

Greek tourism can reverse the negative climate

Press Release
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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. Flexibility and innovation are characteristics that can reverse the negative impressions and lead hospitality businesses to take control of their policy and communications with travellers.

This is the advice of a new white paper by SoMaFusion, a London based agency specialising in hospitality policy and communications (<http://www.somafusion.com/synthesis/hospitality-expertise/hospitality-white-paper/>). The white paper is freely distributed on the Internet and aims to inform and support people involved in tourism while Greece receives negative coverage in the international media.

Titled "**Policy and Crisis Communications for the Hospitality Sector**", the SoMaFusion white paper presents a brief policy and communications strategy which can be adapted from hospitality businesses so that they will continue to evolve and thrive by investing in strategic action, analysis, personal communications and value added services.

Sofia Gkiouso, Strategic Planning and Communications Manager and **Manolis Mavrantoukakis**, Systems Manager for SoMaFusion, said:

"The Greek crisis and the way it is presented abroad can predispose visitors negatively. It's up to each company to analyse the situation and use all the tools at its disposal to show the traveller the positive side of holidays in Greece. In 'Policy and Crisis Communications for the Hospitality Sector', we present some of the strategies that can be implemented by businesses"

In the whitepaper you may find:

- Presentation of the current situation in the Greek hospitality sector
- Suggested changes to the current service offering to meet the traveller's needs and new communication plan
- Suggestions for improving the services and devising a policy and communications strategy to deal with the crisis.

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.

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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