



HOTELS HOSPITALITY

Paragon joins 'Buy one, Give one' campaign to help jumpstart travel and thank healthcare workers

By Megha Paul — On May 8, 2020



662



Paragon 700 Boutique Hotel & Spa in Puglia, Italy, has joined with other members of the hospitality industry to participate in Buy One, Give One, a 'buy one, give one' layaway' programme designed to generate immediate revenue for hotels, while simultaneously providing a 'thank you' to healthcare workers who have been tirelessly



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ing on the front lines.

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

able to buy on the hotel's website from now until 30 June 2020, the hotel offer sees one t contributed as a gifted stay to a healthcare worker for every two nights guests book to in the future.

MMGY Global Paragon 700 Boutique Hotel & Spa Hospitality Sales & Marketing Association International (HSMIA)



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