



Greek hotel tops favourite hotel list for 2010

Press Release
London, 13/01/2011

Aegean Sky, a hotel that prides itself in high quality personal service in Crete, **took first place in the Travel Republic favourite hotel list for 2010** based on guest reviews. This excellent result rewards **Aegean Sky** for a long standing belief in meaningful relationships with guests and constant improvement based on face to face and online reviews.

On 12 January 2010 it was announced that **Aegean Sky**, a hotel in Malia Crete, has topped the Travel Republic favourite hotel list for 2010.

Based on over 70,000 guest hotel reviews during 2010, Aegean Sky received **an average rating of 4.95** – with a top possible rating of 5 – taking **first place amongst over 100,000 hotels** on Travel Republic.

Panos Markogiannakis, Aegean Sky's owner, said:

"I am ecstatic to see that Aegean Sky is people's favourite hotel for 2010. We learn from our guests every day and it is heartening to see that they take time to review our services. I believe that good results for hotels can come through meaningful engagement with guests and understanding of their needs."

Sofia Gkiousou, Strategic Planning and Communications Manager and **Manolis Mavrantonakis**, Systems Manager for SoMaFusion, said:

"This excellent result follows a high level of planning and investment as well as a policy based on building meaningful relationships with guests, constantly reviewing services based on face to face and online reviews and taking advantage of all communication channels."

Aegean Sky is an excellent example of a **Greek hotel which has grasped the challenges of tourism's changing face** and is adjusting its operation and policies to constantly meet guests' needs. With an impressive engagement history, both face to face and online, Aegean Sky is constantly improving and offering exactly what its guests need.

The Travel Republic reviews are highly trusted as guests can only submit a review once they have made a booking and returned from their stay, making their reviews 100% genuine. Customers are asked to rate their hotel experience from 1 (terrible) to 5 (excellent). To be included in the list, hotels need to receive 25 or more reviews during the year.

SoMaFusion, London, United Kingdom

+44 (0) 20 8144 9327

• AllofUs@somafusion.com • www.SoMaFusion.com



Information:

The **Travel Republic** favourite hotels in 2010 list can be found on:
<http://blog.travelrepublic.co.uk/your-favourite-hotels-in-2010>

Aegean Sky is an outstanding hotel complex, combining high quality accommodation with personal service in Malia, Crete.
(<http://www.aegean-sky.gr>)

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

SoMaFusion has been working with **Aegean Sky** for over three years, currently handling all digital communications and outreach campaigns.

Contact:

Sofia Gkiousou

for all information regarding Aegean Sky and SoMaFusion, including relevant photographs, quotes and interview requests

press@somafusion.com

+44 (0) 20 8144 9327

skype: somafusion