



ESPLANADE ZAGREB
LUXURY HOTEL

Zagreb, 28th August 2013

Global trend in providing guests with digital and luxury services

THE ESPLANADE HOTEL AMONG THE FIRST IN THE REGION TO PRESENT THE PRESS READER HOT ZONE

*Local and international newspapers and magazines
available free of charge and accessible in digital format for all guests*

Following the latest international trends in providing luxury services, the Esplanade Zagreb Hotel has introduced the **PressReader Hot Zone** service, which provides guests, throughout their stay in their room, the health club, during lunch, while sipping coffee or holding a meeting or a conference, with an opportunity to enjoy more than **2,300 local and international newspapers and magazines** from over **100 countries** in **56 languages** – available **free of charge for scrolling through** on their own **smartphone or tablet**.

'The popularization and expansion of smartphone and tablet devices opens up a variety of opportunities in all business areas, and taking into account the growing needs of guests residing in luxury hotels, and business guests who need the latest news and information at all times, we have decided to be among the first in the region to provide in this luxury service a brand new experience of residing in a hotel. To each guest we bring that tiny touch of home that makes a big difference. And the best thing of all is that the service is free of charge, it is fast and easily accessible for all hotel guests, and besides being eco-friendly, it is also identical in content and visuals to the printed version.' said the hotel's **General Manager Ivica Max Krizmanić**.

By using the PressReader application during their stay in the hotel or within the PressReader Hot Zone (encompassing the entire hotel including the terraces), each hotel guest has unlimited access and the ability to download more than 2,300 local and international newspapers and magazines, **identical to the print editions** available on newsstands. Each guest who owns a smartphone or a tablet connects free-of-charge with the hotel's high-speed wireless internet, then downloads the PressReader application to their device from **www.pressreader.com** or via the **App Store**, and once the application is there, they can simply run it within the PressReader Hot Zone, select titles and enjoy reading. If a guest does not own a tablet, the Esplanade bar staff will provide them with a hotel tablet for their use.

*'The Esplanade can actually take pride in being **the first hotel in the world** to offer this service to its guests, and that as early as towards the end of the last year, during the application testing phase. Thrilled by the response we received, we decided to further develop the service which was officially launched in January this year, and is so far being used by 180 hotels worldwide as well as by a number of corporate and private users,'* said **Branimir Jezdic**, of the **Inter Direkt Ltd**, the company which **represents** the PressReader application in Croatia.

About PressReader

The PressReader application is an online service by the Newspapers Direct company, and it daily distributes thousands of newspapers and magazines to millions of readers around the world. Unlike other applications, PressReader presents full editions in a resolution as high as the print edition, with the ability to zoom and read while the device is offline. PressReader has become very popular among retail and professional clients, and it was named the best iOS news application ever in 2012, while CNN included it in the list of top applications to download when travelling. It is therefore not surprising that millions of smartphones and tablets by the world's top producers of smart mobile phones (Samsung, Microsoft, BlackBerry, LG, HP, HTC, ASUS and Kobo) come with PressReader preinstalled. The newest version of PressReader is optimized to offer various digital options besides the news content, which makes this application even more attractive and fun to use. SmartFlow view, SmartZoom, instant translation, wireless printing of full pages and articles, audio versions of the articles, sharing the news through e-mail, Facebook or Twitter, copying and pasting articles in Evernote or Instapaper, choosing between various fonts, search by keyword, language or country of origin etc.

It is worth adding that, following global trends, the **Esplanade** hotel was **the first Croatian hotel** to create and launch **its own hotel application** available for download via the App Store for **iPad and iPhone** devices. Complete digital **menus with** high resolution **photographs** have been created for the Zinfandel's and Le Bistro restaurants, in order to provide guests with a unique experience in choosing their meal.

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About the hotel

The Esplanade Hotel, the most prestigious hotel in Zagreb, was built in 1925 with the aim of providing superior accommodation and services to passengers of the famous Orient Express, which operated on the Paris – Istanbul line. The Esplanade Hotel is one of the most elegant buildings in Zagreb, and since its inception it has been the venue of major social events in the capital. The hotel offered unprecedented grandeur to its guests, so that celebrities have always stayed in the Esplanade. The list of famous guests includes the famous Josephine Baker, Charles Lindbergh, Leonid Brezhnev and many others. After complete renovation, the hotel re-opened its doors on 18th May 2004, and emerged as a true hotel star in the region, as evidenced by the series of awards it has received, such as the *World Luxury Hotel Awards*, the *Condé Nast Traveller Gold List* and *Readers' Choice Awards*, *Expedia Insiders Select*, *World Travel Awards* etc.

Contact:

Sanda Sokol

PR & Marketing Manager

T. +385 1 45 66 036

M. +385 91 47 666 47

E. Sanda.Sokol@esplanade.hr

www.esplanade.hr