

INSETE

MMGY TCI Research

Greece Reputation Tracker

Q3 2026 REPORT

26th of October 2026

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travelsat

Με τη συγχρηματοδότηση της Ευρωπαϊκής Ένωσης

ΕΣΠΑ 2021-2027

ΠΡΟΓΡΑΜΜΑ ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ 2021 – 2027

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ΚΥΡΙΑ ΣΗΜΕΙΑ

Ανάλυση διαδικτυακής φήμης και αξιολόγησης της Ελλάδας (Ιούλιος 2026 – Σεπτ. 2026)

Για το σύνολο του Q3 (Ιούλιος 2026-Σεπτέμβριος 2026) και με βάση την ανάλυση στοιχείων από το διαδίκτυο και τα Μέσα Κοινωνικής Δικτύωσης, τα κύρια σημεία έχουν ως εξής:

- **Η εξέλιξη της διαδικτυακής φήμης της χώρας με βάση τον δείκτη NSI (Net Sentiment Index)**
  - Εξετάζοντας το Q3 συνολικά και με βάση τον δείκτη NSI, **η Ελλάδα (19) κατατάσσεται στην τέταρτη θέση μετά την Κροατία (53), την Πορτογαλία (51) και την Ιταλία (27), ενώ στην τελευταία θέση κατατάσσεται η Ισπανία (3).** Ο δείκτης υποχώρησε περίπου στο μισό σε σχέση με το Q2 (38) και αποτελεί τη χαμηλότερη τριμηνιαία επίδοση των τελευταίων 12 μηνών. **Η Αθήνα κινήθηκε παράλληλα, στο 17 από 40 το Q2.**
  - Μεταξύ Ιουλίου και Σεπτεμβρίου 2026, ο δείκτης NSI Ελλάδας παρουσίασε την εξής πορεία: από 14 τον Ιούλιο υποχώρησε στο 2 τον Αύγουστο και ανέκαμψε στο 41 τον Σεπτέμβριο, καθώς υποχώρησε η πίεση της περιόδου αιχμής.
  - **Συνολικά, η φήμη της χώρας στηρίχθηκε στις θετικές συζητήσεις για τον πολιτισμό, τη γαστρονομία και τους λιγότερο γνωστούς προορισμούς, αλλά επιβαρύνθηκε σημαντικά από τις πυρκαγιές, από περιστατικά που αφορούν την ασφάλεια των επισκεπτών και από τις πιέσεις στις υποδομές** (πχ λειψυδρία σε νησιά του Αιγαίου).
  - **Ο δείκτης NSI το Q3 για την Αθήνα (17) κινήθηκε σε χαμηλά επίπεδα σε όλη τη διάρκεια του τριμήνου, με σταδιακή βελτίωση**: από 12 τον Ιούλιο σε 19 τον Αύγουστο και 20 τον Σεπτέμβριο.
- **Το περιεχόμενο των διαδικτυακών συζητήσεων**
  - **Ο πολιτισμός παρέμεινε το κυρίαρχο θέμα στις σχετικές συζητήσεις**, συγκεντρώνοντας περισσότερες από 35.000 αναφορές, με τον δείκτη συναισθήματος ωστόσο να υποχωρεί από 88 σε 78. **Ακολούθησε η γαστρονομία**, με περισσότερες από 19.000 αναφορές και δείκτη συναισθήματος 76. **Η φιλοξενία σχολιάστηκε και πάλι πιο θετικά από κάθε άλλη θεματική (84), παρά τη σημαντικά χαμηλότερη προβολή της** (λιγότερες από 1.000 αναφορές). Οι συζητήσεις που σχετίζονται με το περιβάλλον κατέλαβαν την τρίτη θέση σε όγκο, με περισσότερες από 10.000 αναφορές, και κατέγραψαν ξανά το χαμηλότερο επίπεδο θετικού συναισθήματος (56). Η υποχώρηση του συναισθήματος και στις τέσσερις θεματικές σε σχέση με το Q2 παραπέμπει περισσότερο στη συνολική πίεση της περιόδου αιχμής παρά σε ένα μεμονωμένο ζήτημα.
  - **Το θετικό συναίσθημα τροφοδοτήθηκε από τη γαστρονομία, τον κινηματογράφο και το αυξανόμενο ενδιαφέρον για λιγότερο γνωστούς προορισμούς**. Η ταινία «Οδύσσεια» του Κρίστοφερ Νόλαν έστρεψε το διεθνές ενδιαφέρον στους μύθους, τους αρχαιολογικούς χώρους και τις ακτές της Μεσσηνίας. **Η γαστρονομία παρέμεινε σταθερό πλεονέκτημα, με την Αθήνα, τη Θεσσαλονίκη και τη Ρόδο** να περιλαμβάνονται σε παγκόσμια κατάταξη των δέκα κορυφαίων προορισμών για street food και με ταξιδιώτες να μοιράζονται γαστρονομικές περιηγήσεις στην Αθήνα και επισκέψεις σε αγορές (πχ αγορά Καπάνι στη Θεσσαλονίκη). **Παράλληλα, το ενδιαφέρον συνέχισε να μετατοπίζεται πέρα από τους καθιερωμένους προορισμούς**, με τη Σύρο, το Πυργί της Χίου και τη Μάνη να προβάλλονται ως αυθεντικές επιλογές με καλύτερη σχέση ποιότητας-τιμής, ενώ **ο Σεπτέμβριος αναδείχθηκε ως ιδιαίτερα ελκυστική περίοδος επίσκεψης, με ζεστή θάλασσα, λιγότερο κόσμο και τον τρύγο.**

Period of analysis: July 1st, 2026 – September 30th, 2026.

Note: For a full list of sources, please see appendix A

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- **Οι αρνητικές αναφορές κατά το Q3 ήταν περισσότερες και εντονότερες σε σχέση με τα προηγούμενα τρίμηνα και επικεντρώθηκαν κυρίως στις πυρκαγιές** (πχ Κρήτη, Σαλαμίνα, Δυτική Αττική), που οδήγησαν σε εκκενώσεις περιοχών και σε απώλειες ανθρώπινων ζωών. **Την εικόνα επιβάρυναν περιστατικά που αφορούν την ασφάλεια** (πχ επίθεση σε τουρίστες κοντά στο Μουσείο της Ακρόπολης, έκρηξη σε κτίριο στην Πλάκα, πτώση ελικοπτέρου στη Σίφνο), **καθώς και ζητήματα δημόσιας υγείας** (ιός του Δυτικού Νείλου). **Παράλληλα, καταγράφηκαν αρνητικές αναφορές για τις πιέσεις στις υποδομές και στους προορισμούς**, όπως η λειψυδρία σε επτά νησιά του Αιγαίου**, οι υπερχρεώσεις σε ταξί και η συζήτηση για τον υπερτουρισμό.**

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

- ## Η αξιολόγηση της εμπειρίας
  - **Η Ελλάδα διατήρησε πολύ υψηλή συνολική βαθμολογία 9,1, ξεπερνώντας τον ευρωπαϊκό μέσο όρο (8,8) καθώς και την Κροατία (9,0), την Ισπανία (8,8) και την Ιταλία (8,5), ενώ βρέθηκε οριακά πίσω από την Πορτογαλία (9,2). Η Αθήνα (9,2) κατέλαβε την κορυφαία θέση μαζί με την Πορτογαλία.** Σχεδόν όλοι οι προορισμοί αναφοράς κατέγραψαν μικρή υποχώρηση σε σχέση με το Q2 (Ελλάδα από 9,2 σε 9,1, Κροατία από 9,2 σε 9,0, Ιταλία από 8,9 σε 8,5), με μόνη εξαίρεση την Πορτογαλία, και έτσι η σχετική θέση της Ελλάδας διατηρήθηκε.
  - **Οι μηνιαίες βαθμολογίες παρέμειναν σταθερά στο 9,1, παρά τον ιδιαίτερα υψηλό όγκο αξιολογήσεων της περιόδου αιχμής** (91 χιλ. τον Ιούλιο, 109 χιλ. τον Αύγουστο και 75 χιλ. τον Σεπτέμβριο). **Αυτό αναδεικνύει την ανθεκτικότητα των συνολικών επιπέδων ικανοποίησης ακόμη και υπό τη μέγιστη εποχική πίεση.**

- ## Τα επιμέρους συστατικά της εμπειρίας
  - **Η συνολική υψηλή επίδοση οφειλόταν κυρίως στη βαθμολογία για τον πολιτισμό (9,3) και τη γαστρονομία (9,1), ενώ ακολουθούσαν οι εμπειρίες που σχετίζονται με τη θάλασσα (8,8). Στα γραπτά σχόλια, το ανθρώπινο δυναμικό (9,5) και η φιλοξενία/εξυπηρέτηση που προσφέρει συνέχισε να αποτελεί βασικό πλεονέκτημα**, καταγράφοντας την υψηλότερη βαθμολογία, ακολουθούμενο από τη **σχέση ποιότητας-τιμής** (8,9). Η **υγιεινή** (8,0) και η **βιωσιμότητα** (8,0) παρέμειναν συγκριτικά σε χαμηλότερο επίπεδο και εξακολουθούν να αποτελούν τα σημεία που χρήζουν βελτίωσης.

- ## Η τουριστική εμπειρία ανά περιφέρεια
  - **Η περιφερειακή επίδοση παρέμεινε υψηλή**, με τις βαθμολογίες να κυμαίνονται από 8,8 έως 9,7. **Η Δυτική Μακεδονία (9,7) κατέγραψε την υψηλότερη συνολική βαθμολογία**, ακολουθούμενη από τη **Θεσσαλία** (9,4) και τη **Δυτική Ελλάδα** (9,4), αν και οι επιδόσεις αυτές βασίζονται σε συγκριτικά μικρό αριθμό αξιολογήσεων. **Μεταξύ των Περιφερειών με υψηλό όγκο αξιολογήσεων ξεχώρισαν η Αττική (9,2) και οι Κυκλάδες (9,2),** ενώ

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στο 9,2 βρέθηκαν επίσης η **Στερεά Ελλάδα**, η **Ήπειρος** και η **Πελοπόννησος**. Η **Κεντρική Μακεδονία** και τα **Ιόνια Νησιά** (9,1) κινήθηκαν στο επίπεδο του εθνικού μέσου όρου, η **Κρήτη**, τα **Δωδεκάνησα** και η **Ανατολική Μακεδονία** και **Θράκη** κατέγραψαν 9,0, ενώ το **Βόρειο Αιγαίο** (8,8) υστέρησε ελαφρώς.

- **Οι βαθμολογίες για το ανθρώπινο δυναμικό ήταν εξαιρετικά υψηλές σχεδόν σε όλες τις Περιφέρειες, με την Ελλάδα συνολικά να καταγράφει 9,5, τη Δυτική Ελλάδα και τη Δυτική Μακεδονία να φτάνουν το 9,9 και τις περισσότερες Περιφέρειες να βρίσκονται στο 9,3 ή υψηλότερα, επιβεβαιώνοντας την ποιότητα φιλοξενίας και εξυπηρέτησης ως βασικό στοιχείο διαφοροποίησης.** Χαμηλότερες επιδόσεις κατέγραψαν η Ανατολική Μακεδονία και Θράκη (8,8) και το Βόρειο Αιγαίο (9,0). **Θετική ήταν και η εικόνα της σχέσης ποιότητας-τιμής (Value for Money),** με βαθμολογίες 9,5 στη Δυτική Ελλάδα, 9,4 στη Δυτική Μακεδονία και τη Στερεά Ελλάδα, 9,1 στην Πελοπόννησο, 9,0 στην Αττική, την Ήπειρο και τα Ιόνια Νησιά και 8,9 στην Ελλάδα συνολικά, ενώ η χαμηλότερη επίδοση καταγράφηκε στο Βόρειο Αιγαίο (8,4).
- **Στην υγιεινή, η εικόνα ήταν περισσότερο ανομοιογενής.** Παρά τις υψηλές επιδόσεις σε ορισμένες περιοχές, όπως η Ήπειρος και το Βόρειο Αιγαίο (9,1), καταγράφηκαν και σημαντικές αποκλίσεις, με **χαμηλές βαθμολογίες στη Στερεά Ελλάδα** (6,3), **τα Ιόνια Νησιά** (7,1) **και τη Θεσσαλία** (7,4). **Αντίστοιχα, η βιωσιμότητα / Sustainable Travel κατέγραψε συγκριτικά χαμηλότερες επιδόσεις**, με τις χαμηλότερες βαθμολογίες στην Πελοπόννησο (7,1), τα Ιόνια Νησιά (7,6), την Κρήτη (7,7) και τη Θεσσαλία (7,7).

• Αξιολόγηση της εμπειρίας ανά αγορά

- Ανά αγορά προέλευσης, **οι επισκέπτες από τις Ηνωμένες Πολιτείες (9,4) ήταν και πάλι η αγορά με τον υψηλότερο βαθμό ικανοποίησης, με το Ηνωμένο Βασίλειο (9,1) να ακολουθεί.** Οι ευρωπαϊκές αγορές, όπως η **Γερμανία** (8,7), η **Γαλλία** (8,5) και η **Ιταλία** (8,4), κατέγραψαν χαμηλότερες βαθμολογίες ικανοποίησης, ενώ **οι Έλληνες ταξιδιώτες (8,8) κινήθηκαν στο μέσο της κατάταξης.** Όλες οι αγορές κατέγραψαν μικρή υποχώρηση σε σχέση με το Q2, με μεγαλύτερη αυτή της Ιταλίας.

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Note: For a full list of sources, please see appendix A

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Key Sentiment Indexes

GREECE’S ONLINE SOCIAL REPUTATION



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ΕΣΠΑ 2021-2027

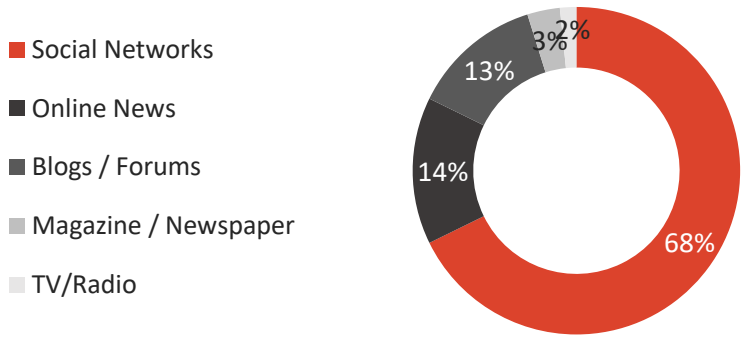
ΠΡΟΓΡΑΜΜΑ ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ 2021 – 2027

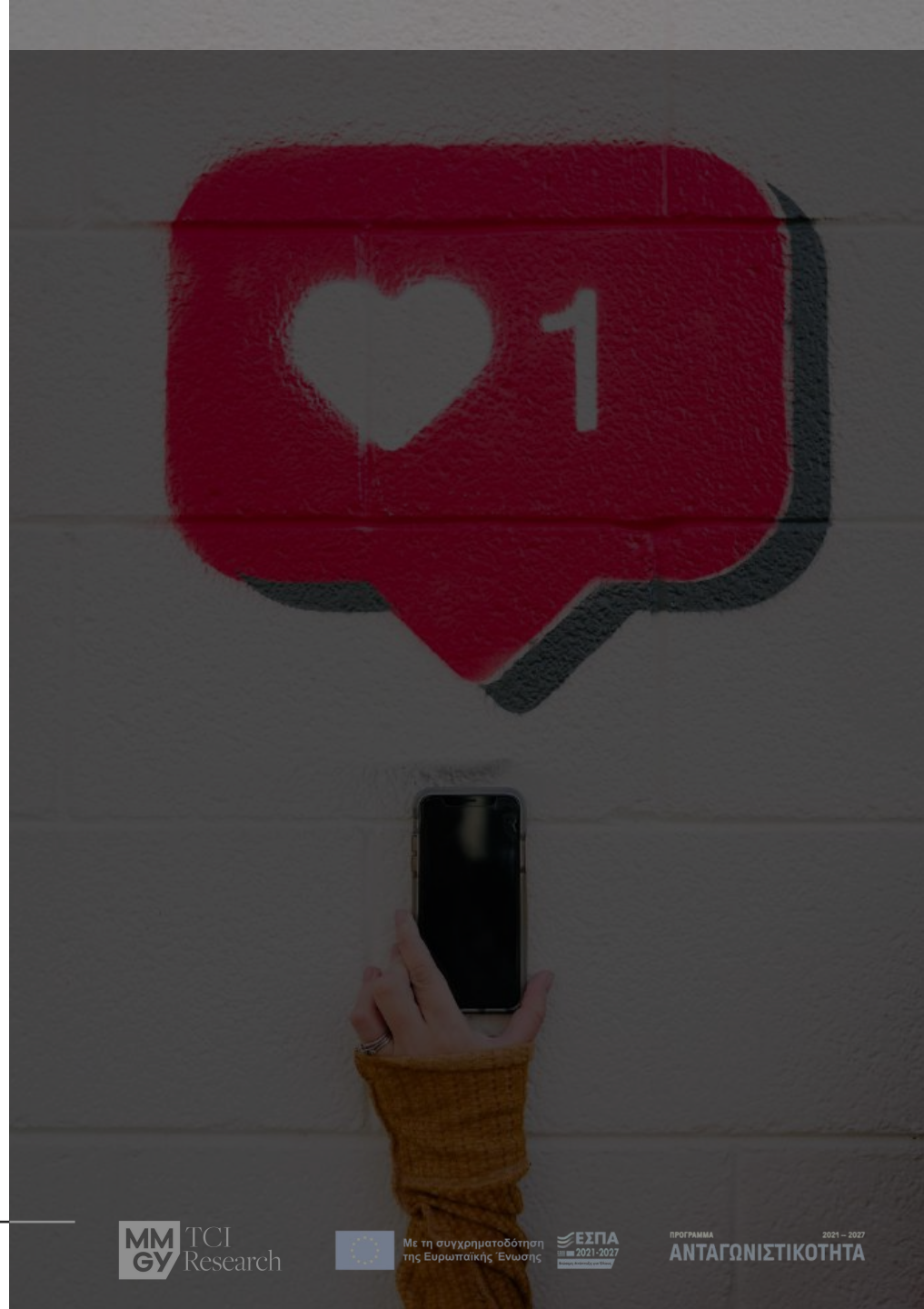
Sentiment Tracker

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 July to September 2026, **Greece was mentioned 327.1k in social conversations** in relation to travel, generating **7.5M engagements**, shared by **73.8K unique authors** from **196 countries**.





Note: For a full list of sources, please see appendix A

Key Sentiment Trends

SUMMARY FOR Q3 2026

- Greece closed **Q3 2026 with a Net Sentiment Index of 19**, around half its Q2 level (38) and the lowest quarterly reading in the last 12 months. Athens moved in parallel, down from 40 to 17. Both now sit well behind Croatia (53) and Portugal (51) and have also slipped below Italy (27), while staying ahead of Spain (3). The monthly pattern explains most of the fall: sentiment eased from 14 in July to a low of 2 in August, when wildfires and fatal incidents dominated coverage, before rebounding to 41 in September as peak-season pressure receded.
- The **thematic mix held steady** while scores softened across the board. **Culture again accounted for the largest share of conversation** at over 35k mentions, yet its **score dropped from 88 to 78**. **Gastronomy retained second place** with more than 19k mentions and a score of 76. Environment, at just over 10k mentions**, remained the weakest-performing theme (56).** Hospitality stayed marginal in volume at under 1k mentions but once more delivered the strongest score (84). The uniform decline across all four themes points **to seasonal strain rather than a single topic-specific issue.**
- **Three threads carried the positive side of the quarter.** Cinema gave Greek heritage an unexpected lift, with **Christopher Nolan's The Odyssey directing international attention** towards Messinia's archaeology, myths and coastline. **Food remained a dependable asset**: Athens, Thessaloniki and Rhodes entered **a global top-ten ranking for street food**, while travellers documented market visits and dish-by-dish tours of the capital. Interest also kept shifting away from established hotspots, with **Syros, Pyrgi on Chios and Mani featuring as value-driven alternatives**, and September gaining traction as a shoulder-season option combining warm seas, the grape harvest and thinner crowds.
- The **downside was heavier than in preceding quarters**. **Wildfires** set the tone, with **evacuations on Crete, two deaths on Salamina** over the Assumption weekend and the pre-trial detention of **suspects of arson west of Athens**. Separate incidents compounded the picture: two **tourists stabbed outside the Acropolis Museum**, a **building explosion in Plaka** that killed six people including four American visitors, and a fatal **helicopter crash on Sifnos**. Health and infrastructure concerns ran alongside, from **19 West Nile virus deaths by late August** to **drought emergencies** on seven Aegean islands, reported **taxi overcharging** and an **intensifying overtourism debate on Crete.**

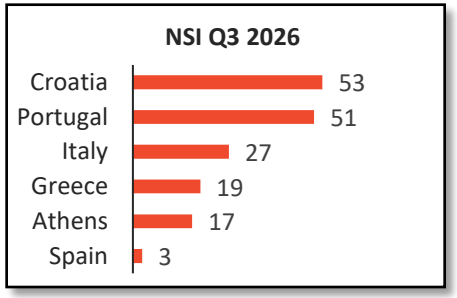
Period of analysis: July 1st, 2026 – September 30th, 2026.

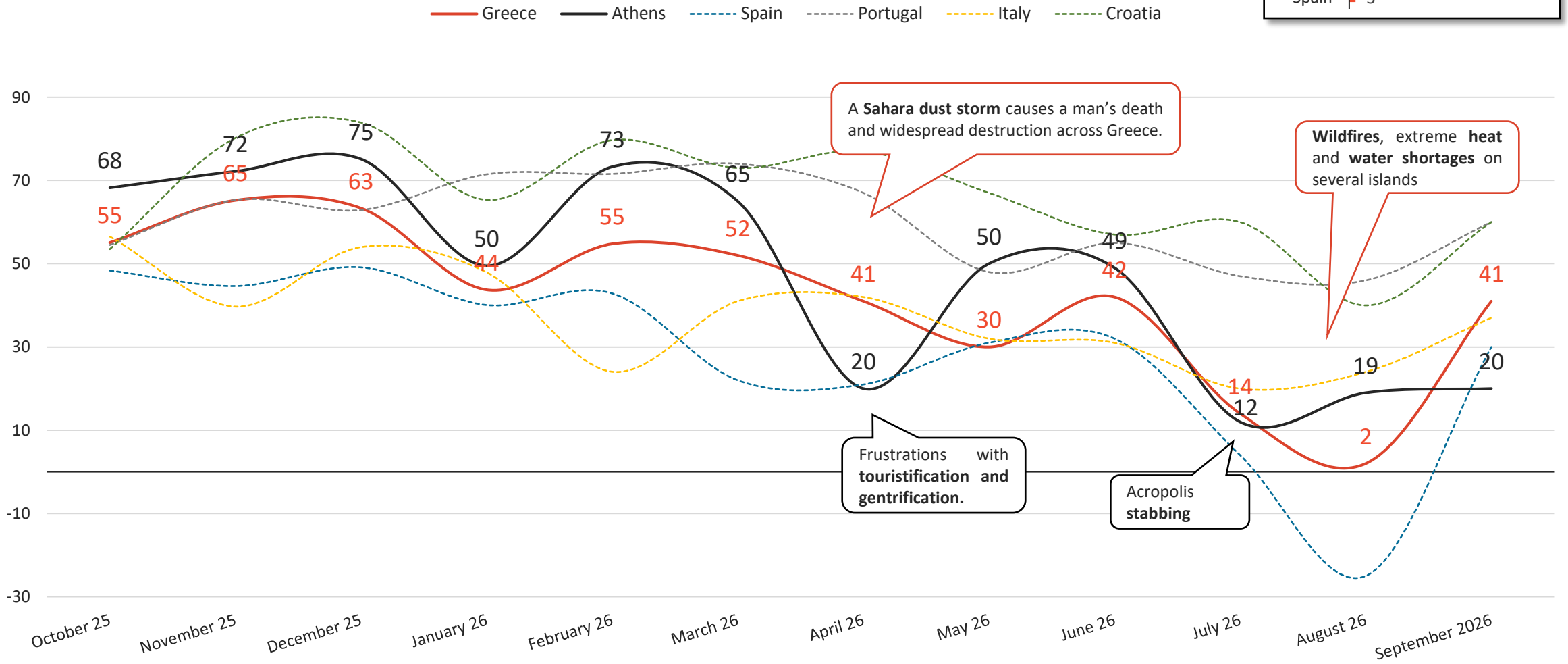
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Net Sentiment Index

TRENDS FOR GREECE'S ONLINE REPUTATION





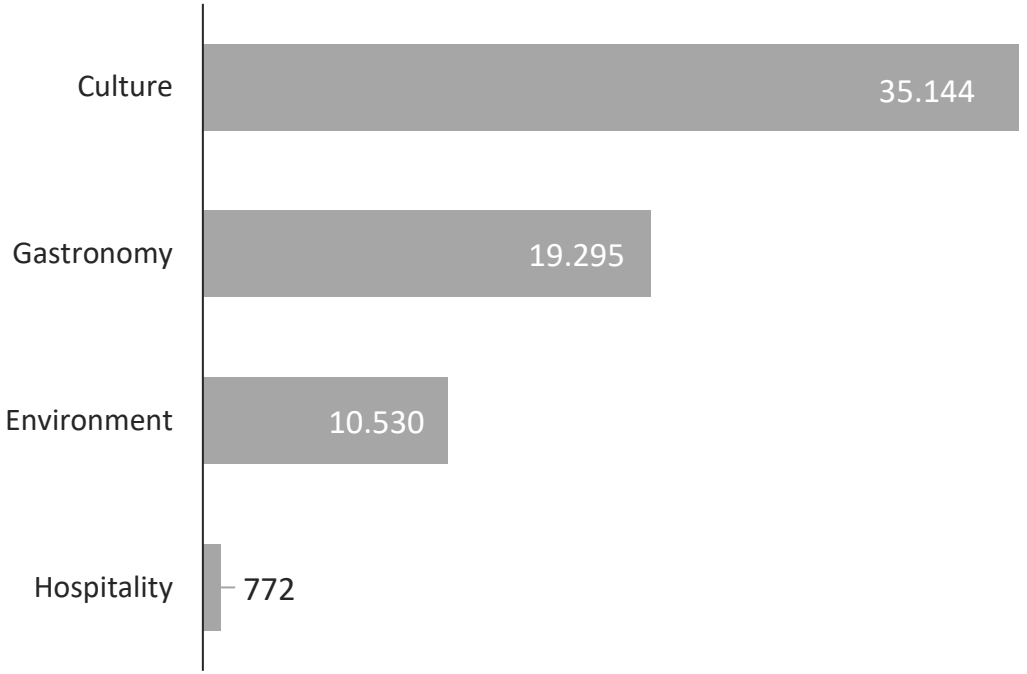
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Reputation Topics

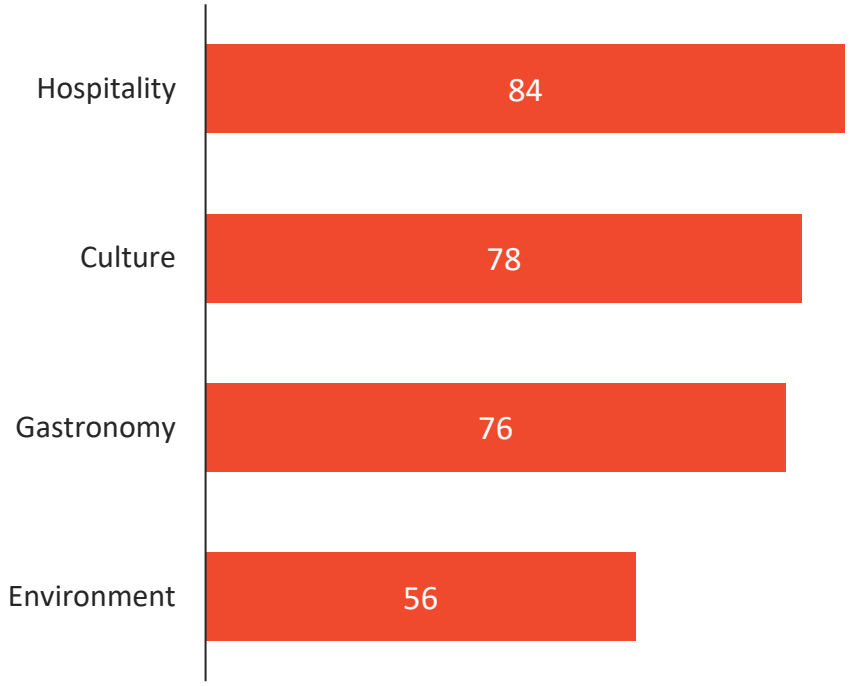
TRENDS FOR GREECE'S ONLINE REPUTATION

In Q3 **culture led Greece's online conversation with over 35k mentions** and a score of 78, amongst others driven by the increasing attention attention to Messinia's myths and ancient sites due to Christopher Nolan's *The Odyssey.* **Gastronomy ranked second with more than 19k mentions and a score of 76**, boosted by Athens, Thessaloniki and Rhodes. **Environment accounted for over 10k mentions and was again the lowest-scoring topic at 56**, dominated by **wildfires and water shortages**. **Hospitality was the smallest topic**, with under 1k mentions, yet scored **the highest at 84**, thanks to **friendly, personal service**. Compared with Q2, **sentiment declined across all topics**, most sharply for **culture (88 to 78)**. This likely reflects **peak-season tourism pressure** and incidents such as **the Acropolis stabbing and the Plaka explosion**.

Volume of Social Conversations



Net Sentiment Index



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Positive Sentiment Drivers

STORIES FUELING GREECE'S SOCIAL REPUTATION

Greece's **positive sentiment in Q3 2026** came mainly from **food, film and a growing interest in lesser-known destinations**. Christopher Nolan's The Odyssey drew **international attention to Messinia's myths, archaeology and coastline**. Food was another major driver: travellers explored **Athens dish by dish** and wandered through **Thessaloniki's Kapani Market**, and a global study ranked Athens, Thessaloniki and Rhodes among the **world's top ten street food destinations**. Conversation also shifted away from the well-known hotspots towards **quieter places**. Syros, Chios's village of Pyrgi and Mani attracted travellers looking for **authenticity and better value**, and September stood out as a rewarding time to visit, with **warm seas and the grape harvest**.

Examples of reputation drivers

- September is emerging as a rewarding time to visit Greece, as warm seas, fewer crowds and the start of the traditional grape harvest invite travellers to experience the country once the August rush eases.
- Christopher Nolan's The Odyssey is putting Messinia in the southwestern Peloponnese in the spotlight, inviting travellers to explore the region's ancient myths, archaeological treasures, medieval landmarks and dramatic coastline seen on the big screen.
- Exploring Athens through its food offers travellers a delicious way into the city, with visitors spending a full day hunting down the best traditional Greek dishes across the capital.
- Greek street food is earning international recognition, with Athens, Thessaloniki and Rhodes all ranking among the world's top ten street food destinations in a global study by Radical Storage.
- Wandering through Thessaloniki's Kapani Market, travellers can soak up the city's everyday rhythm among lively stalls in one of northern Greece's most atmospheric quarters.
- Travellers are increasingly trading Santorini for quieter Cycladic islands such as Syros, with Expedia's 2026 Island Hot List reporting a 55% average rise in interest in emerging islands as visitors seek better value.
- Pyrgi on Chios invites travellers away from the well-trodden Crete and Rhodes routes, with its distinctive patterned façades earning it a reputation as one of Europe's most beautiful villages.
- Climbing above the Vyros Gorge in Mani, travellers are rewarded with sweeping views over the seaside village of Kardamyli, described by one visitor as one of the most dramatic views he had ever seen.
- Along the shores of Sithonia in Halkidiki, travellers can stroll beaches such as Karydi, where golden sand, turquoise water and secluded bays offer an easy summer escape.
- Milos is captivating travellers with its calm, peaceful atmosphere and strikingly beautiful coastline, with Guardian readers describing its waters as the clearest seas they have ever swum in.
- On Lefkada, travellers can swim beneath white cliffs in crystal-clear turquoise water on beaches so striking they feel almost unreal.
- Climbing up to the Chora of Naxos rewards travellers with panoramic views over the old town and its Venetian castle.
- A glass-bottom boat trip from Argassi across Laganas Bay gives travellers the chance to spot Zakynthos's endangered loggerhead sea turtles and explore the Keri Caves.
- The Syros Cats shelter offers animal lovers a unique way to experience the Cyclades, providing free accommodation on Syros to volunteers who help feed and care for rescued cats.

Period of analysis: July 1st, 2026 – September 30th, 2026.

Note: For a full list of sources, please see appendix A

MMGY TCI Research
Με τη συγχρηματοδότηση της Ευρωπαϊκής Ένωσης ΕΣΠΑ 2021-2027
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Negative Sentiment Drivers

GREECE'S VIGILANCE POINTS FOR ONLINE REPUTATION

Greece's **negative sentiment in Q3 2026** was driven mainly by **wildfires**. **Blazes on Crete** forced thousands to evacuate, tourists among them, and **fires on Salamina** killed two people over the busy August holiday weekend. Suspects were also detained over a **suspected arson fire west of Athens**. Safety worries grew after **two tourists were stabbed near the Acropolis Museum** and an **explosion in Plaka killed six people**. **Rising West Nile virus cases and a fatal helicopter crash** on Sifnos added to the concern. **Pressure on infrastructure** completed the picture, from **water shortages** on seven Aegean islands and **taxi overcharging** to a **growing overtourism debate on Crete.**

Examples of reputation drivers

- Wildfires on Crete disrupted the peak summer season, with thousands evacuated - among them numerous tourists - as firefighters battled a major blaze on the island, and a third firefighter losing his life during Greece's fire season.
- Fast-moving wildfires on the island of Salamina killed two people during the August 15 Assumption holiday weekend, Greece's peak summer getaway, when many Athenians head to nearby islands.
- Suspects of arson were placed in pre-trial detention on suspicion of starting a fire west of Athens that destroyed more than 11,000 hectares, drawing attention to the role of arson and negligence in this summer's wildfires.
- Severe water shortages have pushed seven Aegean islands to declare a drought emergency in the middle of peak season, with Astypalea's only reservoir almost empty after low rainfall and rising temperatures.
- Two Greek-American tourists were stabbed near the entrance of the Acropolis Museum in Athens, with police arresting a 60-year-old man over the attack.
- An explosion destroyed a two-storey building in Athens's Plaka district, at the foot of the Acropolis, killing six people - including four American tourists - with authorities investigating a possible gas leak.
- The spread of West Nile virus in Greece, with 19 deaths reported by late August, is prompting warnings for travellers to protect themselves against mosquito bites.
- A private helicopter crash on Sifnos killed three people, among them a British couple on their honeymoon, casting a shadow over the island's summer season.
- Police in Greece are warning holidaymakers about a rise in taxi overcharging in popular holiday areas, with reports of tourists being asked to pay exorbitant prices for a single ride.
- Crete's record-breaking tourism numbers are sparking a growing overtourism debate, with questions about how many visitors certain areas of the island can sustainably absorb.

Period of analysis: July 1st, 2026 – September 30th, 2026.

Note: For a full list of sources, please see appendix A

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Experience Reputation

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

MMGY TCI Research

travelsat

Με τη συγχρηματοδότηση της Ευρωπαϊκής Ένωσης

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ΠΡΟΓΡΑΜΜΑ ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ 2021 – 2027

Ratings & Reviews

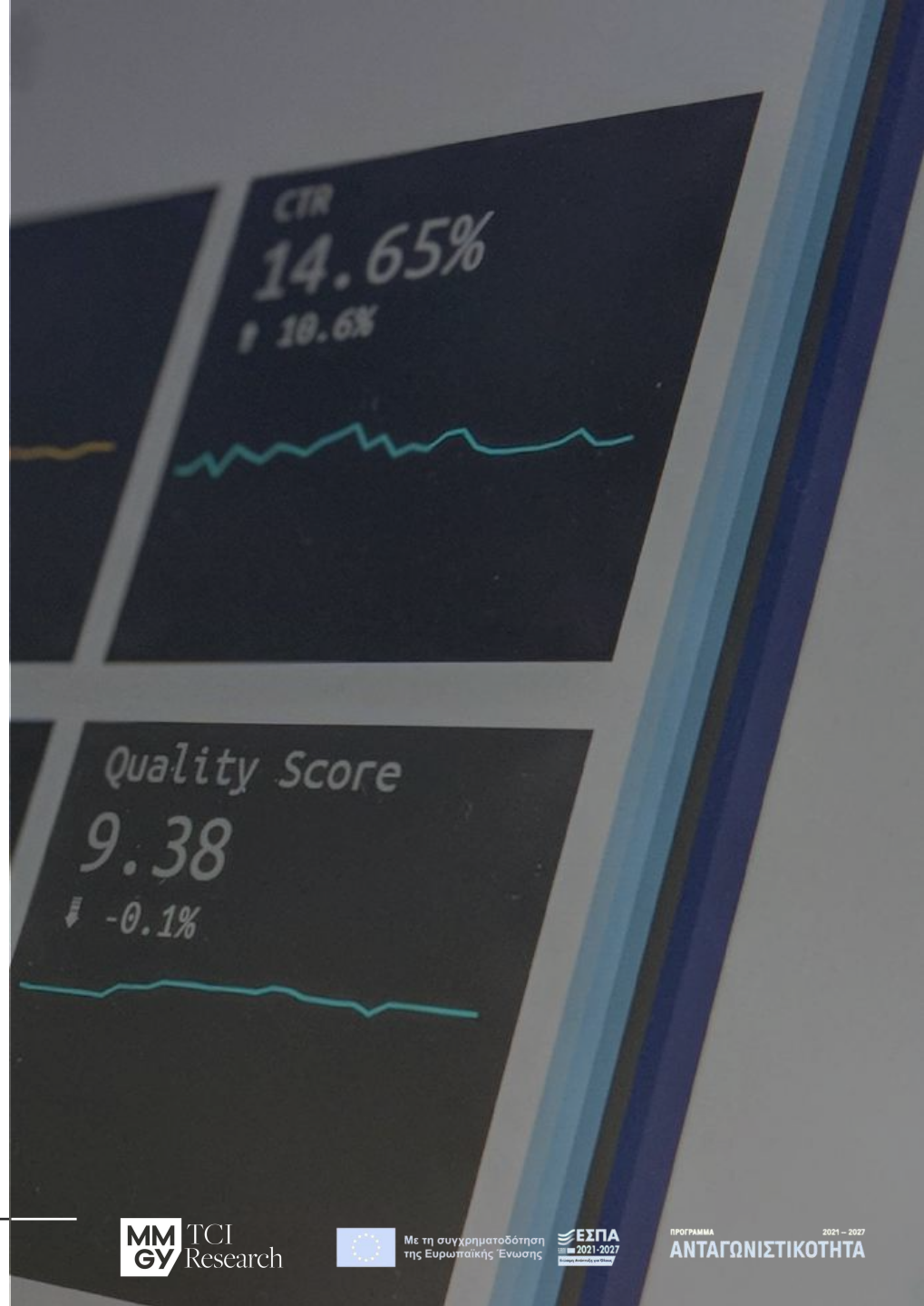
METHODOLOGICAL OVERVIEW

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.



Note: For a full list of sources, please see appendix B

MMGY TCI Research
Με τη συγχρηματοδότηση της Ευρωπαϊκής Ένωσης
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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**[1], 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 third quarter of 2026, ranging from **July 1st, 2026, to September 30th, 2026**.

Reviews Corpus Analysed

Verticals	Reviews Count Greece (01/07/2026 to 30/09/2026)	Reviews Count Benchmark (01/07/2026 to 30/09/2026)
Attractions	166,605	6,060,047
Restaurants	119,560	10,438,546
Total Sample	**286,165**	**16,498,593**

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

Note: For a full list of sources, please see appendix B

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Key Visitor Experience Trends

SUMMARY FOR Q3 2026

Overall National Performance

- **Greece achieved an overall rating of 9.1 in Q3 2026**, above the European average of 8.8 and ahead of Croatia (9.0), Spain (8.8) and Italy (8.5), though now marginally behind Portugal (9.2). Athens matched Portugal at 9.2 and led the comparison set. Almost every benchmark lost ground against Q2 - Greece slipped from 9.2 to 9.1, Croatia from 9.2 to 9.0 and Italy more sharply from 8.9 to 8.5 - with Portugal the only destination to improve. The relative position therefore held even as absolute scores eased.
- **Ratings stayed flat at 9.1 in each month of the quarter** while volume peaked at 91.1k reviews in July, 108.6k in August and 75.3k in September, 275.1k in total, indicating that satisfaction proved robust under maximum seasonal load. Culture was the strongest experience category at 9.3, ahead of Food & Beverage (9.1) and Sea (8.8).
- Across the sentiment dimensions drawn from written reviews, **Personnel again led by a clear margin at 9.5**, followed by Value for Money at 8.9, while Hygiene and Sustainable Travel both settled at 8.0 and remain the structural weak points.

Regional Highlights

- Results across the fourteen regions ranged from 8.8 to 9.7. **West Macedonia posted the highest rating (9.7), followed by Thessaly and West Greece (both 9.4),** though all three rest on comparatively small review bases of 596 to 7,671 and should be read with that in mind. Among the **high-volume regions, Attica (9.2, 49.3k reviews) and the Cyclades (9.2, 25.5k) performed best**, with Central Greece, Epirus and the Peloponnese also reaching 9.2. Central Macedonia and the Ionian Islands matched the national figure at 9.1, Crete, the Dodecanese and East Macedonia and Thrace recorded 9.0, and the North Aegean closed the field at 8.8.
- The **service advantage was visible almost everywhere:** Personnel reached 9.9 in West Greece and West Macedonia and held at or above 9.3 in most regions, with East Macedonia and Thrace (8.8) and the North Aegean (9.0) the main exceptions. **The weak points were equally consistent**. Hygiene dropped to 6.3 in Central Greece, 7.1 in the Ionian Islands and 7.4 in Thessaly, while Sustainable Travel bottomed out at 7.6 in the Ionian Islands and 7.7 in both Crete and Thessaly. Value for Money varied least, ranging from 8.4 in the North Aegean to 9.5 in West Greece.

Market Affinity

- **US travellers rated most favourably at 9.4,** ahead of **the United Kingdom at 9.1, which also supplied the largest review base (5,596).** Continental European markets clustered lower, with Germany at 8.7, France at 8.5 and Italy at 8.4 - the latter also the second-largest contributor by volume (3,797). Domestic reviewers gave 8.8, down from 9.0 in Q2. **All tracked markets declined slightly quarter on quarter, with Italy showing the widest gap.**

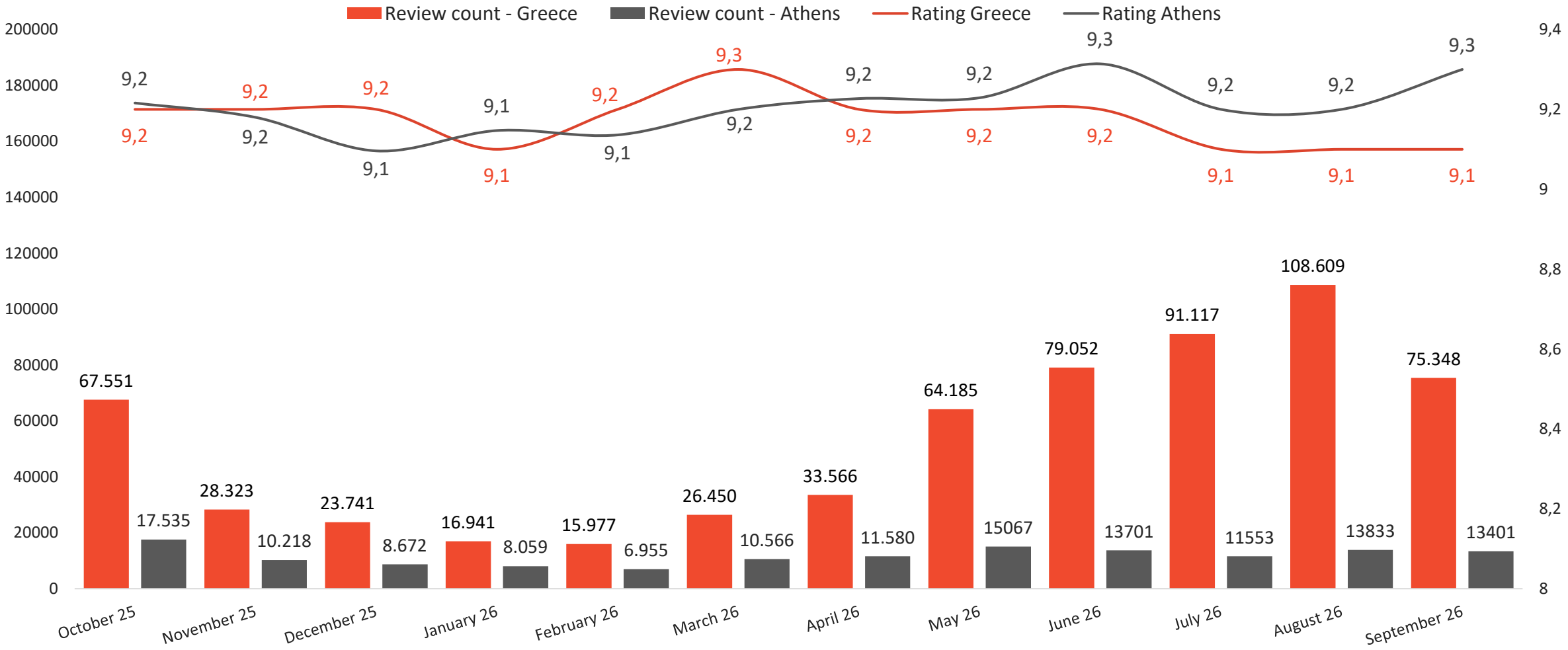
Period of analysis: July 1st, 2026 – September 30th, 2026.

Note: For a full list of sources, please see appendix B

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Overall Experience Reputation

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



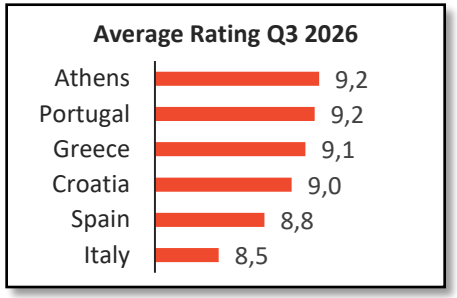
Note: Data presented here stems from numerical ratings.

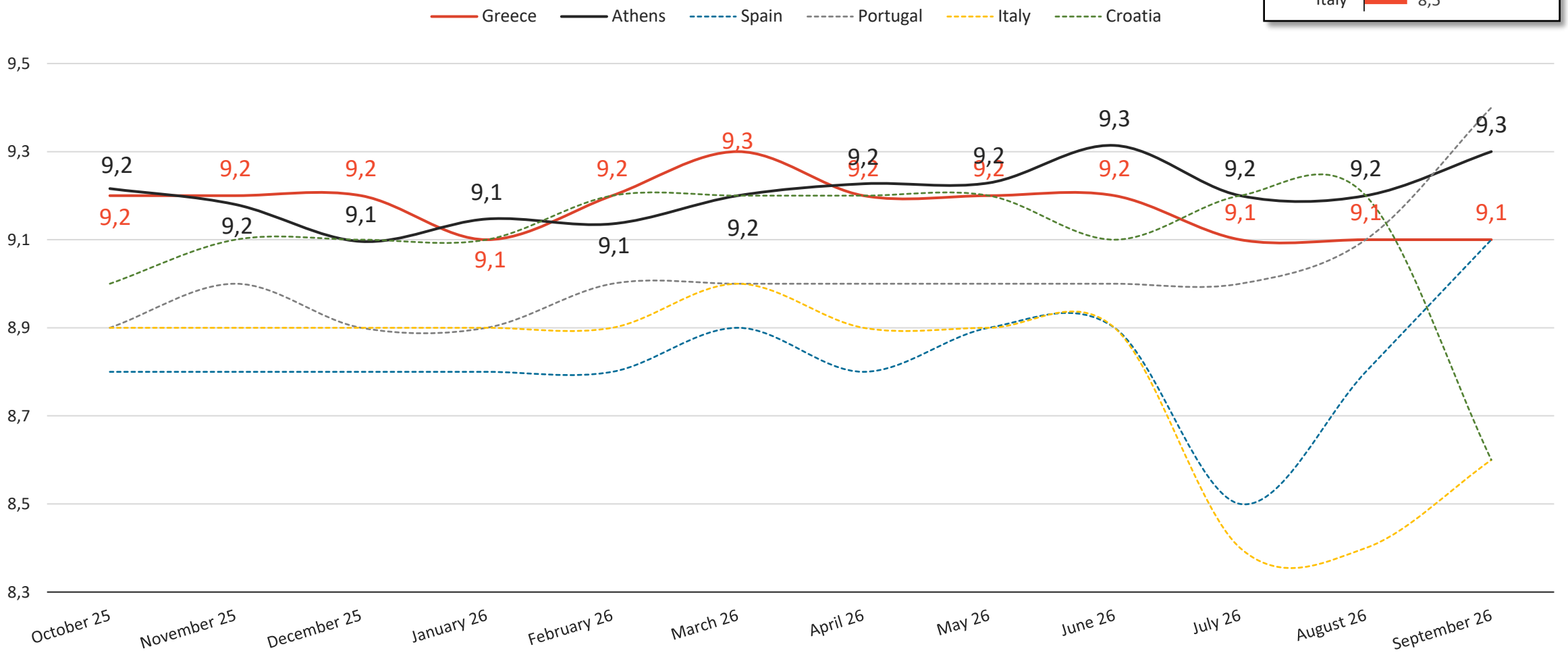
Note: For a full list of sources, please see appendix B

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Overall Experience Reputation

OVERALL RATINGS VS. SELECTED BENCHMARK COUNTRIES



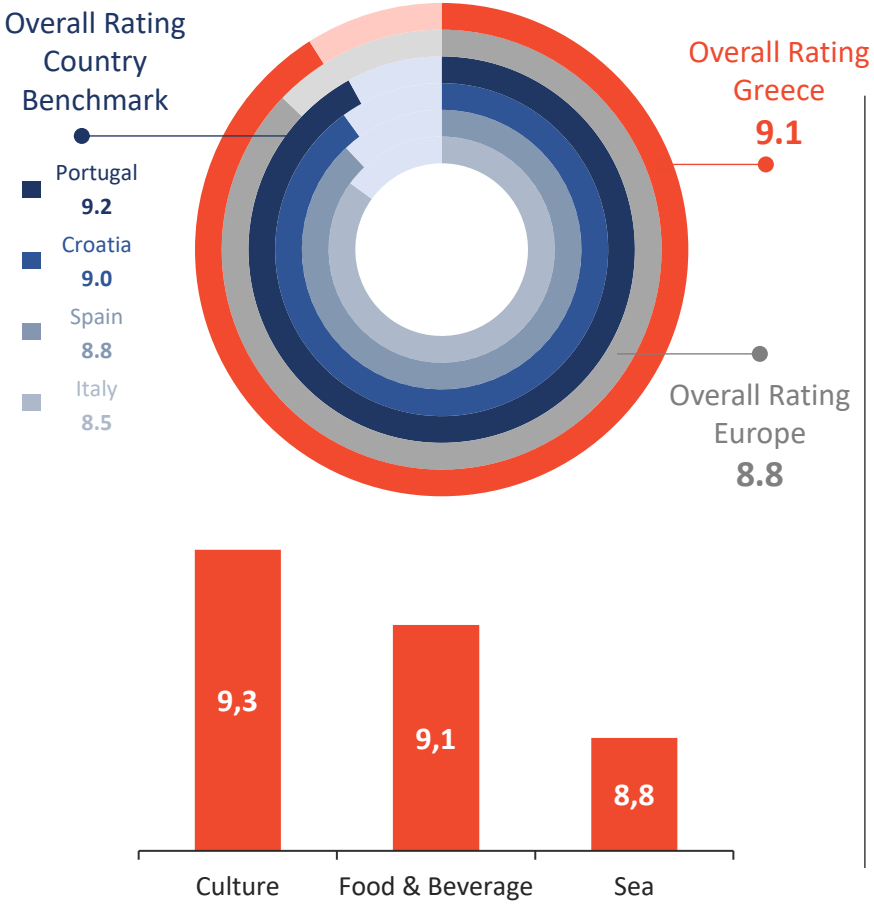


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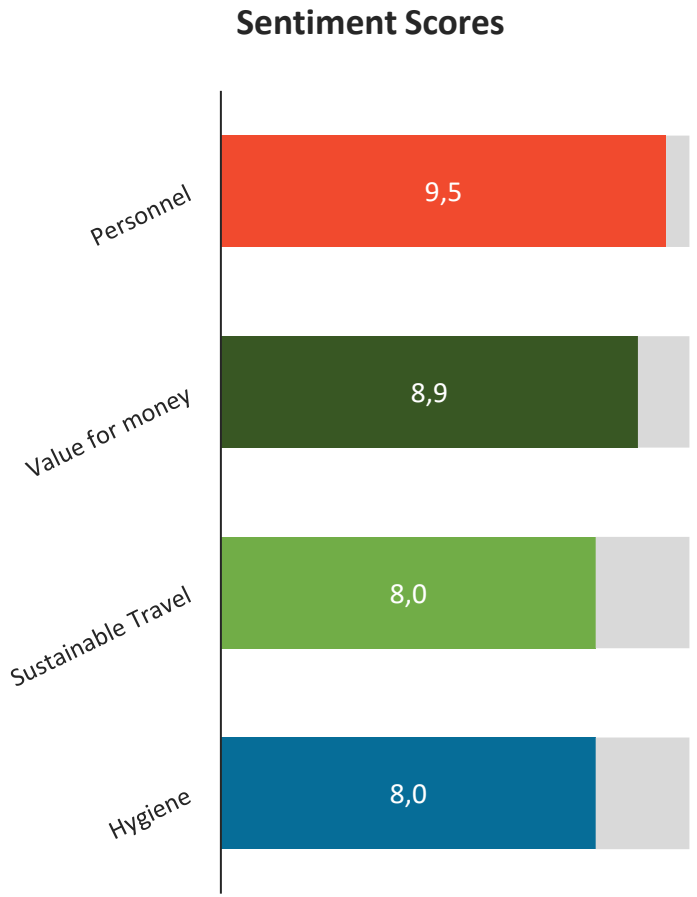
Note: For a full list of sources, please see appendix B

Greece Overall

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN GREECE



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.

Rating per Market

Market	Review Volume	Rating
United States	3507	9.4
United Kingdom	5596	9.1
Germany	1916	8.7
France	2580	8.5
Italy	3797	8.4
Greece	1341	8.8

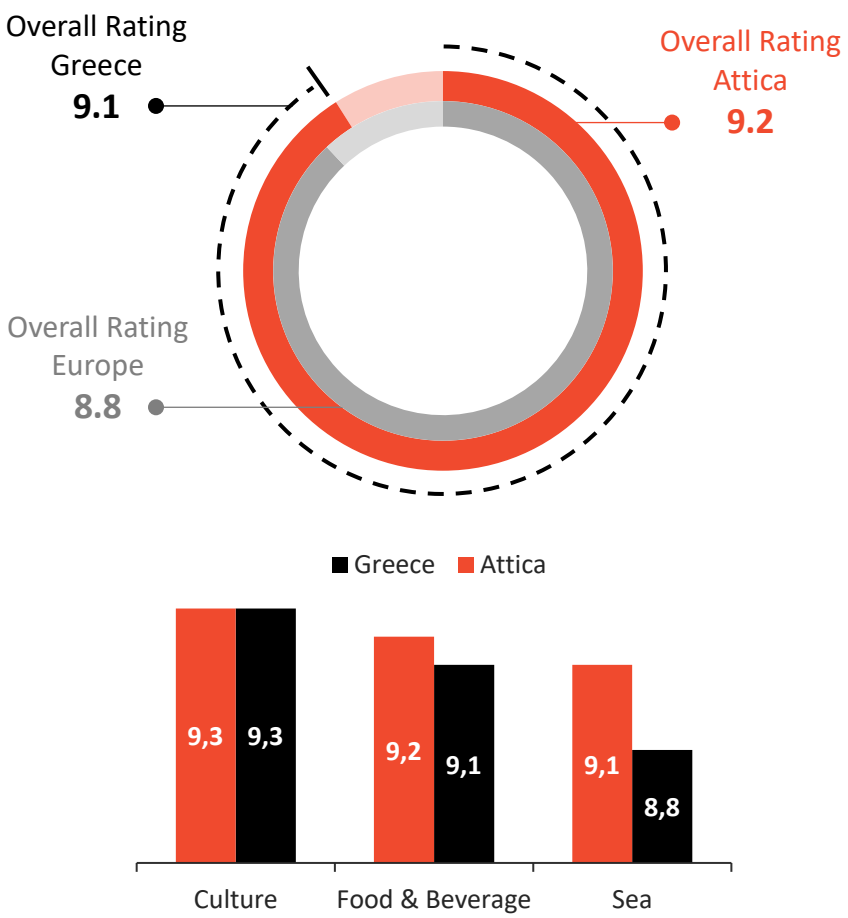
Note: Data presented here stems from numerical ratings. The markets reported are based on review count.

Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 275,074

Note: For a full list of sources, please see appendix B

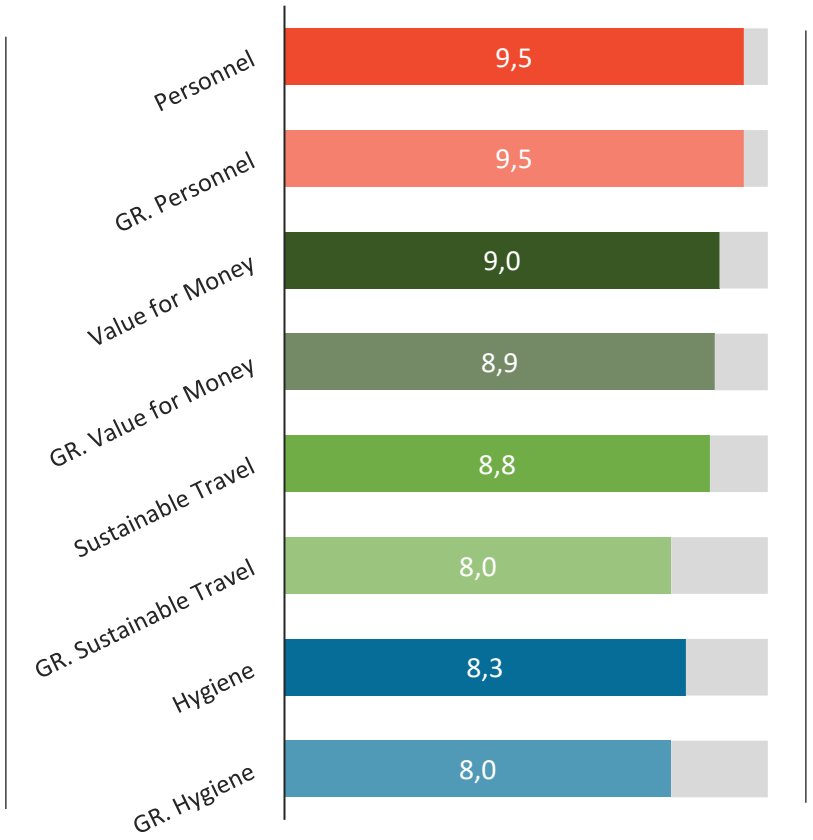
Attica

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN ATTICA



Note: Data presented here stems from numerical ratings.

Sentiment Scores



Note: Data presented here stems from written reviews.

Rating per Market

Market	Review Volume	Rating
United States	1,853	9.5
Australia	531	9.4
Canada	485	9.4
United Kingdom	755	9.3
France	480	8.5
Greece	108	8.9

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

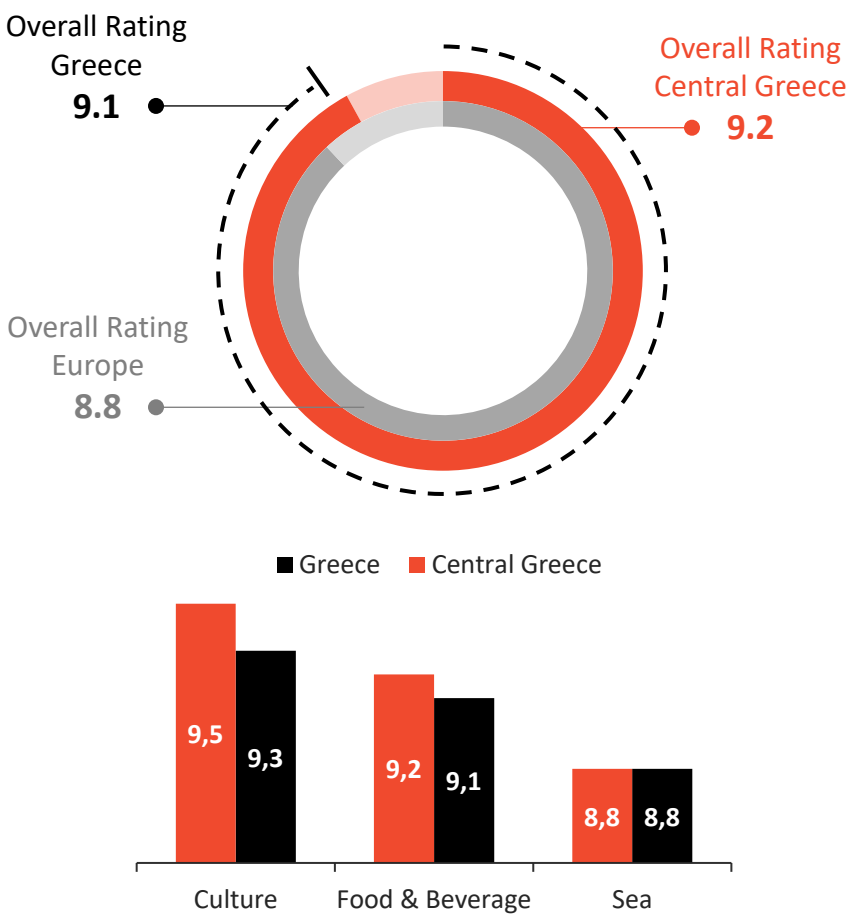
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 49,318

Note: For a full list of sources, please see appendix B

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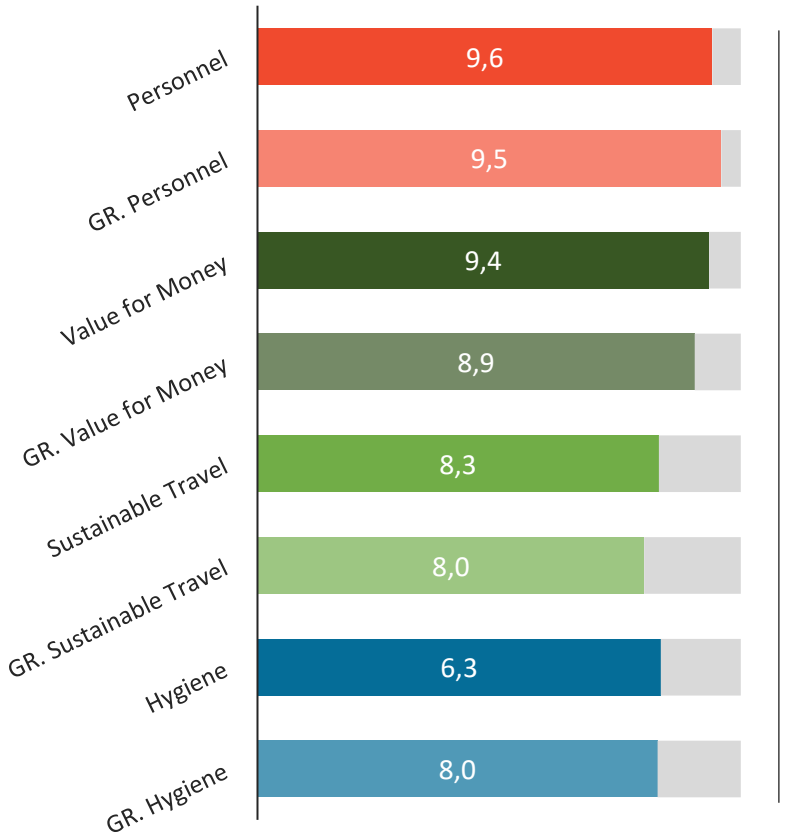
Central Greece

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN CENTRAL GREECE



Note: Data presented here stems from numerical ratings.

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.

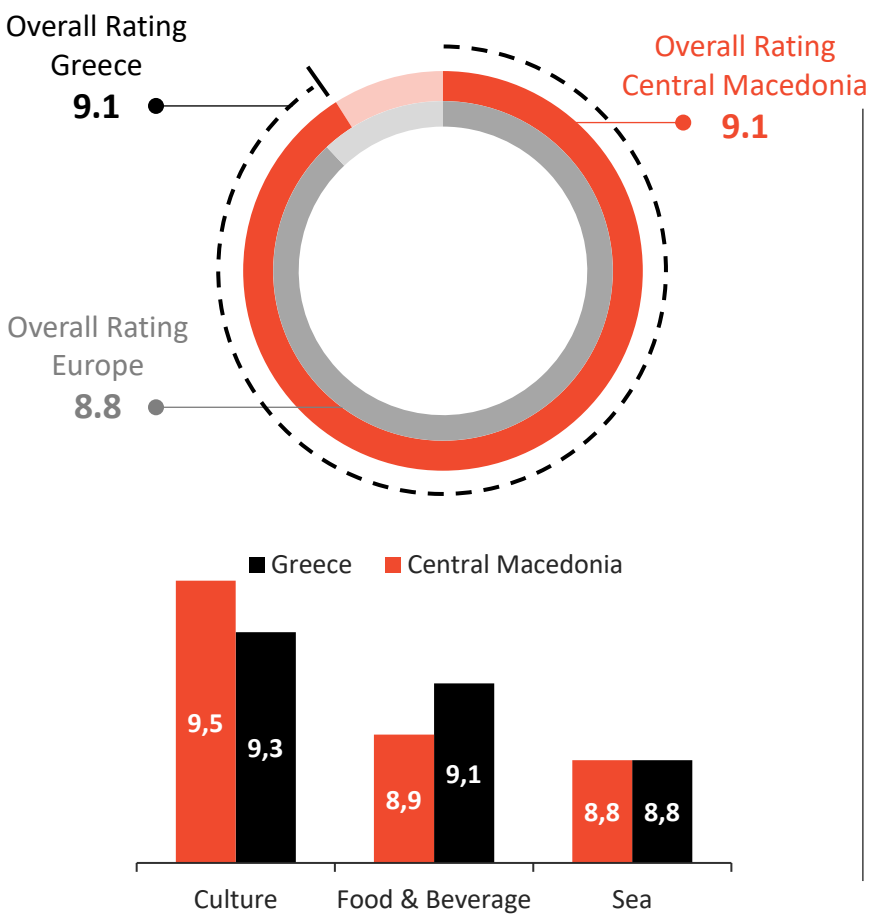
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 2,775

Note: For a full list of sources, please see appendix B

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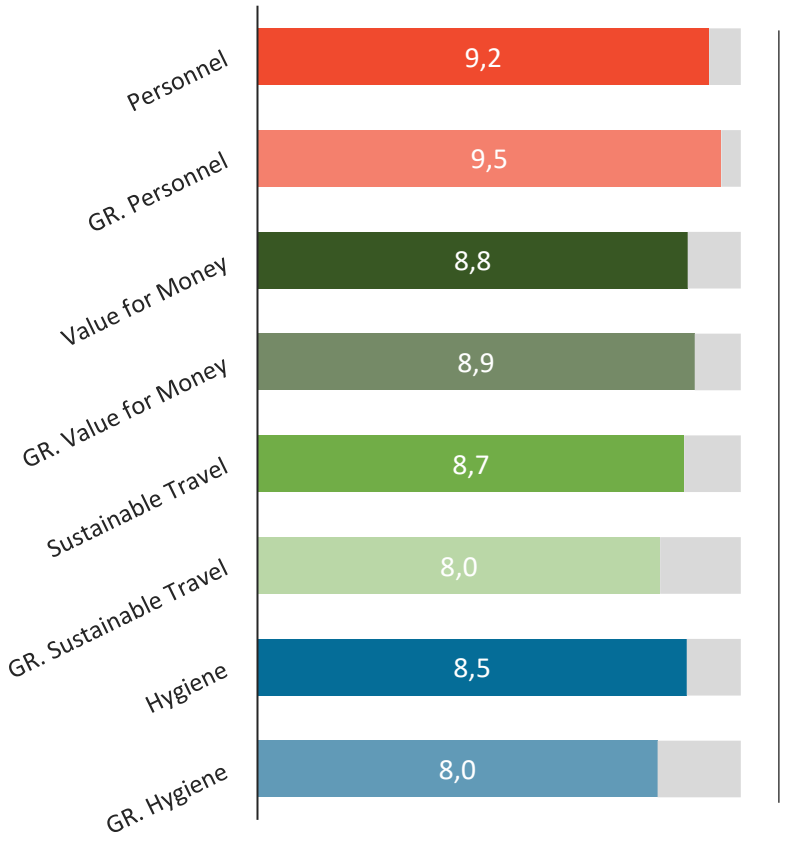
Central Macedonia

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	Review Volume	Rating
Romania	161	9.3
United Kingdom	219	9.2
Germany	208	8.8
Turkey	141	8.5
Italy	168	8.3
Greece	219	8.8

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

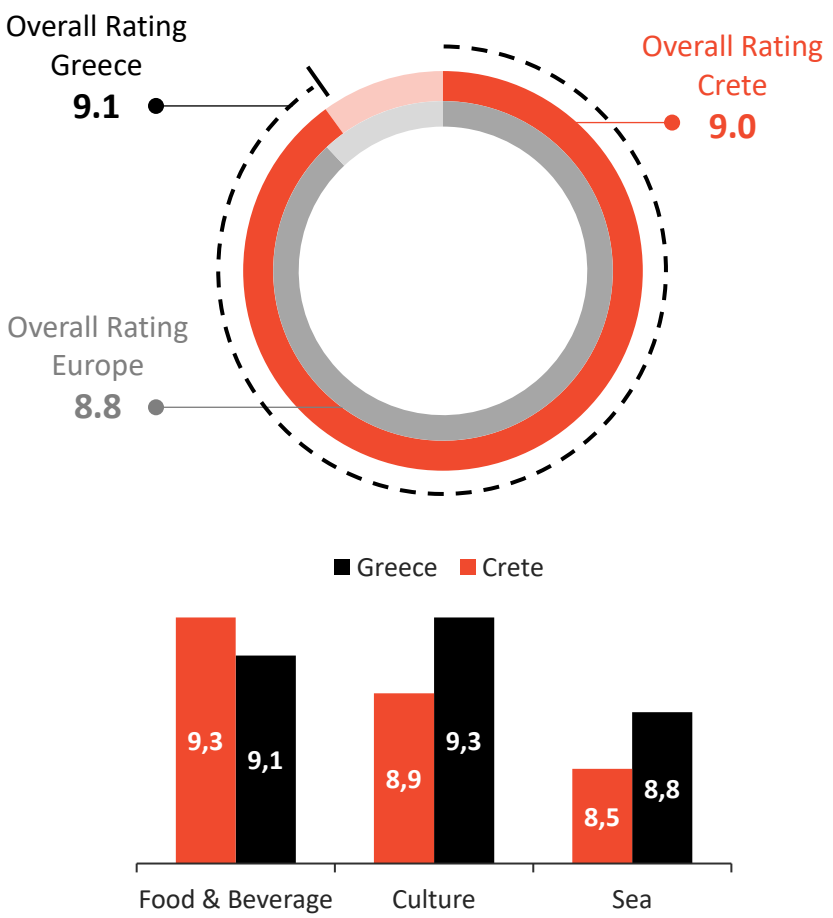
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 35,770

Note: For a full list of sources, please see appendix B

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ΠΡΟΓΡΑΜΜΑ ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ 2021 – 2027

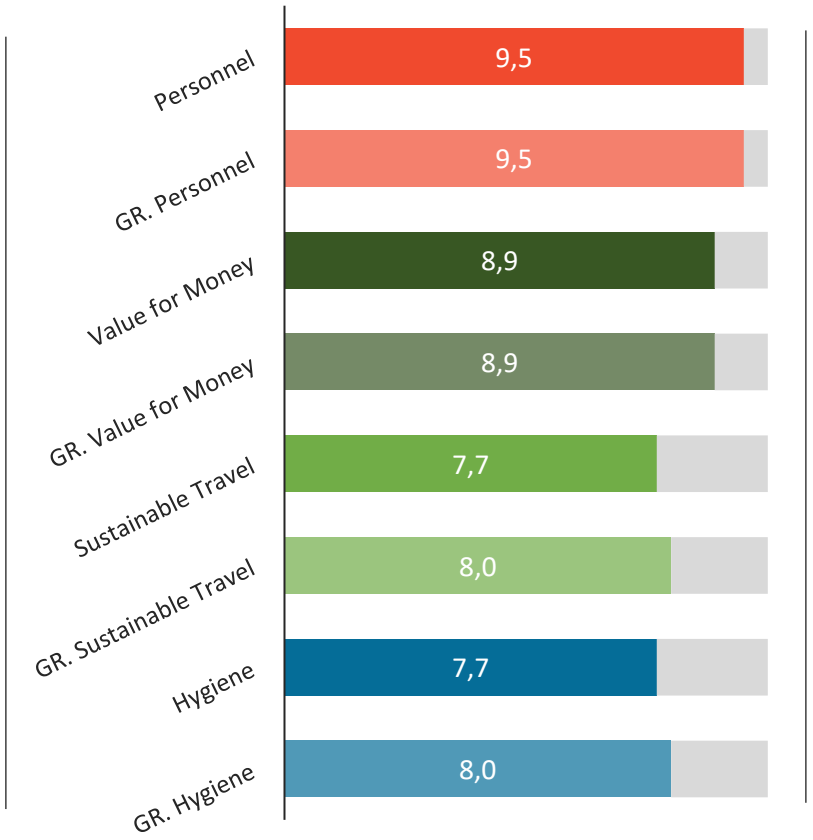
Crete

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	Review Volume	Rating
United States	213	9.2
United Kingdom	789	8.8
France	935	8.3
Italy	1,078	8.2
Germany	357	8.1
Greece	248	8.4

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

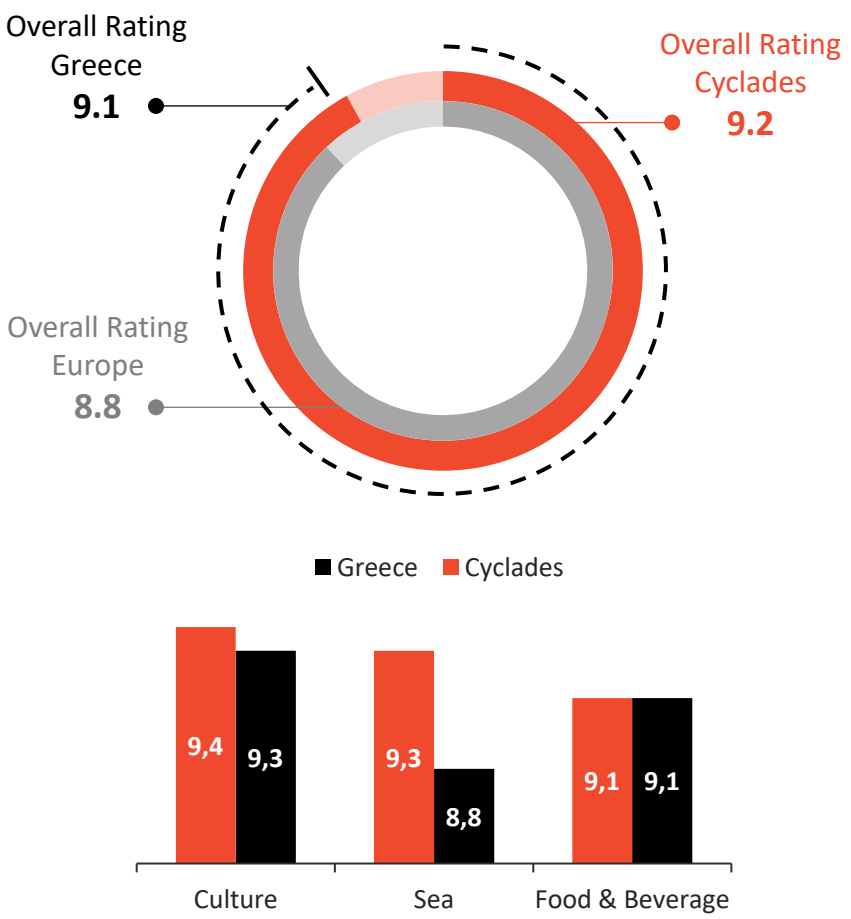
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 57,026

Note: For a full list of sources, please see appendix B

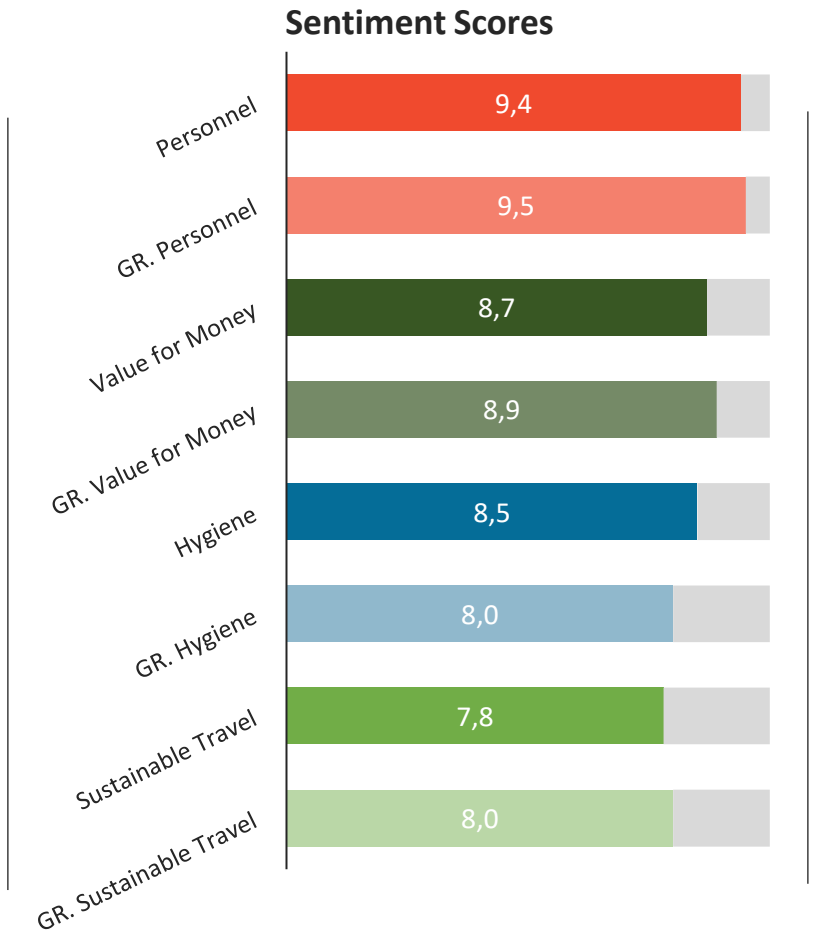
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Cyclades

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	Review Volume	Rating
United States	884	9.5
Australia	277	9.3
United Kingdom	757	9.3
France	483	9.2
Italy	795	9.0
Greece	198	9.4

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

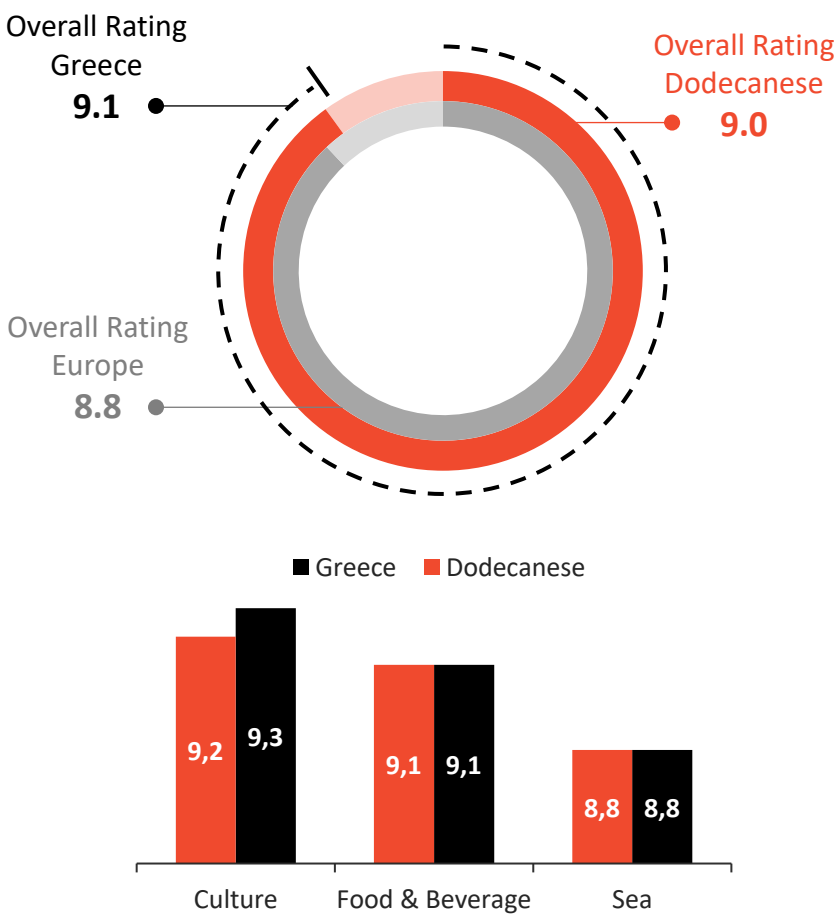
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 25,481

Note: For a full list of sources, please see appendix B

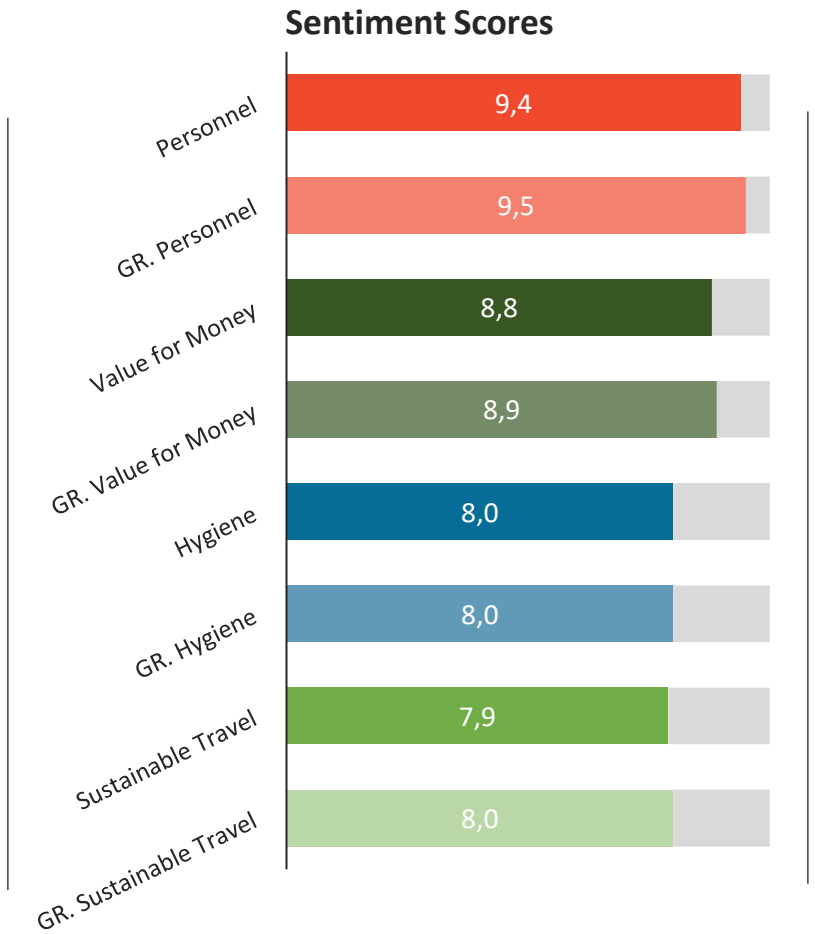
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Dodecanese

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	Review Volume	Rating
United Kingdom	1,338	9.0
The Netherlands	276	8.8
Germany	561	8.7
France	279	8.4
Italy	615	8.1
Greece	155	8.6

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

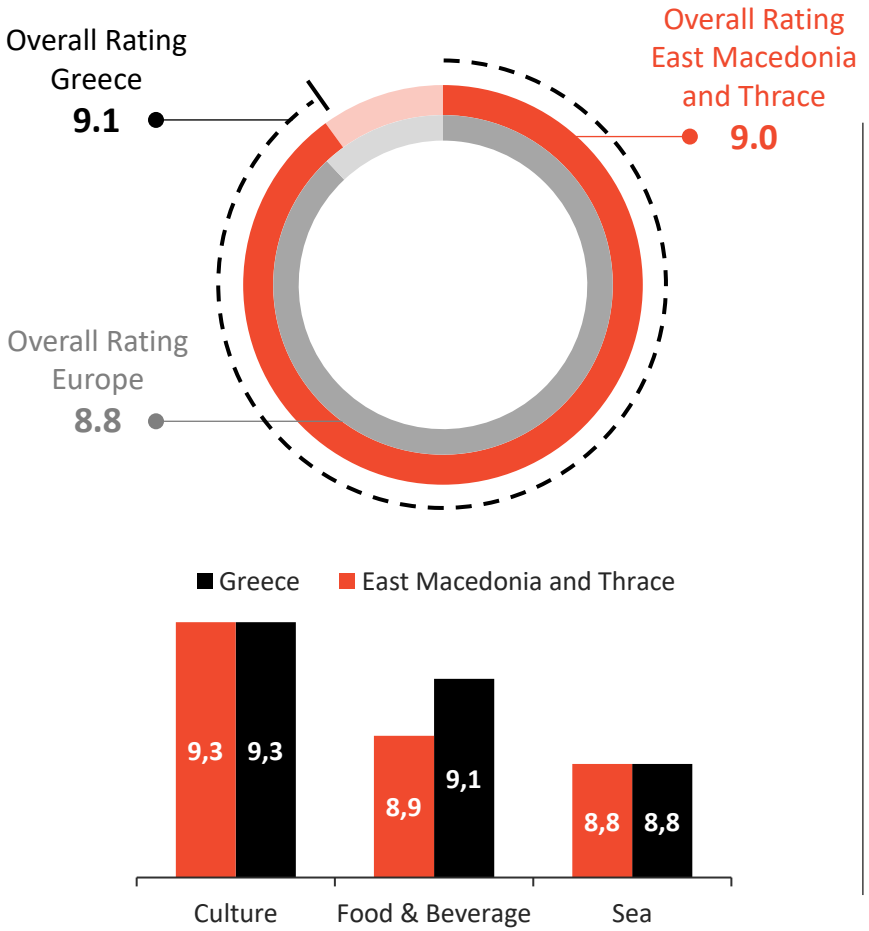
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 41,445

Note: For a full list of sources, please see appendix B

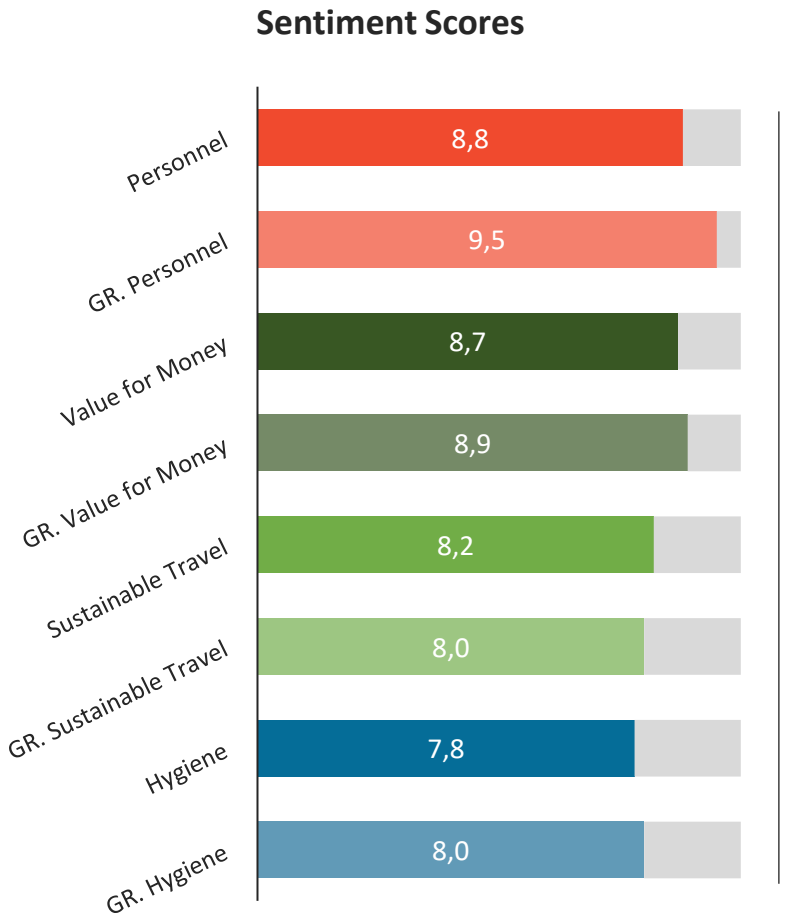
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East Macedonia and Thrace

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

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.

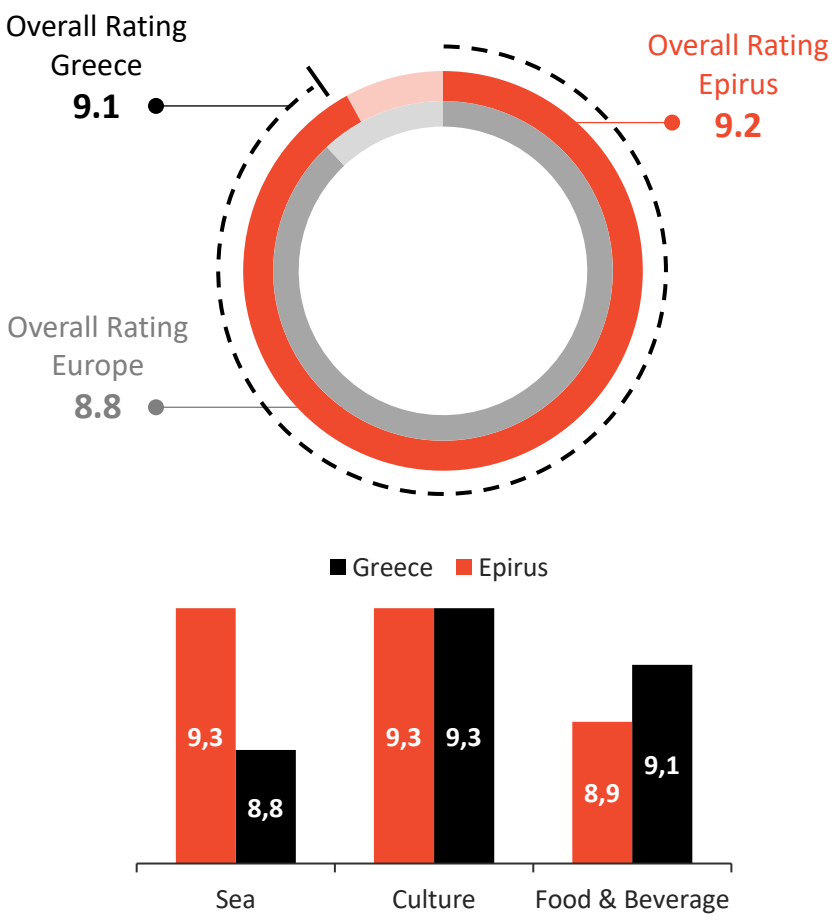
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 6,272

Note: For a full list of sources, please see appendix B

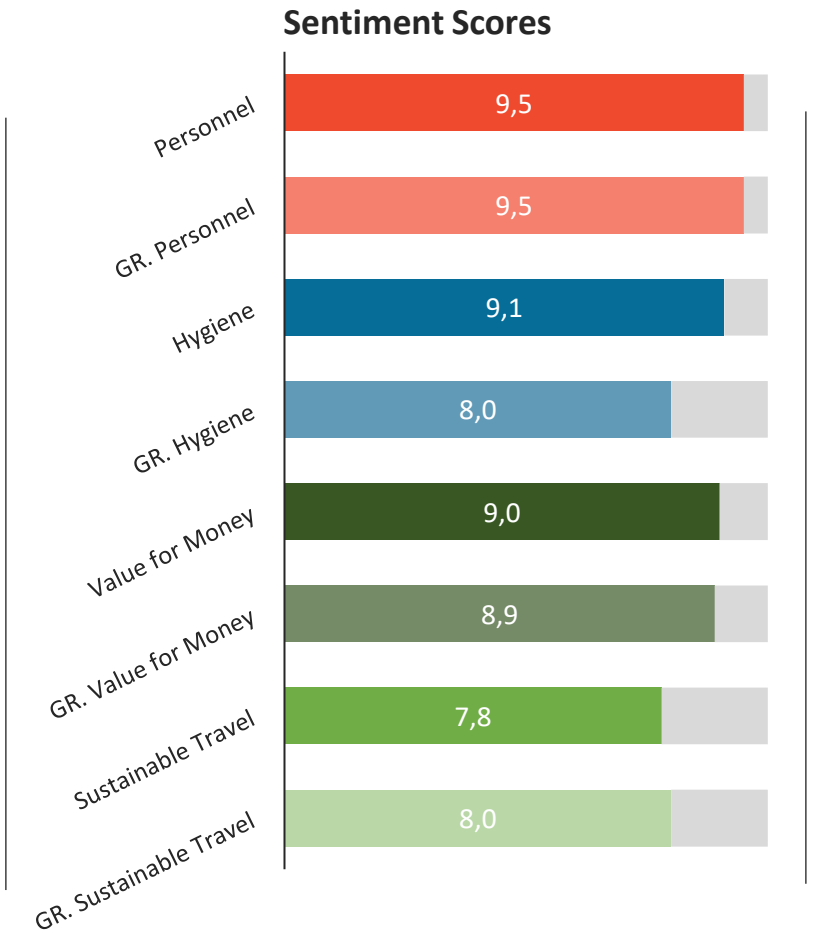
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Epirus

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN EPIRUS



Note: Data presented here stems from numerical ratings.



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	Review Volume	Rating
Australia	68	9.9
Canada	30	9.9
United States	60	9.7
Italy	39	9.2
United Kingdom	51	9.2
Greece	35	9.1

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

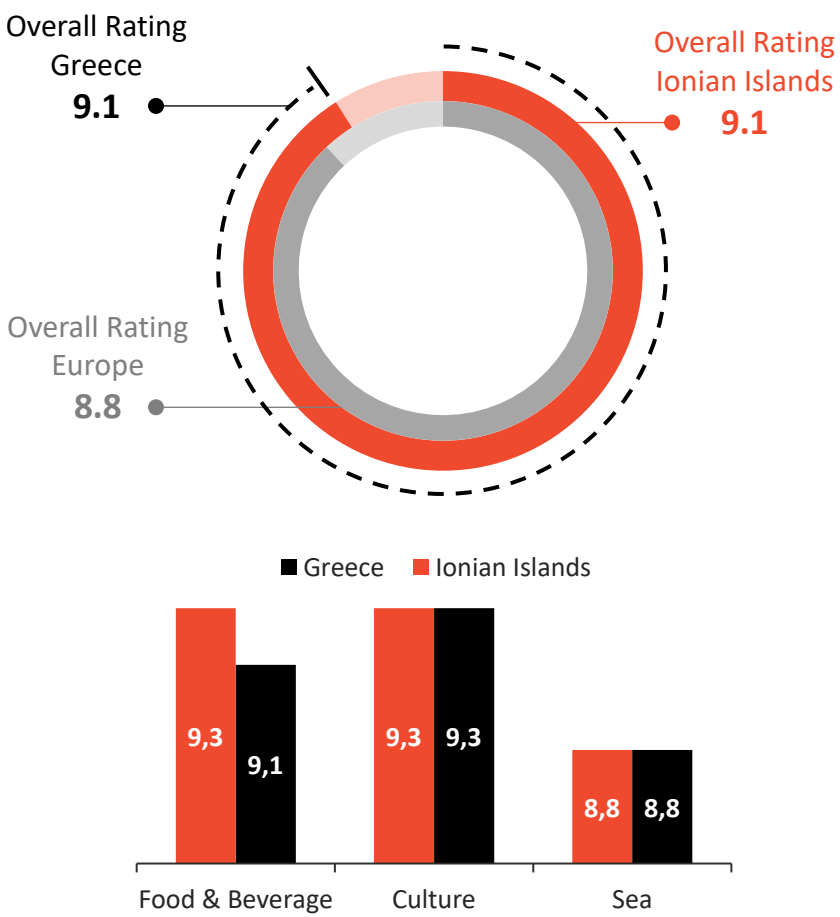
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 3,321

Note: For a full list of sources, please see appendix B

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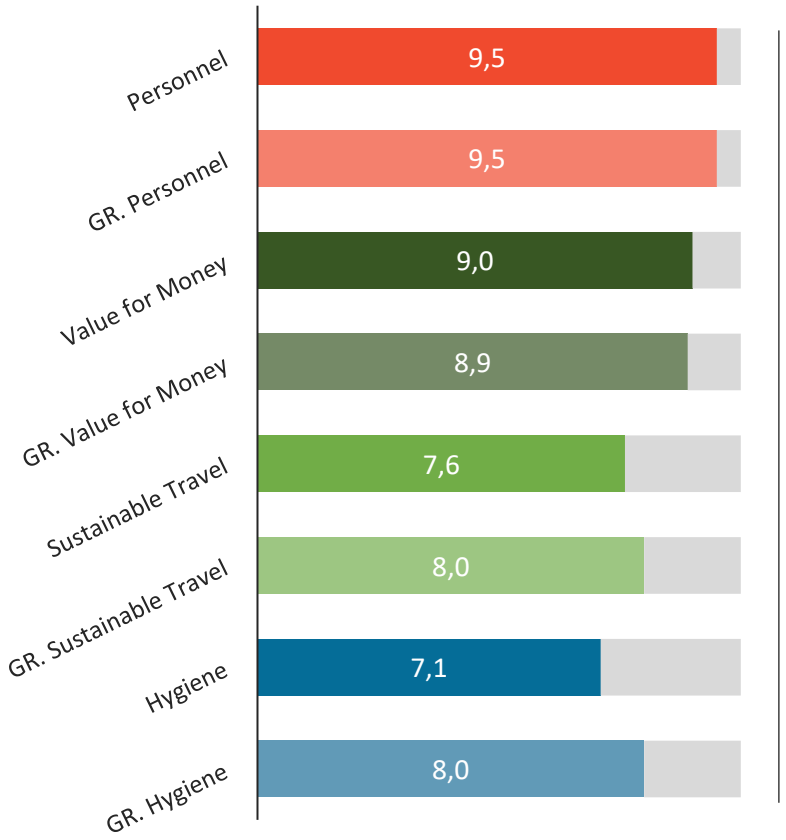
Ionian Islands

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	Review Volume	Rating
United Kingdom	1,317	9.1
The Netherlands	160	8.7
Germany	149	8.5
Italy	500	8.3
France	166	8.1
Greece	225	8.8

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

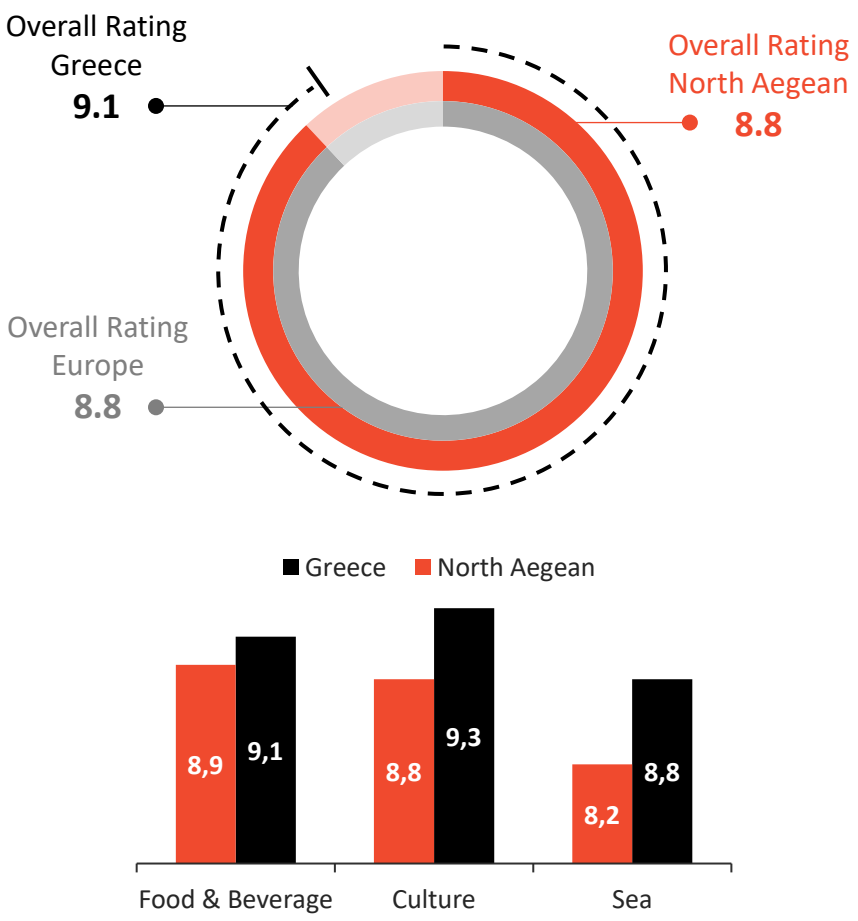
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 28,155

Note: For a full list of sources, please see appendix B

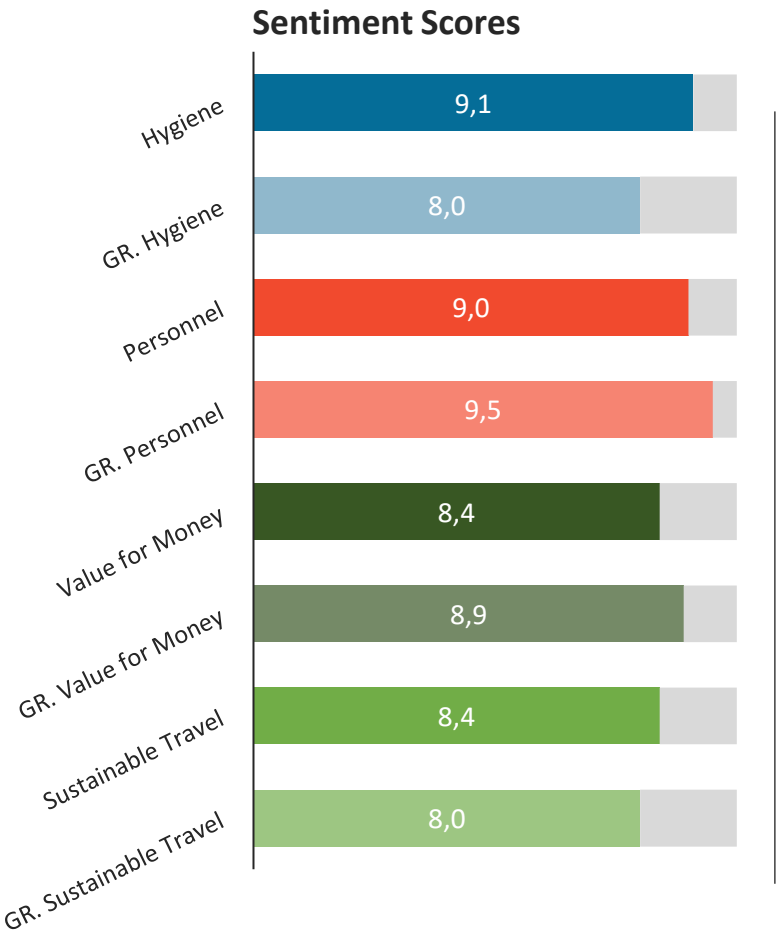
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North Aegean

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN NORTH AEGEAN



Note: Data presented here stems from numerical ratings.



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.

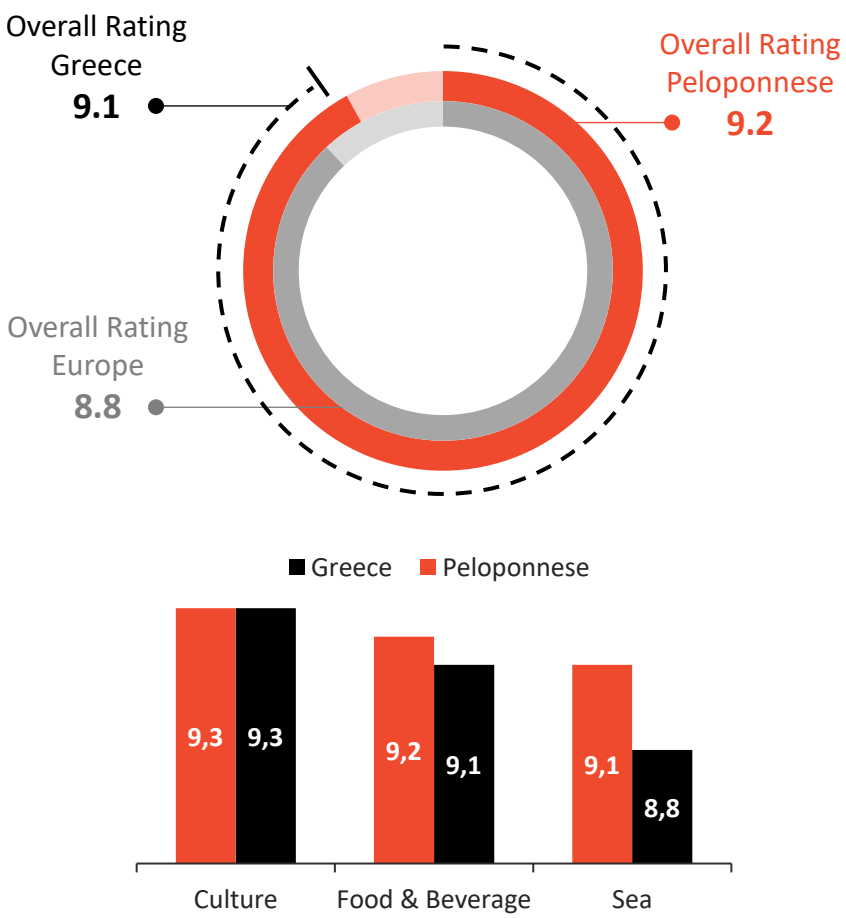
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 4,544

Note: For a full list of sources, please see appendix B

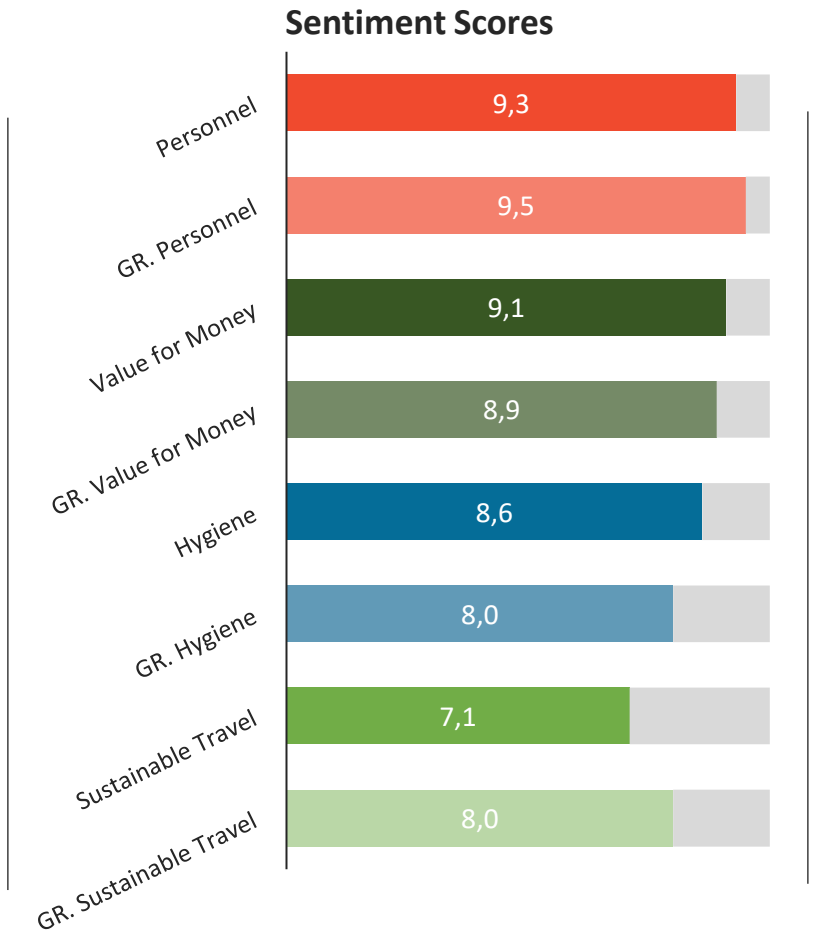
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Peloponnese

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN PELOPONNESE



Note: Data presented here stems from numerical ratings.



Note: Data presented here stems from written reviews.

Rating per Market

Market	Review Volume	Rating
Italy	55	8.7
United States	38	8.6
France	41	8.5
United Kingdom	38	8.1
Greece	47	8.8

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

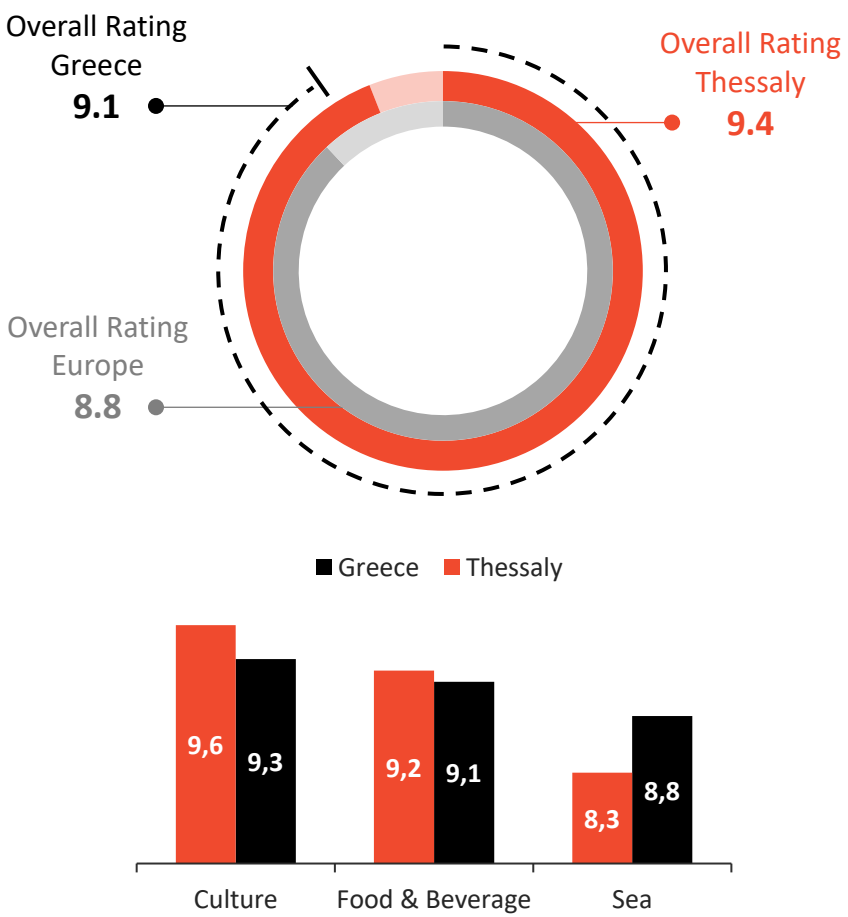
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 9,864

Note: For a full list of sources, please see appendix B

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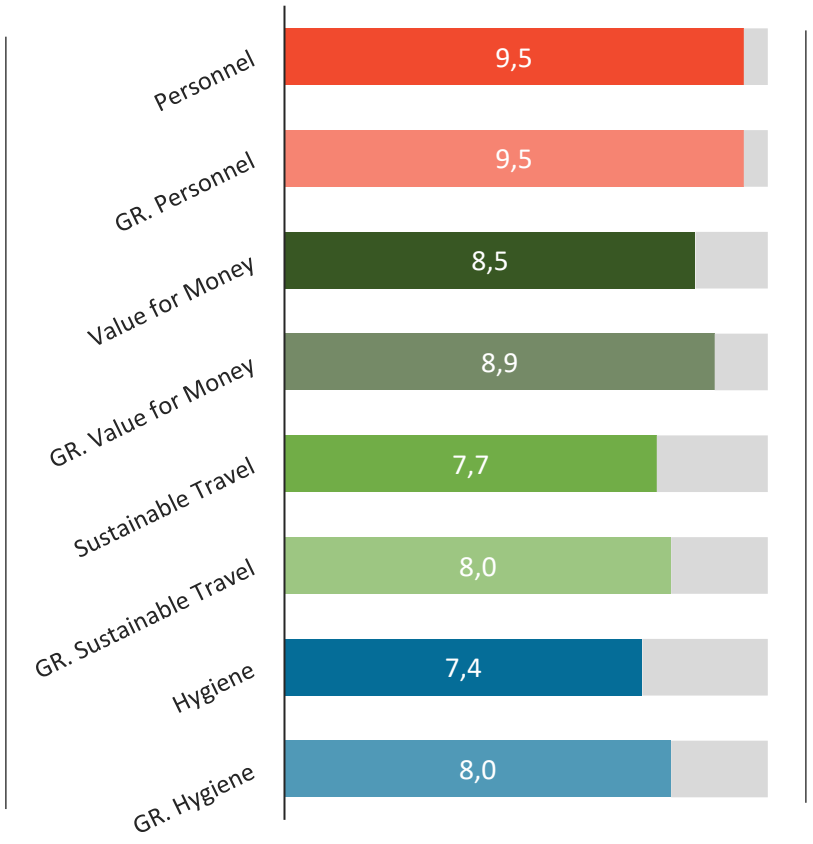
Thessaly

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN THESSALY



Note: Data presented here stems from numerical ratings.

Sentiment Scores



Note: Data presented here stems from written reviews.

Rating per Market

Market	Review Volume	Rating
Poland	77	9.6
Germany	100	9.4
United Kingdom	273	9.1
Italy	163	8.5
United States	69	7.2
Greece	39	9.4

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

Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 7,671

Note: For a full list of sources, please see appendix B

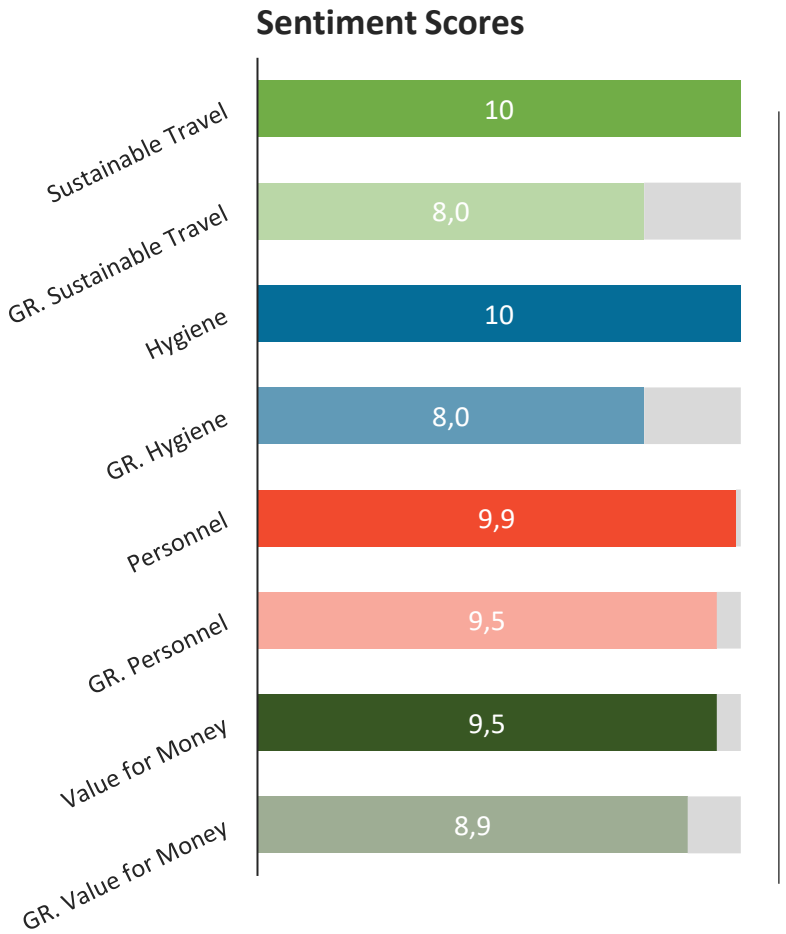
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West Greece

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.



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.

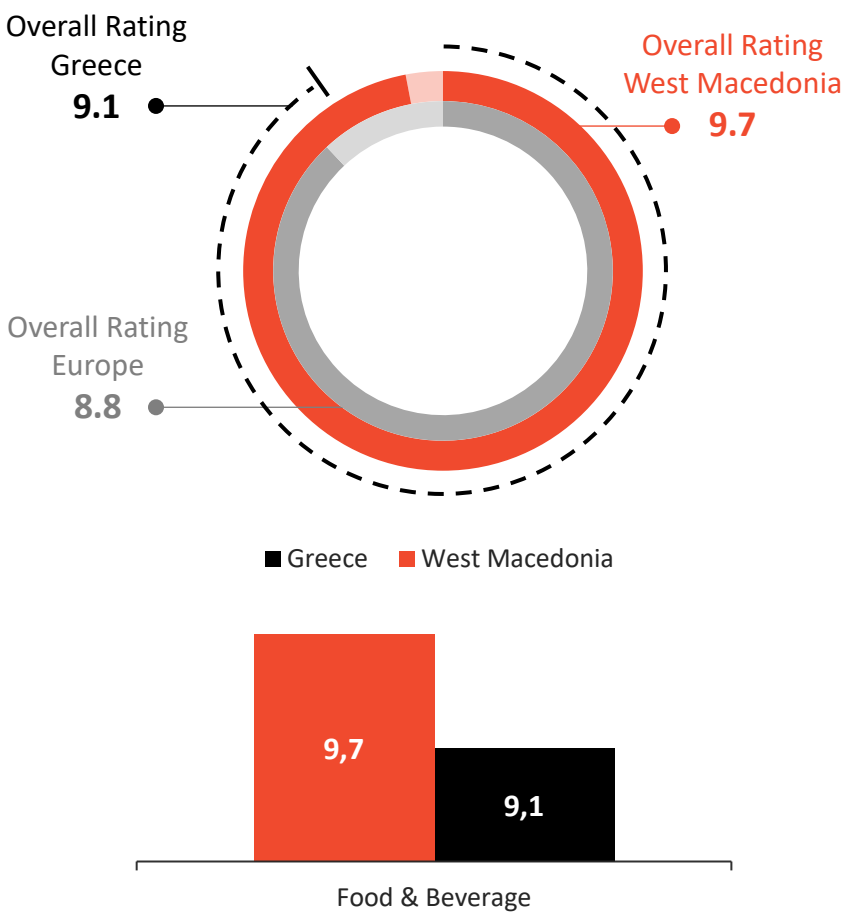
Period of analysis: July 1st, 2026 – September 30th, 2026. **Review Count**: 2,678

Note: For a full list of sources, please see appendix B

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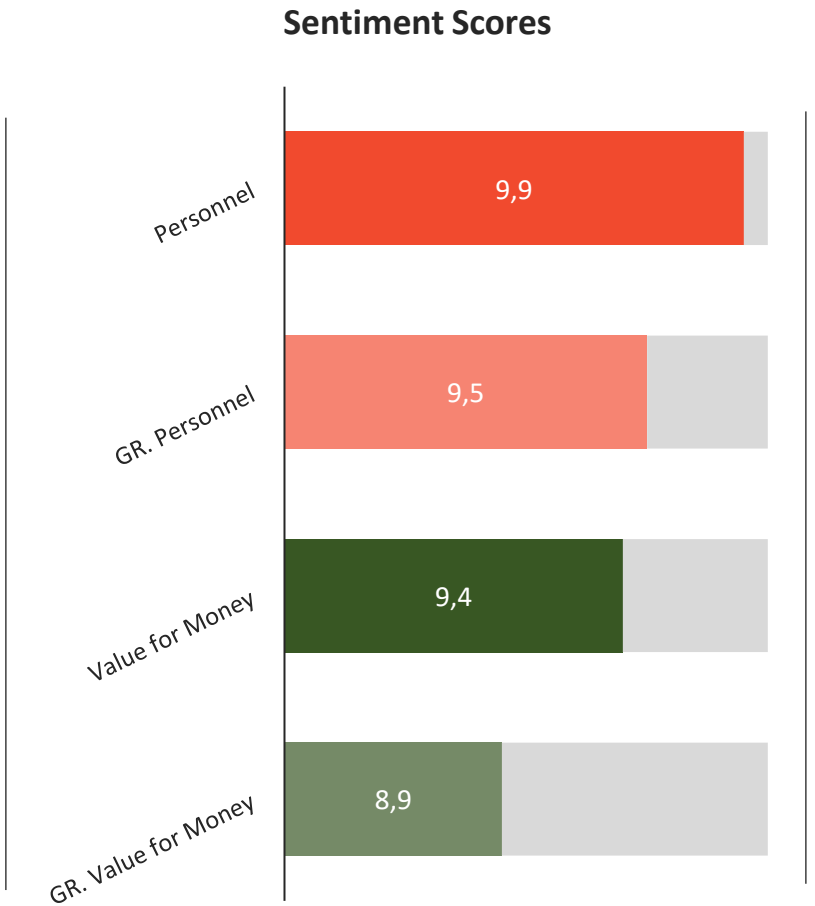
West Macedonia

EXPERIENCE REPUTATION: RESTAURANTS, BARS & ATTRACTIONS IN WEST MACEDONIA



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: July 1st, 2026 – September 30th, 2026. **Review Count**: 596



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.

Note: For a full list of sources, please see appendix B



Conclusion

IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

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Take Aways

IMPORTANT TAKE AWAYS FOR TRAVEL IN GREECE

- **Social Reputation:** Greece's Net Sentiment Index came in at 19 for Q3 2026, with Athens at 17 - roughly half the Q2 readings of 38 and 40. The gap to Croatia (53) and Portugal (51) widened considerably, and Greece also fell behind Italy (27), remaining ahead only of Spain (3). The quarter was shaped by a steep mid-season dip: sentiment bottomed out at 2 in August before recovering to 41 in September.
- **Topic Analysis:** Culture stayed the dominant pillar by volume with over 35k mentions, but its score fell from 88 to 78. Gastronomy held a solid second position (19k mentions, 76), and Hospitality once again achieved the strongest score of all themes at 84, albeit on a marginal base of under 1k mentions. Environment remained the weakest performer at 56 with just over 10k mentions. The decline affected all four themes evenly, which points to broad seasonal pressure rather than an isolated reputational issue.
- **Positive Narratives:** Three strands carried favourable coverage. Christopher Nolan's The Odyssey placed Messinia's archaeology, myths and coastline in the international spotlight. Culinary content retained its strength, with Athens, Thessaloniki and Rhodes entering a global top-ten street food ranking and travellers sharing market walks and city food tours. Interest also continued to spread beyond the established hotspots, with Syros, Pyrgi on Chios and Mani cited as authentic and better-value alternatives, and September gaining profile as a shoulder-season window.
- **Negative Narratives:** Critical coverage centred on safety and was heavier than in prior quarters. Wildfires led, with evacuations on Crete, two fatalities on Salamina over the Assumption weekend and a suspects placed in pre-trial detention on arson suspicion. A stabbing of two tourists at the Acropolis Museum, a Plaka building explosion that claimed six lives including four American visitors, and a fatal helicopter crash on Sifnos compounded the picture. Health and infrastructure strain ran alongside, from 19 West Nile virus deaths to drought emergencies on seven Aegean islands, taxi overcharging and the overtourism debate on Crete.
- **Visitor Experience:** Greece recorded an overall rating of 9.1 across 275.1k reviews, above the European average (8.8) and ahead of Croatia (9.0), Spain (8.8) and Italy (8.5), while Portugal moved slightly in front at 9.2. Culture was the best-performing category (9.3), followed by Food & Beverage (9.1) and Sea (8.8). Personnel again headed the sentiment dimensions at 9.5 and Value for Money reached 8.9, whereas Hygiene and Sustainable Travel both sat at 8.0. Ratings stayed level at 9.1 throughout the quarter despite record review volumes in July and August.
- **Regional & Market Insights:** West Macedonia achieved the top regional rating (9.7), ahead of Thessaly and West Greece (both 9.4), though these rest on small review bases. Among high-volume regions, Attica and the Cyclades led at 9.2, alongside Central Greece, Epirus and the Peloponnese, while Crete, the Dodecanese and East Macedonia and Thrace recorded 9.0 and the North Aegean trailed at 8.8. By market, the United States was most satisfied at 9.4, followed by the United Kingdom (9.1), domestic travellers (8.8), Germany (8.7), France (8.5) and Italy (8.4). All markets eased slightly versus Q2.

Period of analysis: July 1st, 2026 – September 30th, 2026.

Note: For a full list of sources, please see appendix B

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Annex

SOURCES PER TYPE OF DATA

MMGY TCI Research
travelsat
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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



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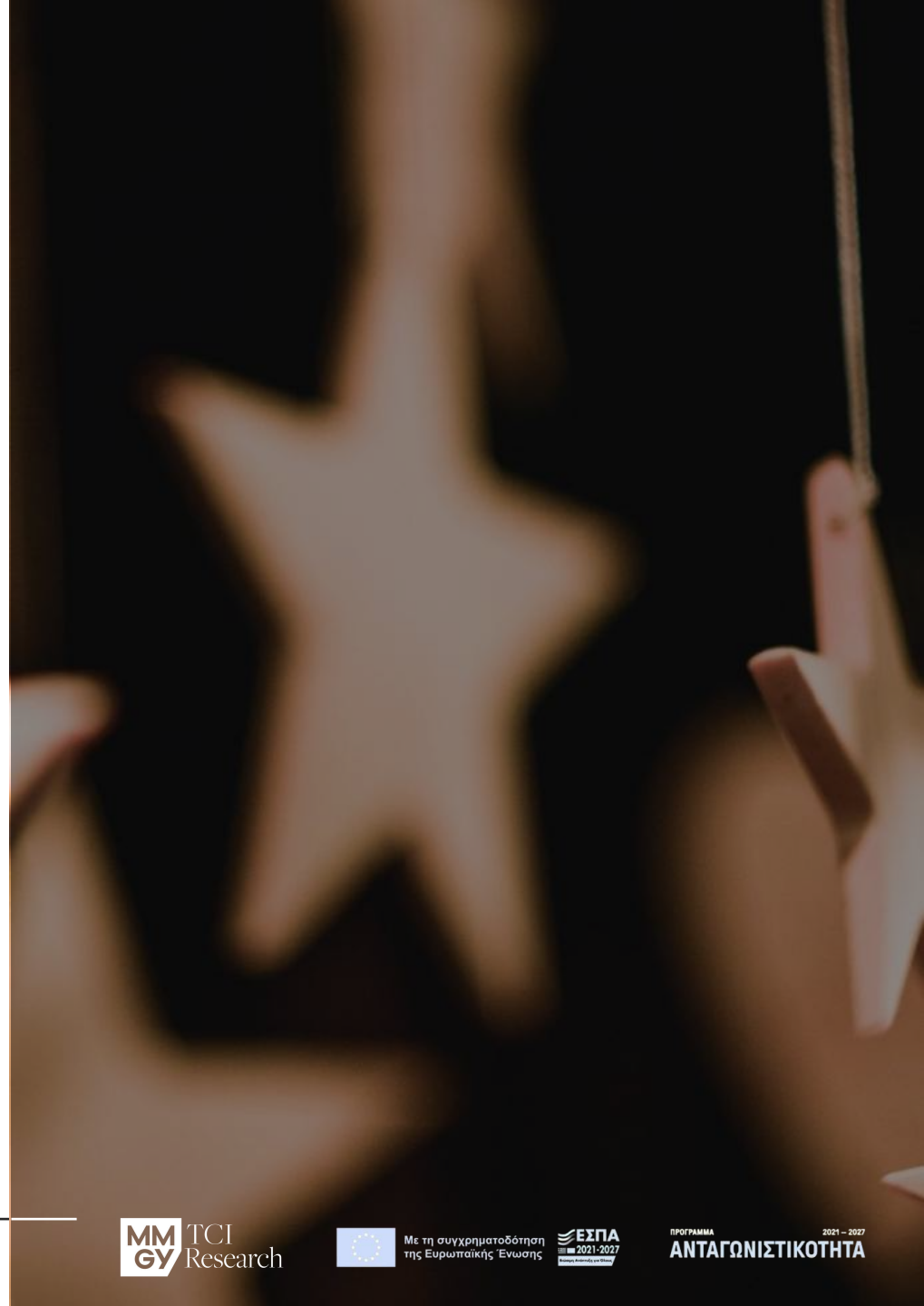
Appendix B

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



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