

INSETE

INTELLIGENCE



ATHENS / GREECE SENTIMENT TRACKER / Q1 REPORT (Jan./March 2022)



UNWTO
Innovation Award



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

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

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

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

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

1. Η συνολική φήμη της Ελλάδας και της Αθήνας δείχνει αξιοσημείωτη ανθεκτικότητα το πρώτο τρίμηνο του 2022 και υπερείχε στις διαδικτυακές συνομιλίες έναντι των ανταγωνιστών (Ισπανία, Ιταλία, Πορτογαλία) σε ένα ρευστό και αβέβαιο περιβάλλον λόγω της πορείας της πανδημίας και των γεωπολιτικών εξελίξεων σε όλες τις υπό εξέταση αγορές (ΗΠΑ, ΗΒ, Ολλανδία, Ιταλία, Γαλλία, Γερμανία).
2. Πέρα από τη γενικά θετική διαδικτυακή εικόνα της χώρας, η Ελλάδα και η Αθήνα λαμβάνουν υψηλή αξιολόγηση και ως προς τα διάφορα επιμέρους συστατικά της τουριστικής εμπειρίας από τους επισκέπτες (γαστρονομία, πολιτισμός, υγειονομική πρόληψη, καθαριότητα, φιλοξενία).
3. Οι τάσεις των αξιολογήσεων επιβεβαίωσαν ότι οι επισκέπτες του πρώτου τριμήνου βίωσαν μια εξαιρετική και πλούσια τουριστική εμπειρία, σε ένα απαλλαγμένο από την πίεση της σεζόν περιβάλλον.
4. Ο παράγοντας πολιτισμός κάνει τη διαφορά καθώς «οδηγεί» θετικά τόσο τη γενική αίσθηση για τον προορισμό όσο και τις αξιολογήσεις των επισκεπτών.
5. Ο πολιτισμός μαζί με τις θετικές αξιολογήσεις των επιμέρους συστατικών τη τουριστικής εμπειρίας ενισχύουν τα στοιχεία που απαρτίζουν το brand Ελλάδα και το εδραιώνουν στις διεθνείς αγορές.
6. Η θετική εκτίμηση για το brand Ελλάδα το πρώτο τρίμηνο του 2022 είναι ιδιαίτερα σημαντική καθώς σε αυτό το χρονικό διάστημα οι δυνητικοί επισκέπτες προγραμματίζουν τις καλοκαιρινές τους διακοπές .

6. Βάσει των αξιολογήσεων του τουριστικού προϊόντος για την Ελλάδα συνολικά, την Αθήνα, τους προορισμούς που στηρίζονται στο προϊόν Ήλιος - Θάλασσα και όλους τους υπόλοιπους προορισμούς, προκύπτουν τα εξής:
- Οι πιο ευχαριστημένοι επισκέπτες προέρχονται από τις ΗΠΑ, ακολουθούμενοι από τους επισκέπτες από τη Βρετανία και την Ολλανδία και στη συνέχεια από την Ιταλία, τη Γερμανία και τη Γαλλία.
 - Η Ελλάδα, τόσο συνολικά όσο και οι επιμέρους περιοχές και προορισμοί (Αθήνα, προορισμοί που στηρίζονται στο προϊόν Ήλιος - Θάλασσα κ.ά.), έχει βαθμολογία πάνω από τον ευρωπαϊκό Μέσο Όρο (για δεύτερο διαδοχικά τρίμηνο). Παρόμοια είναι η εικόνα και ανά αγορά, με εξαίρεση τη γερμανική αγορά για την Αθήνα.
 - Ο πολιτισμός και η θάλασσα, ως μέρος της εμπειρίας, λαμβάνουν υψηλότερη βαθμολογία από την εστίαση, το shopping και τα αξιοθέατα.
 - Από πλευράς υγιεινής και ασφάλειας, με εξαίρεση τους προορισμούς που στηρίζονται στο προϊόν Ήλιος - Θάλασσα, η Ελλάδα είναι πάνω από τον ευρωπαϊκό Μέσο Όρο. Υπάρχουν όμως μεγάλες διαφοροποιήσεις μεταξύ των περιοχών, με τους προορισμούς που στηρίζονται στο προϊόν Ήλιος - Θάλασσα να έχουν χαμηλές επιδόσεις, κυρίως στα αξιοθέατα.

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Travelsat Sentiment Methodology



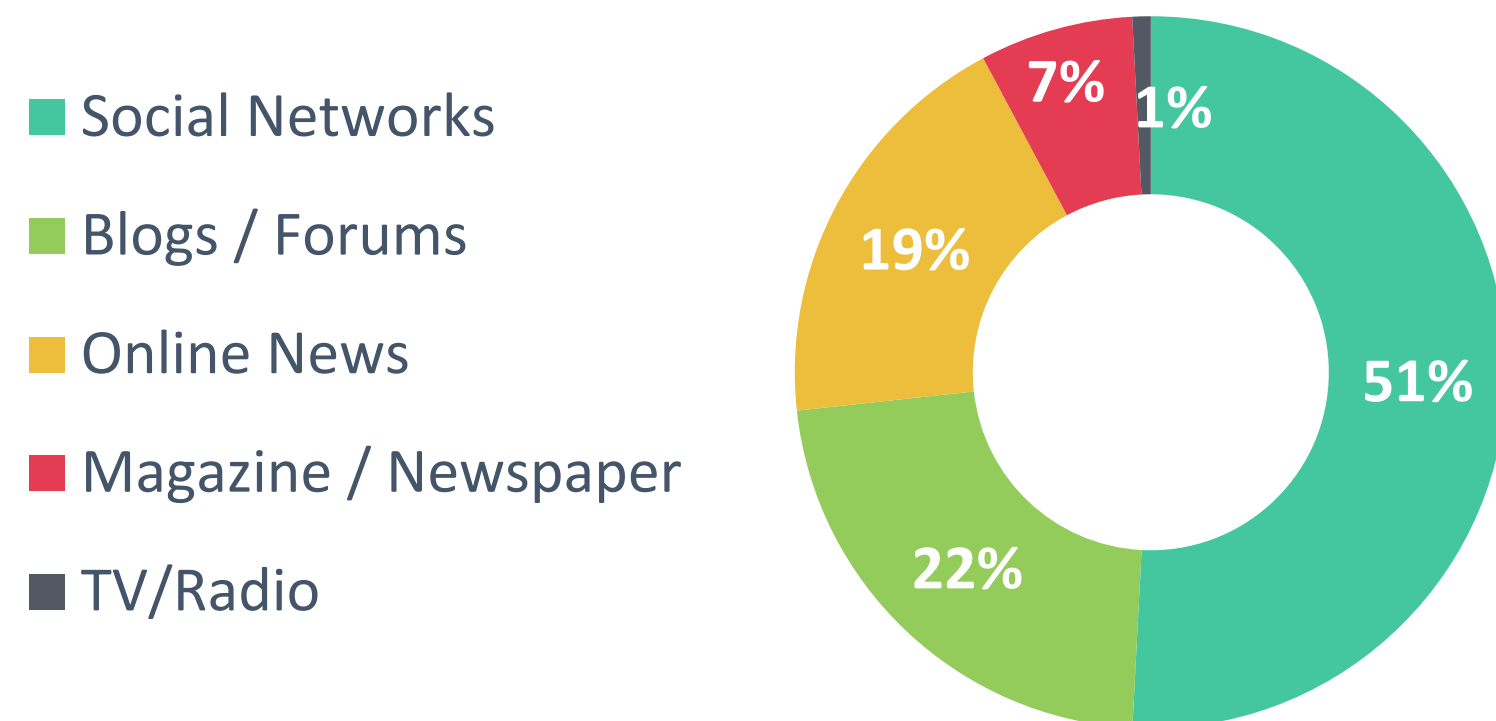
TRAVELSAT© Sentiment Methodology

Social Data and Visitor Reviews Monitoring for a holistic Reputation Tracking

Destination E-reputation "At large"

SOCIAL WEB SENTIMENT TRACKING

- The "sentiment" reflects the **state and dynamic of travel brands' e-reputation** as expressed in **global web social conversations "at large"**.
- Shared by **medias, consumers, companies, citizens, brands and officials** on websites, forums, blogs & social networks.
- Sentiment is not predictive of travelers' planning, but a **positive e-reputation is essential to generate favorability towards destinations** and travel brands, particularly in post-crisis management context.
- In the past 12 months, **Greece was mentioned 950K+ in social conversations** in a context of travel, generating 10,7M engagements, shared by **200K+ unique authors** from **200+ countries**.



Destination E-reputation driven by experience

DESTINATION REVIEWS SENTIMENT TRACKING

- **Data Type:** visitors reviews. Destination reputation is massively driven by visitors sharing their experiences, fueling the experience-based image of Athens and Greece.
- **Data Sources listened:** 25+ Travel Reviews Websites and OTA platforms
- **Data Scope:** reputation data consolidated from 800 Hotels, Attractions/Sites and Restaurants in Greece.
- **Structured rating and reviews' sentiment/comments** are tracked and analyzed.
- About **800 000 reviews about Greek tourism experiences / year**

Booking.com

Google

Expedia

yelp

Ctrip

tripadvisor

Hotels.com
Le choix évident

travelocity

zoover
avis de voyageurs



Key Sentiment Indexes

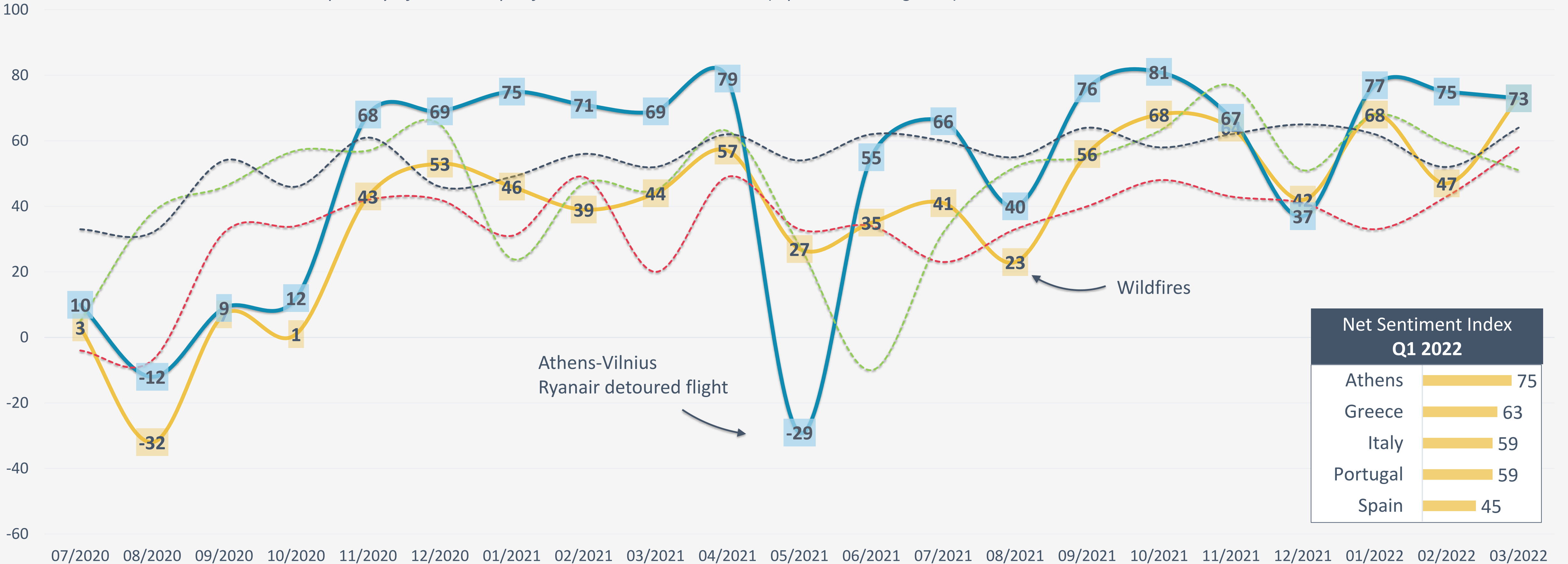


Destination e-Reputation - Net Sentiment Index

Benchmark Evolutions

NET SENTIMENT INDEX

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



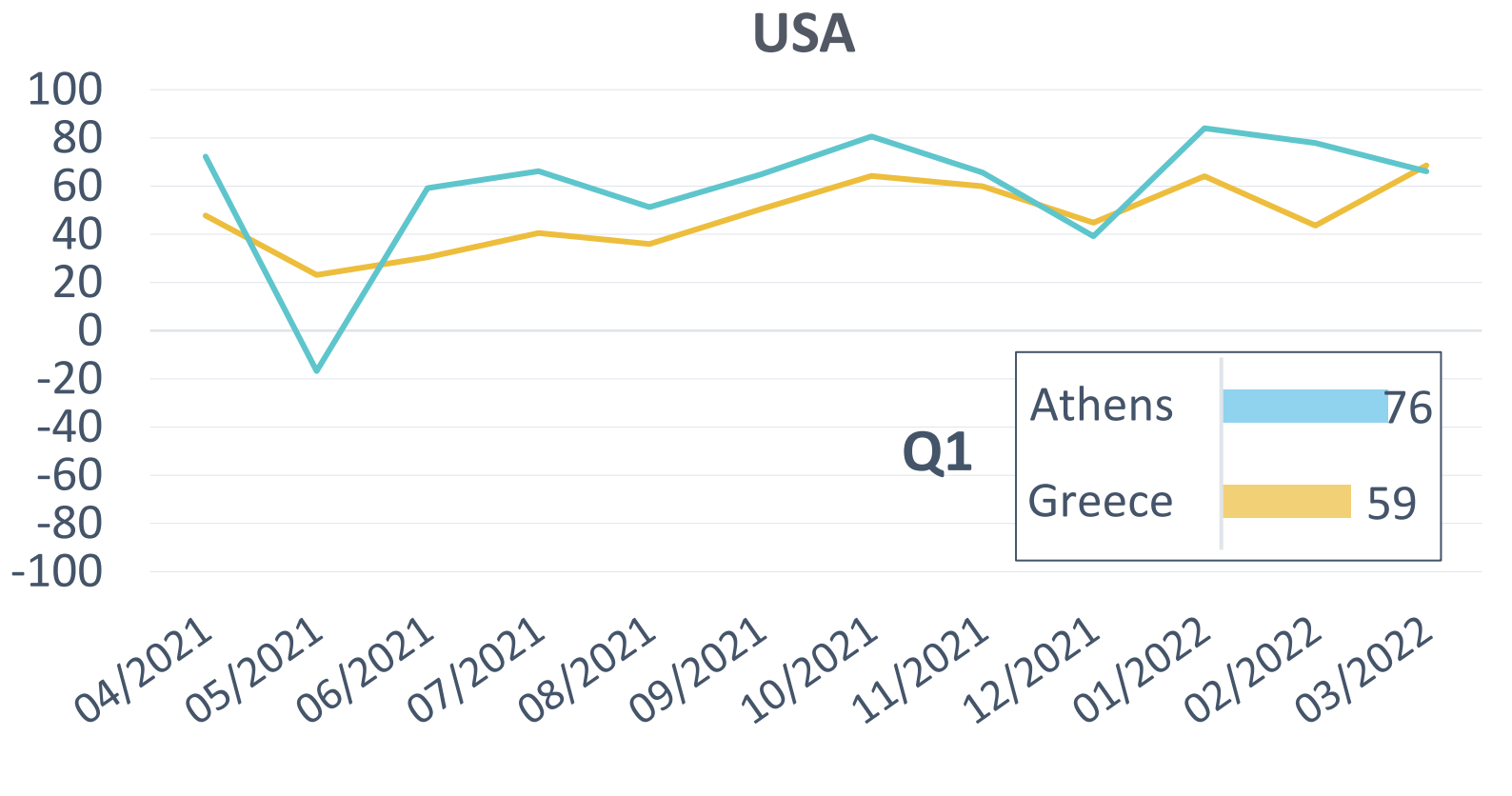
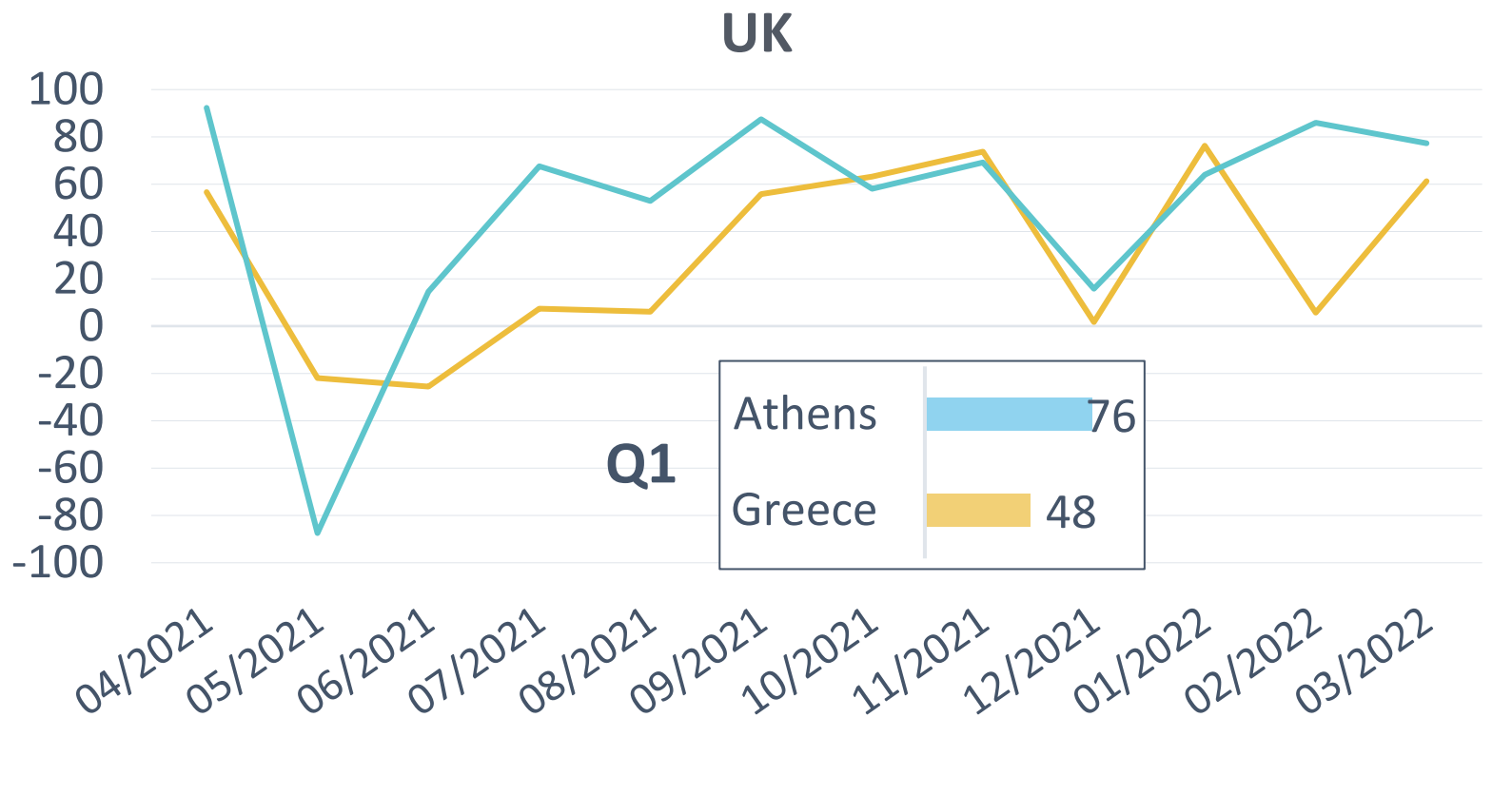
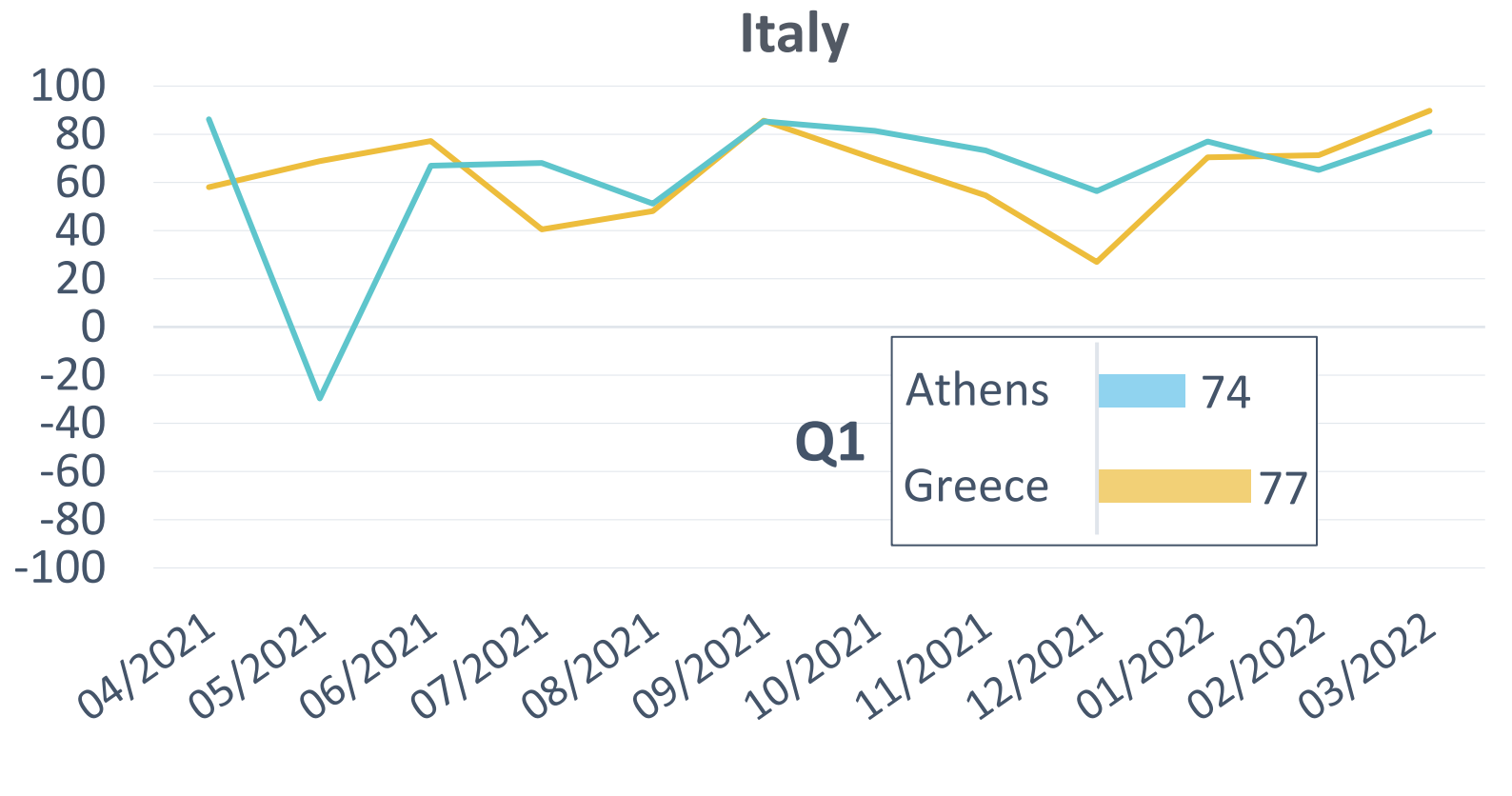
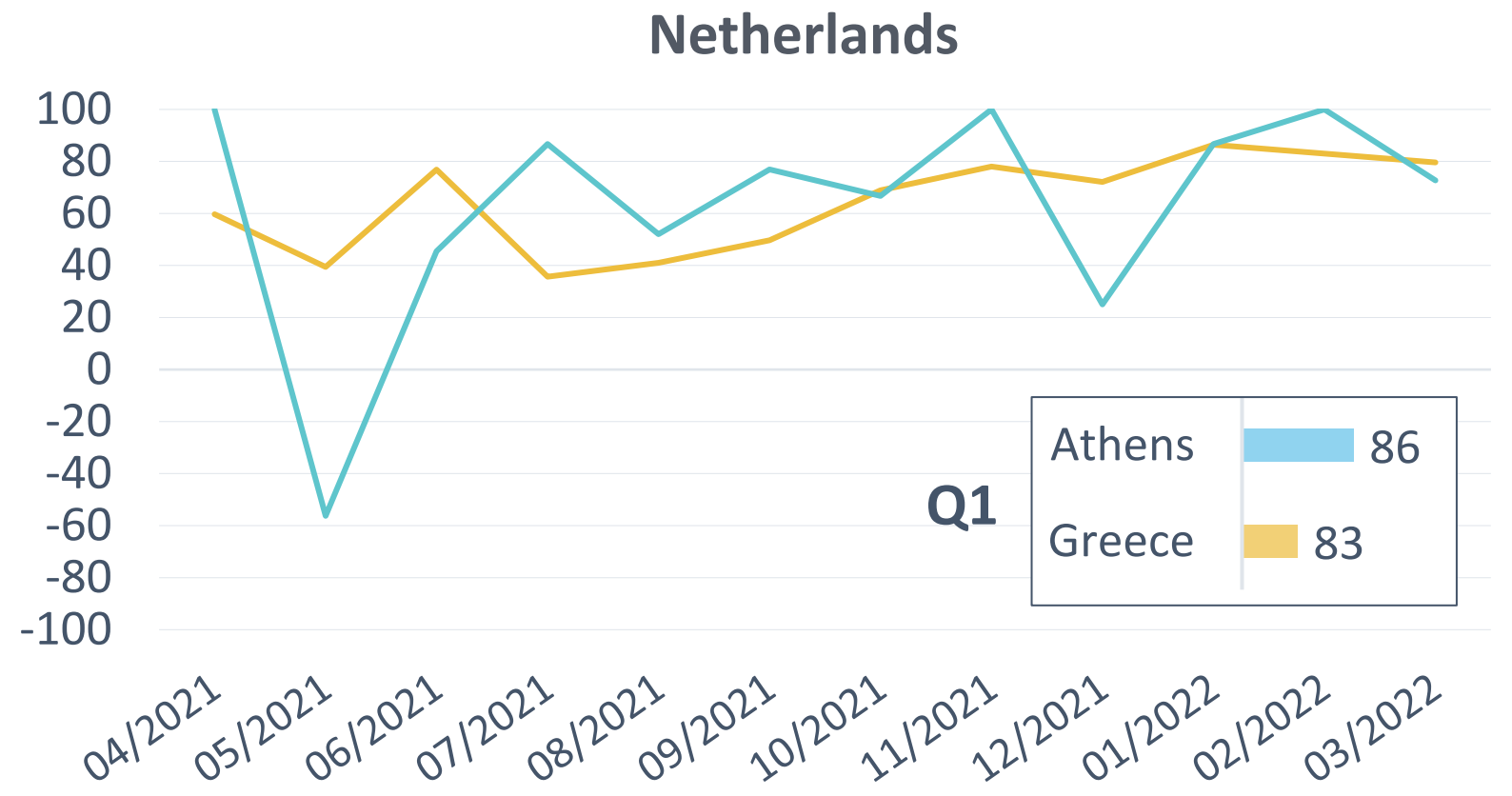
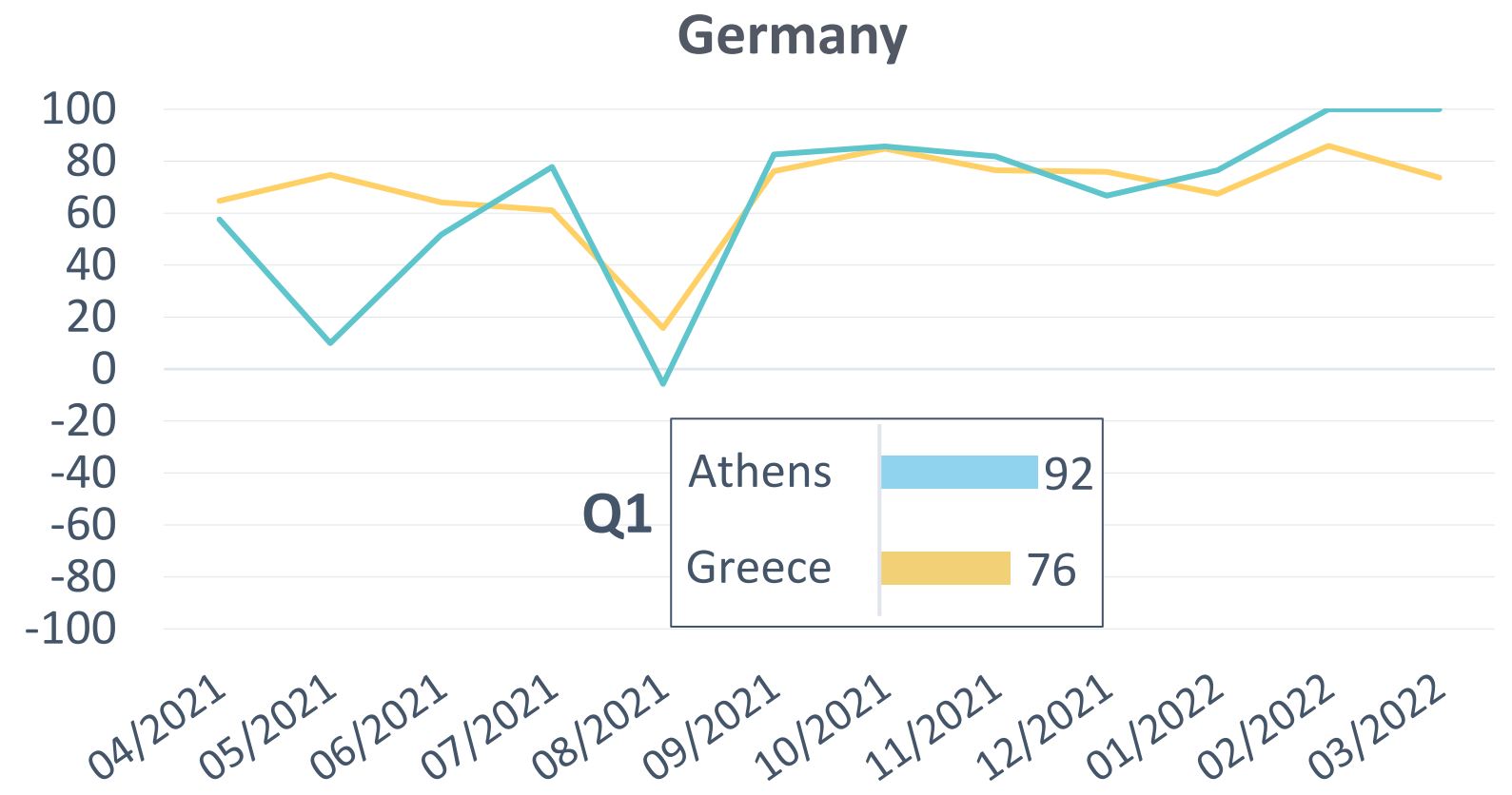
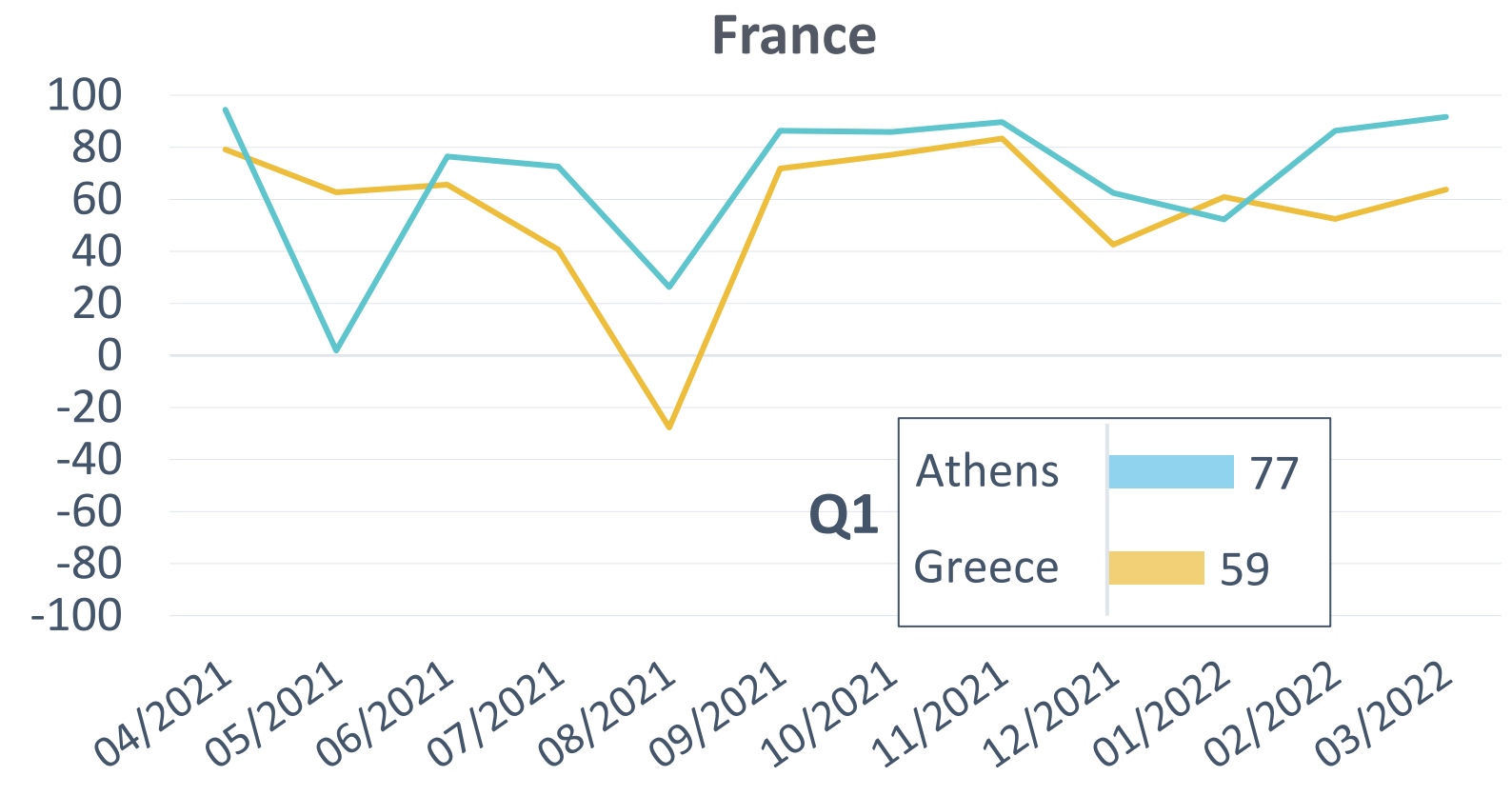
Net Sentiment Index Q1 2022	
Athens	75
Greece	63
Italy	59
Portugal	59
Spain	45

Destination Sentiment per Market

What tonality of conversations in Athens key markets?

NET SENTIMENT INDEX —Greece —Athens

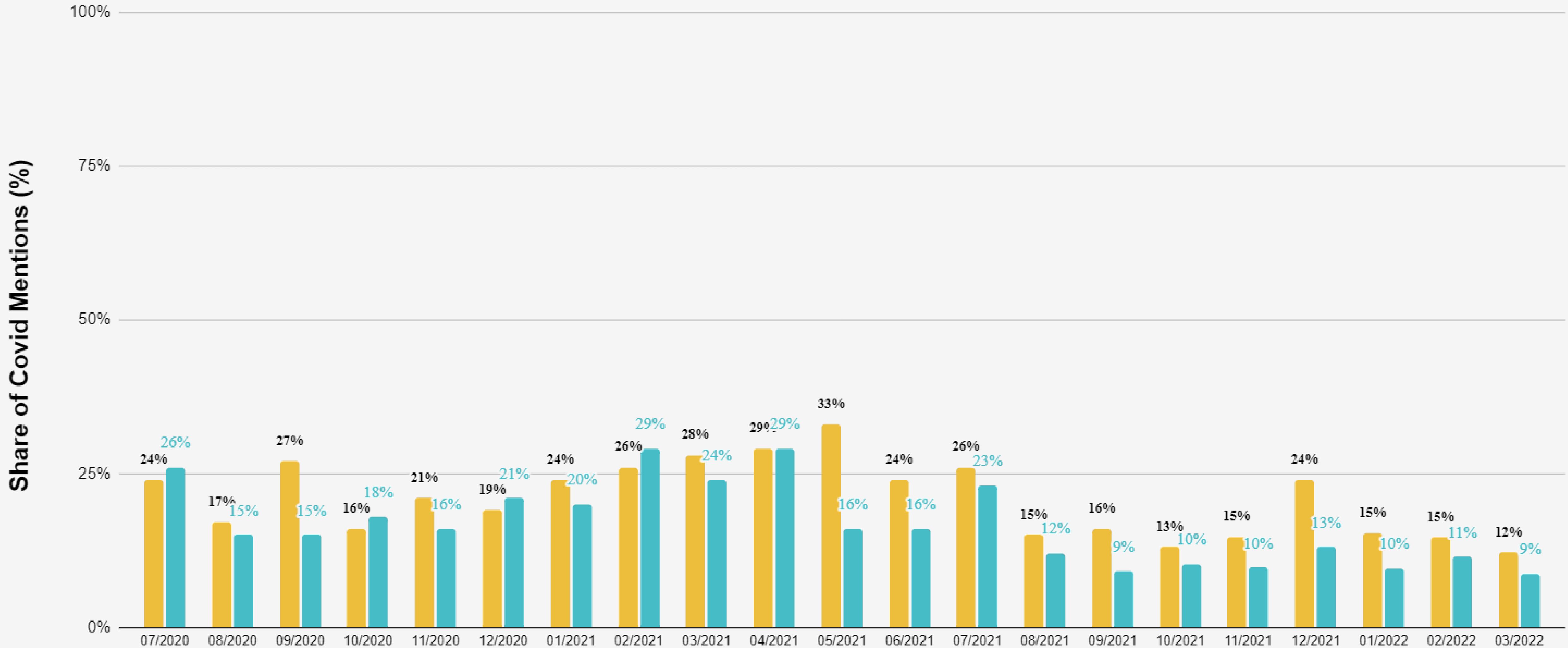
The Net Sentiment Index measures the polarity of verticals specific web social conversations (%positive - %negative)



1st Quarter 2022

Covid-19 Incidence In Athens/Greece Conversations

■ Greece Covid-19 Incidence
 ■ Athens Covid-19 Incidence

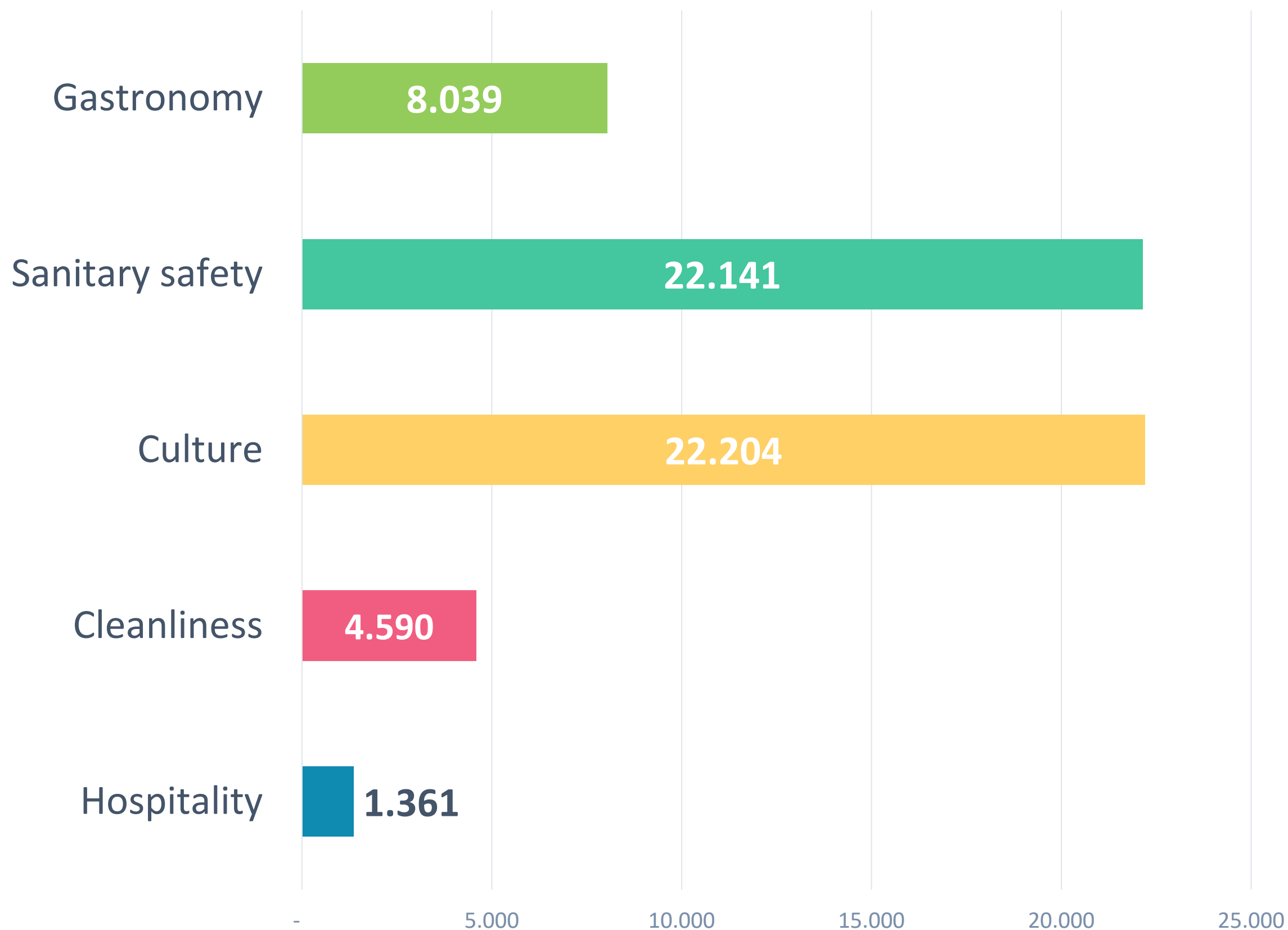


1st Quarter 2022

A rebalancing is taking place with key tourism themes –notably Culture and Gastronomy- taking over Covid-related conversations. With excellent sentiment polarity for tourism themes and cleanliness/hospitality, and a limited impact of the Ukraine conflict until now (7% of total conversations), the Greece reputation is very competitive as travellers plan for summer.

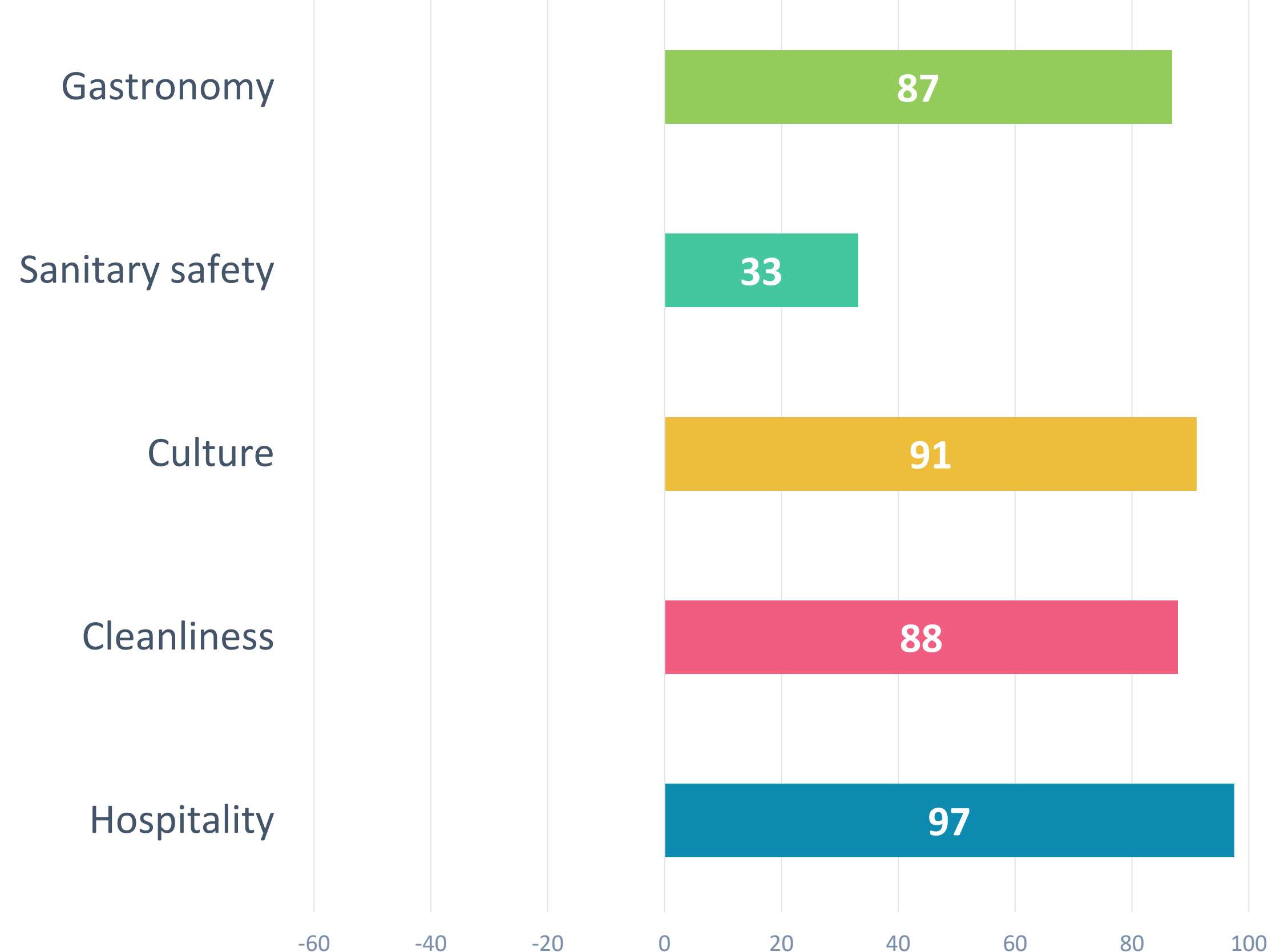
VOLUME OF CONVERSATIONS – JAN./MARCH 2022

Intensity of web social conversations



NET SENTIMENT INDEX – JAN./MARCH 2022

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

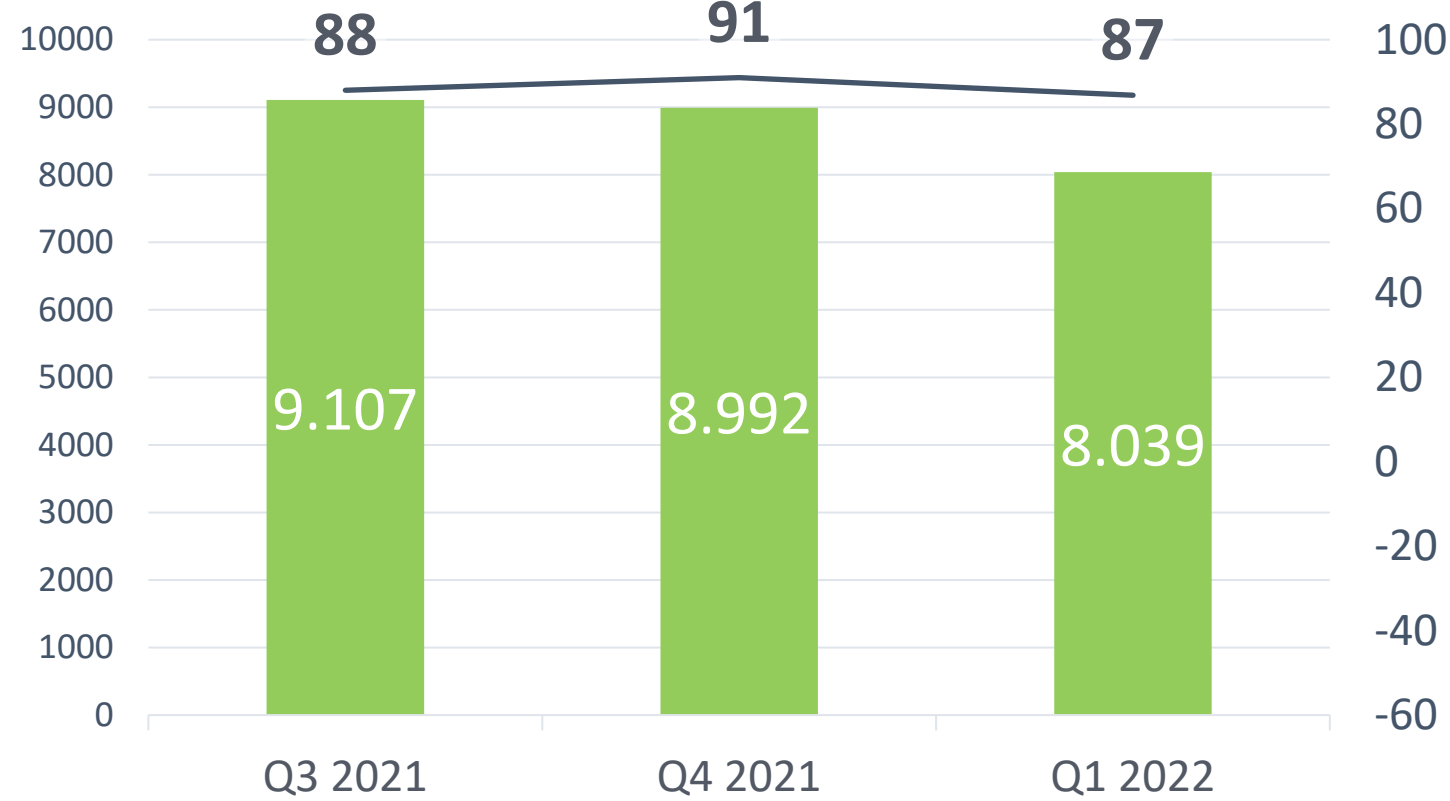




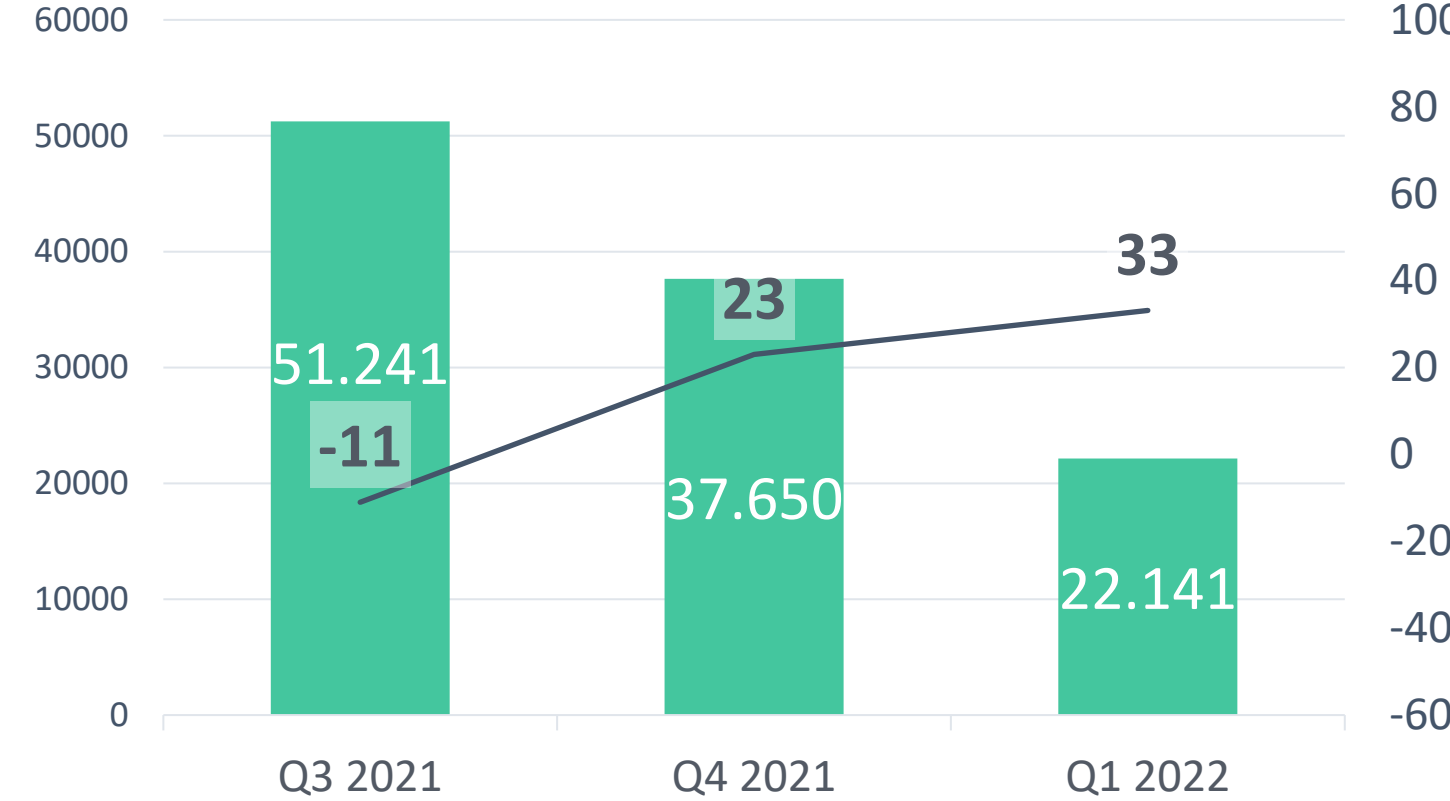
Reputation Topics – Annual Trends



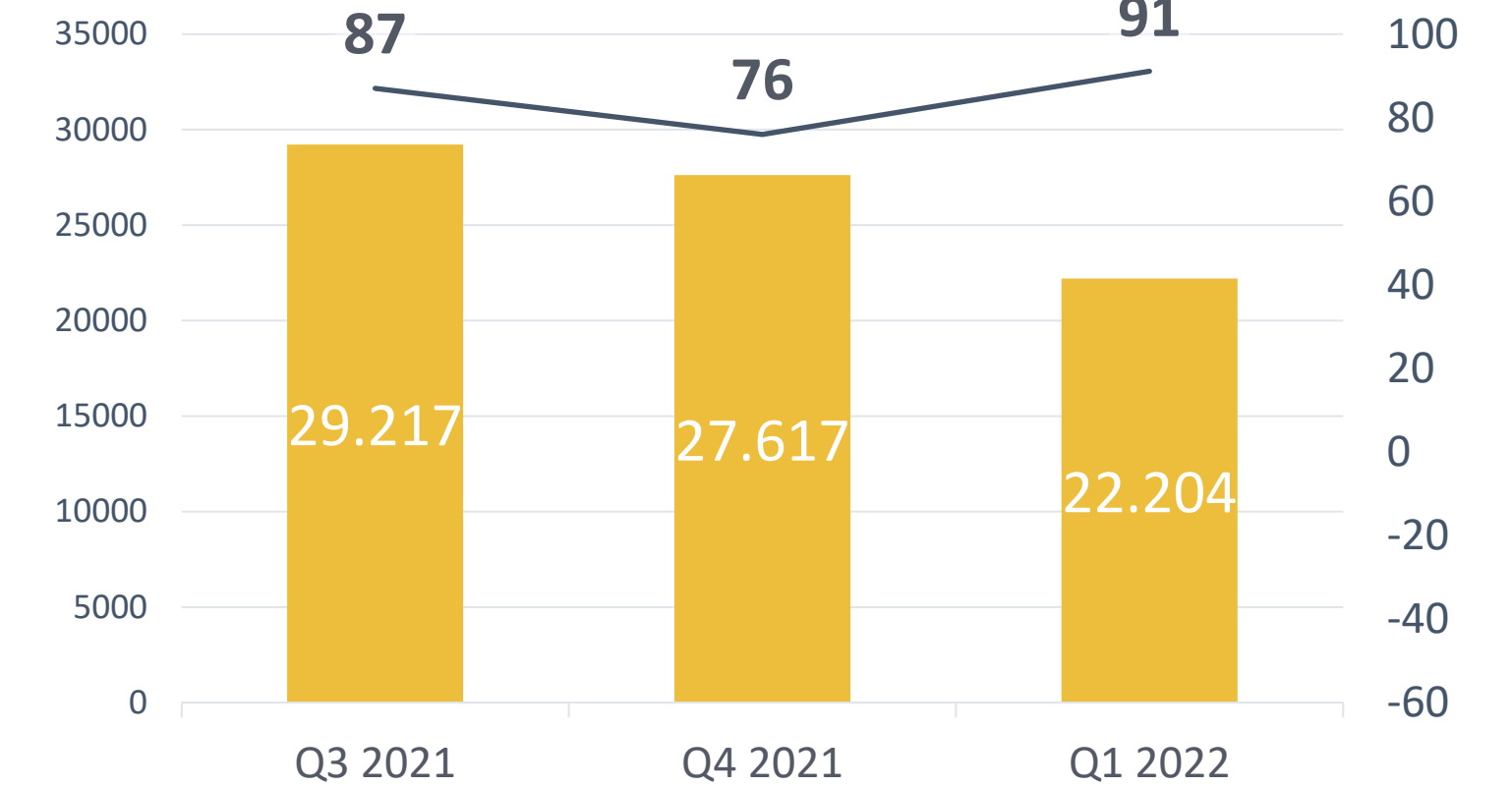
■ Volume of Conversations
— Net Sentiment Index



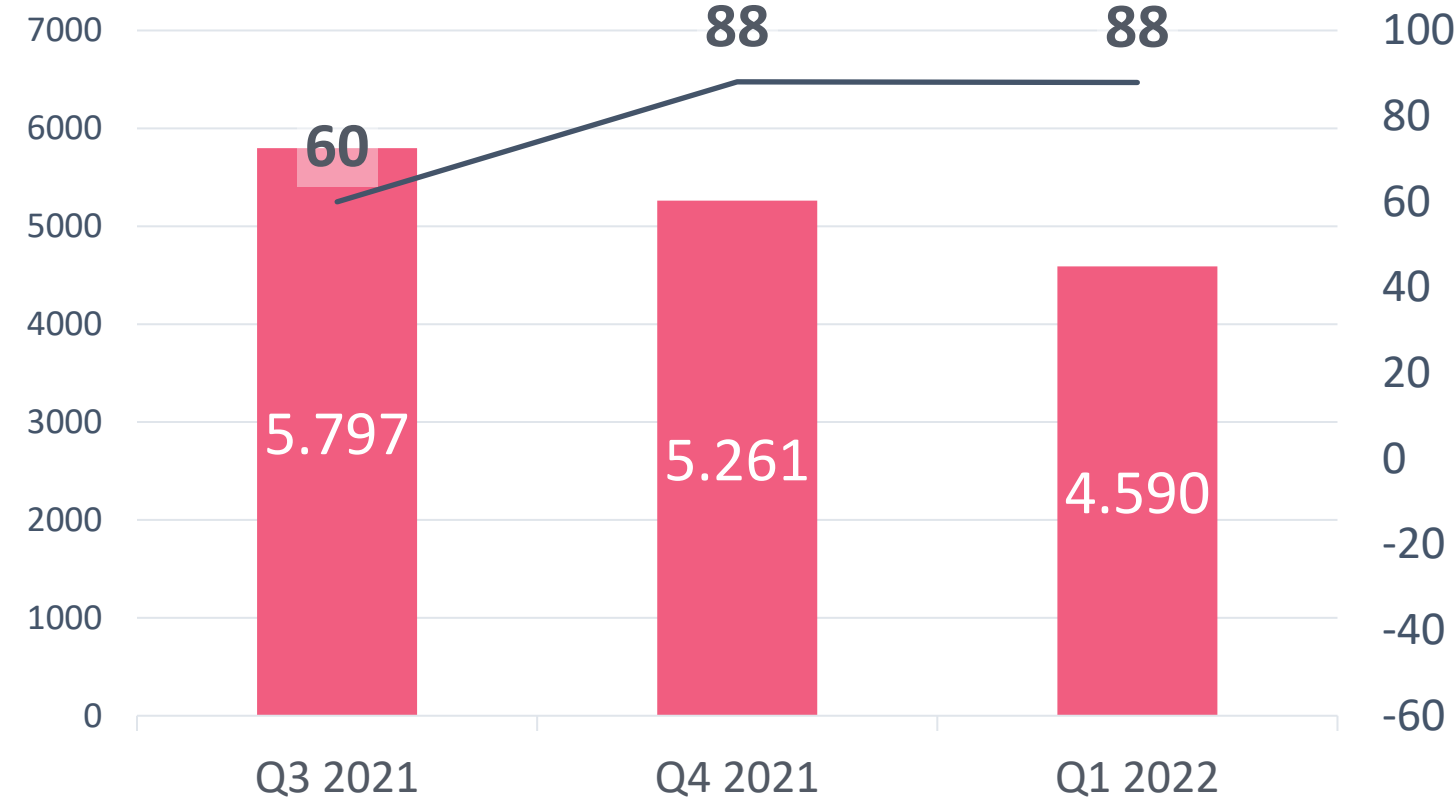
■ Volume of Conversations
— Net Sentiment Index



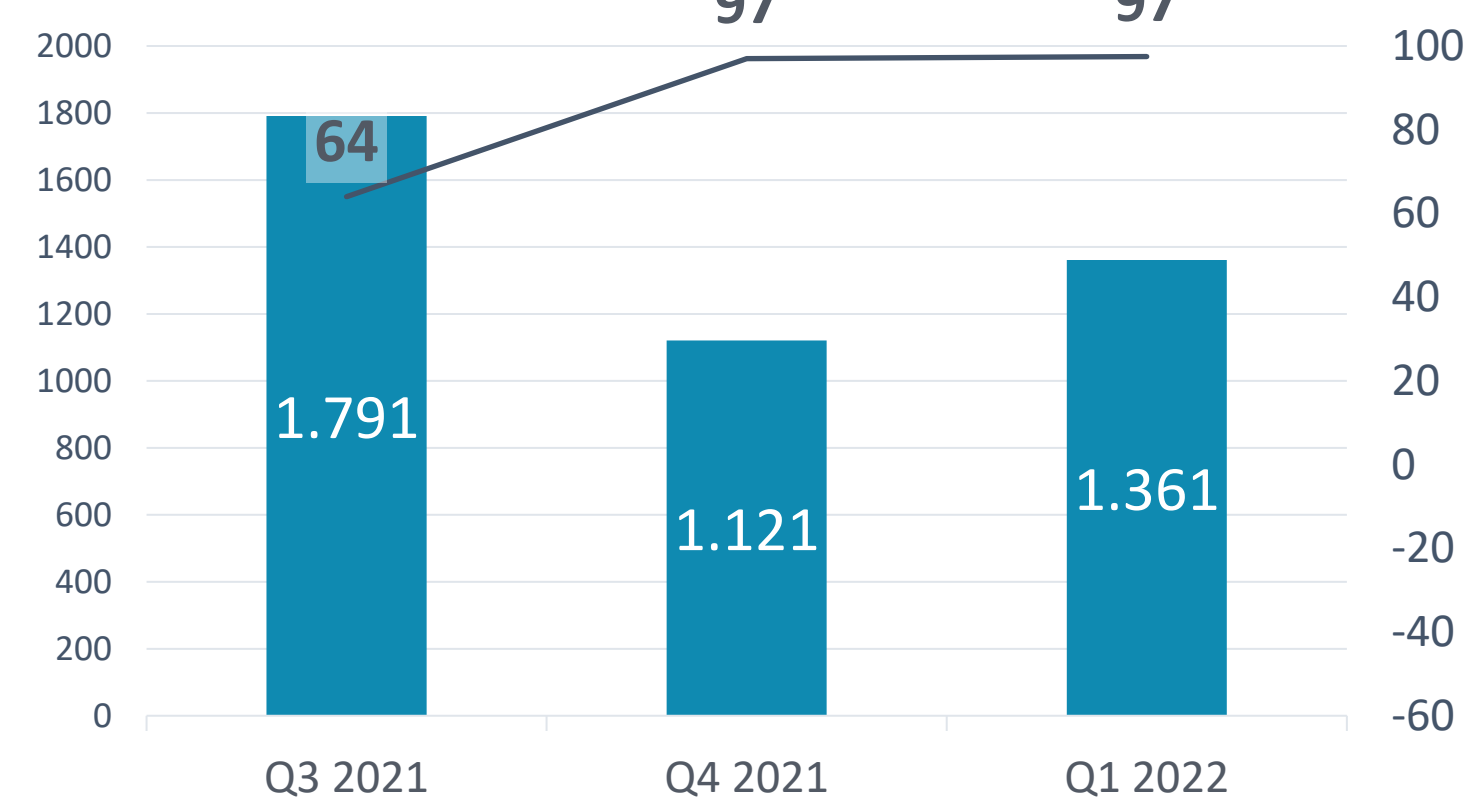
■ Volume of Conversations
— Net Sentiment Index



■ Volume of Conversations
— Net Sentiment Index



■ Volume of Conversations
— Net Sentiment Index





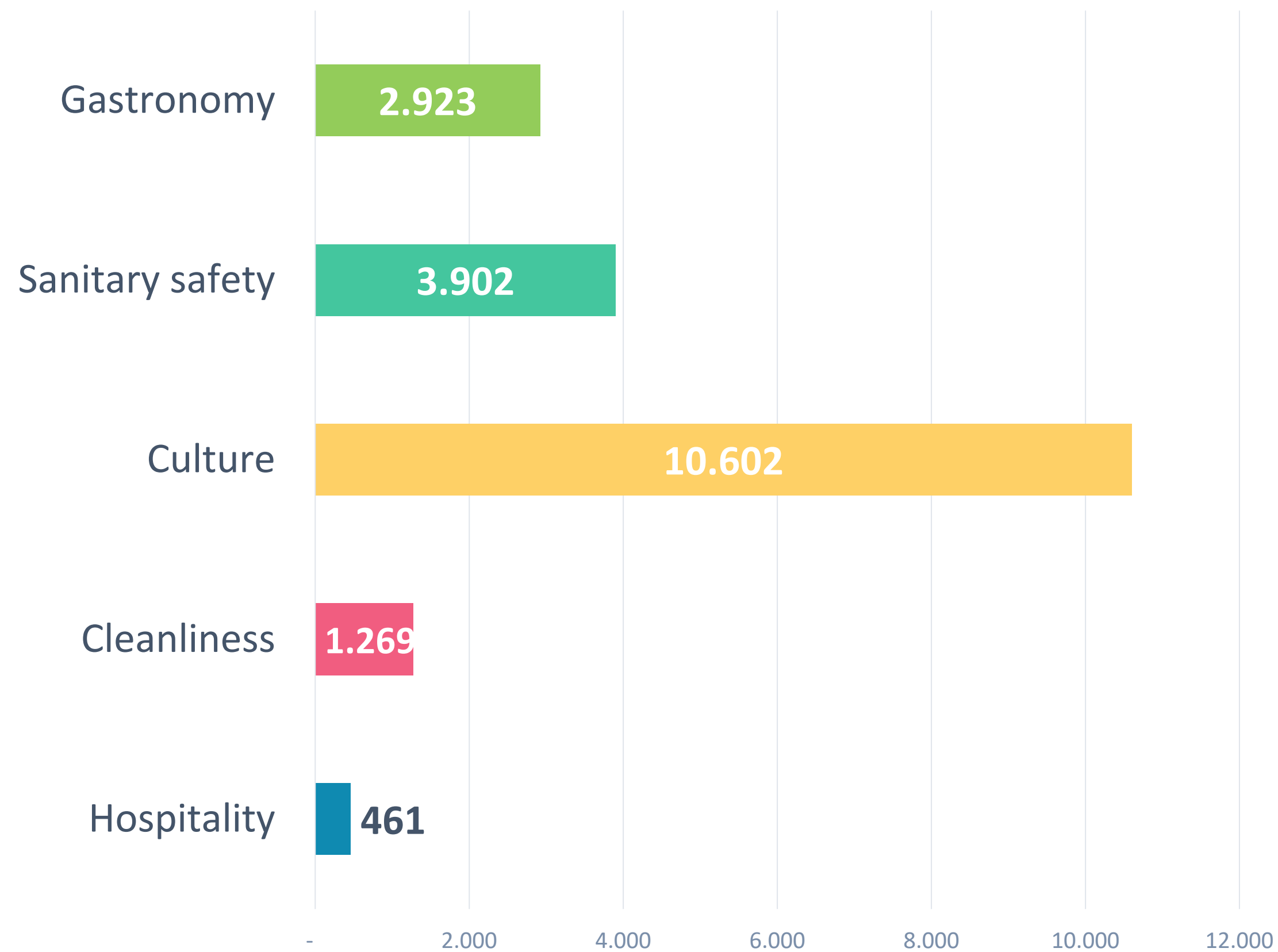
Focus on specific reputation topics



Athens follow a similar pattern as Greece overall, showing a drop in Covid-related conversations while Gastronomy and Culture-related sentiment jump either in volume or polarity. Contextual reputation drivers (cleanliness, hospitality, pandemic) also see a great increase in polarity.

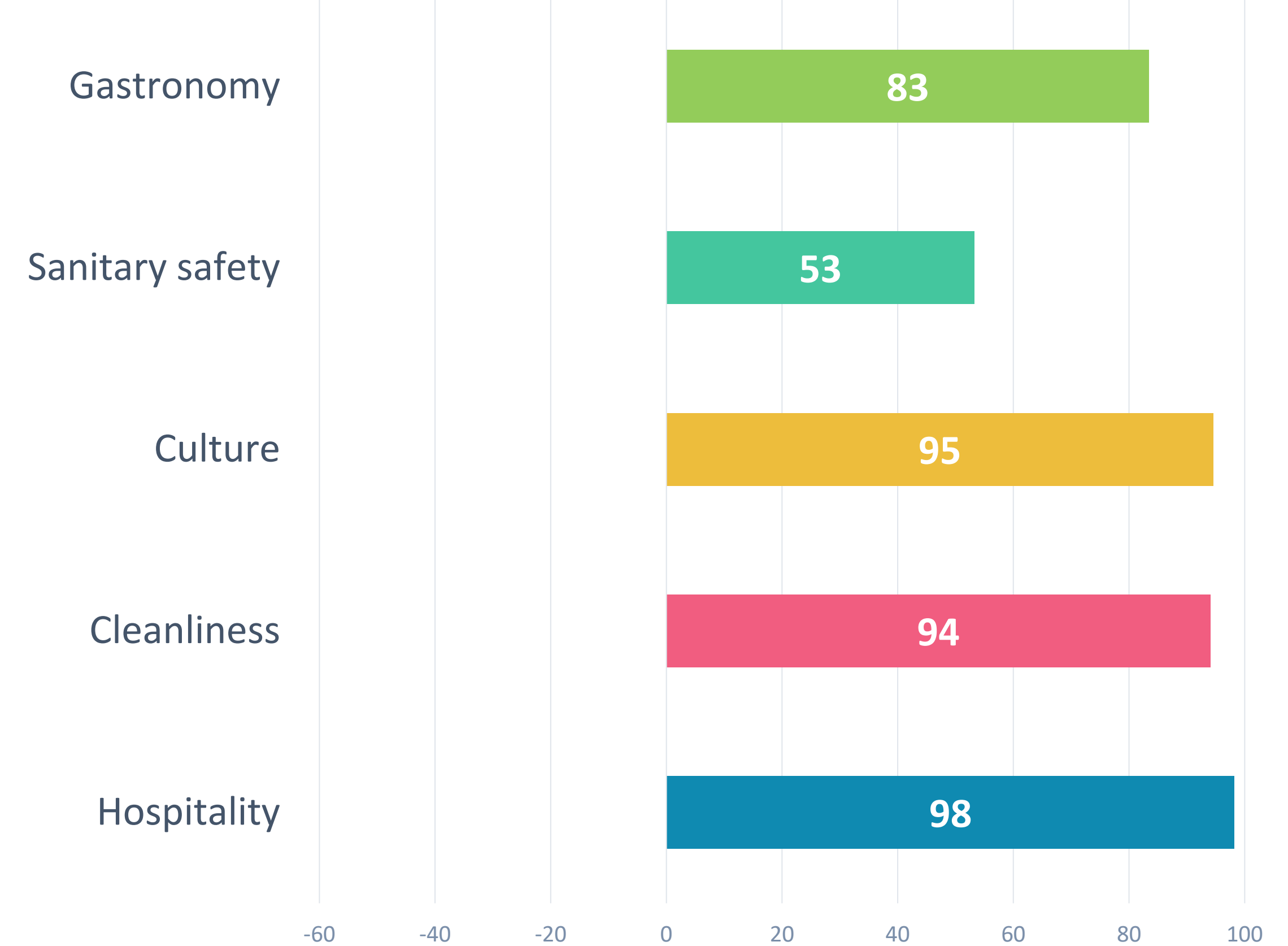
VOLUME OF CONVERSATIONS – JAN./MARCH 2022

Intensity of web social conversations



NET SENTIMENT INDEX – JAN./MARCH 2022

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



1st Quarter 2022



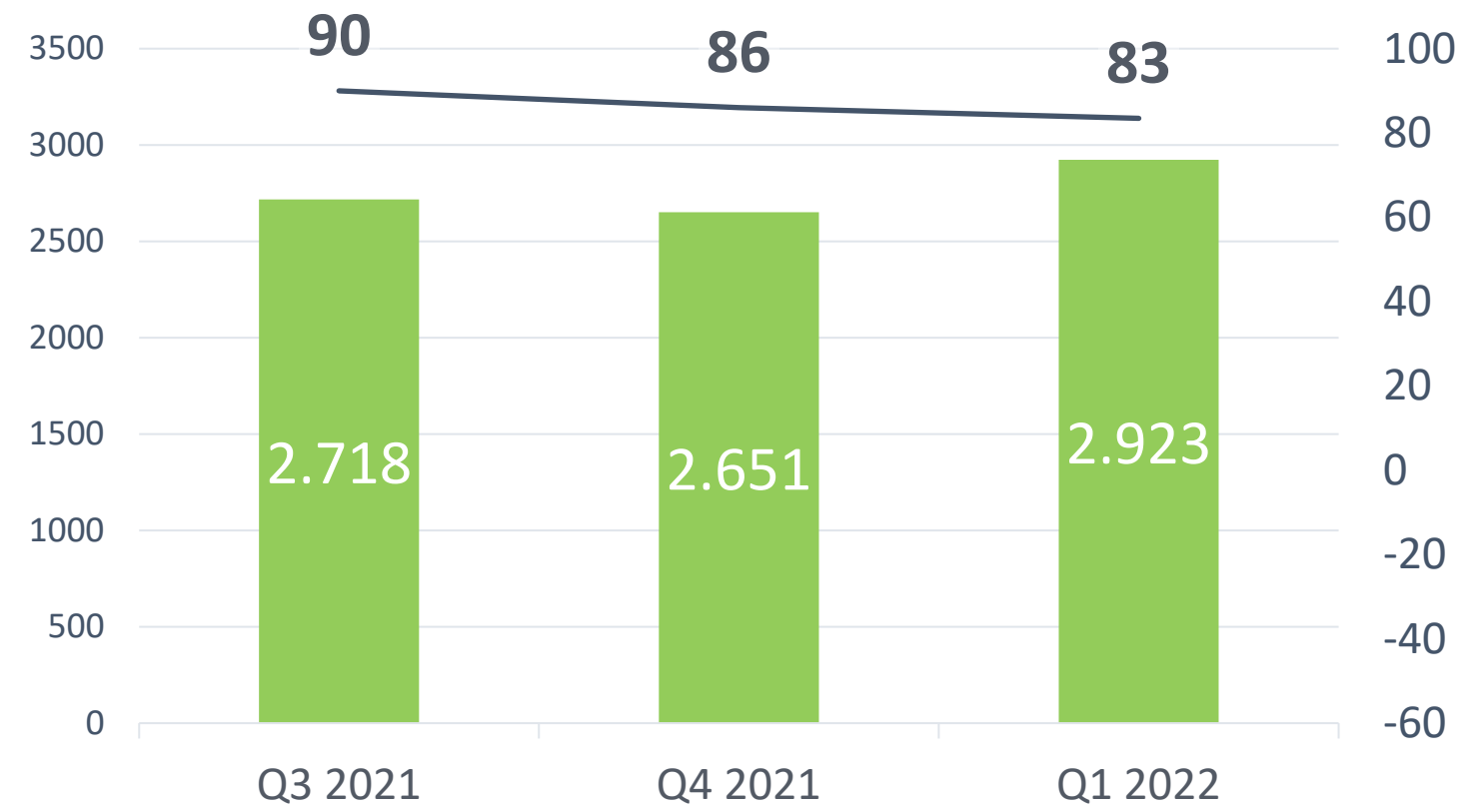
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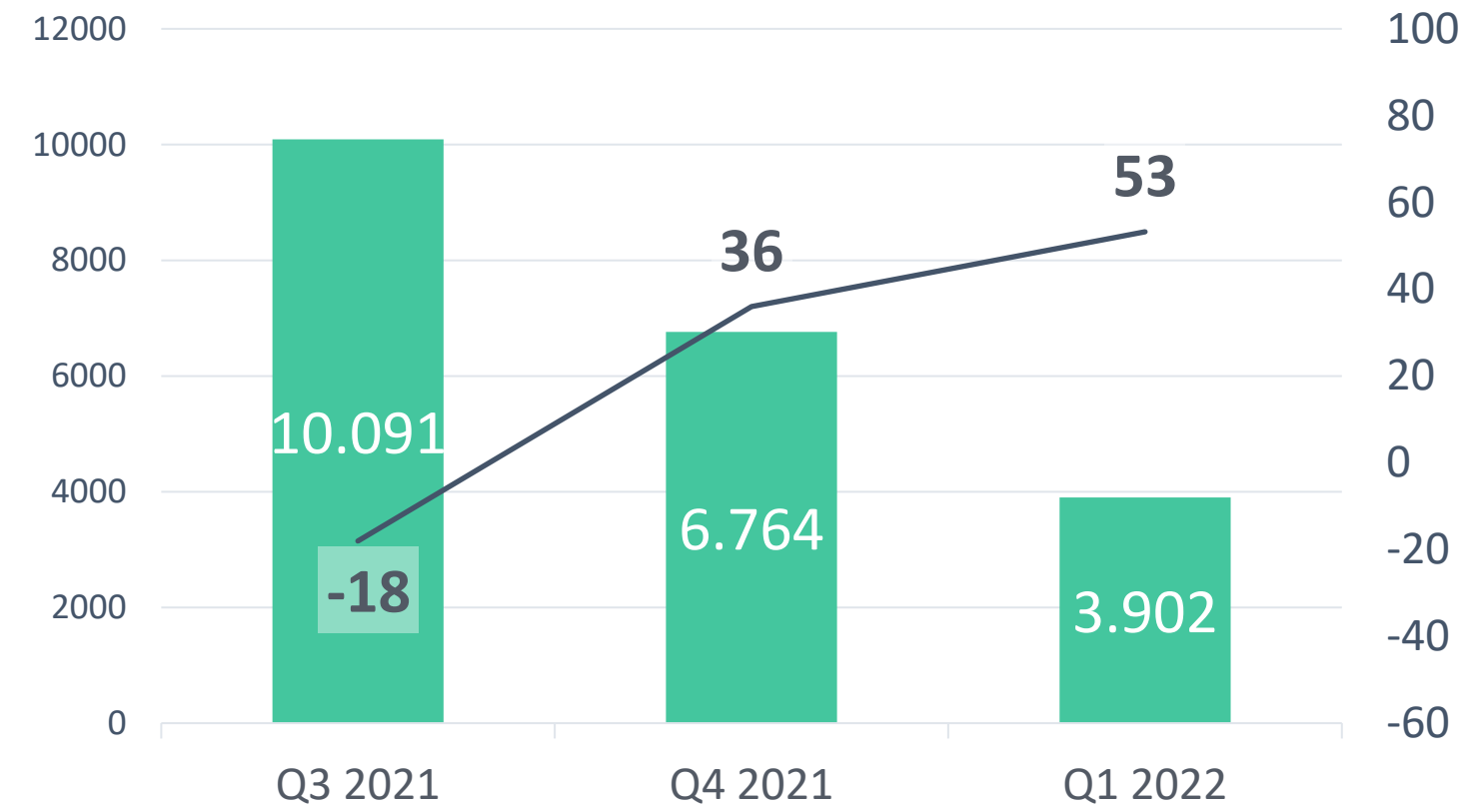
Reputation Topics – Annual Trends



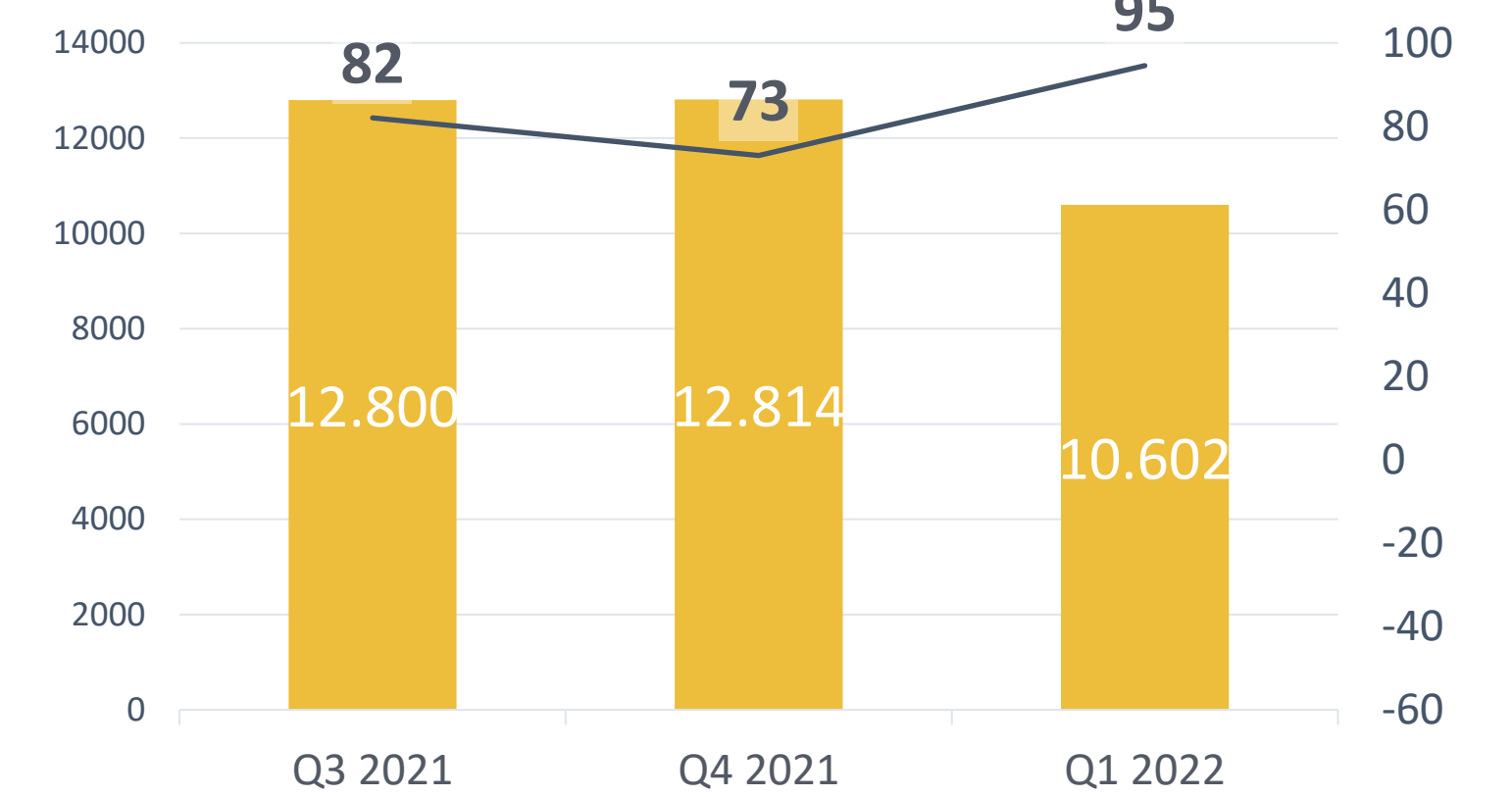
Volume of Conversations
— Net Sentiment Index



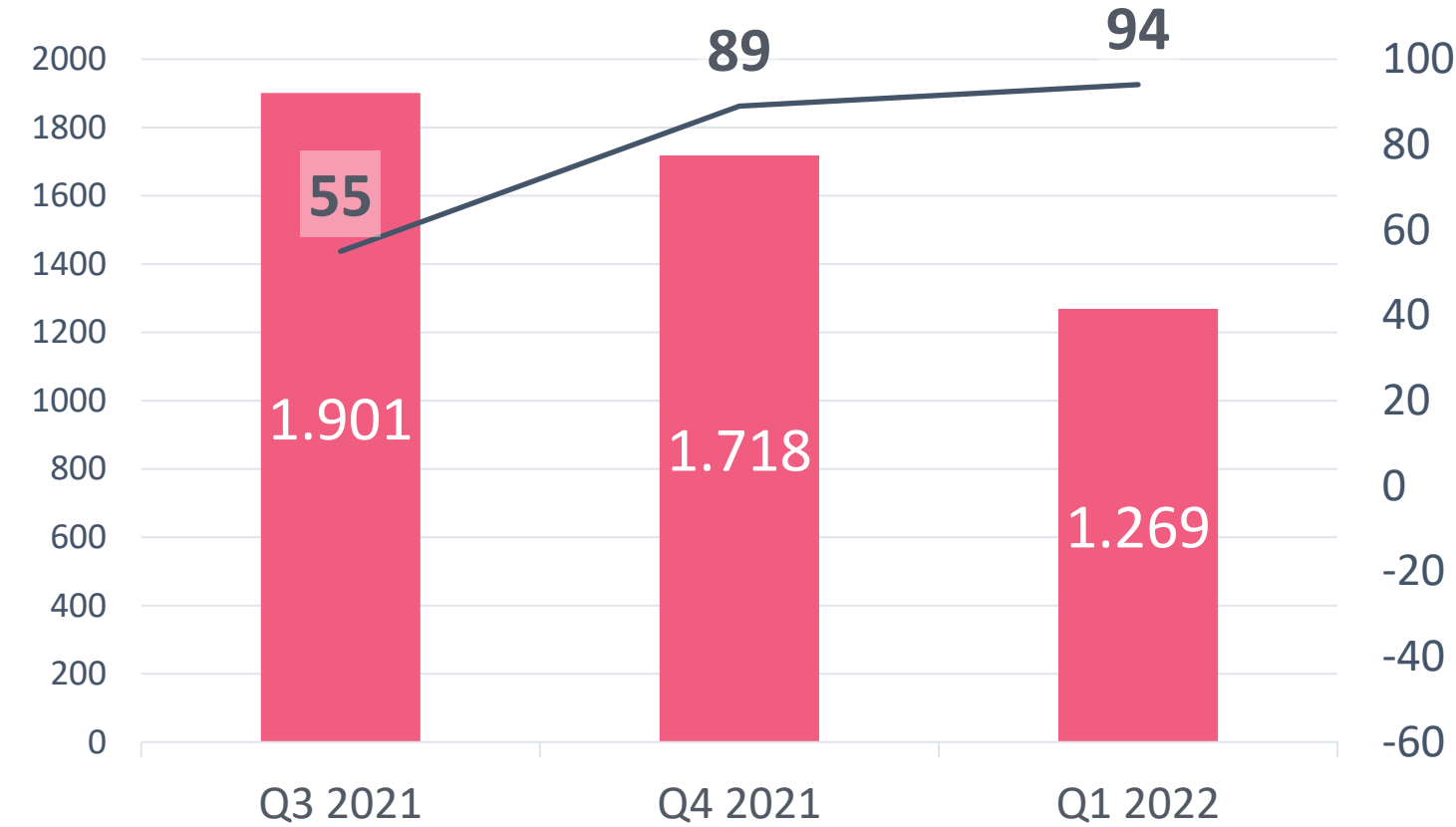
Volume of Conversations
— Net Sentiment Index



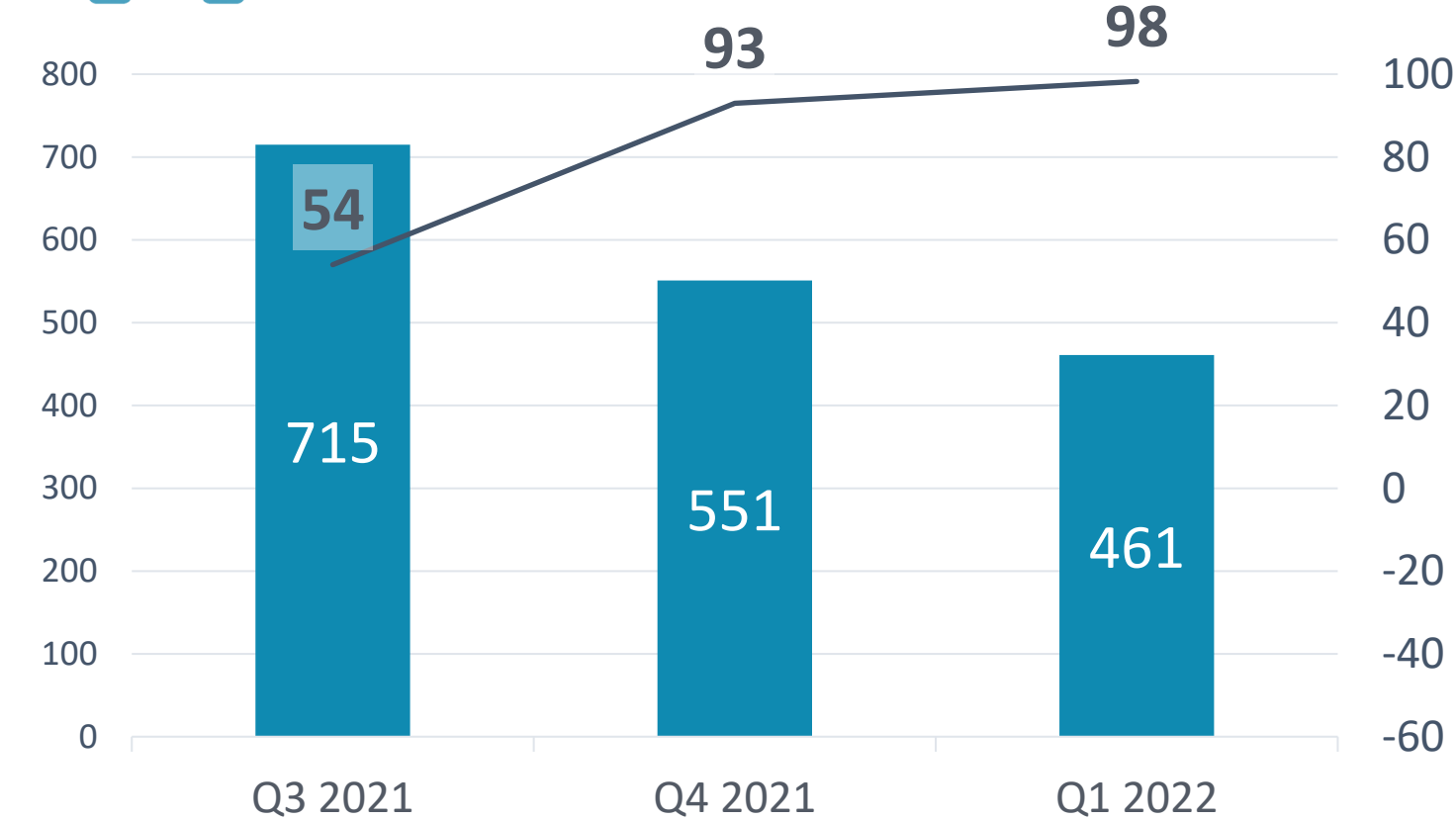
Volume of Conversations
— Net Sentiment Index



Volume of Conversations
— Net Sentiment Index



Volume of Conversations
— Net Sentiment Index



Positive Sentiment Drivers

Fueling the destination's social reputation in the period



All travel verticals were active in the quarter (Attractions, Transportation, Lodging, F&B) with a fair mix of both iconic and more hidden-gem experiences fueling the destination popularity. Sustainability is well mentioned in social conversations, as well as references to traditions and historic roots of the country.

Examples of reputation drivers...

- **Crete ranked 5 of most popular travel destinations** for 2022 according to TripAdvisor and TUI
- **Discovering Greece differently** : by camping car, by cruise ship
- Greek **traditional street vendors** enable you to travel back in time
- **Greece's Capodistrias Museum** shortlisted for the **European Museum of the Year Award 2022**
- **Dafné Kritharas** sings about **her Greek horizon** with a repertoire of compositions and forgotten traditional tunes
- **Focus on gastronomy** with the traditional Greek food to try in destination (Mezzes, Tzatziki, Spanokopita, Mousaka, Gyros, Horiatiki salata)
- **Places to visit** if interested in **Greek mythology** (the Oracle in Delphi, Home of the Gods at Mt Olympus, the Acheron River, Odysseus' home in Ithaki, etc.)
- Help to find **the best Airbnbs** located in Greece
- **Eased entry** for several foreigners and **drop of the Passenger Locator Form**
- **Athens** among the **World's Top 3 Cities to explore by night**
- **Best practice guide** for travelling in Greece (Lodging, driving, Accessibility, Etiquette, speaking Greek)
- Learning the **traditions and rituals around coffee**
- **Wine testing** : try the oldest wine in the world in Monelvasia
- Dive in **ancient folklore tradition** with the Carnival season
- Highlighting **various spectacular nature scenes**: the most beautiful waterfalls, Meteora in Thessaly, almost wild beaches, or Greek landscapes under the snow
- Tips on **how to do a sustainable trip in Greece** by choosing for example the Sani Resort, the first in Greece to go carbon neutral
- The **Archaeological Museum of Athens** enables a virtual visit of the museum

Illustrative Social Posts

Reflecting the Positive Sentiment



Dubai is officially the most popular travel destination for 2022



Also ranking in the top 25 from the GCC was Doha, Qatar at spot number 23. The most popular **travel** destinations for 2022 Dubai, UAE London, UK Cancun, Mexico Bali, Indonesia Crete, **Greece** Rome, Italy Cabo San Lucas, Mexico Istanbul, Turkey Paris...

published on 20/01/22 at 11:23 | Online News Other | United Arab Emirates | [emirateswoman.com](https://www.emirateswoman.com)

These are the favorite destinations of Europeans for next summer



... most popular **holidays** this year. Switzerland The main destination for TUI guests from Switzerland is currently **Greece** ... from Mallorca and Antalya. **Holiday** bookings to Turkey and Spain have doubled compared to the year...

translated by google

published on 20/03/22 at 00:06 | Online News Other | Spain | www.hosteltur.com

An Authentic Greek Cruise: Discover Celestyal Cruises



...Celestyal Cruises, the number one choice for **travelers** to **Greece** and the Mediterranean, is about the experience. • Cruise... Celestyal Cruises, the number one choice for **travelers** to **Greece** and the Mediterranean, is about the experience. •... translated by google

published on 07/02/22 at 05:40 | Magazine | France | www.tourmag.com

GO TO GREECE ! We leave ALBANIA and enter the THIRD COUNTRY of our CAMPER TRIP .



... the time has come to cross over to the third country of our 2021/2022 **journey** . We go to **Greece** , a country where we have already been in the past, but which for the first time we have the opportunity to explore as we like: at a slow pace, on ...

published on 17/01/22 at 17:00 | YouTube | Italy | [youtube.com](https://www.youtube.com)



The **#amazing #street #vendors** of **#Athens** will make you **travel** back in time!
pic.twitter.com/xbehjRp8FD

published on 28/01/22 at 23:26 | Twitter | Canada | [twitter.com](https://www.twitter.com)

Greece's Capodistrias Museum shortlisted for the European Museum of the Year Award 2022



...European diplomat, Ioannis Capodistrias, aiming thus to take **visitors** on a journey through the history not only of Corfu and modern **Greece** but also of Europe. As Minister of Foreign Affairs, Nikos Dendias, stressed on the occasion of the signing of...

published on 16/01/22 at 11:12 | Online News Other | Greece | www.greeknewsagenda.gr

Music: Dafné Kritharas sings about her Greek horizon



...primary. One took us to **Greece** for the two summer months and every Easter **vacation** . We were camping on an island, in the... translated by google

published on 09/02/22 at 16:00 | Newspaper | France | www.lemonde.fr

The dishes to eat on any trip to Athens



Greece a la carte The dishes you must eat on any **trip** to **Athens** The influence of Turkey, the Orient, the Balkans and Italy is present in its best-known creations. Lucy... translated by google

published on 19/02/22 at 12:56 | Online News Other | Spain | viajes.nationalgeographic.com.es

Traditional Greek Food: A Self-Guided Audio Tour in Athens



...your way through **Athens** on this self-guided audio tour. Don't **waste** your time eating at one **tourist** trap after the other ... Any **traveler** groups not mentioned in the booking options are not applicable for voucher use. Activity Essentials **Traveler**...

published on 29/03/22 at 02:26 | Online News Other | United States | www.trip.com

Where should I go to see sites from Greek mythology?



...fabled Knossos. Introducing **Greece** Make the most of your time in **Greece** with Lonely Planet's range of **travel** guides. Be the architect of your own **trip** as you discover the best things to do in **Greece** through insider tips, suggested itineraries and...

published on 01/02/22 at 09:10 | Magazine | United States | www.lonelyplanet.com

11 Best Airbnbs in Greece, Whether You're Visiting Athens, Santorini, or Hydra



8 or above, zero cancellations, and at least a 90 percent response rate. Act fast if you are planning to **travel** in late July or August, when **tourist** arrivals in **Greece** reach peak numbers and great vacation

rentals are all booked up. While we have...

published on 28/01/22 at 16:00 | Magazine | United States | www.cntraveler.com

Illustrative Social Posts

Reflecting the Positive Sentiment



Fabulous that **Greece** & Portugal have now eased entry for UK **travellers**. Either... ✈️ Proof of full vaccination, although booster required if second dose more than 270 days ago. OR: 🟢 LFT/PCR test 24hr/72hr prior to arrival for Greece, and before boarding to Portugal.

published on 07/02/22 at 17:48 | Twitter | United Kingdom | twitter.com

Travel Greece : important change in the protocol



...also: **Greece** is off to a good start... to be a hit again in 2022! And to further simplify **travel** to **Greece**, the ... in **Greece** will be abolished from March 15, 2022. The elimination of the PLF simplifies the process for **travelers** entering... translated by google

published on 04/03/22 at 01:25 | Magazine | France | www.tourmag.com

Beautiful Athens by Night: The Capital of Greece among the World's Top 3 Cities to explore after...



Taking a stroll around the historical center of the city is a must for locals and foreign **visitors** alike; but as nice as it is to walk in **Athens** by night, it is also nice to enjoy it from on high, as it looks like an illuminated labyrinth whose...

published on 02/02/22 at 13:00 | Online News Other | Greece | www.greeknewsagenda.gr

Everything you need to know before visiting Greece



...for most **travelers** worldwide. We've got all you need to know to plan and prepare for a memorable **trip** to **Greece** and what to ... well in advance. Driving in **Greece** No one who has **traveled** on **Greece's** roads will be surprised to hear that the country's...

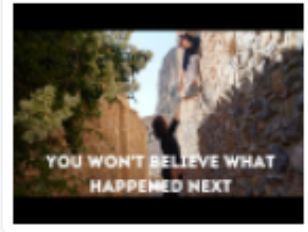
published on 01/03/22 at 11:10 | Magazine | United States | www.lonelyplanet.com

Greek Coffee Rituals Remain at the Heart of Everyday Life



...a serious business. Bars and cafeterias welcome **visitors** who regularly indulge in this daily pleasure. Coffee breaks can be really long pauses in **Greece**; meeting over a cup of coffee is also the perfect excuse to meet, talk, relax, play board games...

published on 12/03/22 at 13:10 | Blogs | Cyprus | greekreporter.com



We Tasted the Oldest Wine in the World | Monemvasia, Greece (LGBT Couple)

...All **Music** by Epidemic Sound: https://www.epidemicsound.com/referral/wacdad ----- Hello! We're Maria and Olivia. We're currently living in **Athens**, Greece after deciding to follow our...

published on 05/03/22 at 20:00 | YouTube | United States | youtube.com



Carnival in Naoussa, The Unique Tradition With Ancient Greek Roots

...in northern **Greece**. The history of the Naoussa Carnival Folklore experts agree that the **festival's** dancing, as well as ... it is a unique experience which every **visitor** to Macedonia during this time of the year simply must witness and take part...

published on 22/02/22 at 03:20 | Blogs | Cyprus | greekreporter.com



Meteora in Greece: what to see and how to get there?

...always from **Athens**, **tourists** can choose to get there by train, doing **Athens** -Kalambaka, or by bus... translated by google

published on 08/03/22 at 07:17 | Magazine | France | www.geo.fr



Top 11 Winter Destinations In Greece | The Tour Guy



...trip. Bookmark this post in a "Greece" folder in your browser. This way you can circle back to it while you are **traveling**. ... Trikala **Sustainable** City | Natural Landscapes | Bicycle Friendly Trikala is a fairly large city in central **Greece**. In...

published on 29/03/22 at 00:13 | Blogs | United States | theourguy.com



Sustainable Travel: The World's Coolest Carbon-Neutral Hotels

...availed with excellent **environmental** credentials. Such is the experience at Sani Resort, **Greece** which is the first in Greece ... plastic-free and waste-free by 2024. **Travellers** can go on bird watching, woodland hikes/bike rides and opt for eco...

published on 26/03/22 at 06:38 | Newspaper | India | www.outlookindia.com



30 virtual museums for you to visit without leaving home!



...also some online **exhibitions**. The virtual museum is available in English. 14 - Acropolis Museum, **Athens** - Greece The ... of the adornments of the Acropolis of **Athens**, in addition to other important constructions and works of **art** for the country and all civilization... translated by google

published on 26/01/22 at 21:45 | Online News Other | Brazil | www.melhoresdestinos.com.br

Negative Sentiment Drivers

What vigilance points to watch reputation-wise?



Negative stories influencing the destination image in the quarter mostly came from contextual factors around climate, safety, pandemic and geopolitics. However, most of them were “anecdotal” with limited resonance in time and geographically, causing few damages on the overall reputation.

Examples of reputation drivers...

- Greece hit by frost, **exceptional snow and storms**
- **Greek citizens killed** in the eastern conflict zone in Ukraine
- **Impact of the Ukraine-Russia conflict** on the Greece’s economy and political status, with in short term the cancellation of Russian tourism to both Greece and Cyprus
- Hundreds of people were **forced to flee a ferry off** Greece after it was engulfed by a huge fire
- **Tourist tax** indicated as something that defers visitors from going there
- **Covid-related deaths** are still high in Greece and vaccination passports are required in most establishment
- **World Heritage in danger** : we can fear a rise in water levels linked to global warming on the island of Delos
- Concerns about **anti-Chinese racism**

Topics mentioned may be not “mainstream” in the sentiment flow, sometimes even “anecdotal” or outside the tourism space strictly, however they can generate a negative influence on the overall attractiveness of Greece in potential travelers’ mind.

Illustrative Social Posts

Reflecting the Negative Sentiment



Weather report: Greece hit by frost and exceptional snow, storms in Athens, whitewashed Rhodes and Crete ...



... freezing over **Greece**, Turkey and the Black Sea, although the weather remained rather harsh for most of the **week**, above all ... they conquered **Athens**, in a completely winter guise after the storm at the beginning of the **week**. [A](#) [R](#)

published on 25/01/22 at 08:00 | Online News Other | Italy | www.3bmeteo.com

Greek citizens killed by Ukraine soldiers in eastern conflict zone

Earlier on Monday, **Greece** issued an advisory urging its nationals to avoid **travelling** to Ukraine and calling on any Greek...

published on 14/02/22 at 19:38 | Newspaper | United Kingdom | www.ft.com

Invasion of Ukraine leaves Greece with grave fears on two fronts



...almost 600,000 **travellers** in 2019, spending more than €400 million), **Greece** was anticipating 300,000 **visitors** from Russia ... of Russian **tourists**. While 300,000 is a small proportion of the 34 million **visitors** in 2019, **Greece** has been struggling...

published on 06/03/22 at 15:54 | Newspaper | Ireland | www.irishtimes.com

BREAKING: Hundreds flee cruise ship engulfed by HUGE fire off Greece



The massive fire broke out on the Italian-flagged cruise ship while it was **travelling** through the Mediterranean's Ionian Sea at around 4.30 am (local time) off the northern coast of Corfu, between **Greece** and Albania, an official from the Greek...

published on 18/02/22 at 07:10 | Newspaper | Spain | www.euroweeklynews.com

@UKHospKate These countries suffer terribly because of **tourist** tax and as a result have no **visitors** .. France, Italy, Spain, **Greece**, Portugal, Switzerland, Germany, the tax deters any **visitors** from going there. They're just tourist deserts. 🇬🇷

published on 13/02/22 at 11:39 | Twitter | United Kingdom | twitter.com

Travelers arriving in **Greece** with a valid European vaccination certificate will no longer have to present a negative coronavirus test result as of Monday. The country's rate of new cases has declined, though virus-related deaths remain high. nyti.ms/34BPbzi

published on 04/02/22 at 19:45 | Twitter | United States | twitter.com

Heritage in danger: why are the most beautiful monuments in the world threatened?

...economic, pollution, **tourism** projects... From Syria to **Greece**, via Venice or Peru, heritage... translated by google [A](#) [R](#)

published on 11/03/22 at 14:00 | TV/Radio | France | www.francebleu.fr



87



COVID-related racism concerns

[? ερωτήσεις/questions](#)

Yassous! My girlfriend and I are coming from Singapore to visit your lovely country in June-July, and we are ethnically chinese.

Our families are concerned that, while we have 0 links to China and are honestly not sympathetic to China at all, the both of us may face racism in Greece for looking Chinese.



KEY SENTIMENT TRENDS - SUMMARY

21

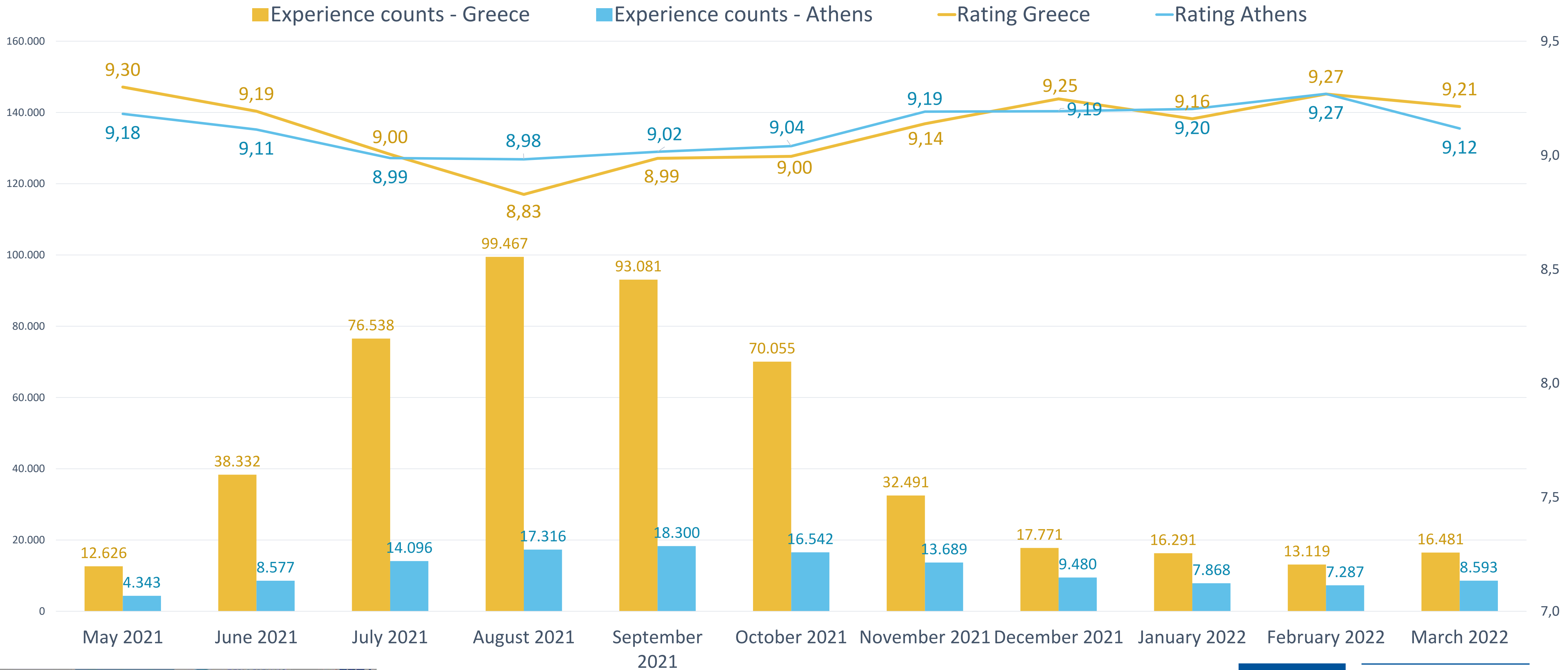
Quarter 1 - 2022

- In an unstable global and European context, the Greece and Athens reputation is showing a remarkable resilience.
- The resilience in reputation is driven by a combination of strong level of positivity for key tourism themes (culture, gastronomy, hospitality), along with less (and less negative) sentiment shared about the pandemic.
- The Ukraine conflict also generates limited impact so far, as opposed to Eastern European destinations more exposed in social conversations.
- The Greece and Athens reputation is solid across all markets, providing a favorable environment while European markets are planning and booking their summer vacation.
- All travel verticals were active in the quarter (Attractions, Transportation, Lodging, F&B) with a fair mix of both iconic and more hidden-gem experiences fueling the destination popularity. Sustainability is well mentioned in social conversations, as well as references to traditions and historic roots of the country.
- Negative stories influencing the destination image in the quarter mostly came from contextual factors around climate, safety, pandemic and geopolitics. However, most of them were “anecdotal” with limited resonance in time and geographically, causing few damages on the overall reputation.



Destination Experience Reputation

Overall Experience Reputation Trends





Experience Reputation Dashboard (Greece)

1st Quarter 2022

Overall Rating:

9,21



Europe Benchmark: 8,69

Athens: 9,19 / Seaside: 9,31 / Other: 9,20

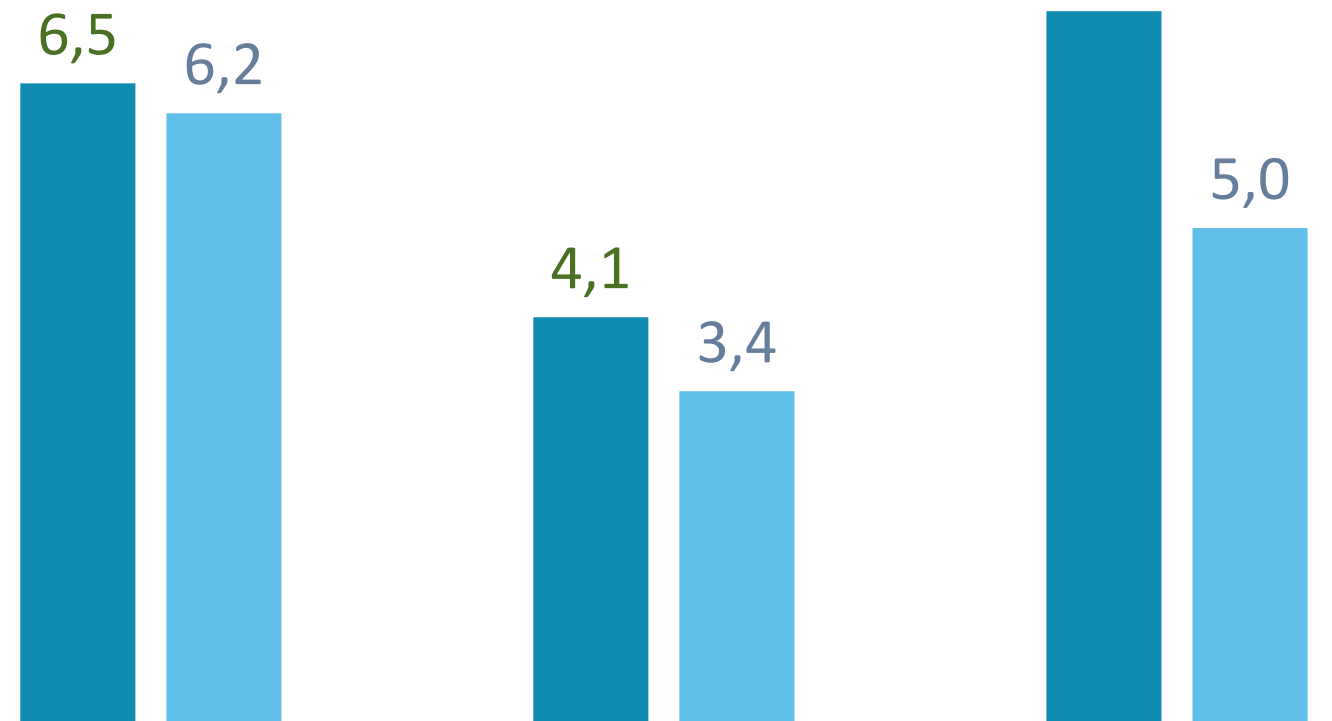
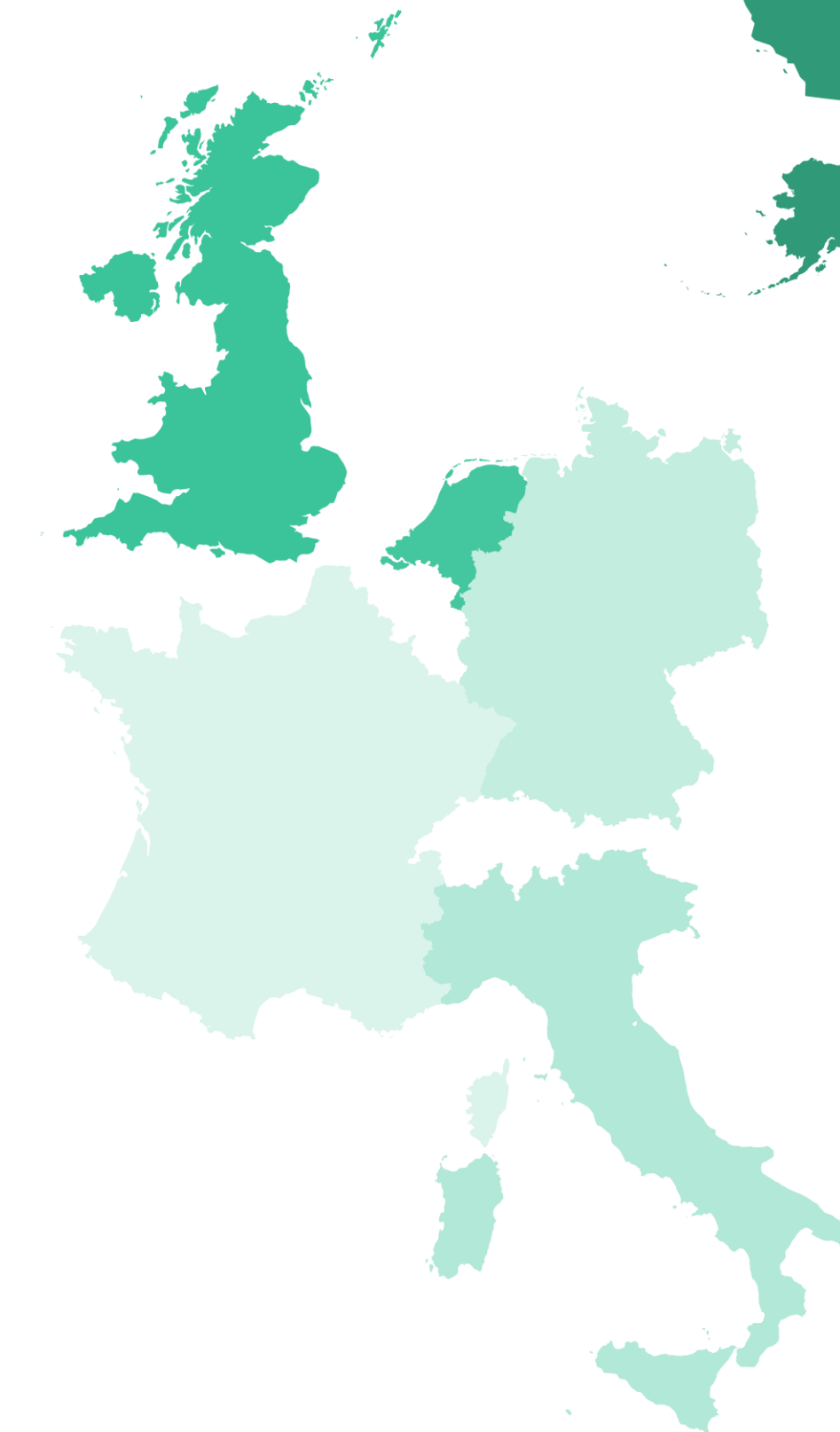
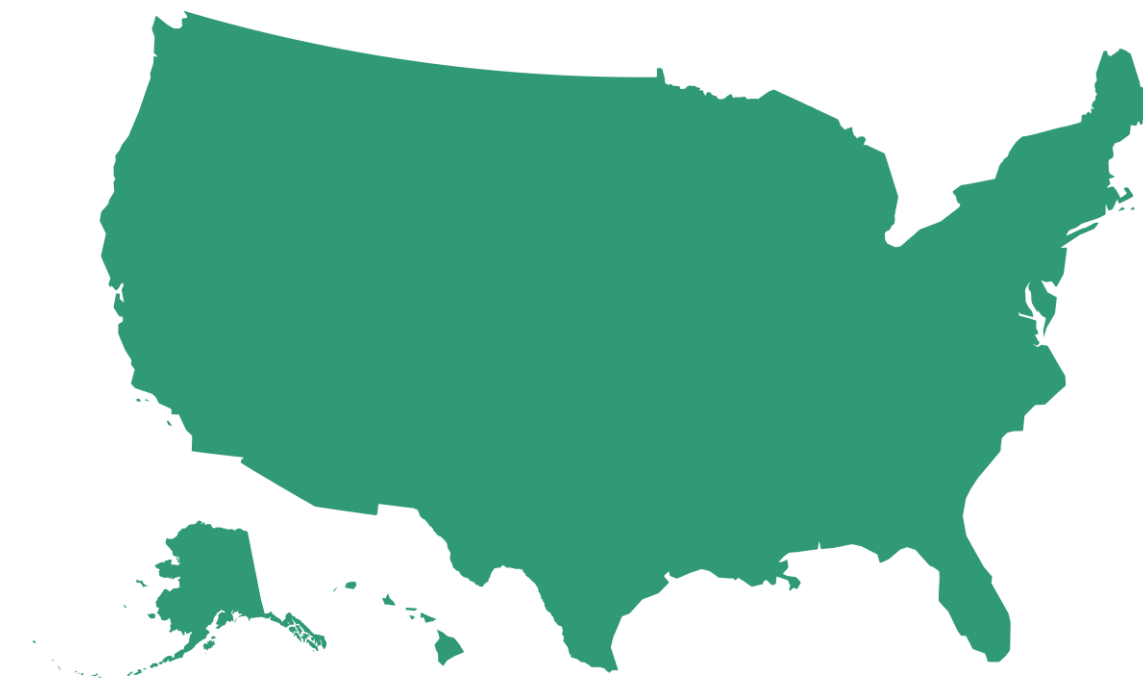
Sanitary Safety Score(*)



Pandemic Precautions Score(*)



Rating per market



Accommodations Attractions Restaurants

■ Sanitary Safety Score ■ Pandemic Precaution Score

	Rating (/10)	Reviews count
USA	9,37	380
UK	8,94	658
Netherlands	8,92	230
Italy	8,78	320
Germany	8,76	497
France	8,73	350

Note: based only on reviews having market origin information (about half of total reviews)

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



Experience Reputation Dashboard (Athens)

1st Quarter 2022

Overall Rating:

9,19



Europe Benchmark: 8,69

Greece: 9,21 / Seaside: 9,31 / Other: 9,20

Sanitary Safety Score(*)



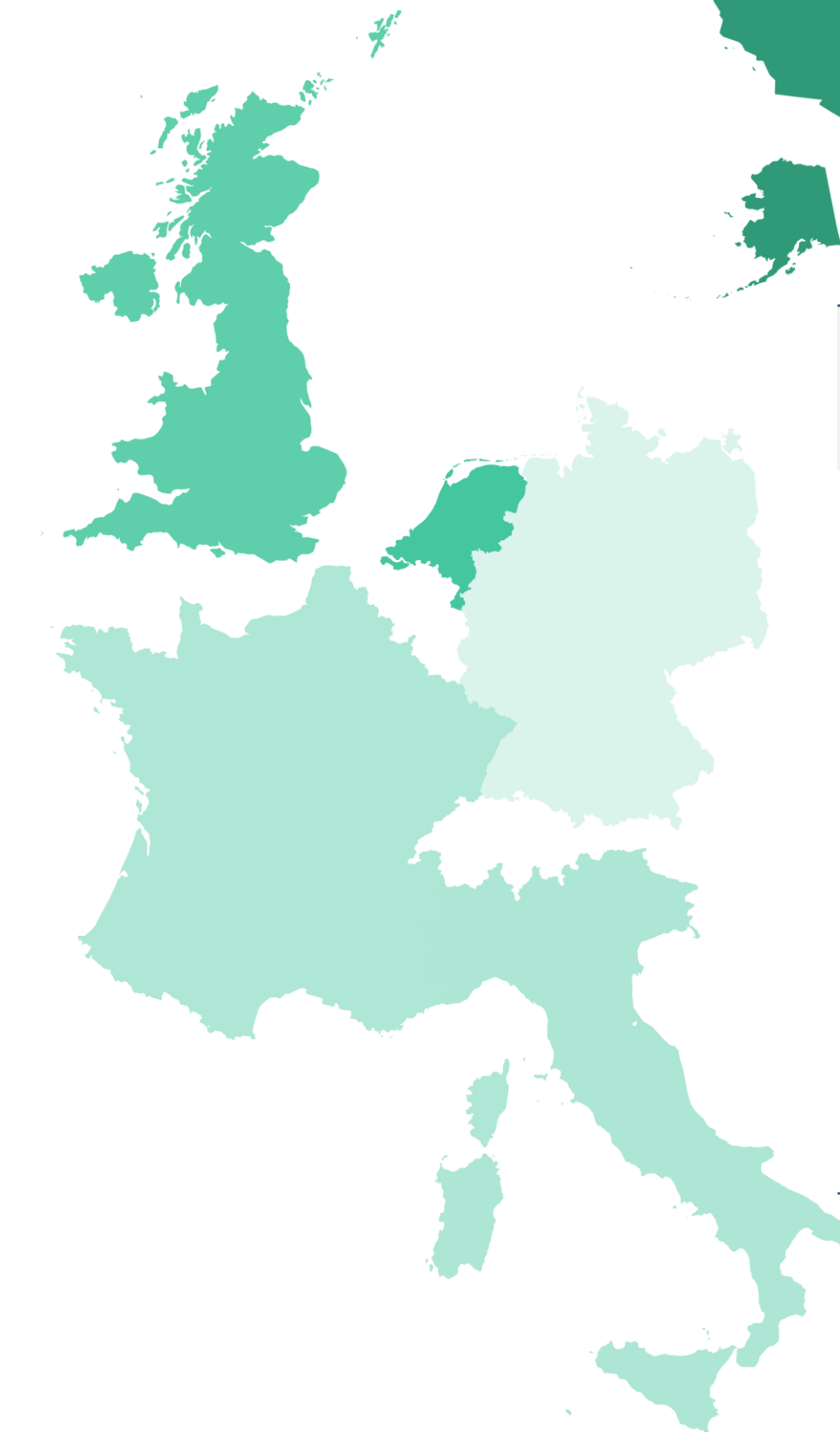
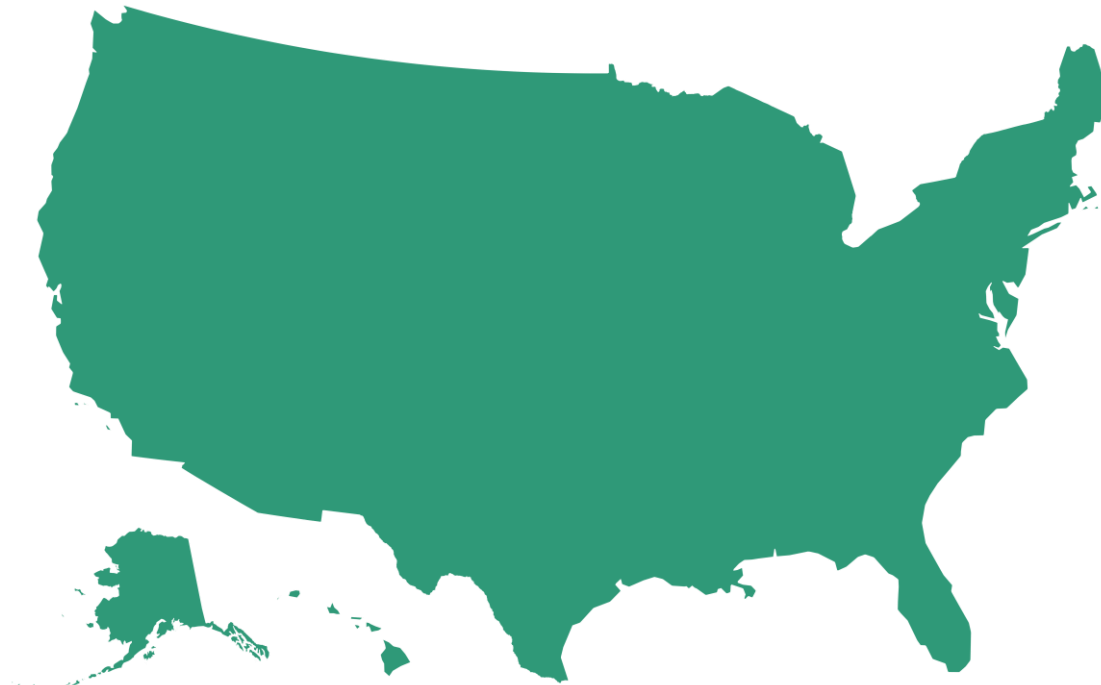
Greece Avg. : 6,0

Pandemic Precautions Score(*)



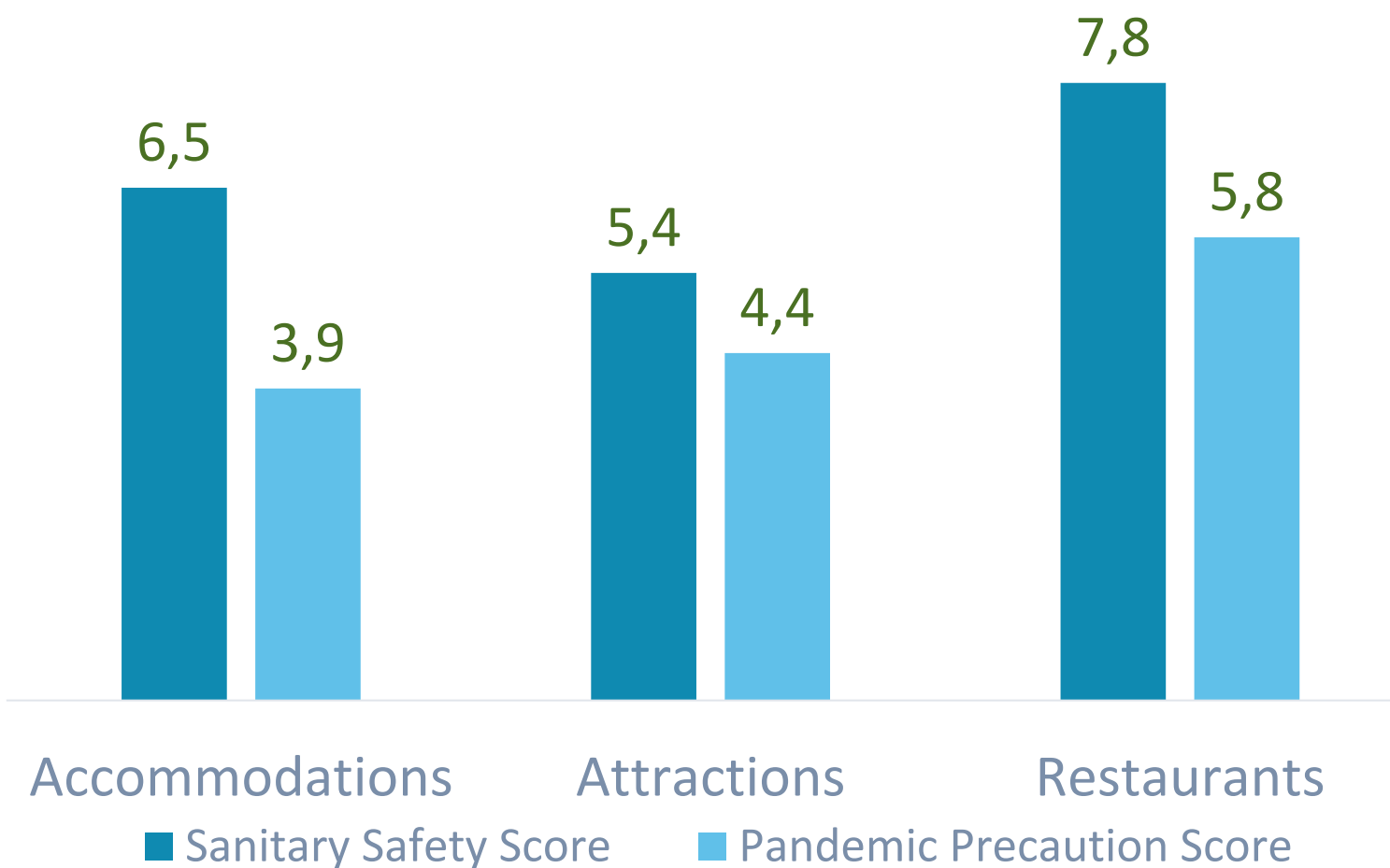
Greece Avg. : 5,0

Rating per market



	Rating	Reviews count
USA	9,34	277
Netherlands	9,07	145
UK	8,96	468
Italy	8,70	252
France	8,69	271
Germany	8,55	293

Note: based only on reviews having market origin information (about half of total reviews)



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

Overall Rating:

9,31



Europe Benchmark: 8,69

Greece: 9,21 / Athens: 9,19 / Other: 9,20

Sanitary Safety Score(*)



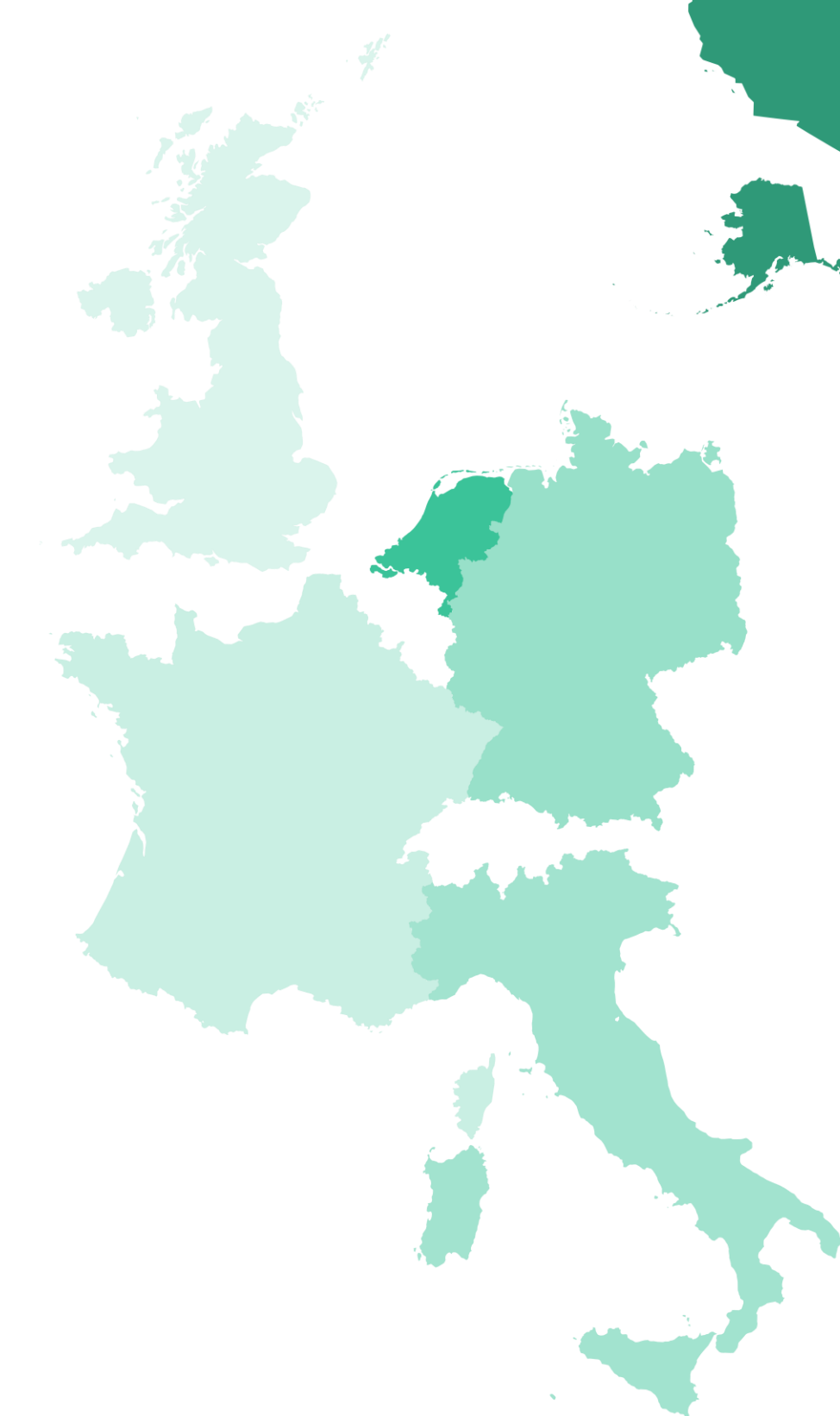
Greece Avg. : 6,0

Pandemic Precautions Score(*)



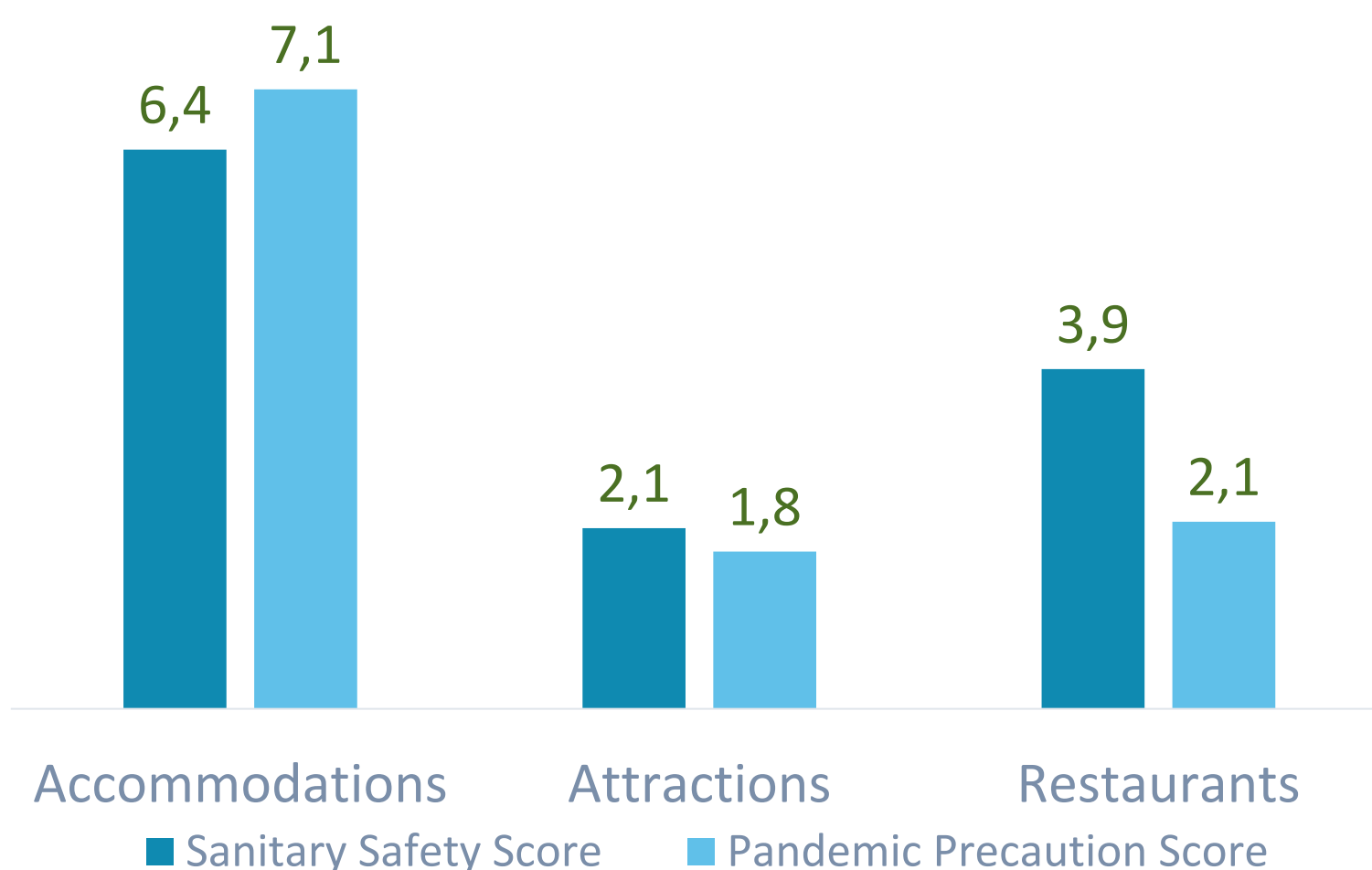
Greece Avg. : 5,0

Rating per market



	Rating	Reviews count
USA	9,41	51
Netherlands	9,26	31
Germany	9,00	85
Italy	8,97	34
France	8,86	51
UK	8,82	130

Note: based only on reviews having market origin information (about half of total reviews)



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

OTHER AREAS

Experience Reputation Dashboard (Other areas)

1st Quarter 2022 

Overall Rating:

9,20



Europe Benchmark: 8,69

Greece: 9,21 / Athens: 9,19 / Seaside: 9,31



Sanitary Safety Score(*)

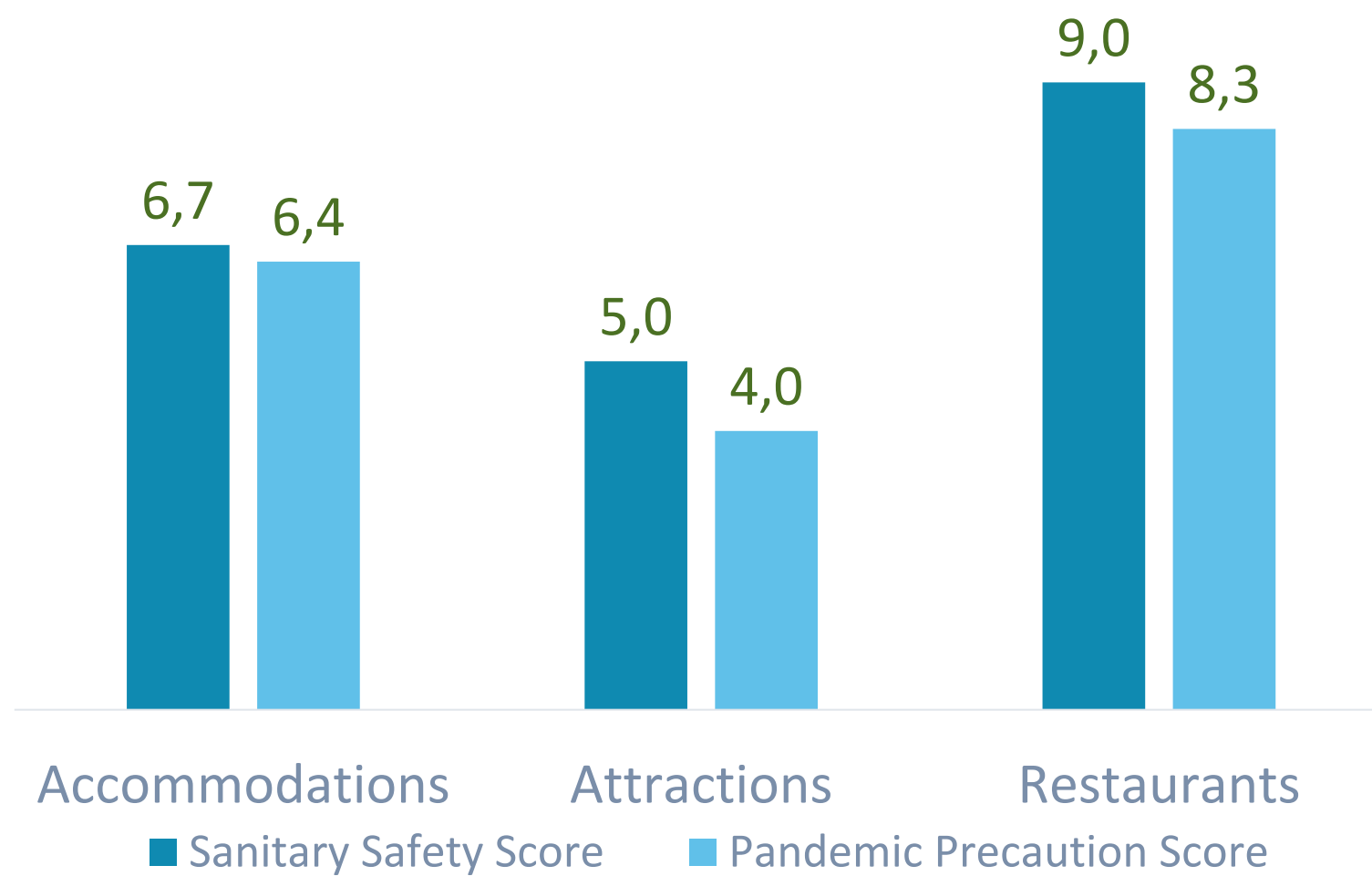


Greece Avg. : 6,0

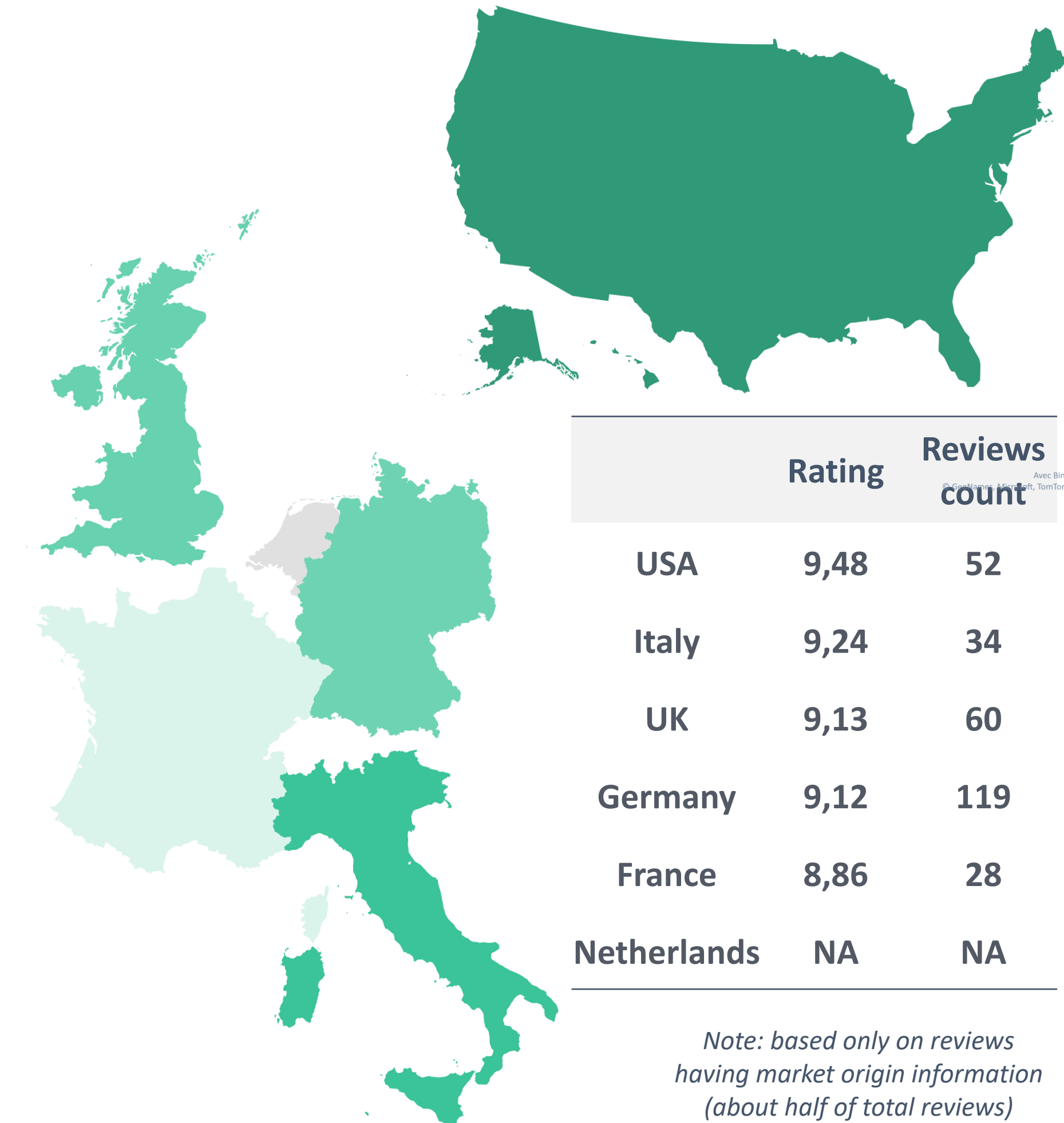
Pandemic Precautions Score(*)



Greece Avg. : 5,0



Rating per market



Note: based only on reviews having market origin information (about half of total reviews)

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

Experience Reputation Dashboard (Summary)

1st Quarter 2022



	1st Quarter 2022	Greece	Evol. Q4/Q1	Athens	Evol. Q4/Q1	S&B	Evol. Q4/Q1	Other	Evol. Q4/Q1	Europe (*)	Evol. Q4/Q1
Overall Rating		9,21	<i>0,14</i>	9,19	<i>0,04</i>	9,31	<i>0,37</i>	9,20	<i>-0,04</i>	8,69	<i>0,03</i>
Culture		9,55	<i>0,20</i>	9,56	<i>0,02</i>	9,48	<i>0,52</i>	9,55	<i>0,15</i>		
Restaurants		9,15	<i>0,00</i>	9,21	<i>0,05</i>	9,34	<i>0,19</i>	9,00	<i>-0,14</i>		
Sea		9,39	<i>0,34</i>	9,39	<i>-0,03</i>	9,34	<i>0,35</i>	9,55	<i>0,21</i>		
Shopping		8,99	<i>0,09</i>	8,96	<i>0,01</i>	9,27	<i>0,42</i>	9,03	<i>0,16</i>		
Accommodation		8,93	<i>0,11</i>	8,94	<i>0,18</i>	9,08	<i>0,33</i>	8,85	<i>-0,28</i>		
Sanitary Safety		6,0	<i>-0,40</i>	6,4	<i>-0,63</i>	5,2	<i>-0,96</i>	6,4	<i>-0,90</i>		
Pandemic Precautions		5,0	<i>-0,12</i>	4,4	<i>-1,94</i>	5,2	<i>0,44</i>	5,8	<i>0,14</i>		
Accommodation - Sanitary Safety		6,5	<i>-0,21</i>	6,5	<i>-1,16</i>	6,4	<i>-0,07</i>	6,7	<i>-0,98</i>		
Accommodation - Pandemic Precautions		6,2	<i>0,56</i>	3,9	<i>-3,34</i>	7,1	<i>1,78</i>	6,4	<i>0,33</i>		
Attractions - Sanitary Safety		4,1	<i>-0,15</i>	5,4	<i>0,18</i>	2,1	<i>-1,45</i>	5,0	<i>-1,17</i>		
Attractions - Pandemic Precautions		3,4	<i>0,20</i>	4,4	<i>0,39</i>	1,8	<i>-0,84</i>	4,0	<i>-0,38</i>		
Restaurants - Sanitary Safety		7,2	<i>-0,04</i>	7,8	<i>-0,56</i>	3,9	<i>-2,43</i>	9,0	<i>0,00</i>		
Restaurants - Pandemic Precautions		5,0	<i>-0,92</i>	5,8	<i>-2,92</i>	2,1	<i>-1,68</i>	8,3	<i>-0,24</i>		
<i>Sanitary/Pandemic vigilance threshold is usually defined below 5/10</i>											
Overall Rating		9,21	<i>0,14</i>	9,19	<i>0,04</i>	9,31	<i>0,37</i>	9,20	<i>-0,04</i>	8,69	<i>0,03</i>
USA		9,37	<i>0,25</i>	9,34	<i>0,23</i>	9,41	<i>0,30</i>	9,48	<i>0,29</i>		
UK		8,94	<i>0,22</i>	8,96	<i>0,18</i>	8,82	<i>0,13</i>	9,13	<i>0,12</i>		
NL		8,92	<i>0,37</i>	9,07	<i>0,27</i>	9,26	<i>0,67</i>	NA			
DE		8,76	<i>0,29</i>	8,55	<i>0,24</i>	9,00	<i>0,50</i>	9,12	<i>0,43</i>		
FR		8,73	<i>0,27</i>	8,69	<i>0,28</i>	8,86	<i>0,44</i>	8,86	<i>-0,02</i>		
IT		8,78	<i>0,19</i>	8,70	<i>0,10</i>	8,97	<i>0,42</i>	9,54	<i>0,49</i>		

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

KEY REVIEWS TRENDS - SUMMARY

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Quarter 1 - 2022

- While less numerous in volumes, ratings and reviews have continued to be very positive during the quarter.
- For the second consecutive quarter, Greece significantly surpasses the European Average.
- During the quarter, ratings for Athens broke a record with 9,27/10 in February.
- Ratings are on the rise for most travel sectors and markets, both in Athens and other regions monitored.
- Data confirm visitors in Q1 were truly able to enjoy a “full Greek experience” in a relaxing and “secure” context. Though declining, the sentiment around sanitary safety remains above vigilance thresholds (5/10), excepted for Pandemic Precautions in Athens’ hospitality sector and for attractions and restaurants outside Athens.
- The experience-based reputation in Q3 rises particularly for culture and sea-oriented activities.
- The highest ratings are recorded again among US, UK and Dutch visitors in most regions. French and Germans’ reviews for Athens are on the rise, while the UK shared very positive experiences in the Greek capital city too.



Toplines



TOPLINES

Quarter 1 - 2022



1. The overall reputation of Greece and Athens show a **remarkable resilience** in the first quarter 2022.
2. Though volatile and subject to some uncertainties related to the geopolitical and Covid environment, Greece is currently **benefiting from a competitive sentiment in web social conversations**, with high polarity levels globally and **across all markets monitored**.
3. Along with a positive reputation “at large”, **Greece and Athens continue to benefit from high visitor ratings**.
4. **The culture** makes again a difference in terms of sentiment for the destination, as well as shared by visitors. Positive drivers across all travel verticals (transport, lodging, food & beverage, major and secondary attractions...) consolidate the “brand equity” of the destination.
5. **This positive brand equity is precious** while potential visitors are planning their summer vacation in a context where the travel and tourism sector is moved by non tourism factors, potentially detrimental to Europe.

INSETE INTELLIGENCE

INSETE –SETE INSTITUTE
Voukourestiou 32,
106 71 | Athens
www.insete.gr

intelligence@insete.gr

☎ t: +302103244368