

Hotel Guest Satisfaction Assessment in Greece and Competitor Countries – Winter Season 2025-2026

September 2026



Evangelia Lamprou
Researcher - Statistician

Dr. Aris Ikkos, ISHC
Research Director

Clarifications and Special Conditions:

- This study is the exclusive intellectual property of INSETE.
- Republication is permitted, provided that the source is explicitly cited.
- Although due care has been taken in checking the data used and the estimates presented in this study, the Institute SETE (INSETE) and the authors of the study cannot be held responsible for any discrepancies in the information contained in the study or for any omissions. The estimates and information contained in this study are provided for information purposes only and not for commercial, investment, legal or other purposes. Any use of or reliance on the study by any party, and any decisions based on it, are the sole responsibility of those who use the study. INSETE and the authors of the study bear no responsibility or liability for any damage that may be incurred by anyone as a result of decisions taken on the basis of this study.
- In the preparation of this document, generative artificial intelligence tools may have been used as technical support, inter alia for organising and synthesising preliminary material, assisting with drafting, language editing and improving the clarity of the text. Any output produced with the assistance of artificial intelligence was subject, prior to its inclusion, to human review, verification and editing, including checks for accuracy, consistency, reliability of sources and possible bias. These tools were used in accordance with the applicable requirements on confidentiality, personal data protection and information security. INSETE retains full editorial responsibility for the methodology, the selection and assessment of sources, the analytical approach, the interpretation of the findings and the conclusions of this document.

Contents

1	Summary	3
2	Quality Indices	6
2.1	Global Review Index of Greece and Competitors	7
2.2	Quality Indices of Greece	9
2.3	GRI - The Topic Cloud	10
2.4	Main Categories of Positive Mentions	11
2.5	Main Categories of Negative Mentions	13
2.6	Type of Trip Based on the Analysis of Reviews	15
2.7	Top – 10 Sources of Reviews	16
2.8	Top – 15 Countries of Origin of Reviews	17
2.9	Top – 20 Languages of Origin of Reviews	20
2.10	Net Promoter Score	21
3	Annex: Notes and Explanations of the Data in the Tables and Graphs	24

List of Graphs

Graph 1: Ranking of Greece and Competitors	7
Graph 2: Topic Cloud	10
Graph 3: Type of Trip	15
Graph 4: Top – 10 Sources	16
Graph 5: Languages of Origin of Reviews	20

List of Tables

Table 1: Hotel Quality Indices 2026-2024	9
Table 2: Top – 13 Positive Mentions	12
Table 3: Top – 14 Negative Mentions	14
Table 4: Top – 15 Distribution of Reviews	18
Table 5: Countries with a GRI Higher than the Greek Average (>100 reviews)	19
Table 6: Net Promoter Score, winter season 2026	21

1 Summary

Analysis of Hotel Guest Satisfaction in Greece and Competitor Countries

The study presents Greece's performance in terms of hotel guest satisfaction compared to competing countries, focusing on the winter season, 1 November 2025 – 31 March 2026. The data come from ReviewPro, a company specialising in the online reputation of hotels.

Global Review Index (GRI) and Greece's Position

Greece recorded a hotel Global Review Index (GRI) of 87% in the winter season 2025-2026, marginally higher than in the corresponding period 2024-2025 (87.3% versus 87.1%). Unlike last year, it did not take first place, which went to Cyprus, leading in every month of the period with a GRI of 88%, with Greece consistently in second place. Italy and Spain followed with 86%, Turkey with 85% and France with 83%, which remained in last place.

Analysis of Positive and Negative Mentions

Positive mentions significantly outnumber negative ones. The ratio is approximately 2.8 to 1 (103,369 positive versus 37,543 negative mentions).

The main positive mentions concern the following categories:

- Room: with "view" as the dominant keyword
- Staff and Property: enhancing the overall image of the hotel
- Food - Dining and Breakfast: the restaurant and breakfast are rated positively as separate categories
- Other categories: Cleanliness, Stay Experience, Atmosphere - Décor (with the keyword "quietness"), Service

Negative mentions focus mainly on the following areas:

- Rooms and Bathrooms: remain the top two categories of negative mentions
- Atmosphere: with the keyword "noise"
- Property, Facilities (water, lift), Breakfast (coffee) and Cleanliness ("dirt")

Guest Profile and Sources of Reviews

The majority of guests who submitted a review belong to the categories of couples (42%) and families (29%). The most popular review platforms were Booking.com (64%) and Google (24%). The main languages of reviews were English (34%) and Greek (26%). The largest share of reviews came from Greece (23.2%), Turkey and the United Kingdom, while Croatia, Romania and Brazil recorded the highest satisfaction indices among markets with more than 100 reviews.

Greece's Competitive Position

Greece leads or ties for first place in the following indices:

- Cleanliness (91%), jointly with Italy
- Service (90%), jointly with Turkey and Cyprus
- Room (87%), jointly with Cyprus

However, it lags behind in the following indices:

- Value for Money (85%) compared to Cyprus and Turkey (87%)
- Location (90%) compared to Turkey (93%) and France (92%)
- Food & Beverage (85%) compared to Cyprus (87%), Italy and Turkey (86%)

Performance by Star Category

5-star hotels achieved the highest GRI at 90%, followed by 4-star (89%) and 3-star hotels (87%). 1-2-star hotels recorded a lower GRI (86%), but stood out in the indices of value for money (88%), cleanliness and location (93%) and service (92%).

Regional Performance and NPS

In the regional breakdown, the highest GRI scores were recorded in:

- Epirus (93%)
- Western Macedonia (90%)
- Thessaly (89%)

By contrast, lower performance was recorded in:

- East Macedonia & Thrace (86%)
- Western Greece (85%)

The Net Promoter Score (NPS) for Greece stood at 57, with 5-star hotels reaching 64. The highest regional performance was observed in Epirus (71) and Western Macedonia (66).

Conclusions

Greece maintains a high level of satisfaction in the key dimensions of the stay experience, particularly cleanliness, service and room, with the room index recording the largest improvement compared to the previous winter season (+2.2 percentage points). However, Cyprus led the Global Review Index throughout the period.

Room for improvement is identified in:

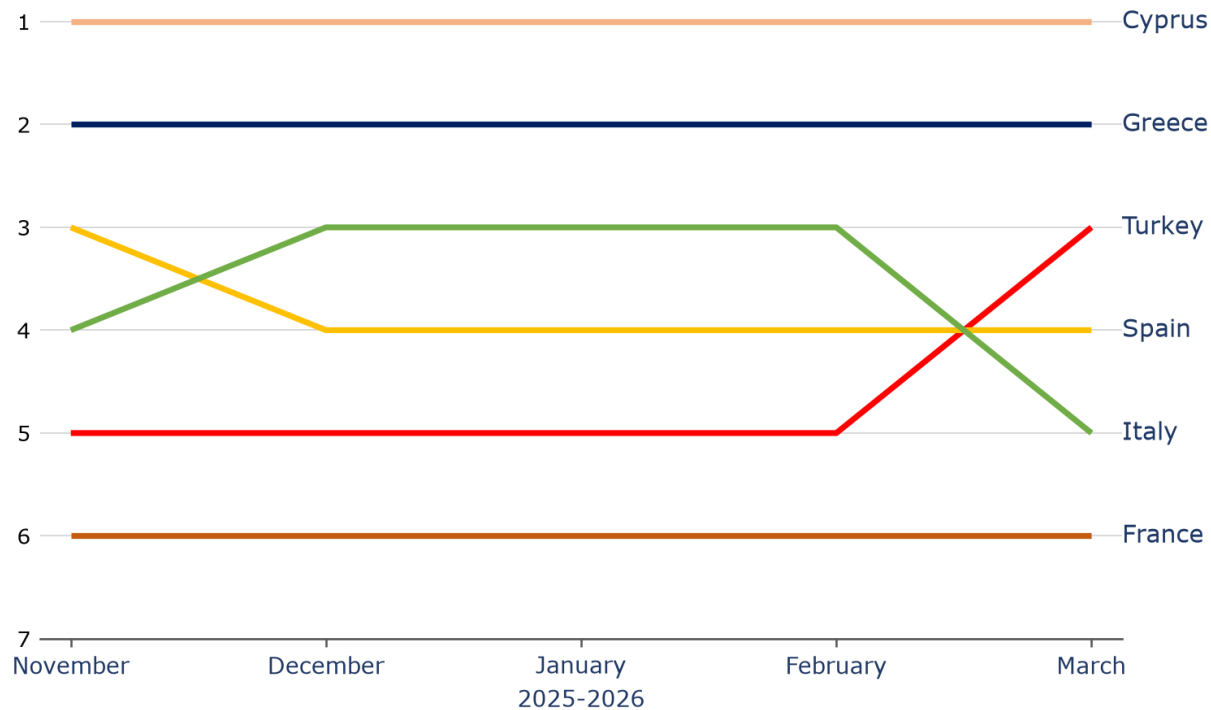
- Value for money
- Location, where Greece ties for last place with Italy
- Maintenance of rooms and bathrooms, as well as noise, which account for the most negative mentions

2 Quality Indices

2.1 Global Review Index of Greece and Competitors

Graph 1 presents the hotel guest satisfaction ranking of six countries (Greece, Turkey, Italy, France, Spain and Cyprus) over five months, from November 2025 to March 2026. Each number shows the position of each country, where 1 is the highest position (greatest satisfaction) and 6 the lowest (least satisfaction). Cyprus is consistently in first place in all months and Greece consistently in second. Italy and Spain alternate between third and fourth place, while Turkey, fifth from November to February, rises to third place in March. France remains consistently in last place.

Graph 1: Ranking of Greece and Competitors



More specifically:

Cyprus ranks first throughout the period from November to March, with a GRI ranging between 87.6% and 88.0%.

Greece ranks consistently second, narrowly behind Cyprus, in all months of the period, with a GRI ranging from 87.2% (November) to 87.5% (February), showing high and stable guest satisfaction in Greek hotels.

Italy is in fourth place in November, rises to third from December to February, and falls back to fifth place in March.

Spain ranks third in November and remains consistently fourth from December to March.

Turkey is in fifth place from November to February, while in March, with a GRI of 86.0%, it rises to third place, overtaking Spain and Italy.

France ranks consistently sixth and last throughout the five-month period, although its index improves month by month (from 82.1% in November to 84.1% in March).

In conclusion, Cyprus and Greece stand out for consistently holding the top two positions, Italy, Spain and Turkey alternate in the intermediate positions, while France remains consistently last.

2.2 Quality Indices of Greece

Table 1 presents Greece's global and individual satisfaction indices for the winter season (1 November – 31 March) for the years 2024, 2025 and 2026. In the 2026 winter season, Greece had a hotel Global Review Index (GRI) of 87.3% compared to 87.1% in the corresponding period of 2025. During the 2026 winter season, the following indices improved compared to 2025: cleanliness (90.9% versus 90.6%), service (90.2% versus 89.1%), location (89.5% versus 89.1%), food & beverage (85.3% versus 84.9%) and room (86.7% versus 84.5%). The largest improvement was recorded in the room index (+2.2 percentage points).

By contrast, the value for money index showed a marginal decline (85.3% versus 85.4%). The indices that were higher than the GRI are cleanliness, service and location. In any case, all indices are at satisfactory levels above 80%.

Table 1: Hotel Quality Indices 2026-2024

Greece	Nov-Mar 2025- 2026	Nov-Mar 2024- 2025	Nov-Mar 2023- 2024	Change 2026- 2025 (pp)	Change 2025- 2024 (pp)
Cleanliness	90,9%	90,6%	89,3%	▲ +0,3	▲ +1,3
Service	90,2%	89,1%	89,9%	▲ +1,1	▼ -0,8
Location	89,5%	89,1%	89,3%	▲ +0,4	▼ -0,2
Value for Money	85,3%	85,4%	86,7%	▼ -0,1	▼ -1,3
Food & Beverage	85,3%	84,9%	85,2%	▲ +0,4	▼ -0,3
Room	86,7%	84,5%	85,0%	▲ +2,2	▼ -0,5
GRI	87,3%	87,1%	87,0%	▲ +0,2	▲ +0,1

2.3 GRI - The Topic Cloud

The Topic Cloud (Graph 2) provides a quick and visual way of identifying the main keywords that influence the GRI. The larger the word in the graph, the higher the volume of reviews; the darker the green, the more positive the score; the darker the red, the more negative; and the darker the orange, the more neutral. Obvious topics are the 2 main sources of reviews: Booking.com and Google. These are followed by keywords that signal the very positive attitude of guests:

- According to the type of guest, such as Couple, Family, Solo, Group
- The country of origin, nationality or language of the guest (Greece, English, Greek, Turkey, German, Israel)
- Comments on hotels and service provision that were widely discussed online, such as Cleanliness, Service, Location, Room and Value

Graph 2: Topic Cloud



2.4 Main Categories of Positive Mentions

The semantic analysis of reviews identified the main thematic categories that generated the largest number of positive mentions (over 1,000) for hotels, as posted online in the 2026 winter season (Table 2). These categories highlight the aspects of the hospitality experience most appreciated by guests. **It is worth noting that positive mentions are almost three times as many as negative ones**, indicating a high degree of satisfaction. It should be noted that ReviewPro's category classification has changed compared to the previous period (e.g. "Breakfast" is now a separate category from "Food - Dining"), which limits direct comparability with last year's ranking.

In first place, with 12,183 positive mentions, is the "Room" category, with most mentions including the keyword "view". It is followed by the "Staff" category with 9,410 positive mentions, underlining the importance of the human factor. Third place goes to "Property" (9,168 mentions), where the word "hotel" dominates as the main point of reference.

The "Food - Dining" category is in fourth place with 7,461 positive mentions, with "restaurant" as the main topic, followed by "Breakfast" with 7,255 mentions. "Cleanliness" ranks sixth with 5,956 mentions and "Stay Experience" seventh with 5,830, expressing the overall impression of guests.

The "Atmosphere - Décor" category accounts for 3,946 positive mentions, with the keyword "quietness" standing out, while "Service" follows with 3,390. The list is completed by "Pool - Beach" (2,928), "Reception" (2,876, with the keyword "welcome"), "Value for Money" (2,231) and "Facilities" (1,959).

Table 2: Top – 13 Positive Mentions

Position	Thematic Category	Positive Mentions	Main Topic
1	Room	12.183	View
2	Staff	9.410	Staff
3	Property	9.168	Hotel
4	Food - Dining	7.461	Restaurant
5	Breakfast	7.255	Breakfast
6	Cleanliness	5.956	Cleanliness
7	Stay Experience	5.830	Stay
8	Atmosphere - Décor	3.946	Quietness
9	Service	3.390	Service
10	Pool - Beach	2.928	Beach
11	Reception	2.876	Welcome
12	Value for Money	2.231	Value
13	Facilities	1.959	Facilities

2.5 Main Categories of Negative Mentions

The semantic analysis of reviews identified the thematic categories that received the most negative mentions (over 1,000) for hotels, as posted online in the 2026 winter season (Table 3). These categories highlight the aspects of the hospitality experience that dissatisfied guests, with reviews focusing on issues of quality of premises, equipment, quietness and service. As mentioned above, negative mentions are significantly fewer, both overall and by category.

In first place, with 6,515 negative mentions, is the "Room" category, where the general condition of the accommodation appears to cause the greatest dissatisfaction. It is followed by "Bathroom" with 3,100 mentions, focusing mainly on issues of cleanliness, equipment and age. "Atmosphere - Décor" ranks third with 2,956 negative mentions, where the keyword "noise" dominates guests' reviews.

"Property" is in fourth place with 2,736 mentions and frequent references to the word "building", indicating problems with the overall image or maintenance of the premises. In fifth place is "Food - Dining" with 2,185 mentions, focusing mainly on the dining area, followed by "Facilities" (2,137), with problems with the water and the lift being repeatedly identified, and "Breakfast" (2,028), where coffee is frequently mentioned.

"Cleanliness" records 1,948 mentions, with the word "dirt" systematically appearing in negative impressions. "Value for Money" accounts for 1,762 mentions, related to "payment" and complaints about disproportionate cost in relation to the services provided, while "Stay Experience" follows with 1,580 mentions, with the notion of "guest" appearing with negative connotations.

The next positions are held by "Bed" (1,292 mentions, with the "mattress" as the main subject of complaints), "Room Equipment" (1,106, with air conditioning standing out), "Location" (1,089, with taxis as the main source of dissatisfaction) and "Staff" (1,006), with "management" and the way issues are resolved as the main subject of comment.

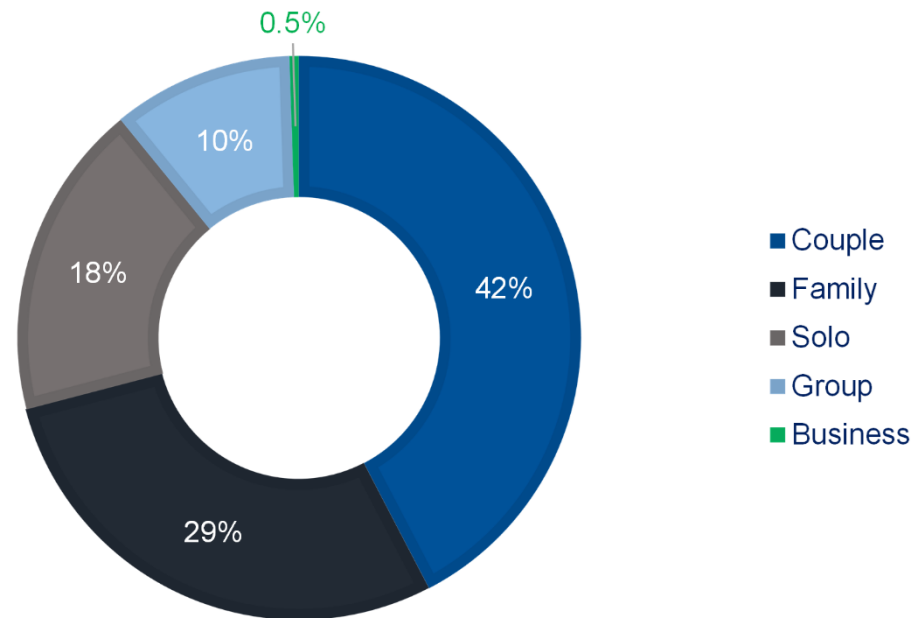
Table 3: Top – 14 Negative Mentions

Position	Thematic Category	Negative Mentions	Main Topic
1	Room	6.515	Room
2	Bathroom	3.100	Bathroom
3	Atmosphere - Décor	2.956	Noise
4	Property	2.736	Building
5	Food - Dining	2.185	Dining Area
6	Facilities	2.137	Water
7	Breakfast	2.028	Coffee
8	Cleanliness	1.948	Dirt
9	Value for Money	1.762	Payment
10	Stay Experience	1.580	Guest
11	Bed	1.292	Mattress
12	Room Equipment	1.106	Air Conditioning
13	Location	1.089	Taxi
14	Staff	1.006	Management

2.6 Type of Trip Based on the Analysis of Reviews

71% of reviews come from two main trip type categories (Graph 3): 42% correspond to trips by couples, while 29% concern family trips. Of the remainder, 18% concern solo travellers, while 10% of reviews come from groups. Finally, just 0.5% of reviews correspond to business trips, while the "Other" category (46 reviews, approximately 0.1%) is not shown owing to its very small share.

Graph 3: Type of Trip

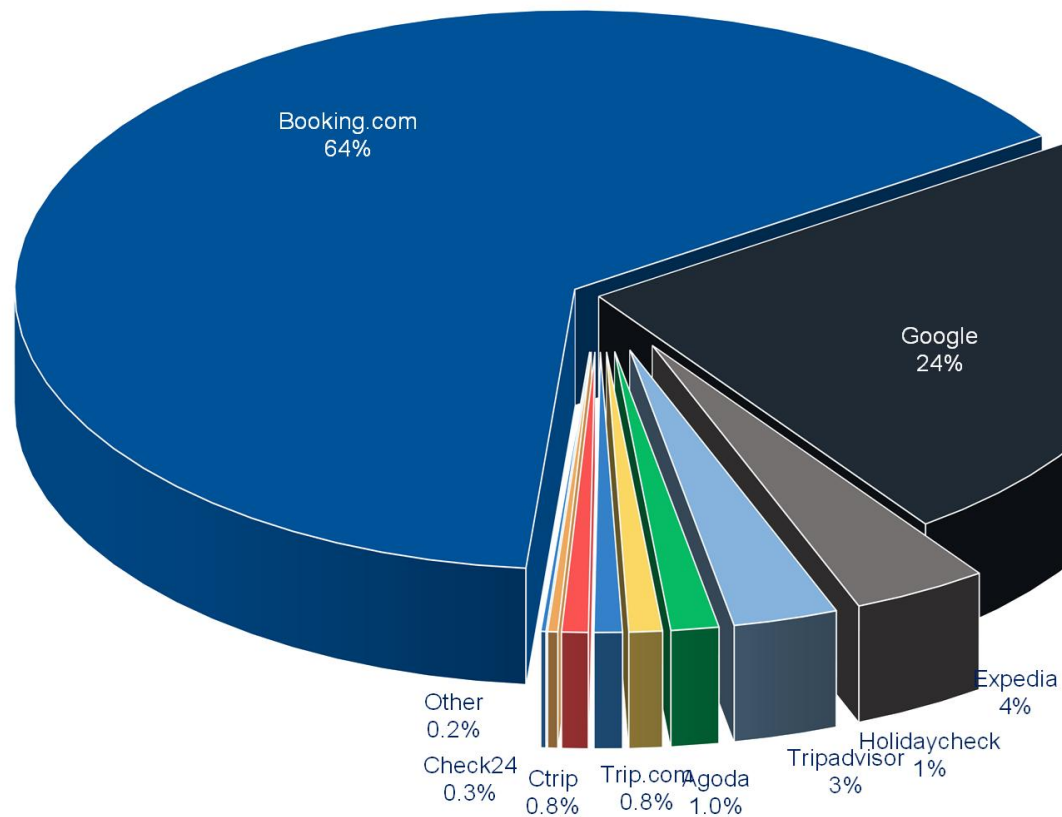


Source: ReviewPro – Processing: INSETE Intelligence

2.7 Top – 10 Sources of Reviews

There were two main sources of reviews for the 2026 winter season (Graph 4): Booking.com, which accounted for 64% of reviews, and Google with 24%. Expedia follows in third place with 4%, while Tripadvisor recorded 3%. Specifically, Holidaycheck accounts for 1.4%, Agoda for 1.0%, Trip.com and Ctrip for 0.8% each and Check24 for 0.3%, while IHG and other sources together account for approximately 0.2%. It should be noted that these main platforms represent all sources of reviews for the season.

Graph 4: Top – 10 Sources



Source: ReviewPro – Processing: INSETE Intelligence

2.8 Top – 15 Countries of Origin of Reviews

Table 4 presents the distribution of reviews of Greek hotels, as posted by guests from various countries, together with the GRI (Global Review Index), which reflects the average guest satisfaction for the 2026 winter season.

Greece accounts for the largest share of reviews at 23.2%, corresponding to 14,052 reviews. Its GRI stands at 88.1%, indicating a high level of satisfaction. It is followed by Turkey with a share of 6.6% (3,989 reviews) and a GRI of 82.3%, the lowest among the 15 countries. In third place is the United Kingdom, with a share of 2.9% and a GRI of 86.8%, while Germany (2.9%) and Israel (2.8%) record GRIs of 84.0% and 87.3% respectively.

Cyprus, with a share of 2.7%, records a GRI of 85.1%, Italy (2.5%) 83.8% and France (2.3%) 84.8%. The USA (2.0%) and Bulgaria (1.6%) show some of the highest GRIs among the 15 countries, both at 88.6%.

Among the remaining countries, Spain (1.4%) shows a GRI of 82.7%, Poland (1.4%) 87.5% and Romania (1.0%) 89.1%, the highest index among the 15 countries. Finally, the Netherlands (1.0%) and Switzerland (0.8%) record GRIs of 82.8% and 84.1% respectively.

Overall, a high level of satisfaction is observed in most markets – above 80%, with variations ranging between 82.3% and 89.1%. Romania, the USA, Bulgaria and Greece stand out for the very positive experience of guests, while Turkey, Spain and the Netherlands are at lower levels.

Table 4: Top – 15 Distribution of Reviews

Country	% Share	Reviews	GRI
 Greece	23,2%	14.052	88,1%
 Turkey	6,6%	3.989	82,3%
 United Kingdom	2,9%	1.746	86,8%
 Germany	2,9%	1.742	84,0%
 Israel	2,8%	1.696	87,3%
 Cyprus	2,7%	1.661	85,1%
 Italy	2,5%	1.517	83,8%
 France	2,3%	1.417	84,8%
 USA	2,0%	1.227	88,6%
 Bulgaria	1,6%	998	88,6%
 Spain	1,4%	868	82,7%
 Poland	1,4%	826	87,5%
 Romania	1,0%	617	89,1%
 Netherlands	1,0%	578	82,8%
 Switzerland	0,8%	514	84,1%

Table 5 presents the reviews of Greek hotels from countries with a GRI (Global Review Index) higher than the country average (87.3%) and more than 100 reviews. These countries record high levels of satisfaction and enhance the image of the quality of the Greek tourism product.

Croatia ranks first with a GRI of 91.3% (108 reviews), indicating exceptionally high satisfaction from a small but significant market. It is followed by Romania with a GRI of 89.1% (1.0% share, 617 reviews) and Brazil with 89.0% (170 reviews).

Serbia (441 reviews) records a GRI of 88.9%, while the USA, with a significant share (2.0% and 1,227 reviews), and Bulgaria (998 reviews) follow with 88.6%, enhancing the image of satisfaction.

Greece as a domestic tourism market (with a 23.2% share, 14,052 reviews and a GRI of 88.1%), Hungary (87.7%, 304 reviews) and Poland (87.5%, 826 reviews) complete the table.

Overall, the table highlights the positive assessment of Greek hotels by guests from these countries, reflecting a high level of satisfaction that exceeds the country's GRI and enhances the image of the quality of the Greek tourism product.

Table 5: Countries with a GRI Higher than the Greek Average (>100 reviews)

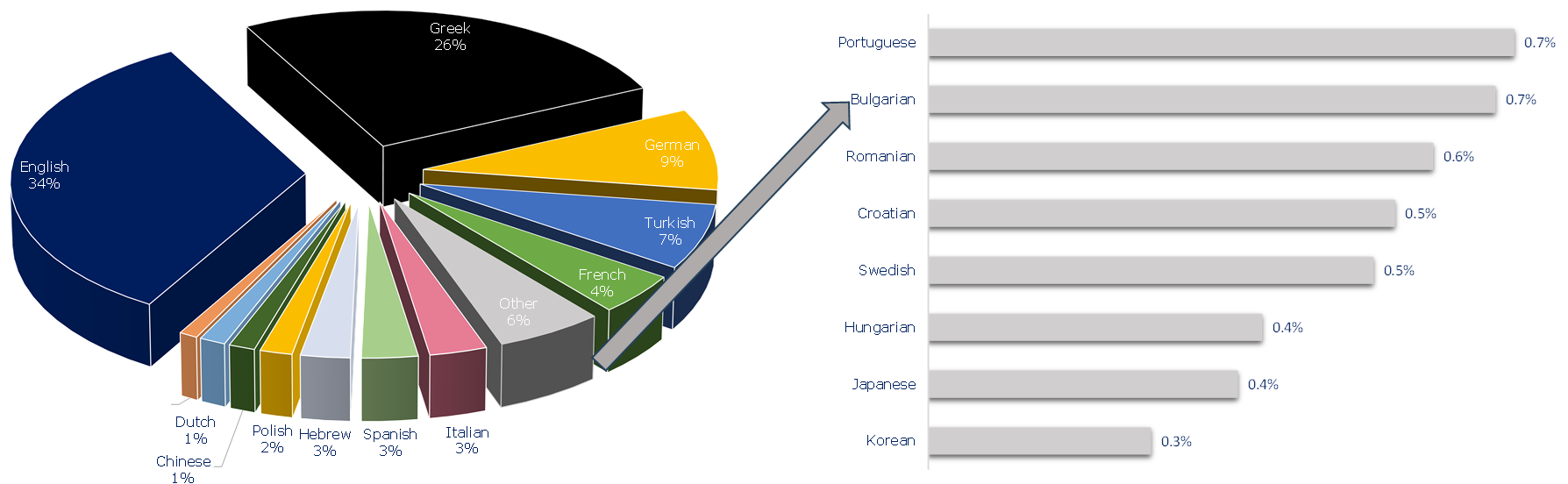
Country	% Share	Reviews	GRI
 Croatia	0,18%	108	91,3%
 Romania	1,02%	617	89,1%
 Brazil	0,28%	170	89,0%
 Serbia	0,73%	441	88,9%
 USA	2,02%	1.227	88,6%
 Bulgaria	1,65%	998	88,6%
 Greece	23,19%	14.052	88,1%
 Hungary	0,50%	304	87,7%
 Poland	1,36%	826	87,5%

2.9 Top – 20 Languages of Origin of Reviews

Graph 5 presents the distribution of the languages used by guests in their reviews of Greek hotels. English accounts for the largest share at 34%, followed by Greek at 26% and German at 9%. Turkish is in fourth place with 7% and French contributes 4%. Italian, Spanish and Hebrew account for 3% each, while Polish, Chinese and Dutch range between 1% and 2%.

The “Other” category includes many languages with a small share, such as Russian with 1.0%, Portuguese and Bulgarian with 0.7%, Romanian with 0.6%, Croatian and Swedish with 0.5%, Hungarian and Japanese with 0.4%, as well as other languages with shares ranging from 0.3% to 0.1%. Despite their low share, these languages contribute to the overall diversity of reviews, highlighting the international appeal of Greek hotels.

Graph 5: Languages of Origin of Reviews



2.10 Net Promoter Score

The Net Promoter Score for the winter season 2025-2026 stood at 57, remaining high (above 30) and higher than in the corresponding period 2024-2025 (from 54 to 57).

The analysis of the Net Promoter Score (NPS)¹ results by star category and by region reveals interesting insights into guests' perceptions across different regions and accommodation categories in the country. To present the data, colour coding was applied: yellow for the lowest values <40 and blue for the highest ≥70, in order to facilitate comparison and identify trends and weaknesses.

Table 6: Net Promoter Score, winter season 2026

NOV 2025-MAR 2026/Month	11	12	1	2	3	Avg.
Greece	55	58	57	60	59	57
5*	67	63	59	63	66	64
4*	57	58	58	61	63	59
3*	56	59	58	60	56	57
1*-2*	48	54	53	56	54	52
East Macedonia & Thrace	45	48	53	57	51	50
Attica	55	62	61	62	61	59
North Aegean	62	61	69	65	69	65
Western Greece	57	61	54	59	54	57
Western Macedonia	73	68	59	62	68	66
Dodecanese	52	38	45	51	46	47
Epirus	76	71	65	74	71	71
Thessaly	55	53	56	46	50	52
Ionian Islands	47	49	52	60	57	52
Central Macedonia	48	53	50	54	52	51
Crete	61	57	65	66	66	63
Cyclades	71	60	72	68	71	70
Peloponnese	64	54	51	58	52	57
Central Greece	50	56	52	59	61	55

Overall Picture for Greece

The average NPS for Greece stands at 57, with small fluctuations between months (55-60). The highest value is recorded in 5* accommodation, with an average of 64, while the lowest values appear in 1*-2* accommodation, with an average of 52. The overall variation reveals that the quality of accommodation significantly affects the guest experience and, by extension, the NPS.

Analysis by Accommodation Category

- 5-star: The average of 64 indicates high satisfaction among guests of 5* accommodation. The highest NPS is recorded in November (67).
- 4-star: With an average of 59, 4* accommodation ranks lower than 5*, with a steadily upward trend from November (57) to March (63).
- 3-star: The average for 3* accommodation stands at 57, with the highest value in February (60) and the lowest in November (56).
- 1*-2*: They remain in the lowest position, with an average of 52. Despite the improvement after November (48), satisfaction remains lower than in the other categories.

Analysis by Region

- Epirus: Stands out with an average of 71, the highest in mainland Greece. Values are particularly high in November (76) and February (74).
- Western Macedonia: Also shows strong performance with an average of 66, consistently above the national average, peaking in November (73).
- Attica: With an average of 59, it records a stable performance above the national average from December onwards.
- Western Greece and Peloponnese: They are at the level of the national average (57 and 57 respectively), with fluctuations between months.
- Central Greece: At 55, with a clear upward trend towards the end of the period (61 in March). Thessaly and Central Macedonia: They show lower performance with averages of 52 and 51 respectively, indicating room for improvement compared to the other Regions.
- East Macedonia & Thrace: With an average of 50, it shows the lowest performance among the regions of mainland Greece, despite the improvement in February (57).

Conclusions

- 5* accommodation receives the highest rating from guests, while 1*-2* continues to receive the lowest.
- Epirus and Western Macedonia stand out for their high levels of satisfaction.
- East Macedonia & Thrace, Central Macedonia and Thessaly record the lowest performance.
- ¹ The Net Promoter Score, or NPS, measures customer experience, which is a key parameter determining business growth. It is a widely used market research metric that usually takes the form of a single survey question, asking respondents to rate the likelihood that they would recommend a company, product or service to a friend or colleague. Respondents are grouped as follows: Answer 0 - 6: Detractors: These are dissatisfied guests who not only will not recommend the hotel to a friend but are also likely to speak ill of it. The likelihood of them sharing a negative review on social media or on a review site such as TripAdvisor is particularly high. Answer 7 - 8: Passives: These are neutral guests who are neither dissatisfied nor enthusiastic. If next time they found another hotel in the area at a better price, they would most likely choose it. Answer 9 - 10: Promoters: These are the guests who loved the hotel. They are more likely to visit it again and to recommend the hotel to a friend, as well as to write a good review on social media. The NPS is calculated by subtracting the percentage of detractors from the percentage of promoters. The NPS can range from -100 (if every customer is a detractor) to 100 (if every customer is a promoter).

3 Annex: Notes and Explanations of the Data in the Tables and Graphs

ReviewPro Quality Indices: The tables show the hotel Global Review Index (GRI®), calculated by ReviewPro®, a company specialising in measuring the online reputation of hotels. This index is calculated for each hotel by analysing the variables associated with guest reviews posted on hundreds of social media platforms, hotel review websites and OTA websites (online travel agents). It also takes into account not only daily reviews but also historical data for the last 365 days, giving greater weight to the most recent reviews. Indices above 80% indicate a positive experience. The index is qualitative and can be used to assess the evolution of the quality of the services provided.

Number of hotels in Greece and competing countries analysed this year: 3,688

For Greece, the analysis in section 2 is based on 60,601 reviews for the period November 2025 – March 2026 (ReviewPro “Greece” group) and on 140,912 semantic mentions.

INSETE

This study was implemented by INSETE in the framework of the Act:
“Upgrading, development and operation of the modern and effective tools of INSETE, for information and dissemination of information to businesses and employees in the tourism sector: the GREEK TOURISM ANALYTICS DASHBOARD – GTAD”, with MIS Code 6003242, which is part of the “Competitiveness 2021-2027” Programme and co-funded by the European Social Fund (ESF+)



Co-funded by
the European Union



PROGRAMME 2021 – 2027
COMPETITIVENESS

SETE Institute
Voukourestiou 32,
10671 Athens
t: +302103244368
e: info@insete.gr
www.insete.gr