

TRAVEL AND HOSPITALITY

Small Luxury Hotels of the World breaks campaign to offer 1,000 room nights to COVID-19 frontline workers

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Villa Geba in Sveti Stefan, Montenegro, overlooking the Adriatic Sea. Image courtesy of Small Luxury Hotels of the World

By LUXURY DAILY NEWS SERVICE

Small Luxury Hotels of the World has debuted #SLHFORHEROES, styled as a global campaign offering 1,000 room nights to workers on the frontline who supported their communities through the COVID-19 coronavirus pandemic.

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The campaign honors those individuals who have gone the extra mile to help others during the healthcare crisis.

"We have an enormous sense of gratitude for those around the world who have worked tirelessly in the face of the pandemic," said Jean-Francois Ferret, CEO of New York-based Small Luxury Hotels of the World, in a statement.

"From frontline health workers through to delivery drivers and the army of charity workers and volunteers supporting the elderly, homeless and disadvantaged, these outstanding individuals put their lives on the line every day," he said.



Petasos Beach Resort in Mykonos, Greece. Image courtesy of Small Luxury Hotels of the World

Checking in

Consumers can nominate a Hero on the [SLH Web site](#).

Once nominations are submitted, 500 Heroes will be picked and rewarded with two-night stays for use at one of the Small Luxury Hotels of the World properties once travel bans are lifted.

SLH has more than 520 hotels in 90-plus countries, including countryside retreats, beach resorts, cities and historic locations.

Nominations can be submitted through June 30.



Smiths Beach Resort in the Margaret River wine region in Western Australia. Image courtesy of Small Luxury Hotels of the World

In addition to the #SLHFORHEROES campaign, SLH **gift cards** can also be sent as a personal thank-you to frontline workers.

"This is our way of giving back and providing them with something special to anticipate," Mr. Ferret said.

"We are proud of this campaign and of our independently owned hotels exemplifying the SLH philosophy of community and integrity," he said.

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