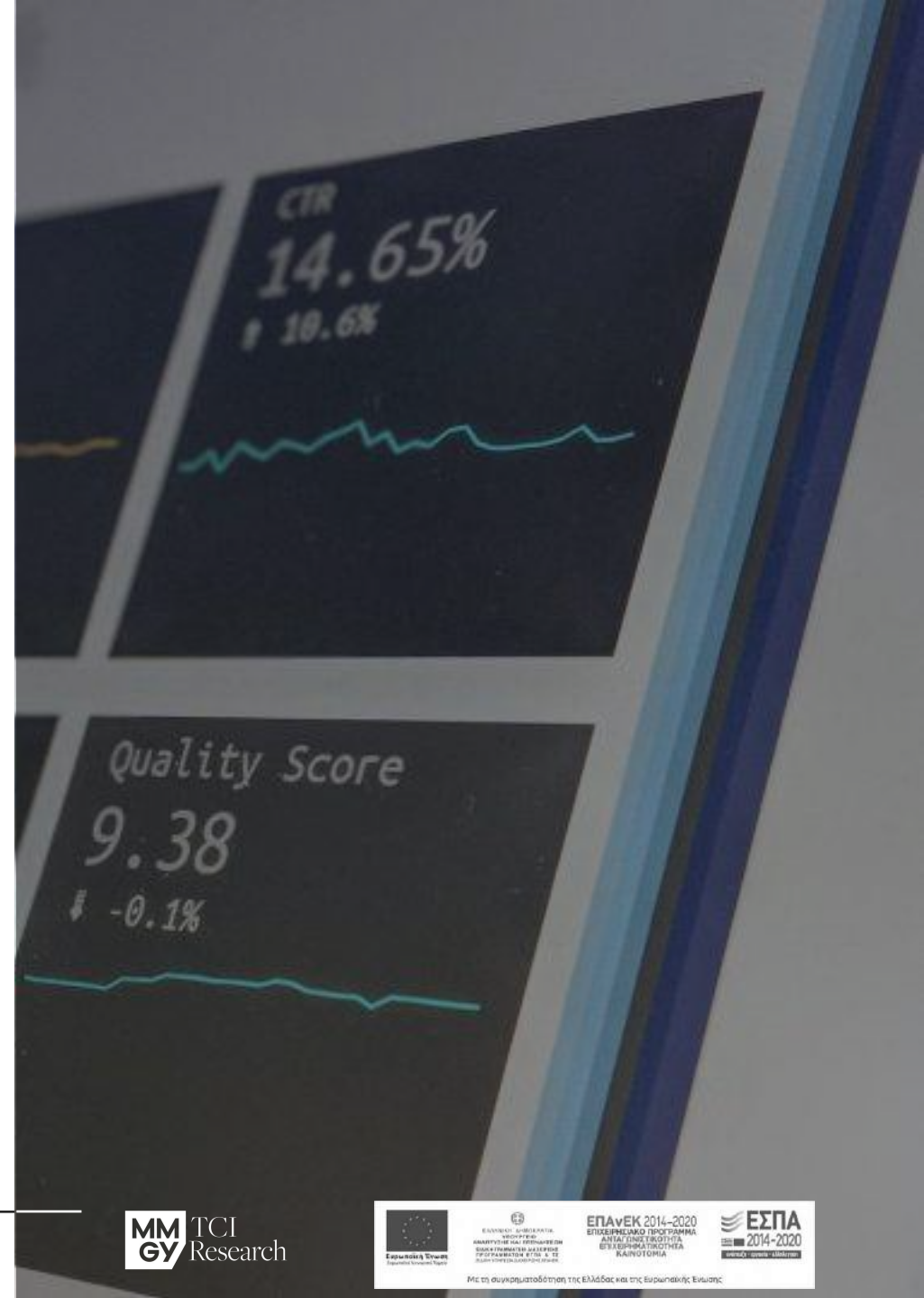
## METHODOLOGICAL OVERVIEW

## Consolidating ratings and reviews

- TRAVELSAT® Pulse uses a solid **aggregation methodology to consolidate reviews**, both **numerical scores** and **written feedback**, from sources that cater to different aspects of the tourism ecosystem. It should be noted that not all ratings can be associated with specific markets.
- The platform presents all scores through a **consolidated scale of 0-10**. These have been **converted from their original source** and are **weighted to adjust the significance** that each source score has. Analyses are carried out across verticals, markets and guest profiles.

## Sentiment analysis technology

- Beyond structured ratings, **written reviews are also analysed using the most developed sentiment lexicon**. This allows for an analysis of **positive and negative deflections by keywords** by sub-category and guest profile.
- The AI semantic engine **covers 14 languages**: *Arabic, Russian, Polish, Portuguese, Swedish, Norwegian, Danish, English, French, German, Dutch, Spanish, Italian, Finnish*. However, **ratings and reviews are collected for all sourcing markets** sharing their experience on the rating platforms.



# Scope of Analysis

DEFINING GREECE’S TOURISM ECOSYSTEM

## Sources connected to TRAVELSAT® Pulse

- The sources range from search engines with a review function, such as Google, to complete online travel agencies, like Trip Advisor and Booking.com. Currently having **45 sources connected**<sup>1</sup>, 95% of all experience-based data available online is analysed.
- All rating platforms collect **global data on the same KPIs**, ensuring **accuracy when comparing to other destinations**. Benchmarking data is therefore based on the largest Hospitality Datasets available.

## Sample definition & analysis period

- A **sample of 1500 properties** in Greece was randomly selected from its full Trip Advisor inventory to create a **representative picture of Greece’s tourism ecosystem**.
- The current report analyses the fourth quarter of 2023, ranging from **October 1<sup>st</sup>, to December 31<sup>st</sup>, 2023**.

## Reviews Corpus Analysed

Verticals	Reviews Count Greece (01/10/2023 to 31/12/2023)	Reviews Count Benchmark (01/10/2023 to 31/12/2023)
Attractions	93,789	4,801,601
Restaurants	51,725	8,840,461
Total Sample	145,514	13,642,062

**Note:** The benchmark is composed of several representative European destinations.

# Key Reviews Trends

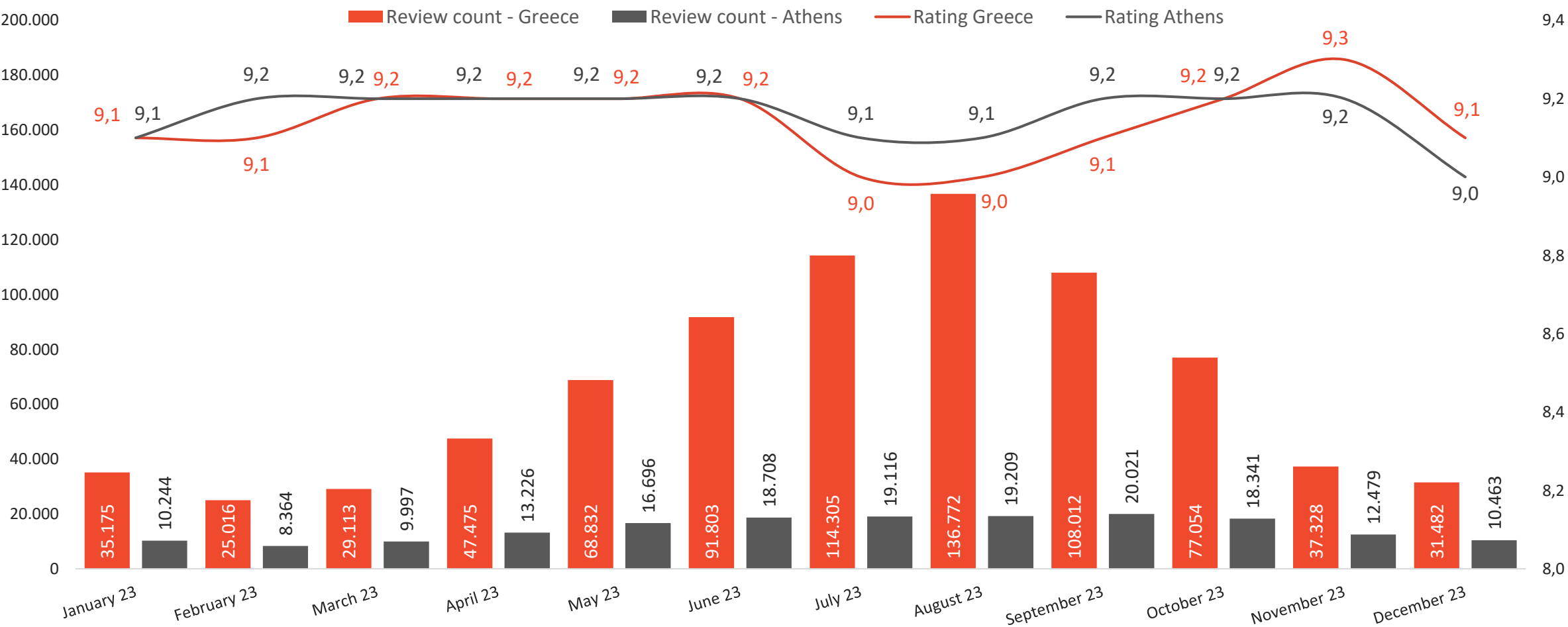
SUMMARY FOR THE THIRD QUARTER OF 2023

- In the fourth quarter of 2023, **there has been a gradual decrease in the number of reviews**. Conversely, **the overall rating increased** until November, after which it experienced a decline in December.
- Greece sustains a **notably competitive overall rating compared to the European benchmark** (+0.4 pts.). Similar to the previous quarter, this remains **consistent across all 14 Greek regions**, each maintaining a rating above 9.0, except for the Northeast Aegean Islands.
- When examining the categories, it is evident that the **Cultural experiences** received the highest rating in Greece, with a score of 9.4 points, closely followed by **Seaside attractions** and **Food and Beverage**. Results vary per region, yet this trend **remains consistent in several Greek regions as well**. There are some exceptions, such as **Epirus, where the highest-rated aspect are the seaside activities**, receiving an exceptional score of 9.6.
- Similar to the previous quarter, visitors in Greece express a **high degree of praise towards the attention of personnel**. The sentiment score has increased by 0.1 point to 9.5. In fact, personnel was spoken of very positively in written reviews, scoring above 9, in all the regions except for East Macedonia and Thrace. Additionally, **the Value for Money score also has a sentiment score exceeding 9** in all the regions with sufficient reviews, except for Cyclades and East Macedonia and Thrace.
- While the scores fall slightly below the topics mentioned above, **Sustainable Travel** and **Hygiene** still maintain consistently high sentiment ratings overall. Notably, the **hygiene score has seen a 0.3-point increase** post-summer. However, regional differences exist. In Q4, Sustainable Travel received notable appreciation in **Dodecanese**, scoring 8.7. A similar trend is noticed for Hygiene, with the highest rating observed in **Attica** at 8.6.
- In general, **the Pandemic Precaution score stays comparatively low**, dropping below the vigilance threshold of 5.0/10. This is expected, considering that many properties may have eased their measures as the pandemic situation evolved.
- Examining the ratings by market, **travellers from the USA and the UK once again gave the highest overall ratings** in Q4, with German and Italian visitors closely following. However, it is crucial to note that the **top-five markets based on review count and their rankings vary considerably from one region to another**.

Period of analysis: October 1st, to December 31st, 2023.

# Overall Experience Reputation

MONTHLY BREAKDOWN OF REVIEW VOLUME & OVERALL RATING FOR RESTAURANTS, BARS & ATTRACTIONS

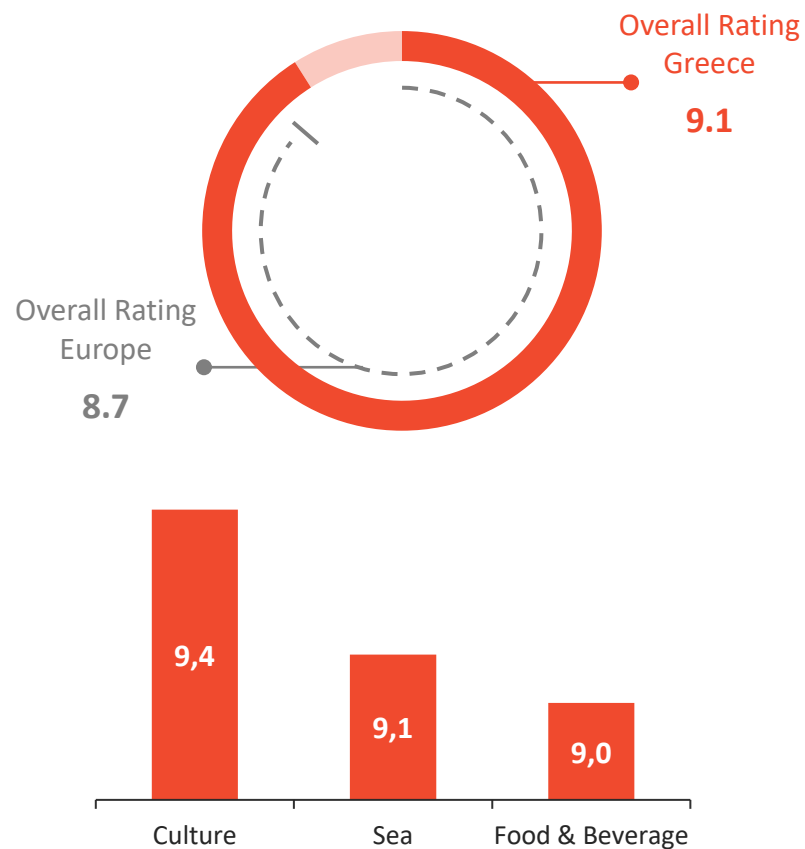


**Note:** Data presented here stems from Numerical ratings.

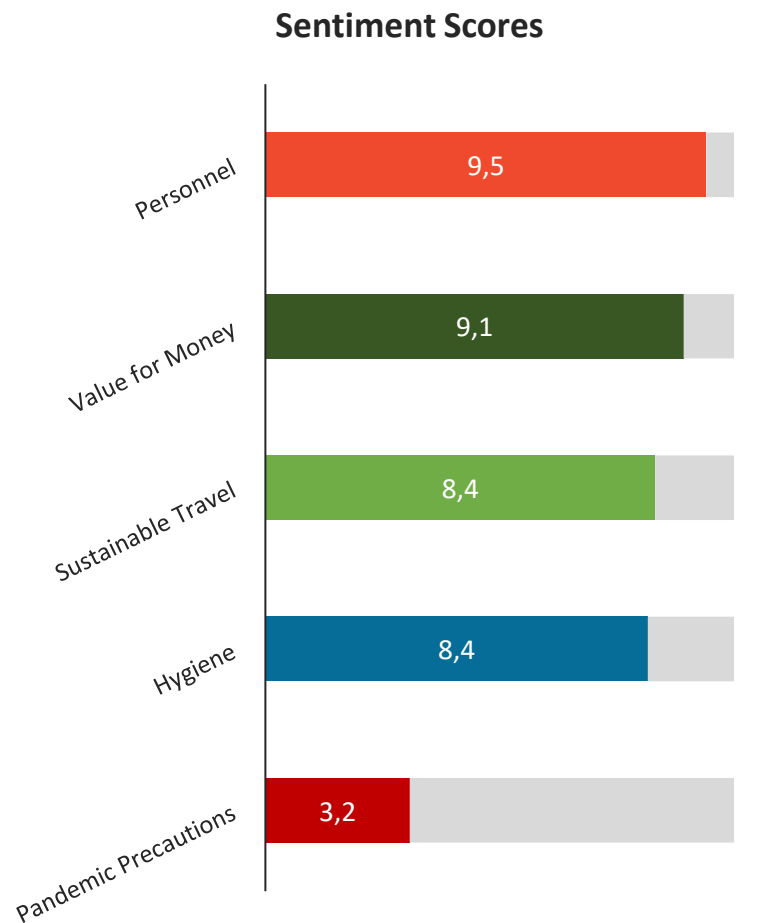


# Greece Overall

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN GREECE



**Note:** Data presented here stems from numerical ratings.



**Note:** Data presented here stems from written reviews.



## Rating per Market

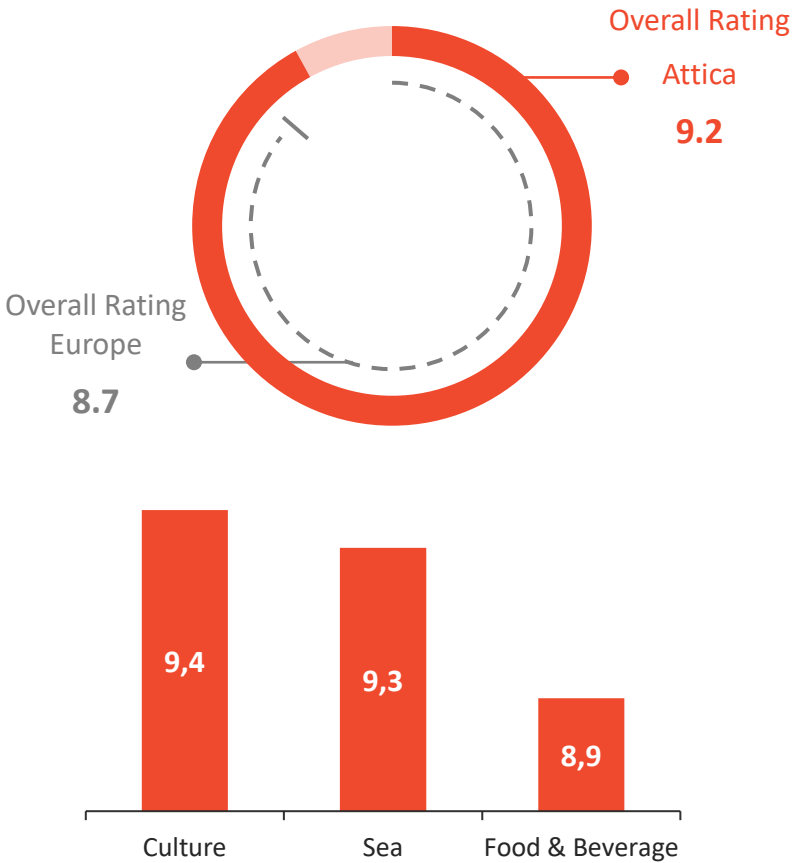
Market	Rating	Review Volume
United States	9.3	2,589
United Kingdom	9.0	2,476
Germany	8.9	1,245
Italy	8.7	567
France	8.6	925
Greece	8.6	850

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

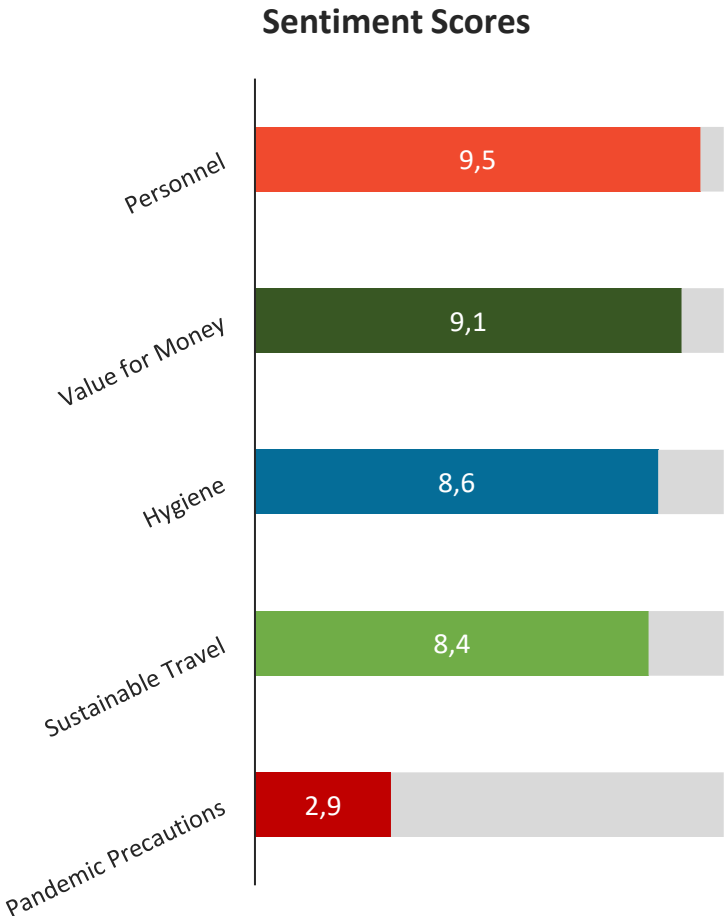
**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 145,864

# Attica

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA



**Note:** Data presented here stems from numerical ratings.



**Note:** Data presented here stems from written reviews.



## Rating per Market

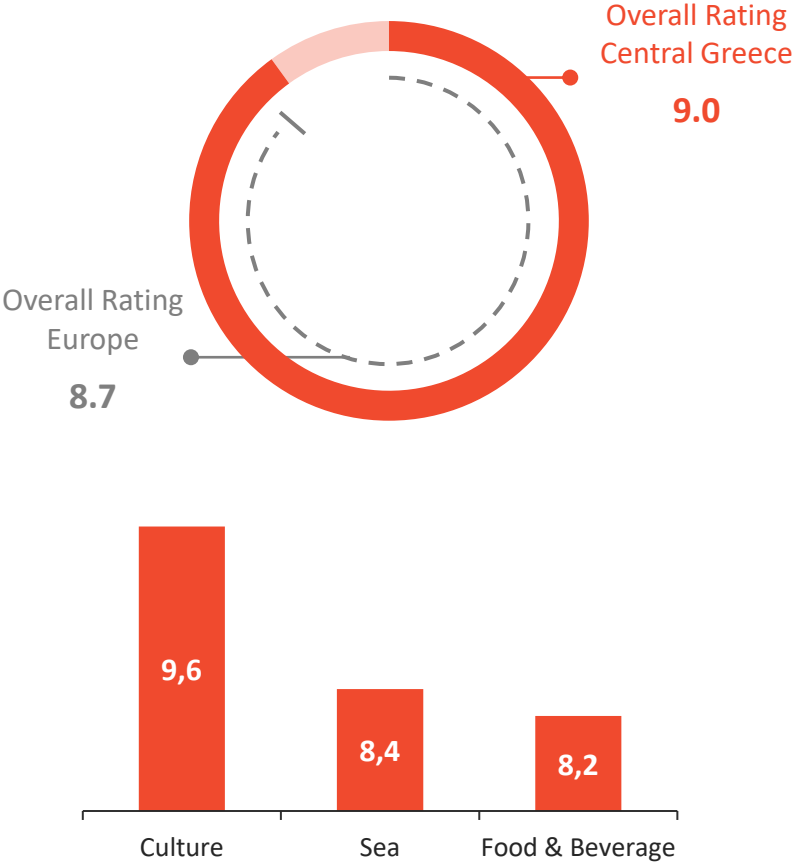
Market	Rating	Review Volume
United States	9.3	1,737
Canada	9.2	327
United Kingdom	9.1	783
Germany	8.8	369
France	8.3	319
Greece	8.3	238

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 52,046

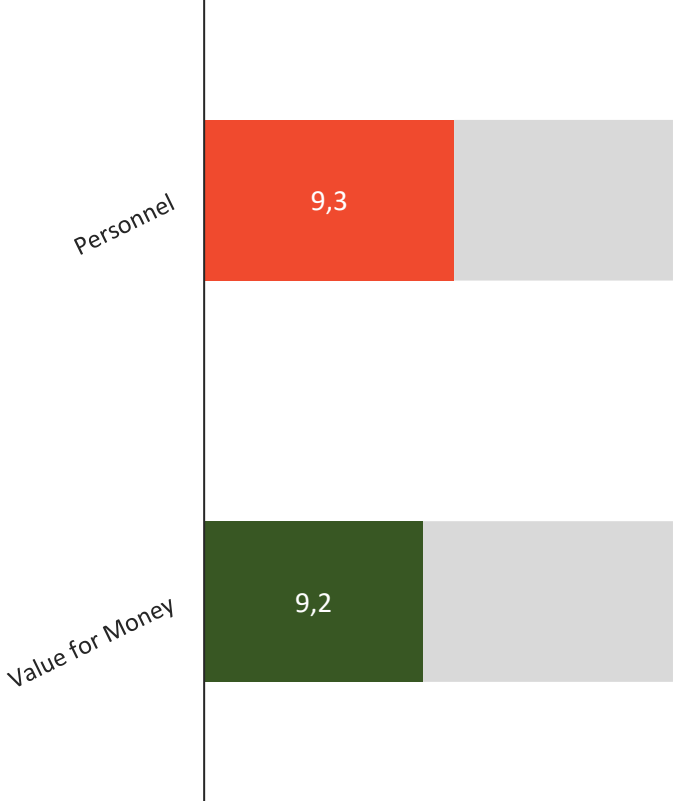
# Central Greece

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



**Note:** Data presented here stems from numerical ratings.

## Sentiment Scores



**Note:** Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



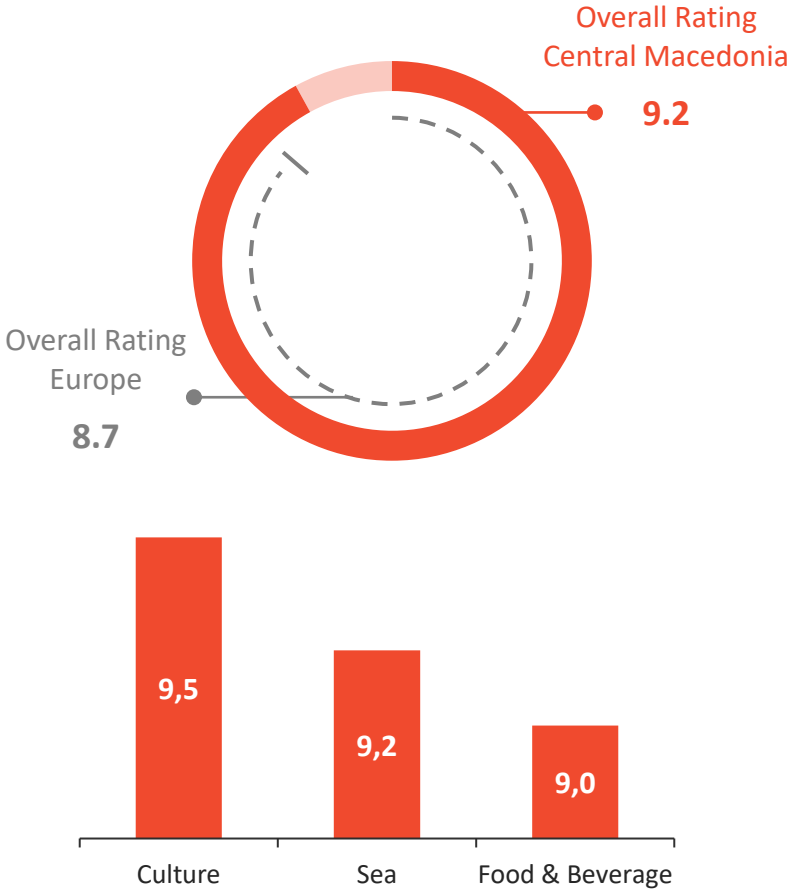
## Rating per Market

Market	Rating	Review Volume
United States	9.7	34
United Kingdom	9.5	19
Spain	9.3	22
Germany	9.3	19
France	9.2	17
Greece	8.7	21

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

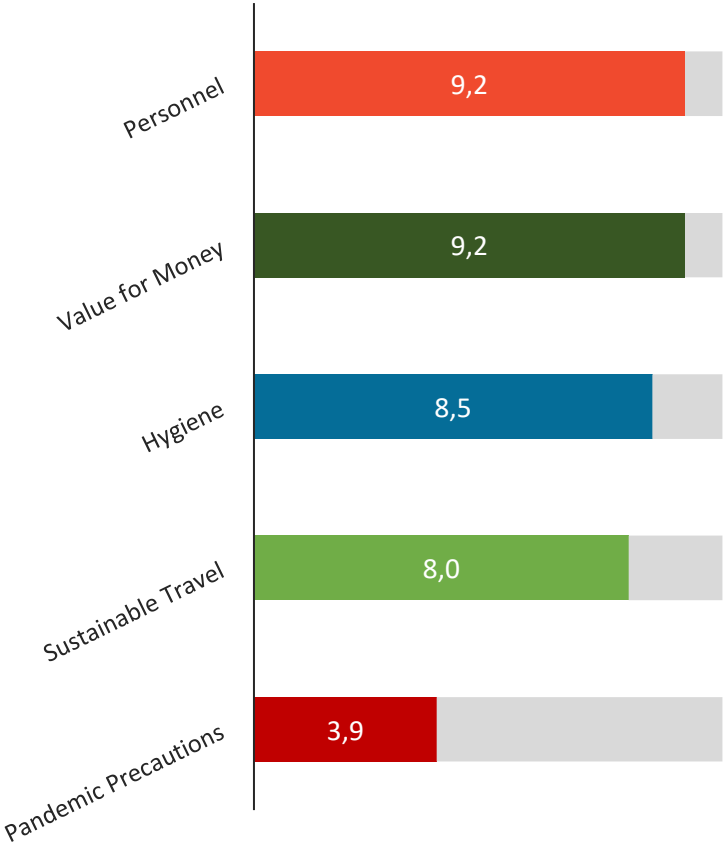
# Central Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL MACEDONIA



**Note:** Data presented here stems from numerical ratings.

## Sentiment Scores



**Note:** Data presented here stems from written reviews.



## Rating per Market

Market	Rating	Review Volume
United Kingdom	9.3	103
Turkey	9.0	26
United States	9.0	28
Cyprus	8.9	38
Germany	8.7	115
Greece	8.6	222

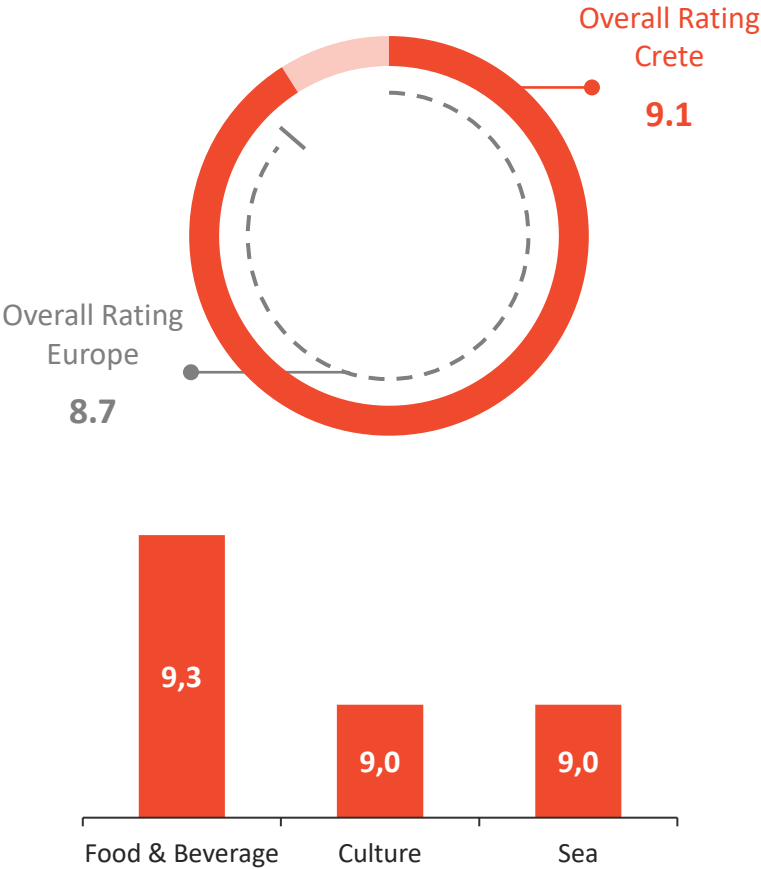
**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 26,301



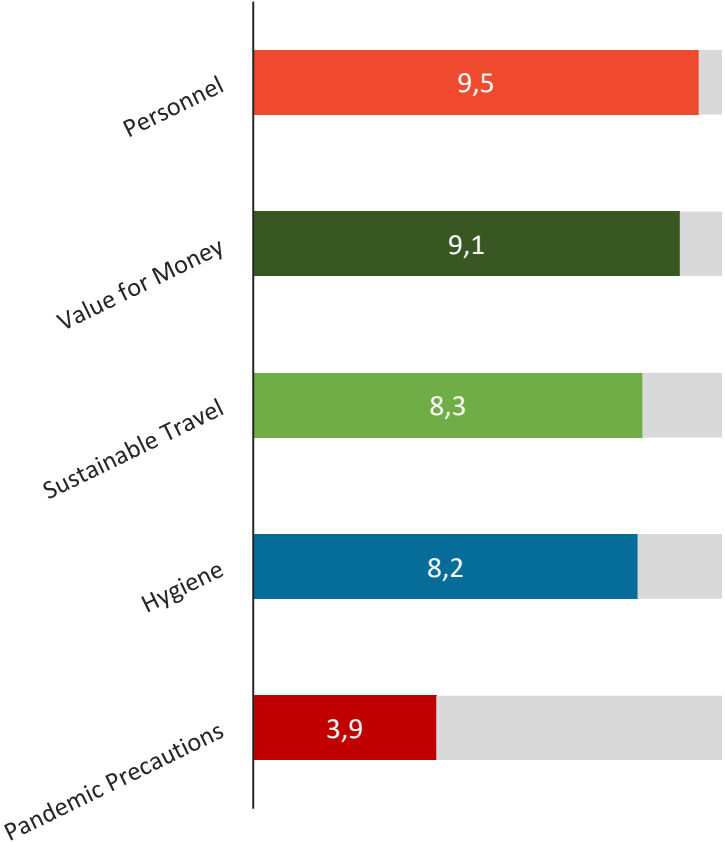
# Crete

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE



**Note:** Data presented here stems from numerical ratings.

### Sentiment Scores



**Note:** Data presented here stems from written reviews.



### Rating per Market

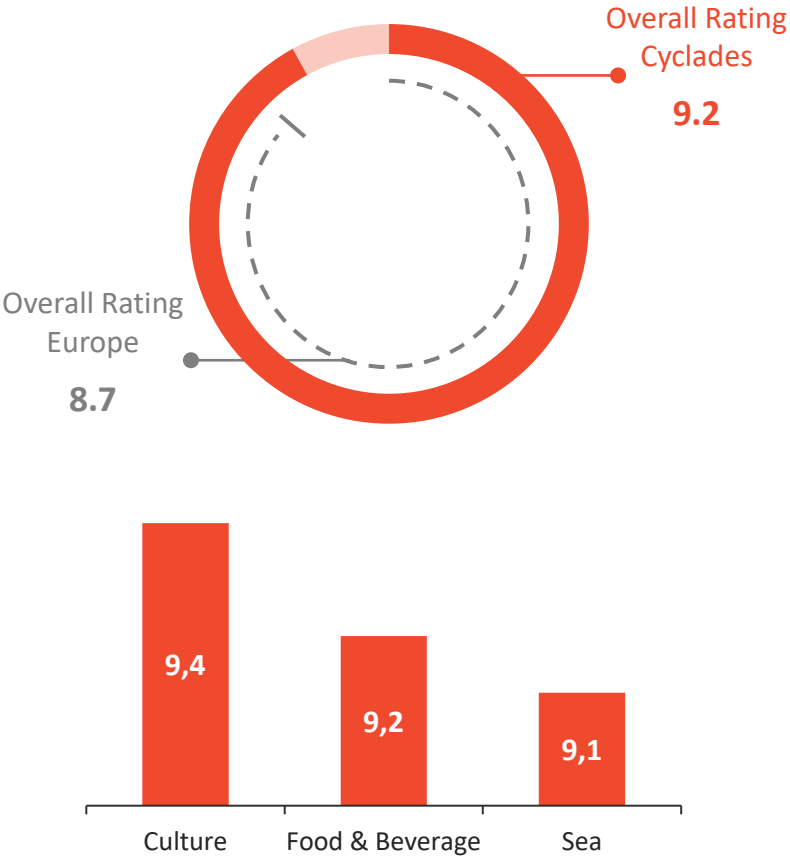
Market	Rating	Review Volume
United States	9.4	118
France	8.8	269
United Kingdom	8.7	327
Germany	8.6	287
Italy	8.6	98
Greece	9.3	101

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

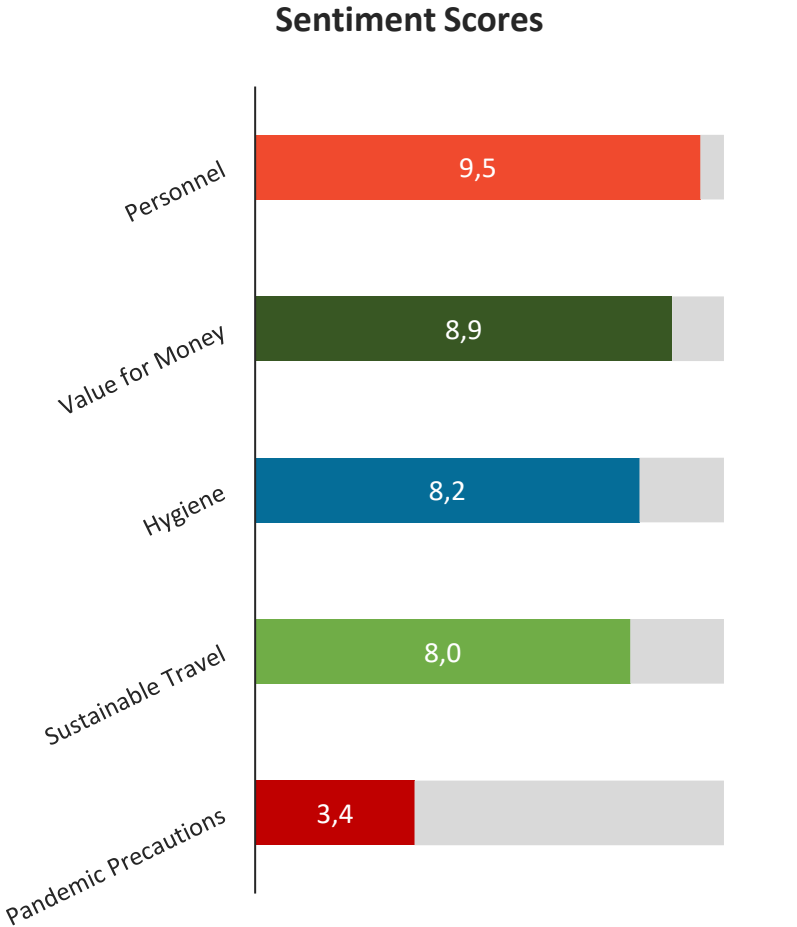
**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 20,695

# Cyclades

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES



**Note:** Data presented here stems from numerical ratings.



**Note:** Data presented here stems from written reviews.



### Rating per Market

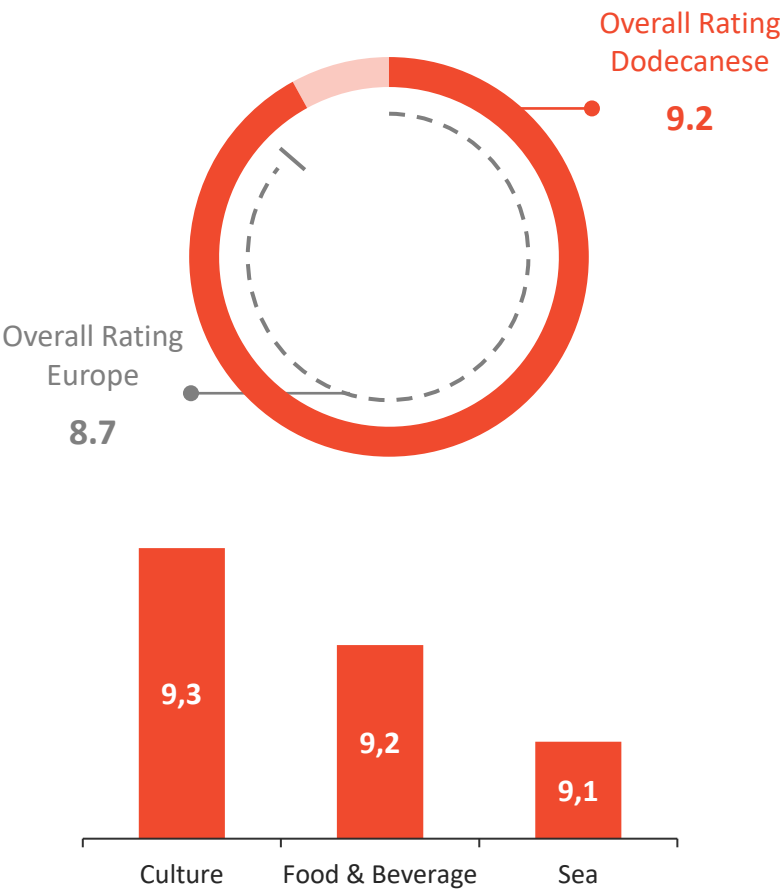
Market	Rating	Review Volume
United States	9.3	435
United Kingdom	9.0	274
Germany	9.0	71
France	9.0	107
Canada	9.0	105

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

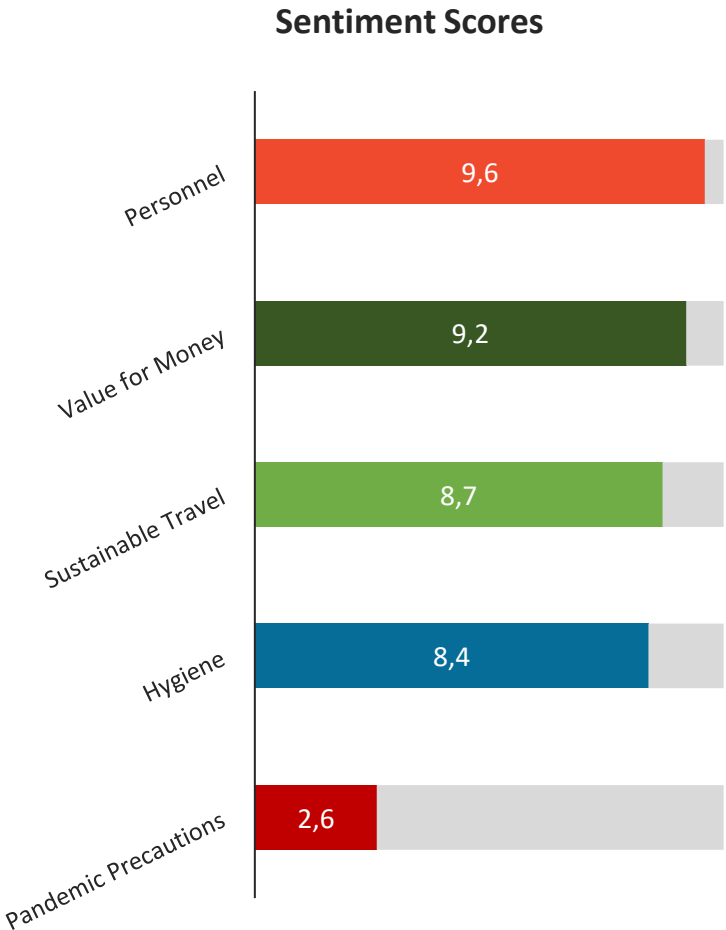
Period of analysis: October 1st, to December 31st, 2023. Reviews count: 7,548

# Dodecanese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



**Note:** Data presented here stems from numerical ratings.



**Note:** Data presented here stems from written reviews.



## Rating per Market

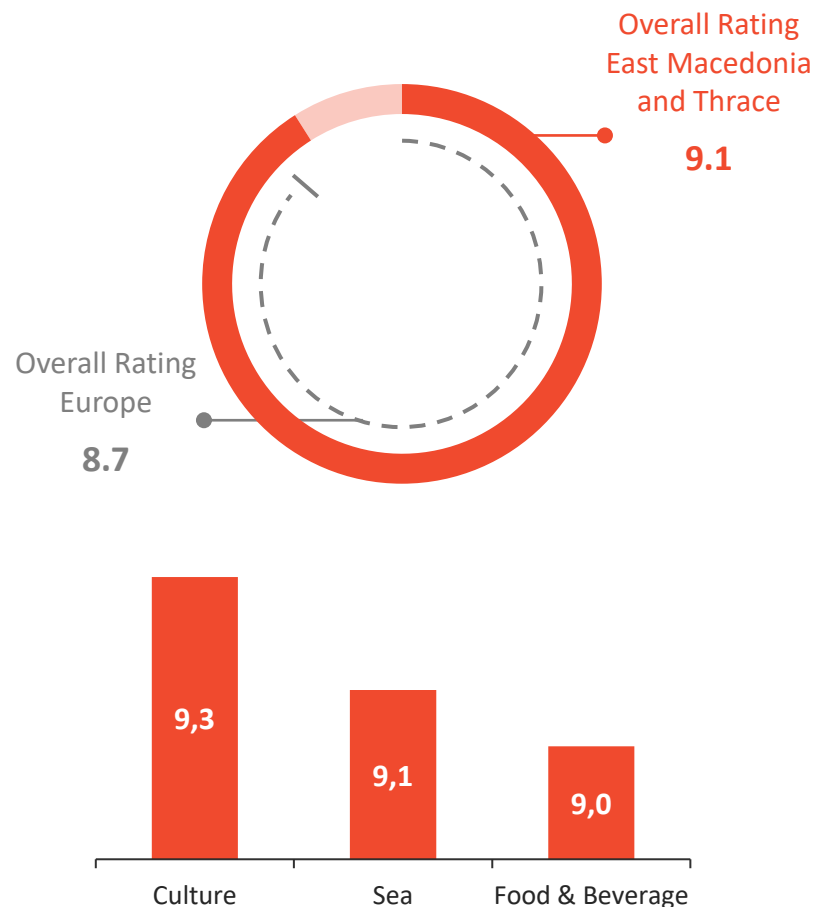
Market	Rating	Review Volume
United States	9.3	72
Germany	9.1	199
United Kingdom	9.0	541
The Netherlands	9.0	86
France	8.4	58
Greece	8.1	32

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 14,582

# East Macedonia and Thrace

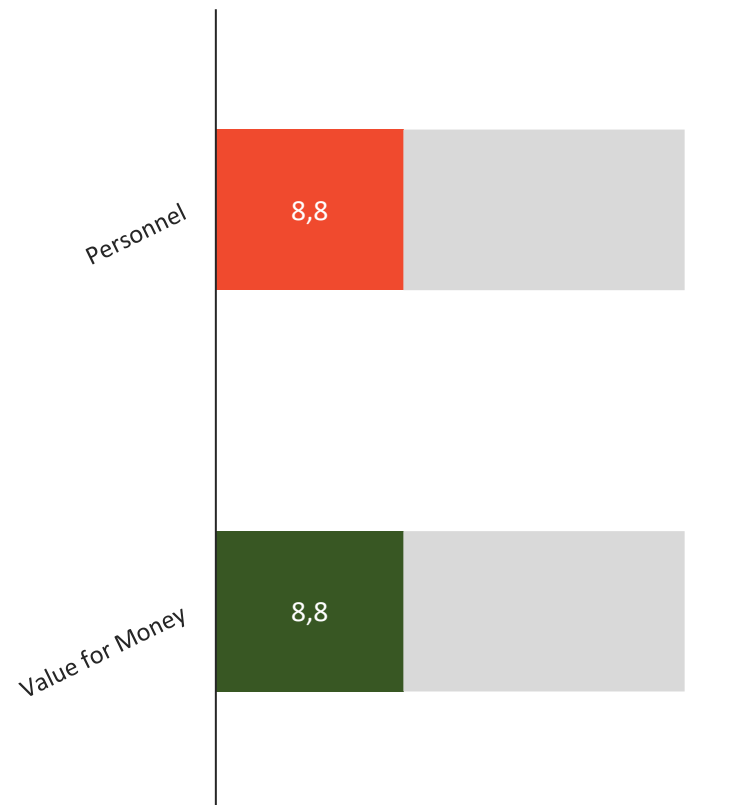
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EAST MACEDONIA AND THRACE



**Note:** Data presented here stems from numerical ratings.

**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 3,395

## Sentiment Scores



**Note:** Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



## Rating per Market

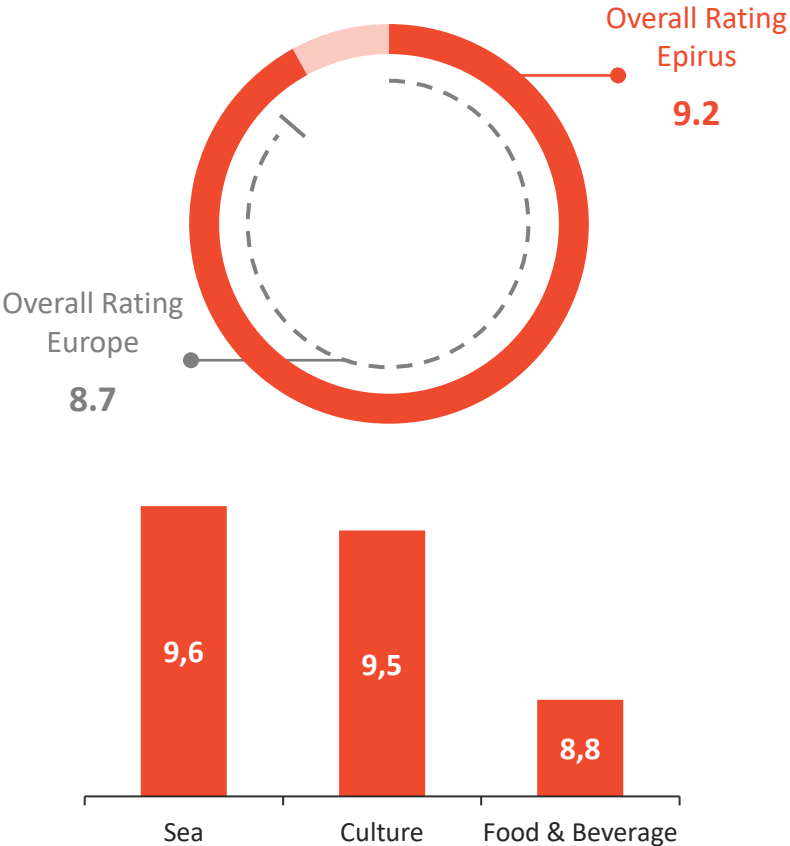
Market	Rating	Review Volume
Greece	8.6	46

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.



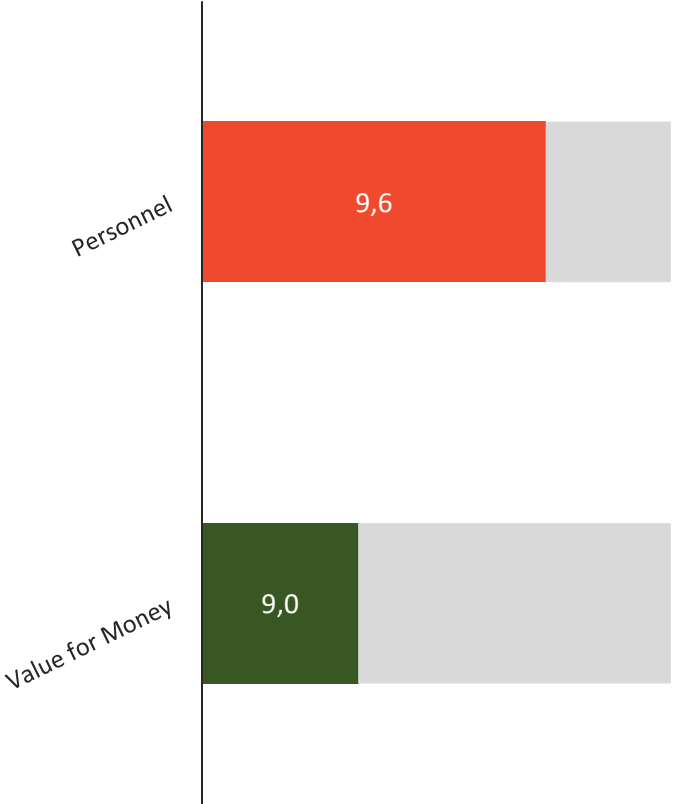
# Epirus

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



**Note:** Data presented here stems from numerical ratings.

## Sentiment Scores



**Note:** Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



## Rating per Market

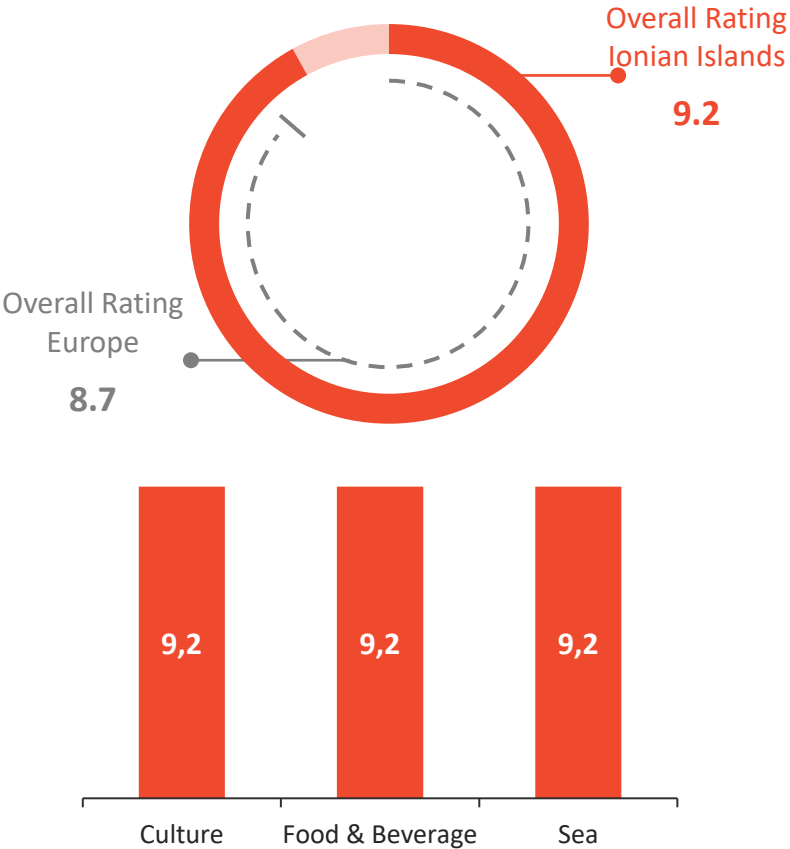
Market	Rating	Review Volume
Greece	8.8	18

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 2,311

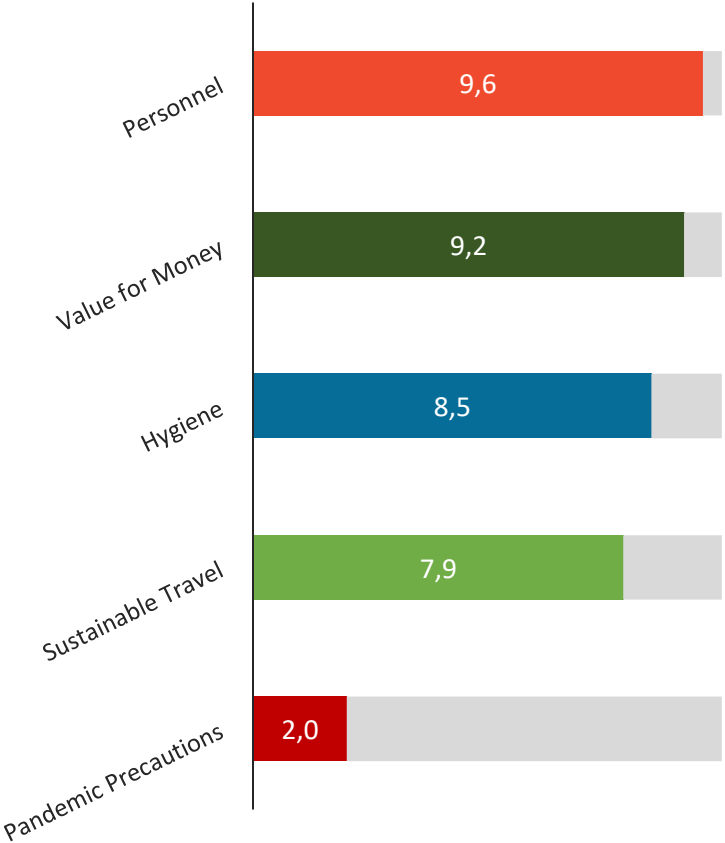
# Ionian Islands

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS



**Note:** Data presented here stems from numerical ratings.

## Sentiment Scores



**Note:** Data presented here stems from written reviews.



## Rating per Market

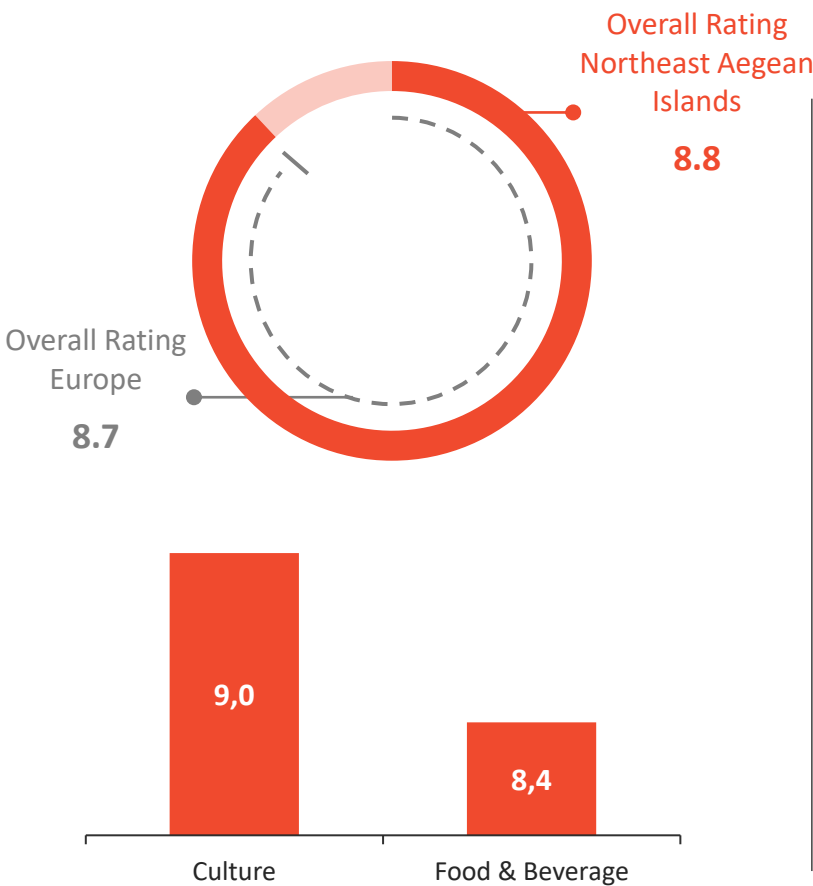
Market	Rating	Review Volume
United States	9.4	30
United Kingdom	9.1	314
Germany	9.0	57
The Netherlands	9.0	60
France	8.2	51
Greece	9.2	32

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 4,806

# North Aegean

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTHEAST AEGEAN ISLANDS



**Note:** Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 343

## Sentiment Scores

**Note:** The sentiment categories of Personnel, Value for Money, Hygiene, Sustainable Travel, and Pandemic Precautions did not have sufficient written reviews for analysis.

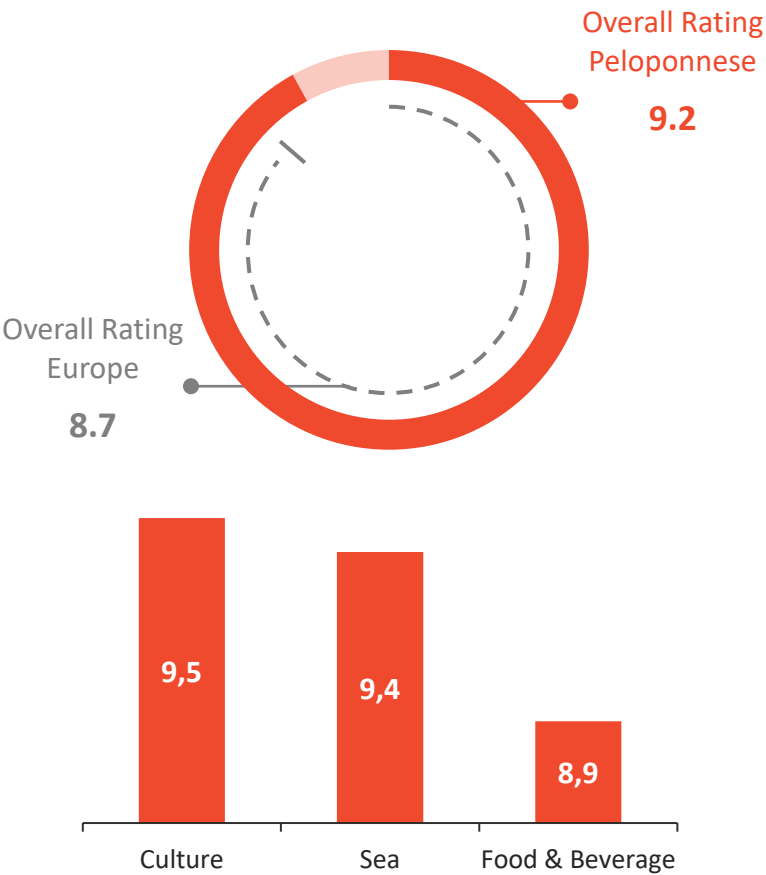


## Rating per Market

**Note:** Data on reviews per market was not sufficient for analysis.

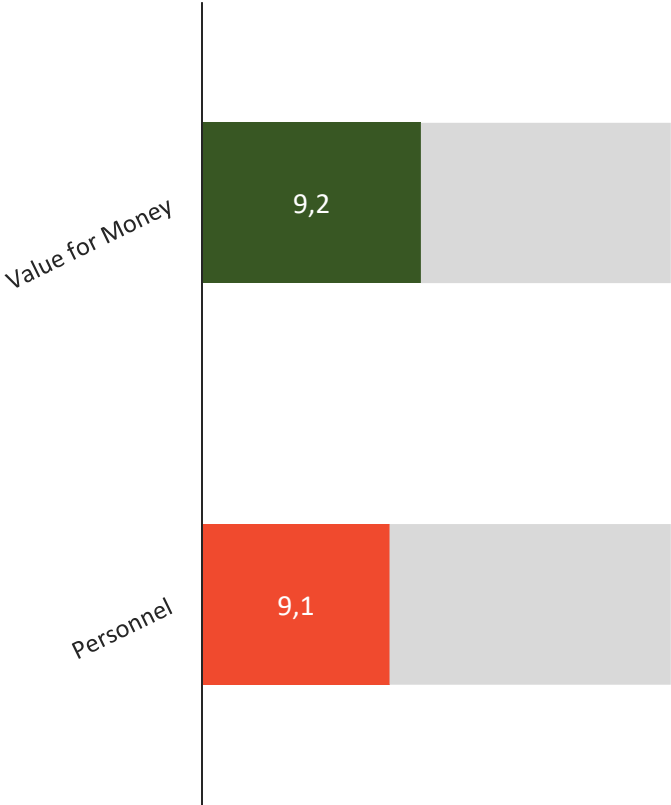
# Peloponnese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE



**Note:** Data presented here stems from numerical ratings.

## Sentiment Scores



**Note:** Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



## Rating per Market

Market	Rating	Review Volume
France	9.6	33
United States	9.4	50
Italy	9.1	29
United Kingdom	8.9	27
Germany	8.9	32
Greece	8.4	45

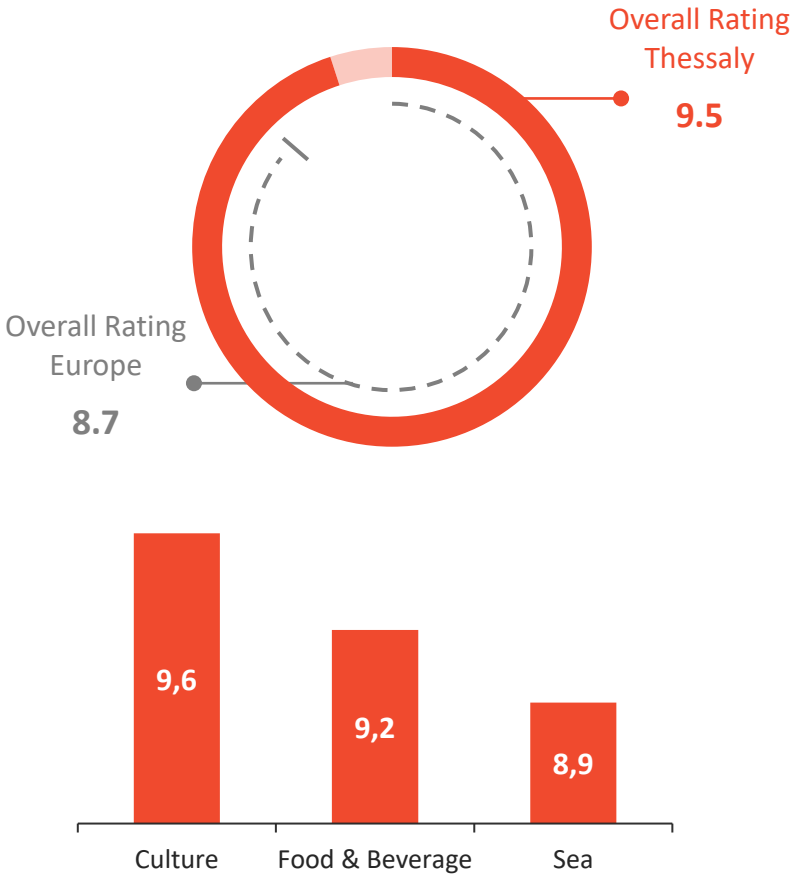
**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 4,519



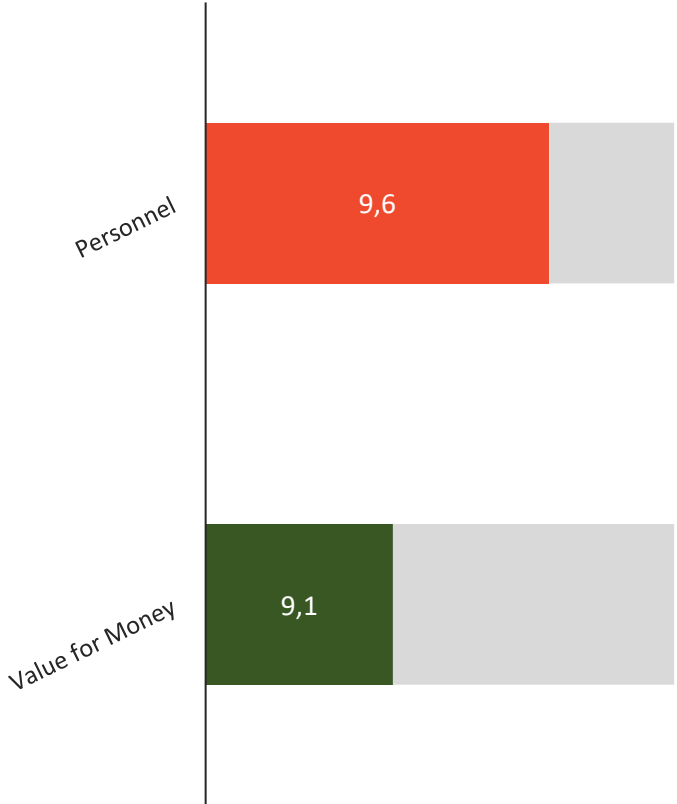
# Thessaly

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



**Note:** Data presented here stems from numerical ratings.

## Sentiment Scores



**Note:** Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



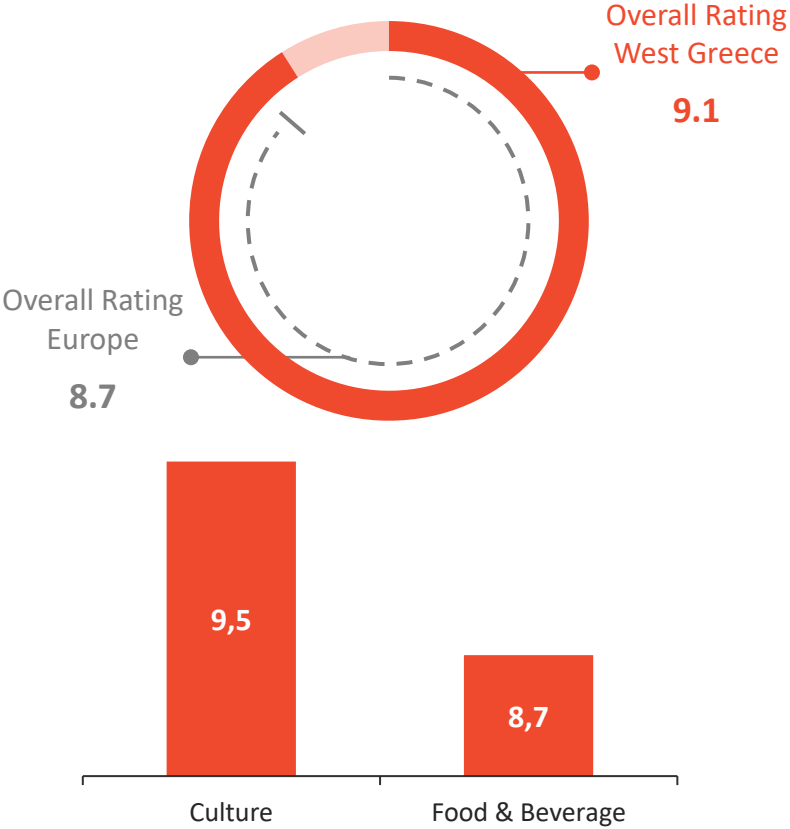
## Rating per Market

Market	Rating	Review Volume
Poland	9.8	29
United Kingdom	9.5	42
United States	9.4	46
Germany	9.3	76
France	9.2	30
Greece	9.4	19

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

# West Greece

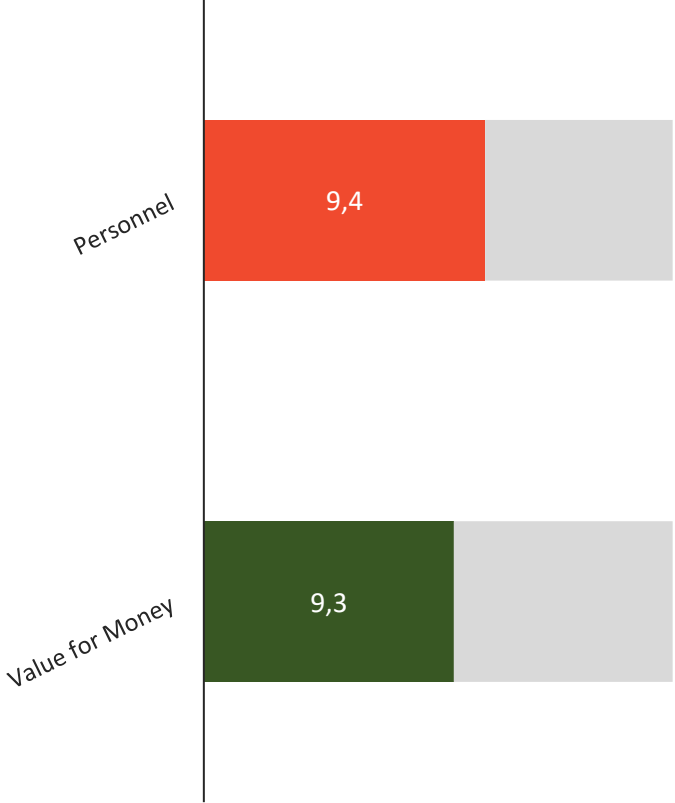
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



**Note:** Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 2,063

## Sentiment Scores



**Note:** Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



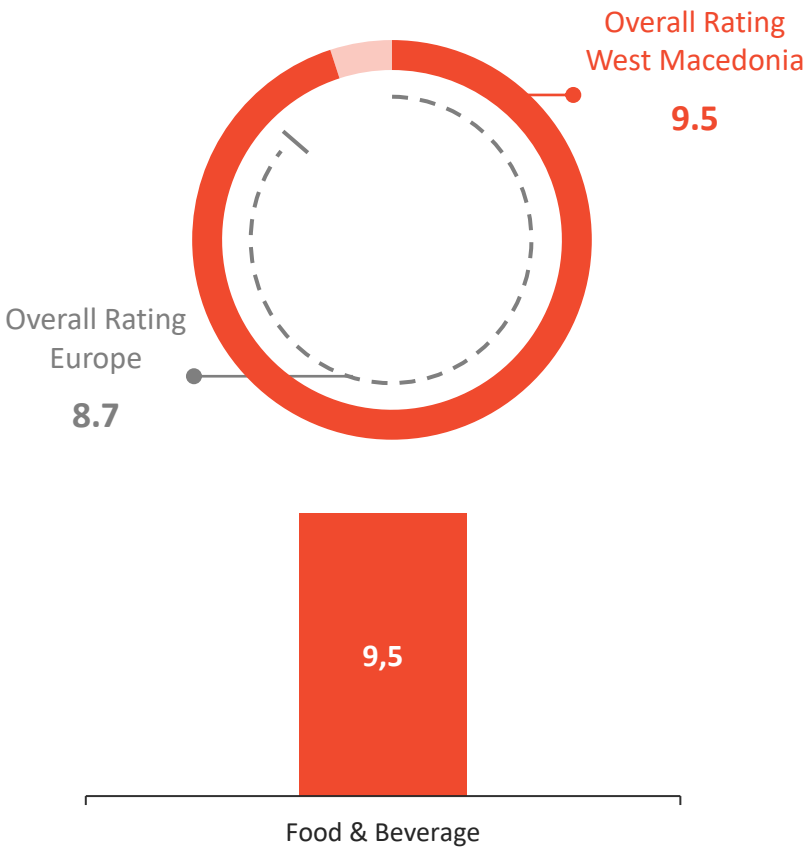
## Rating per Market

Market	Rating	Review Volume
Germany	9.6	16
United States	9.5	20
Greece	7.8	24

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

# West Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA



## Sentiment Scores

**Note:** The sentiment categories of Personnel, Value for Money, Hygiene, Sustainable Travel, and Pandemic Precautions did not have sufficient written reviews for analysis.



## Rating per Market

**Note:** Data on reviews per market was not sufficient for analysis.

**Note:** Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

**Period of analysis:** October 1st, to December 31st, 2023. **Reviews count:** 919

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.



SOUVENIRS

# Conclusion

IMPORTANT TAKE AWAYS FOR FUTURE TRAVEL IN GREECE



# Take Aways

## SOUVENIRS FOR THE FUTURE OF TRAVEL IN GREECE

- As anticipated, **Greece's e-reputation bounced back** after going through a challenging summer characterized by high temperatures, widespread wildfires, and floods. While concerns on climate change can still be found online, there has been a significant decrease in volume.
- In contrast to the previous quarter, **Greece's online reputation has witnessed improvements across all fronts**. Notably, the topics of **Culture** and **Gastronomy** have been positively regarded online. Moreover, there has been a large **recovery** with regards to **environmental topics**, with the NSI reaching 62 points—an impressive 47-point increase compared to the preceding quarter.
- Among numerous positive drivers, topics related to **food** and **culture** consistently captured positive attention, with online conversations ranging from street food and **sustainable food festivals**, to **scenic sunset dinners**. Online conversations have also **emphasized cultural aspects**, notably recognizing Athens as the “Europe’s leading cultural city destination”.
- The negative drivers ranged from ongoing **climate-related concerns** to **the missile incident at St. Mary’s Greek Orthodox Church** in Israel. Additionally, there were reports of **a deceptive hoax targeting tourists** with bedbugs, as well as a few incidents involving police officers.
- When assessing visitor satisfaction, **the volume of reviews has been on the decline** since the conclusion of the summer period. Conversely, **overall ratings showed an improvement** until November, with a slight dip observed in December.
- Greece's overall ratings, as well as all 14 regions **surpass the European average**. In Greece overall, the highest rating was given to the **Cultural experience**, scoring 9.4 points, closely trailed by **Seaside attractions** and **Food and Beverage**. This trend remained consistent in most Greek regions, indicating a strong appreciation for the cultural aspects of Greece.
- Similar to the Q3, **visitors in Greece express high regard for the attention of personnel**, and there is generally **positive feedback regarding the Value for Money of experiences**. However, variations exist between different regions concerning **Sustainable Travel** and **Hygiene**, even though Greece overall receives positive sentiment ratings.
- **Once again, travelers from the USA and the UK have awarded Greece with the highest overall ratings**, closely followed by German and Italian visitors in Q4. However, there is **notable variation depending on the region** and the availability of market data each has.





# Annex

SOURCES PER TYPE OF DATA

# Appendix A

## SOURCES FOR DATA STEMMING FROM SOCIAL LISTENING

### Unveiling the global online reputation of travel brands

Travel brands' online reputation is measured through **global online conversations and comments on various platforms**. These are shared by differing media, consumers, companies, citizens, brands and officials on websites, forums, blogs & social networks.

#### Social Networks:

- X
- TikTok
- YouTube
- Pinterest
- Vkontakte

#### Blogs / Forums

- Travel blogs
- Reddit, etc.

#### Magazine

- Travel magazine
- Lifestyle magazine, etc.

#### Online News

- Greek Reporter
- National Geographic, etc.

#### Newspaper, News Agency

- Daily Mail
- The Washington post, etc.

#### TV/Radio

- RTBF, etc.

#### Podcasts

#### Press Releases

#### Substack

#### Twitch



# Appendix B

## SOURCES FOR DATA STEMMING FROM RATINGS & REVIEWS

### Analysing visitor experience based on ratings and reviews data

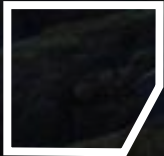
Currently **45 sources** are connected to analyse ratings and reviews data. They account for **95% of all experience-based data available online**.

- |                      |                    |                    |                   |
|----------------------|--------------------|--------------------|-------------------|
| • Agoda              | • GetYourGuide     | • MakeMyTrip       | • TheFork         |
| • AirBnB             | • Goibibo.com      | • MeetingReview    | • Travelocity     |
| • Booking.com        | • Google           | • Musement         | • Traveloka       |
| • BungaloSpecials.nl | • Holidaycheck.de  | • Open Table       | • TripAdvisor     |
| • Camping.info       | • Hostelworld      | • Orbitz           | • Trustpilot      |
| • Camping2be         | • Hotels.com       | • Otelpuan         | • Viator          |
| • CheapTickets       | • Hotels.nl        | • Parkvaccances    | • Weekendjeweg.nl |
| • Ctrip (Trip.com)   | • HotelSpecials.nl | • Rooms for Africa | • Wotif           |
| • Dagjeweg           | • HRS              | • Staycation       | • Yelp            |
| • Ebookers           | • Klook            | • TableOnline.fi   | • Zomato          |
| • Expedia.com        | • Latminute.com.au | • Takeaway.com     | • Zoover          |
| • Facebook           |                    |                    |                   |





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