

PRESS RELEASE
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Zleeping Hotels is now launched in three new countries after initial success



Zleeping Hotels (owned by Braganza), a hotel booking portal online, is about to conquer Norway, Denmark and Finland. After great success in Sweden, Spain and England the company is now expanding. The portal provides access to over 30,000 hotels at more than 1,500 destinations and is totally integrated in social media. This year another seven countries are waiting in line. In 2012 global tourism will exceed the limit of one billion travelers. The number of tourists is constantly increasing every year and we are all the time getting more inspired to seek new destinations through social media.

Transparency and authenticity explain the success

A new report from UNTWO shows that world tourism will exceed one billion travelers this year, despite financial crises. People instead cut down on eating out, buying clothes and entertainment to afford the trip, according to Forex.

Zleeping Hotel keeps pace with the growth of world tourism. Following the success of the establishment in Sweden, Spain and England, Zleeping Hotels now goes in for the three Nordic countries of Norway, Denmark and Finland. In 2012 another seven countries will be next in line. The previous success is explained by direct communication through social media, genuine reviews and a unique total cancellation protection.

Zleeping Hotels launches in Norway, Denmark and Finland.

-Transparency is definitely a big part of our success. Our total cancellation protection without certification requirements, our review service with guaranteed truthful reviews and our open channels in social media, all this has made us genuinely honest in the guests' eyes - what you see is what you get. Transparency will always permeate our business, in all countries, says Eva Karlsson, Press Contact Zleeping Hotels.

Zleeping Hotels inspires to new destinations via Facebook

As tourism increases a survey by Skyscanner shows that social media are increasingly becoming a source of inspiration for the choice of destinations. Zleeping Hotels is in its expansion phase aware of the impact of Facebook on the experience industry. The integration of social media was early focused on in our business with a view of letting guests gather and circulate guaranteed first hand information. To maximize user-friendliness a hotel search function directly on Facebook has been launched.

Sources: UNWTO, Skyscanner, Forex

For more info

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Facts zleepinghotels.com (A subsidiary of the Braganza Group)

Offers over 30,000 hotels at more than 1500 destinations in over 120 countries on booking · Travel community with personal profile giving an opportunity to shape the contents to suit individual preferences · Provides a powerful, personalized search with the ability for customers to filter, categorize and sort their search for their own conditions · Includes the service of 'ZleepAdvisor' where the guest reviews the stay and gets inspired to new experiences through other guests' estimation of hotels and destinations · Much room for communication and dialogue by means of extensive presence through social media · The opportunity for guests to earn Zleeping Dollars through activity and participation at zleepinghotels.com, a global currency that is used to obtain discount bookings · Zleeping Hotel's Web support is open 24 hours a day · Offers guests the unique Cancellation Option: Total - Cancellation (regardless the reason you will get your money back).



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