Greece Reputation Tracker

FIRST QUARTER OF 2024

Thursday, 25th of April 2024

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Με τη συγχρηματοδότηση της Ελλάδος και της Ευρωπαϊκής Ένωσης

Contents

GREECE REPUTATION TRACKER

3 **Key Sentiment Indexes**
GREECE'S ONLINE SOCIAL REPUTATION

13 **Experience Reputation**
GREECE'S VISITOR EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS

33 **Conclusion**
IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

35 **Annexes**
SOURCES PER TYPE OF DATA

Key Sentiment Indexes

GREECE'S ONLINE SOCIAL REPUTATION

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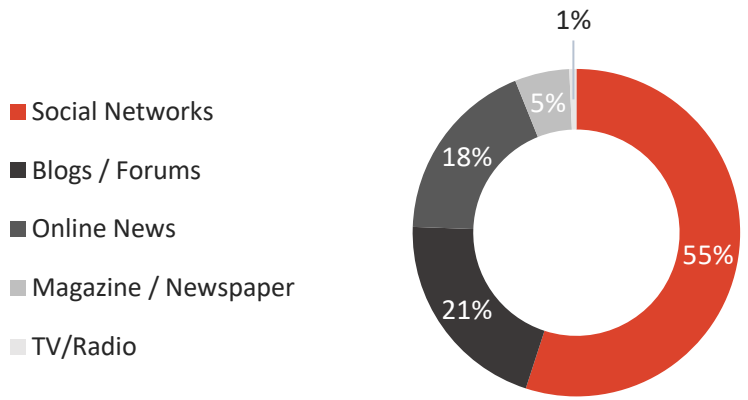
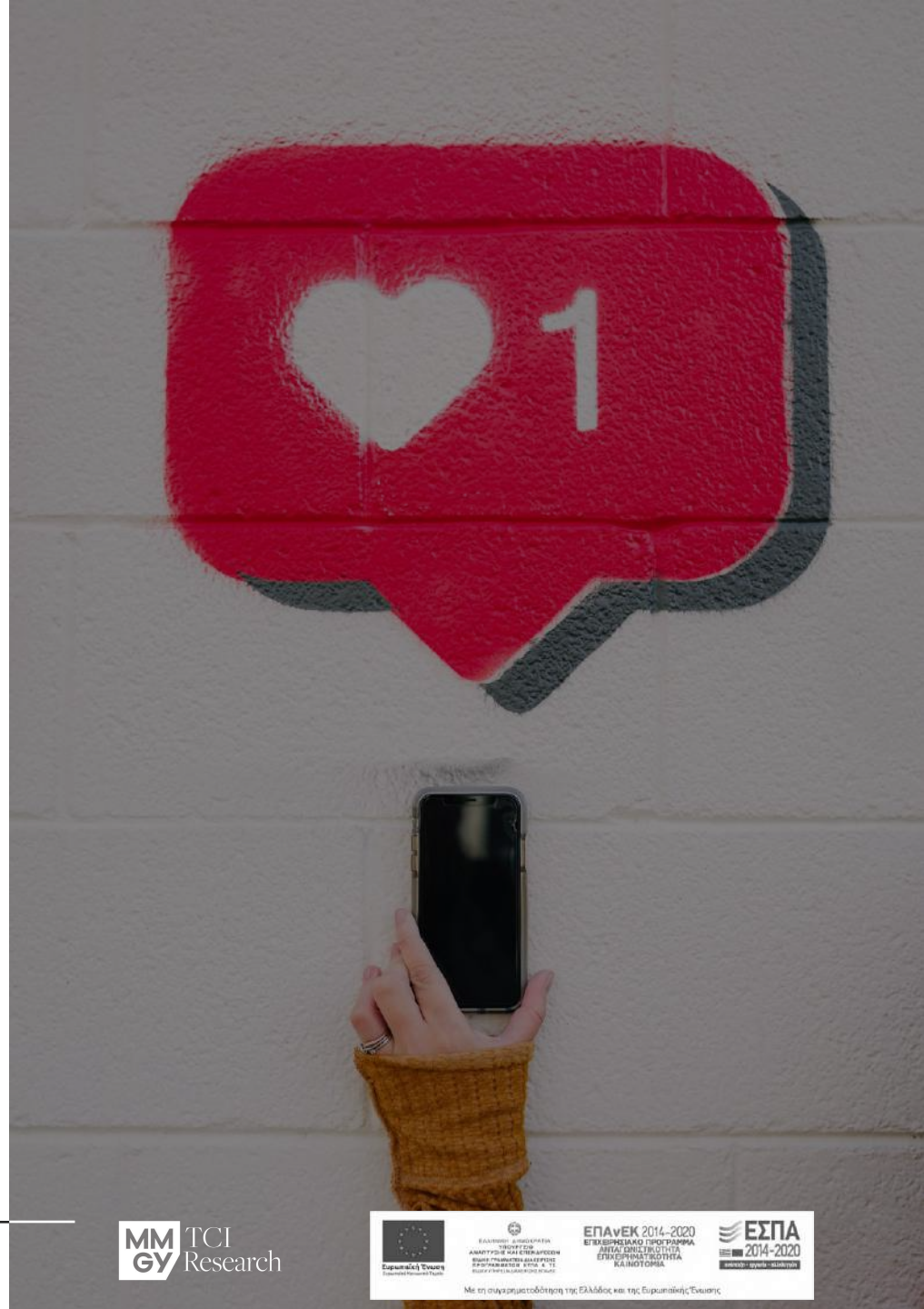
Sentiment Tracker

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 945K+ in social conversations** in relation to travel, generating **11.4M engagements**, shared by **206K+ unique authors** from **200+ countries**.





Note: For a full list of sources, please see appendix A

Key Sentiment Trends

SUMMARY FOR THE FIRST QUARTER OF 2024

- **Greece's overall Net Sentiment Index for the first quarter of 2024 remained relatively stable since the previous quarter.** Greece holds the fourth position in comparison to the benchmark, following Croatia, Portugal, and Italy. Moreover, Athens has had an increase in positive conversations since the previous quarter, with its score ranking just after Portugal.
- Observing the monthly trend, **NSI experienced a slight decline in January**, dropping from 52 points in December 2023 to 40 points. This decline can be attributed to several factors, such as testimonials from travelers reporting instances of overcharging at restaurants in Greece, as well as a travel influencers highlighting the high prices in Mykonos. However, **the quickly recuperated already in February, increasing even further towards the end of the first quarter**.
- **The topic of Culture continues to thrive, highlighting Greece's rich cultural heritage**. Additionally, there was **increased number of conversations** surrounding the topics of **Gastronomy** and the **Environment**. However, there was a decline in the volume of those surrounding Hospitality compared to the previous quarter. Nevertheless, **Greece's e-reputation remained robust across all categories**, with Gastronomy, Hospitality, and Culture maintaining exceptionally high scores above 85.
- **Stories about nature and environment gained prominence** on the internet, with a focus on **eco-friendliness** and **sustainability aspects** in Greece. Positive sentiment and interest towards Greece's natural environment were observed across various online media - including social medias, magazines, and blogs. Moreover, **cultural highlights captured the public's attention** as well, such as the much-anticipated reopening of a historical palace where Alexander the Great was crowned, the Ottoman-era landmarks, and vibrant carnival festivities in Athens.
- In contrast to previous quarters, the first quarter in 2024 saw a **reduction in stories related to the theme of overtourism**. However, several negative stories were still present, of which some of the most prominent were the **impact of an African dust cloud on Greece**, the **unkempt maintenance of the 2004 Athens Olympics park**, and **contentious debates** between environmental groups and the government over **coastal constructions**.

Period of analysis: January 1st, to March 31st, 2024.

Note: For a full list of sources, please see appendix A

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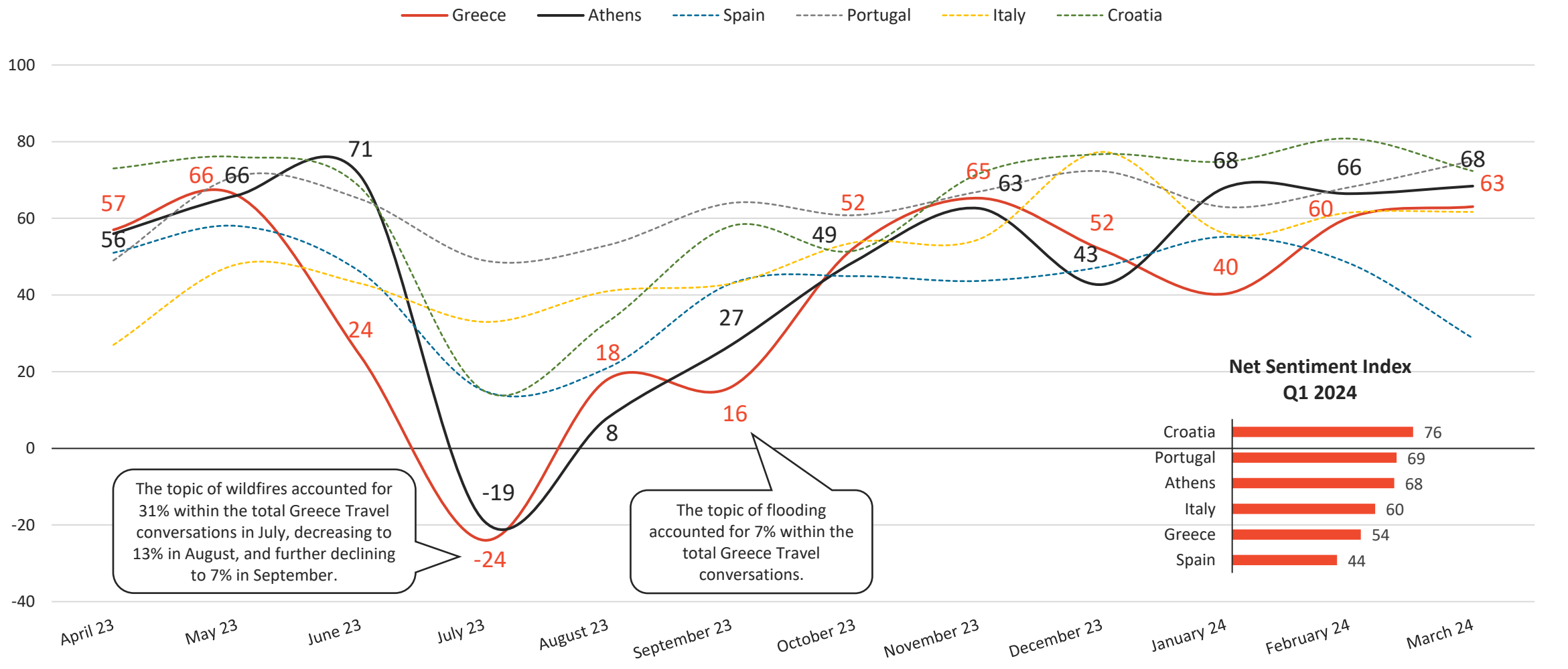
ΕΠΑνΕΚ 2014-2020 ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ ΚΑΙΝΟΤΟΜΙΑ
ΕΣΠΑ 2014-2020
Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης

Net Sentiment Index

TRENDS FOR GREECE'S ONLINE REPUTATION



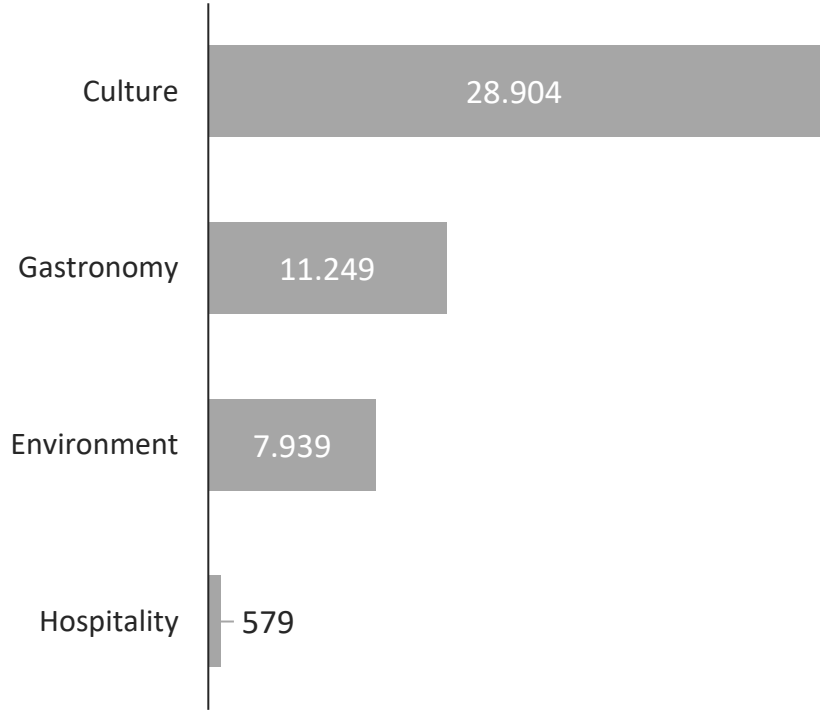
Note: For a full list of sources, please see appendix A

Reputation Topics

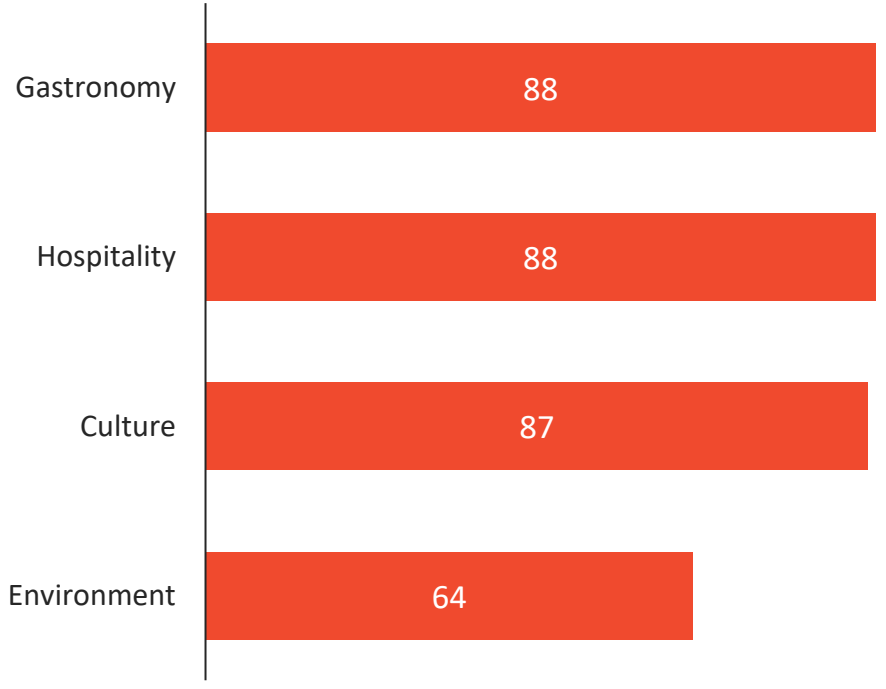
TRENDS FOR GREECE'S ONLINE REPUTATION

The topic of **Culture continues to generate the highest volume of conversation**, affirming Greece's status as a culturally rich destination. This is once again **followed by** the topics of **Gastronomy** and **Environment** in terms of number of conversations. However, **the Hospitality topic saw a decrease in volume** compared to the previous quarter. **The polarity of conversations remained consistently positive across all areas**, with Gastronomy, Hospitality, and Culture maintaining exceptionally high scores above 85.

Volume of Social Conversations



Net Sentiment Index



Period of analysis: January 1st, to March 31st, 2024.

Note: For a full list of sources, please see appendix A

Positive Sentiment Drivers

STORIES FUELING GREECE'S SOCIAL REPUTATION

Nature and environment-related topics stood out online during the first quarter of 2024, particularly emphasizing aspects on **eco-friendly** and **sustainability travel** in Greece. This also reflects the **increasing interest in sustainable travel initiatives** amidst ongoing issues related to climate change. Additionally, **various captivating cultural topics also surfaced online**, including the reopening of a historical palace, Ottoman sites, and carnival celebrations.

Examples of reputation drivers

- Staying at luxury **"Glamping" village** in Kos, embracing cozy eco travel
- Traditional Greek village **Nymfaio** and its focus on **ecotourism** development
- **Silver Island**, Greece ranks among **10 incredible yoga retreats in Europe** for 2024, away from the usual tourist hotspots
- **Gundari Resort,** opening soon, is dedicated to **eco-friendly practices**, from its architecture to daily management and operations
- **Galissas Beach** ranks **one of the world's top 10 best sustainable beaches** with public focus on maintaining clear waters, clean sand, and good accessibility
- UNESCO's executive board has approved the designation of **18 new global geoparks**, including **Meteora** and **Pyli** in region of Thessaly
- Impressed by the **Spectacular peach blossoms** in **Imathia**, Greece
- Discovering the high quality **Kato Nevrokopiou** potatoes, grown throughout Northern Greece's municipalities
- Visiting a "**food retreat**", a luxury guesthouse in **Andros**
- Greece has reopened the **ancient palace**, where **Alexander the Great** was crowned, after sixteen years of restoration
- Five **historic Ottoman sites** to visit in Athens (Tzistarakis Mosque, Madrasa, Benizelos mansion, etc.)
- Discovering the **Athens carnival**, enjoying festivities, music, and community spirit
- **Kathara Deftera**, the beginning of Lent among Orthodox Christians, was celebrated in Greece
- **Places to explore in Rhodes** (touring the Jewish Quarter, hiking to the Valley of the Butterflies, etc.)
- **7 activities to do with children** in Athens (Visiting the Panathenaic Stadium, participating in interactive activities at the Hellenic Children's Museum, etc.)

Period of analysis: January 1st, to March 31st, 2024.

Note: For a full list of sources, please see appendix A

MMGY TCI Research

ΕΠΑνΕΚ 2014-2020 ΕΣΠΑ 2014-2020

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

'My Nude Greek Life' - freedom, sailing, happiness & heartbreak...Season 3 (special extended cut!)

...here in **Greece** but you'll also learn about many other factors (SEE TIMESTAMPS BELOW). You'll catch our **cultural** explorations ... On Kos 'glamping' village 01:04:29 - Day **trip** to Zia Village 01:10:05 - Leaving Kos port 01:12:48 - Homeschool app we use...

published on 25/02/24 at 14:30 | YouTube | United States | youtube.com

Nymfaio | The Northern Greek village straight out of a fairytale

...picturesque villages in **Greece**, is located at an altitude of 1,350 meters in northern **Greece**, in western Macedonia. Thanks ... unique natural **environment**, this mountain village is one of the best vacation destinations in **Greece**, not only in winter but...

published on 19/01/24 at 08:30 | Online News Other | Greece | www.greeknewsagenda.gr

10 incredible yoga retreats in Europe for 2024

...Mediterranean **cuisine** as much as its yoga practice. House chef Uri Eshet, formerly of Copenhagen's Michelin-starred **foodie** ... pristine nearby islands, just a short boat **trip** away. As well as practicing on the rustic stone cottage's rooftop terrace...

published on 30/01/24 at 17:50 | Magazine | Australia | www.lonelyplanet.com

Greece's new uber chic hotel set to star this summer

In the heart of **Greece**, a new era of luxurious **sustainability** is set to begin when the Gundari Resort opens in ... **tourist**-heavy destinations, Folegandros stands as a hidden gem in the Cyclades – an island that resists the common **tourist**...

published on 15/02/24 at 02:43 | Magazine | Australia | www.travelweekly.com.au

Greece, Cyprus, UK: Seven of the world's top 10 best sustainable beaches are in Europe

...shallow waters that **travellers** say allow you to stay only waist-deep a long way out. **Visitors** mention its clean, clear ... Seven of the top 10 most **sustainable** beaches were in Europe across the UK, **Greece**, Cyprus, Malta and Spain. Rounding out...

published on 14/03/24 at 07:00 | TV/Radio | France | www.euronews.com

UNESCO designates 18 new geoparks

...elected officials and associations, guarantees the effectiveness and long-term **sustainability** of their conservation measures. **Greece** : Meteora and Pyli UNESCO World Geopark Located in the picturesque region of Thessaly, in the heart of Greece...

published on 28/03/24 at 13:25 | Blogs | Philippines | patrimonioactual.com

Hot-air Balloons Capture the Spectacular Peach Blossoms of Imathia, Greece

...region of Imathia in northern **Greece** every Spring turns into a **spectacular** quilt of hot pink and vivid green due to the ... situated. Imathia promotes **tourism** Inspired by Japan's way of promoting **tourism** featuring its emblematic famous cherry...

published on 19/03/24 at 14:02 | Online News Other | United States | greekreporter.com

Greek Potatoes Rated Best in the World

...an experiential **travel** online guide for traditional **food** that collates authentic recipes, **food** critic reviews, and research ... **food** ranking site, an outcome brought about by more than a hundred thousand **food** product ratings being made for 6,119 **food**...

published on 04/01/24 at 23:24 | Online News Other | United States | greekreporter.com

Period of analysis: January 1st, to March 31st, 2024.

Note: For a full list of sources, please see appendix A

Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

...20 chefs and food writers pick their dream meals across Europe | Food and...

...g **food** scene," she says. The **food** editor and writer is planning a return **trip** this summer to Tou Josef restaurant, to **eat** ... views and the most **delicious food**," she says. Also on her Andros wishlist is a **food** retreat run by Allegra Pomilio and Mimi...

published on 27/01/24 at 09:00 | Online News Other | United Kingdom | www.theguardian.com

Greece reopens the thousand-year-old palace where Alexander the Great was crowned

... **Greece** invests in their conservation, a source of significant **tourism** revenue . For more than three decades, **Greece** ... friezes from the Parthenon, on display at the British **Museum** , which, according to Athens, were the subject of "looting" in the 19th century, when...

published on 08/01/24 at 18:03 | Magazine | France | www.geo.fr

Five historic Ottoman sites to visit in Athens

patrick o. strickland created a post

... **spectacular** historic sites for visitors. Millions of **tourists** pass through **Athens** every year, and not ... Greek **Tourism** (EOT) has teamed up with online **travel** sales site Wego to encourage **tourists** from...

published on 03/03/24 a

Carnival Celebration in Athens Greece: Locals Gone Wild

...shopping street in **Athens**, during carnival, for its **spectacular** parade. The **Athens** carnival breathes life into the city ... locals and **travellers** into its enchanting vortex of dance, **music**, and theatricality. As a solo **traveller** of Go Explore...

published on 28/03/24 at 15:45 | YouTube | United States | youtube.com

Why Greeks Fly Kites on Clean Monday

...ng **foods**, which were largely consumed during the three weeks of the Carnival. As a result, the feast, which is a public **holiday** in **Greece** and Cyprus, is celebrated with outdoor excursions, the consumption of shellfish and other fasting **foods**, as...

published on 18/03/24 at 07:20 | Online News Other | United States | greekreporter.com

Rhodes, Greece, Has 300 Days of Sun a Year, Hiking Trails Through Natural Springs, and the Country's...

...Economist, Politico, Condé Nast **Traveler**,, The Guardian, and others. **Travel** + Leisure Editorial Guidelines Published on... On the one hand, it's one of the most **touristic** islands in Greece, and a favored haunt for package tours and bachelor...

published on 22/01/24 at 22:12 | Magazine | United States | www.travelandleisure.com

7 activities to do with children in Athens

...compilation of works of ancient Greek **art** , modern European **art and contemporary Greek art** . The Herakleidon **Museum The Herakleidon Museum** is a true treasure in **Athens , offering a captivating experience for art** and history lovers . Located...

published on 28/01/24 at 07:48 | Blogs | France | www.participez.com

Period of analysis: January 1st, to March 31st, 2024.

Note: For a full list of sources, please see appendix A

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ΕΠΑνΕΚ 2014-2020 ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ ΚΑΙΝΟΤΟΜΙΑ
ΕΣΠΑ 2014-2020

Negative Sentiment Drivers

GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

Unlike previous quarters, **Q1 of 2024 experienced fewer concerns related to overtourism**. Nonetheless, there were still several negative social conversations. Notable among these were the **effects of a dust cloud from Africa on Greece**, the **lack of maintenance of the 2004 Olympic Games park**, and the **friction** between environmental organizations and the government over **coastal construction**.

Examples of reputation drivers

- **A dust cloud** from the African continent blew over the eastern Mediterranean, **covering large parts of Greece in a haze**
- **The maintenance of the Olympic Games park post-2004** has been challenging for **Greece**, with **neglected infrastructure** and decrepit buildings having broken windows, covered in graffiti, and filled with garbage
- Environmental organizations are urging the government to **withdraw provisions allowing construction right on the sea**
- **Transportation** in Greece was **disrupted** due to **strikes** and **protests** marking the first anniversary of **the train crash**
- **Mykonos** listed among one of the **most overrated holiday destinations** by a travel influencer
- Reports are increasing on **the giant water bug** in **the Mediterranean sea**, potentially dangerous for tourists swimming in the sea

Period of analysis: January 1st, to March 31st, 2024.

Note: For a full list of sources, please see appendix A

Illustrative Social Posts

STORIES REFLECTING NEGATIVE SENTIMENT

African Dust Cloud Blankets Greece

Tasos Kokkinidis created a post

This is alarming to society, as the African dust has been "**traveling**" to **Greece** more and more frequently over recent years... According to assessments, the dust and sand that **travel** from Africa to **Greece** transport poisonous substances, such as...

published on 27/03/24 at 15:44 | Online News Other | United States | greekreporter.com

Twenty years after the Athens Olympics, the big mess

figaro with afp created a post

... accentuated but numerous **tourists** These expensive Olympic Games also weighed down the debt of a **Greece** hit six...

published on 21/03/24 at 13:11 | Newspaper | France | www.lefigaro.fr

Greek Beaches: New Bill Allows Construction on the Coastline

Tasos Kokkinidis created a post

...frequent disasters. Coast in **Greece** "treated as land for housing and **tourist** development" "The protection of coastal and... Unfortunately, in **Greece**, coastal ecosystems are treated as land for housing and **tourist** development," the eight groups...

published on 22/02/24 at 15:21 | Online News Other | United States | greekreporter.com

Traveller reveals her list of the most overrated holiday destinations... and why she HATED Paris

madison burgess created a post

...Britons' most-Googled foreign **travel** destinations revealed: **Greece** is the No1 country followed by Spain... and Orlando is...

published on 21/01/24 at 16:12 | Newspaper | United Kingdom | www.dailymail.co.uk

Greek transport frozen by strikes and protests on train crash anniversary

al jazeera and news agencies created a post

...rises. How Parthenon sculptures sparked a diplomatic row between **Greece** and UK **Tourism**'s dark side: Are those who love **Greece** killing it? Demonstrators, police clash at Greece train crash protest Police said 30,000 were protesting on the...

published on 28/02/24 at 13:14 | TV/Radio | Qatar | www.aljazeera.com

Mediterranean: what is this giant bug that attacks tourists' toes?...

cyril brioulet created a post

...already in Italy, **Greece** or Turkey. The authors of the study call on residents and **tourists** to be vigilant and to... keep...

published on 25/03/24 at 15:11 | Newspaper | France | www.ladepeche.fr

Period of analysis: January 1st, to March 31st, 2024.

Note: For a full list of sources, please see appendix A

Experience Reputation

GREECE'S VISITOR EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS

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Ratings & Reviews

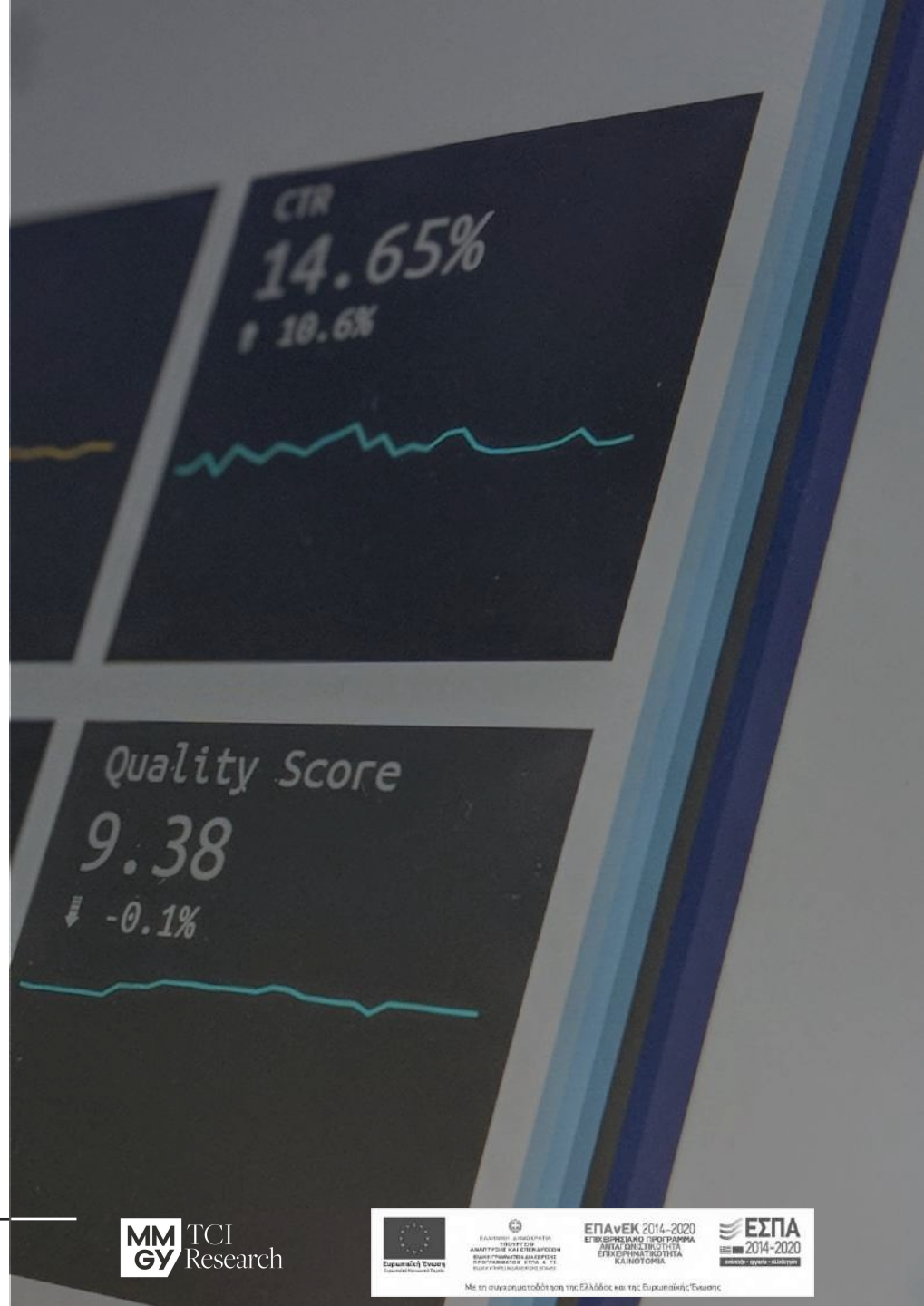
METHODOLOGICAL OVERVIEW

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.



Note: For a full list of sources, please see appendix B

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ΕΠΑνΕΚ 2014-2020 ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ ΚΑΙΝΟΤΟΜΙΑ

ΕΣΠΑ 2014-2020

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης

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**[1], 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 be 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 **January 1st, to March 31st, 2024**.

Reviews Corpus Analysed

Verticals	Reviews Count Greece (01/01/2024 to 31/03/2024)	Reviews Count Benchmark (01/01/2024 to 31/03/2024)
Attractions	48,293	3,674,394
Restaurants	35,185	7,675,258
Total Sample	**83,478**	**11,349,652**

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

Note: For a full list of sources, please see appendix B

Key Visitor Experience Trends

SUMMARY FOR THE FIRST QUARTER OF 2024

- There **number of reviews** for the first quarter of 2024 indicates that **there has likely been a calmer period in terms of visitor pressure**. Likewise, the overall rating recovered from the decline seen in December 2023, and stayed steady throughout the quarter.
- **Greece maintains a competitive overall rating** compared to **the European benchmark** (+0.3 pts.). As in the previous quarter, this consistency is observed across all 14 regions of Greece, each retaining a rating above 9.0, except for Central and West Greece.
- Upon reviewing the categories, it appears that **Cultural experiences** received the highest rating in Greece, with a score of 9.5 points, followed by **Seaside attractions** and **Food and Beverage**. Results and orders vary more highly per region.
- Similar to the previous quarter, **visitors in Greece continue to praise the attentiveness of personnel in written reviews**. The sentiment score has remained at an outstanding 9.5. Personnel received scores above 9 consistently across all Greek regions where there were sufficient written reviews on the topic. Furthermore, the **Value for Money sentiment score also boasts a positive polarity** surpassing 9 in all regions with sufficient reviews, except for East Macedonia and Thrace.
- While the scores fall slightly below the topics mentioned above, **Sustainable Travel** and **Hygiene** still maintain very positive sentiment ratings overall. Notably, the **Sustainable Travel score saw a 0.6-point increase for Greece overall** since the previous quarter. Sustainable Travel received a high level of positive mentions in **Athens** as well, holding a sentiment score of 9.2. In addition, Hygiene in Central Macedonia received an excellent sentiment rating of 9.3.
- Typically, **Pandemic Precaution sentiment scores remain relatively low**, falling below the vigilance threshold of 5.0/10. This is predictable, given that properties may have relaxed their precautions as the pandemic situation progressed.
- Regarding the ratings by market, all five international markets with the highest number of reviews gave a rating above 9.0 in the Q1 for Greece overall, with **travelers from the USA and the UK placing the highest scores on average**. Nevertheless, it is important to highlight that the top-five markets exhibit variations across the different regions, depending highly on the number of reviews each had.

Period of analysis: January 1st, to March 31st, 2024.

Note: For a full list of sources, please see appendix B

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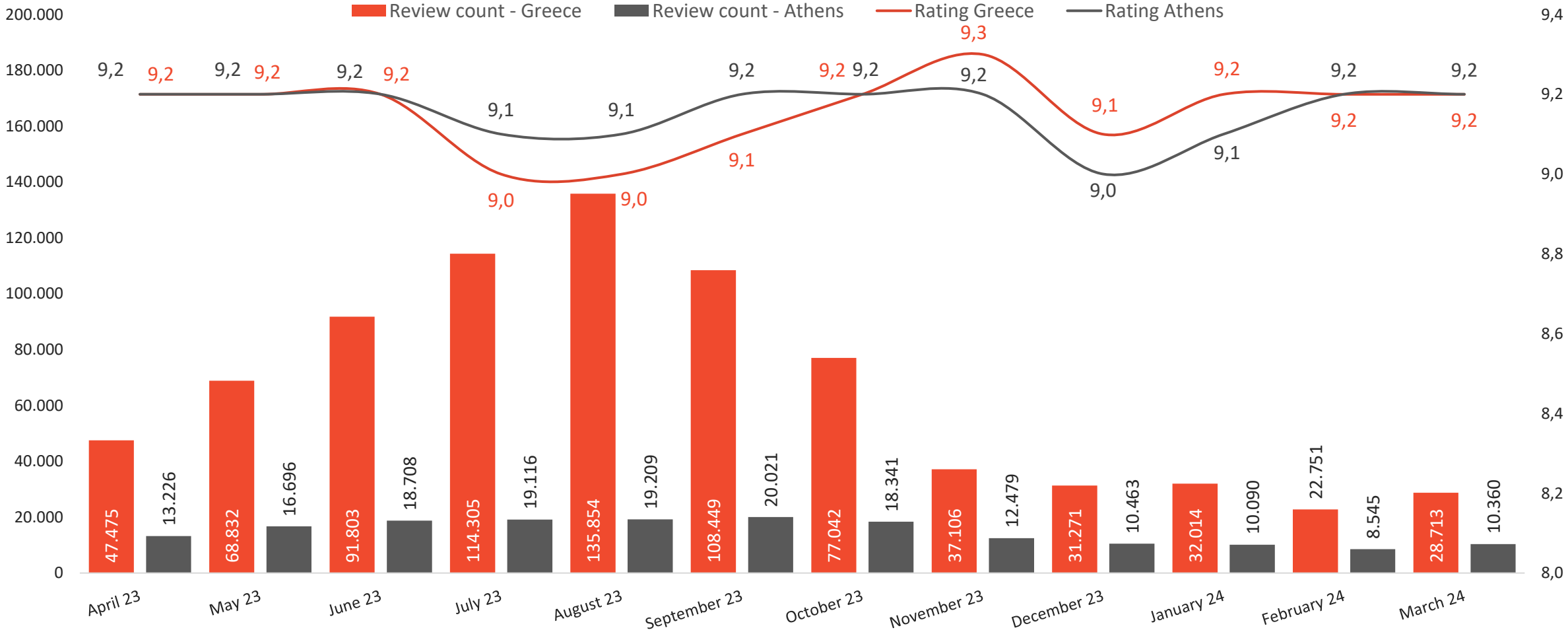
Overall Experience Reputation

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

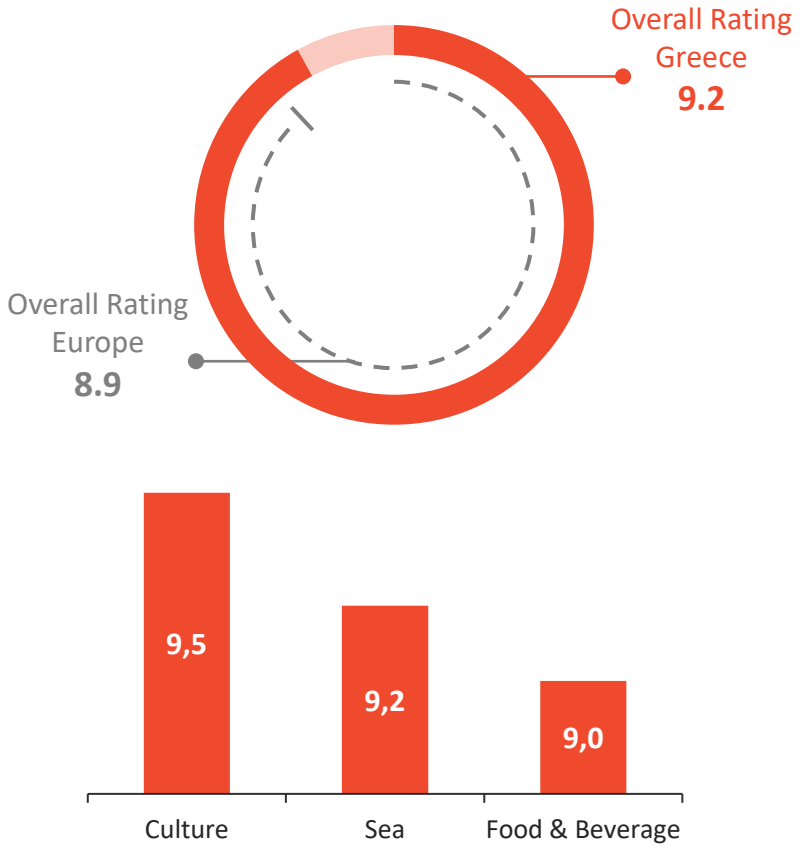


Note: Data presented here stems from Numerical ratings.

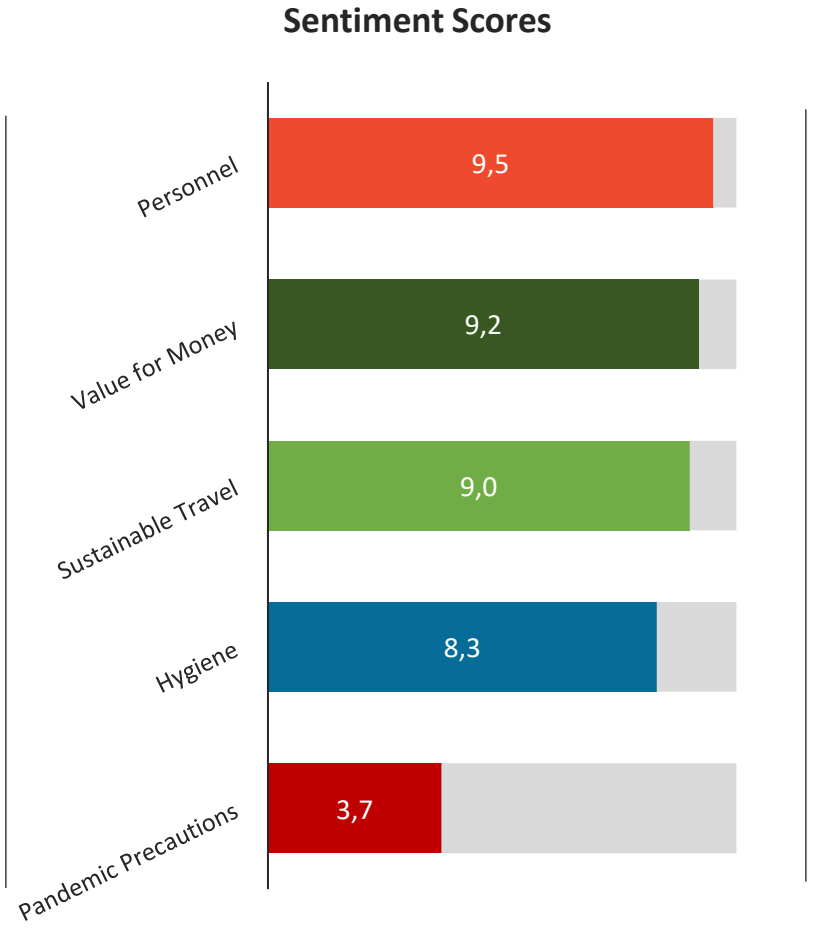
Note: For a full list of sources, please see appendix B

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	747
United Kingdom	9.3	802
France	9.2	287
Germany	9.1	399
Italy	9.0	383
Greece	8.8	792

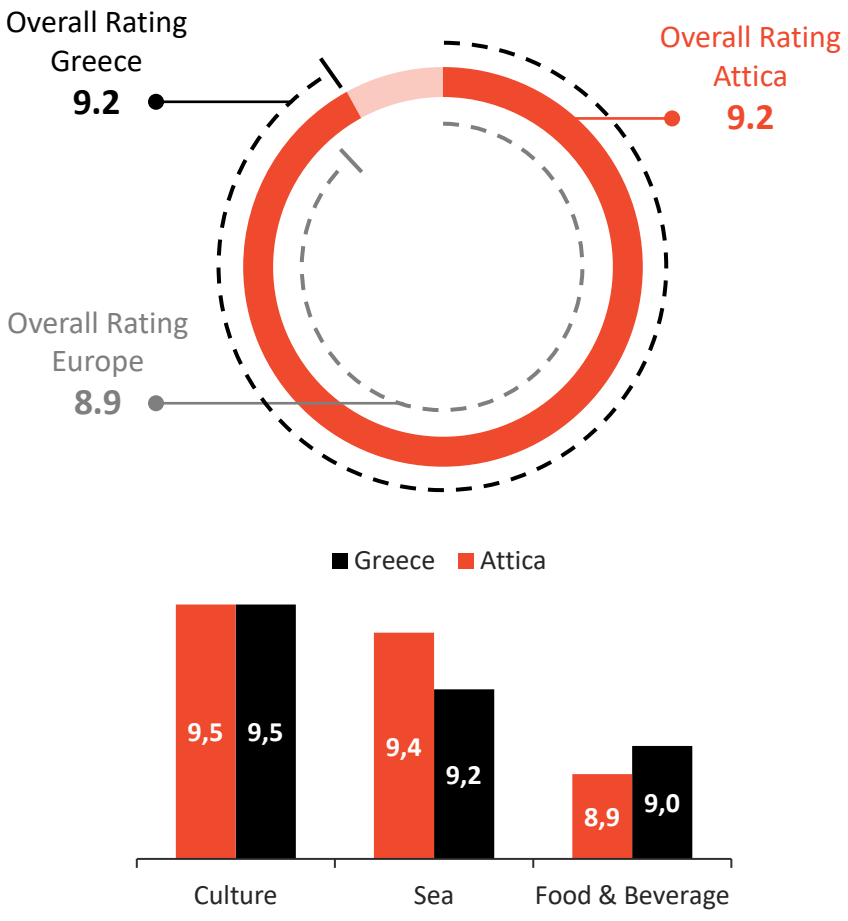
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: January 1st, to March 31st, 2024. **Review count**: 83,478

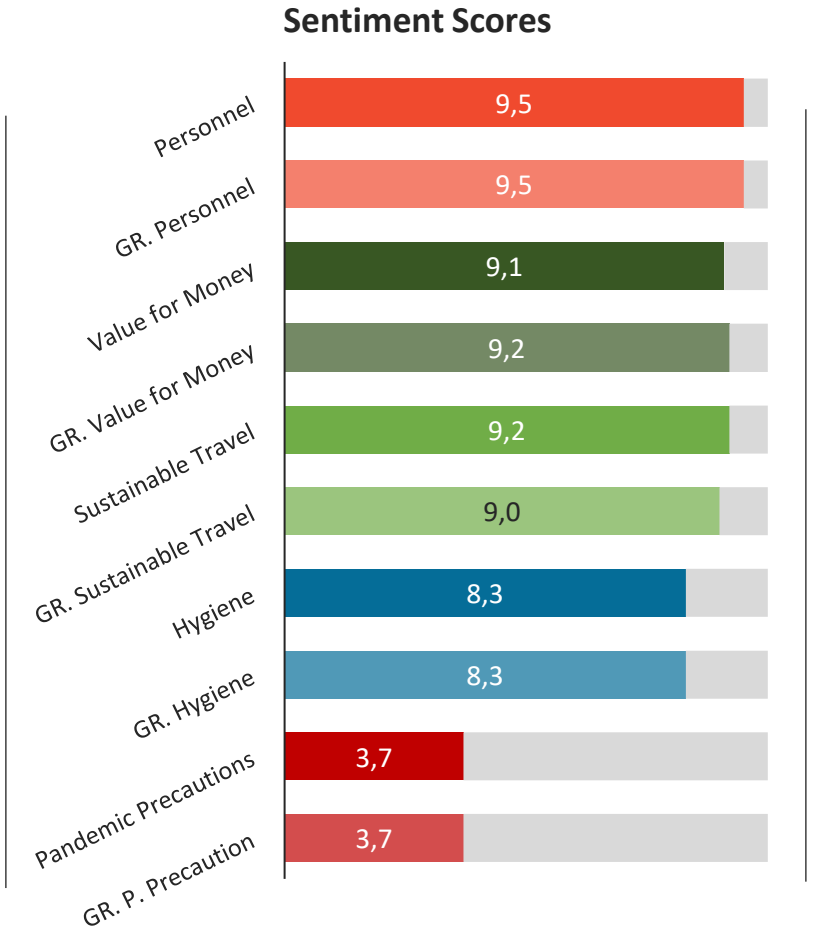
Note: For a full list of sources, please see appendix B

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
Canada	9.5	72
United Kingdom	9.4	618
United States	9.3	553
France	9.1	198
Germany	9.0	223
Greece	8.9	209

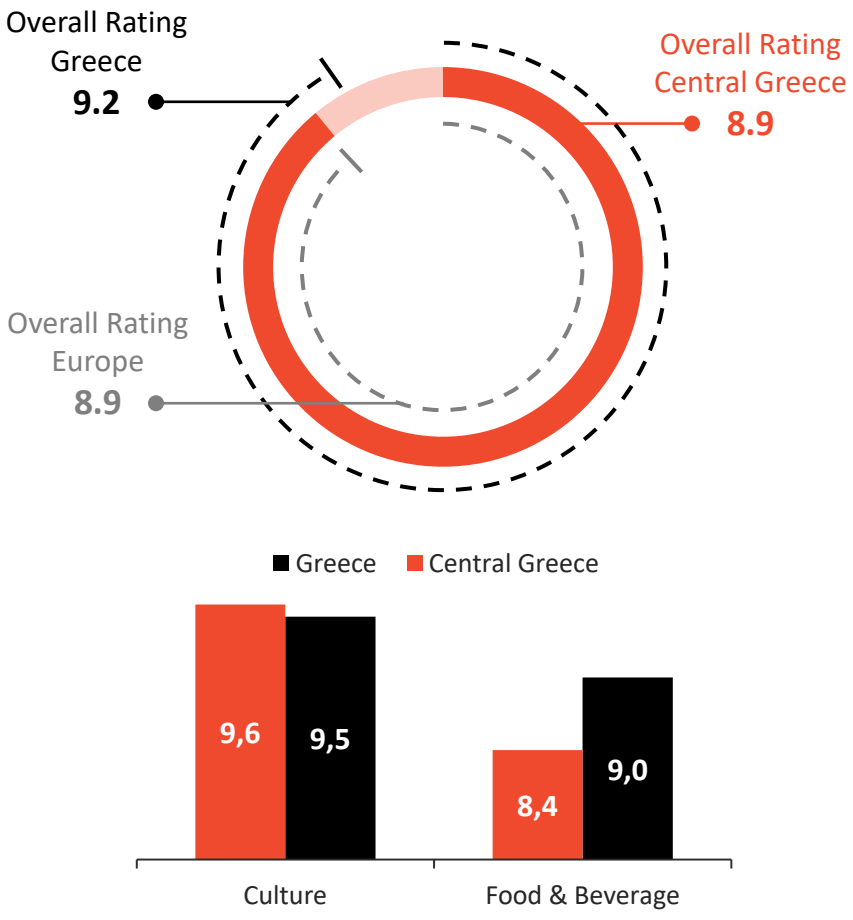
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: January 1st, to March 31st, 2024. **Review count**: 38,328

Note: For a full list of sources, please see appendix B

Central Greece

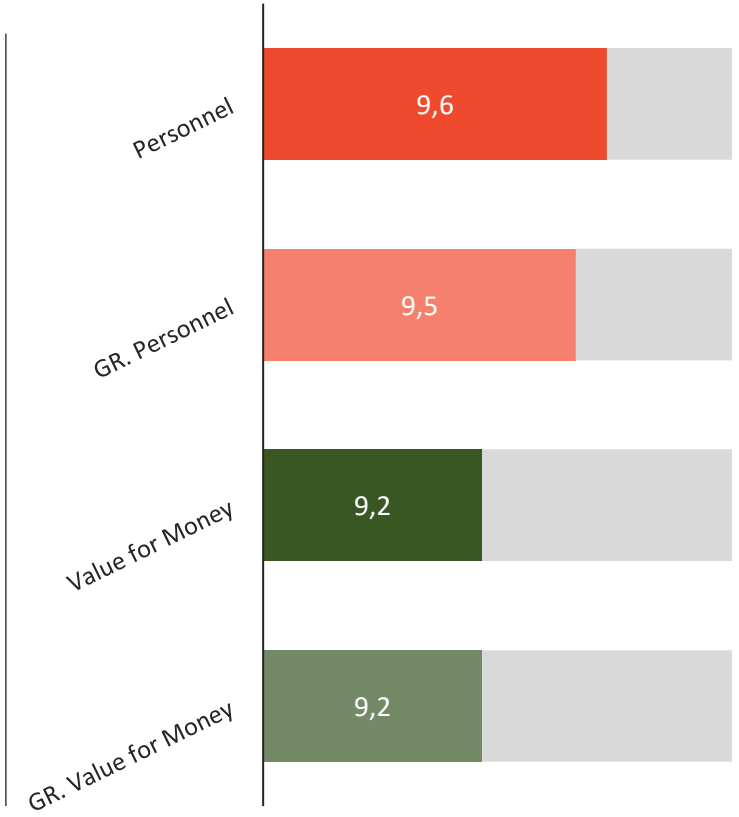
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



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: January 1st, to March 31st, 2024. **Review count**: 2,095

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

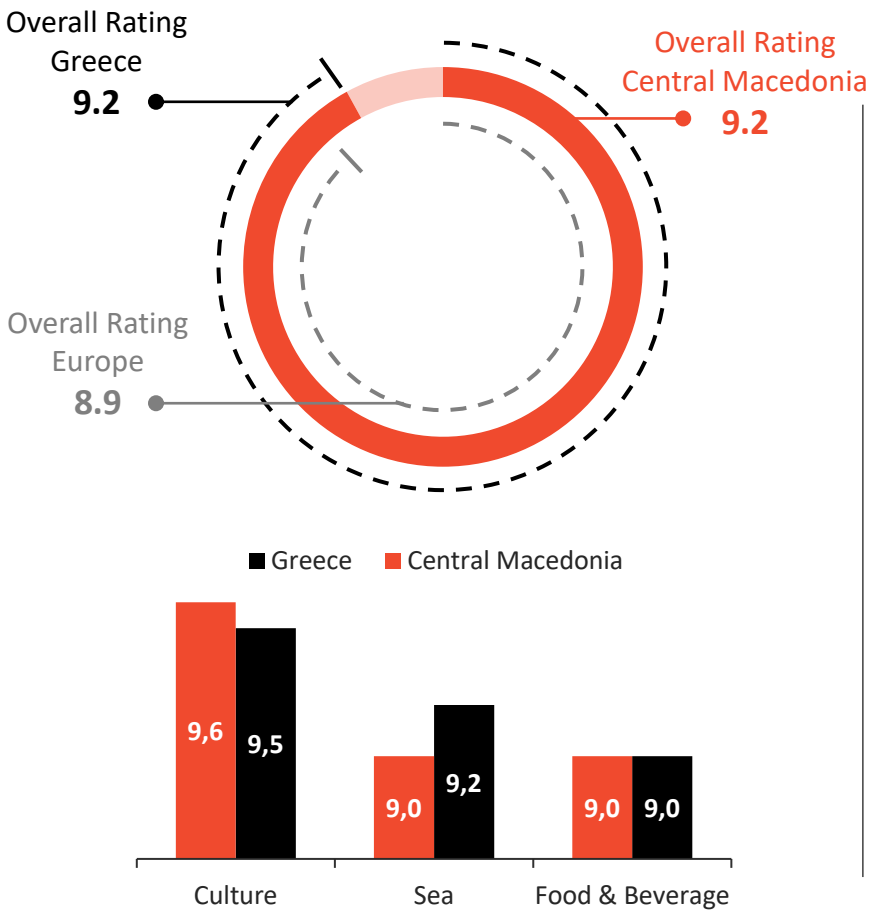
Market	Rating	Review Volume
United States	9.8	26
United Kingdom	9.8	27
Germany	9.1	27
Spain	N/A	N/A
France	N/A	N/A
Greece	8.7	17

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

Note: For a full list of sources, please see appendix B

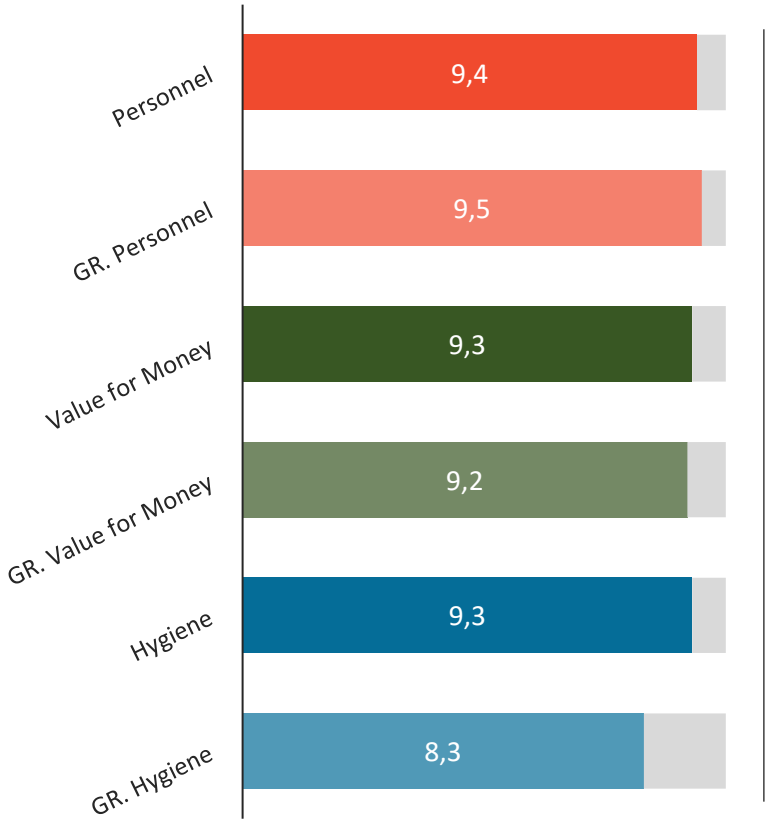
Central Macedonia

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. Sentiment categories with no score do not have a large enough base in terms of mentions.

Rating per Market

Market	Rating	Review Volume
Germany	9.4	34
United Kingdom	9.2	20
Cyprus	8.8	26
Turkey	8.7	23
United States	N/A	N/A
Greece	8.8	249

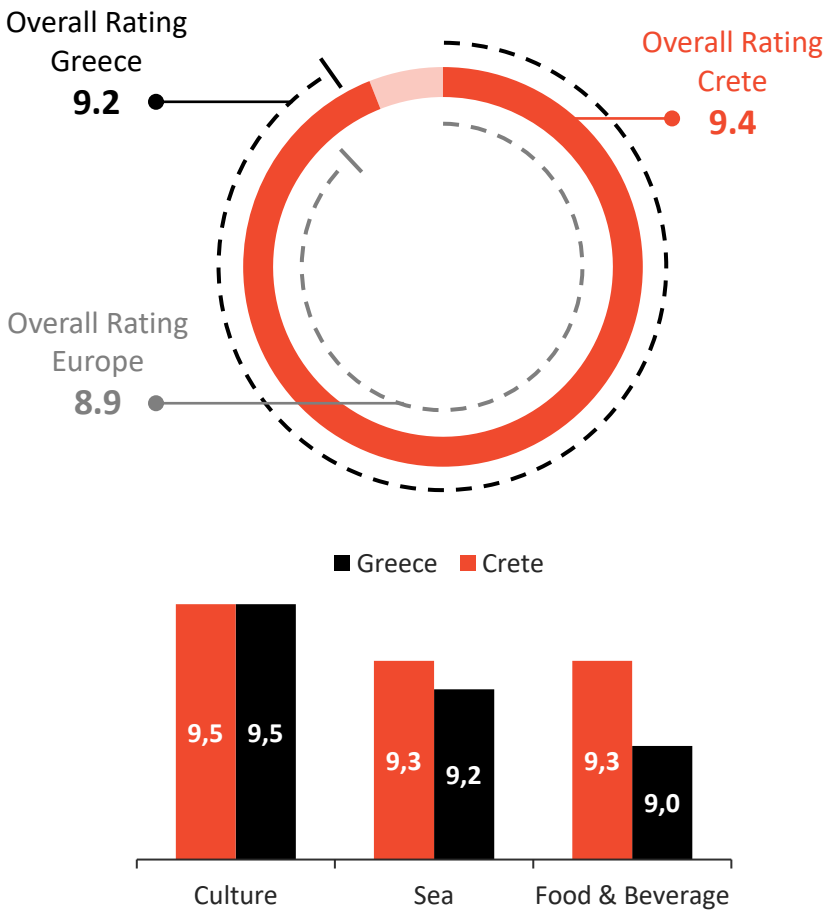
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: January 1st, to March 31st, 2024. **Review count**: 20,445

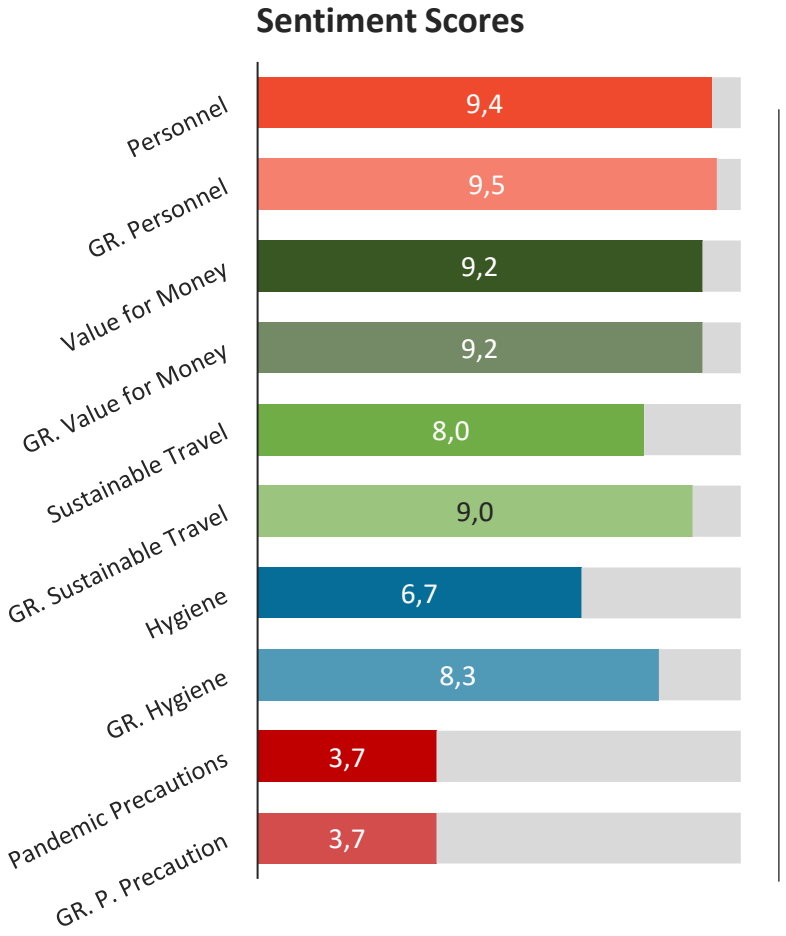
Note: For a full list of sources, please see appendix B

Crete

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.

Rating per Market

Market	Rating	Review Volume
Italy	9.0	22
United States	9.0	21
United Kingdom	8.9	20
France	8.7	27
Germany	N/A	N/A
Greece	9.5	68

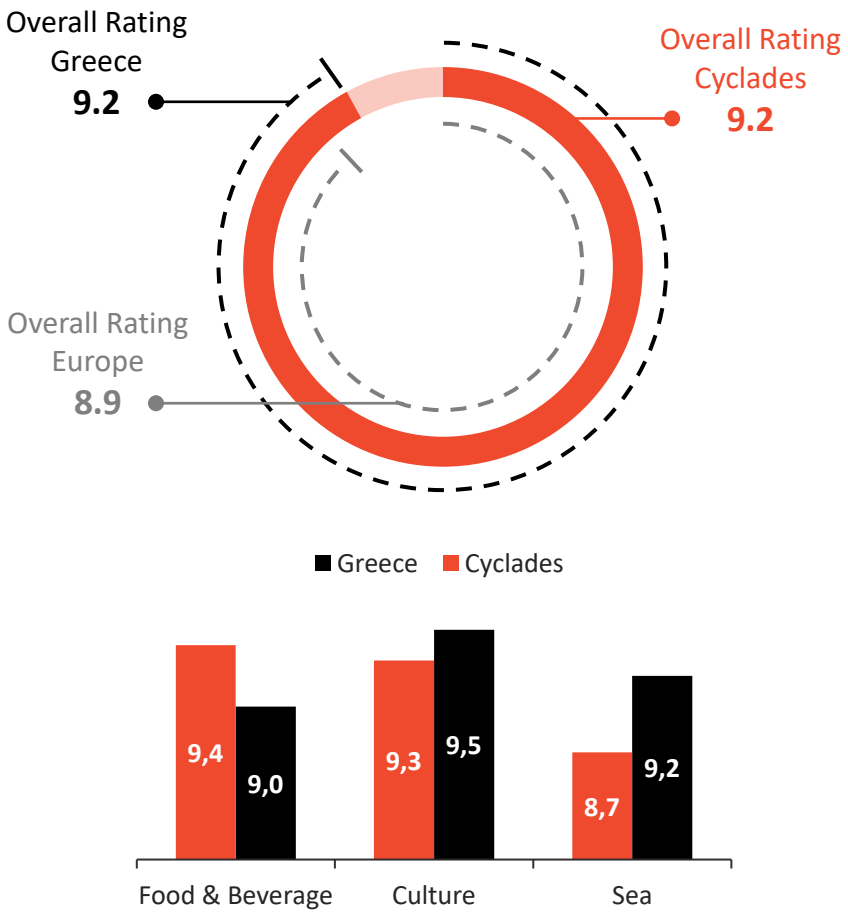
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: January 1st, to March 31st, 2024. **Review count**: 5,092

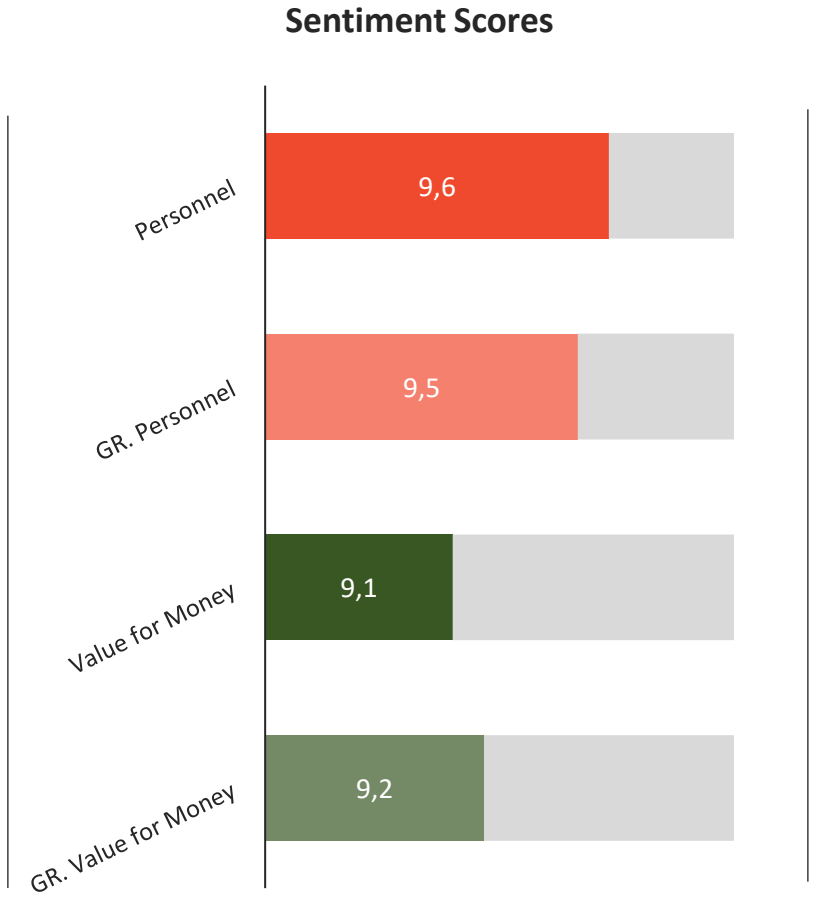
Note: For a full list of sources, please see appendix B

Cyclades

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES



Note: Data presented here stems from numerical ratings.



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	9.5	19
United States	9.3	54
United Kingdom	N/A	N/A
Germany	N/A	N/A
Canada	N/A	N/A
Greece	N/A	N/A

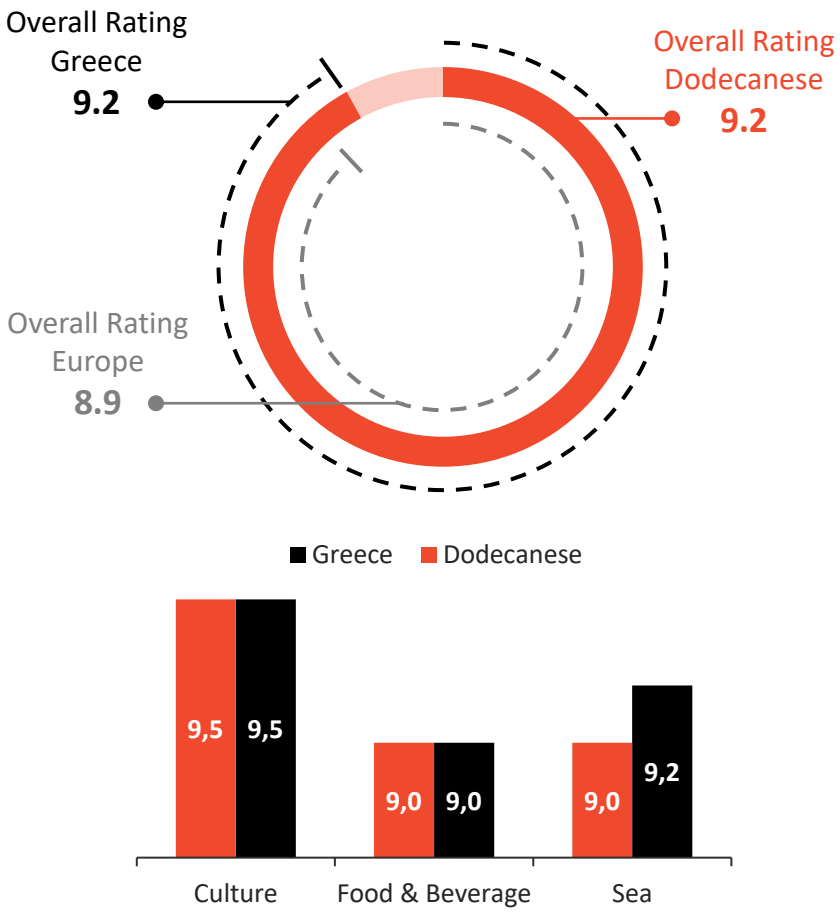
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: January 1st, to March 31st, 2024. **Review count**: 1,043

Note: For a full list of sources, please see appendix B

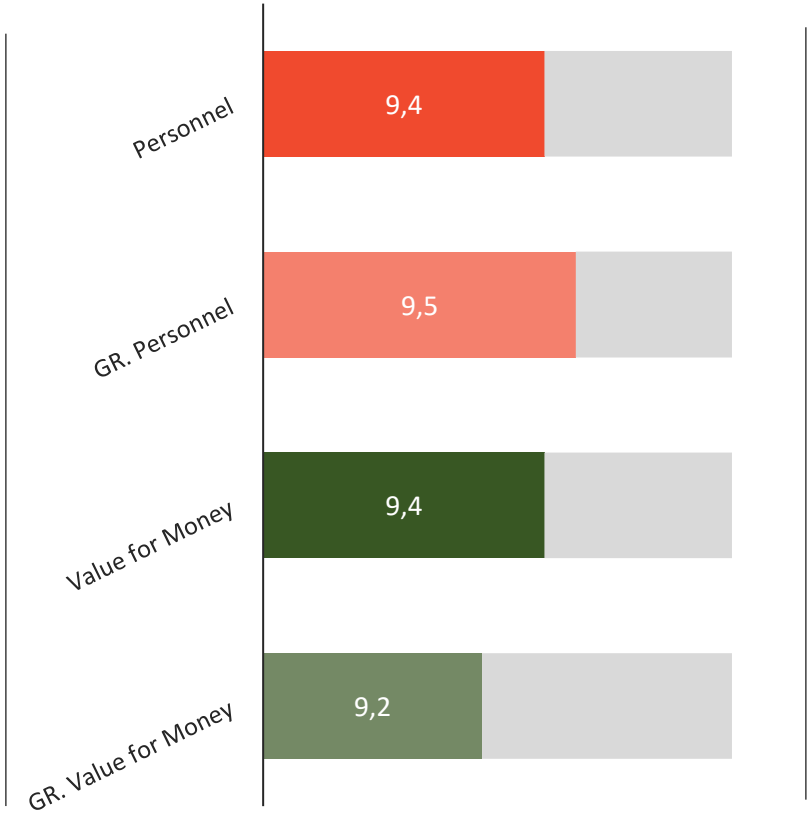
Dodecanese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



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 Kingdom	8.6	20
Germany	8.5	15
France	N/A	N/A
United States	N/A	N/A
The Netherlands	N/A	N/A
Greece	8.4	20

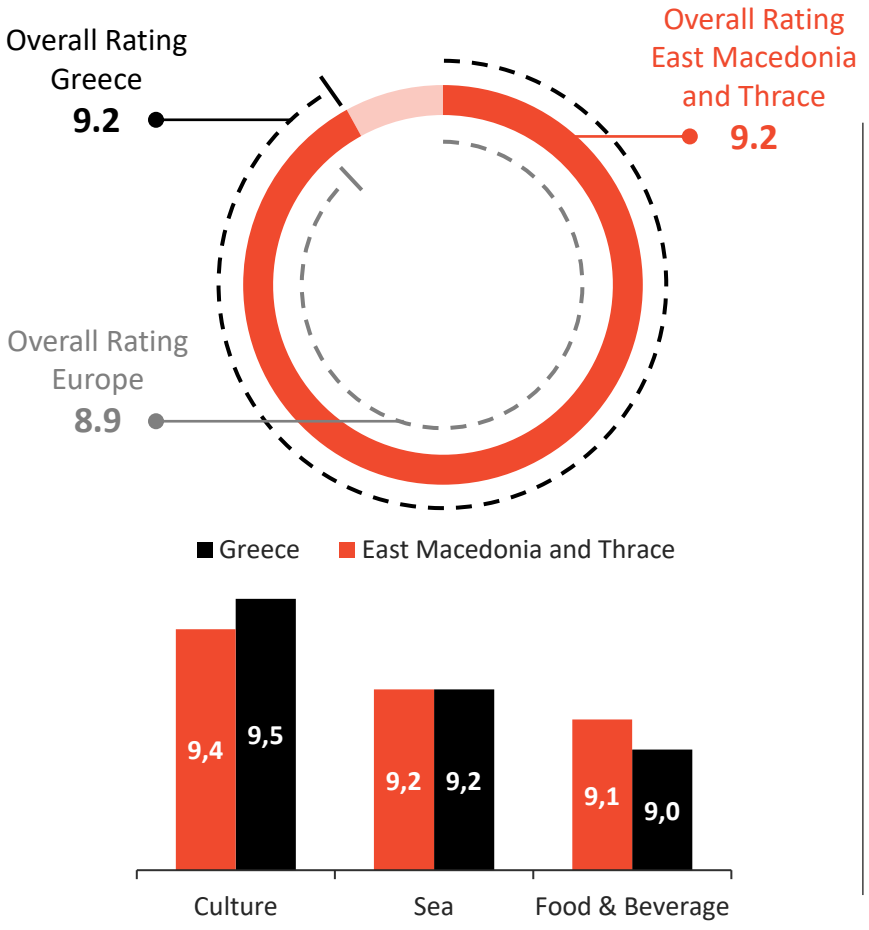
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: January 1st, to March 31st, 2024. **Review count**: 2,114

Note: For a full list of sources, please see appendix B

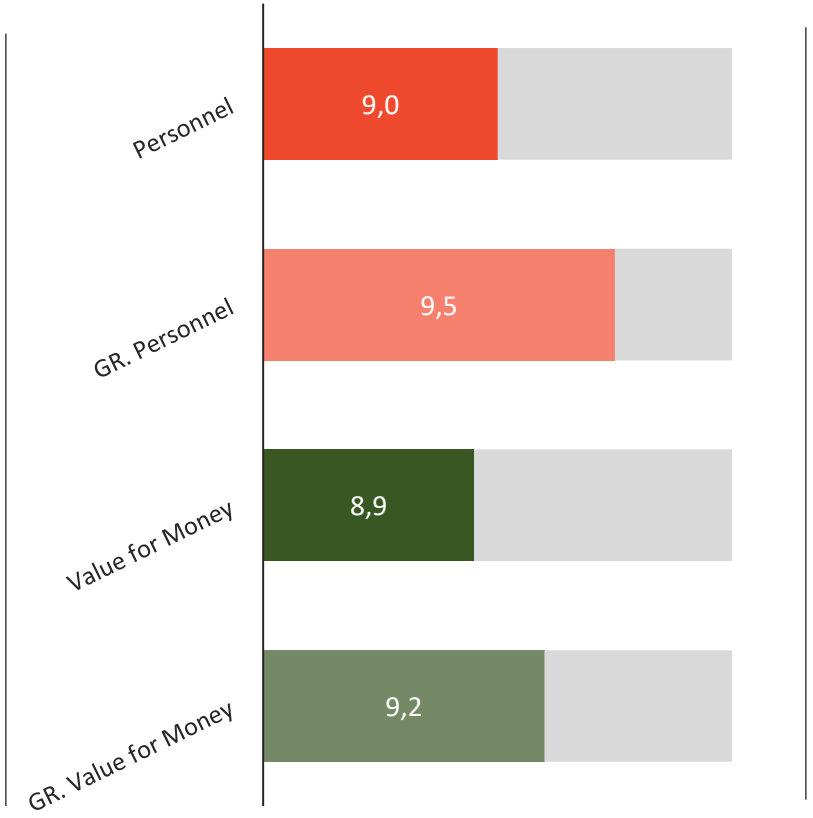
East Macedonia and Thrace

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



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	9	39

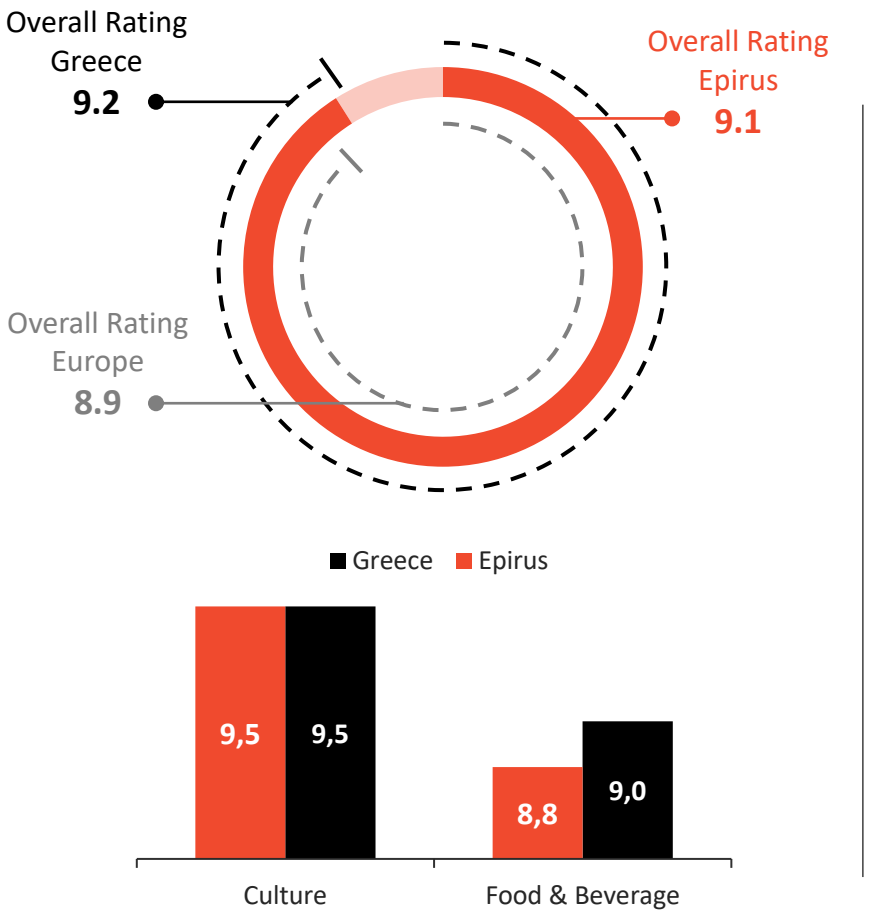
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: January 1st, to March 31st, 2024. **Review count**: 2,858

Note: For a full list of sources, please see appendix B

Epirus

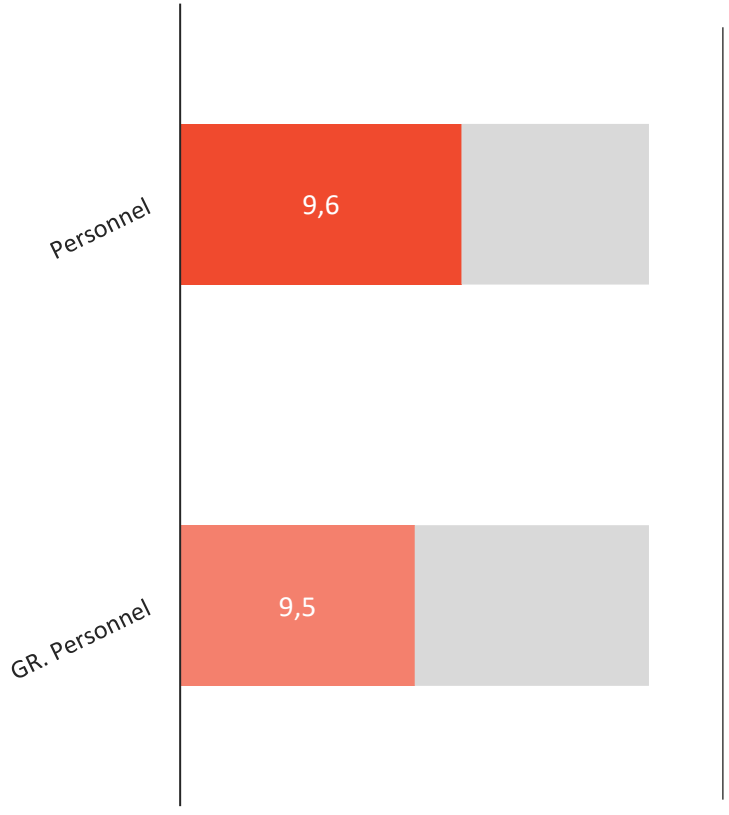
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



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: January 1st, to March 31st, 2024. **Review count**: 1,608

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

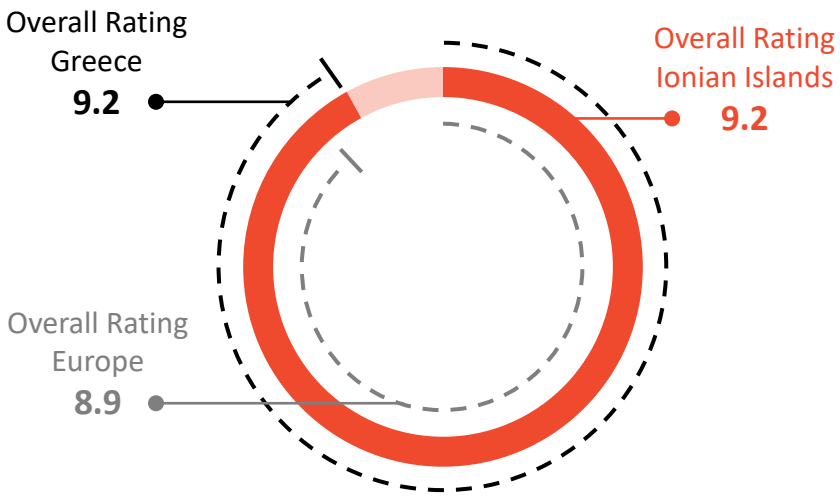
Market	Rating	Review Volume
Greece	8.3	28

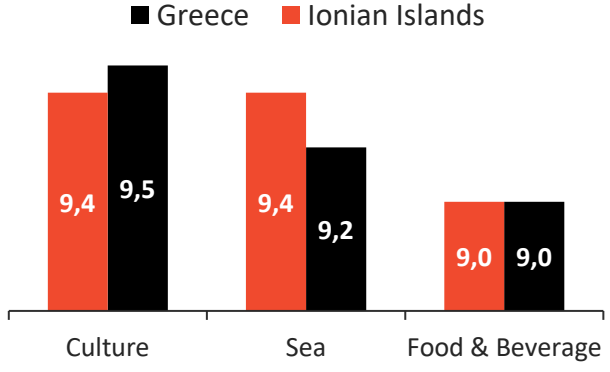
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Note: For a full list of sources, please see appendix B

Ionian Islands

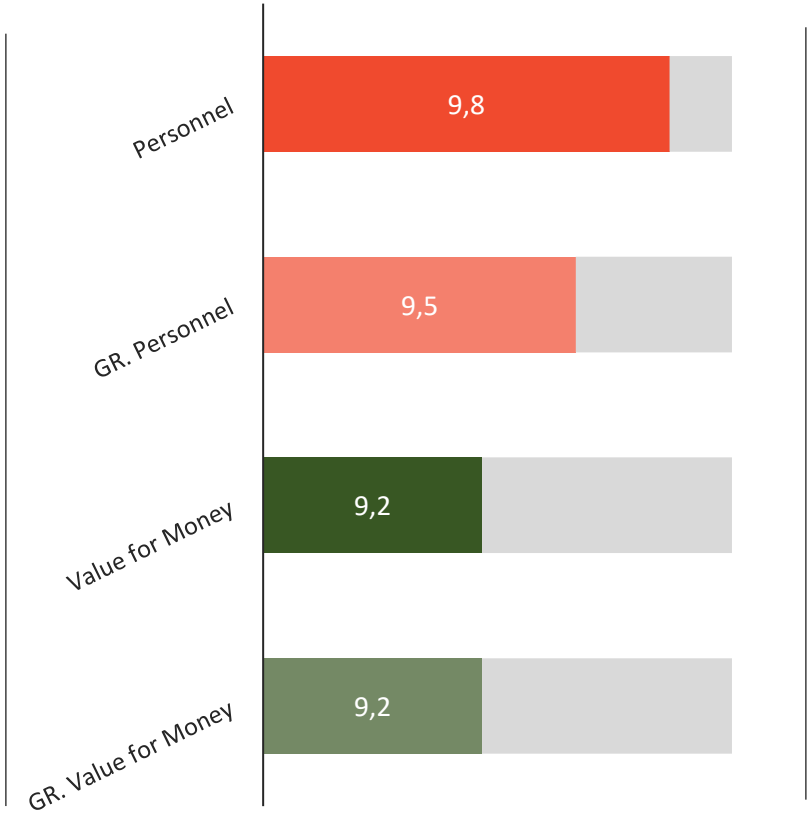
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS





Note: Data presented here stems from numerical ratings.

Sentiment Scores



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

Rating per Market

Market	Rating	Review Volume
United Kingdom	9.1	20
The Netherlands	N/A	N/A
France	N/A	N/A
Germany	N/A	N/A
United States	N/A	N/A
Greece	N/A	N/A

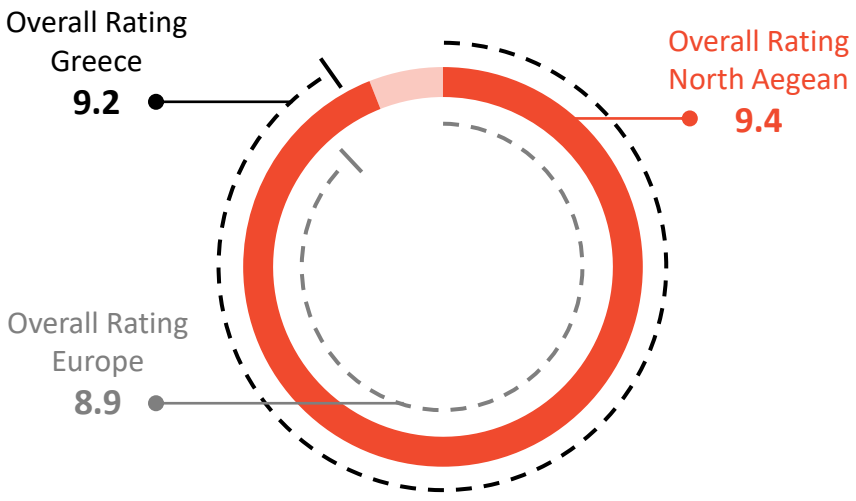
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

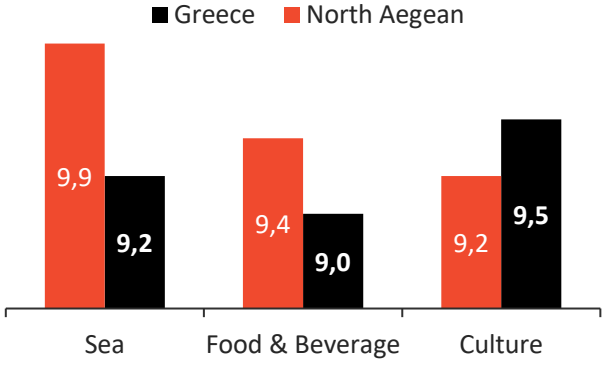
Period of analysis: January 1st, to March 31st, 2024. **Review count**: 897

Note: For a full list of sources, please see appendix B

North Aegean

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN





Note: Data presented here stems from numerical ratings.

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

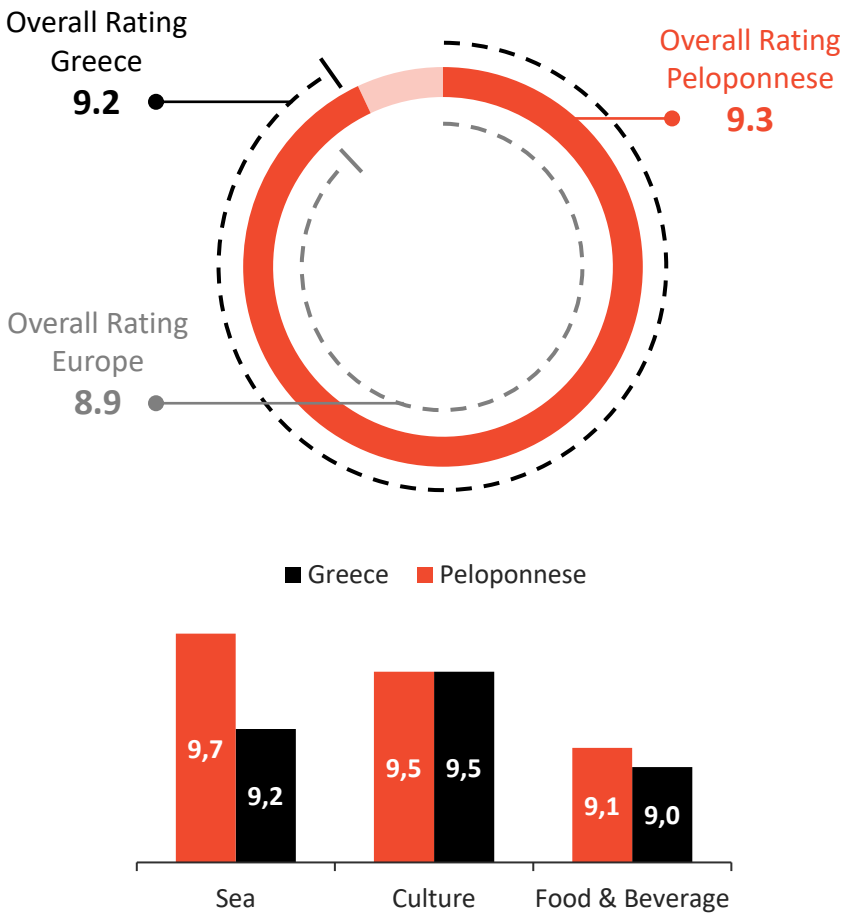
Note: Data on reviews per market was not sufficient for analysis.

Period of analysis: January 1st, to March 31st, 2024. **Review count**: 161

Note: For a full list of sources, please see appendix B

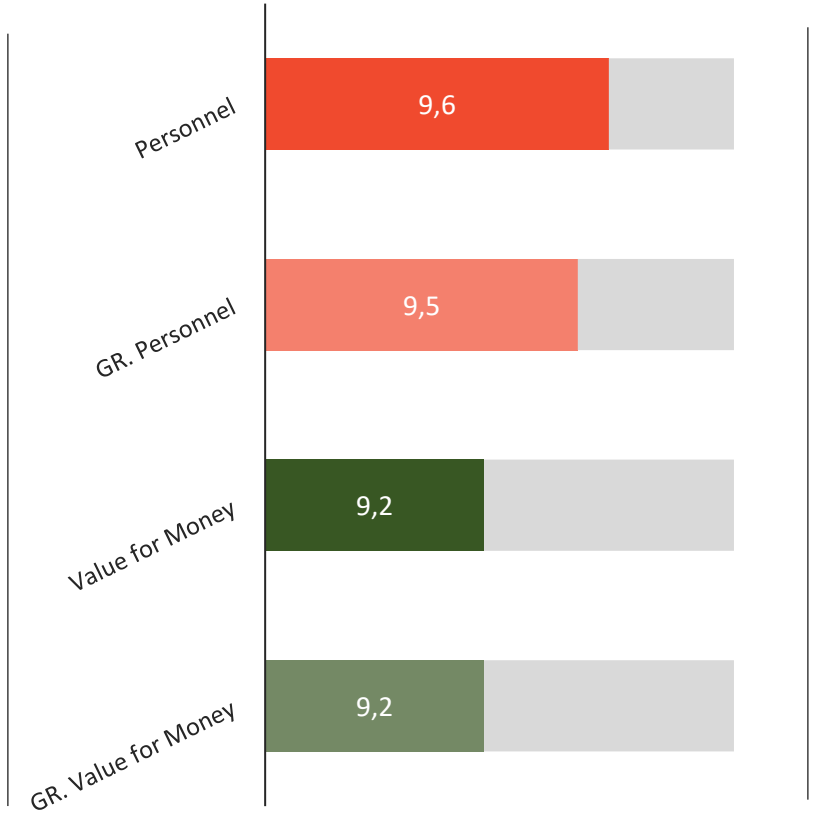
Peloponnese

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
United States	9.6	26
Italy	9.6	27
Germany	9.6	19
France	9.6	15
United Kingdom	9.4	35
Greece	8.5	52

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

Period of analysis: January 1st, to March 31st, 2024. **Review count**: 3,565

Note: For a full list of sources, please see appendix B

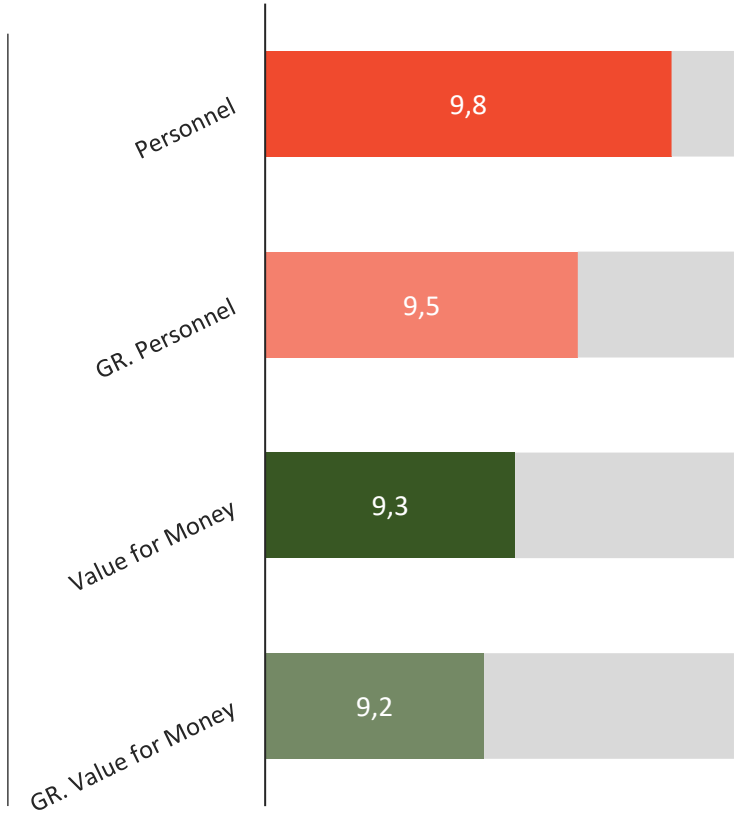
Thessaly

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY

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: January 1st, to March 31st, 2024. **Review count**: 2,641

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

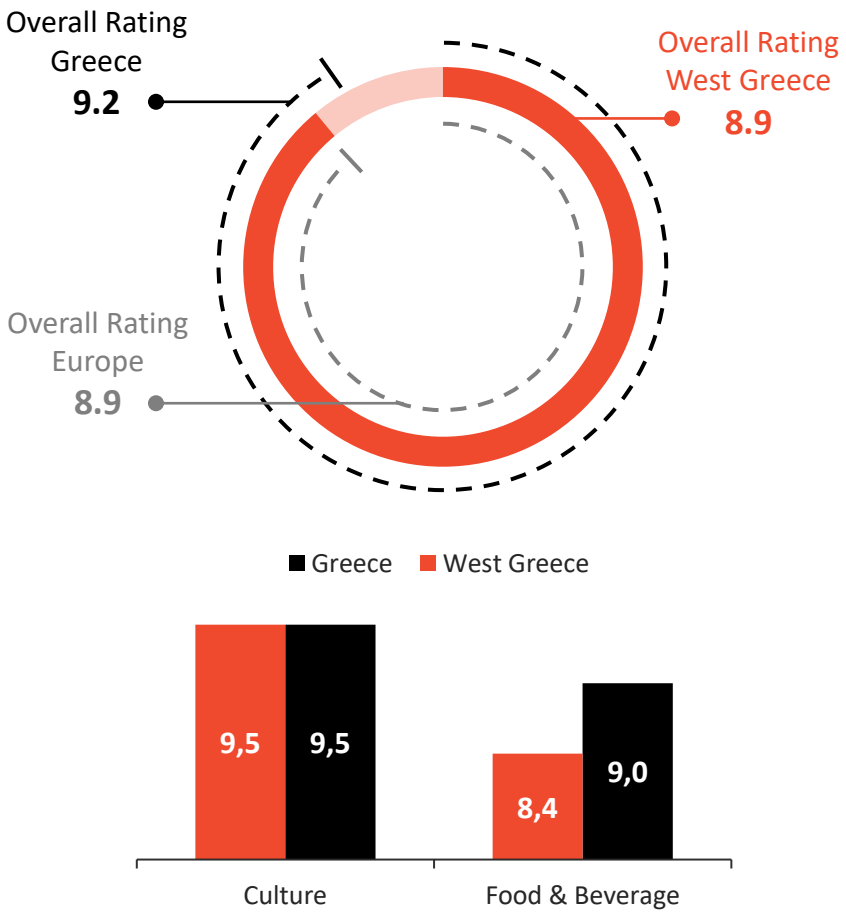
Market	Rating	Review Volume
Poland	9.6	34
Germany	9.2	57
United States	8.7	28
United Kingdom	N/A	N/A
France	N/A	N/A
Greece	9.6	19

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

Note: For a full list of sources, please see appendix B

West Greece

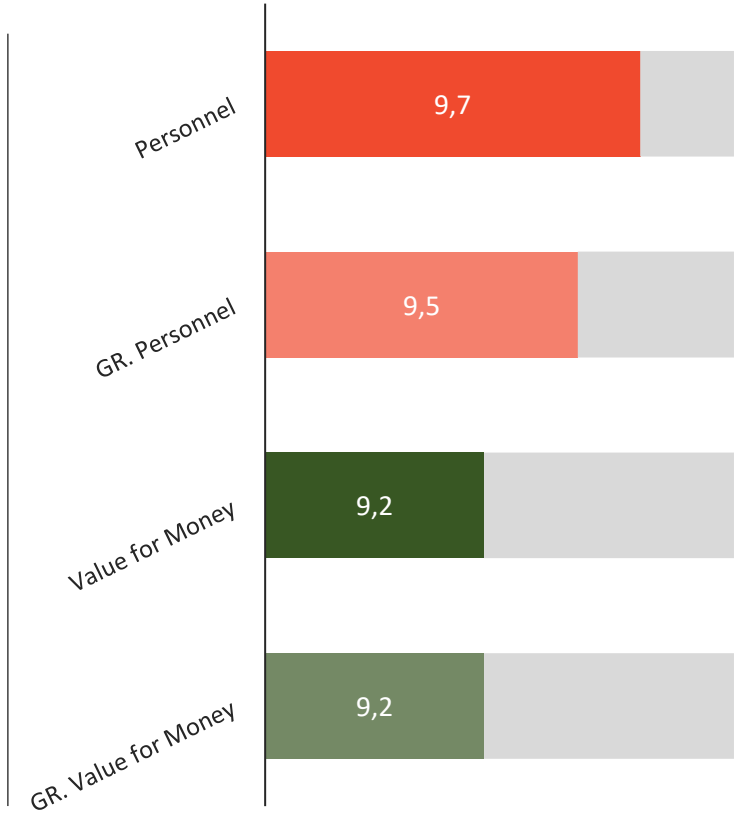
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



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: January 1st, to March 31st, 2024. **Review count**: 1,646

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	N/A	N/A
Germany	N/A	N/A
Greece	8.6	41

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

Note: For a full list of sources, please see appendix B

West Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA

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: January 1st, to March 31st, 2024. **Review count**: 945

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. The markets reported are based on review count.

Note: For a full list of sources, please see appendix B

Conclusion

IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

Take Aways

IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

- During Q1 2024, **Greece's Net Sentiment Index** remained relatively stable when compared to the peak tourism season, with Athens showing particularly strong competitiveness against the benchmark.
- The topic of **Culture topic continues to spark extensive conversations online**, confirming Greece's position as a nation abundant in culture**. Greek e-reputation remained robust** across key reputation topics, with **Gastronomy, Hospitality, and Culture maintaining impressively high scores** exceeding 85.
- There was **a noticeable online focus on nature and environmental themes** when it comes to travel in Greece, with a strong emphasis on eco-friendly and sustainability aspects. Moreover, underscoring its strong online reputation, **a variety of intriguing cultural subjects also gained attention** online. These included the reopening of a historical palace, historic Ottoman sites, and carnival festivities.
- In contrast to previous quarters, **Q1 saw a reduction in concerns regarding overtourism**. However, there were still some negative stories. Noteworthy were conversations regarding the **impact of a dust cloud from Africa**, **persistent challenges related to the maintenance of the 2004 Olympic Games park**, and **tensions between environmental groups and the government** regarding **coastal construction**.
- When looking at visitor satisfaction in the first quarter of 2024, **the number of reviews is suggestive of a relatively calmer period with a reduced level of tourism pressure**. Additionally, the **overall rating** rebounded from the decline experienced in December 2023, **remaining stable throughout the quarter**.
- **Greece's overall rating exceeded the European average**, with Central and West Greece tying it, and the remaining regions surpassing it. **Cultural experiences received the highest rating** in Greece overall, followed by Seaside attractions and Food and Beverage. The results and rankings differ by region, but **Culture consistently receives high ratings**.
- Just like in previous quarter, **tourists in Greece continue to praise the attentiveness of staff and value for money** they experience. **Sustainable travel and hygiene also maintain high sentiment ratings** above 8.0 in Greece.
- Finally, **all five international markets with the highest number of reviews gave a score of 9.0 to Greece overall**, with visitors from the USA and the UK providing the highest ratings. However, it is worth noting that the top-five markets, determined by review count, show variations in rankings across different Greek regions.

Period of analysis: January 1st, to March 31st, 2024.

Note: For a full list of sources, please see appendix B

MMGY TCI Research

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

MMGY TCI Research

ΕΠΑνΕΚ 2014-2020 ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ ΚΑΙΝΟΤΟΜΙΑ

ΕΣΠΑ 2014-2020

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης

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

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