

Golden Bay Hotel receives congratulations from the Greek Assistant Minister of Culture and Tourism

Press Release
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The Greek **Assistant Minister of Culture and Tourism, Giorgos Nikitiadis**, congratulated the **Golden Bay** Hotel in Malia today for their offer of value - added services and free accommodation to travellers who were affected by the Greek strikes and the ash cloud which prevented them from returning home.

Manolis Argyrakis of the **Golden Bay** Hotel in Malia, Crete, has been following the advice of the [SoMaFusion white paper on Policy and Crisis Communications for the Hospitality Sector](#). The document discusses the needs that have been created due to the Greek financial crisis and other external factors and how it is important for hospitality sector people to analyse these needs and adapt their services accordingly.

Manolis Argyrakis of the **Golden Bay** Hotel worked with **SoMaFusion** to institute a policy according to which no client would be left without accommodation if they couldn't vacate due to extenuating circumstances. Many of his clients then went on to spread the word on major travel and tourism websites around the world.

In his letter to Golden Bay, the **Greek Assistant Minister of Culture and Tourism** said:

"I want to personally congratulate you for your move, which due to the Internet publicity, contributes to the great effort being made to reverse the negative image of our country abroad. It is important for our country to have entrepreneurs like you who give attention to both high quality of services offered and personal contact with their customers."

As evidenced by the success of the Golden Bay policy, the hospitality sector in Greece – and in any other country that faces such negative financial and political coverage - is in a position **to reverse the negative climate and create a solid foundation for future progress**, even in times of crisis. This is the advice of the white paper by **SoMaFusion**, a London based agency specialising in hospitality policy and communications.

Manolis Argyrakis, of the Golden Bay Hotel in Greece said:

*"I have been working with **SoMaFusion** for a number of years now and they have helped me create a policy that supports my belief in meaningful services. At the*

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Golden Bay we know that hospitality and personal contact are imperative and it is heartening to see that the Greek state takes notice of positive action."

Policy and Crisis Communications for the Hospitality Sector is freely available on the SoMaFusion website (<http://www.somafusion.com>)

Information:

SoMaFusion is a digital communications agency in London, specialising in hospitality (<http://www.somafusion.com>)

Golden Bay Hotel is in Malia Crete (<http://www.goldenbay-malia.com>)

Policy and Crisis Communications for the Hospitality Sector is freely available on the SoMaFusion website (<http://www.somafusion.com/synthesis/hospitality-expertise/hospitality-white-paper/>) under a Creative Commons License.

You can find the white paper online (<http://www.somafusion.com/synthesis/hospitality-policy-crisis-communications/>) or download the .pdf (http://www.somafusion.com/synthesis/wp-content/uploads/WP_CrisisCommunications_eng.pdf)

If you would like to use pictures you may find some in the relevant SoMaFusion flickr photoset (<http://www.flickr.com/photos/somafusion/sets/72157623948920719/>)

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