



Greek hotel tops favourite hotel list for second year running

Press Release
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Aegean Sky, a hotel that prides itself in high quality personal service in Crete, took for the second year running the first place in the Travel Republic favourite hotel list for 2011 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 13 January 2012 it was announced that **Aegean Sky**, a hotel in Malia Crete, has topped the Travel Republic favourite hotel list for the second year running.

Based on over 145,000 guest hotel reviews during 2011, Aegean Sky received an average rating of 9.58 – with a top possible rating of 10 – taking **first place** amongst over 120,000 hotels on Travel Republic.

It is noted that Aegean Sky **had topped the same list again in 2010**, a fact that verifies the continued provision of services which meet the needs of the Aegean Sky guests.

Panos Markogiannakis, Aegean Sky's owner, said:

"It is amazing that Aegean Sky is once more people's favourite hotel. We are proud to be top of a list with so many excellent hotels around the world. Everyone here at Aegean Sky would like to thank the people who stayed with us and left their comments. We learn from our guests every day and we will work even harder in 2012 to see them even happier for another year."

Sofia Gkioussou, 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.

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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 10 (excellent). To be included in the list, hotels need to receive 25 or more reviews during the year.

Information:

The **Travel Republic** favourite hotels in 2011 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.

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