

INSETE

INTELLIGENCE



# ATHENS / GREECE SENTIMENT TRACKER / FEBRUARY 2022



UNWTO  
Innovation Award



ΠΕΡΙΦΕΡΕΙΑΚΟ  
ΕΠΙΧΕΙΡΗΣΙΑΚΟ  
ΠΡΟΓΡΑΜΜΑ  
ΑΤΤΙΚΗΣ



## TOPLINES

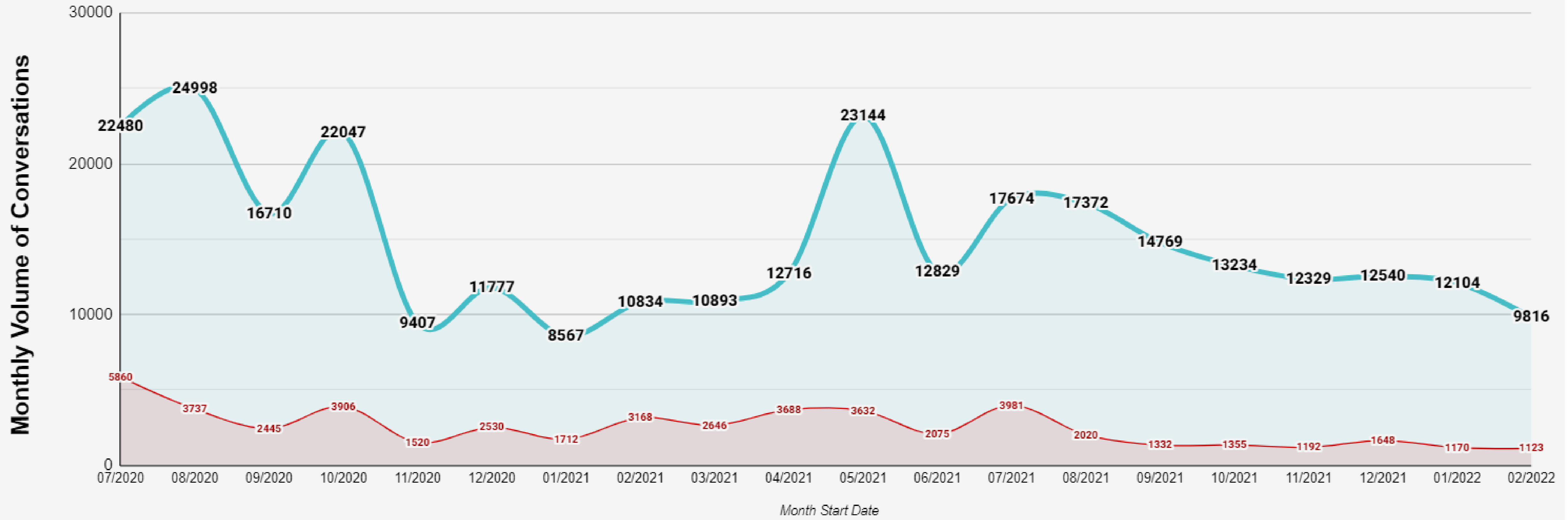
- 1. The volume of social conversations about Greece slightly increased while posts about Athens decreased in February. Pandemic-related conversations about Greece remained stable,** and in line with previous month's data, the incidence rate for Athens went up slightly (by 1 percent) from the previous month.
- 2. Greece's e-reputation declined in February, recording -21 points for Greece and -2 points for Athens from January, partly driven by conversations related to “a massive fire” breaking on a cruise ship and passengers reported trapped as well as migrant push-backs on the Greece border resulting in deaths. The Ukraine conflict currently has limited impact in the country reputation. The Net Sentiment Score still surpassed Spain (+4 Vs Spain) although remained below Italy and Portugal (-12 Vs Italy, -5 Vs Portugal).**
- 3. The online social conversations' sentiment scores per Greece's major markets vary – while Italy and the Netherlands stay stable, Germany registers growth of positive sentiment in February. The UK and US markets declined as well as a slight decline in France.** At the same time Athens sentiment score was resilient and even increased in all markets except Italy and the USA which had a very slight decline.
- 4. In February, the positive sentiment was fueled by news about abolishing negative covid test requirement for visitors and presentations of amazing islands and beaches as well as city breaks and conversations about Greek gastronomy (such as the wine experience in the Thessaloniki region). Athens was also mentioned as among the best & safest places to visit and some reference to Netflix Series (Knives out) staged in Greece help promote the destination. On the negative side, conversations mentioned that although travel restrictions are eased, virus-related deaths are still high in Greece and vaccination passports are required in most establishment whereas many restaurants are temporarily closed.** Tourist tax is indicated as something that defers visitors from going there. Conversations on the huge energy inflation adds on negativity around local social context.

## TOPLINES

5. In terms of experience-based reputation, Greece continues to surpass the European average by + 0,5 points, consolidating its positive trends, with an average rating of 9,3.
6. The visitor sanitary sentiment in February are positive for Greece (5,7/10) and Athens (6,2/10), both over the European average of 5,6/10 in February.

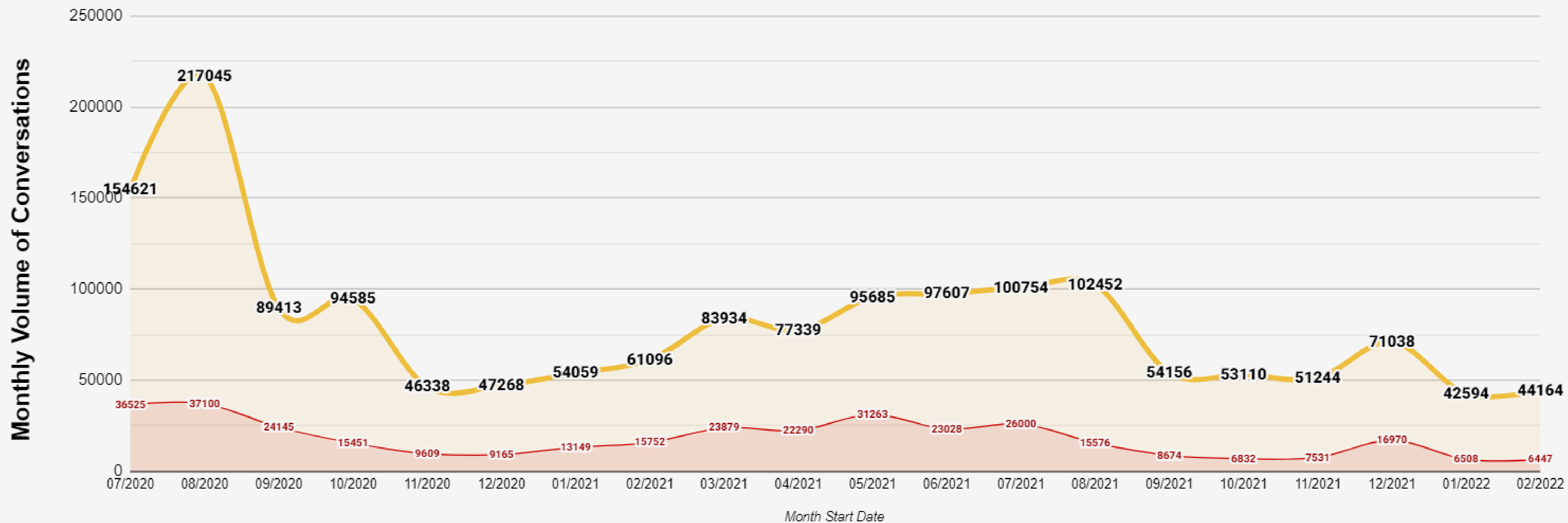
### Athens-related Travel Social Web Conversations

Athens Athens Covid

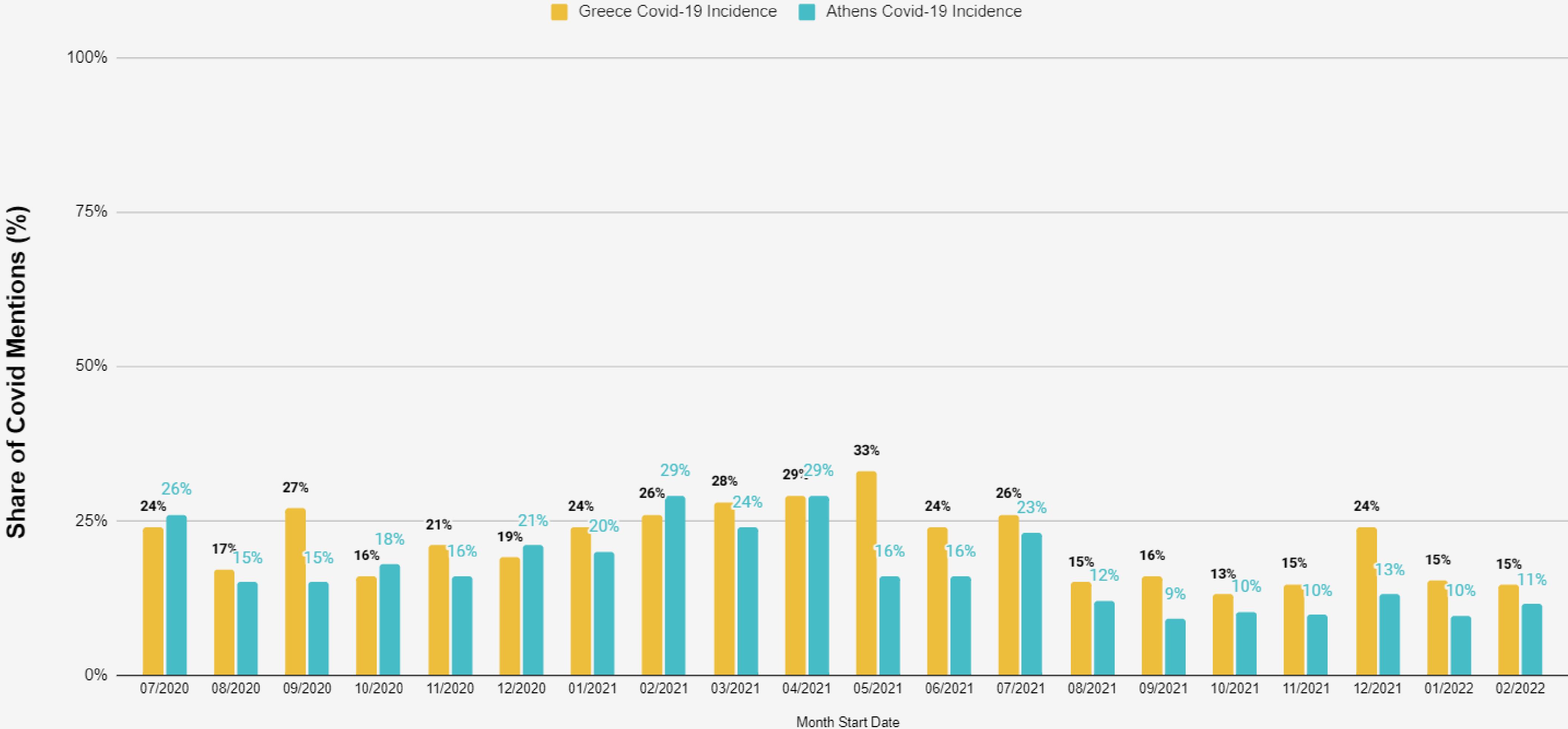


### Greece-related Travel Social Web Conversations

■ Greece ■ Greece Covid

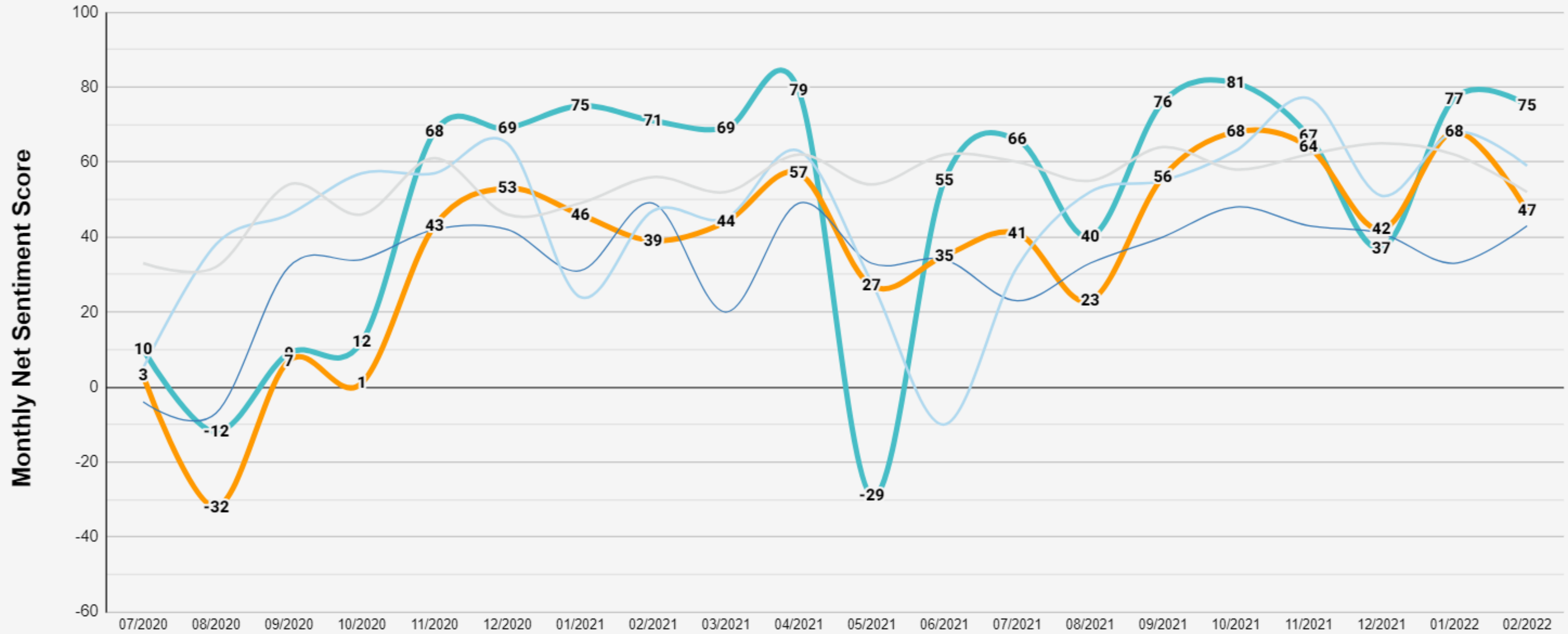


### Covid-19 Incidence In Athens/Greece Conversations

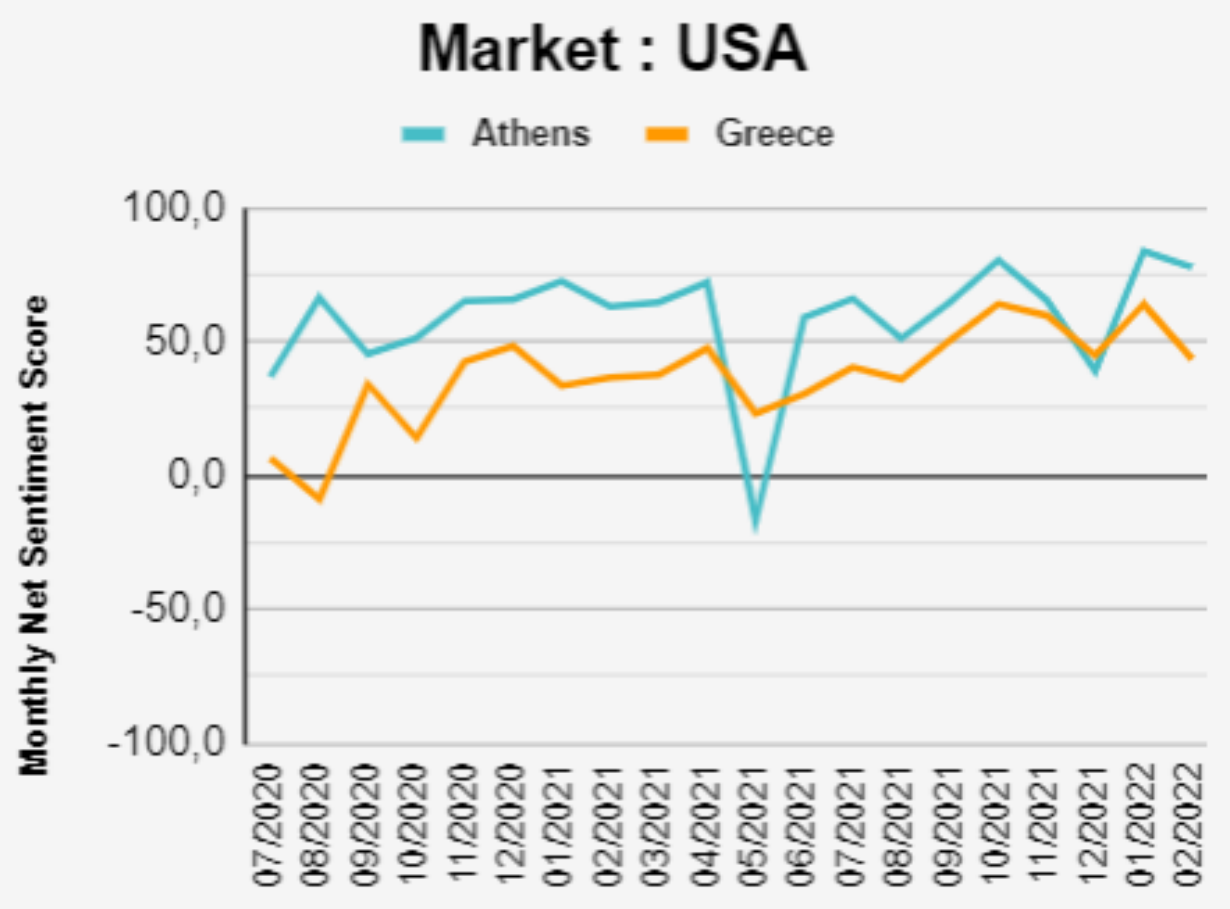
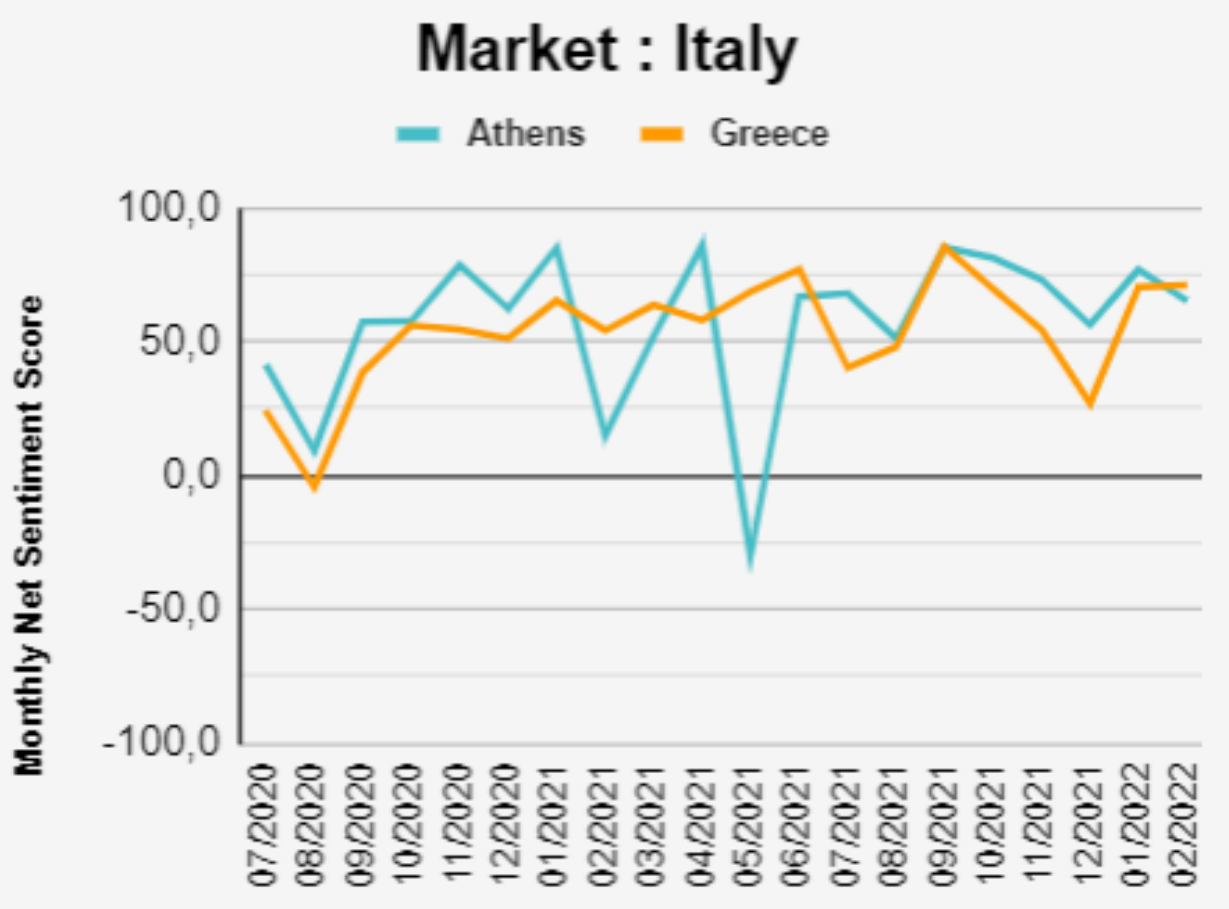
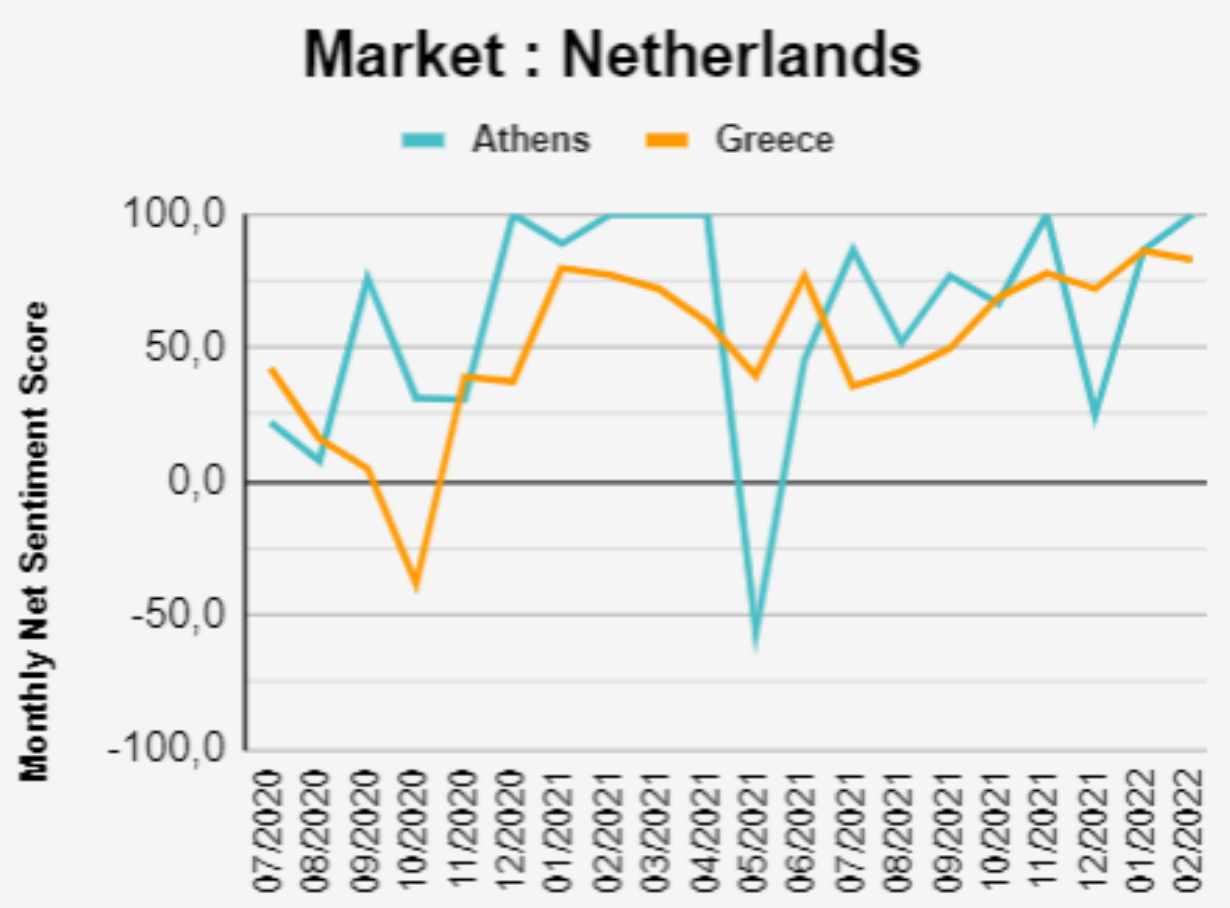
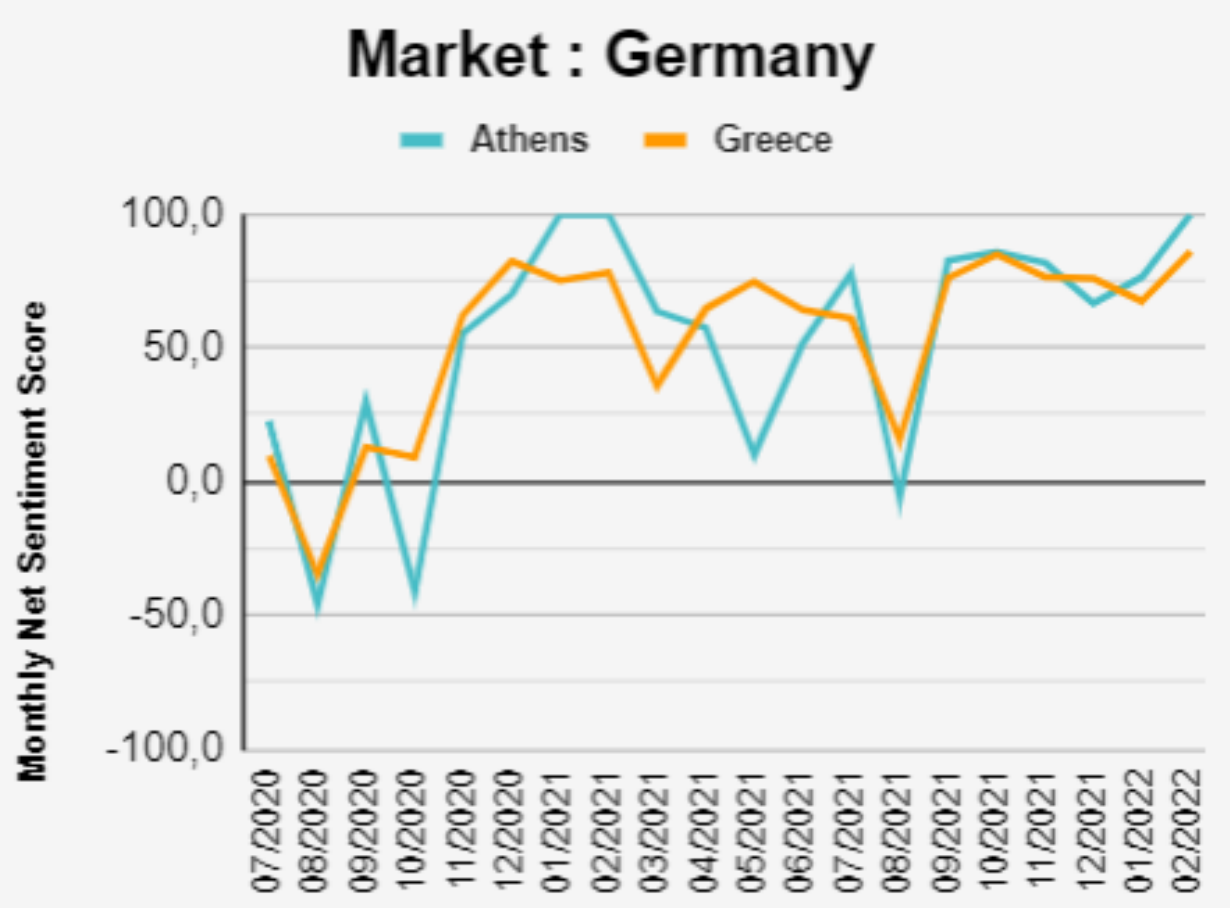
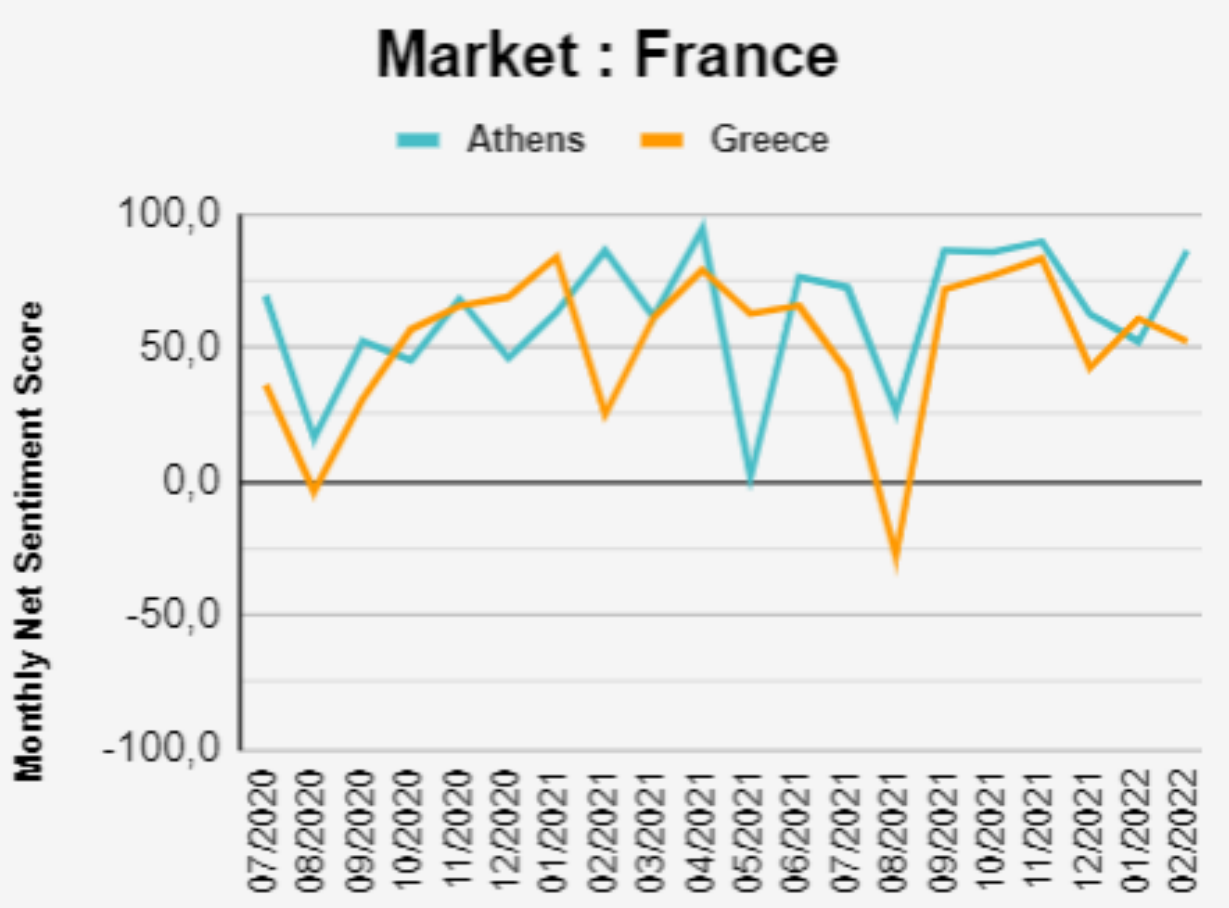


### Sentiment Score

— Athens — Greece — Spain — Portugal — Italy



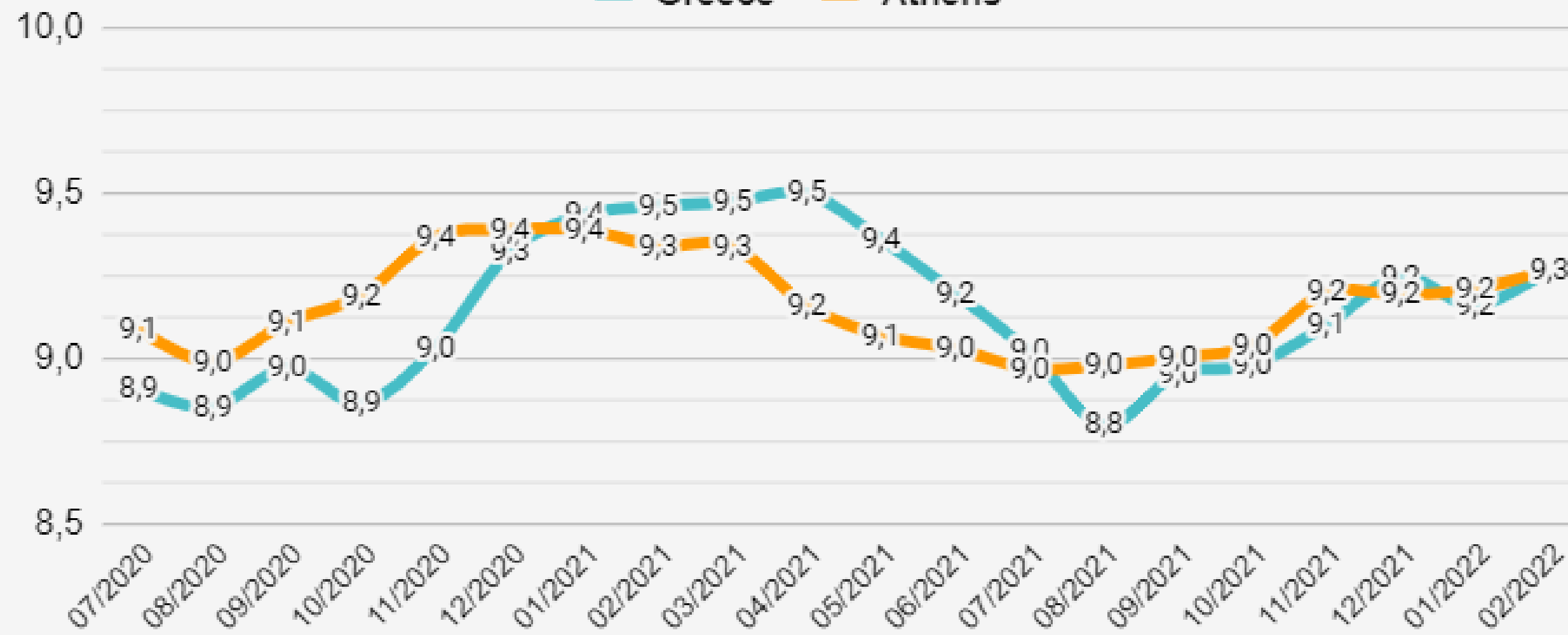
The Net Sentiment Index measures the polarity of web social conversations in relation to the destination (% positive – % negative posts)





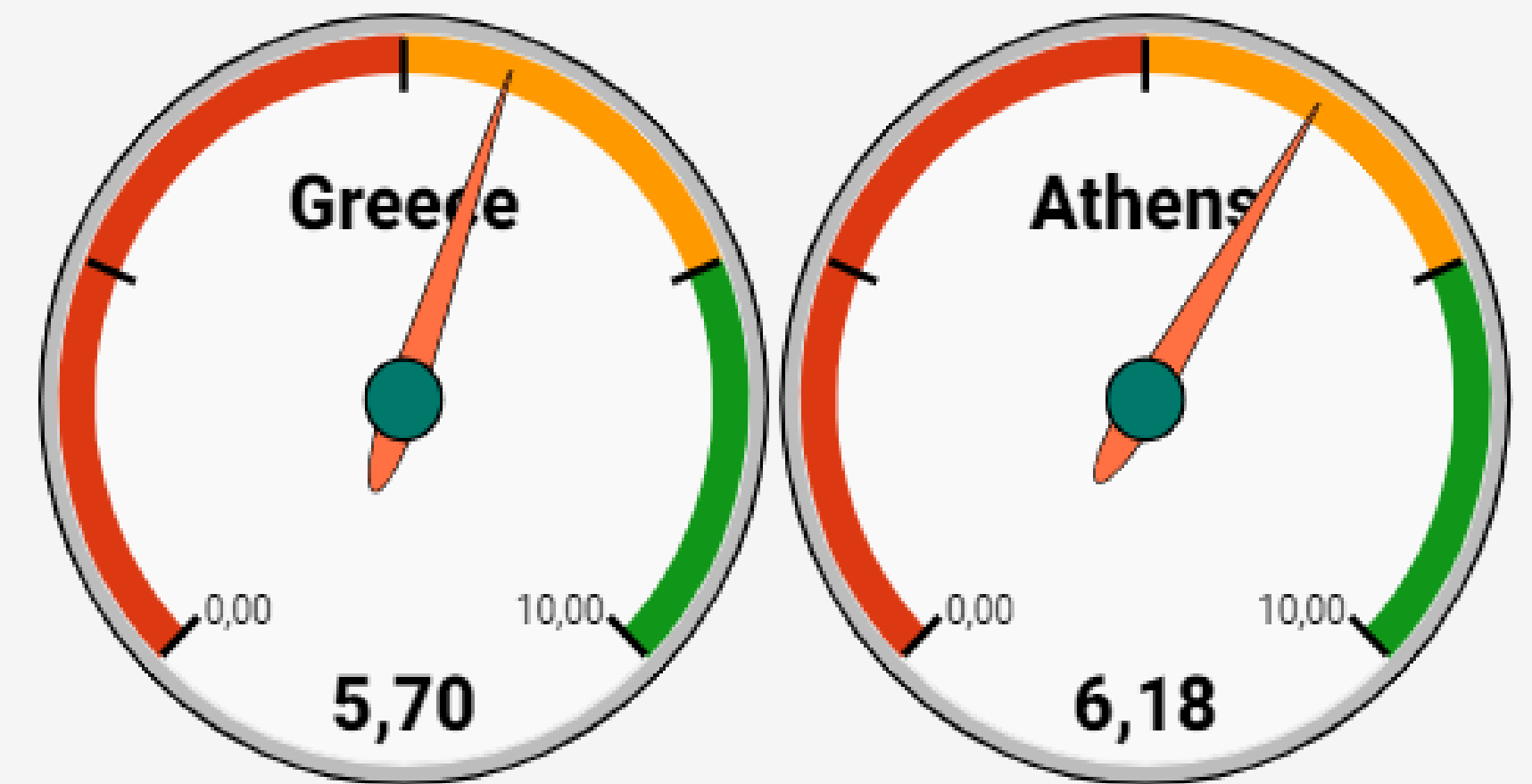
### Overall Rating

— Greece — Athens



### Sanitary Safety Score

February 22



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