

Welcome To The World's First Influencer-led On-Line Booking Solution For Hotels & Restaurants

Consumers can now book complimentary hotel stays and restaurant meals by simply using their digital influence

London, X December 2016:- Swayy is a new, revolutionary, booking website for digital influencers that launches today, and it's set to shake up the way consumers get paid to promote hotel and restaurants to their Instagram friends and fans. It is an exciting new solution that also helps venues reach more relevant potential customers without the big costs of conventional PR.

Swayy is the new influencer focused booking site that connects hotels and restaurants with Instagram opinion leaders. It uses a very user-friendly platform that allows registered influencers to book venues, willing to be promoted to their social media circles. Apart from complimentary experiences, influencers get paid for the online promotional posts, based on the potential of their influence.

The platform uses a 'SwayyScore', to evaluate, both qualitatively and quantitatively, the 'value' of each influencer, using different leisure specific metrics to determine how effective they are. These include leisure expertise, credibility and authenticity. It also incorporates a fake follower detection system to weed out any potential 'influencers' who have bought into this practice.

"Key influencers on Instagram are trusted and looked up to because of their expertise in a given industry, so it is logical that consumers, who are increasingly glued to their phones, turn to them for advice," said David Gabriele, CEO of Swayy. "Decisions about booking hotels and restaurants are made by normal people, with all their imperfections, and they want to be guided by real people they admire and who they have a real connection with, not by advertising agencies shouting at them – like in traditional adverts. This is why Swayy is so unique."

Swayy is simple to use and incorporates technologies used by global market leaders such as Booking.com, UpWork, Dropbox, Airbnb and Uber, among its own proprietary algorithms. These technologies combine to create, on the one hand, an incredibly easy and seamless booking experience for venues looking to hire influencers, and on the other, a simple, efficient way for influencers to find the venues they want to work with to boost their personal brands.

Swayy was founded in London by former City lawyer David Gabriele and is looking to spread across Europe, the Middle East and North America in the next two years, with a plan to have venues in most major cities worldwide by 2020. It uses digital influencers on Instagram to drive footfall to leisure venues, and is the first influencer-driven booking website of its kind.

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About Swayy

Swayy is the world's first hotel and restaurant booking site for digital Influencers. Swayy partners with the world's best venues and empowers them to attract, delight, and retain valuable customers through the power of Influencer Marketing. Swayy enables Influencers to leverage their reputation, helping them find, book and be paid for promoting venues to their followers in a simple process. Swayy helps venues easily find, analyse, book, and pay for the world's most influential people on Instagram to promote them. The service is live in London with plans for expansion to have venues in most major cities worldwide by 2020. www.swayy.social.

David Gabriele, CEO of Swayy, was a City lawyer with experience in venture capital and technology. He grew up in a family of hoteliers and restaurateurs, and has four degrees including from the London School of Economics.

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