

## New player in hotel sector uses huge potential of social multiportal online

- *If you've got a zest to travel, what you're most likely to do to find inspiration and to plan is search the web. Zleeping Hotels sees the massive potential of offering a booking platform strongly characterized by communication through social media, with powerful search functions and an integrated community on one and the same site.*
- *On June 13 Zleeping Hotels launched the booking portal [zleepinghotels.com](http://zleepinghotels.com) around the world. The site gives anyone interested in travelling the possibility to use a powerful search function to book stays according to your own preferences from more than 30.000 hotels and 1500 destinations in over 120 countries*
- *All guests have the opportunity to adapt the site to their own personal desires and wishes. By reviewing hotels and sharing experiences in the portal and social media, the guest becomes personally involved in structuring Zleeping Hotels' operation.*

### **Zleepinghotels.com sees the demand potential**

Against the background of a strong increase in tourism and the decisive behaviour of the guest on the web doing research and booking, we see the contrasts of huge demand and limited supply offered today.

Zleeping Hotels appreciates the huge potential of involving the guests in the process of business development by constant listening, communicating, and building the business based on their guest's needs and desires.

Zleeping Hotels takes advantage of this potential by presenting a complete solution. A booking service that encompasses all aspects of the process, including a powerful search function and an integrated community in which the company is part of the communication based around the traveller's stays and experiences all included in one and the same service. A total solution that can't be found on the web today.

The multiportal includes the high quality review service ZleepAdvisor, where the guests must have a booking number to conduct a review. The service is the only of its kind and the result is guaranteed authentic information.

Through the unique service Total - Cancellation Protection Zleeping Hotels offers a comprehensive cancellation insurance from € 10, without requiring any supporting documents. This will protect the guest from all peripheral costs if the booking is cancelled.

### **The traveller online**

Searching the web is the main tool used by prospective travellers for inspiration and planning. 62% look for information on the web before they decide where to go. 85% use the web for booking trips. 41% read reviews written by other travellers. Furthermore, searching as well as booking continues during the trip using portable means. Sharing information and travel experiences on the web inspires other people to travel.

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- As a company, we want to take part in the conversation. Aside from offering our visitors total freedom when it comes to booking a stay anywhere in the world, we want to offer a forum for guests to communicate and exchange experiences. In doing that, we'll be able to follow trends and developments in booking behavior on the web. Our vision is to learn from our guests, from what they feel and think about our activities, in order to develop and reach our goal of becoming the number one alternative and deliver the best quality in the hotel sector, says Eva Karlsson, Information Manager at Zleeping Hotels.

The screenshot shows the Zleeping Hotels website interface. At the top, there's a navigation bar with links like 'HOME', 'MY BOOKING', 'HOTELS', 'DESTINATIONS', 'ZLEEPADVISOR', 'HOTEL BLOG', 'ABOUT US', 'CONTACT', 'GUEST OF HONOR', and 'Shopping cart'. A search bar is prominently displayed with the text 'Search your dream destination:'. Below it, there are input fields for 'Arrival date:', 'Nights:', and 'Departure date:'. Further down, there are fields for 'Room/apartment/villa:', 'Adults:', and 'Children:'. A 'Search' button is located below these fields. To the right, there's a 'Your ticket voucher' section for 'Grand Hotel, Barcelona' with a total sum of 650 EUR. The page also features a 'Guest of Honor' promotion and a 'Top destinations' list.

#### Facts about zleepinghotels.com

- Offers more than 30,000 hotels for booking at more than 1500 destinations in over 120 countries.
- Travel community with a personal profile including the possibility of adapting the content according to individual preferences.
- Offers a powerful and personally adapted search function with the possibility to filter, categorize and sort your search according to your own specifications.
- Includes the function ZleepAdvisor where guests review stays and find inspiration to new experiences in reports from other guests about hotels and destinations.
- Offers plenty of space for communication and dialogue through an extensive presence in social media.
- Offers guests the possibility of – through activity and presence on zleepinghotels.com – earning Zleeping Dollars, a currency that can be used to reduce the price of your booking.
- 24 hour web support.
- Offers the unique service Total - Cancellation Protection, a comprehensive cancellation insurance from € 10/adult.

Zleeping Hotels is a subsidiary of the Braganza Group.

#### Sources

Google

#### For more information

Zleeping Hotels, [www.zleepinghotels.com](http://www.zleepinghotels.com)

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