INSETE INTELLIGENCE

travelsat

ATHENS / GREECE SENTIMENT TRACKER /JANUARY 2022

TCI Research
Travel Competitive Intelligence

UNWTO
Innovation Award

Ευρωπαϊκή Ένωση
Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης

ΔΗΜΟΣ ΑΘΗΝΑΙΩΝ

ΑΘΗΝΑ
ΕΤΑΙΡΕΙΑ ΑΝΑΠΤΥΞΗΣ & ΤΟΥΡΙΣΤΙΚΗΣ ΠΡΟΒΟΛΗΣ ΑΘΗΝΩΝ

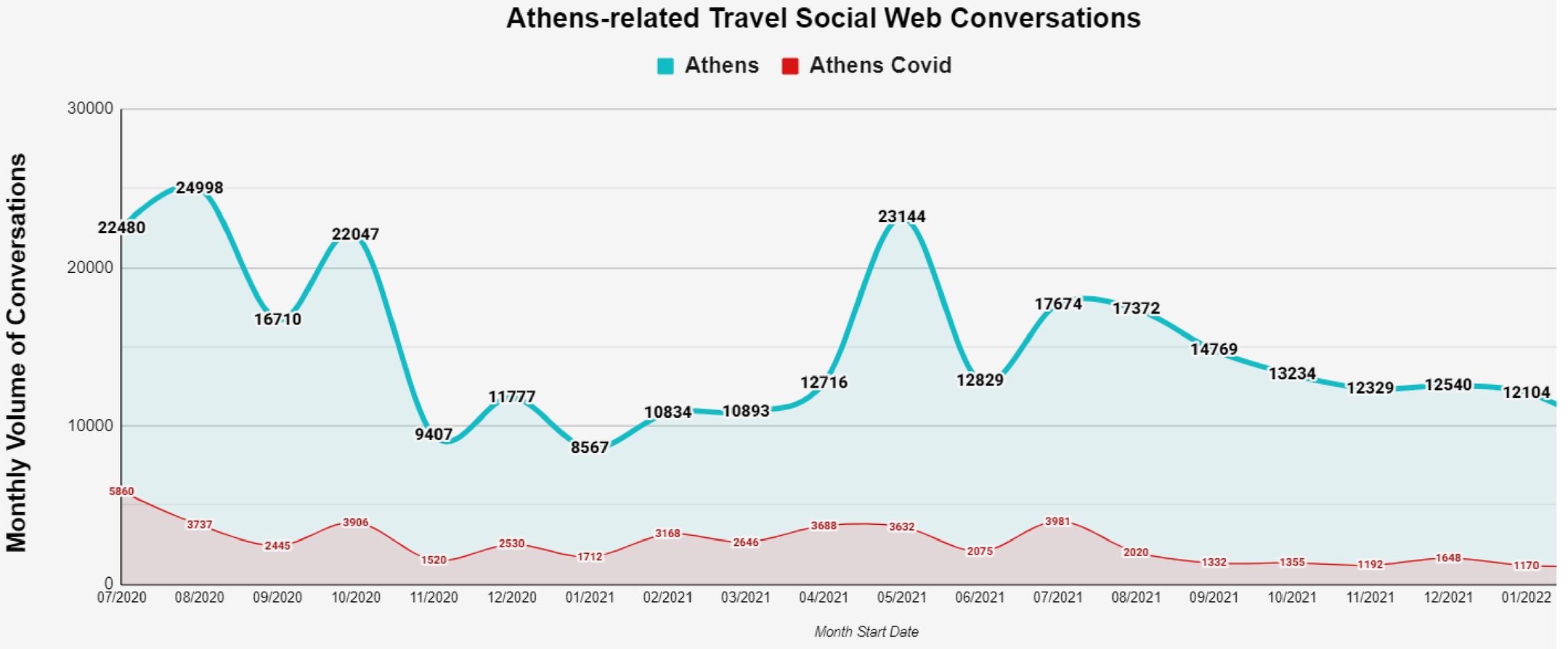
ΠΕΡΙΦΕΡΕΙΑΚΟ ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΑΤΤΙΚΗΣ

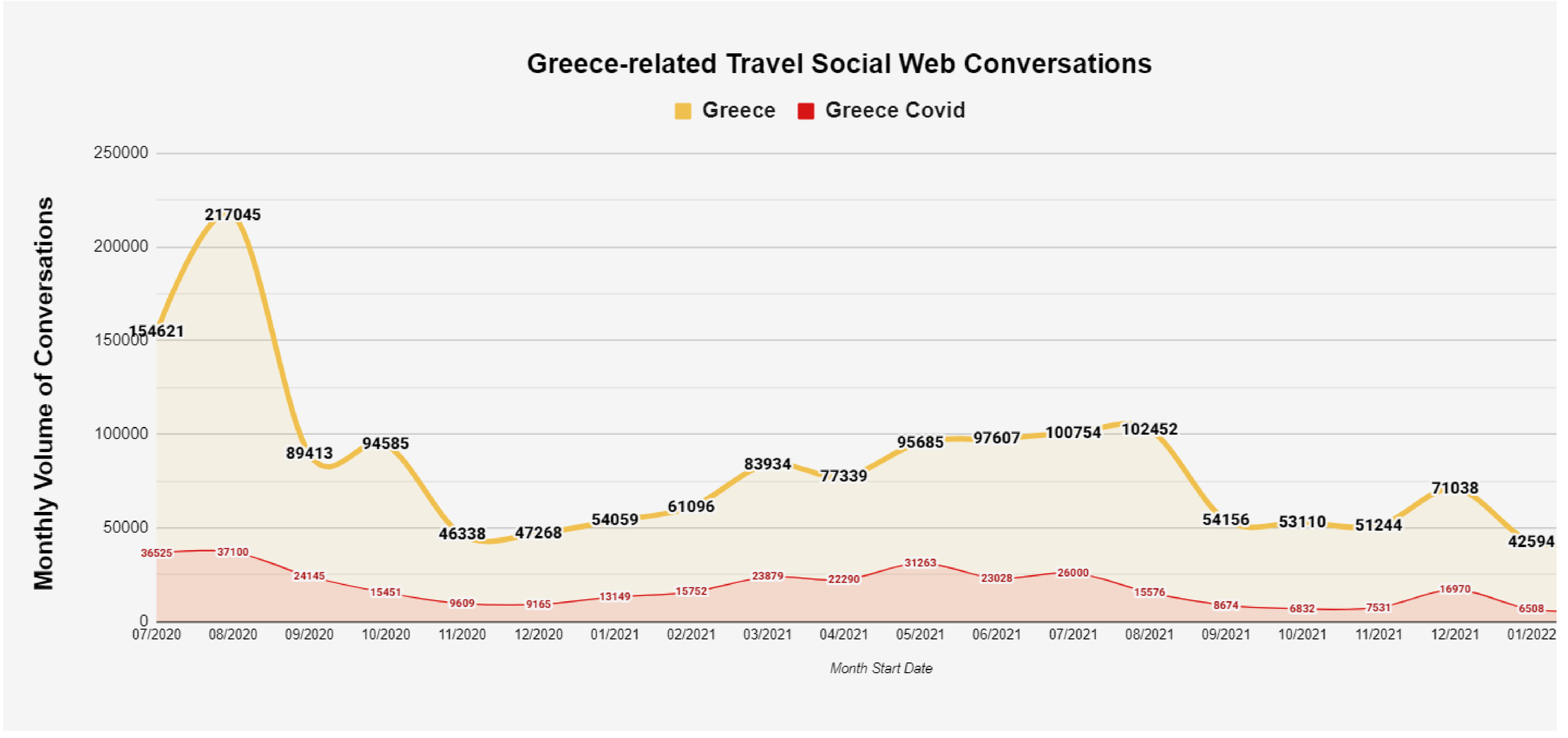
ΕΣΠΑ 2014-2020
ανάπτυξη · εργασία · αλληλεγγύη

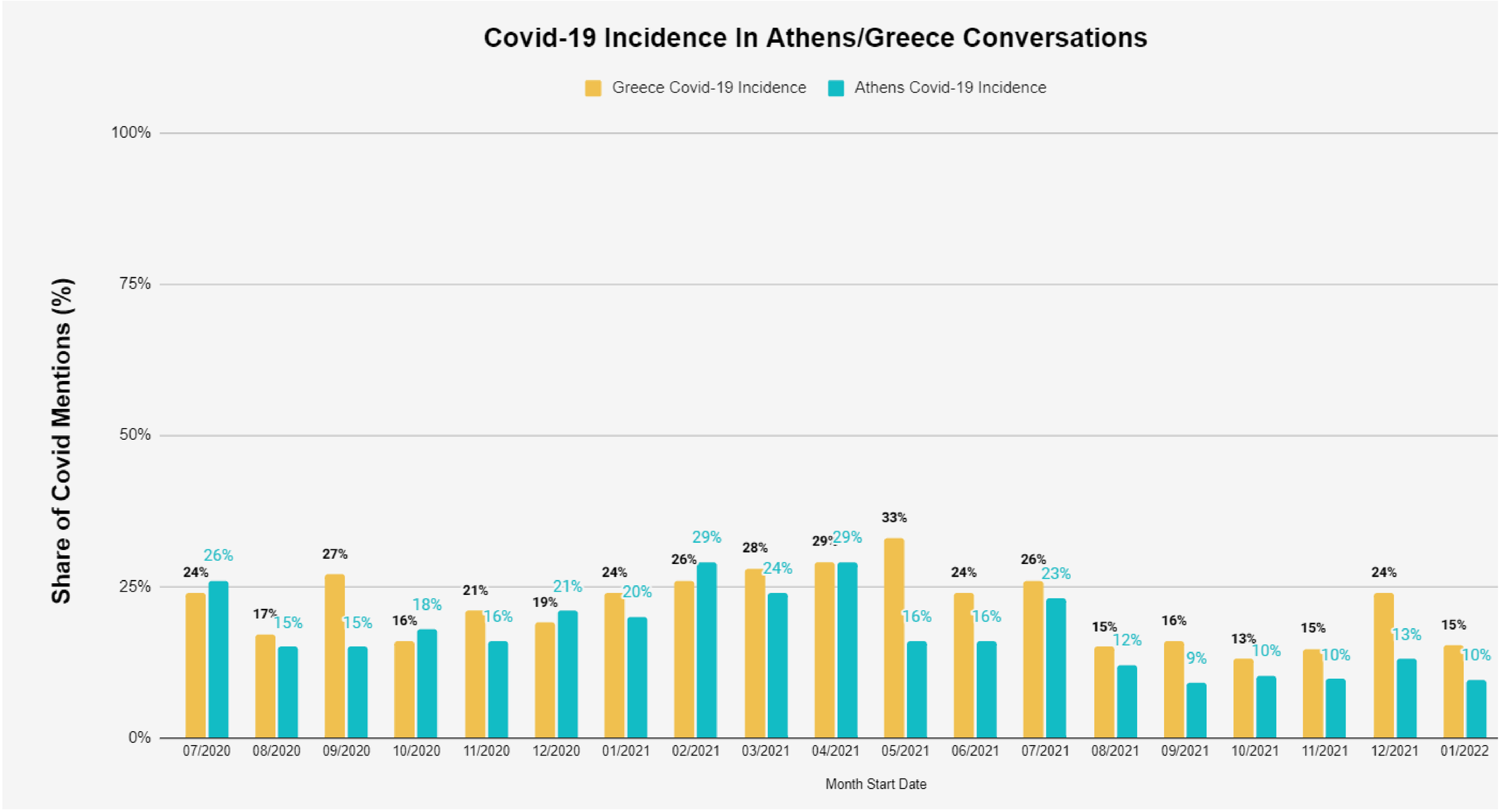
TOPLINES

1. The volume of social conversations about Greece decreased while posts about Athens increased slightly in January. Pandemic-related conversations, which increased in December, subsided in January, with the incidence rate down 9 percent from the previous month.
2. **Greece's e-reputation has recovered from December's decline** (which was largely driven by pandemic-related conversations), recording +15 points for Greece and +1 points for Athens from December. The Net Sentiment Score widely surpassed Spain (+24 Vs Spain) and getting closer to Italy and Portugal (-5 Vs Italy, -11 Vs Portugal).
3. **The rebound from December in terms of online social conversations' polarity is remarkable in most of the Greece's major markets,** particularly in France, Italy and the United Kingdom. Germany was resilient in December and slightly declined in January.
4. **In January, conversations related to frost, exceptional snow and storms in Greece** may have affected the image of Greece as "a warm travel destination", resonating with climate change conversations. Conversely, the positive sentiment was fueled again by great position of Greek destinations in rankings (such as TripAdvisor **naming Crete as the fifth most popular travel destination** for 2022). Contents that more deeply expresses the culture of the country, such as (to name a few specific) the pomegranate being a symbol of good luck in Greece and the highlight of **Greek traditional street vendors** also triggered positive sentiments in conversations.
5. In terms of **experience-based reputation, Greece significantly surpasses again the European average** + 0,5 points with an average rating of 9,2, consolidating its positive trends.
6. **The visitor sanitary sentiment in January remains positive for Greece** (5,7/10). However, Athens' score (4,6/10) was below European average of 5,3/10 in January.

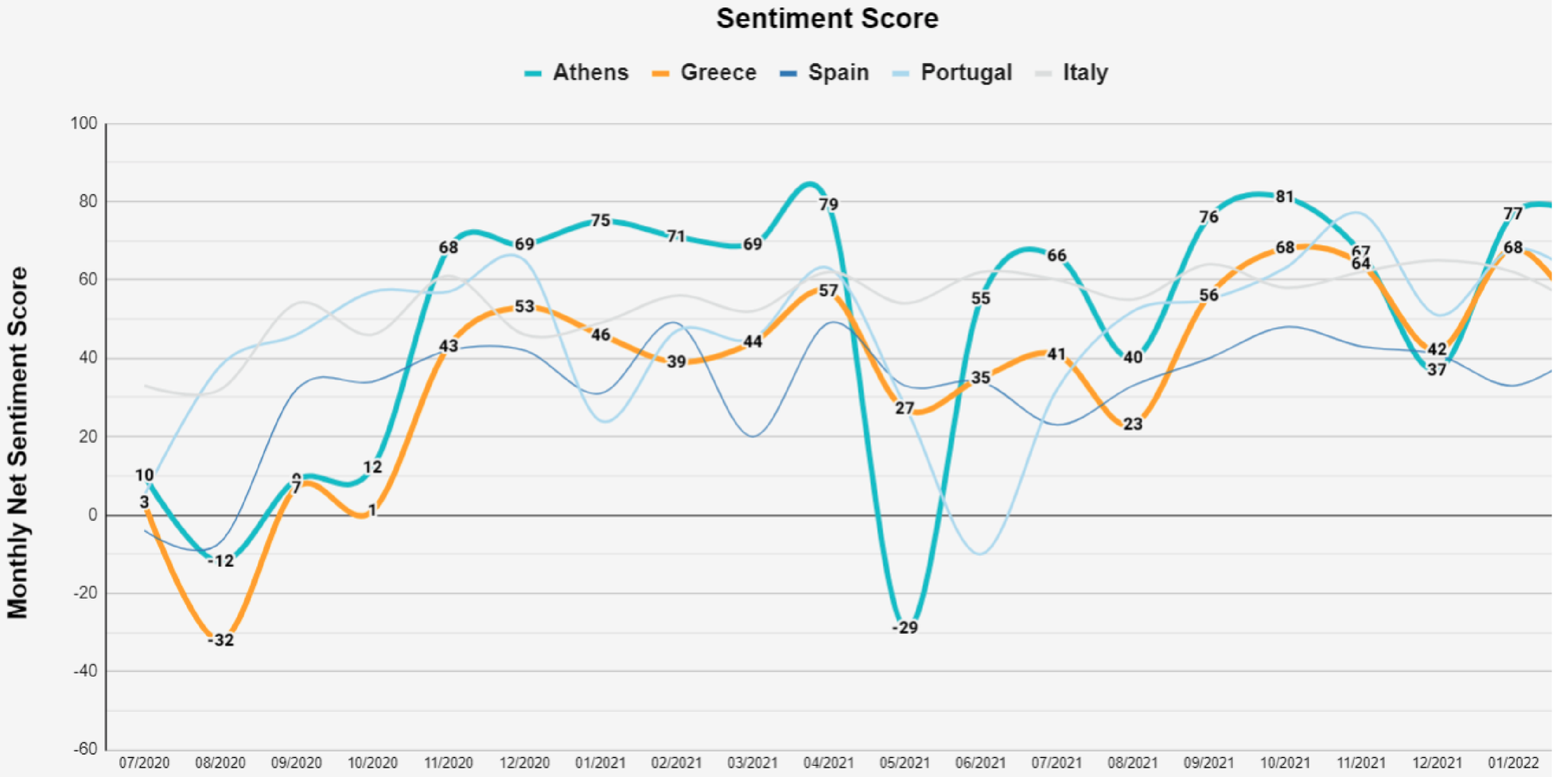
VOLUME OF CONVERSATIONS




Greece-related Travel Social Web Conversations
Greece
Greece Covid
Monthly Volume of Conversations
250000
200000
150000
100000
50000
0
154621
217045
89413
94585
46338
47268
54059
61096
83934
77339
95685
97607
100754
102452
54156
53110
51244
71038
42594
36525
37100
24145
15451
9609
9165
13149
15752
23879
22290
31263
23028
26000
15576
8674
6832
7531
16970
6508
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022
Month Start Date


Covid-19 Incidence In Athens/Greece Conversations
Greece Covid-19 Incidence
Athens Covid-19 Incidence
Share of Covid Mentions (%)
100%
75%
50%
25%
0%
07/2020 24% 26%
08/2020 17% 15%
09/2020 27% 15%
10/2020 16% 18%
11/2020 21% 16%
12/2020 19% 21%
01/2021 24% 20%
02/2021 26% 29%
03/2021 28% 24%
04/2021 29% 29%
05/2021 33% 16%
06/2021 24% 16%
07/2021 26% 23%
08/2021 15% 12%
09/2021 16% 9%
10/2021 13% 10%
11/2021 15% 10%
12/2021 24% 13%
01/2022 15% 10%
Month Start Date

DESTINATIONS NET SENTIMENT



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

Market : France
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022
Market : Germany
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022
Market : Netherlands
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022
Market : Italy
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022
Market : UK
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022
Market : USA
Athens
Greece
Monthly Net Sentiment Score
100,0
50,0
0,0
-50,0
-100,0
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022

Overall Rating
Greece
Athens
10,0
9,5
9,0
8,5
07/2020
08/2020
09/2020
10/2020
11/2020
12/2020
01/2021
02/2021
03/2021
04/2021
05/2021
06/2021
07/2021
08/2021
09/2021
10/2021
11/2021
12/2021
01/2022

Sanitary Safety Score
January 22
Greece
0,00
10,00
5,70
Athens
0,00
10,00
4,62

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