

HOME » HOTEL NEWS » CURRENTLY READING:

Paragon 700 Boutique Hotel & Spa joins hospitality industry's "Buy one, Give one" campaign to help jumpstart travel and thank healthcare workers

May 4, 2020 Hotel News No Comments Email

Paragon 700 Boutique Hotel & Spa joins hospitality industry's "Buy one, Give one" campaign to help jumpstart travel and thank healthcare workers



New "Vacay Layaway" offer incentivises travellers to book future hotel stays now while giving back to frontline healthcare professionals

To help jumpstart leisure travel, Paragon 700 Boutique Hotel & Spa in Puglia, Italy, has united with other members of the hospitality industry to participate in Buy One, Give One, a "vacay layaway" program designed to generate immediate revenue for hotels, while simultaneously providing a "thank you" to healthcare workers who have been tirelessly working on the front lines.

The impact of the COVID-19 crisis has been devastating to the travel and hospitality industry, with countless hotels currently closed globally and hospitality employees out of work. According to data released by the Hotel & Lodging Association (AHLA), 70% of hotel employees have lost their jobs and eight in 10 hotel rooms are empty.

Spearheaded by MMGY Global, the largest integrated marketing company specialising in the travel, tourism and hospitality industry and the Hospitality Sales & Marketing Association International (HSMAI), Buy One, Give One aims to provide immediate funds to hotels in this unprecedented time, in addition to providing a much-deserved respite to look forward to for those who have put their lives on the line in the fight against COVID-19.

Available to buy on the hotel's website and BuyOneGiveOneStay.com from now until 30th June 2020, Paragon 700's Buy One, Give One offer sees one night contributed as a gifted stay to a healthcare worker for every two nights guests book to stay in the future.

The gifted stays will go to those working for healthcare organisations, including the American Nurses Association and New York-Presbyterian among others, with the ability for the healthcare professionals to redeem the nights at a later date and enjoy much-deserved time with their loved ones at the beautiful Paragon 700 Boutique Hotel & Spa. Providing a truly Puglian experience just a 30-minute scenic drive from Brindisi Airport, the brand-new hotel offers an effortless and elegant escape with outstanding design and service coupled with unrivalled experiences and incredible cuisine in the heart of Puglia's White City, Ostuni.

For more information or to book Paragon 700 Boutique Hotel & Spa's Buy One, Give One offer, visit www.paragon700.com. To find out more about the overall Buy One, Give One program, please visit www.BuyOneGiveOneStay.com and follow on Facebook and Instagram.

SEARCH THIS SITE:

FOLLOW



Advertisement

SUBSCRIBE TO OUR NEWSLETTER

OUR TEAM

ABOUT US

CONTACT US

ADVERTISEMENTS

Global Travel Media Online
(UMV 54,000; Points 14)
3rd May 2020