

PRESS RELEASE - July 14, 2011

Zleeping Hotels first Guests of Honor chosen - three Europeans (from UK, Sweden and Spain) share free hotel stays through Facebook



Now the first three Guests of Honor have been chosen - three everyday Europeans get a free hotel stay for a weekend at the Feliz Boutique Hotel in Palma, on sunny Mallorca, July 15-17. The first Guests of Honor are *Steve O'Neill from England, Samantha Carlsson from Sweden and Naomi Rodriguez from Spain*. Their hotel stay is completely free of charge, the only obligation being that they will share their stays through the channels of social media. Guest of Honor is still another step in Zleeping Hotels' vision of developing together with our guests. Zleeping Hotels is a subsidiary of the Braganza Group.

Three free stays every month at one of 1,500 destinations

A few weeks ago the Facebook page "Guest of Honor" was launched and there has been a great interest to be selected as a Guest of Honor. Among those who signed up Samantha Carlsson from Sweden, Naomi Rodriguez from Spain and Steve O'Neill from England were appointed Guests of Honor, and they are now on their way to Mallorca to make report on their experiences.

The chosen hotel is Feliz Boutique Hotel. The Feliz is a City Resort in the district of Terreno in Palma, close to Bellver Castle and the port. Our guests will spend some exceptional days in this small exclusive design hotel with beautifully decorated rooms. Already upon arriving at the hotel, you are welcomed by the terrace with its infinity pool and pleasant daybeds. The hotel also has a terrace solarium on the top floor, where you can take a dip in the rooftop jacuzzi. From here you enjoy the best views over the Promenade of Palma, with its impressive marina.

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- *This came as a total surprise and it will be great fun. What a creative idea, it's like a lotto win. I signed up, uploaded a travel picture and now I can stay for free in Mallorca. Guest of Honor, that is something I can heartily recommend to others. Now it is just time to start packing, says Naomi Rodriguez (Spain), selected Guest of Honor.*

Via the Facebook Group "Guest of Honor" a new Guest of Honor will be appointed every month, who is offered a free hotel accommodation during a weekend on condition that this person via Facebook will let others share his/her stay at one of Zleeping Hotels' more than 1,500 destinations all around the world. The selected Guests of Honor will share their experiences during their stay through pictures with accompanying text. The images are published for other members to take part of the travelers' adventures.

Zleeping Hotels strive for 100% genuine information

The project of Guest of Honor is another step in Zleeping Hotels' effort to involve their guests through communication, evaluation and exchange of information. All with the aim of becoming the leading and most qualitative player on the hotel market.

- *The fact that appointed Guests of Honor will share their experiences of Zleeping Hotels will add even more authenticity of the information we convey to our guests. In this way, the Guest of Honor Project brings us another step closer to our vision of working with our customers in common development and achieve our goal of becoming the very best and highest quality option on the hotel market. The information you will find about our destinations in reviews and reports from the Guests of Honor is 100% genuine as it derives from the guests' own experiences. We therefore believe that the Guest of Honor can be a great showcase to demonstrate the transparency of Zleeping Hotels, says Eva Karlsson, Press Contact Zleeping Hotels.*

Comprehensive booking service and community

Zleeping Hotels is a new player in the hotel market and offers a comprehensive booking service with powerful search tools and an integrated community where the company is one part in the communication about travel, accommodation and experiences. A complete solution that is unparalleled on the Web.

Our Multi Portal also includes the *high-quality review service ZleepAdvisor*, where the guests must have a booking number to carry through a review. The service is the only one of its kind and results in guaranteed authentic information.

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.

For more information

Zleeping Hotels, www.zleepinghotels.com

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

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