

TRAVEL AND HOSPITALITY

Small Luxury Hotels helps frontline workers unwind through #SLHFORHEROES

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Minos Beach Art Hotel in Greece. Image credit: Small Luxury Hotels of the World

By LUXURY DAILY NEWS SERVICE

Hotel group Small Luxury Hotels of the World has announced the winners of its campaign to award free stays to hundreds of workers on the frontline of the coronavirus pandemic.

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With the #SLHFORHEROES initiative, Small Luxury Hotels is giving 1,000 room nights to 500 frontline heroes. Many luxury brands have launched efforts to support and give back to healthcare workers and others facing challenges during the COVID-19 crisis.

"We are immensely heartened by the stories told by members of the public on behalf of their nominees," said Richard Hyde, managing director of Small Luxury Hotels of the World, in a statement. "There really is an enormous sense of gratitude for those around the world who have worked tirelessly in the face of the pandemic."

SLH Heroes

The #SLHFORHEROES campaign launched in May, with the nominating process lasting through the end of June ([see story](#)). A panel including SLH team members and *Cond Nast Traveller (UK)* editor at large Steven King selected the finalists.

The 500 winners hail from 33 countries, with more than a quarter coming from the United Kingdom. Winners included people volunteering for vaccine trials, supermarket employees, delivery drivers, charity workers, doctors and nurses.



500 winners will receive two-night stays each as part of the #SLHForHeroes campaign. Image credit: Small Luxury Hotels of the World

Each winner can choose from SLH's 520 hotels in more than 90 countries, subject to travel restrictions. During their two-night stays, they will be further spoiled with extras such as spa treatments, private tours and more.

A recent survey of loyal SLH guests showed that 90 percent of travelers would feel more comfortable staying in a small independent hotel. That fits in with the typical property within the SLH network, averaging 50 rooms.

The group also introduced its "Stay Small, Stay Safe" initiative, offering health and safety guidelines against COVID-19 for all of its member hotels ([see story](#)).

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