



# Greece Reputation Tracker

BI-YEARLY REPORT (OCTOBER 2024 – MARCH 2025)



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INSETE



Με τη συγχρηματοδότηση  
της Ευρωπαϊκής Ένωσης



ΠΡΟΓΡΑΜΜΑ  
ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ  
2021 – 2027

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# ΚΥΡΙΑ ΣΗΜΕΙΑ

## Ανάλυση διαδικτυακής φήμης και αξιολόγησης της Ελλάδας (Οκτ. 2024 – Μαρ. 2025)

Για την χειμερινή περίοδο (Οκτώβριος 2024 – Μάρτιος 2025), η ανάλυση των δεδομένων που συλλέχθηκαν από το διαδίκτυο και τα Μέσα Κοινωνικής Δικτύωσης, αναδεικνύει τα κύρια σημεία σχετικά με την διαδικτυακή φήμη της Ελλάδας και την αξιολόγηση της τουριστικής εμπειρίας.

- **Η εξέλιξη της διαδικτυακής φήμης της χώρας με βάση τον δείκτη NSI (Net Sentiment Index)**

- Εξετάζοντας τη χειμερινή σεζόν συνολικά και με βάση τον δείκτη NSI, η Ελλάδα (59) κατατάσσεται στην τέταρτη θέση μετά την Κροατία (72), την Πορτογαλία (61), την Ιταλία (61). Στην τελευταία θέση κατατάσσεται η Ισπανία (47).
- Μεταξύ Οκτωβρίου 2024 και Μαρτίου 2025, ο δείκτης NSI Ελλάδας παρουσίασε σταθερή βελτίωση, ανερχόμενος από 44 τον Οκτώβριο σε 71 τον Δεκέμβριο, πριν μειωθεί σταδιακά σε 56 τον Φεβρουάριο και ανακάμψει σε 67 τον Μάρτιο.
- Ο δείκτης NSI για την Αθήνα (56) παρουσίασε μεγαλύτερες διακυμάνσεις: μειώθηκε από 44 των Οκτώβριο σε 38 τον Νοέμβριο, ανέκαμψε σε 76 τον Δεκέμβριο, στη συνέχεια μειώθηκε απότομα σε 26 τον Φεβρουάριο, πριν ανακάμψει σε 73 τον Μάρτιο.
- Η πτώση τον Φεβρουάριο συνδέεται με μια σειρά γεγονότων στην Αθήνα και την Ελλάδα συνολικά, συμπεριλαμβανομένων των σεισμών στη Σαντορίνη και των διαδηλώσεων που συνδέονται με την επέτειο του σιδηροδρομικού δυστυχήματος στα Τέμπη.

- **Το περιεχόμενο των διαδικτυακών συζητήσεων**

- **Ο πολιτισμός παρέμεινε το κυρίαρχο θέμα όσον αφορά τον όγκο των συζητήσεων στο διαδίκτυο** κατά τη χειμερινή περίοδο, ξεπερνώντας σημαντικά όλες τις άλλες κατηγορίες. Ωστόσο, κατέλαβε μόνο την τρίτη θέση (NSI 85) ως προς τη θετική αντίληψη.
- **Η Γαστρονομία (NSI 89) και η Φιλοξενία (NSI 89)** αναδείχθηκαν ως τα θέματα με τη θετικότερη αντίληψη παρά το γεγονός ότι η Φιλοξενία συγκέντρωσε σημαντικά λιγότερες αναφορές.
- **Η Βιωσιμότητα παρουσίασε ανοδική τάση (NSI 76)** πιθανότατα χάρη σε επιτυχημένες πρωτοβουλίες βιωσιμότητας, όπως η διαχείριση των αποβλήτων στο νησί της Τήλου - αλλά συνεχίζει να παραμένει ένα θέμα με συγκριτικά περισσότερες αρνητικές αναφορές.
- Ως προς τα θέματα των διαδικτυακών συζητήσεων ειδικότερα, αφορούν στον **πολιτισμό, τη βιωσιμότητα και τις αυθεντικές τοπικές εμπειρίες** **τροφοδοτώντας με θετικές ιστορίες τη φήμη της χώρας**. Ενδεικτικά, καταγράφηκαν θετικές αναφορές για τη γαστρονομία (πχ γαστρονομικές περιηγήσεις στην Αθήνα, Γιορτή Τρούφας στην Καλαμπάκα), για παραδοσιακούς προορισμούς (πχ Παλιά Πόλη της Ξάνθης), για τη φύση (πχ πεζοπορία στην Άνδρο), για την πρόοδο της χώρας σε θέματα βιωσιμότητας (πχ ευρωπαϊκή βράβευση της Τήλου, νέες συνεργασίες με τη Γαλλία και τον Καναδά για την απελευθέρωση δελφινιών σε ένα ελληνικό καταφύγιο στο Αιγαίο Πέλαγο)

Period of analysis: Oct. 1st, 2024 - March 31st, 2025.

- Βάσει της ανάλυσης, **οι διαδικτυακές συζητήσεις που επηρεάζουν αρνητικά τη φήμη της Ελλάδας εξακολουθούν να επικεντρώνονται κυρίως σε περιβαλλοντικά ζητήματα και φυσικά φαινόμενα** (πχ σεισμοί στην Σαντορίνη, πλημμύρες στην Πάρο και τη Μύκονο, έρευνα στον πυθμένα της θάλασσα στο Calypso Deep που αποκάλυψε υψηλά επίπεδα θαλάσσιων απορριμμάτων).

**Με βάση τις αξιολογήσεις σε τουριστικά sites (online travel agents, travel review sites κλπ.), τα κύρια σημεία έχουν ως εξής:**

- **Η αξιολόγηση της εμπειρίας**
  - **Το επίπεδο ικανοποίησης για την Ελλάδα παρέμεινε πολύ υψηλό (9,2)** και υψηλότερο από την βαθμολογία της Ευρώπης συνολικά (8,9).
  - Αν και ο όγκος των αξιολογήσεων μειώθηκε μετά τον Οκτώβριο, **τα επίπεδα ικανοποίησης παρέμειναν υψηλά σε ολόκληρη τη χώρα** – η συντριπτική πλειονότητα των περιφερειών έχει βαθμολογία τουλάχιστον 9,0 -συμπεριλαμβανομένης της Αθήνας, η οποία παρουσίασε σταθερά υψηλή απόδοση (9,2) καθ' όλη τη διάρκεια της χαμηλής περιόδου.
- **Τα επιμέρους συστατικά της εμπειρίας**
  - Οι **πολιτιστικές εμπειρίες** συνέχισαν να έχουν την καλύτερη επίδοση σε εθνικό επίπεδο, με κορυφαία βαθμολογία 9,4, ακολουθούμενες από την εμπειρία στη θάλασσα (9,2) και τη γαστρονομία (9,1).
- **Η τουριστική εμπειρία ανά περιφέρεια**
  - Η **Θεσσαλία (9,5)** βαθμολογήθηκε με την **υψηλότερη συνολική βαθμολογία μεταξύ των Περιφερειών** ξεχωρίζοντας σε όλες τις διαστάσεις της εμπειρίας. Ακολούθησε η **Πελοπόννησος με 9,3**, με ιδιαίτερα υψηλές βαθμολογίες στον πολιτισμό (9,5) και την εμπειρία στη θάλασσα (9,5), ενώ η **Δυτική Μακεδονία (9,4)** ξεπέρασε επίσης τους εθνικούς μέσους όρους, χάρη στη γαστρονομία (9,4) .
  - Η **Αττική (9,2)** και τα **Ιόνια Νησιά (9,2)** βαθμολογούνται στο μέσο όρο της χώρας και σημείωσαν καλές επιδόσεις σε όλους τους δείκτες.
  - Από την ανάλυση προκύπτει ότι οι ταξιδιώτες στην Ελλάδα εκτιμούν πολύ το **ανθρώπινο δυναμικό, δίνοντας εξαιρετική βαθμολογία, περί το 9,5 στο σύνολο της χώρας**. Ειδικότερα, το **Βόρειο Αιγαίο (9,8)**, η **Ήπειρος (9,8)**, η **Δυτική Μακεδονία (9,7)** και η **Θεσσαλία (9,7)** έλαβαν εξαιρετικά υψηλό ποσοστό θετικών κριτικών για τους εργαζόμενους εστιάζοντας στο υψηλό επίπεδο εξυπηρέτησης των πελατών και τη φιλοξενία.
  - Το **Βόρειο Αιγαίο**, παρά τον μικρότερο αριθμό κριτικών, **κατέλαβε την πρώτη θέση στη διάσταση της γαστρονομίας (9,6)**.
  - Η **Στερεά Ελλάδα (8,9)** και η **Δυτική Ελλάδα (9,0)** σημείωσαν συνολικά βαθμολογία κάτω του μέσου όρου, κυρίως λόγω των χαμηλότερων βαθμολογιών στη γαστρονομία.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025.

- Γενικά, καταγράφεται **ικανοποίηση ως προς την αξία των εμπειριών σε σχέση με το κόστος (Value For Money)** αποδίδοντας βαθμολογία στη χώρα 9,2 και μικρές διακυμάνσεις μεταξύ των περιφερειών, με τη χαμηλότερη βαθμολογία να αποδίδεται στην Ανατολική Μακεδονία και τη Θράκη (8,6).
- Ως προς τη **βιωσιμότητα (8,6) και την Υγιεινή (8,2)** καταγράφεται μεγαλύτερη διαφοροποίηση μεταξύ των περιφερειών.
- Όσον αφορά την αντιληπτή βιωσιμότητα, ορισμένες περιφέρειες όπως η Ανατολική Μακεδονία (7,5), οι Κυκλάδες (7,1), η Κρήτη (8,2), τα Δωδεκάνησα (8,5), τα Ιόνια Νησιά (7,9) και η Στερεά Ελλάδα (7,5) σημειώνουν βαθμολογία κάτω από τον εθνικό μέσο όρο. Η Πελοπόννησος (10), ακολουθούμενη από την Αττική (9), έλαβαν τις πιο θετικές αναφορές στα διαδικτυακά σχόλια. Όσον αφορά την υγιεινή, η Πελοπόννησος (7,2) και τα Ιόνια Νησιά (7,2) έλαβαν τον μεγαλύτερο αριθμό αρνητικών αναφορών.
- **Αξιολόγηση της εμπειρίας ανά αγορά**
  - **Οι επισκέπτες από τις Ηνωμένες Πολιτείες και το Ηνωμένο Βασίλειο έδωσαν τις υψηλότερες συνολικές βαθμολογίες, 9,5 και 9,3 αντίστοιχα, ακολουθούμενοι από εκείνους από τη Γερμανία με 8,9, τη Γαλλία με 8,8 και την Ιταλία με 8,8**



# Key Sentiment Indexes

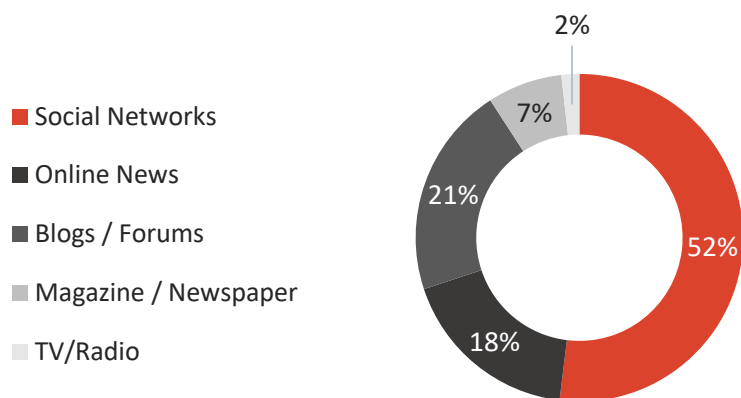
GREECE'S ONLINE SOCIAL REPUTATION

# Sentiment Tracker

METHODOLOGICAL OVERVIEW OF DESTINATION REPUTATION AT LARGE

## Analysing online social data

- The “**sentiment**” reflects the **state of travel brands’ online reputation**. These are seen through **online social conversations at a global level**.
- They are shared by differing **media, consumers, companies, citizens, brands and officials on websites, forums, blogs & social networks**.
- While sentiment is not predictive of travellers’ planning, a **positive e-reputation is essential to generate favourability towards destinations** and travel brands, particularly when choosing a destination.
- From October 2024 to March 2025, **Greece was mentioned 296.6+ in social conversations** in relation to travel, generating **2.7M engagements**, shared by **84.3K+ unique authors** from **200+ countries**.



# Key Sentiment Trends

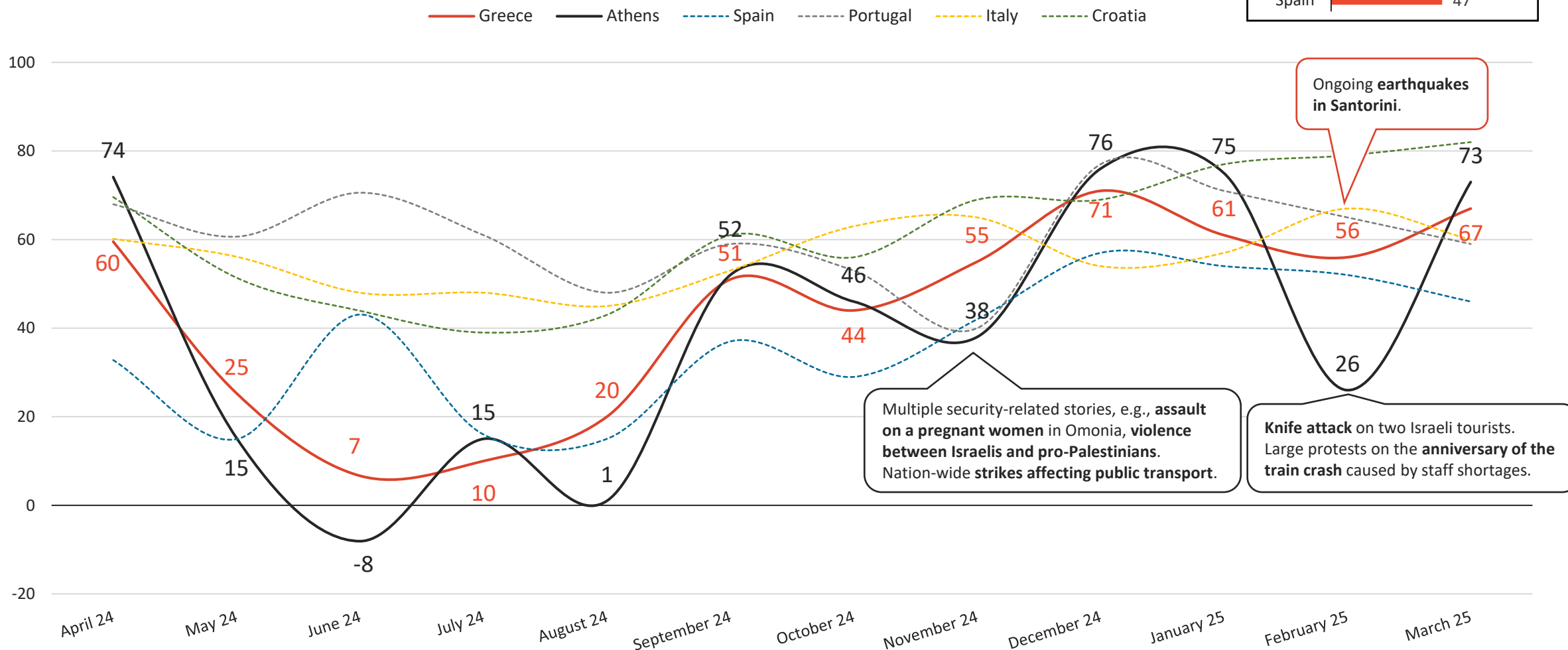
SUMMARY FOR THE PERIOD OF OCTOBER 2024 – MARCH 2025

- Between October 2024 and March 2025, **Greece's Net Sentiment Index** showed steady improvement, rising from 44 in October to a peak of 71 in December, before gradually declining to 56 in February and recovering to 67 in March. **Athens**, by contrast, **experienced greater fluctuation**—declining to 38 in November, climbing to 76 in December, then **dropping sharply to 26 in February before rebounding to 73 in March**. Over this six-month period, **Greece ranks fourth among competitive destinations**, while **Athens places fifth just above Spain**. The most significant drop in February was linked to a series of negative events in Athens and Greece overall, including **earthquakes in Santorini, attacks on tourists in Athens, and protests tied to a train crash anniversary, all of which heightened concerns around safety and stability**.
- **Culture remained the dominant topic in terms of conversation** volume during Q4 2024 – Q1 2025, significantly outpacing all other categories. However, it ranked only **third in net sentiment**. **Gastronomy and Hospitality emerged as the most positively perceived topics**, each achieving a sentiment score of 89, despite **Hospitality generating substantially fewer mentions**. Meanwhile, **Environment showed an upward trend in polarity**—likely influenced by **successful sustainability initiatives such as the waste management on Tilos island**—but continued to hold the lowest sentiment overall.
- Throughout the last six months Greece continued to stand out with a **range of positive online stories on food, culture and natural beauty**. **Food tourism** is on the rise, with **Athen's food tours** offering local favourites like bougatzas and moussaka, and the **Truffle Festival in Kalambaka** drawing large crowds. Beautiful places like Naousa in Paros and Xanthi's Old Town highlight **Greece's traditional charm**, each with its own unique style. Nature lovers are drawn to **quiet spots like Perivoli and Andros, known for hiking, wildlife, and waterfalls**. Greece is also making progress in sustainability, with **Tilos Island winning a European award** and new partnerships forming with France and Canada.
- **Environmental and climate concerns grew in Greece** during Q4 2024 – Q1 2025. In **Santorini, ongoing earthquakes led to evacuations and uncertainty** for its tourism-led economy. **Severe storms and flooding on Paros and Mykonos** caused **infrastructure damage** ahead of the travel season. Deep-sea research in **Calypso Deep revealed high levels of marine litter**, while a plan to fill hotel pools with seawater sparked concerns over increased coastal pollution.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025.

# Net Sentiment Index

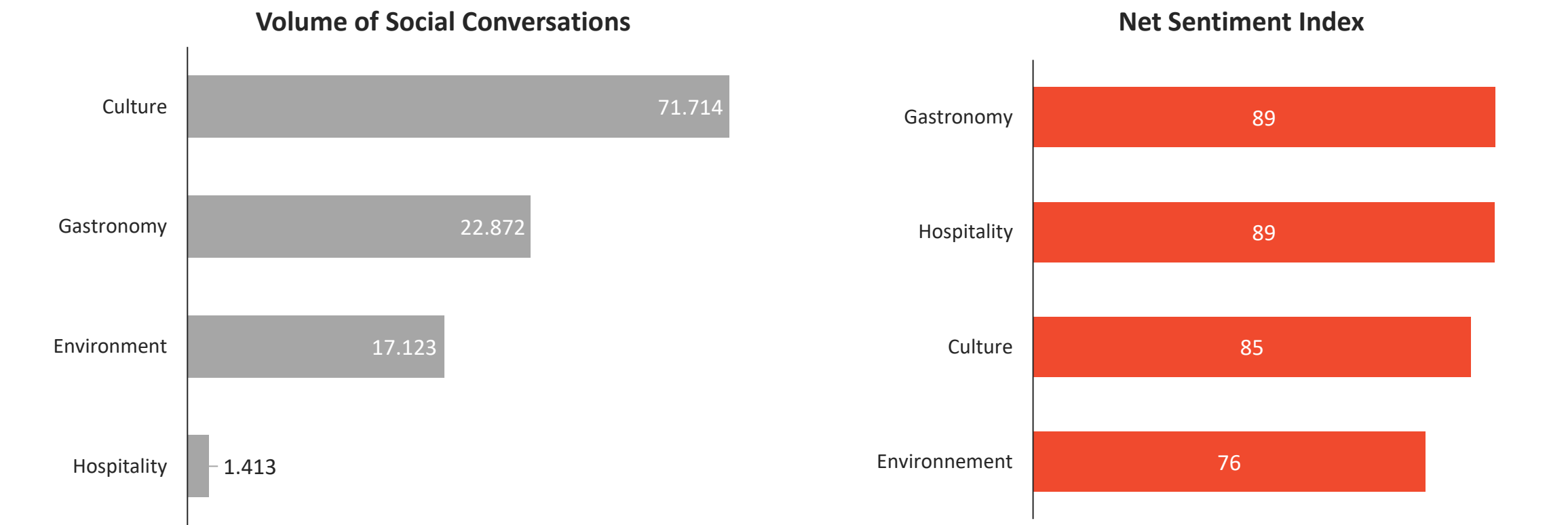
TRENDS FOR GREECE'S ONLINE REPUTATION



# Reputation Topics

## TRENDS FOR GREECE’S ONLINE REPUTATION

Between Q4 2024 and Q1 2025, **culture generated the highest volume of social conversations** by a significant margin, far surpassing other topics. Despite the dominance in volume, it ranked **third in terms of net sentiment**. **Gastronomy and hospitality were the most positively viewed topics**, with both scoring a high sentiment rating of 89, even though **hospitality was mentioned significantly less**. Although the **environment category** showed an **upward trend in polarity**—likely driven by Greece’s successful initiatives such as the waste management system on Tilos Island—it still **recorded the lowest overall sentiment index**.



Period of analysis: Oct. 1st, 2024 - March 31st, 2025.

# Positive Sentiment Drivers

## STORIES FUELING GREECE'S SOCIAL REPUTATION

Conversations about Greece regarding tourism **spotlighted culture, sustainability, and authentic local experiences**. Culinary tourism is thriving, with **food tours in Athens** and the **Truffle Festival in Kalambaka** drawing visitor interest. Destinations like **Perivoli in the Pindos mountains** and **Andros Island** stood out for their **natural beauty**, while **Naousa in Paros** and **Xanthi's Old Town** offer charming streets to stroll down. Seasonal moments such as **Christmas in Athens** and **Greek Independence Day** added to the cultural appeal. **International partnerships**, including a tourism deal with Canada and a dolphin sanctuary initiative with France, show **growing sustainability efforts**.


### Examples of reputation drivers


- Experience **authentic Greek cuisine** on an **Athens food tour**, featuring local cheeses, bougatza, moussaka, and mezze with raki.
- **The Truffle Festival in Kalambaka, Greece**, attracted thousands with food, seminars, and music, celebrating the country's growing truffle hunting scene.
- Exploring **Athens during Christmas, where the city's ancient streets are beautifully lit up** with festive lights and decorations
- **Xanthi's Old Town, famed for its unique architecture**, blends Byzantine churches, Ottoman mosques, neoclassical mansions, and colourful streets.
- **Naousa, Paros, enchants with its whitewashed houses**, narrow alleys, and vibrant bougainvillea, showcasing **classic Cycladic charm**.
- Highlighting the **Greek hospitality, residents and store owners alike offer friendly tips** and helpful guidance to visitors.
- Nicknamed **"The Authentic"**, the **Athens Marathon follows the original route of Pheidippides** from the town of Marathon to Panathenaic Stadium.
- The **Greek Independence Day filled the streets with parades**, traditional costumes and patriotic pride nationwide in March.
- Greece ranks among the **world's most beautiful countries for 2024** by U.S. News & World Report, celebrated for its islands, history, and diverse landscapes.
- **Corfu as one of the best places to retire** due to its natural beauty, warm community, affordable living and access to quality healthcare
- **Perivoli, a Vlach village in the Pindos mountains, offers stunning views**, rare wildlife, and tranquility in the heart of Valia Kalda National Park.
- **The Greek island Andros features swimming under waterfalls, 240 km of markets trails** to hike and dining in the charming island town Chora.
- **Tilos Island won a European award for "Supporting Sustainable Transition" due to its innovative waste management** and community-led sustainability efforts.
- Greece and France are collaborating to relocate captured dolphins to a nearly completed **Greek sanctuary in the Aegean Sea**
- **Canada and Greece sign a tourism agreement to boost travel**, share climate-friendly practices, and strengthen ties beyond the U.S. market.
- **Porto Heli boasts multiple luxury destination with villas**, vibrant nightlife, and easy access to nearby islands and historic sites.


Period of analysis: Oct. 1st, 2024 - March 31st, 2025.


# Illustrative Social Posts


STORIES REFLECTING POSITIVE SENTIMENT


**Only eating street food for a full day in Greece! #foodie #greece #greekfood #eating #shorts #travel**  
KarissaEats shared a short  
  
published on 27/10/24 at 00:32 | YouTube | United States | youtube.com


**The Art of Truffle Hunting: Reviving Greece's Ancient Delicacy**  
philip chrysopoulos created a post  
  
...ancient Greece The truffle in ancient Greece was called "Hydnon." Philosophers, historians, and travelers have praised the... a very short distance from Kalamitika, visitors can enjoy a unique truffle hunt. The area of Meteora is ideal for truffle...  
published on 16/10/24 at 12:11 | Online News Other | United States | greekreporter.com


**Greece Ελλάς Grecia @GreekPictures shared a video**  
  
Strolling through #Athens, where ancient streets glow with the magic of #Christmas, turning history into a festival of light and wonder. [travellingwithgiannis.pin.x.com/KHwIwAIdc](https://travellingwithgiannis.pin.x.com/KHwIwAIdc)  
published on 02/12/24 at 20:41 | Twitter | Greece | twitter.com

**The Old Town of Xanthi: An Architectural Jewel in Greece**  
tasos kokkinidis created a post  
  
...hosts a rich natural environment. The Old Town of Xanthi is known throughout Greece for its distinctive architecture... area. Wandering through these streets, visitors can admire the well-preserved architecture and discover hidden...  
published on 05/11/24 at 12:23 | Online News Other | United States | greekreporter.com

**Architecture & Design created a post**  
  
Streets of Naousa, Paros, Greece 🇬🇷 Photos by: @kyrenian [IG] #archdesign #architecture #design #travel #photography #greece  
published on 25/03/25 at 12:30 | Facebook | Greece | facebook.com

**Bikepacking Trip nach Peloponnese, Greece**  
felchimmer shared an image  
  
From Kalamata to Nafplio Absolutely stunning landscapes, amazingly friendly locals, and food that must surely be prepared for Greek gods and goddesses. 6 days, 382 km, 5820 m altitude. 80 % paved coastal roads (little to no traffic this...  
published on 27/10/24 at 07:37 | Reddit | United States | bikepacking

**Athens Gears Up for the 41st Authentic Marathon**  
  
Bill Kouras created a post  
...information on road traffic regulations is available here. Athens marathon, athletics, , marathon, running, sports event, Tourism...  
published on 08/11/24 at 13:47 | Blogs | United States | greekcitytimes.com

**Commemorating March 25, Greek Independence Day**  
  
Bill Giannopoulos created a post  
...unite in celebration of Greek Independence Day, a national holiday in Greece that resonates deeply with the Greek diaspora... Today marks the 204th anniversary of Greek Independence Day, observed on March 23, 2025 (as the current date aligns with...  
published on 24/03/25 at 05:11 | Blogs | Australia | greekcitytimes.com

Period of analysis: Oct. 1st, 2024 - March 31st, 2025.

# Illustrative Social Posts

STORIES REFLECTING POSITIVE SENTIMENT

## Greece Crowned the World's Most Beautiful Country






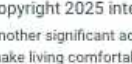
tasos kokkinidis created a post

...science, the arts, social sciences and **cuisine**. **Greece** gave birth to drama and the theatre, as well as disciplines such as ... that have the potential to drive trade, **travel** and investment, and can directly affect national economies. The 2024 analysis...

published on 20/12/24 at 14:10 | Online News Other | United States | greekreporter.com

## Best Places to Retire in 2025: The Annual Global Retirement Index






copyright 2025 international living created a post

Another significant advantage of living here is the affordable cost of living. Outside of popular **tourist** spots like **Athens** and Santorini, places like Corfu make living comfortably on a modest budget entirely possible. For example, I spend around...

## Petros found his paradise in one of the largest Vlach villages





δημήτρης κυριαζής created a post

...bears, roe deer, wild goats and more. The **visitor** can enjoy swimming in its cold but wonderful waters... People are increasingly choosing mountain **holidays**, as well as being active in the beautiful and unique... translated by google 

published on 26/10/24 at 06:58 | Online News Other | Greece | www.lifo.gr

## Amazing Destinations To Visit In Your 50s



senior reporter, huffpost life created a post

"From fragrant curries to fresh seafood and famous Ceylon tea, every meal is a delight. The **friendly locals** make the experience even better, **welcoming** visitors with genuine warmth. For a more relaxed pace, explore ancient temples, lush tea...

published on 17/02/25 at 11:45 | Online News Other | United States | www.huffpost.com

## Greece's Tilos Wins Top European Prize for Sustainability







Tasos Kokkinidis created a post

**Greece's** island of Tilos has become a symbol of **sustainability** for the whole of Europe, winning the ... commended by the jury. **Sustainability** victory of Tilos "belongs to all of **Greece**" Receiving the award, Mayor Maria Kamma...

published on 21/11/24 at 12:25 | Online News Other | United States | greekreporter.com

## France Steps in to Boost Greece's Innovative Dolphin Sanctuary





filio kontrafourti created a post

...the **Environment** and Energy in early March 2025.) In a question by Greek Reporter to **Greece's** Ministry of the **Environment** ... **Greece's** PASOK socialist party (Manolis Christodoulakis, Manolis Chnaris and Giorgos Nikitiadis) put a question in **Greece's**...

published on 17/03/25 at 09:01 | Online News Other | United States | greekreporter.com


## CTV News @CTVNews shared a link

Canada and **Greece** sign memorandum of understanding on **tourism** between the countries [ctvnews.ca/politics/artic...](https://ctvnews.ca/politics/artic...)

published on 15/03/25 at 19:20 | Twitter | Canada | twitter.com

## World Luxury News shared an image





...traditional charm have attracted luxury **tourism** and real estate developments, making Porto Heli an ideal setting for a luxurious retreat. Porto Heli is well-connected to **Athens** via a two and half-hour drive, a short helicopter ride, daily ferry, or...

published on 06/12/24 at 08:24 | Facebook | United States | facebook.com

Period of analysis: Oct. 1st, 2024 - March 31st, 2025.

# Negative Sentiment Drivers

## GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

Negative stories continue to centre around environmental and security issues in Greece. **Santorini's prolonged earthquakes** led to mass evacuations and raised concerns for the future of its tourism. **Severe storms and flooding caused damage to infrastructure**, particularly on Paros and Mykonos. Security concerns also emerged, with two **Israeli tourists attacked in Athens**. Environmental issues were highlighted as **Calypso Deep revealed alarming levels of deep-sea litter**, while Greece's plan to **fill hotel pools with seawater** raised fears of pollution.

### Examples of reputation drivers

- Santorini experienced **prolonged earthquakes, leading to mass evacuations** and raising concerns about the future of the island's tourism industry.
- **Severe storms and flooding hit Greek islands**, particularly Paros and Mykonos causing significant infrastructure damage and disruptions.
- Two **Israeli tourists were attacked in Athens** after speaking Hebrew and displaying Star of David necklaces.
- **Calypso Deep**, the Mediterranean's deepest point, revealed one of the **highest concentrations of deep-sea litter ever recorded**, raising concerns about ocean pollution.
- Greece's proposal to **fill hotel pools with seawater amid ongoing drought conditions** is feared to **contribute to seawater pollution**.
- **Large protests on the two-year anniversary of a deadly train crash caused by staff shortages**.
- A **nationwide 24-hour strike demanding "dignified wages"** disrupted public and private sectors, including public transport, train services, and island ferries.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025.

# Illustrative Social Posts

STORIES REFLECTING **NEGATIVE** SENTIMENT

## Greece Declares Emergency Over Flood of Dead Fish | ISH News



...affect the already poor **tourism** in **Greece**. According to the reports, **Tourism** in Volos city & Thessaly region has dropped by ... after the severe drop in commercial **tourism** activities. **Greece's** public prosecutor has launched an investigation into the...

English  
BREAKING NEWS  
Greece Declares  
Emergency Over Flood of Dead Fish(ISH)

published on 09/09/24 at 12:06 | YouTube | [inlita](#) | [youtube.com](#)

## How serious are the wildfires near Athens, Greece? | Weather News



...the **fire** had damaged around 10,000 hectares (24,700 acres) of land. Local newspaper Proto Thema also said that the **fire** had ... change **travel** safety warnings. So far, no airlines have reported cancellations of planned flights to **Greece**. Have other...

VARNAVAS  
GREECE  
MARATHON  
NEA PENTELI  
VRISSIA  
PATAMA  
ATHENS

published on 13/08/24 at 14:41 | TV/Radio | [Data](#) | [www.aljazeera.com](#)



Drought latest: southeastern Europe now facing existential-level desertification. Reports from Crete, the Peloponnese, Sicily, Morocco, Libya and southern Spain that water is actually running out in reservoirs. Cyprus is so desperate it is importing water from **Greece** in gas-guzzling tankers for its consumption. Without water there is: No food, No economy, No human civilisation. Welcome to your

living conditions. **No tourists**, **No economy**, **No human civilisation**. Welcome to your **#foodapocalypse** and **#ClimateCrisis**

published on 03/08/24 at 17:58 | Twitter | [Greece](#) | [twitter.com](#)

## Greece: Two Muslim migrants attempt to rape Dutch tourist in front of her boyfriend - jihadwatch.org/2024/08/greece...

published on 25/08/24 at 18:01 | Twitter | United States | [twitter.com](#)

## Israeli attacked in Greece, assailants flee after seeing his cross

...Nazareth, was attacked by three individuals in **Greece** on Wednesday after they suspected him of being a Jewish Israeli. Qubati, an Arab-Christian **traveling** with relatives, suffered injuries to his jaw and head. >"Fahad returned to the place where he...

published on 21/07/24 at 19:48 | Reddit | United States | [worldnews](#)

## Disbelief in Greece as terrified tourists are told to disembark from ferry into the SEA...



francine wolfisz created a post

Disbelief in **Greece** as terrified **tourists** are told to disembark from ferry into the SEA and wade through...

published on 12/07/24 at 21:12 | Newspaper | United Kingdom | [www.dailymail.co.uk](#)

Period of analysis: Oct. 1st, 2024 - March 31st, 2025.



# Experience Reputation

GREECE'S VISITOR EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS

# Ratings & Reviews

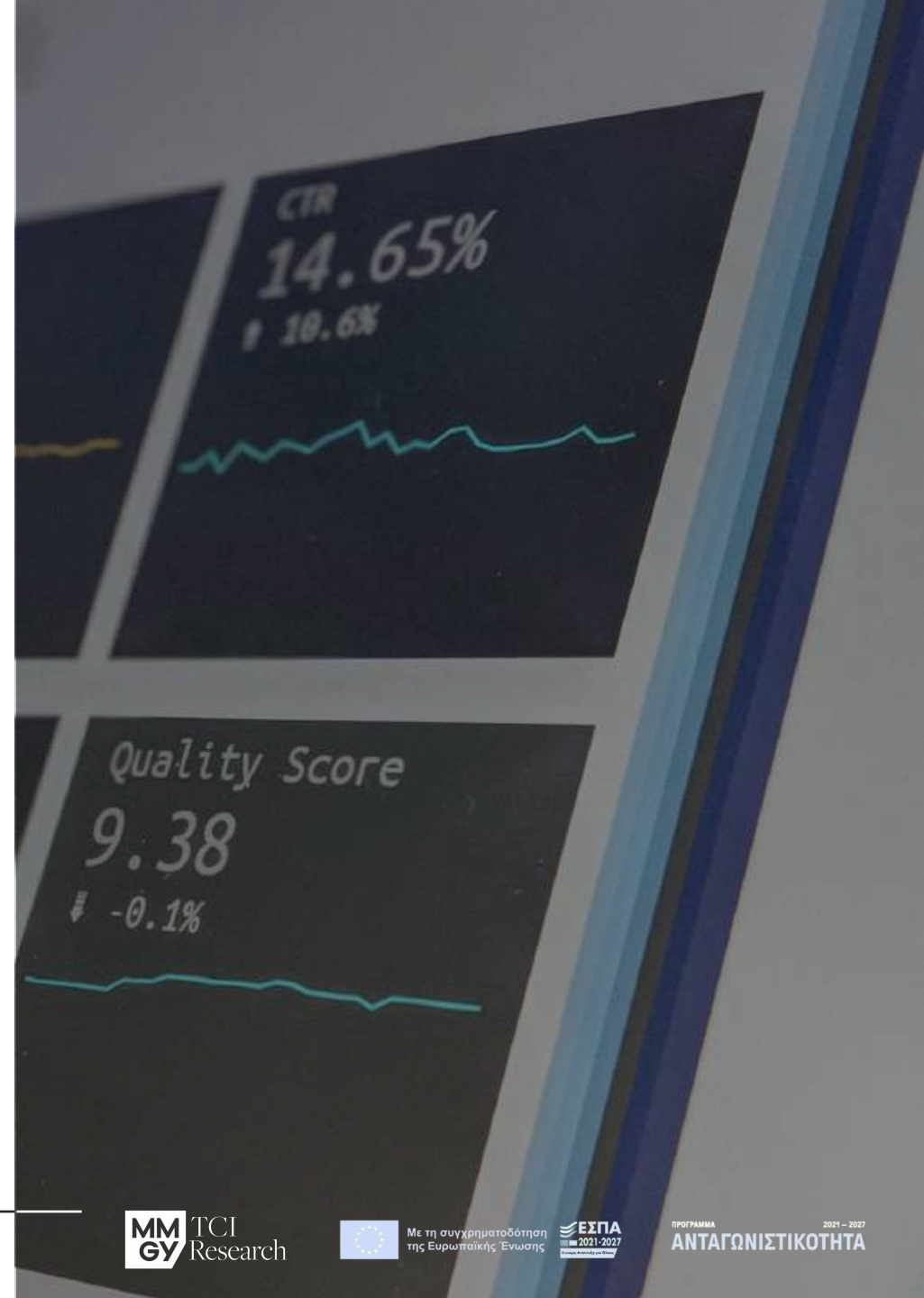
## METHODOLOGICAL OVERVIEW

### Consolidating ratings and reviews

- TRAVELSAT® Pulse uses a solid **aggregation methodology to consolidate reviews**, both **numerical scores** and **written feedback**, from sources that cater to different aspects of the tourism ecosystem. It should be noted that not all ratings can be associated with specific markets.
- The platform presents all scores through a **consolidated scale of 0-10**. These have been **converted from their original source** and are **weighted to adjust the significance** that each source score has. Analyses are carried out across verticals, markets and guest profiles.

### Sentiment analysis technology

- Beyond structured ratings, **written reviews are also analysed using the most developed sentiment lexicon**. This allows for an analysis of **positive and negative deflections by keywords** by sub-category and guest profile.
- The AI semantic engine **covers 16 languages**: *Arabic, Russian, Polish, Portuguese, Swedish, Norwegian, Danish, English, French, German, Dutch, Spanish, Italian, Finnish, Simplified Chinese, and Turkish*. However, **ratings and reviews are collected for all sourcing markets** sharing their experience on the rating platforms.



# Scope of Analysis

DEFINING GREECE’S TOURISM ECOSYSTEM

## Sources connected to TRAVELSAT® Pulse

- The sources range from search engines with a review function, such as Google, to complete online travel agencies, like Trip Advisor and Booking.com. Currently having **45 sources connected**<sup>1</sup>, 95% of all experience-based data available online is analysed.
- All rating platforms collect **global data on the same KPIs**, ensuring **accuracy when comparing to other destinations**. Benchmarking data is therefore be based on the largest Hospitality Datasets available.

## Sample definition & analysis period

- A **sample of 1500 properties** in Greece was randomly selected from its full Trip Advisor inventory to create a **representative picture of Greece’s tourism ecosystem**.
- The current report analyses the fourth quarter of 2024 and first quarter of 2025, ranging from **October 1<sup>st</sup>, 2024, to March 31<sup>st</sup>, 2025**.

## Reviews Corpus Analysed

Verticals	Reviews Count Greece (01/10/2024 to 31/03/2025)	Reviews Count Benchmark (01/10/2024 to 31/03/2025)
Attractions	124,885	7,783,264
Restaurants	81,970	15,229,724
Total Sample	206,855	23,012,988

**Note:** The benchmark is composed of several representative European destinations.

# Key Visitor Experience Trends

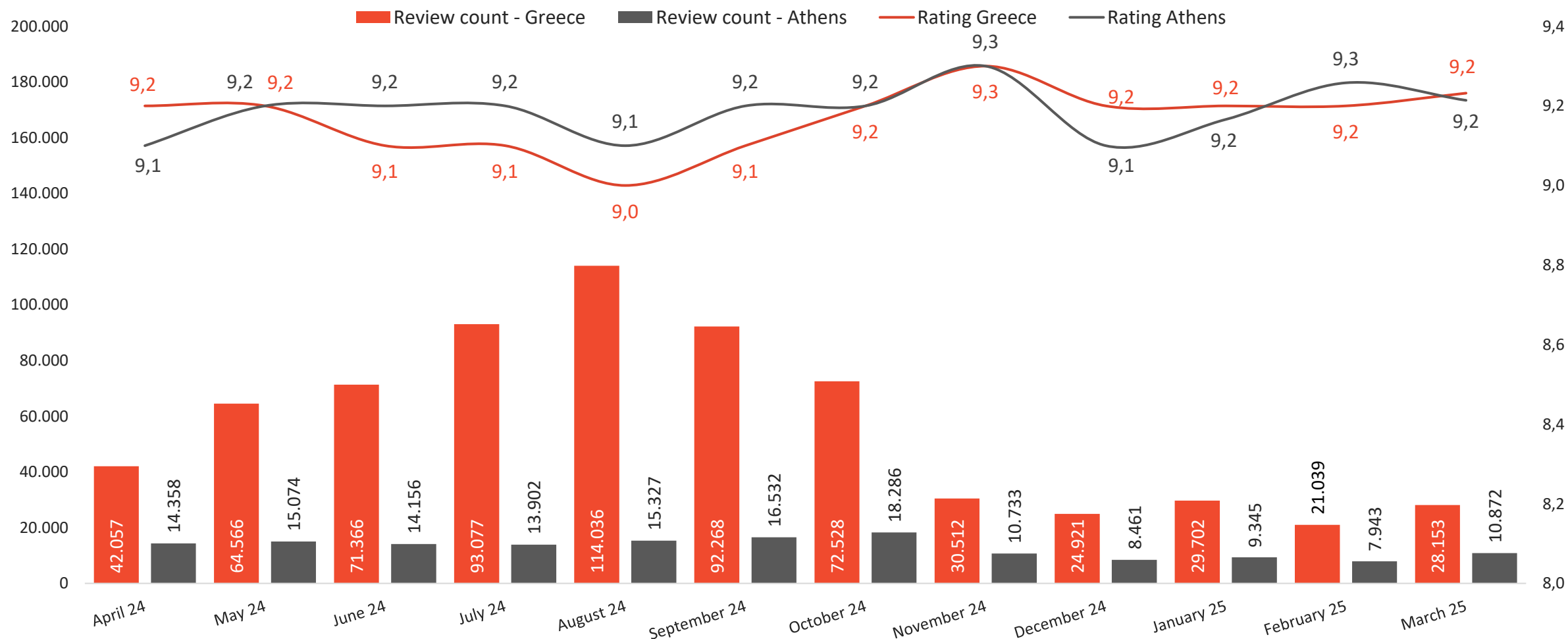
SUMMARY FOR THE PERIOD OF OCTOBER 2024 – MARCH 2025

- Greece maintained a **strong overall rating of 9.2, consistently exceeding the European benchmark of 8.9** between October 2024 and March 2025. While **review volumes declined seasonally after October**, satisfaction levels remained high across the country, including in Athens, which held a **stable performance throughout the off-season**.
- **Cultural experiences** continued to perform strongest nationally, with a top rating of 9.4, followed closely by Sea (9.2) and Food & Beverage (9.1). **Thessaly stood out with the highest overall regional rating (9.5)**, excelling in all categories. Peloponnese followed closely at 9.3, with particularly strong ratings in Culture and Sea, while West Macedonia also exceeded national averages driven by the food & beverage category.
- **Personnel remained the most positively mentioned theme in written reviews**, achieving a sentiment score of 9.5 across nearly all regions. In particular, **North Aegean (9.8), Epirus (9.8), West Macedonia (9.7) and Thessaly (9.7)** received an exceptionally high share of positive reviews praising their dedication to customer service and hospitality.
- **Value for Money followed with a consistent 9.2** with small variations across regions, notably lowest in East Macedonia and Thrace (8.6). **Sustainable Travel and Hygiene showed more variability**, with some regions like North Aegean, East Macedonia, Cyclades, Crete, Dodecanese, Ionian Islands and Central Greece scoring below the national average on perceived sustainability.
- **Regionally, Attica and the Ionian Islands aligned with national trends and scored well across all indicators**, while **Epirus** distinguished itself through **exceptionally high sentiment on Personnel (9.8) and Hygiene (8.8)**. **North Aegean**, despite a lower review count, led in **Food & Beverage (9.6)**. Central Greece and West Greece scored below average overall, mostly due to lower food ratings, respectively.
- The **United States and the United Kingdom show the strongest satisfaction overall in terms of scores**, both rating Greece above 9.0. **Thessaly, as the region with the overall highest rating, received the highest score from Croatia, the United States, Poland, Hungary and Germany** in that respective order.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025.

# Overall Experience Reputation

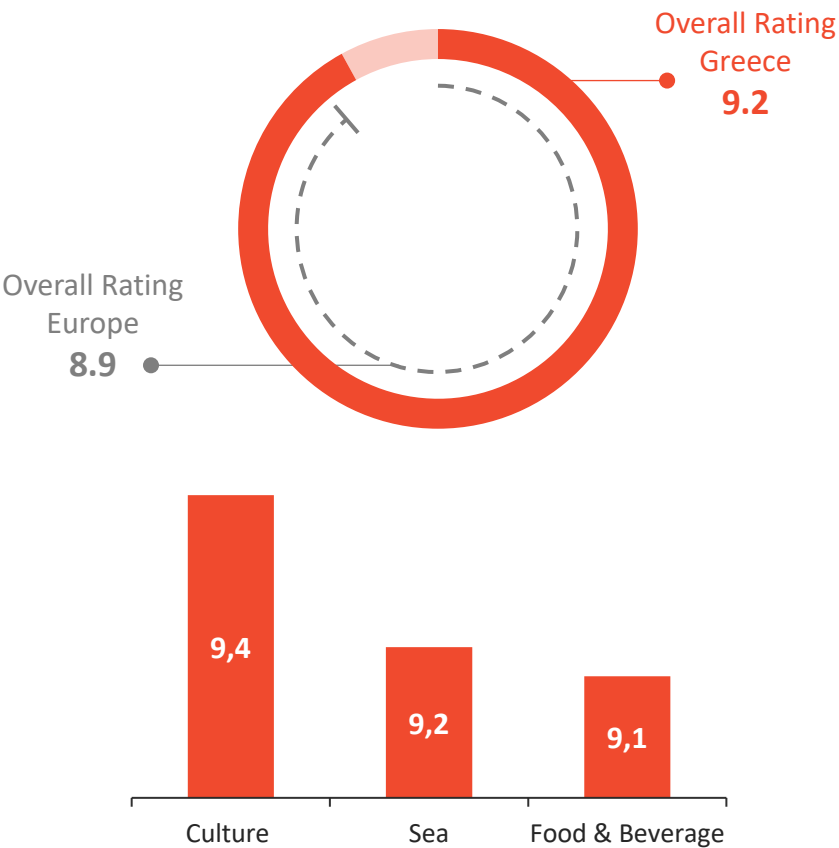
MONTHLY BREAKDOWN OF REVIEW VOLUME & OVERALL RATING FOR RESTAURANTS, BARS & ATTRACTIONS



**Note:** Data presented here stems from numerical ratings.

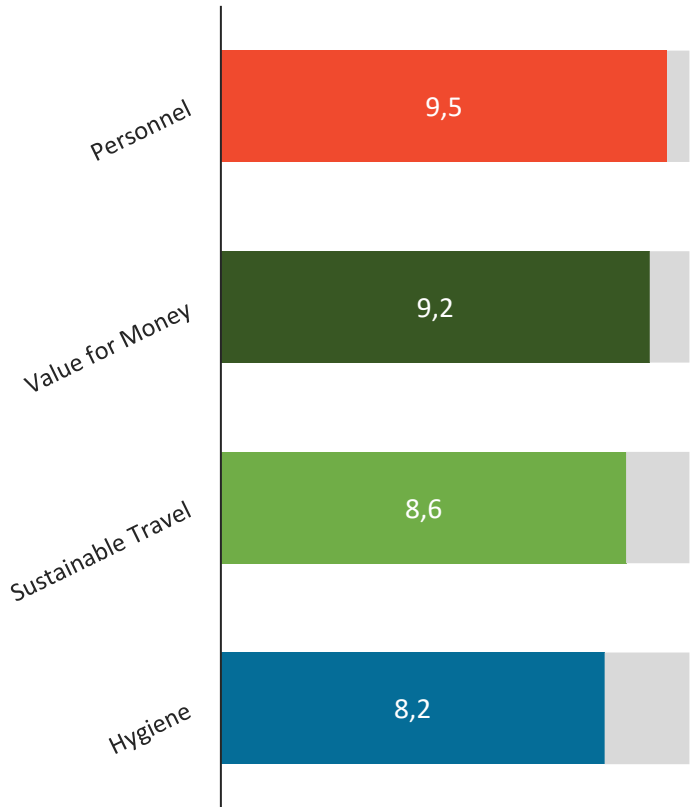
# Greece Overall

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN GREECE



**Note:** Data presented here stems from numerical ratings.

## Sentiment Scores



**Note:** Data presented here stems from written reviews.



## Rating per Market

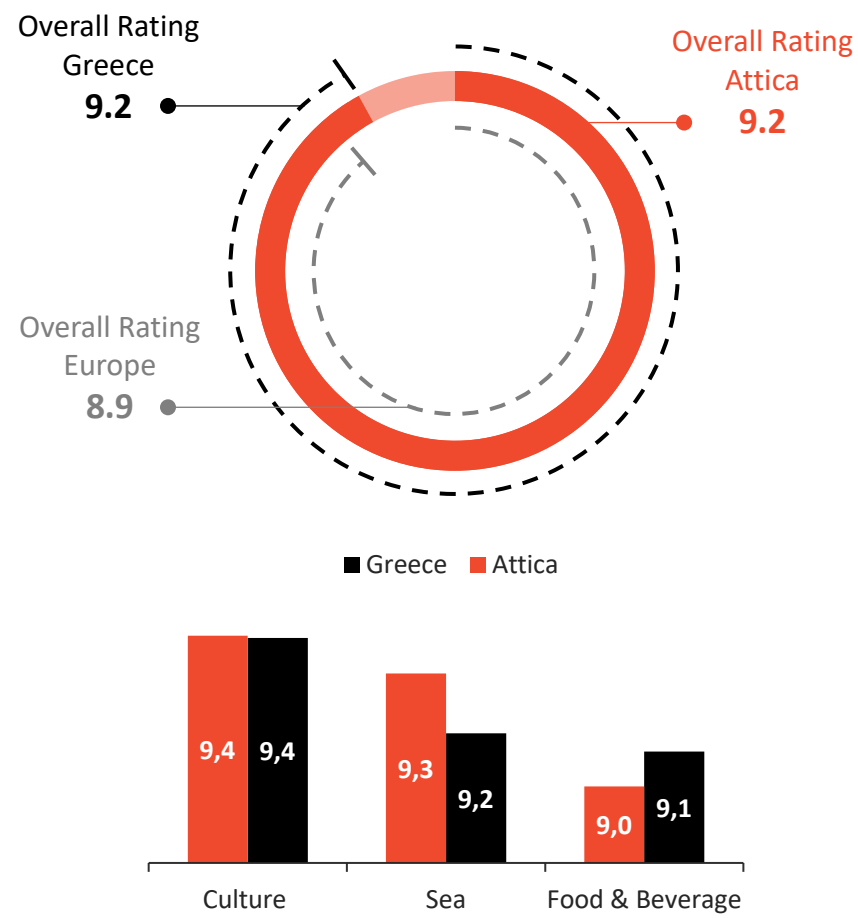
Market	Rating	Review Volume
United States	9.5	3,055
United Kingdom	9.3	3,245
Germany	8.9	1,785
France	8.8	1,594
Italy	8.8	1,178
Greece	8.9	1,202

**Note:** Data presented here stems from numerical ratings.  
The markets reported are based on review count.

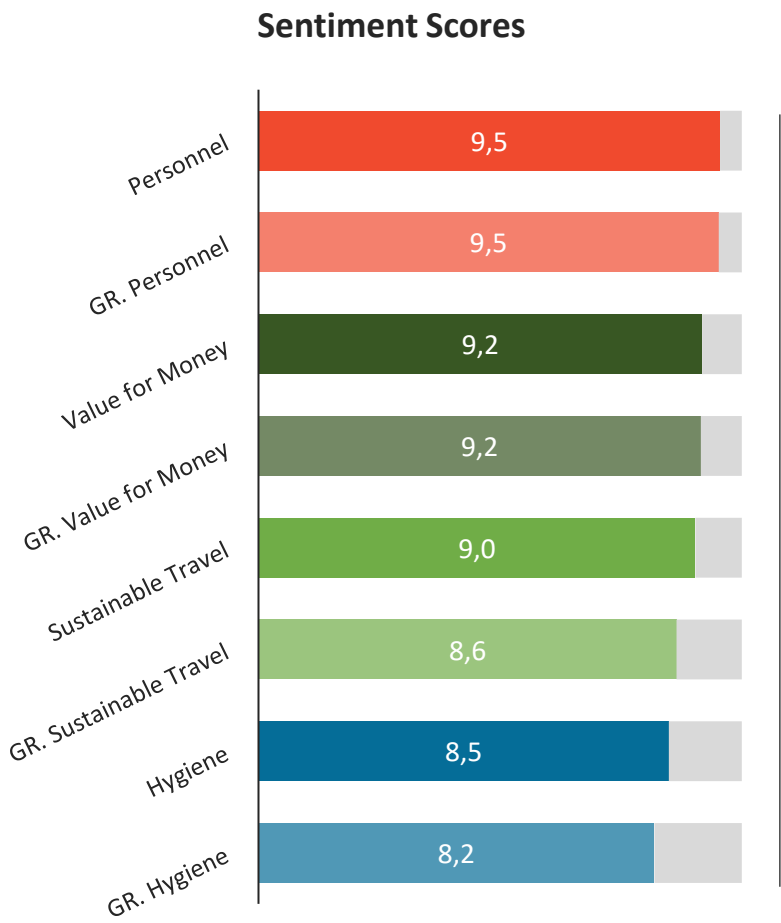
**Period of analysis:** Oct. 1st, 2024 - March 31st, 2025. **Review Count:** 206,855

# Attica

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



## Rating per Market

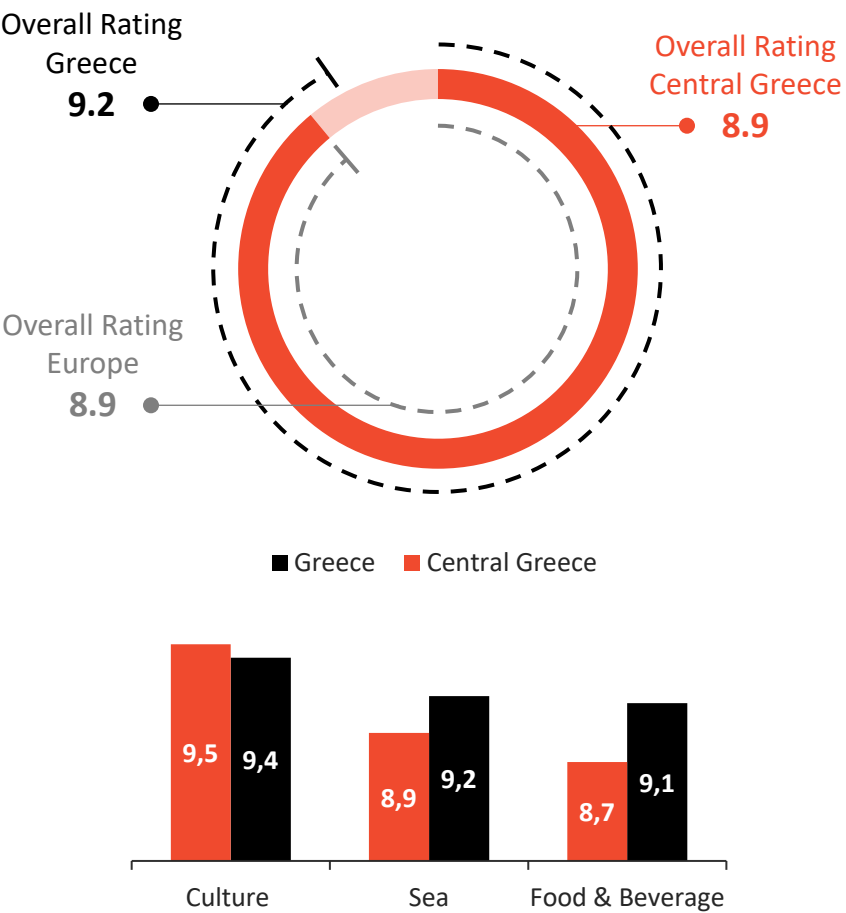
Market	Rating	Review Volume
United States	9.5	2,239
United Kingdom	9.4	1,503
Italy	8.8	722
Germany	8.8	811
France	8.7	861
Greece	8.6	288

Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025. Review Count: 82,772

# Central Greece

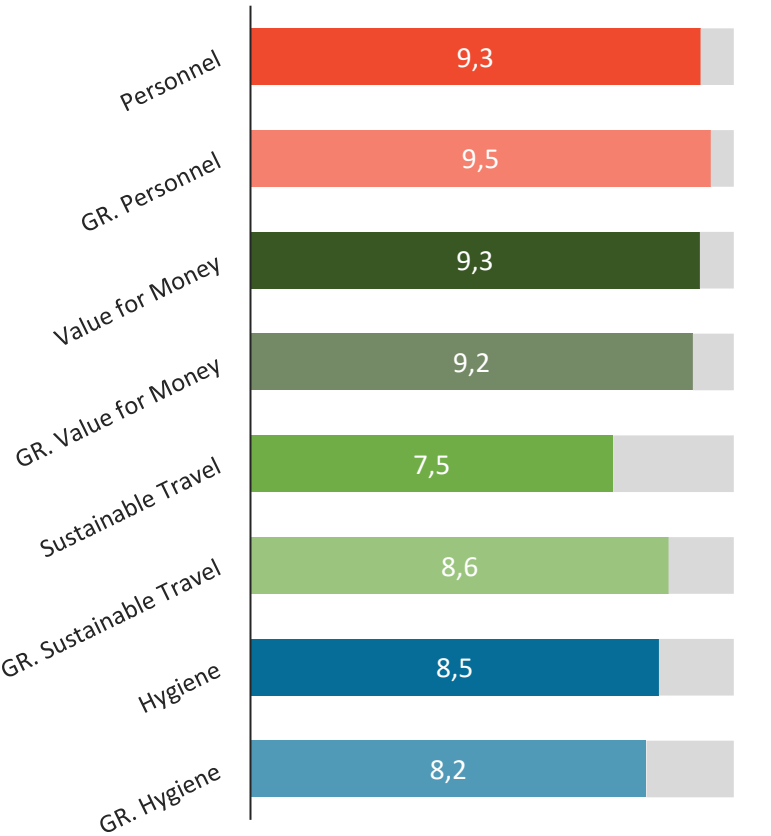
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



**Note:** Data presented here stems from numerical ratings.

**Period of analysis:** Oct. 1st, 2024 - March 31st, 2025. **Review Count:** 3,915

## Sentiment Scores



**Note:** Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



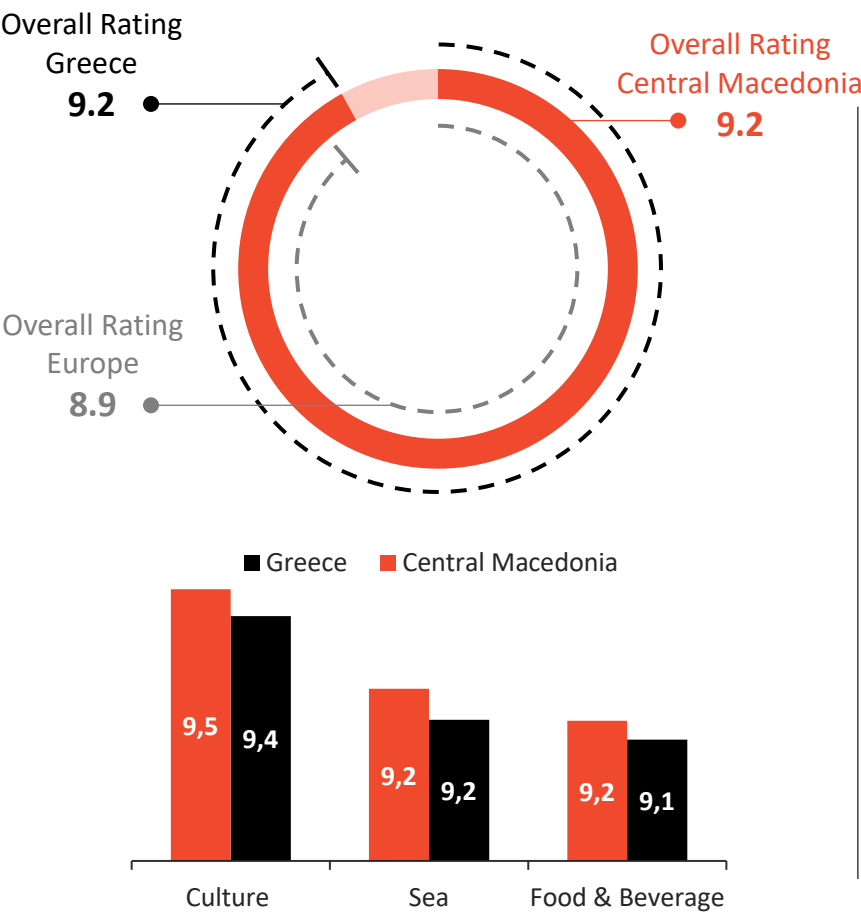
## Rating per Market

Market	Rating	Review Volume
United Kingdom	9.7	34
United States	9.5	60
France	9.5	31

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

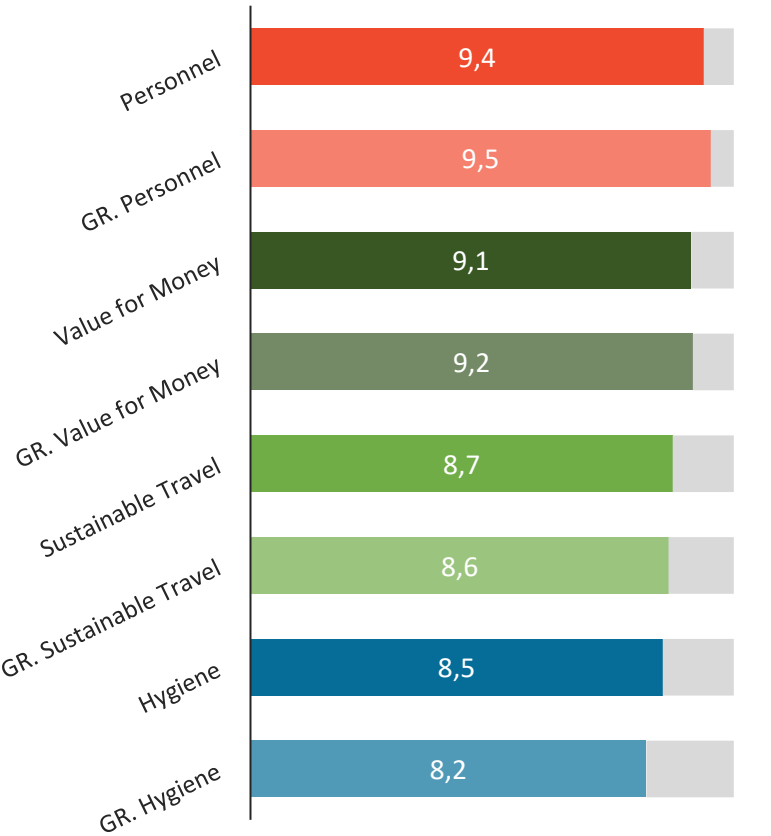
# Central Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL MACEDONIA



Note: Data presented here stems from numerical ratings.

## Sentiment Scores



Note: Data presented here stems from written reviews.



## Rating per Market

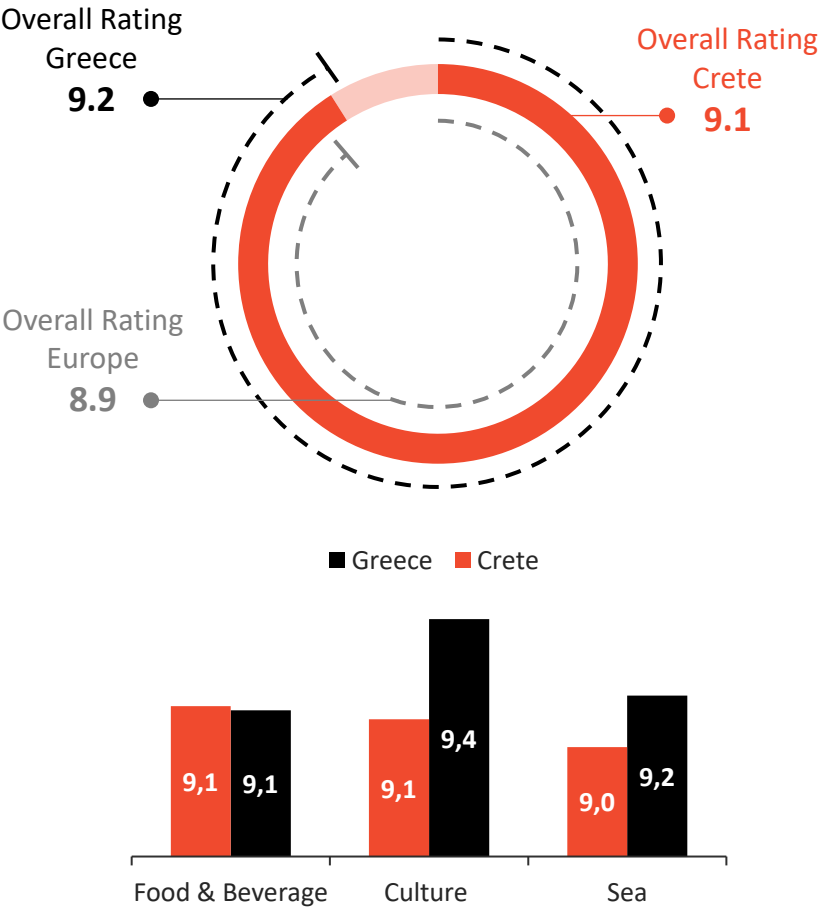
Market	Rating	Review Volume
Germany	9.1	183
United Kingdom	9.1	81
Turkey	8.6	78
Cyprus	8.6	81
Italy	8.5	60
Greece	8.9	325

Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025. Review Count: 40,391

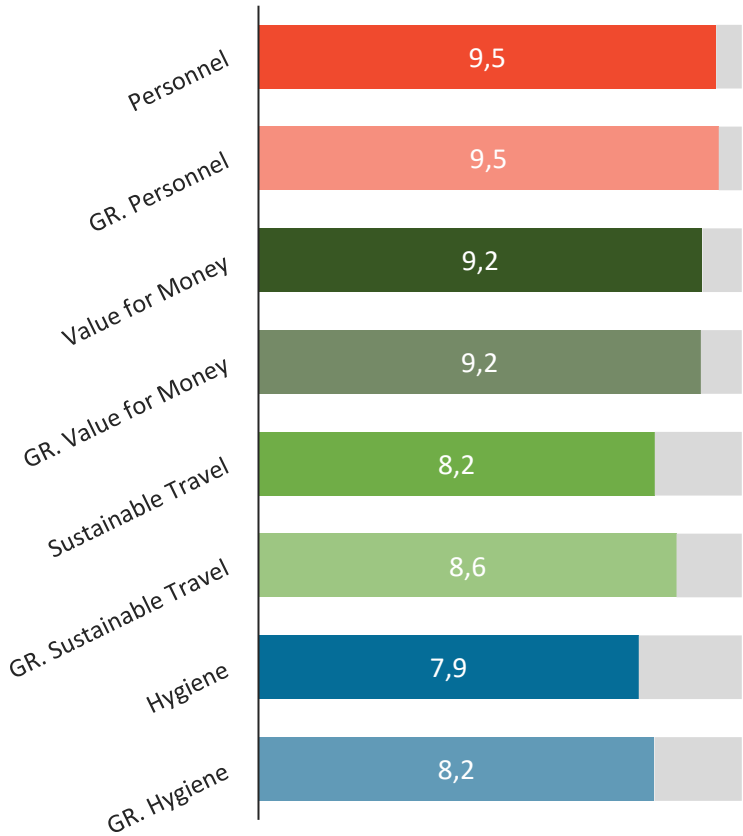
# Crete

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CRETE



Note: Data presented here stems from numerical ratings.

## Sentiment Scores



Note: Data presented here stems from written reviews.



## Rating per Market

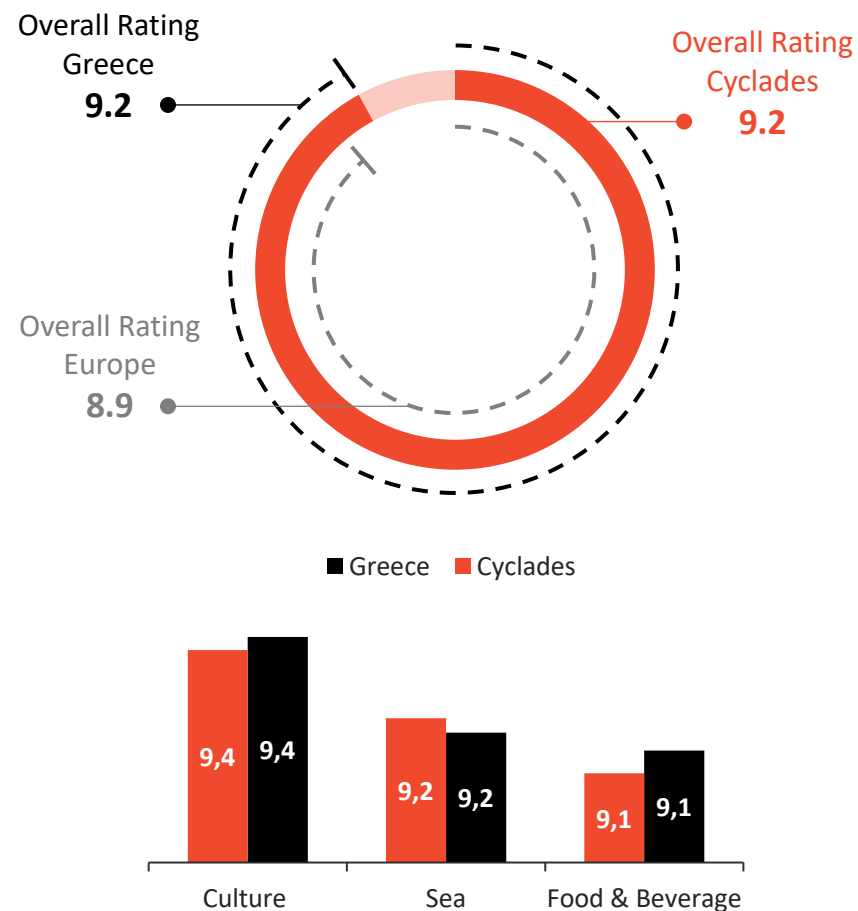
Market	Rating	Review Volume
United States	9.2	94
United Kingdom	9.0	361
The Netherlands	8.9	73
France	8.8	286
Germany	8.7	238
Greece	9.1	134

Note: Data presented here stems from numerical ratings.  
The markets reported are based on review count.

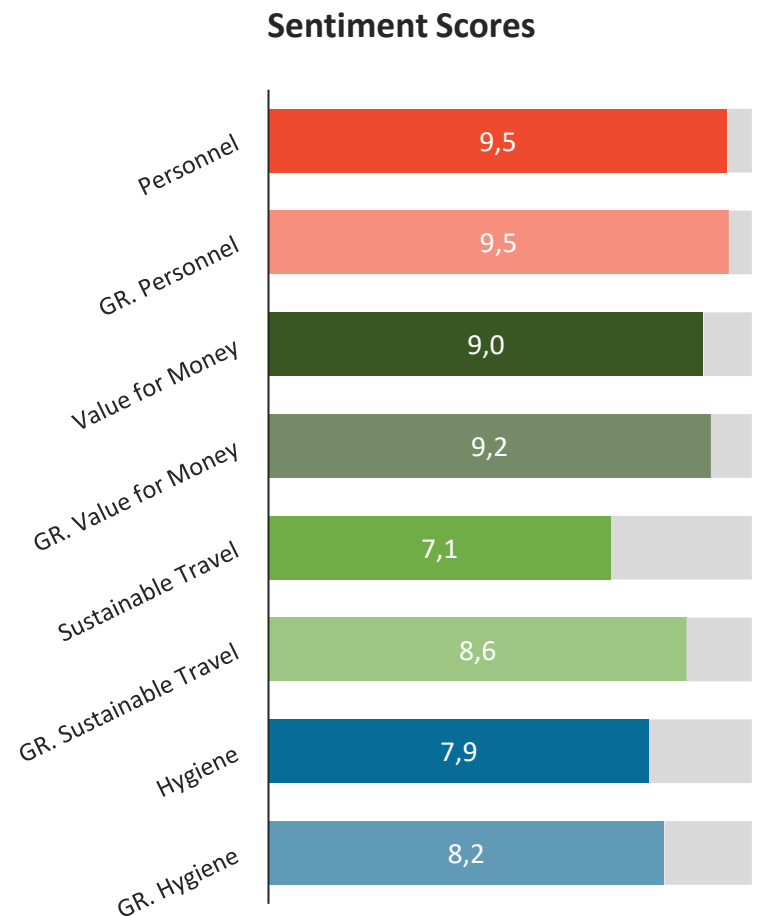
Period of analysis: Oct. 1st, 2024 - March 31st, 2025. Review Count: 22,578

# Cyclades

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CYCLADES



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



### Rating per Market

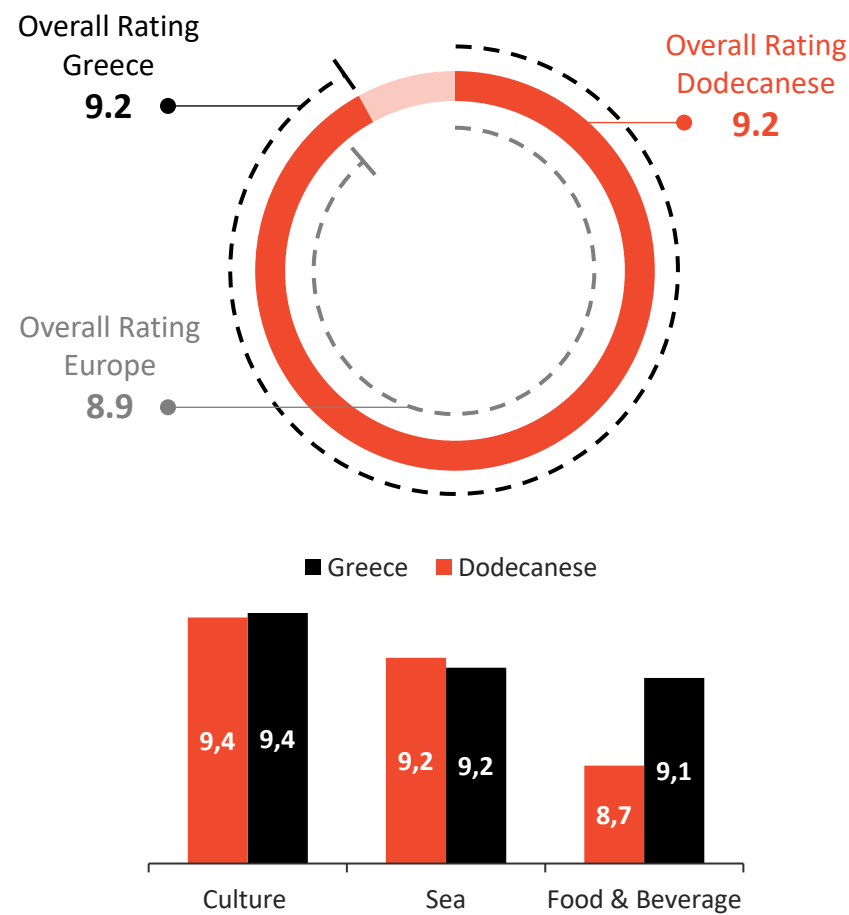
Market	Rating	Review Volume
United Kingdom	9.4	272
Canada	9.4	89
United States	9.4	338
Australia	9.3	73
France	9.0	151
Greece	9.2	34

Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

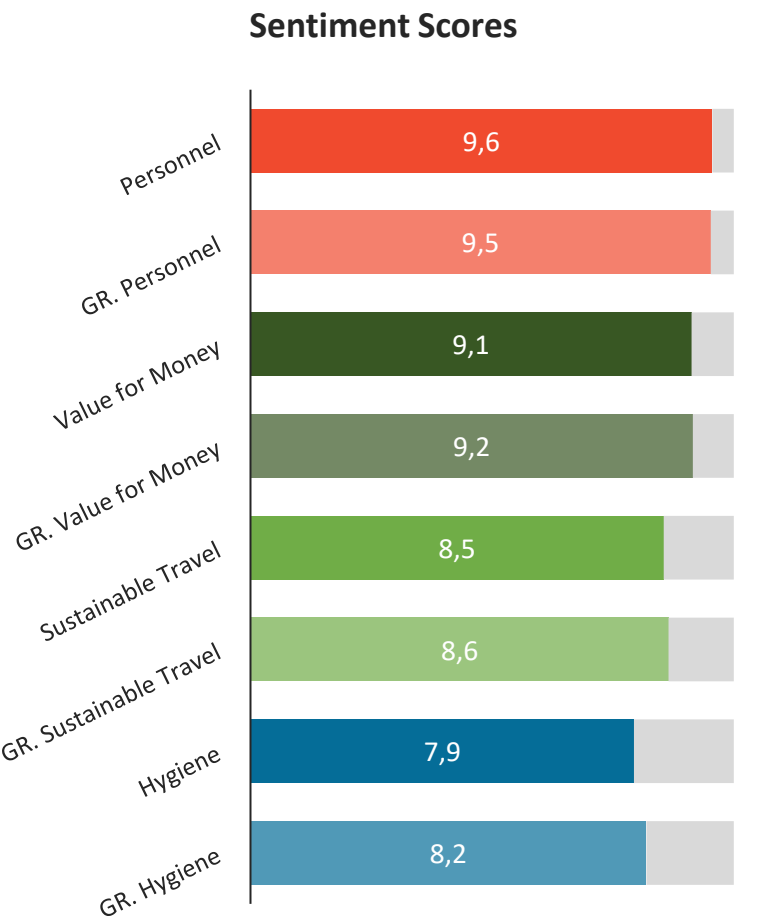
Period of analysis: Oct. 1st, 2024 - March 31st, 2025. Review Count: 6,699

# Dodecanese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN DODECANESE



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



## Rating per Market

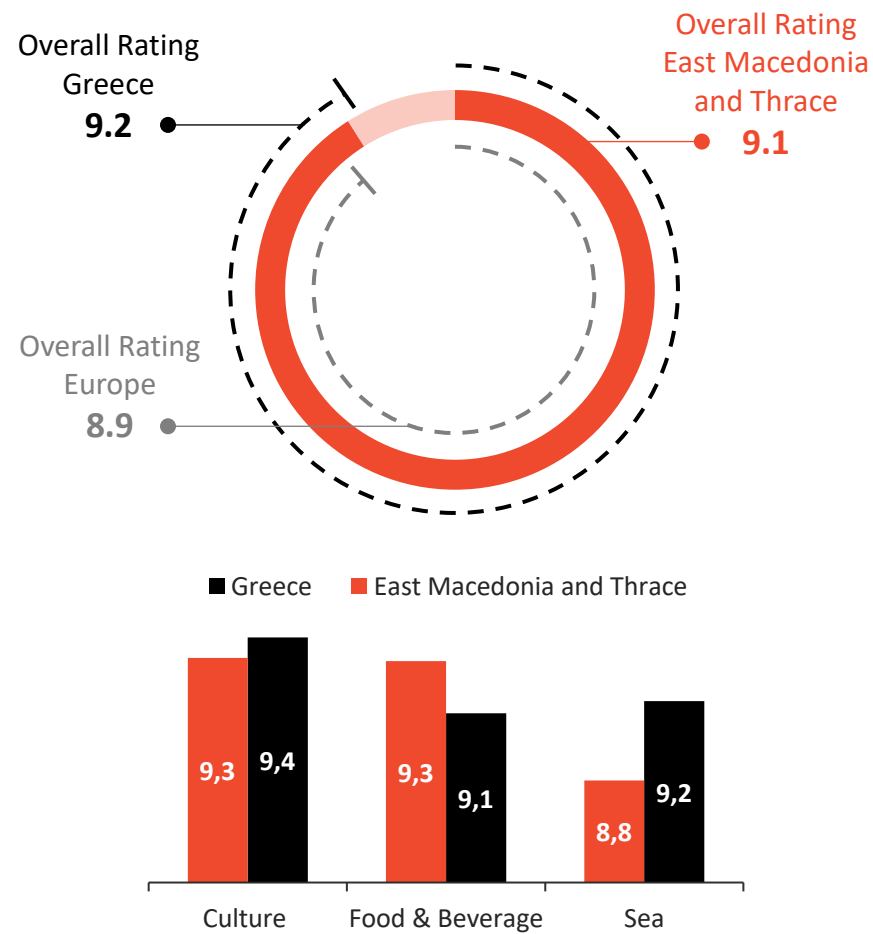
Market	Rating	Review Volume
United Kingdom	9.1	534
France	9.1	69
Germany	8.9	194
Italy	8.8	73
The Netherlands	8.5	95
Greece	9.0	34

Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

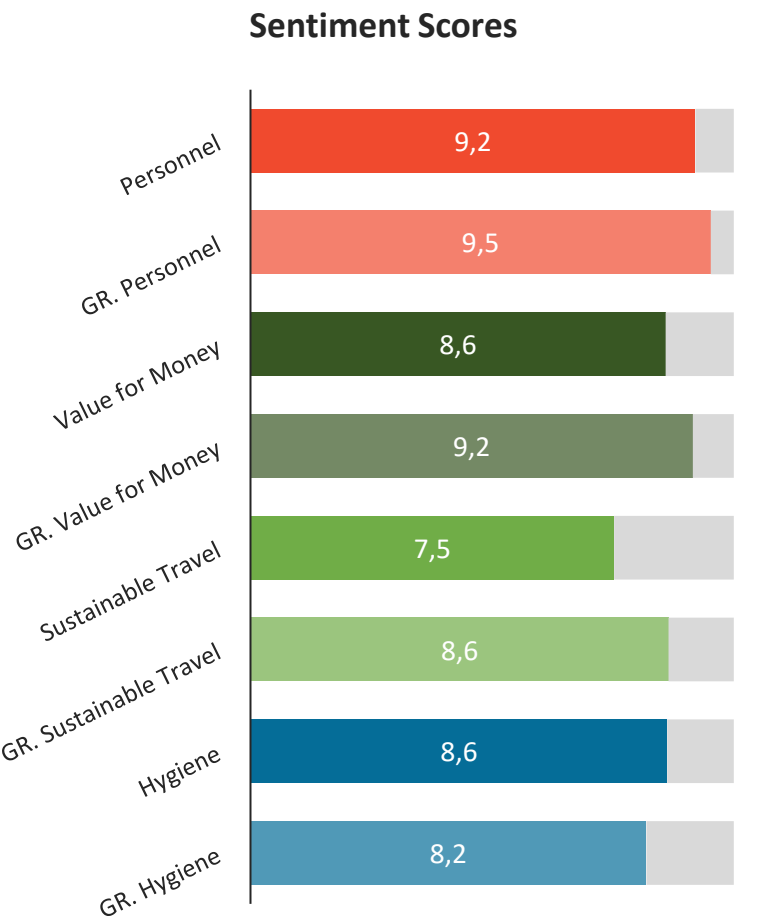
Period of analysis: Oct. 1st, 2024 - March 31st, 2025. Review Count: 15,443

# East Macedonia and Thrace

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EAST MACEDONIA AND THRACE



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



## Rating per Market

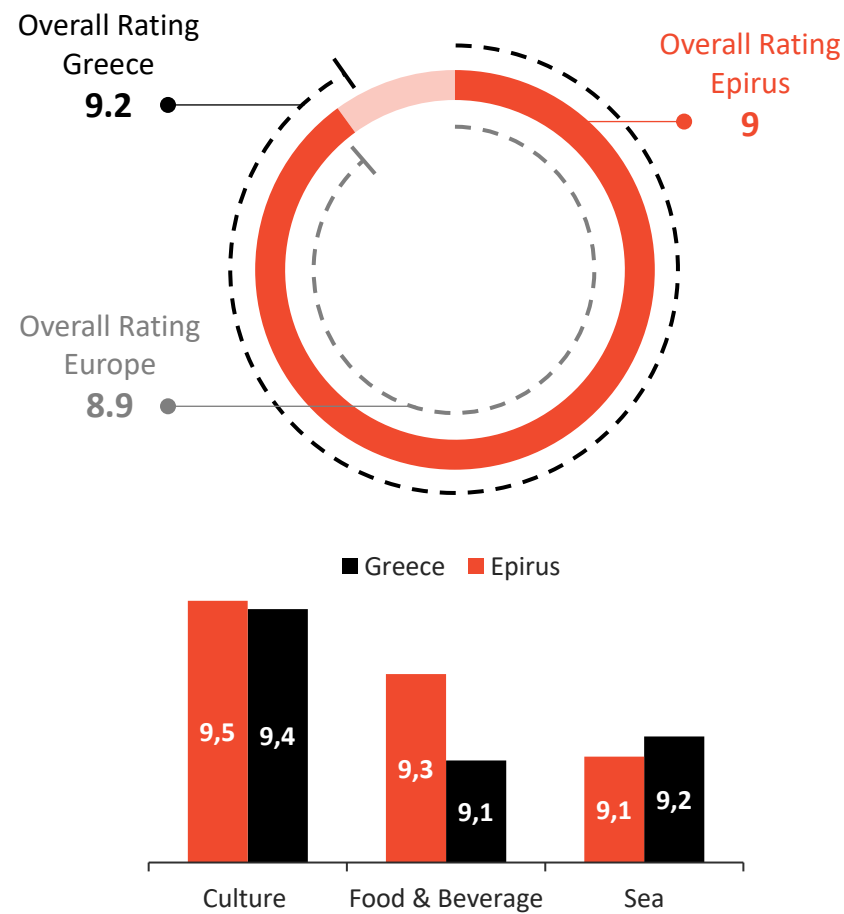
Market	Rating	Review Volume
Greece	8.9	61

Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025. Review Count: 6,111

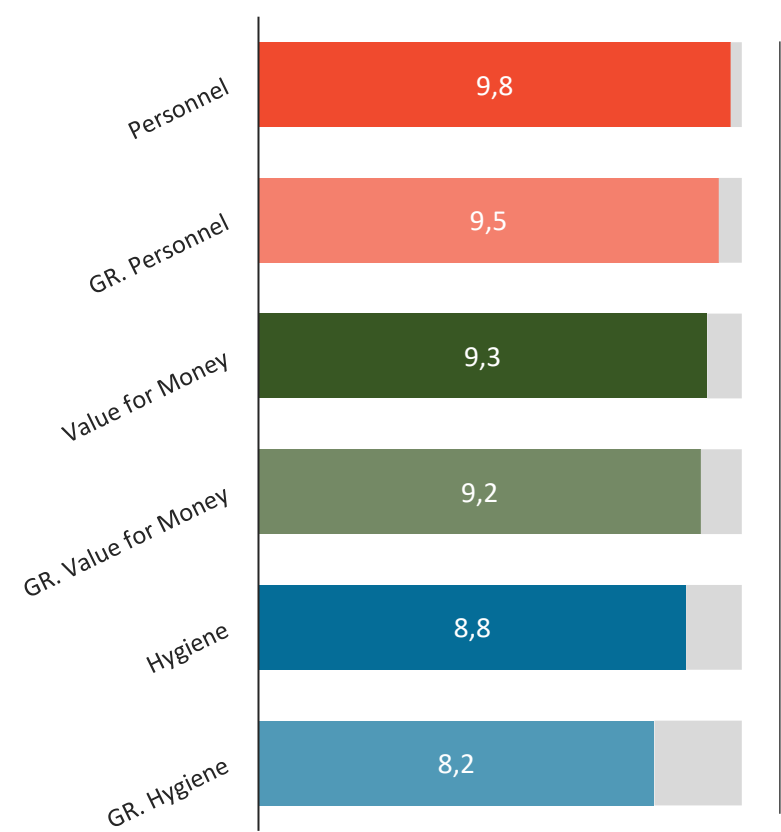
# Epirus

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



**Note:** Data presented here stems from numerical ratings.

## Sentiment Scores



**Note:** Data presented here stems from written reviews.



## Rating per Market

Market	Rating	Review Volume
Greece	8.7	38

**Note:** Data presented here stems from numerical ratings.  
The markets reported are based on review count.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025. Review Count: 2,610

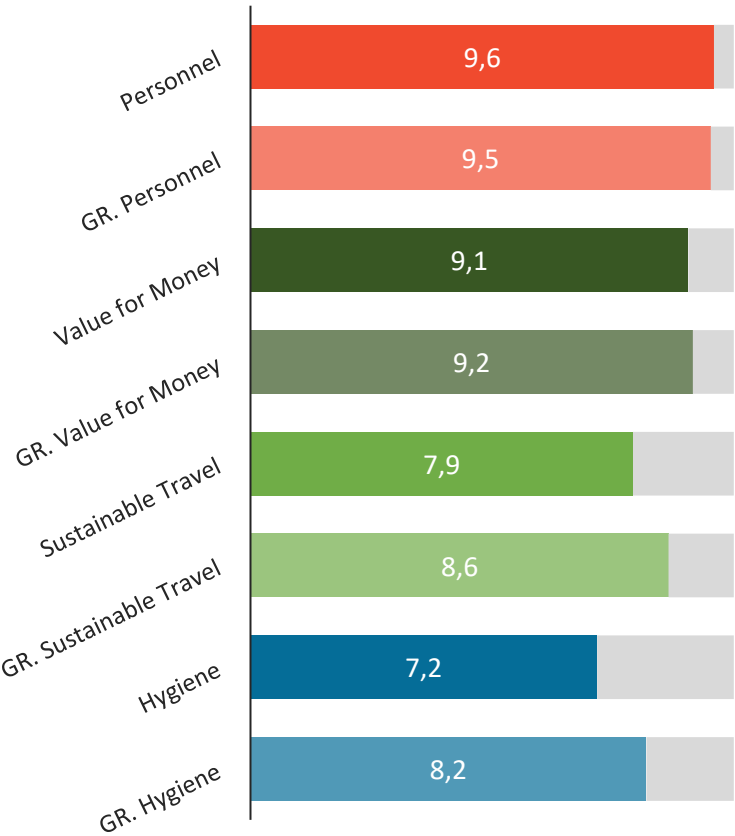
# Ionian Islands

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN IONIAN ISLANDS



Note: Data presented here stems from numerical ratings.

## Sentiment Scores



Note: Data presented here stems from written reviews.



## Rating per Market

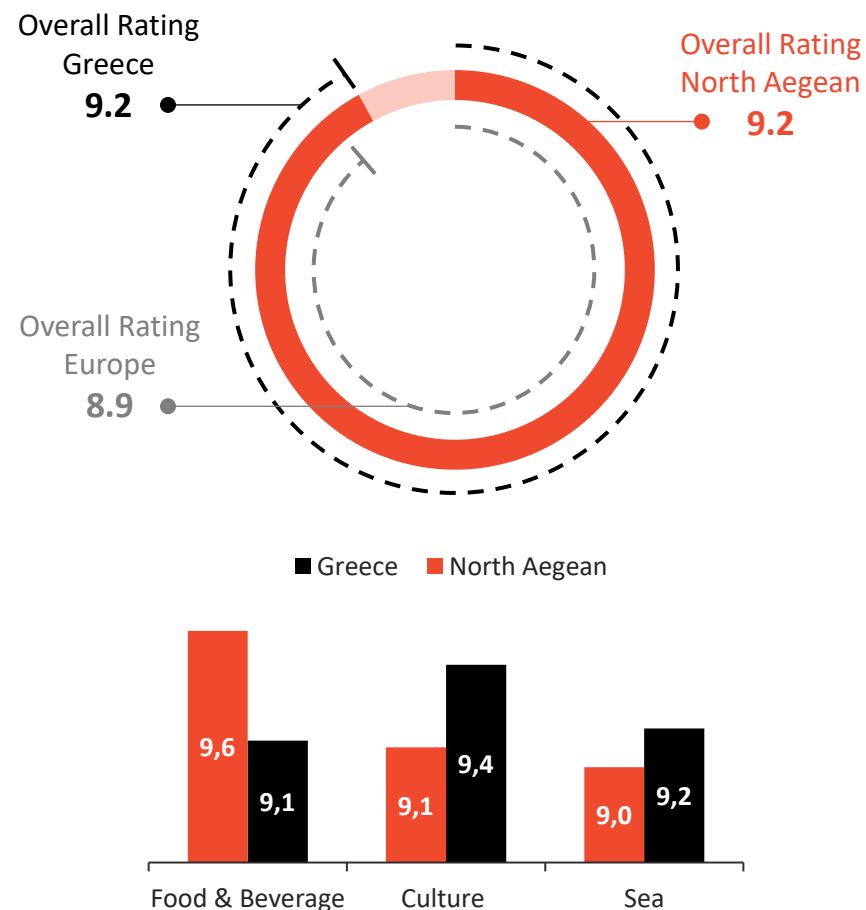
Market	Rating	Review Volume
France	9.2	35
United Kingdom	9.2	290
The Netherlands	9.1	62
Italy	8.7	55
Germany	8.7	84

Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025. Review Count: 5,084

# North Aegean

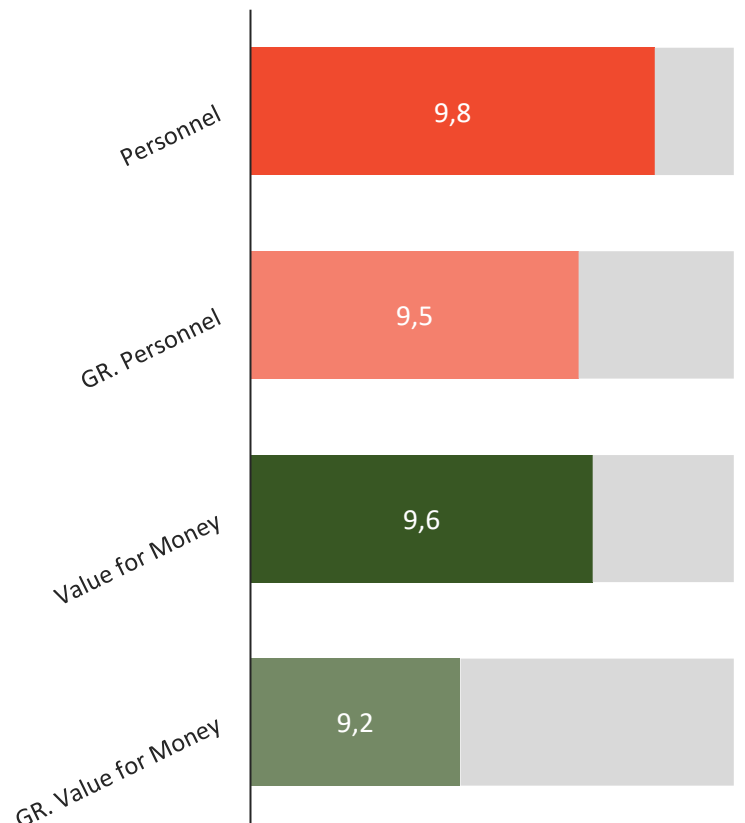
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



**Note:** Data presented here stems from numerical ratings.

**Period of analysis:** Oct. 1st, 2024 - March 31st, 2025. **Review Count:** 514

## Sentiment Scores



**Note:** Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



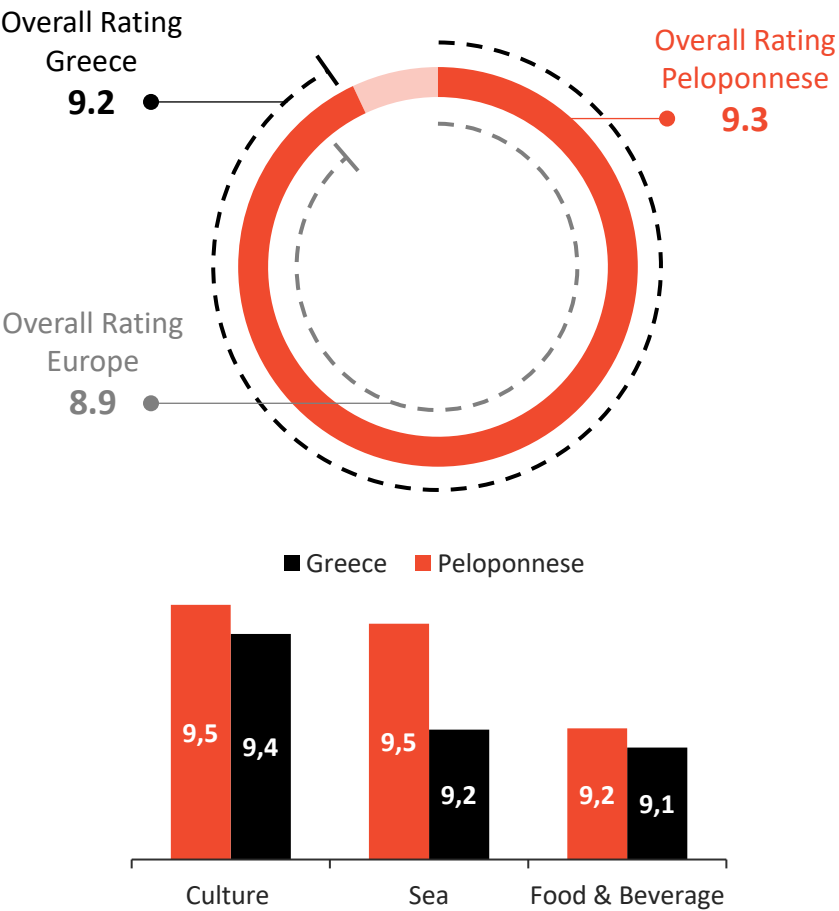
## Rating per Market

**Note:** Data on reviews per market was not sufficient for analysis.

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

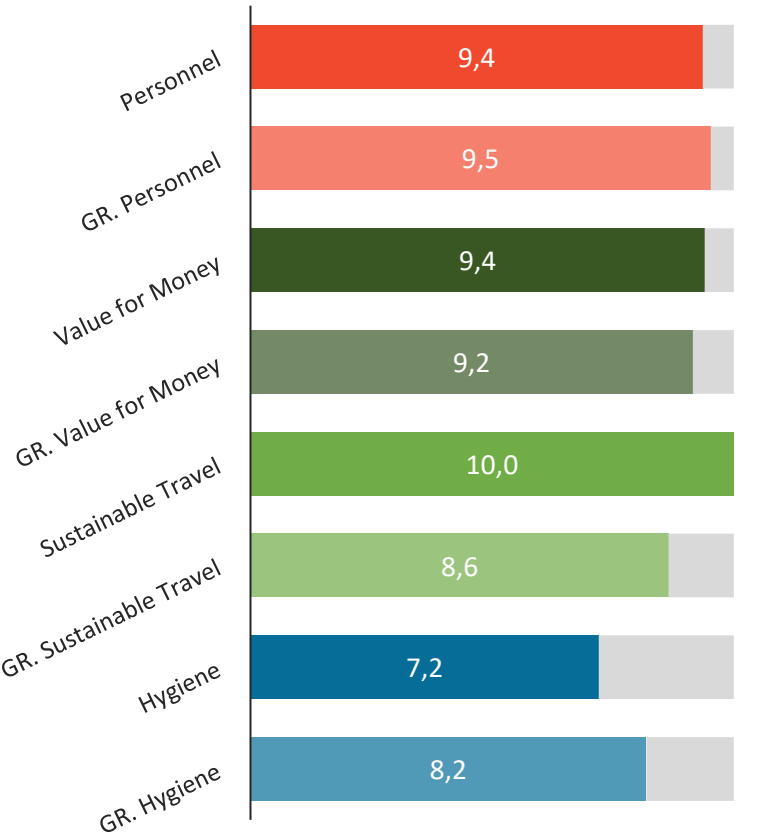
# Peloponnese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE



Note: Data presented here stems from numerical ratings.

## Sentiment Scores



Note: Data presented here stems from written reviews.



## Rating per Market

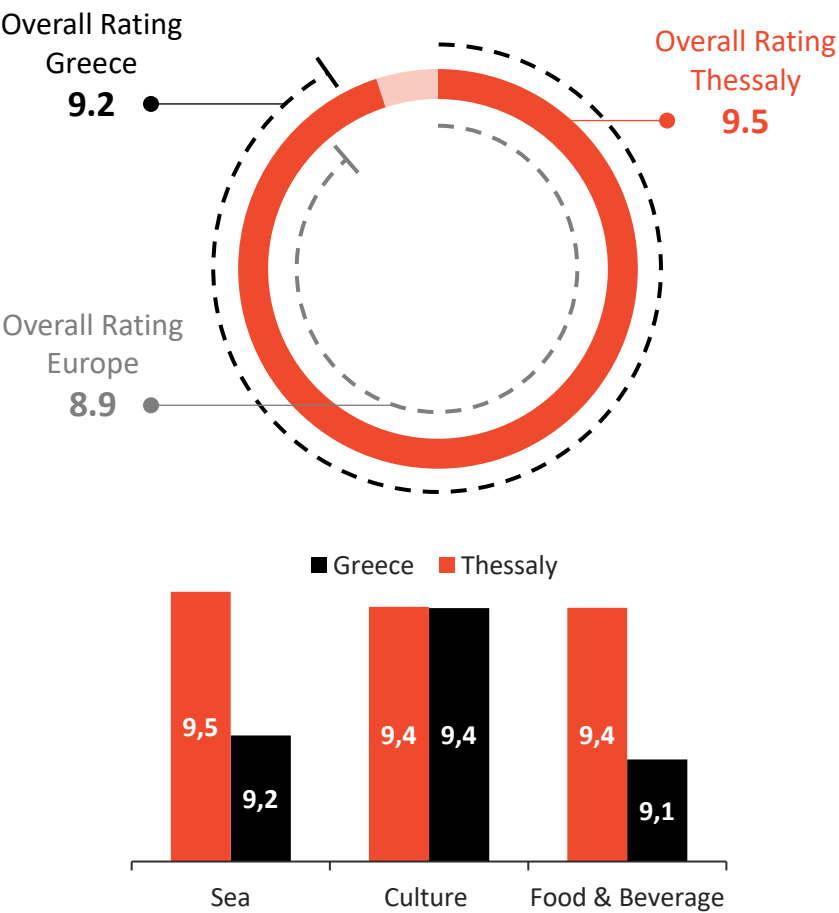
Market	Rating	Review Volume
Germany	9.7	44
United States	9.6	78
United Kingdom	9.6	54
France	9.2	80
Italy	9.1	55
Greece	8.9	81

Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

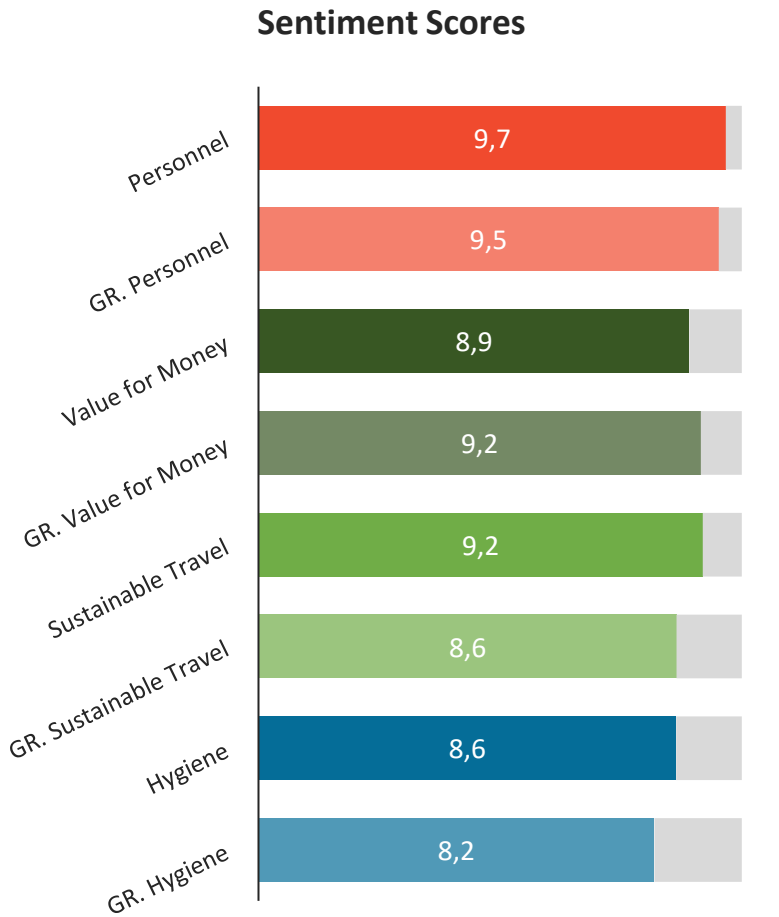
Period of analysis: Oct. 1st, 2024 - March 31st, 2025. Review Count: 8,472

# Thessaly

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.



## Rating per Market

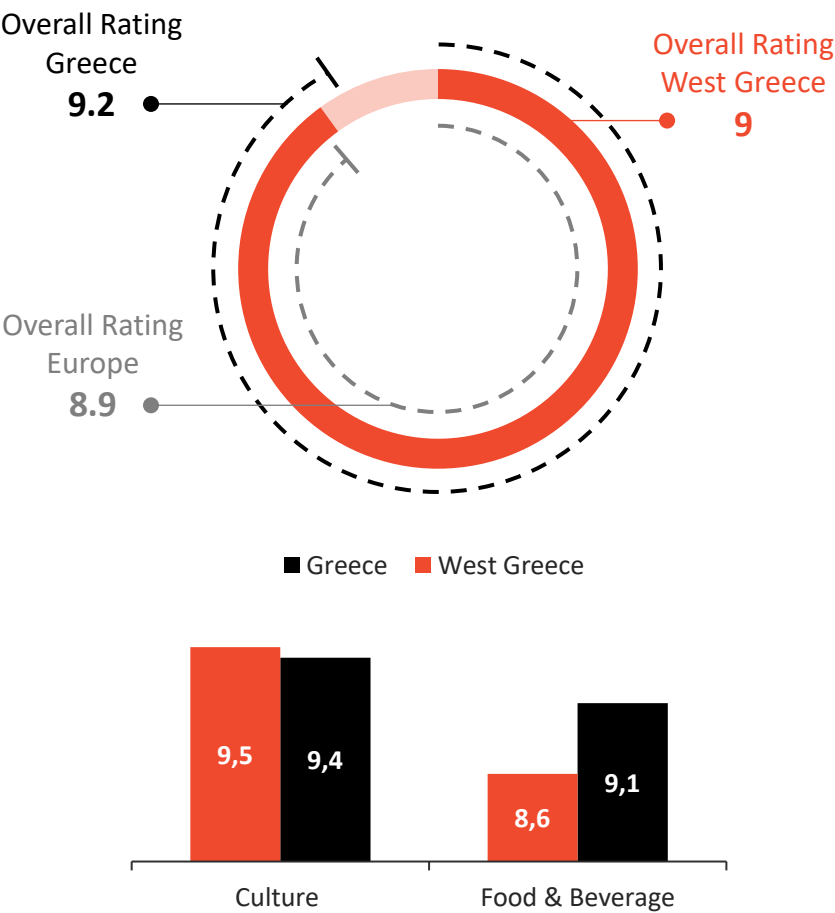
Market	Rating	Review Volume
Germany	9.6	122
Poland	9.7	108
United Kingdom	9.3	63
United States	9.7	56
Italy	9.4	48
Greece	9.2	66

Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025. Review Count: 6,638

# West Greece

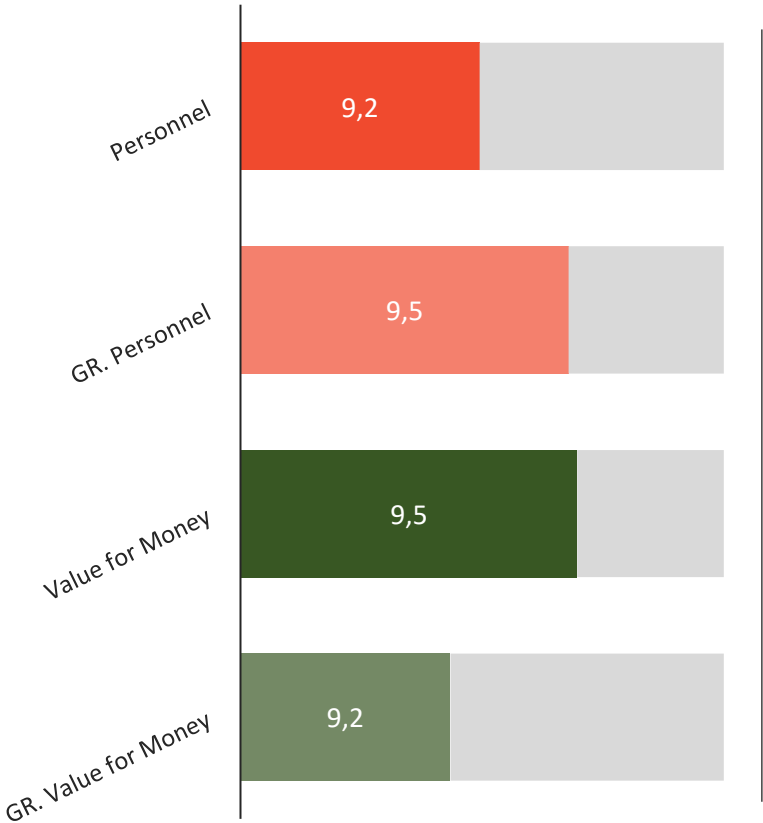
EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST GREECE



**Note:** Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

**Period of analysis:** Oct. 1st, 2024 - March 31st, 2025. **Review Count:** 3,390

## Sentiment Scores



**Note:** Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.



## Rating per Market

Market	Rating	Review Volume
Greece	8.3	44

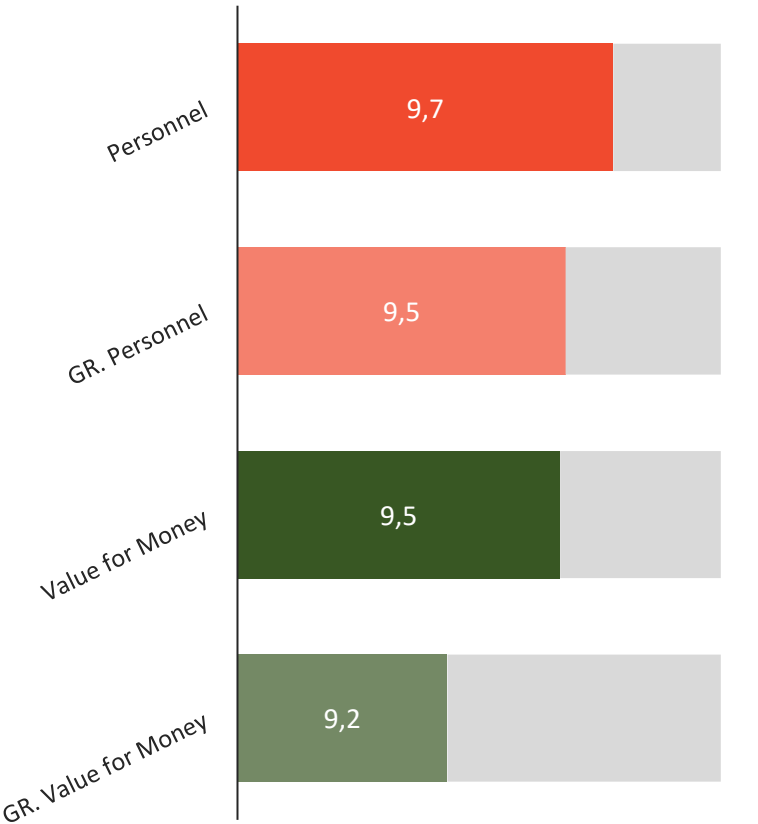
**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

# West Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA



## Sentiment Scores



## Rating per Market

Market	Rating	Review Volume
Greece	9.6	42

**Note:** Data presented here stems from numerical ratings. Sub-categories with no score do not have a large enough base in terms of reviews.

**Period of analysis:** Oct. 1st, 2024 - March 31st, 2025. **Review Count:** 1,848

**Note:** Data presented here stems from written reviews. Sentiment categories with no score do not have a large enough base in terms of mentions.

**Note:** Data presented here stems from numerical ratings. The markets reported are based on review count.

# Conclusion

IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

# Take Aways

## IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

- **Between October 2024 and March 2025**, Greece's Net Sentiment Index (NSI) rose from 44 in October to 71 in December, then dipped to 56 in February, and rebounded to 67 in March. **Athens experienced more significant fluctuations**, dropping to 38 in November, peaking at 76 in December, and then falling to 26 in February before recovering to 73 in March.
- Over the six-month period, **Greece maintained its position as the fourth-ranked destination**, with **Athens closely following in fifth, just above Spain**. The **sharp decline in February was largely due to safety-related events**, including earthquakes in Santorini, attacks on tourists in Athens, and protests tied to the anniversary of a train crash.
- **Culture remained the dominant topic in terms of conversation volume** during the period but ranked **only third in sentiment**. **Gastronomy and Hospitality both emerged as the most positively perceived topics**, each with a sentiment score of 89, despite Hospitality generating fewer mentions.
- Greece continued to attract **attention for its food, culture, and natural beauty**. **Food tourism remained a key focus**, with Athens food tours and the Truffle Festival in Kalambaka drawing large crowds. **Scenic locations like Naousa in Paros and Xanthi's Old Town** showcased Greece's traditional charm, while **nature lovers were drawn to quiet spots** like Perivoli and Andros.
- **Greece's Environment topic showed an upward trend in sentiment** due to sustainability initiatives like **waste management on Tilos Island** but continued to have the lowest sentiment overall, largely due to the impact of **environmental and climate challenges**, such as storms, flooding, and concerns over coastal pollution in the hotel sector.
- Greece's **overall rating of 9.2 consistently exceeded the European benchmark of 8.9**, despite a seasonal decline in review volumes after October. Satisfaction levels remained high across the country, with Athens performing steadily throughout the off-season.
- **Thessaly stood out with the highest regional rating of 9.5**, excelling across all categories. Peloponnese followed closely with a rating of 9.3, particularly strong in Culture and Sea. The North Aegean, Epirus, and Thessaly regions received particularly high praise in online discussions for their personnel, customer service and hospitality.
- **Regional disparities were evident in visitors' mentions of Sustainable Travel and Hygiene**. In terms of sustainability Peloponnese, closely followed by Attica, were mentioned most positively in online comments. Regarding Hygiene, Peloponnese and Ionian Islands receive the highest number of negative mentions.
- The **United States and the United Kingdom show the strongest satisfaction overall**, both rating Greece above 9.0. **Thessaly, as the region with the overall highest rating, received the highest score from Croatia, the United States, Poland, Hungary and Germany** in that respective order.

Period of analysis: Oct. 1st, 2024 - March 31st, 2025.



# Annex

SOURCES PER TYPE OF DATA

# Appendix A

## SOURCES FOR DATA STEMMING FROM SOCIAL LISTENING

### Unveiling the global online reputation of travel brands

Travel brands' online reputation is measured through **global online conversations and comments on various platforms**. These are shared by differing media, consumers, companies, citizens, brands and officials on websites, forums, blogs & social networks.

#### Social Networks:

- X
- TikTok
- YouTube
- Pinterest
- Vkontakte

#### Blogs / Forums

- Travel blogs
- Reddit, etc.

#### Magazine

- Travel magazine
- Lifestyle magazine, etc.

#### Online News

- Greek Reporter
- National Geographic, etc.

#### Newspaper, News Agency

- Daily Mail
- The Washington post, etc.

#### TV/Radio

- RTBF, etc.

#### Podcasts

#### Press Releases

#### Substack

#### Twitch



# Appendix B

## SOURCES FOR DATA STEMMING FROM RATINGS & REVIEWS

### Analysing visitor experience based on ratings and reviews data

Currently **45 sources** are connected to analyse ratings and reviews data. They account for **95% of all experience-based data available online**.

- |                      |                    |                    |                   |
|----------------------|--------------------|--------------------|-------------------|
| • Agoda              | • GetYourGuide     | • MakeMyTrip       | • TheFork         |
| • AirBnB             | • Goibibo.com      | • MeetingReview    | • Travelocity     |
| • Booking.com        | • Google           | • Musement         | • Traveloka       |
| • BungaloSpecials.nl | • Holidaycheck.de  | • Open Table       | • TripAdvisor     |
| • Camping.info       | • Hostelworld      | • Orbitz           | • Trustpilot      |
| • Camping2be         | • Hotels.com       | • Otelpuan         | • Viator          |
| • CheapTickets       | • Hotels.nl        | • Parkvaccances    | • Weekendjeweg.nl |
| • Ctrip (Trip.com)   | • HotelSpecials.nl | • Rooms for Africa | • Wotif           |
| • Dagjeweg           | • HRS              | • Staycation       | • Yelp            |
| • Ebookers           | • Klook            | • TableOnline.fi   | • Zomato          |
| • Expedia.com        | • Latminute.com.au | • Takeaway.com     | • Zoover          |
| • Facebook           |                    |                    |                   |



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Με τη συγχρηματοδότηση  
της Ευρωπαϊκής Ένωσης



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