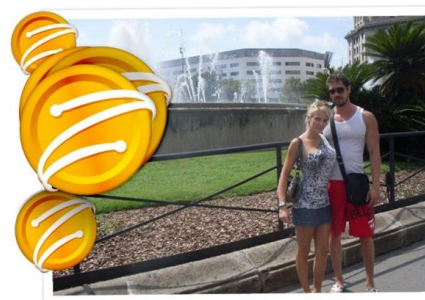


Press Release

2012/06/14



66% of hotel guests do not use deferred payment free of costs

With Zleeping Hotels (owned by Braganza), a hotel booking portal online, there is the possibility of paying for the reservation as late as five* days before departure. Still, 66% choose to pay directly, according to Zleeping Hotels' own reservation statistics. This in spite of the fact that deferred payment does not imply deposit nor interest expense. Press Contact Eva Karlsson believes that the reason may be the security of having the trip paid for and the fear of additional fees.

Pay later with no down payment or interest rate

When a hotel stay is being reserved you have the opportunity to defer payment until five* days before the actual date of departure. Nevertheless, according to Zleeping Hotels' own reservation statistics only just over 33% of the guests choose to pay for their trip later.

Two-thirds are acting rather the opposite and have a substantial amount of money owed to them for a long time. This despite the fact that no down payment is required and that deferred payment is totally interest-free.

Save money for your dream trip and pay later

– We are a dynamic booking portal, and we strive to adapt to our guests. Paying for your booking at a later time is an opportunity to save money for a living dream. Book, start dreaming and save up for the trip – instead of paying for everything immediately. Why this possibility is not being used might spring from a number of reasons – people want to be assured that the trip is paid for, they want to be convinced that they can afford it. Or the fear of extra charges might underlie; guests simply assume that this is subject to interest charges or that deposits are required, says Eva Karlsson, Press Contact, Zleeping Hotels.

* Payment for a booking must be made five days before departure to a city destination, and ten days before a beach destination.



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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).

Source: Zleeping Hotels



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