

PRESS RELEASE - June 30, 2011

Zleeping Hotels offers Facebook members all over the world exclusive free stays

As a prominent organization in the hotel sector, Zleeping Hotels offers all Facebook members in the world the continual opportunity of a free stay at any of the company's 1500 destinations. The Guest of Honor project is one more step in Zleeping Hotels' venture of involving guests in communicating, evaluating and exchanging information, all with the purpose of becoming the number one distributor in the hotel sector delivering the highest quality.

On July 5, we will reveal the names of our first Guests of Honor who will enjoy a free stay at the Feliz Boutique Hotel on Mallorca, during the weekend July 15-17. Once a month, we'll appoint three new Guests of Honor with new destinations every month.

The Guest of Honor appointees will share their experiences during the stay by way of images and text. This material is published in social media, to make it possible for others to enjoy the Guest of Honor's adventures. In other words, the reports from the various Guests of Honor constitute true reviews and evaluations from real tourists/travelers.

- Guest of Honor is one step closer to Zleeping Hotels' vision of managing to develop together with our guests and reach our goal of becoming the foremost alternative, offering the best quality in the hotel sector. Our guests will be able to review resorts and hotels as well as share their experiences and enjoy merits. Besides, it's easy as a guest to find inspiration in what other guests have noted and reported on. There's plenty of space for communication and information exchange on the booking portal, as well as on our national pages on Facebook and other social media platforms. We believe that the Guest of Honor concept is a fabulous showroom to demonstrate our transparency, says Eva Karlsson, Information Manager at Zleeping Hotels.

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.

For more information

Zleeping Hotels, www.zleepinghotels.com

Guest of Honor Facebook page, www.facebook.com/guestofhonour

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