

PRESS RELEASE - August 23, 2011

## Guest of Honor success leads to one-year plan for free hotel stays

After a successful first run, three new Guests of Honor from three different countries will be invited monthly for a free hotel stay somewhere in the world – for at least twelve more months. On the Zleeping Hotels Guest of Honor itinerary you will, over the next year, find destinations like London, Prague, New York, Berlin, Egypt/Marsa Alam, Rome, Paris, Dubrovnik and Madeira. Zleeping Hotels is part of the Braganza corporation and Guest of Honor is another step in the company's vision of development in collaboration with their guests.

### Successful first run of Guest of Honor leads to one-year destination plan

On July 15, Zleeping Hotels' first three Guests of Honor entered the Feliz Boutique Hotel of Mallorca. Three ordinary Europeans had their stay paid in exchange for sharing their experiences through publishing images in social media. Samantha Carlsson from Sweden, Naomi Rodriguez from Spain and Steve O'Neill from England all experienced a sunny vacation weekend and reported on their doings. Following the interest around Guest Of Honor and the results of the successful first run, the Guest of Honor agenda has been set for twelve months forward.

*-There's no way we could have been more pleased with the interest spurred by our Guests of Honor, and applications keep coming in after the successful first run. We immediately understood that this is a concept worth investing in, and we've identified Guest of Honor destinations for twelve months to come. This is our way of saying thank you to our guests for helping us developing our business by evaluating, reviewing and informing through social media. Also as a Guest of Honor appointee, our guests help us by spreading information on destinations, hotels and experiences as they publish updates through our channels for social media,* says Eva Karlsson, Information Manager at Zleeping Hotels.

### Free stays once a month at any of 1,500 destinations

On the Guest of Honor Facebook page, each month three new Guests of Honor are appointed and offered a free hotel stay over a weekend or during a week. In return, the appointees use the social media to share experiences from their stay by uploading images with complementary text, making it possible for all of us to share in the traveller's adventures – at any of Zleeping Hotels' more than 30,000 hotels at more than 1,500 destinations in over 120 countries.

### Complete booking service and community

Zleeping Hotels is a new actor in the hotel industry and offers a complete booking service with a powerful search function and an integrated community, where the company is part of the communication around trips, stays and experiences. A complete solution that nothing on the web can match.

The multi-portal also includes the high quality reviewing service ZleepAdvisor, where you must have a booking number to be able to write a review. This service is the only one of its kind, and the outcome is guaranteed authentic information.

### For more information, please contact:

Eva Karlsson, Information Manager, [eva.karlsson@zleepinghotels.com](mailto:eva.karlsson@zleepinghotels.com), Tel 871 955 013

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

Guest of Honor Facebook page, [www.facebook.com/guestofhonour](http://www.facebook.com/guestofhonour)



Reg.nr. FL-0002.361.084-1 • E-mail [info@zleepinghotels.com](mailto:info@zleepinghotels.com)  
[www.zleepinghotels.com](http://www.zleepinghotels.com) • [www.facebook.com/zleepinghotels](http://www.facebook.com/zleepinghotels)

ALL AROUND YOUR WORLD