

INSETE

INTELLIGENCE



ATHENS / GREECE SENTIMENT TRACKER / 2021 Q4 Report



UNWTO
Innovation Award



ΠΕΡΙΦΕΡΕΙΑΚΟ
ΕΠΙΧΕΙΡΗΣΙΑΚΟ
ΠΡΟΓΡΑΜΜΑ
ΑΤΤΙΚΗΣ



Η ραγδαία μεταβολή των συνθηκών στις οποίες πραγματοποιούνται τα ταξίδια αλλά και οι περιορισμοί αυτοί καθ' εαυτοί που έχουν επιβληθεί για τον περιορισμό της πανδημίας, έχουν μεταβάλλει 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 INSETE 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 Review 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) της. 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 από 6 κύριες αγορές της Ελλάδας (ΗΠΑ, ΗΒ, Γερμανία, Γαλλία, Ολλανδία, Ιταλία) .

Στο παρόν τεύχος παρουσιάζονται τα αποτελέσματα της έρευνας που αφορά στο τελευταίο τρίμηνο του 2021.

1. Η συνολική φήμη της Ελλάδας και της Αθήνας το τελευταίο τρίμηνο του 2021 δέχθηκαν πίεση, αφενός λόγω αύξησης των συζητήσεων αναφορικά με την πανδημία COVID-19 και, αφετέρου, παραγόντων εκτός τουρισμού (πολιτικοί, κοινωνικοί) με επιζήμιες επιπτώσεις για την εικόνα της χώρας
2. Παρά την αρνητική τάση, η μέση βαθμολογία Φήμης της Ελλάδας στα κοινωνικά δίκτυα παρέμεινε σε επίπεδα συγκρίσιμα με του ανταγωνισμού χάρη στο σταθερό θετικό κοινωνικό πλαίσιο είτε αυτό αφορά σε ευρεία είτε σε εξειδικευμένα θέματα. Η βιωσιμότητα έχει επιβεβαιωθεί ότι είναι θετικός μοχλός φήμης για τον προορισμό, ενώ η Αθήνα μπορεί να βασιστεί σε πολύ θετική ροή κοινωνικού περιεχομένου που σχετίζεται με τον Πολιτισμό
3. Μεταξύ των χωρών που εξετάζονται, η Ιταλία χαίρει της πιο θετικής φήμης συνολικά στο τέταρτο τρίμηνο, ενισχύοντας τη διαφορά της.
4. Ενώ η συνολική εικόνα της χώρας ήταν εκτεθειμένη σε κάποια αρνητικά δεδομένα, οι αξιολογήσεις που βασίζονται στην εμπειρία των τουριστών δείχνουν αντίθετα μια πολύ θετική ανάκαμψη κατά την ίδια περίοδο, διατηρώντας ένα εξαιρετικό επίπεδο φήμης.
5. Οι τάσεις επιβεβαιώνουν ότι η Ελλάδα και η Αθήνα προσφέρουν ικανοποιητικές τουριστικές εμπειρίες στους off - season επισκέπτες, καταγράφοντας εξαιρετικές βαθμολογίες σε διάφορες διαστάσεις της εμπειρίας (πολιτισμός, δραστηριότητες προσανατολισμένες στη θάλασσα) που υπερβαίνουν τις αντίστοιχες ευρωπαϊκές.

6. Το τελευταίο τρίμηνο του 2021 οι επισκέπτες μπόρεσαν επομένως να ζήσουν μια εξαιρετική και πλούσια τουριστική εμπειρία (Greek Full Experience) στους ελληνικούς προορισμούς, σε ένα πιο «ασφαλές» και απαλλαγμένο από την πίεση της σεζόν πλαίσιο. Το στοιχείο αυτό αποτυπώθηκε σε αύξηση της βαθμολογίας –σε σχέση με το προηγούμενο τρίμηνο- σχεδόν για το σύνολο των δεικτών που αξιολογούνται. Επίσης, η αρκετά υψηλή βαθμολογία για την αίσθηση υγειονομικής ασφάλειας επιβεβαιώνει τις προσπάθειες του τομέα για την φροντίδα των επισκεπτών, αξιοποιώντας και μαθαίνοντας από την καλοκαιρινή εμπειρία.
7. Τέλος, η Ελλάδα τόσο συνολικά όσο και οι επιμέρους «προορισμοί» (Αθήνα, Προορισμοί Ήλιου και Θάλασσας (H&Θ), Λοιποί προορισμοί) έχουν βαθμολογία πάνω από τον ευρωπαϊκό Μέσο Όρο. Συγκρίνοντας επιμέρους επιδόσεις:
- Η Αθήνα και οι Λοιποί προορισμοί έχουν γενικά υψηλότερη βαθμολογία από προορισμούς H&Θ και την Ελλάδα γενικά.
 - Ο Πολιτισμός, τα εστιατόρια και η θάλασσα έχουν υψηλότερη βαθμολογία από το shopping και τα αξιοθέατα.
 - Αν και από πλευράς υγιεινής η αξιολόγηση είναι θετική, η αξιολόγηση υστερεί σε θέματα προφυλάξεων έναντι της πανδημίας – ειδικά εκτός Αθηνών και στα Αξιοθέατα.
 - Οι πιο ευχαριστημένοι επισκέπτες ήταν από ΗΠΑ, οι λιγότερο από Γαλλία και Ιταλία.
 - Η βαθμολογία της Ελλάδας από στις αγορές των ΗΠΑ και της Βρετανίας είναι καλύτερη από τον Μέσο Όρο της βαθμολογίας του προορισμού «Ευρώπη» συνολικά, ενώ υστερεί από τις αγορές της Ολλανδίας, της Γερμανίας, της Γαλλίας και της Ιταλίας.
 - Με εξαίρεση την Ολλανδία που έδωσε την υψηλότερη βαθμολογία στην Αθήνα, όλες οι άλλες αγορές έδωσαν την υψηλότερη βαθμολογία στην «άλλη Ελλάδα» (Λοιποί Προορισμοί).

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Travelsat Sentiment Methodology



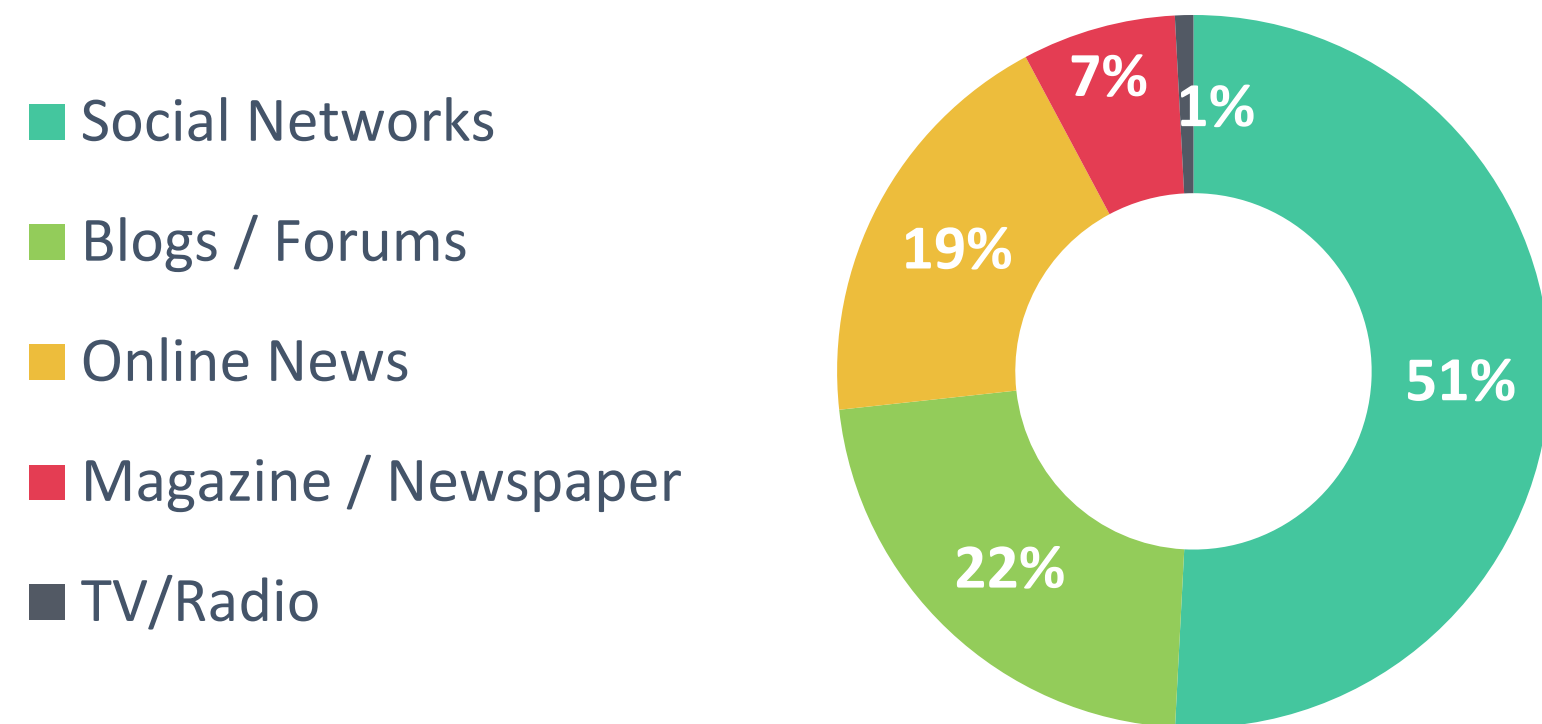
TRAVELSAT© Sentiment Methodology

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**





Key Sentiment Indexes



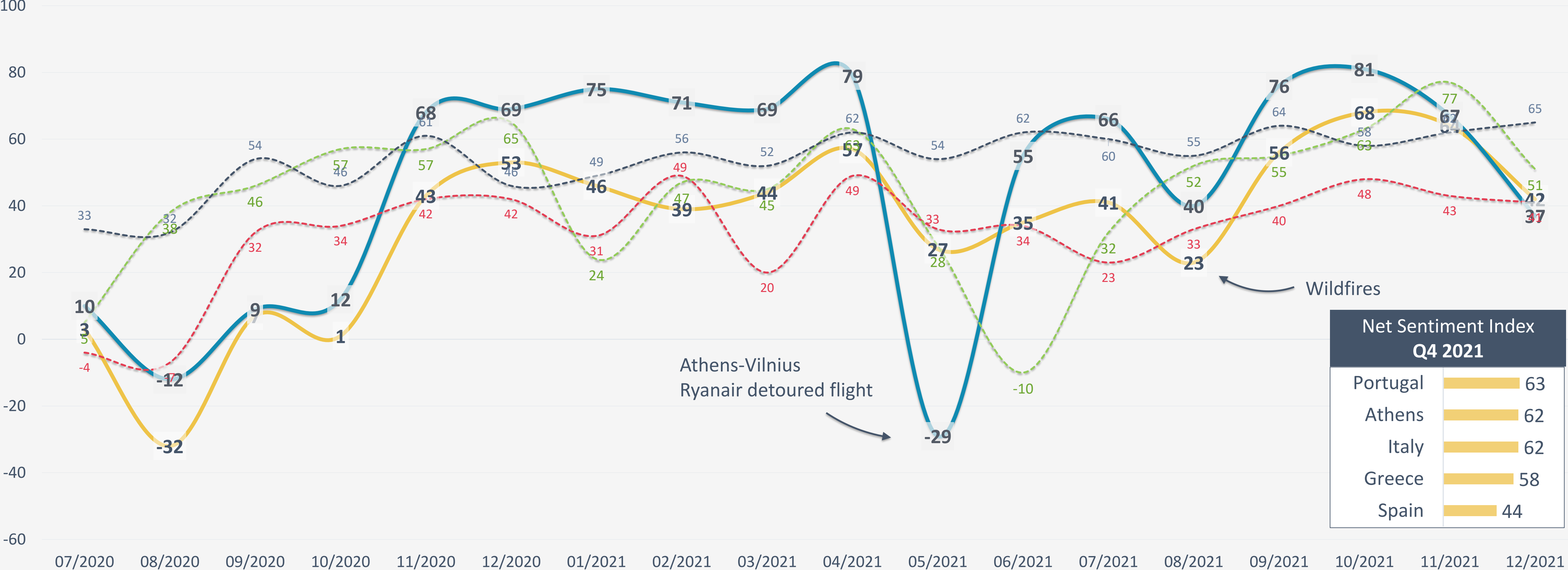
Destination e-Reputation - Net Sentiment Index

Benchmark Evolutions

NET SENTIMENT INDEX

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

— Greece — Athens - - - Spain - - - Portugal - - - Italy



Net Sentiment Index Q4 2021	
Portugal	63
Athens	62
Italy	62
Greece	58
Spain	44

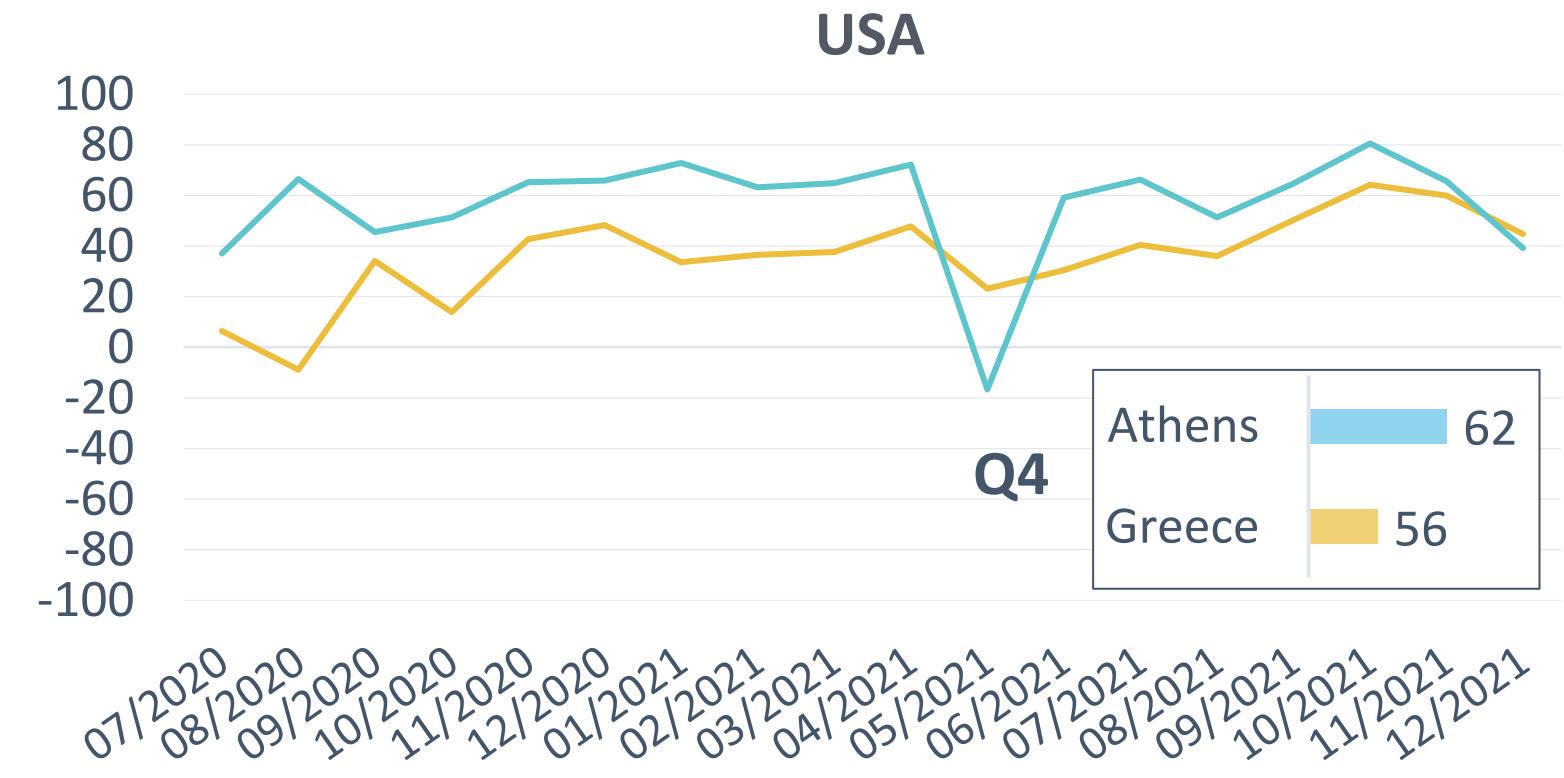
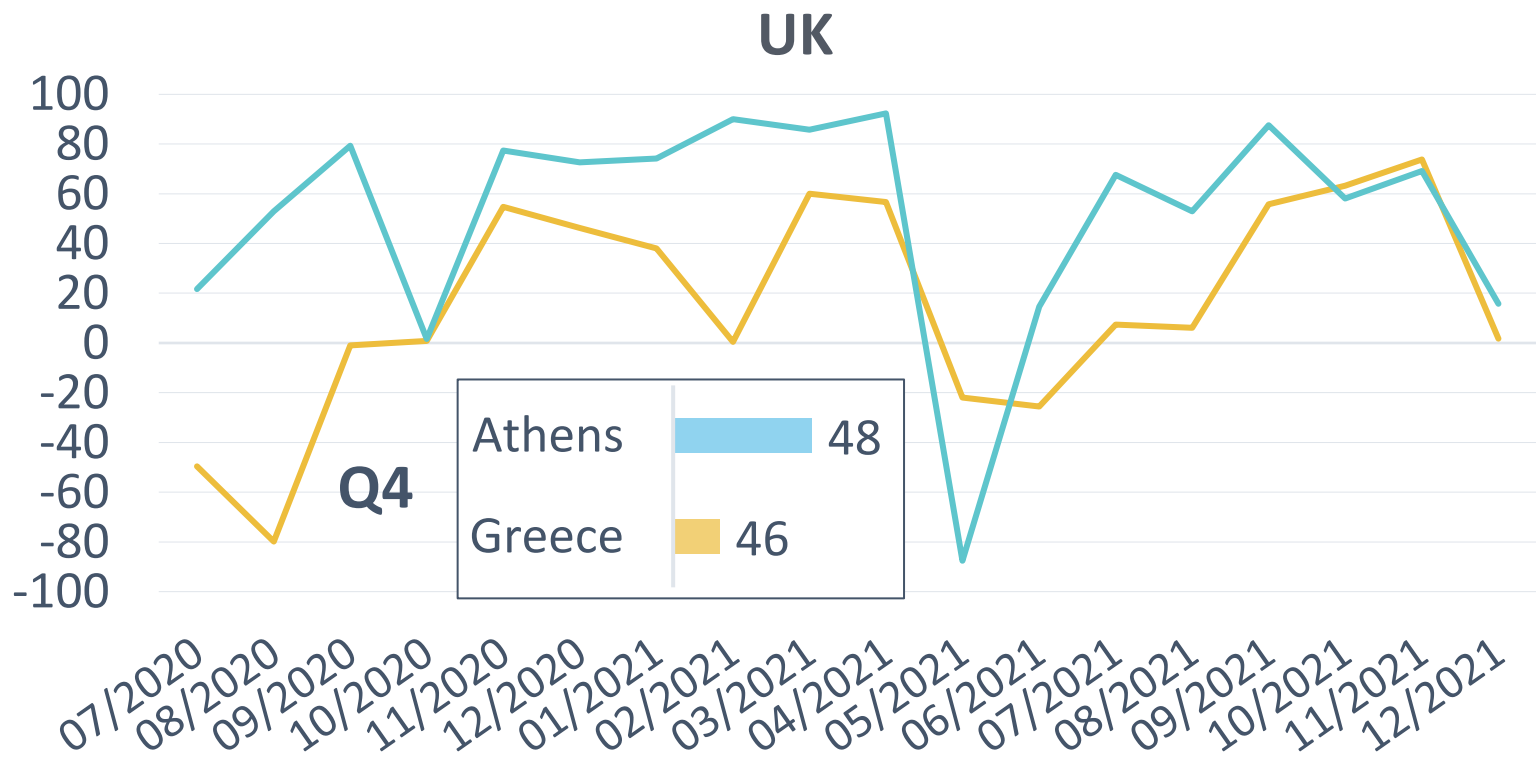
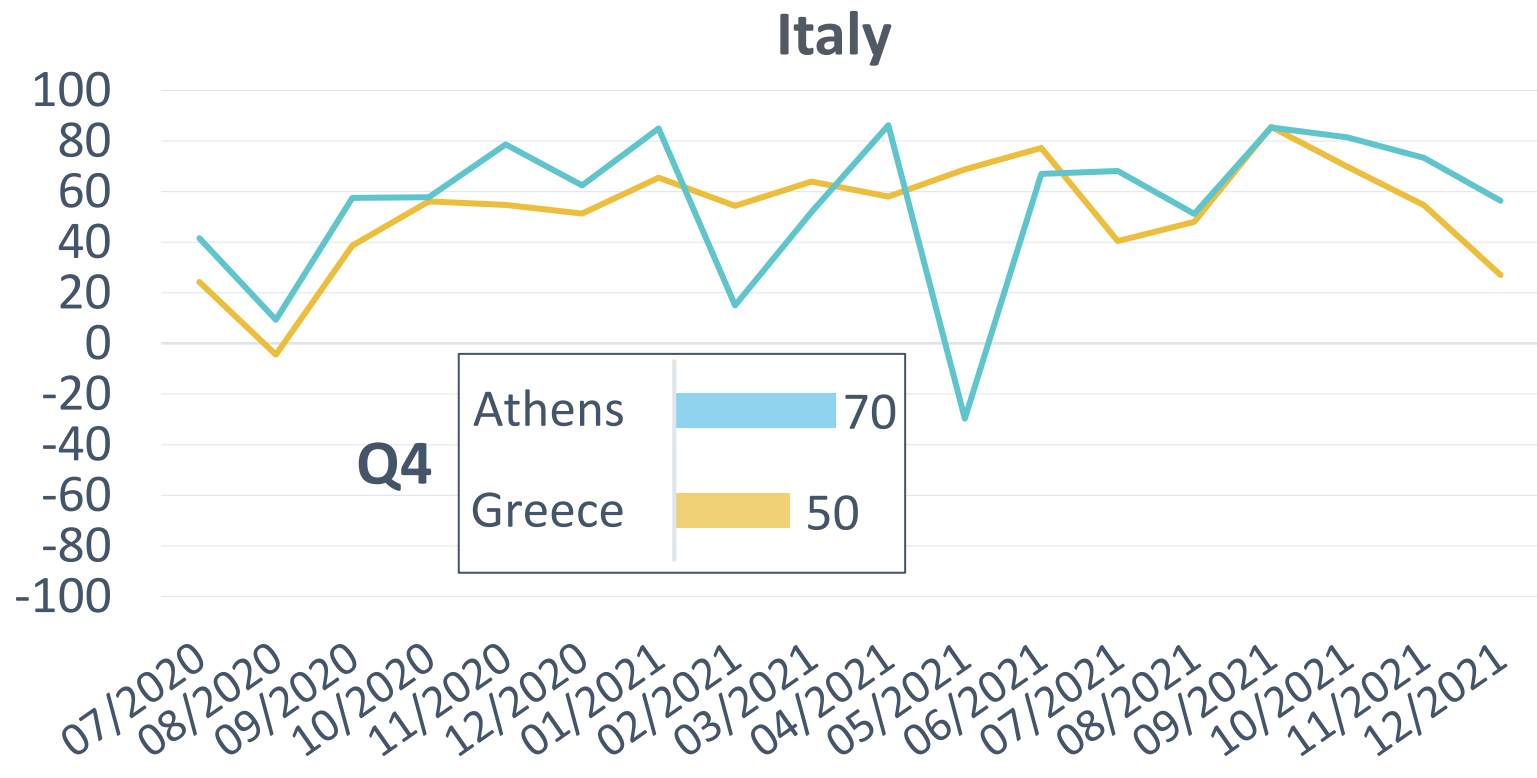
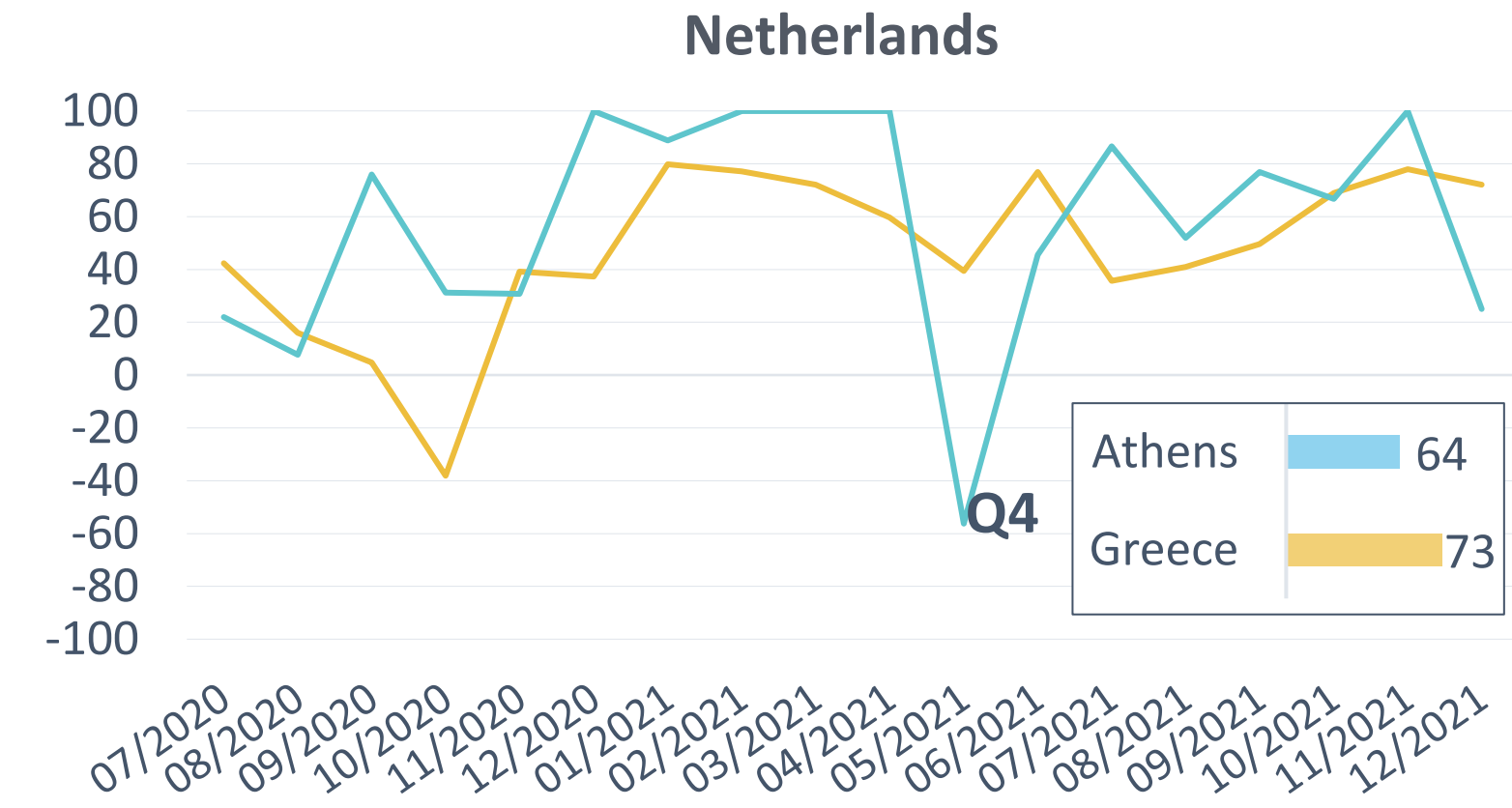
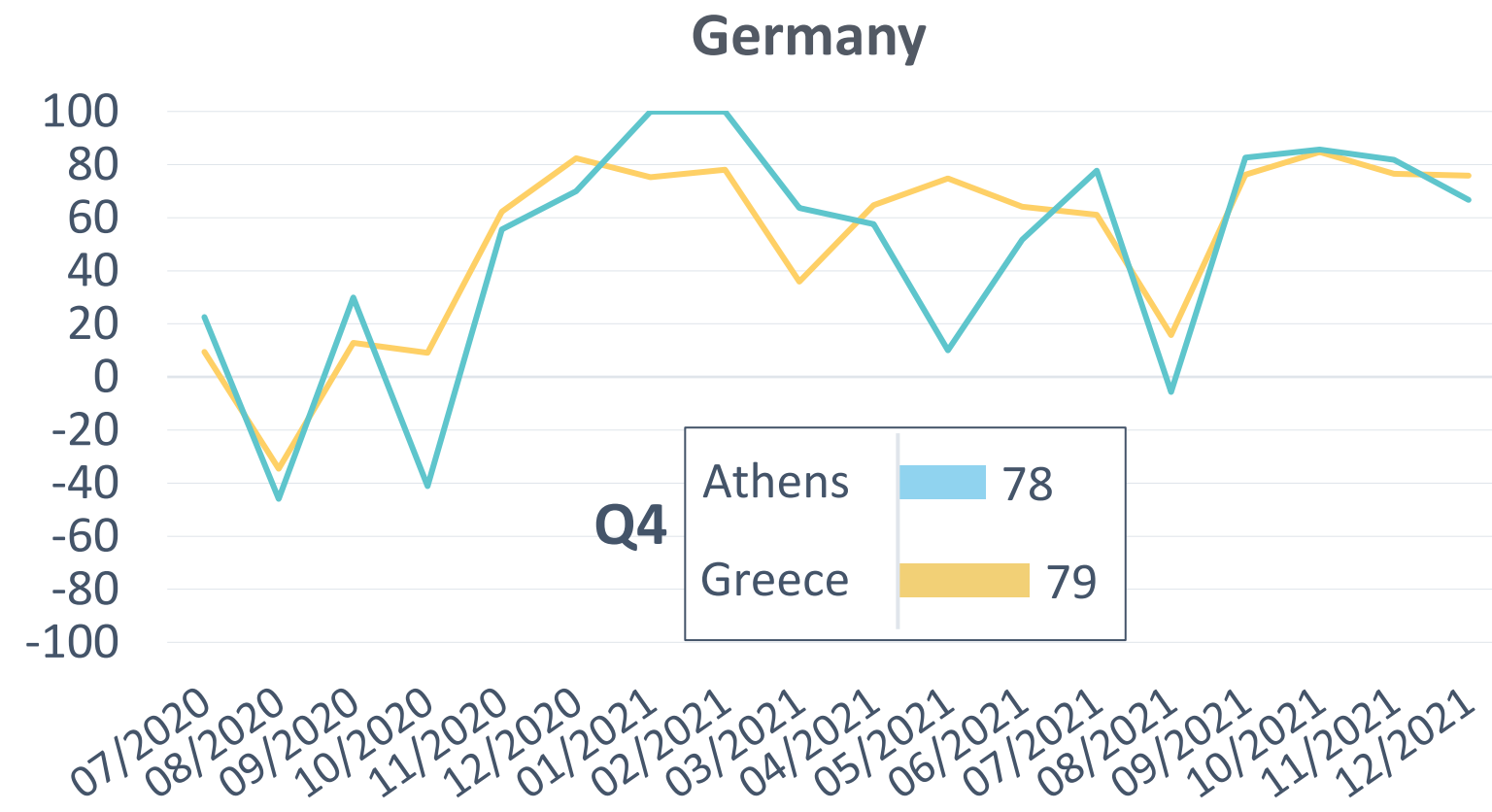
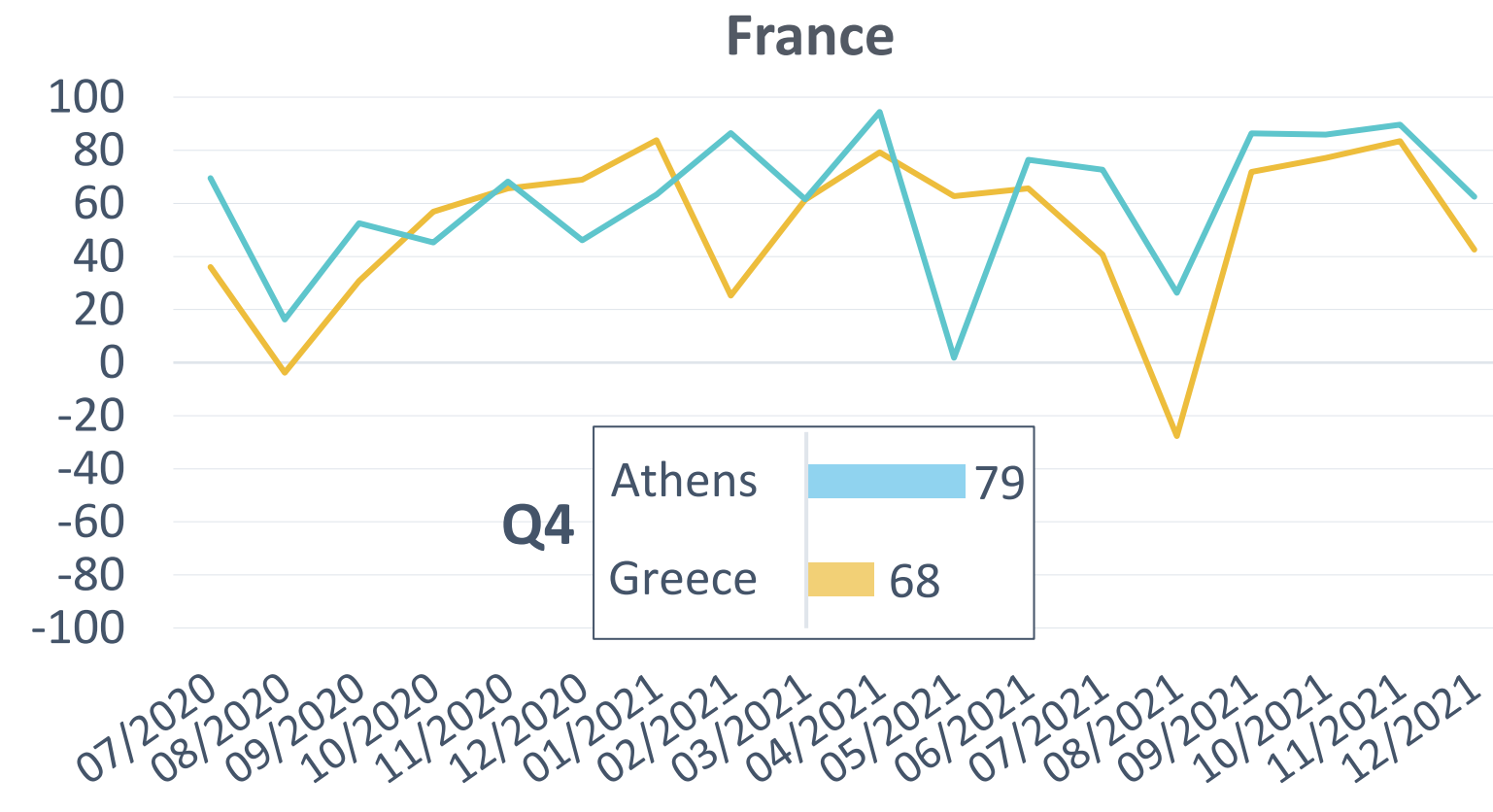
Destination Sentiment per Market

What tonality of conversations in Athens key markets?

NET SENTIMENT INDEX

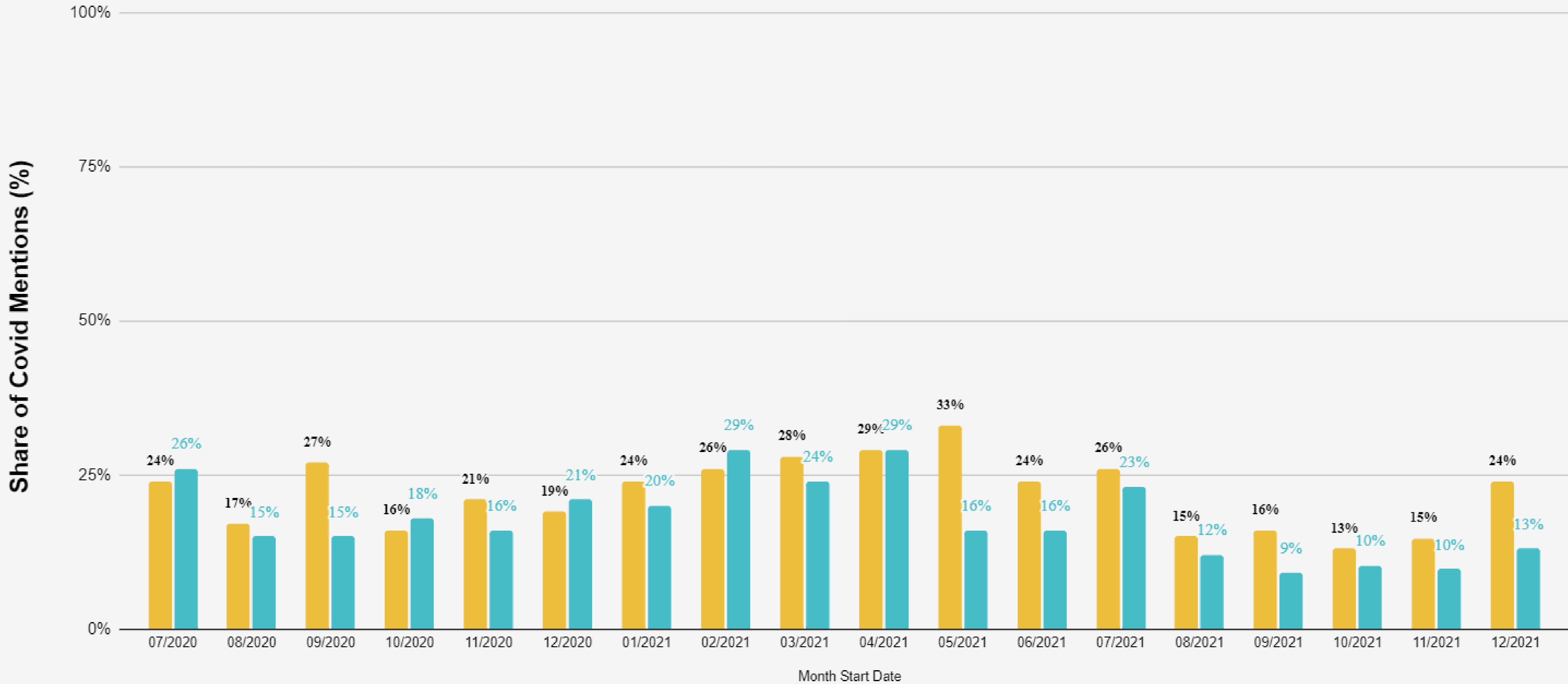
—Greece —Athens

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



Covid-19 Incidence In Athens/Greece Conversations

Greece Covid-19 Incidence Athens Covid-19 Incidence



4th Quarter 2021



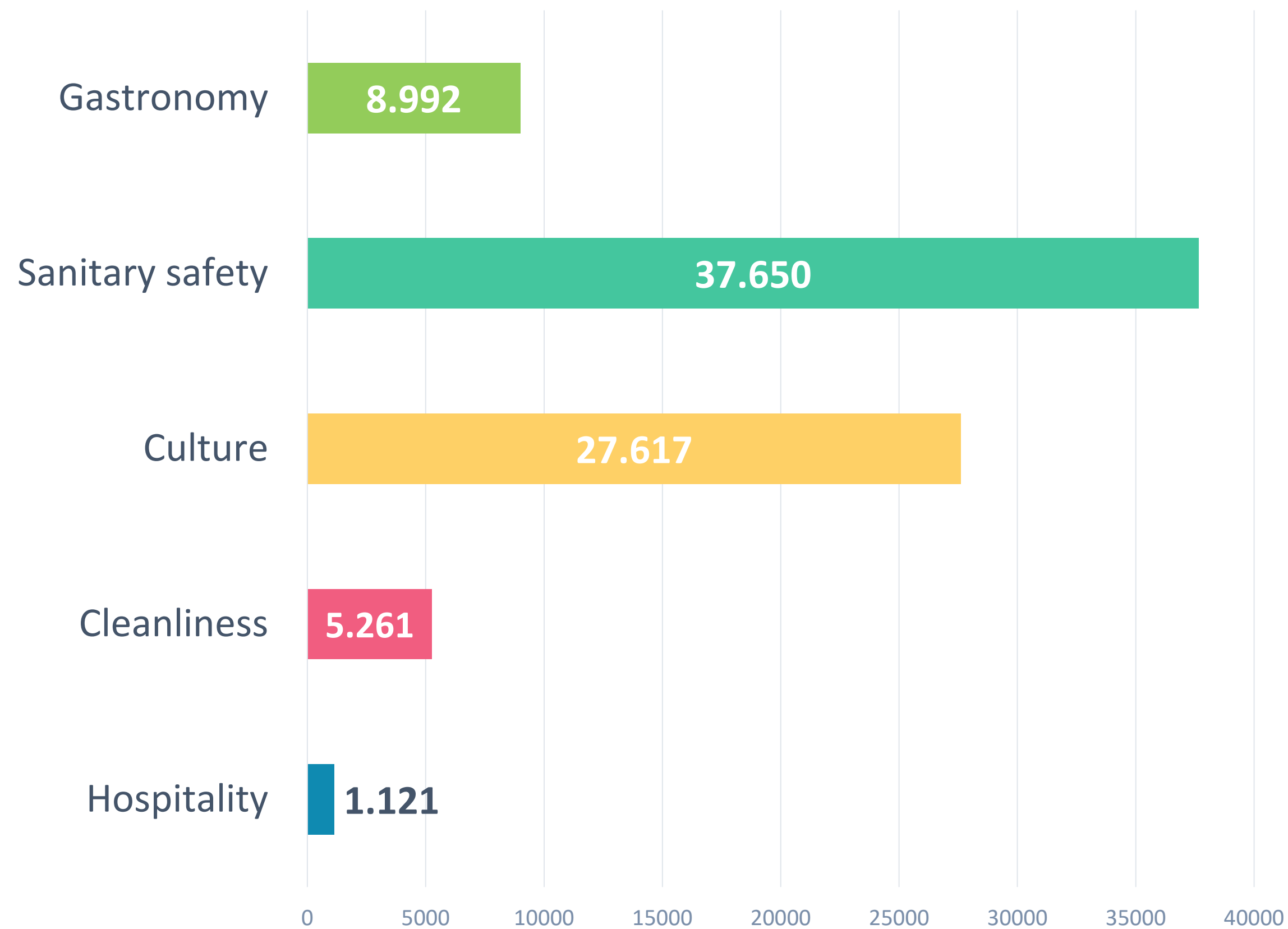
Focus on specific reputation topics



Key pillars of Greece tourism reputation drivers (culture, gastronomy, hospitality) have been still very active and positive in online social conversations and mentions on cleanliness are positive too. The COVID-related mentions, though less negative vs Q3, still generate mixed sentiment and significant volumes shared.

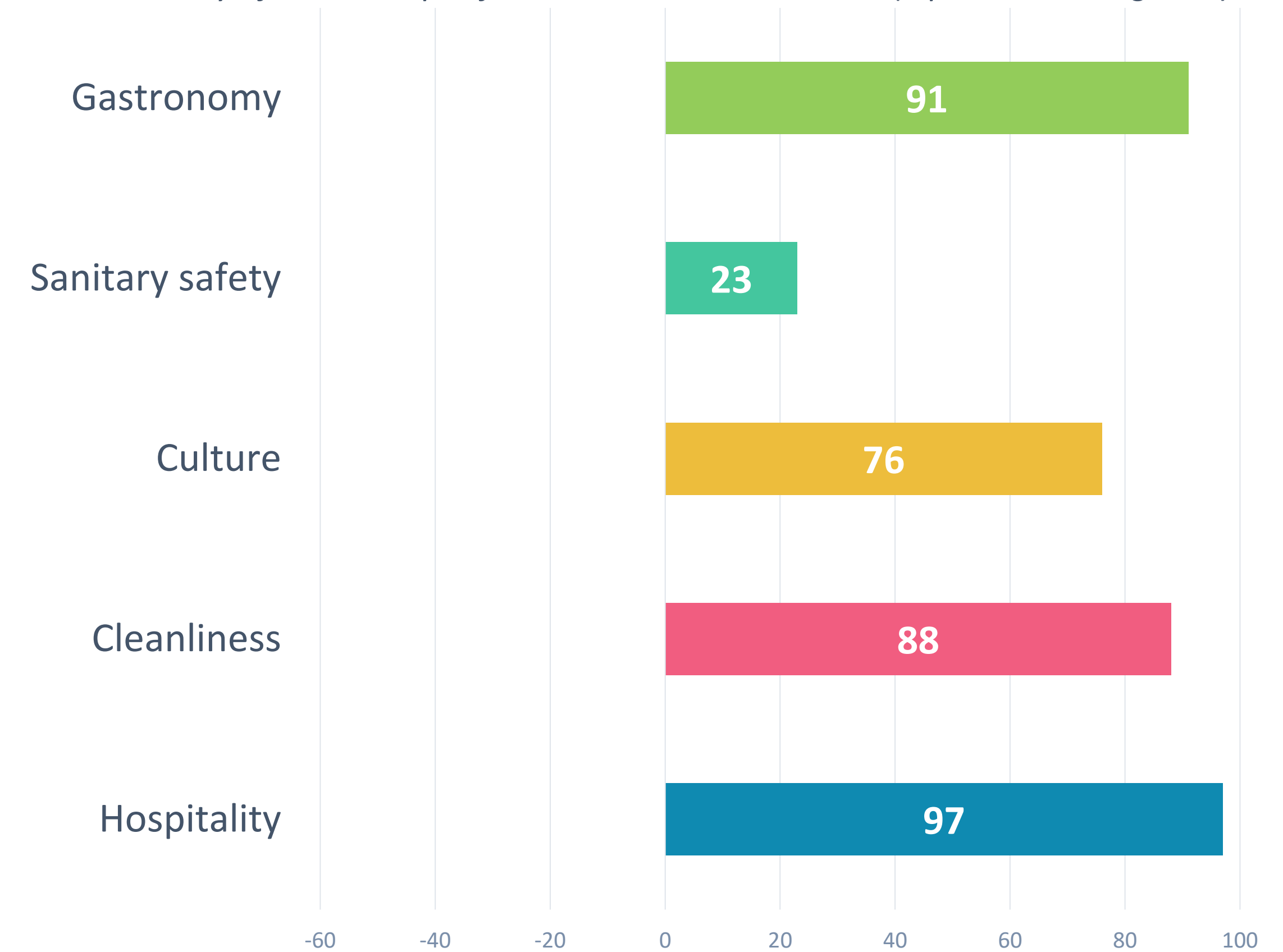
VOLUME OF CONVERSATIONS – OCT./DEC. 2021

Intensity of web social conversations



NET SENTIMENT INDEX – OCT./DEC. 2021

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



4th Quarter 2021



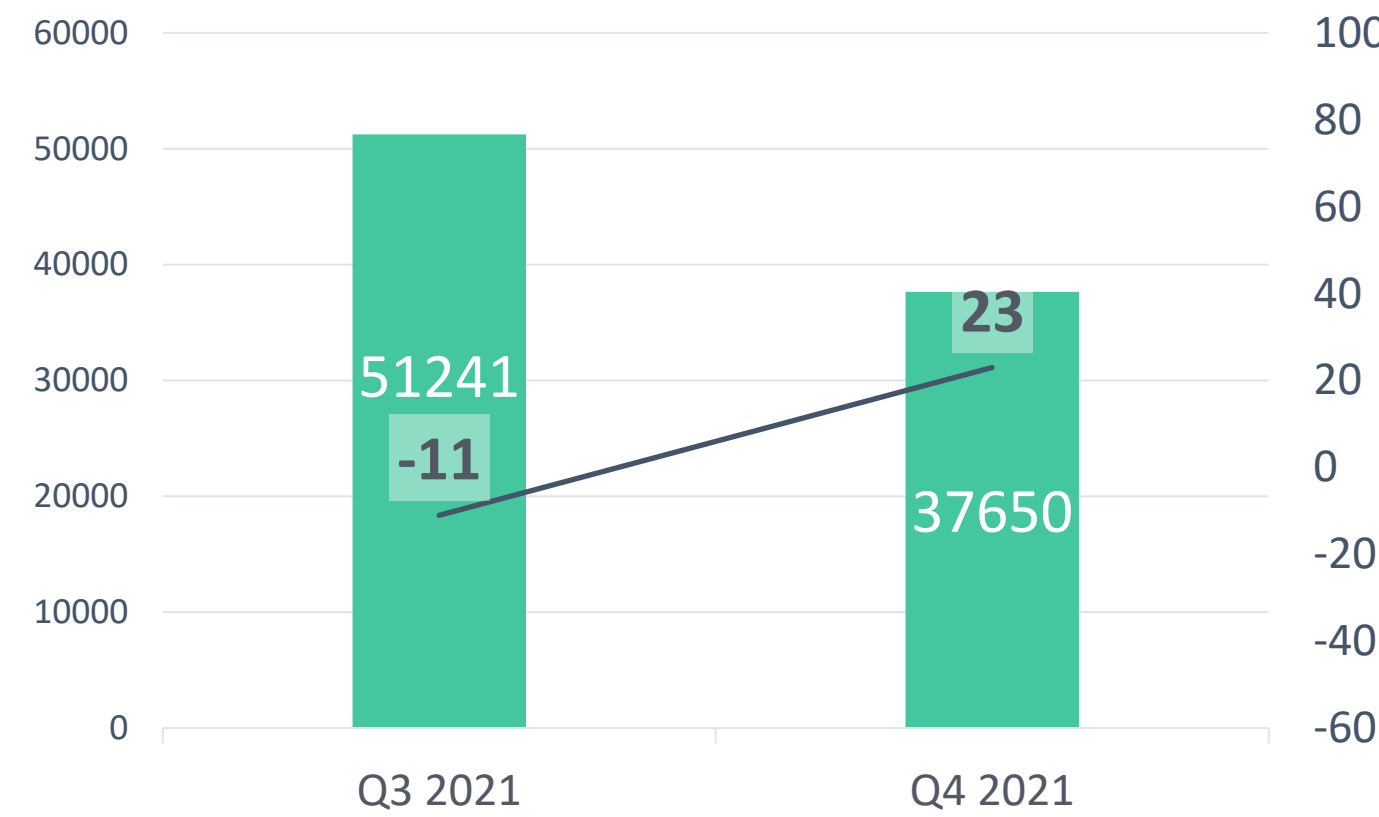
Reputation Topics – Annual Trends



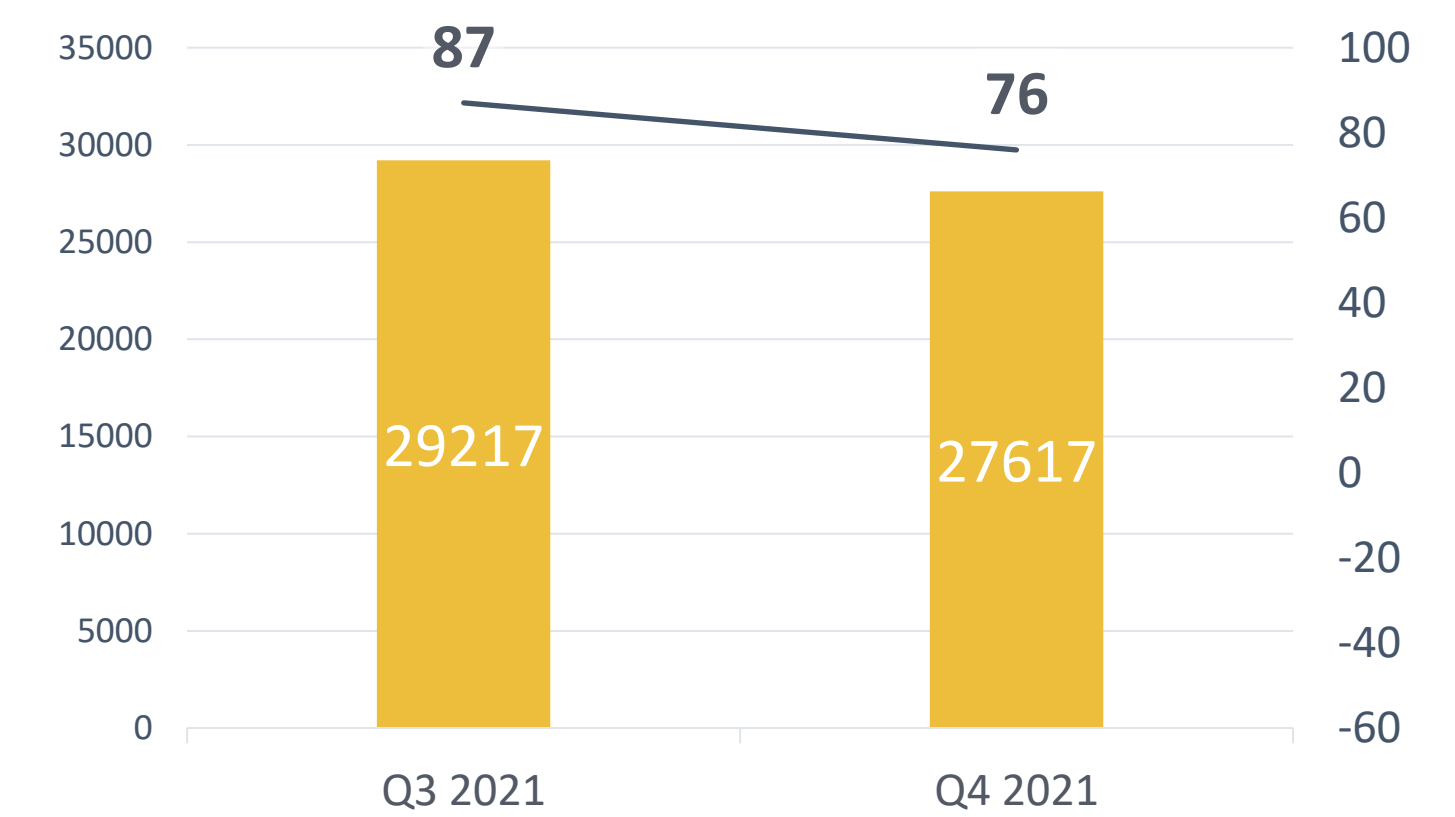
Volume of Conversations
— Net Sentiment Index



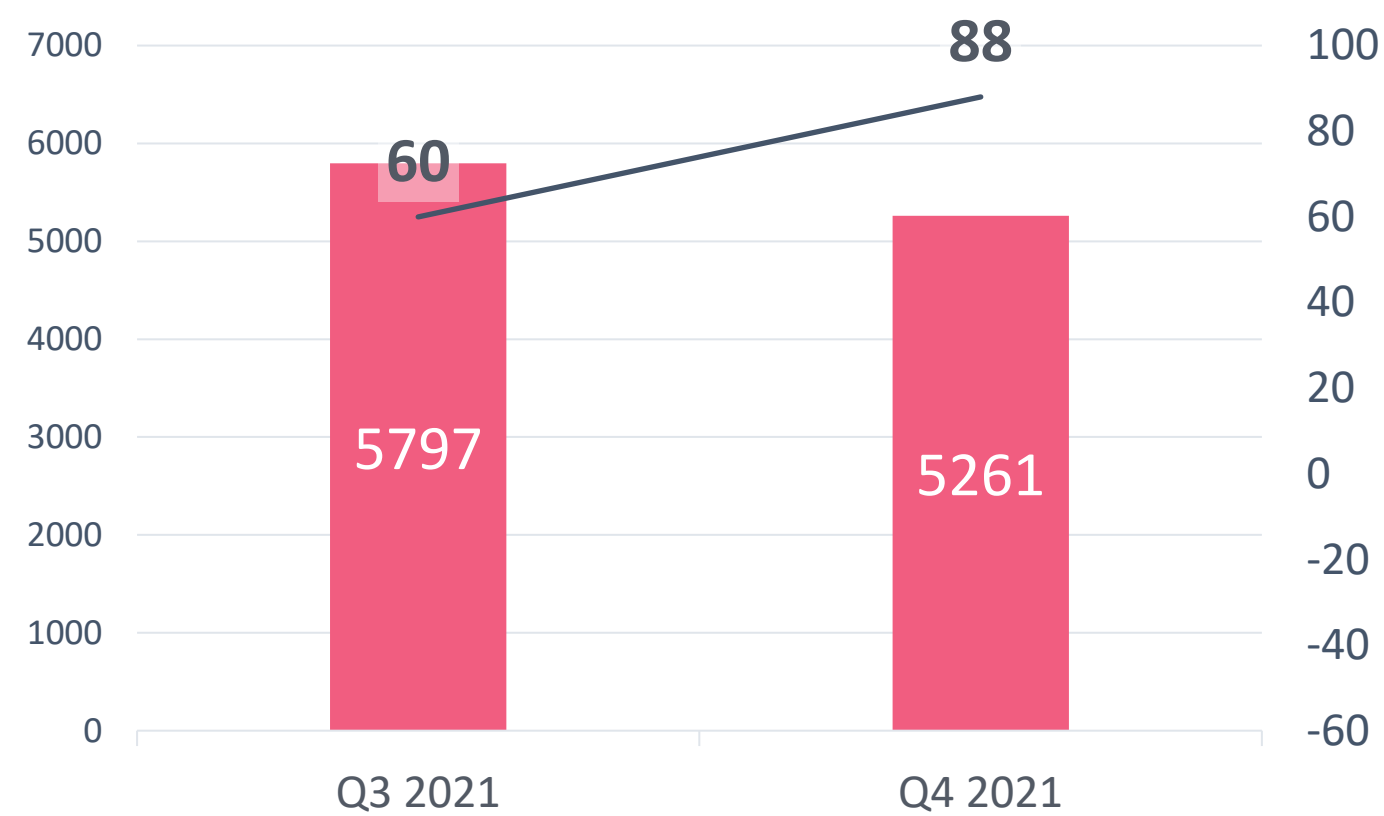
Volume of Conversations
— Net Sentiment Index



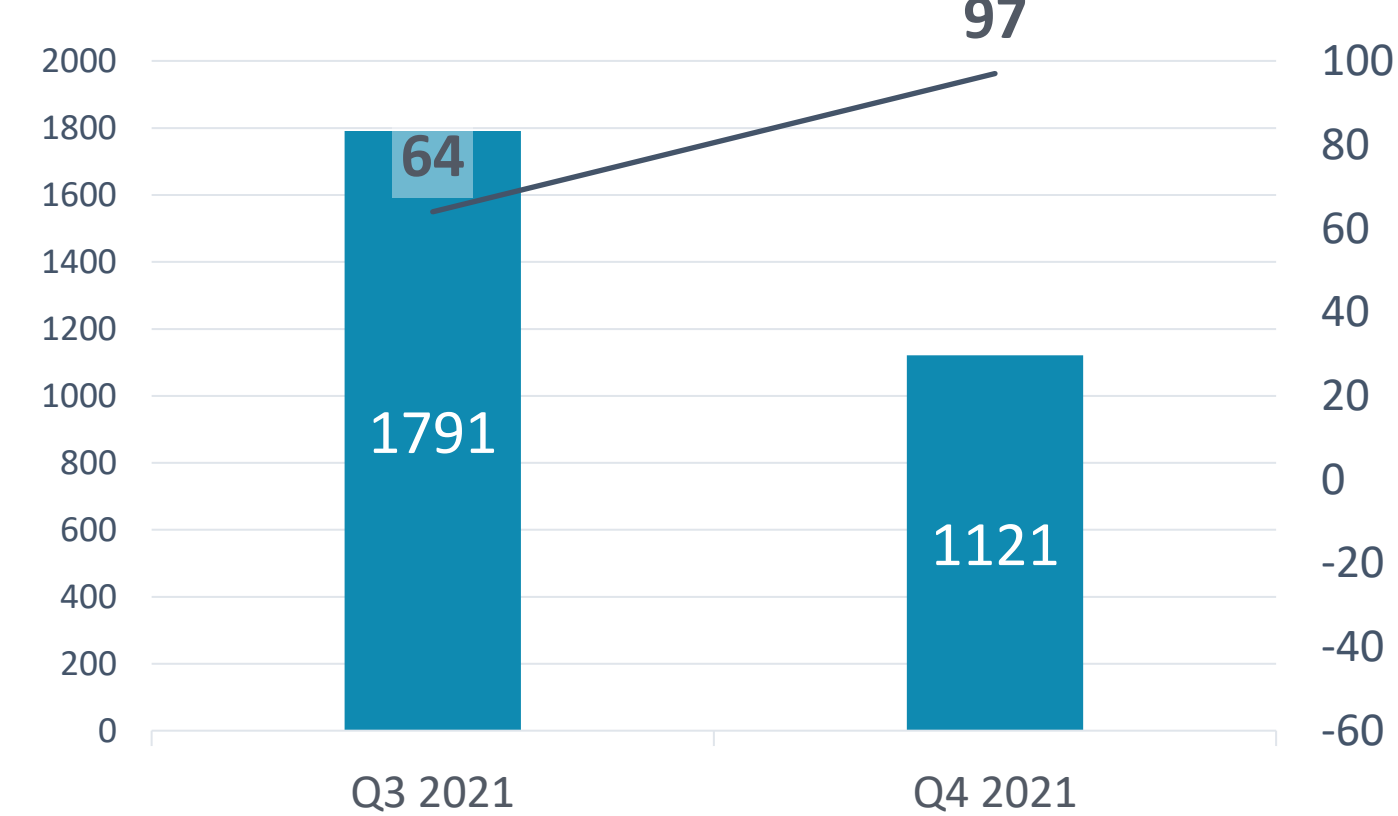
Volume of Conversations
— Net Sentiment Index



Volume of Conversations
— Net Sentiment Index

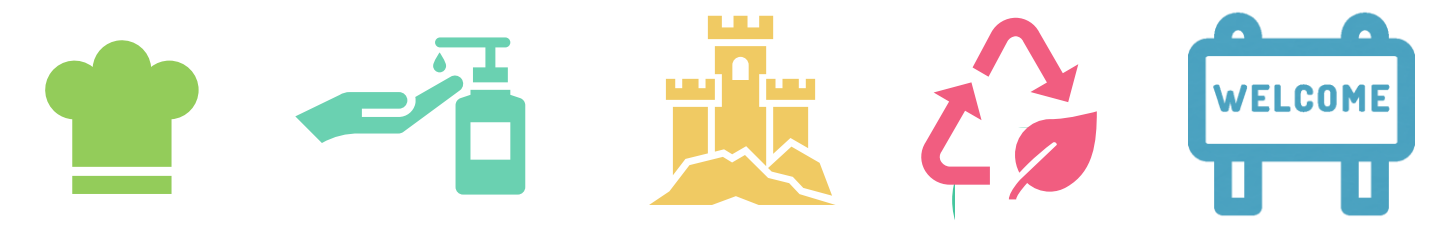


Volume of Conversations
— Net Sentiment Index





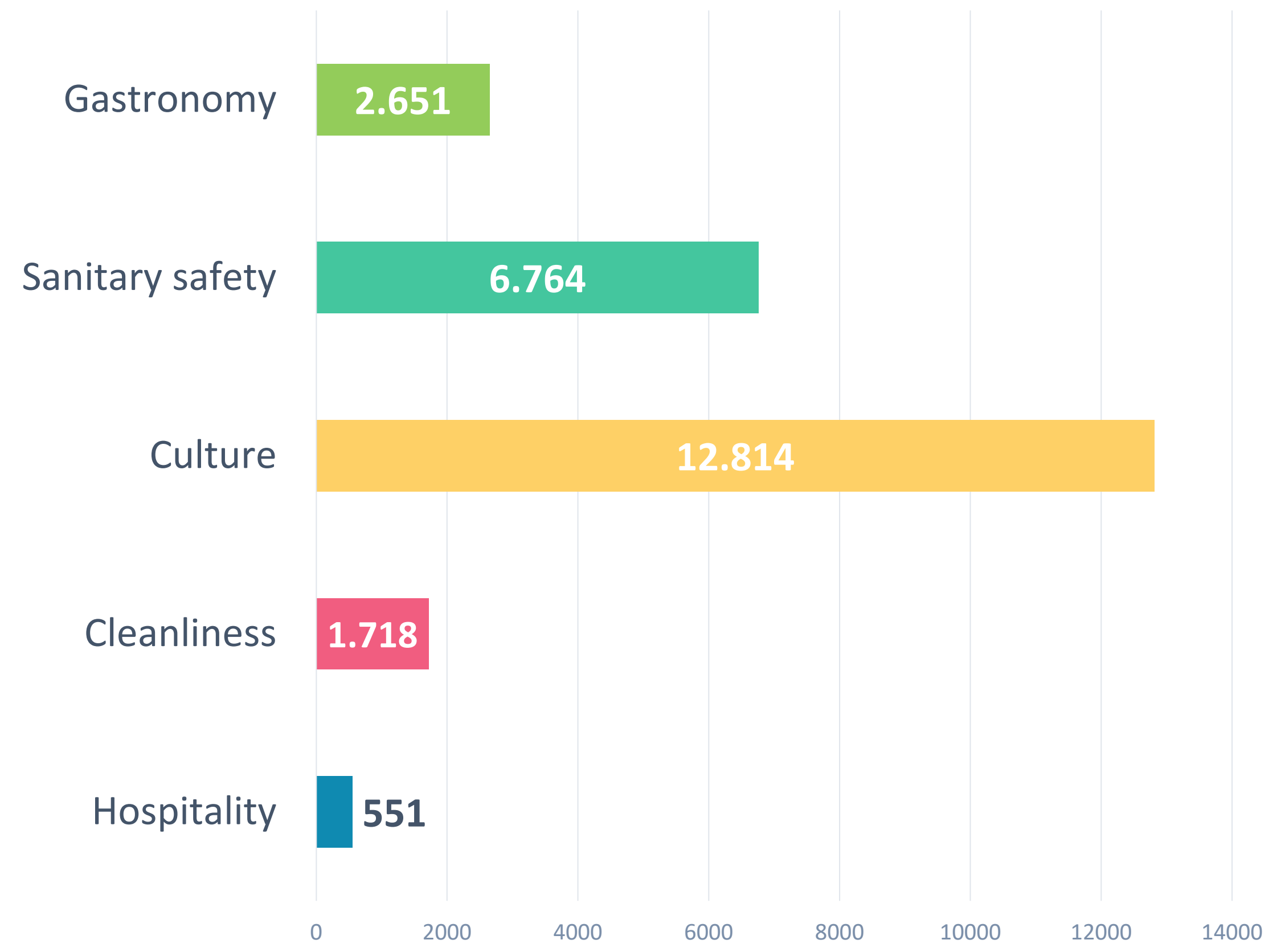
Focus on specific reputation topics



Athens follow a similar pattern as Greece overall but relies also on a very strong reputation equity for Culture which appears to be a great topic outside the “sun & sea” season. The COVID specific mentions are less positive compared to other reputation drivers, but the level of net sentiment is not hugely detrimental.

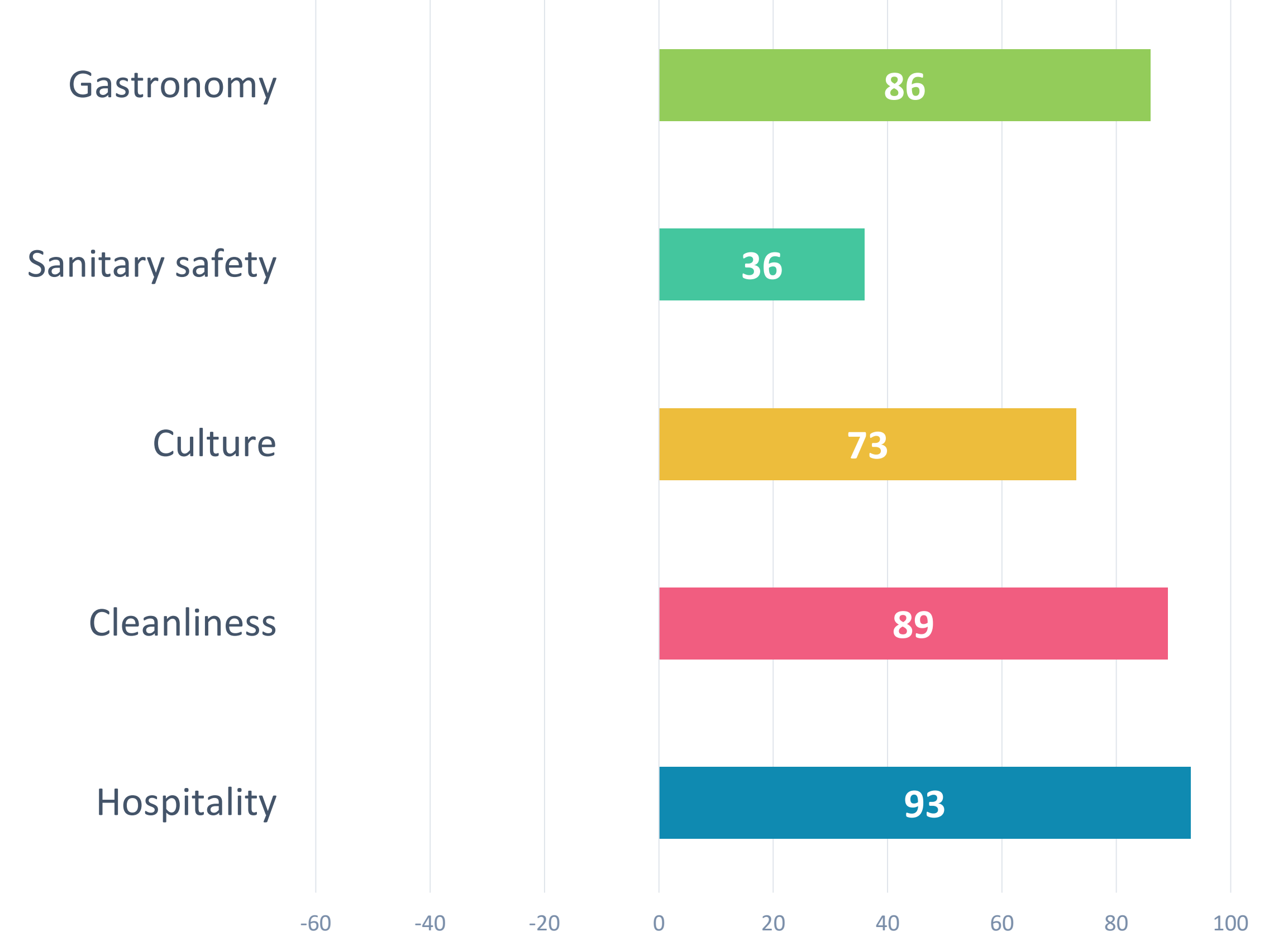
VOLUME OF CONVERSATIONS – OCT./DEC. 2021

Intensity of web social conversations



NET SENTIMENT INDEX – OCT./DEC. 2021

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

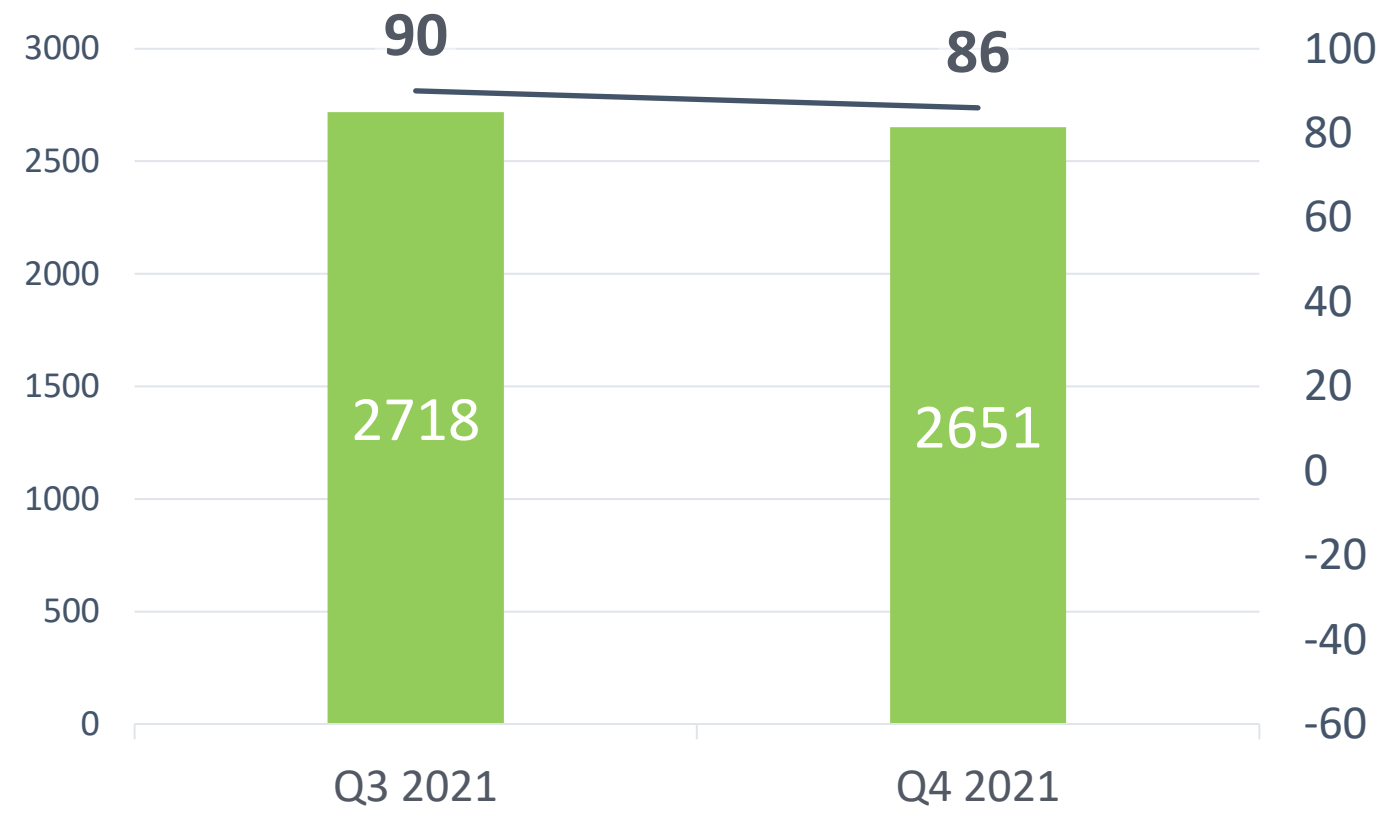


4th Quarter 2021

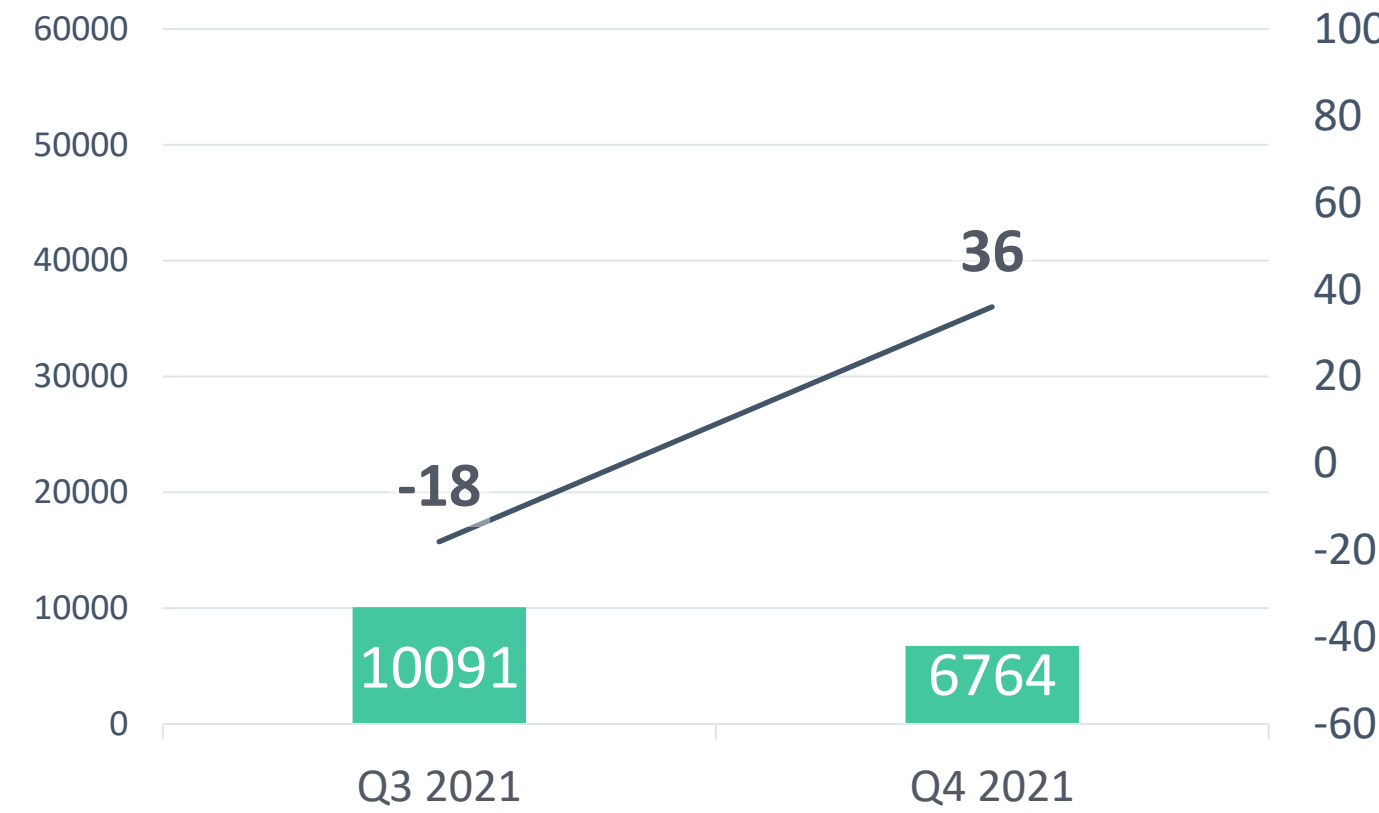
Reputation Topics – Annual Trends



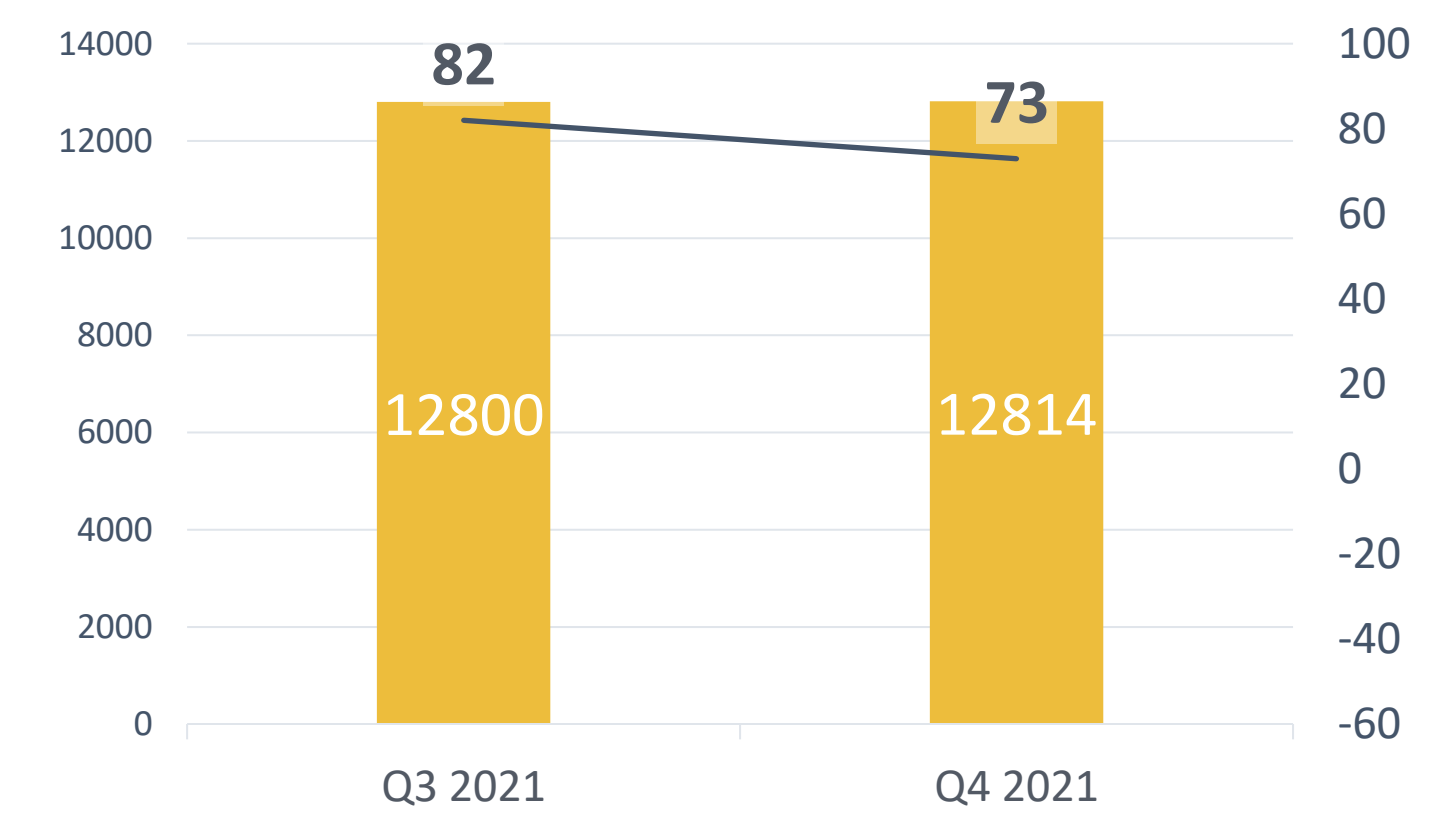
Volume of Conversations
— Net Sentiment Index



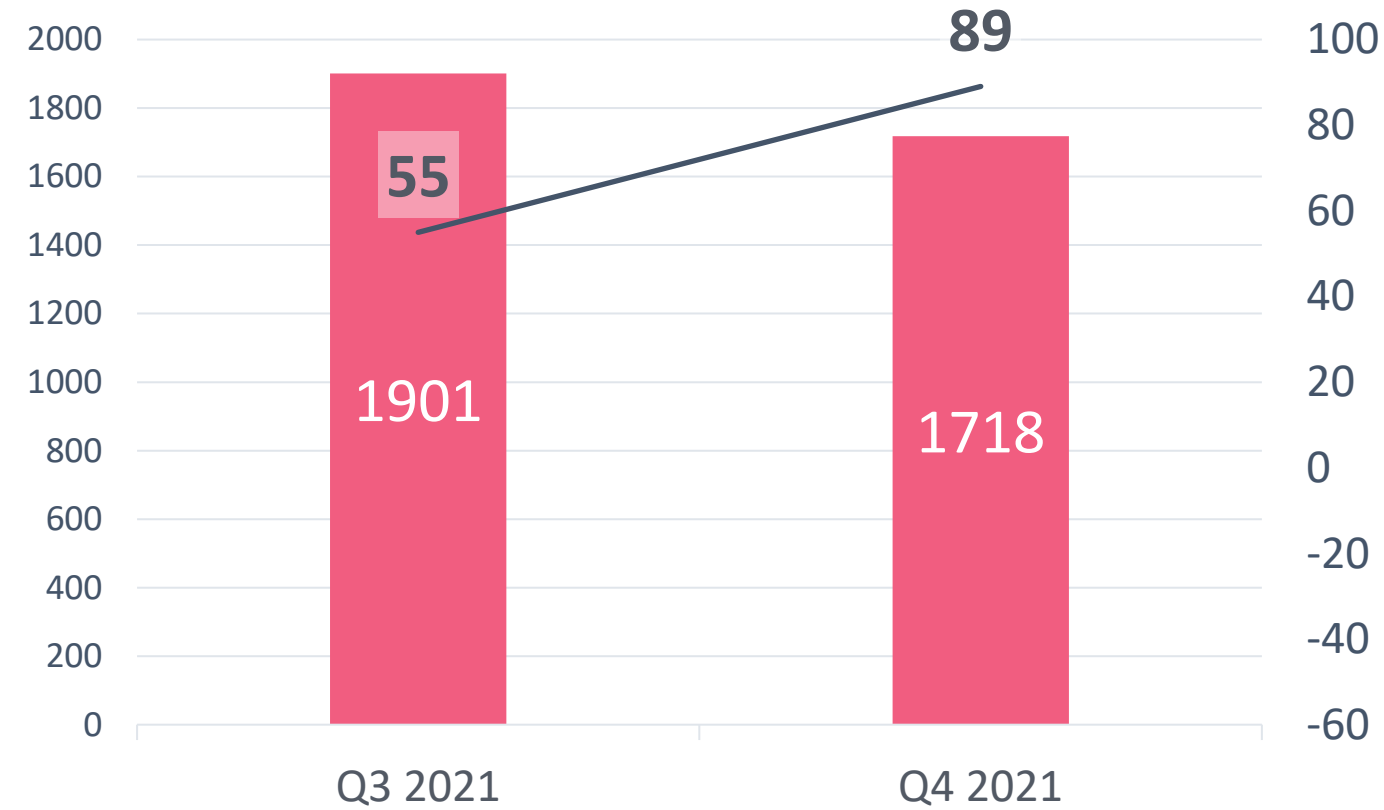
Volume of Conversations
— Net Sentiment Index



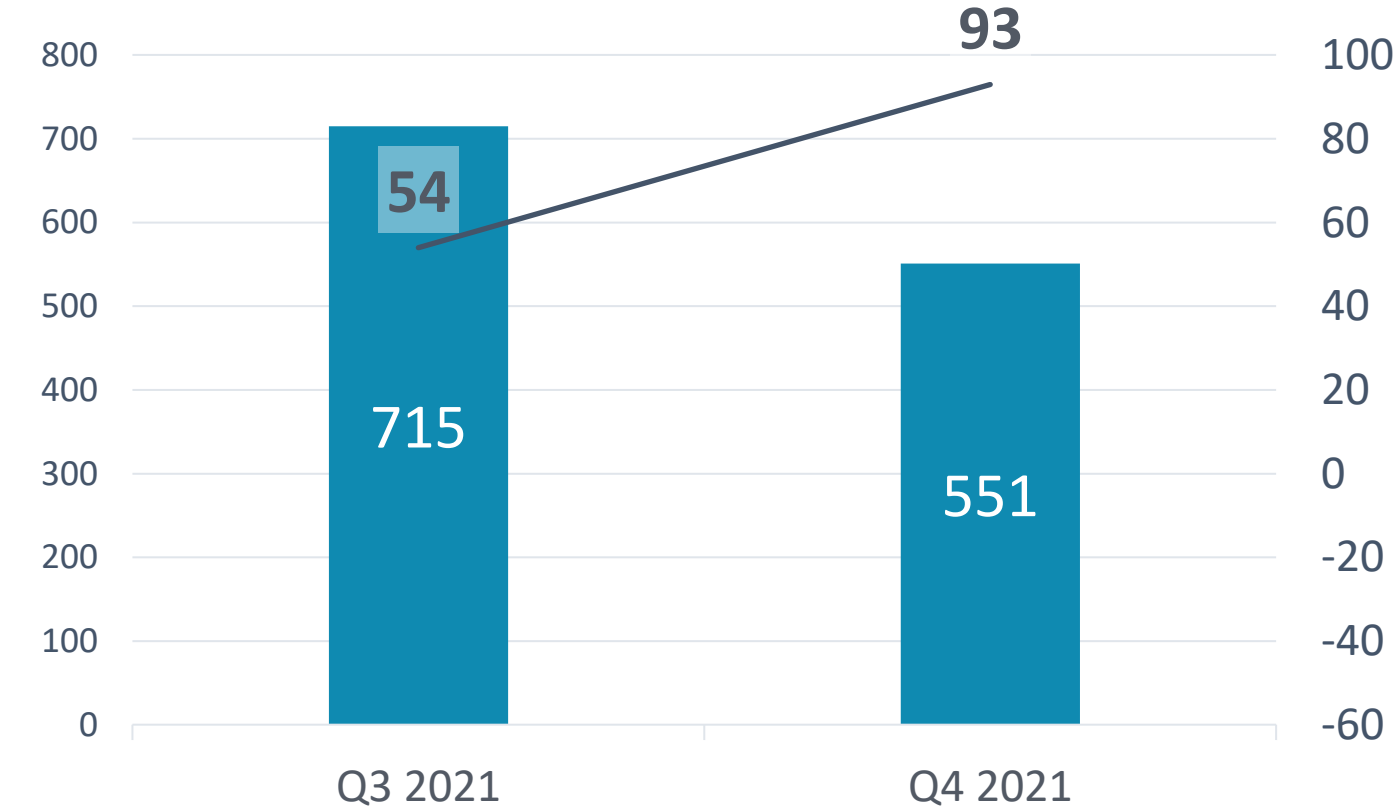
Volume of Conversations
— Net Sentiment Index



Volume of Conversations
— Net Sentiment Index



Volume of Conversations
— Net Sentiment Index



Positive Sentiment Drivers

Fueling the destination's social reputation in the period



Greece and Athens were associated in online social conversations to interesting topics, from broad to niche themes and locations. Conversations on sustainability and eco-friendly experiences are also found regularly, as well as 2022 projects and positioning on place branding attractive topics (technology, all-vegan accommodation..)

Examples of reputation drivers...

- British chef and TV star Gordon Ramsay admires **Greek cuisine**
- Mention of Koukoumi Hotel, Greece's first **all-vegan hotel**
- **Ancient Olympia** to be **digitally preserved** thanks to the cooperation between Microsoft and the Greek government
- Images shared of a World Heritage, **Acropolis of Athens**
- Videos of Airbnb room tour **in Greece**
- The residence and studio of **greek artist Alekos Fassianos** opens to the public
- Highlight of **trips by ferry** in Greece
- Greece becoming a real hub for **high technology investments**
- **Greek fisherman's engagement** to collect plastic from the sea
- **A growing interest of the French people** to visit Greece
- **Chalki**, a Greek island, wishes to be "**Greek eco-island**"
- Mentions of some **Athens' new food and drink scene** (e.g.: pastries influenced by the cocktail culture of Baba Au Rum...)
- Some **big projects in Greece in 2022** (e.g.: New metro stops, modern road network, flood defenses, etc)
- **Authentic experiences out of season** in Greece (e.g.: family-friendly museums, Zoological Park, thermal springs, etc)
- A workshop in Athens producing **legal imitations of antique masterpieces**
- **Christmas tradition** that roots back to ancient Greece and Rome
- **20 fairytale castles** in Greece (Methoni fortress, FYli fortress, etc)
- TTAG, an organization dedicated to supporting **sustainable outdoor adventures**, organized a trip to **Mt. Smolikas**
- **Thessaloniki** kicks off the cruise season from March 2022 with **189 % increase** in the number of cruise ship arrivals
- **Psiri in Athens** described as a **lesser-known bohemian neighborhood**

Illustrative Social Posts

Reflecting the Positive Sentiment



Gordon Ramsay: "Greek cuisine is better than Italian"

... season is, in fact, **Greece** . "Honestly? I think Greek **cuisine** is better than Italian **cuisine** , "he said during ... agrees with Ramsay:" In **Greece**, a lot of people "live up to 90 years thanks to the **food** and the climate," he says. "It also happens ... [A Z](#)

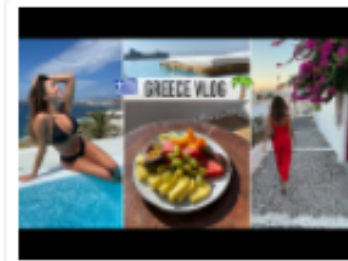
published on 07/10/21 at 11:32 | Online News | Italy | www.huffingtonpost.it



...products, and cruelty-free furnishings In **Greece**, **travelers** just got new options in two different cities. In Mykonos ... with locally sourced ingredients. For **travellers** chasing Santori sunsets, family-owned MOD Santorini opened earlier this...

published on 08/11/21 at 21:19 | Online News | United States | vegnews.com

Greece Vlog! (Airbnb tour, trying greek snacks..) | Steph Pappas



Trip to **Greece** with my friends!! ♡ Instagram: @StephPappas ♡ ♡ Food Instagram: @StephsMeals ♡ ♡ Tiktok... On my channel I upload mostly mukbangs, reviewing new fast **food** items, **cooking** videos, clothing hauls, makeup, vlogs and...

Ancient Olympia to be digitally preserved



...augmented-reality mobile app. At the Olympic **Museum** in **Athens** they can use HoloLens headsets to overlay a digital version of ... technology are endless. For the first time, **visitors** from around the world can virtually visit the birthplace of democracy...

published on 11/11/21 at 11:49 | TV / Radio | United Kingdom | www.bbc.com



Acropolis of **Athens, Greece**, World Heritage [#NaturePhotography](#) [#travelphotography](#) [#landscape](#) [#travel](#) pic.twitter.com/7JJEjF81EZ

published on 14/11/21 at 14:18 | Twitter | United States | twitter.com

inside the colorful home and studio of greek artist alekos fassianos



ALEKOS FASSIANOS born in 1935 in **athens, greece**, alekos fassianos trained in **music** but went on to study painting at the **athens** school of fine **arts** of the national technical university of **athens** – NTUA (1956-1960) where **artist** yiannis moralis was...

published on 17/10/21 at 12:15 | Online News | Italy | www.designboom.com

Luxury Greek Ferry? LUX DELUXE Room on Minoan Lines' Festos Palace



...onboard, including the pool, **food**, and drinks. With 227 islands, it's no wonder **Greece** has a rich history as a sea faring nation. And that tradition continues today as millions of people – locals and **tourists** alike – rely on Ferries to get around...

published on 02/10/21 at 18:00 | YouTube | United States | youtube.com

Mitsotakis for Amazon in Greece: The country is becoming a hub for high technology investments



... work from **Greece** . So what is interesting is that, in a working **environment** with more ... they work from **Greece** . So what is interesting is that, in a work **environment** with more ... [A Z](#)

published on 03/12/21 at 12:22 | Magazine | Greece | www.protothema.gr

Meet the Greek fisherman cleaning up the Mediterranean Sea



According to a 2019 report published by WWF **Greece**, **plastic** pollution in the Mediterranean region is expected to quadruple ... collect **plastic** from the sea. The organisation works with over 1,300 fishermen on 400 boats in 28 ports across **Greece** and...

published on 29/11/21 at 18:30 | TV / Radio | France | www.euronews.com

Greece: "Growing interest from French tourists "

... tourist **attractiveness** again. For example, we want to improve our offer, to extend the **tourist** season , by ... [A Z](#)

published on 06/10/21 at 20:25 | Newspaper | France | www.lefigaro.fr

Illustrative Social Posts

Reflecting the Positive Sentiment



Planning a move in 2022? Here are Europe's most friendly countries



...Greece in eighth place, Ireland in sixteenth and Spain just scraping in at number 20. Taiwan was ranked the most friendly ... friends here). The country came top in the travel and transportation category though, and fifth in the quality of the...

published on 11/12/21 at 09:00 | TV / Radio | France | www.euronews.com

Chalki: A small Greek island wants to become climate neutral - and hopes for digital nomads



... h transform sustainable and self-sufficient travel destinations, "announced the premier. In seven years at the latest, Greece wants to ...

published on 07/11/21 at 11:09 | Newspaper | Germany | www.handelsblatt.com

The new arrivals in Athens in food and drink



... in the near future the first zero waste restaurant in Greece and until then invites its visitors to support ... recycling in the area. Kleitiou 3. Athens Down in Piraeus Not one, but two interesting arrivals count ...

published on 09/10/21 at 08:28 | Online News | Greece | www.news247.gr

The big projects that will change Greece in 2022



... will be assembled and will begin its journey to the bowels of the earth, initially heading to the eastern suburbs of ... new technology vehicles more environmentally friendly, namely electric, CNG and hybrid. At the beginning of October, the ...

published on 31/12/21 at 23:03 | Online News | Greece | www.newsbeast.gr

The Greece you do not expect, beyond the summer there is more



Unexpected Greece, beyond summer there is more Not only breathtaking beaches but also family friendly museums, slopes ... recreational. Athens is therefore a timeless but also ageless city: it is definitelv a familv friendlv destination. Many in fact ...

published on 13/12/21 at 11:59 | Newspaper | Italy | www.repubblica.it

On the outskirts of Athens, this workshop reproduces ancient masterpieces to perfection

... Stelios Gavalas. The Athens Workshop makes tourists want to buy an elegant object, bring back (or ship ... visit in their daily environment. "A good reproduction can prolong your trip," says Nancy Moses. That is. ...

published on 12/11/21 at 10:32 | Magazine | France | www.nationalgeographic.fr

The Greek and Roman origins of Christmas traditions



...than one festival per season. Pyanopsia The festival of Pyanopsia (or Pyanepsia) was held in Athens in honour of the ... originate from the festival of Kronia and its Roman equivalent, Saturnalia. [Greek News Agenda] ancient Greece, apokries...

published on 24/12/21 at 11:09 | Blogs | United States | greekcitytimes.com

20 Amazing Castles in Greece For Your 2021 Bucket List



...of the castle. Arta is at Arta, 471 00. 20- Assos Castle One of Greece's most spectacular ruined castles is Assos Castle... Assos Castle is at Assos, Frourio, Kefalonia. Sarah Holmes is a travel and fashion writer living in the heart of England...

published on 17/10/21 at 03:14 | Blogs | Australia | travel2next.com

Seeking Adventure on the Stunning Greek Mountain of Smolikas



...surrounding Greece as a tourist destination while preserving the country's environment. The Thing About Greece on ... are not damaged or polluted by the activities of tourists and outdoorsmen. Due to Greece's reliance on tourism, and its...

published on 09/10/21 at 01:03 | Blogs | Cyprus | greekreporter.com

Thessaloniki Set to Welcome Cruise Ships from March 2022



...in Macedonia and Northern Greece, while offering an experience that will include all forms of tourism," he added. The minister said Greece was working on developing cruise travel in a sustainable manner. He cited data released this week by the...

published on 09/12/21 at 13:00 | Blogs | Greece | news.gtp.gr



The bohemian neighbourhood of Psiri in Athens is a great place to visit, if you want get a more authentic and less touristy feel of Greece's vibrant capital city. 📷 Unknown pic.twitter.com/3QCNAV1WAY

published on 24/10/21 at 02:20 | Twitter | Canada | twitter.com

Negative Sentiment Drivers

What vigilance points to watch reputation-wise?



Most negative sentiment drivers are again linked to the pandemic context and consequences as well as the migration problems. Other social and political issues regularly reported portray the country and its capital city in negative, however most of them are anecdotal with limited consequences on the overall reputation.

Examples of reputation drivers...

- **Protest against new Covid-19 restrictive measures**
- **Migrant boat accidents**
- **Flights to Athens** cancelled due to volcanic ash from **Mt. Etna eruption** (Italy)
- **A 60-year-old man died in the sea in Crete** while trying to rescue his grandsons
- **3 Turkish asylum seekers being tortured and forced to return** to Turkey by Greek officials
- Some Greek citizens' **disrespectful behavior to disable people**
- As of January, Greece fines **100 euros to over 60 years old unvaccinated**, which can be painful for many retirees
- Athens' decision to reduce the duration of the **Green pass to 7 months for the over 60s**

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



Man dies in Crete while trying to save grandsons



...journalist based in **Athens**, told BBC Radio's Good Morning Scotland programme the man had been on **holiday** with his wife...

published on 21/10/21 at 10:52 | TV / Radio | United Kingdom | www.bbc.com

Turkish asylum seekers allegedly being pushed back in small boats by Greece



...attempt at leaving Turkey for Greece on 17 June 2020, from where he hoped to **travel** on to western **Europe**. He said: "Within five minutes of arriving, Greek soldiers surrounded me like an enemy, forced me to kneel with their guns pointing at me. I...

published on 15/12/21 at 16:22 | Online News | United States | www.opendemocracy.net

No Respect: Cars Block Sidewalk Ramps for Disabled in Greece



...street set off social media anger that **Greece** isn't **friendly** for the disabled. In a Facebook post that went viral, the ... and you have the makings of a miserable **holiday** for anyone who is dependent upon a wheelchair." But he said then that the...

published on 07/12/21 at 01:00 | Blogs | United States | www.thenationalherald.com

Death toll from Greece migrant boat accident rises



"This shipwreck is a painful reminder that people continue to embark on perilous **voyages** in search of safety," said Adriano Silvestri, the UNHCR's assistant representative in **Greece**. Increased crossings Earlier on Friday, the coastguard had...

published on 25/12/21 at 12:21 | Online News | Turkey | www.trtworld.com

Airlines forced to cancel half-term holiday flights as Mount Etna spews ash and smoke



...to cancel half-term **holiday** flights while EasyJet suspends ALL services into **Athens** as Mount Etna spews ash and...

published on 23/10/21 at 21:49 | Newspaper | United Kingdom | www.dailymail.co.uk

Covid in Europe: Greece fines 100 euros to those not vaccinated

The same will happen between January 3 and 7 to monitor the transmission of the pandemic during the **holidays**. Although **Greece** has been one of the first countries to impose the compulsory nature of the vaccine in some professions - health personnel and ... [A](#) [R](#)

published on 01/12/21 at 15:16 | Online News | Colombia | www.elespectador.com

Covid, WHO: \ "In Europe, winter will be hard due to an increase in infections \ "



... theaters, museums and gyms. To avoid new "avoidable deaths", **Athens** has also decided to reduce the **duration** of the Green pass to 7 months for the over 60s as an incentive to rush the third dose. Slovakia - The executive announced a ... [A](#) [R](#)

published on 19/11/21 at 17:16 | Online News | Italy | www.tgcom24.mediaset.it

Greece : Restaurants close to protest against new anti- Covid measures



Greece : restaurants close to protest against new anti- **Covid** measures Nov. 16, 2021, 2:10 pm © ... summer **tourist**], is not enough to cover the losses of the last 16 months," added the union. The **Greece** ... [A](#) [R](#)

published on 16/11/21 at 14:10 | Newspaper | France | french.rt.com

KEY SENTIMENT TRENDS - SUMMARY

21

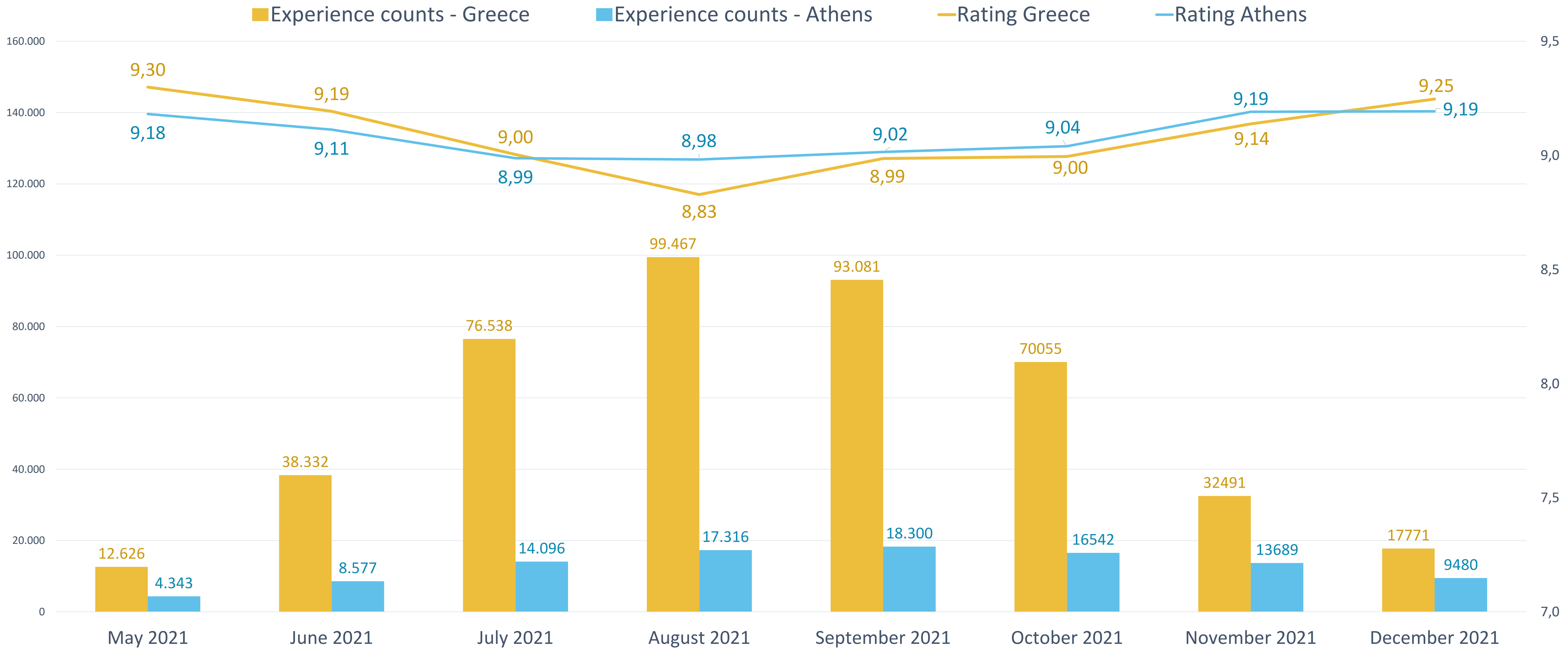
Quarter 4 - 2021

- After reaching record values in October, the Net Sentiment Score during Q4 has been declining in November and October for Greece and Athens.
- The downward trend is observed for most competitors except Italy, keeping Greece in a competitive position over the quarter average.
- The share of COVID-related mentions rose significantly in Greece Travel conversations in Q4, from 15% to 24%, partly explaining the drop in sentiment.
- The decline in online conversations' polarity is visible in most markets tracked, with a significant drop in December in France, Italy and in the UK, while the e-reputation was resilient in Germany.
- Key pillars of Greece tourism reputation drivers (culture, gastronomy, hospitality) have been very active and positive in online social conversations. Mentions on cleanliness are positive too. The COVID-related mentions, though less negative vs Q3, still generate mixed sentiment and significant volumes shared.
- Greece and Athens were associated in online social conversations to broad to niche themes and locations, including sustainability and eco-friendly experiences, 2022 projects related to technology, new all-vegan accommodations, to name just a few. Those special topics help keep positivity in the overall sentiment. Athens in particular relies on a very strong flow of social content related to Culture which appears to be a great topic of conversations outside the “sun & sea” season.
- Most negative sentiment drivers are unsurprisingly linked to the pandemic context and its consequences (travel frictions, planning difficulties, financial issues for the sector’s verticals...) as well as the migration problems regularly exposing Greece to bad reports. Other social and political issues portray the country and its capital city in negative, however most of them are anecdotal with limited consequences on the overall reputation.



Destination Experience Reputation

Overall Experience Reputation Trends





Experience Reputation Dashboard (Greece)

4th Quarter 2021



Overall Rating:

9,07



Europe Benchmark: 8,66

Athens: 9,16 / Seaside: 8,94 / Other: 9,24

Sanitary Safety Score(*)



Pandemic Precautions Score(*)



6,7

5,6

4,3

3,2

7,2

5,9

Accommodations

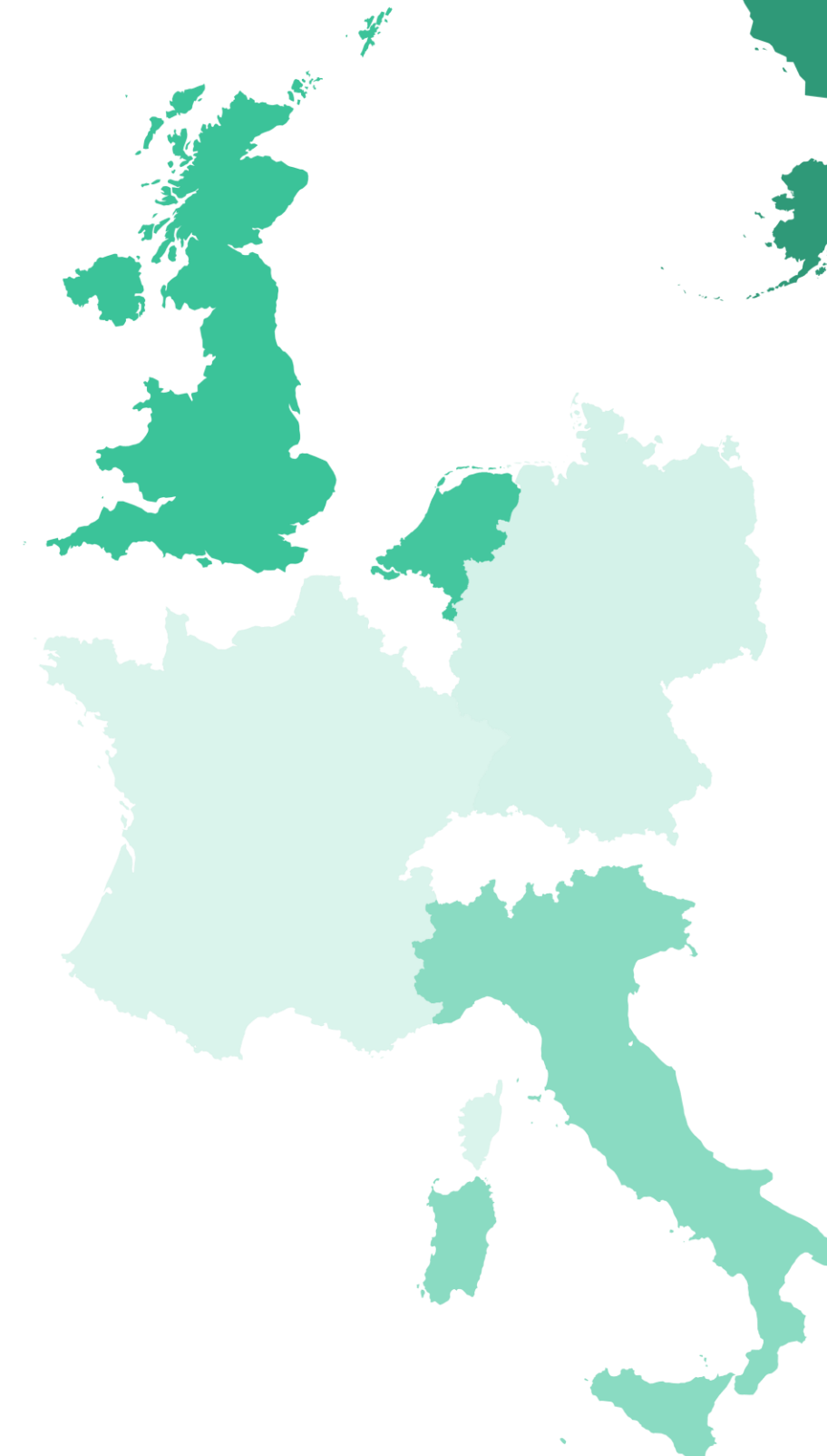
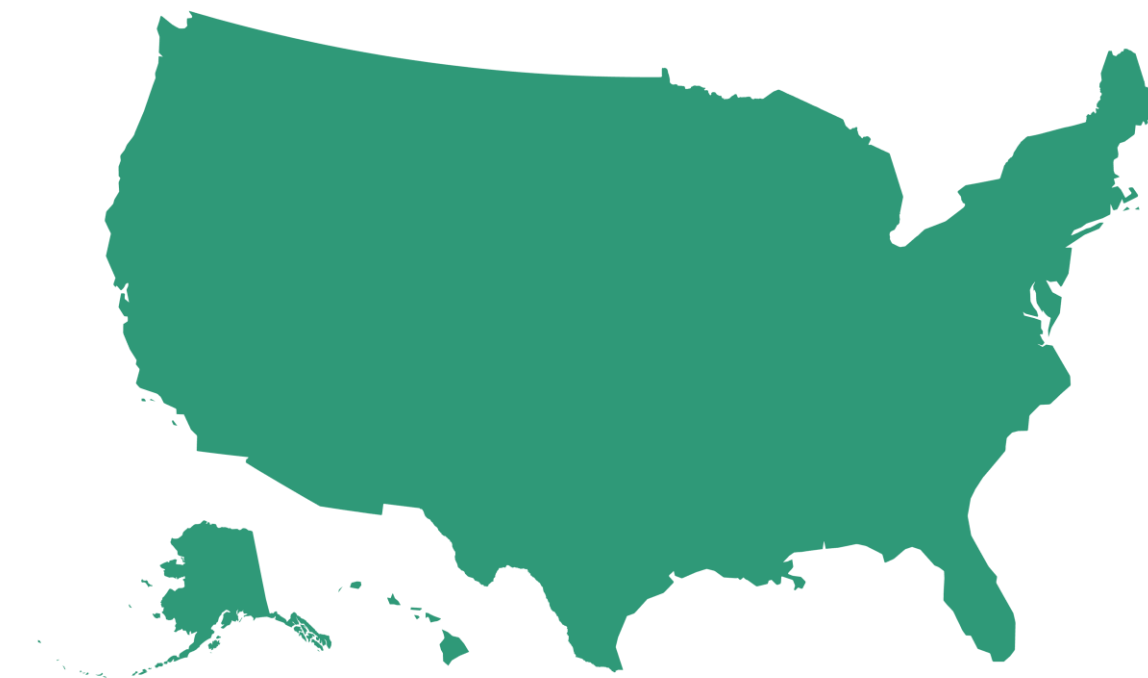
Attractions

Restaurants

Sanitary Safety Score

Pandemic Precaution Score

Rating per market



	Rating (/10)	Reviews count
USA	9,12	1608
UK	8,72	4011
Italy	8,59	724
Netherlands	8,55	2300
Germany	8,47	2377
France	8,46	903

Culture

9,34

Restaurants

9,15

Sea

9,05

Shopping

8,91

Accommodations

8,82

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)

4th Quarter 2021

Overall Rating:

9,16



Europe Benchmark: 8,66

Greece: 9,07 / Seaside: 8,94 / Other: 9,24

Sanitary Safety Score(*)



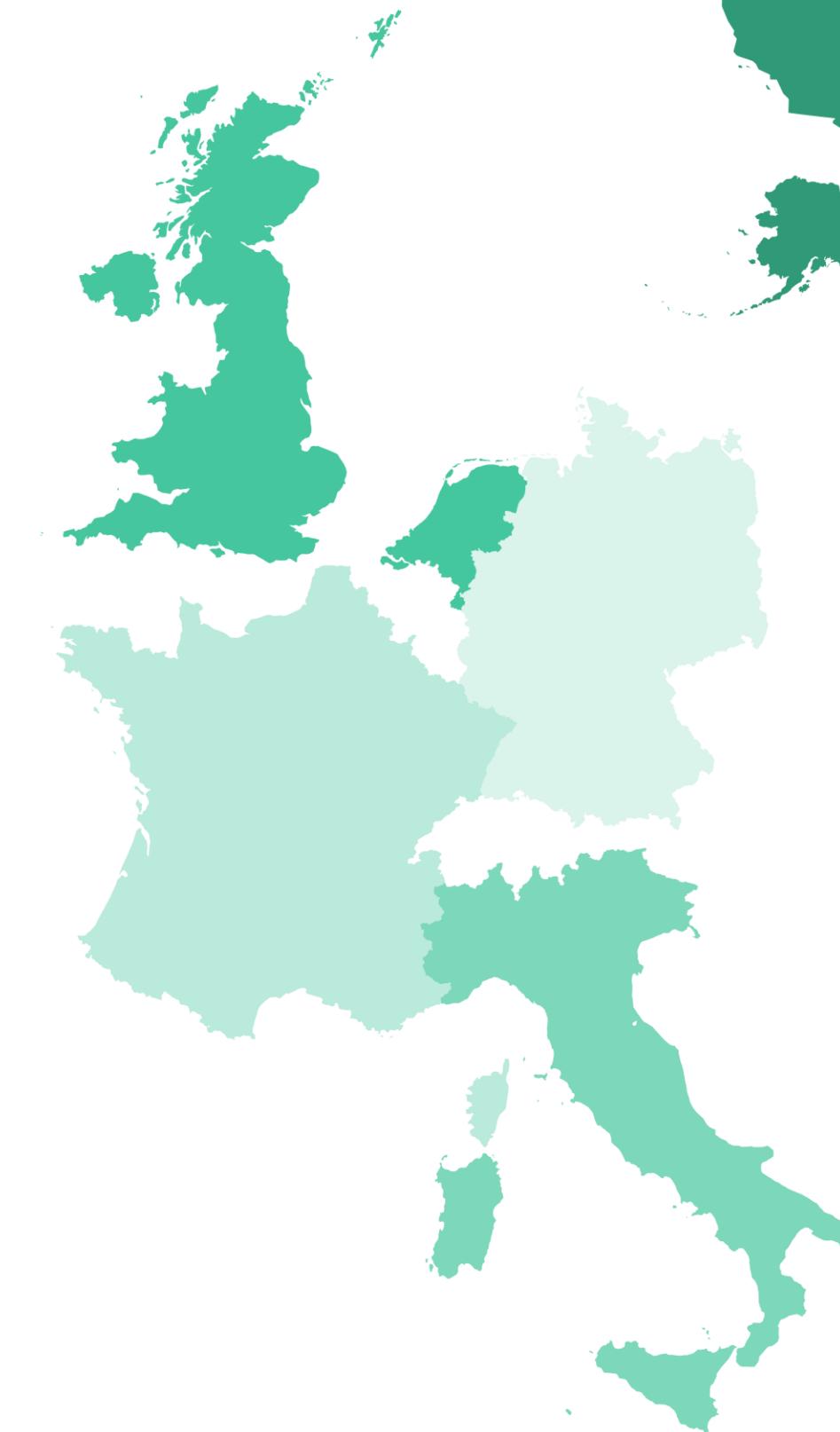
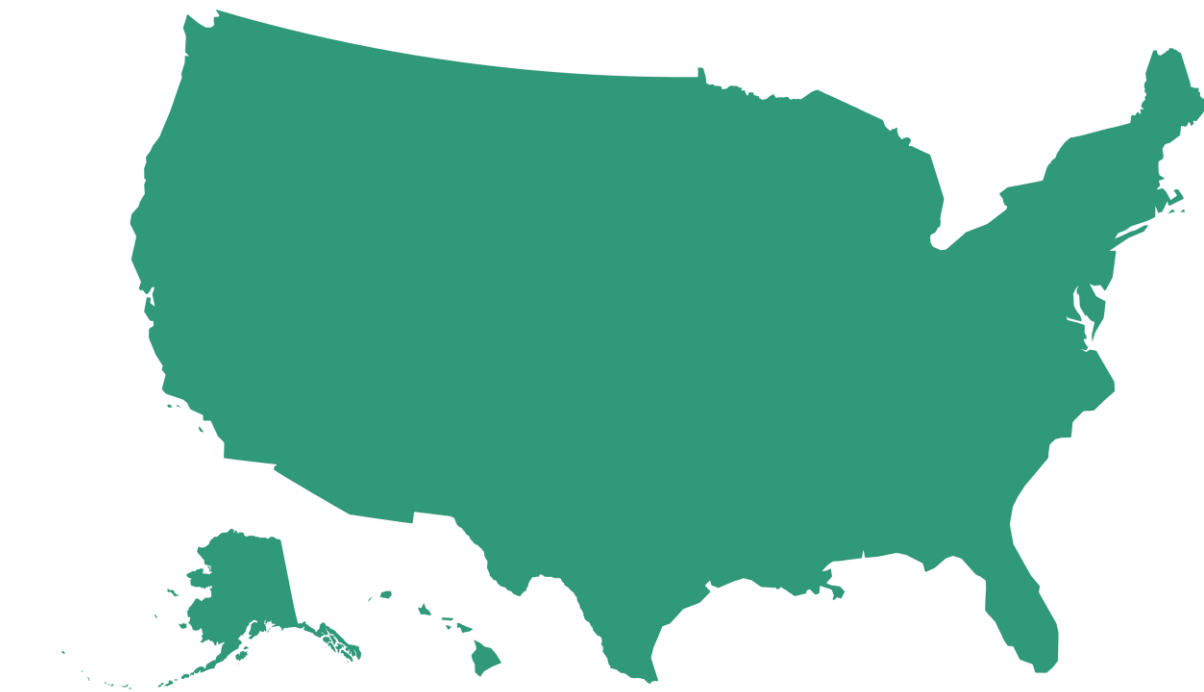
Greece Avg. : 5,5

Pandemic Precautions Score(*)

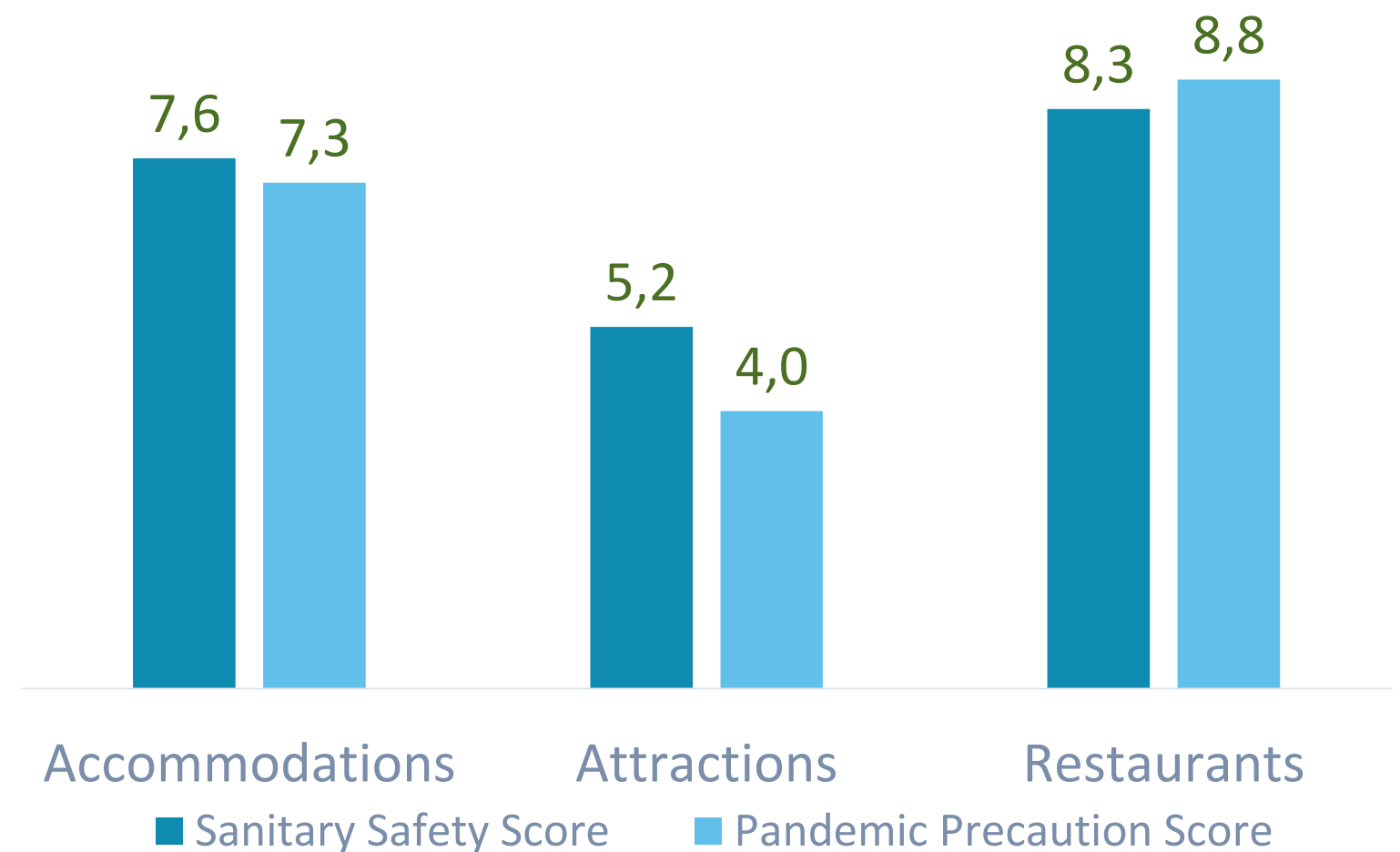


Greece Avg. : 4,2

Rating per market



	Rating	Reviews count
USA	9,11	942
Netherlands	8,80	260
UK	8,77	684
Italy	8,60	385
France	8,41	752
Germany	8,31	643



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

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

Experience Reputation Dashboard (Seaside)

Overall Rating:

8,94



Europe Benchmark: 8,66

Greece: 9,07 / Athens: 9,16 / Other: 9,24

Sanitary Safety Score(*)



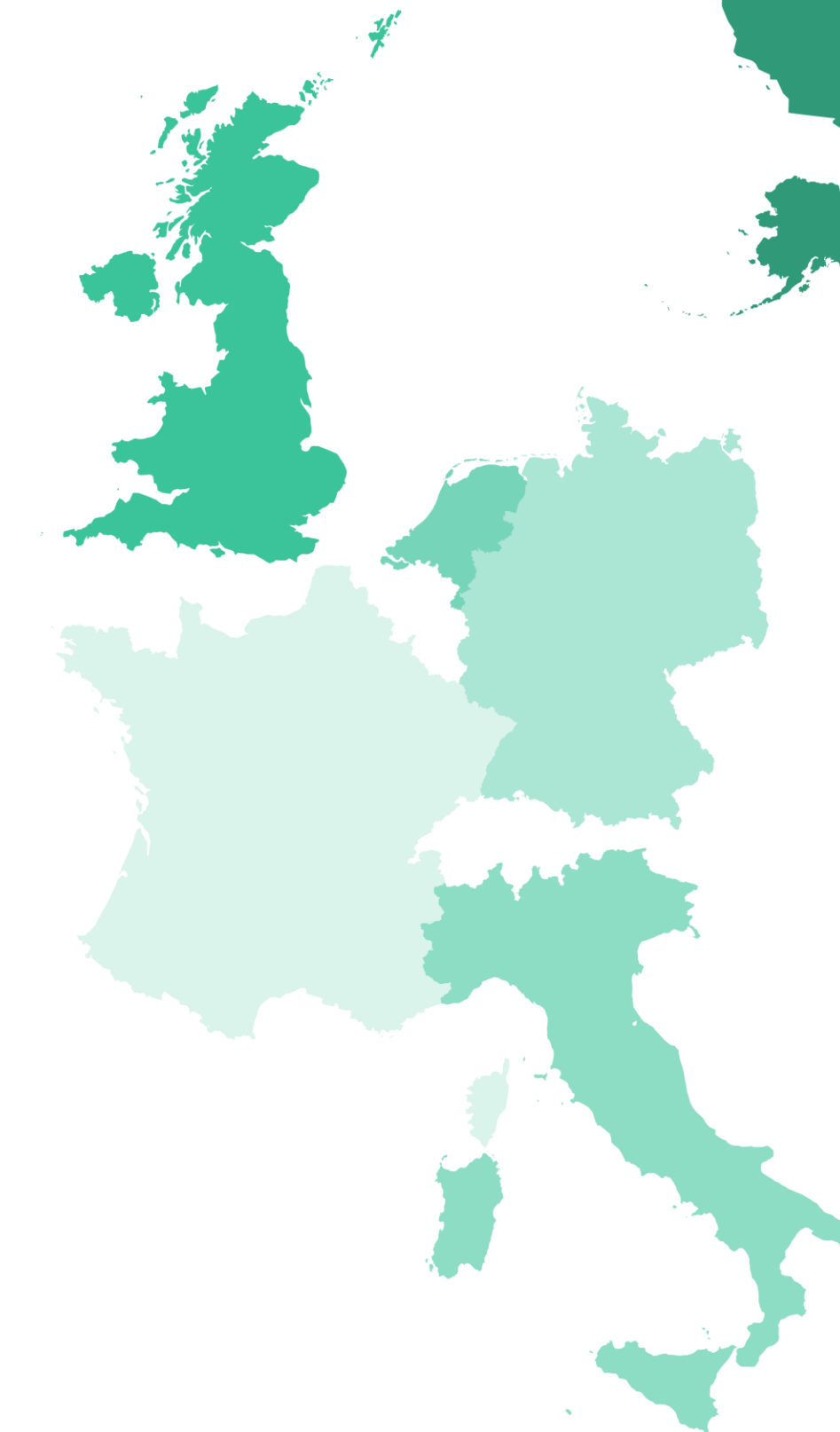
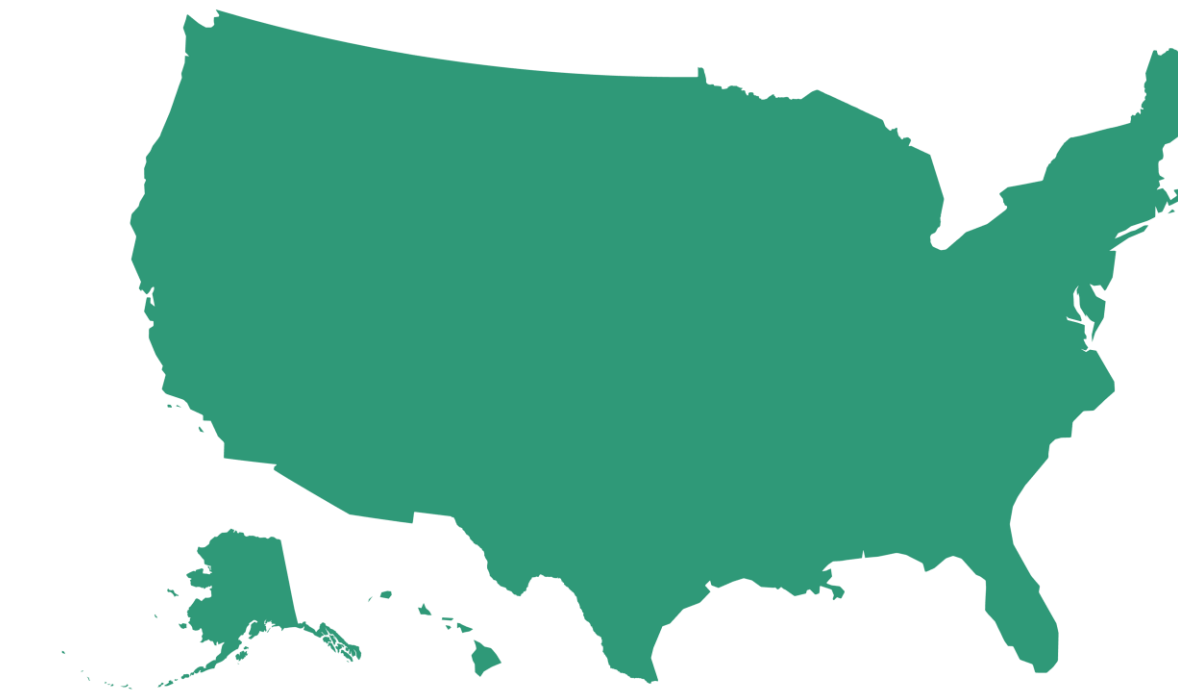
Greece Avg. : 5,5

Pandemic Precautions Score(*)

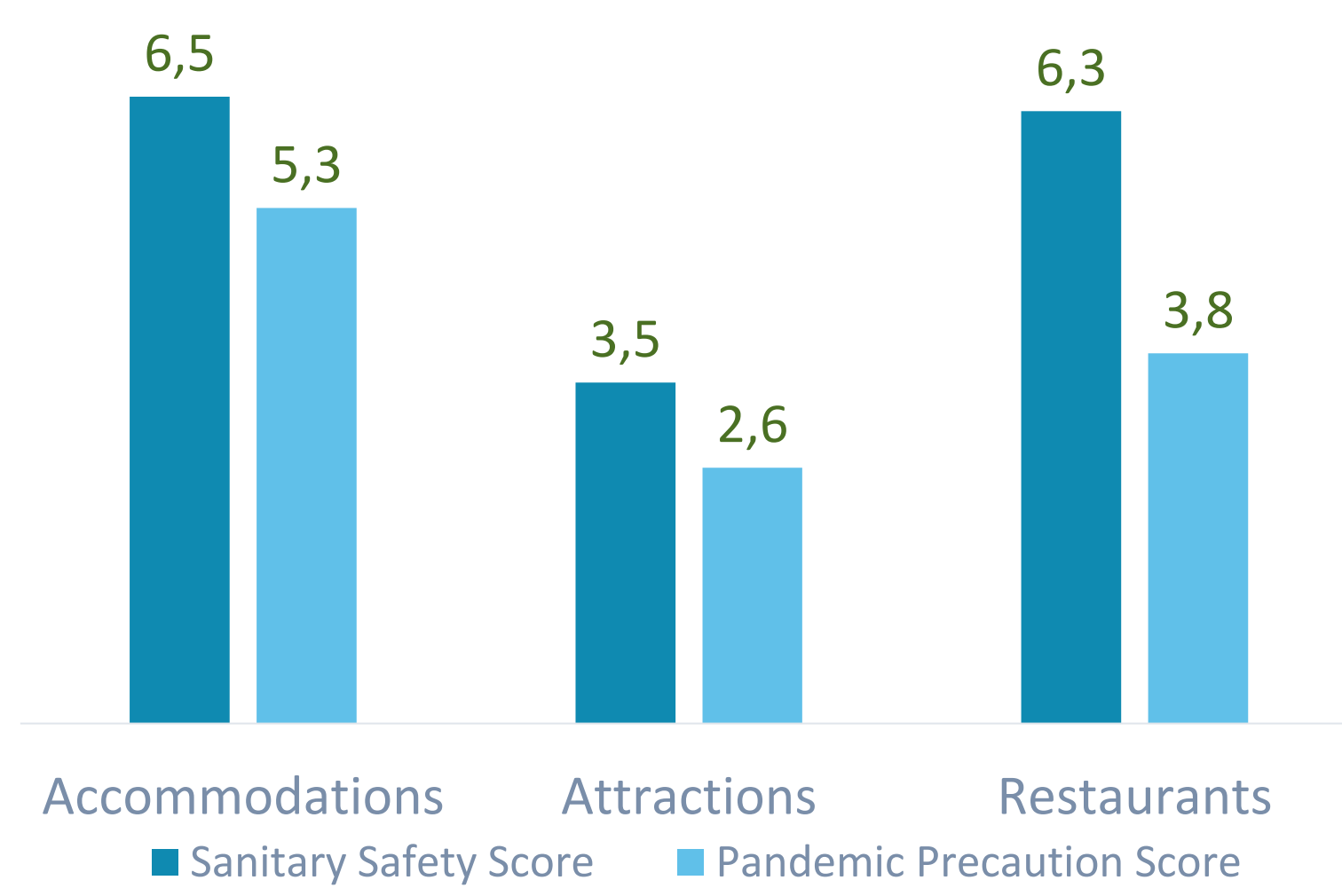


Greece Avg. : 4,2

Rating per market



	Rating	Reviews count
USA	9,11	476
UK	8,69	3099
Netherlands	8,59	401
Italy	8,55	444
Germany	8,50	1384
France	8,42	1395



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

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

Experience Reputation Dashboard (Other areas)

Overall Rating:

9,24



Europe Benchmark: 8,66

Greece: 9,07 / Athens: 9,16 / Seaside: 8,94

Sanitary Safety Score(*)



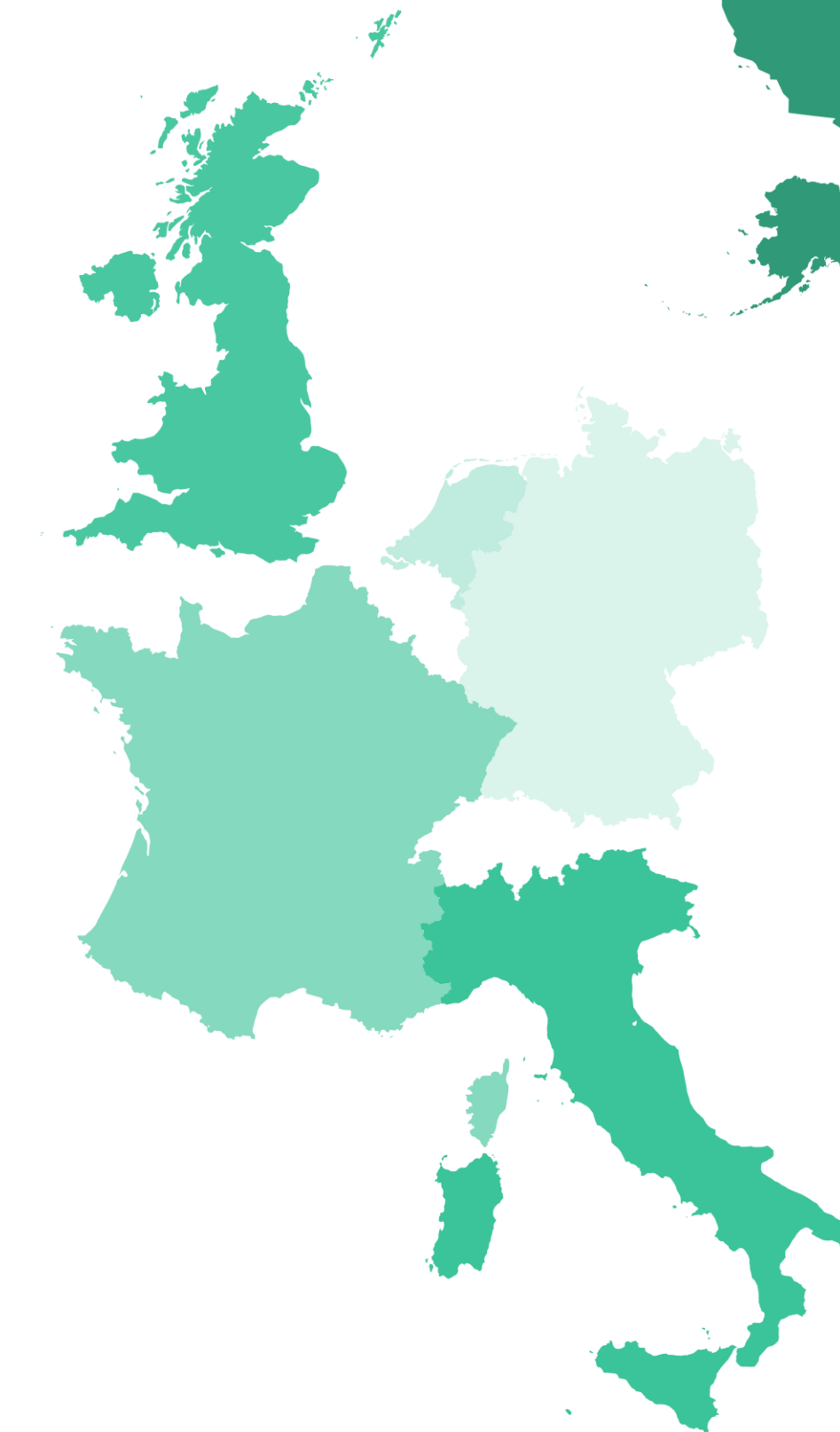
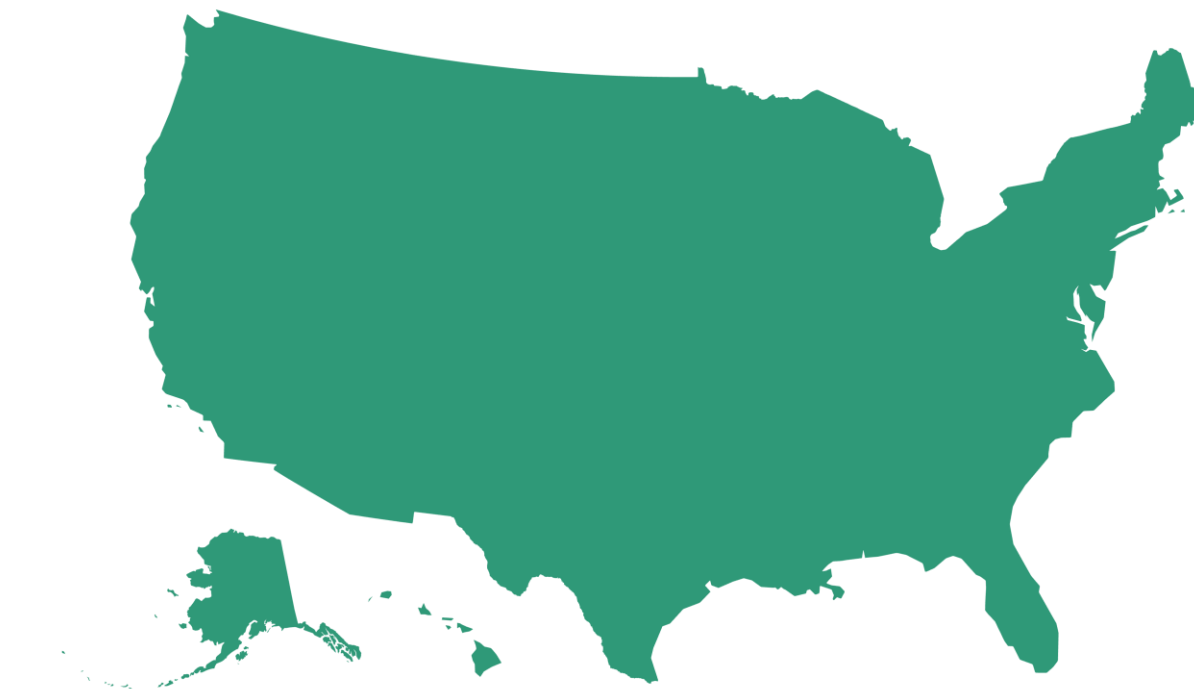
Greece Avg. : 5,5

Pandemic Precautions Score(*)

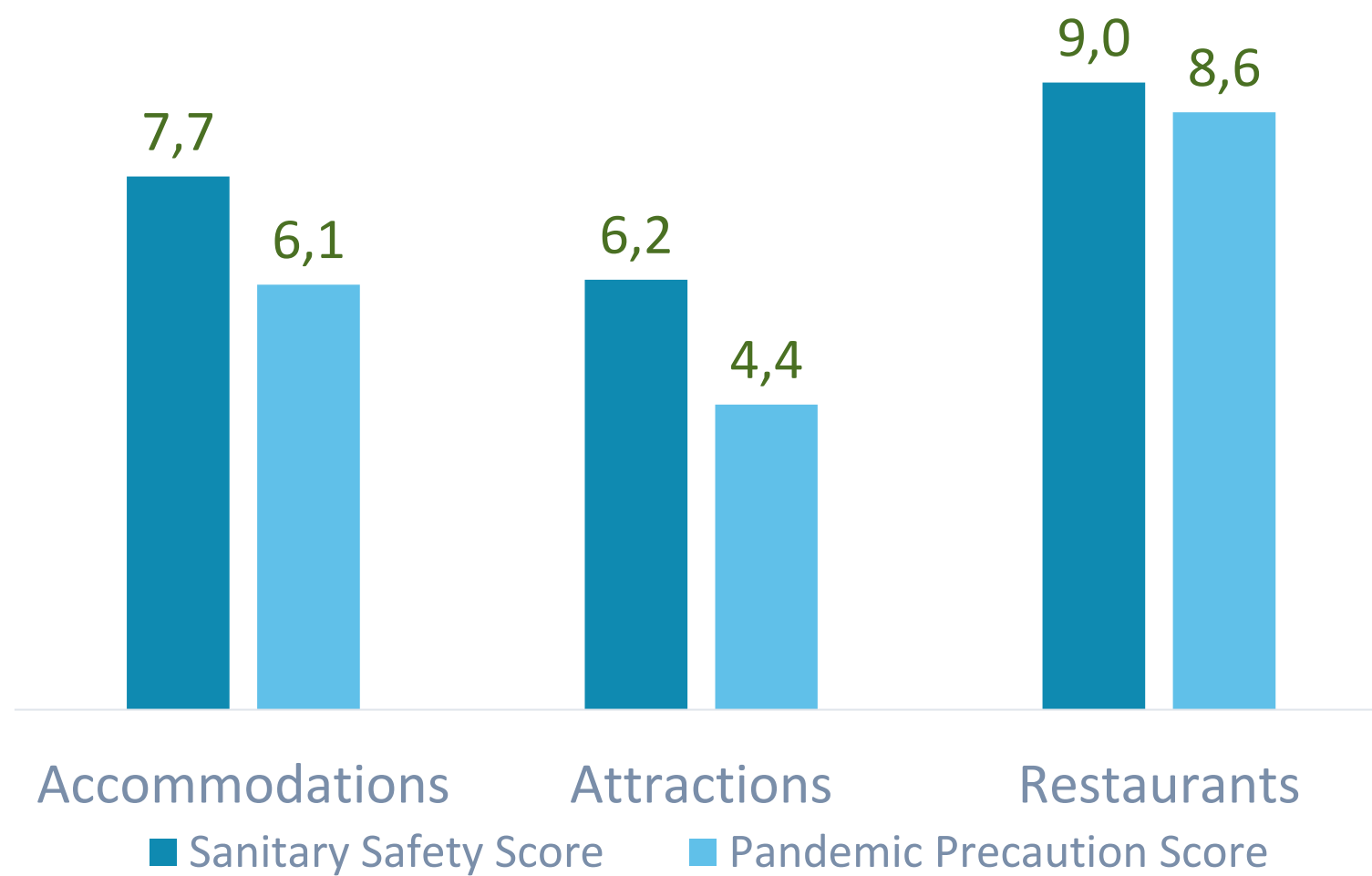
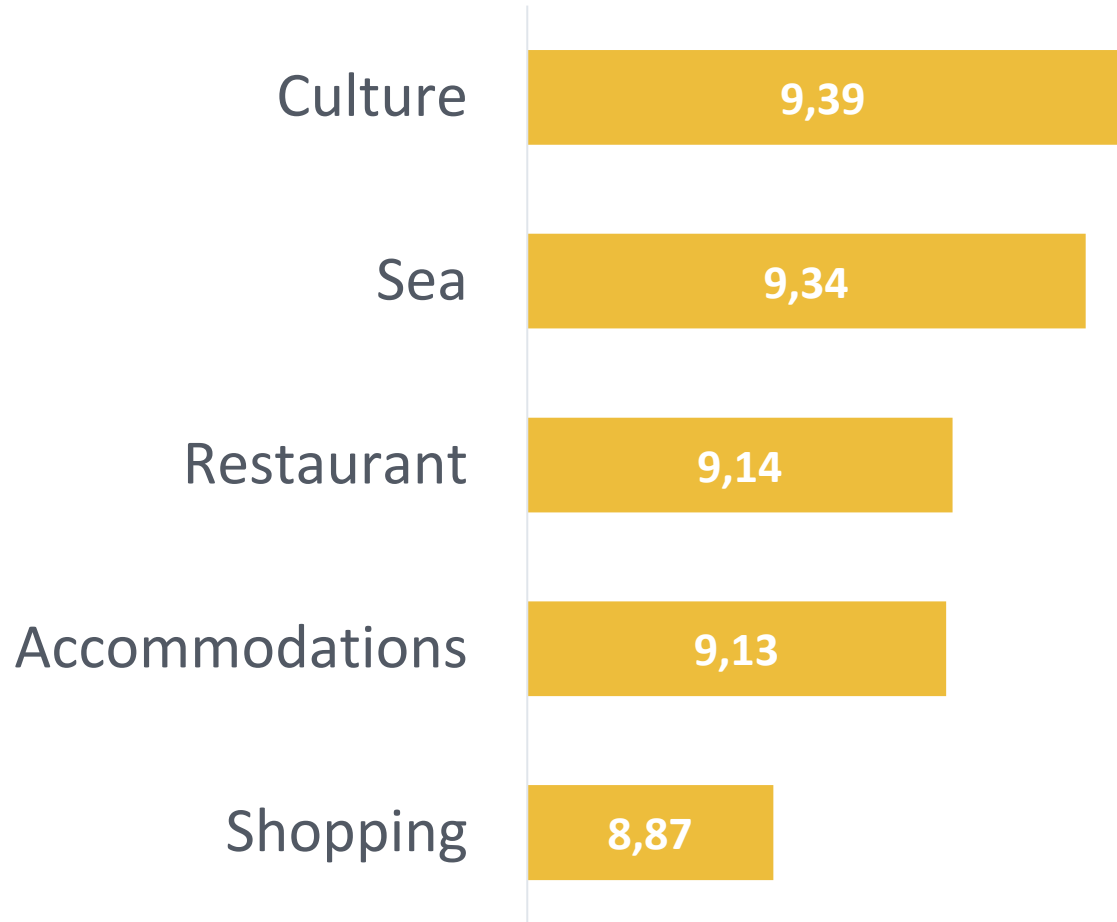


Greece Avg. : 4,2

Rating per market



	Rating	Reviews count
USA	9,19	190
Italy	9,04	198
UK	9,01	228
Netherlands	8,75	89
France	8,88	230
Germany	8,69	273



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

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

Experience Reputation Dashboard (Summary)

4th Quarter 2021



	Greece	Evol. Q3/Q4	Athens	Evol. Q3/Q4	S&B	Evol. Q3/Q4	Other	Evol. Q3/Q4	Europe*	Evol. Q3/Q4
Overall Rating	9,07	0,14	9,15	0,15	8,94	0,08	9,24	0,13	8,66	0,06
Culture	9,34	0,09	9,53	0,08	8,96	-0,13	9,39	0,17		
Restaurants	9,15	0,08	9,16	-0,13	9,16	0,13	9,14	-0,06		
Sea	9,05	0,18	9,42	0,30	8,99	0,11	9,34	0,21		
Shopping	8,91	0,06	8,95	0,24	8,85	0,03	8,87	-0,01		
Accommodation	8,82	0,18	8,76	0,23	8,76	0,16	9,13	0,31		
Sanitary Safety	6,4	0,87	7,0	0,45	6,2	0,76	7,3	2,19		
Pandemic Precautions	5,1	0,88	6,4	1,07	4,8	0,58	5,7	1,96		
Accommodation - Sanitary Safety	6,7	0,66	7,6	1,12	6,5	0,57	7,7	1,65		
Accommodation - Pandemic Precautions	5,6	0,49	7,3	1,17	5,3	-0,58	6,1	0,60		
Attractions - Sanitary Safety	4,3	1,16	5,2	-0,60	3,5	0,82	6,2	2,37		
Attractions - Pandemic Precautions	3,2	0,56	4,0	0,59	2,6	0,14	4,4	1,88		
Restaurants - Sanitary Safety	7,2	1,12	8,3	0,23	6,3	0,52	9,0	3,60		
Restaurants - Pandemic Precautions	5,9	2,52	8,8	2,95	3,8	0,52	8,6	6,07		
<i>Sanitary/Pandemic vigilance threshold is usually defined below 5/10</i>										
Overall Rating	9,07	0,14	9,15	0,15	8,94	0,08	9,24	0,13	8,66	0,06
USA	9,12	0,10	9,11	0,09	9,11	0,17	9,19	-0,18		
UK	8,72	0,13	8,77	0,27	8,69	0,11	9,01	0,14		
NL	8,55	-0,02	8,80	0,25	8,59	0,05	8,75	0,18		
DE	8,47	0,04	8,31	-0,14	8,50	0,12	8,69	0,07		
FR	8,46	0,09	8,41	0,08	8,42	0,11	8,88	0,09		
IT	8,59	0,23	8,60	0,19	8,55	0,25	9,04	0,23		

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

KEY REVIEWS TRENDS - SUMMARY

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Quarter 4 - 2021

- After the challenge seen in peak season for delivering the right “full and safe” experience quality to visitors, a sharp rebound of satisfaction is reported throughout Q4.
- Ratings are high on the rise for most travel sectors and markets, both in Athens and other regions monitored.
- Data suggest visitors in Q4 were truly able to enjoy a “full Greek experience” in a more relaxing and “secure” context, providing also excellent reviews on sanitary safety. Restaurants and shopping may not be the verticals most on the rise vs Q3, however they benefit from maintained high ratings in absolute values.
- The “culture, food and sea” triptych was again a winning combo in terms of experience, even lived in a cooler climate! The sea elements nearby Athens bring an extra boost of satisfaction for urban visitors, restaurants delight visitors of seaside destinations and cultural experiences boost visitors in other areas.
- The highest ratings are recorded among US, UK and Dutch visitors in most regions. French and Germans report more contrasted reviews compared to the average markets, particularly in Athens. Italians shared excellent reviews in areas outside Athens and the seaside.

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