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## **City Inspire S.A. with implementation at the Trump Miami hotel**

**City Inspire S.A., a Warsaw based company engaged in implementation of innovative projects in the area of e-tourism, has carried out implementation of the StayForLonger system at a hotel branded by Donald Trump – Trump International Beach Resort in Miami. City Inspire S.A. is currently preparing to run a crowdfunding campaign on the Beesfund platform and is considering listing on the NewConnect market.**

StayForLonger.com is a popular application – a widget for hotels that offers their guests a tourist guide to the local area. At present, it is being taken advantage of by over 350 hotel facilities, and among them is the Trump International Beach Resort in Miami (<http://trumpmiami.com/#travelguide>). The tool is offered in the SaaS model and its basic functionality is an interactive presentation on the options of spending leisure time for customers planning to stay at the selected hotel or those already being its guests. Installation of the widget on the hotel's website is very simple, which is an essential advantage. StayForLonger.com is also adjusted to the layout of the website and is functional in the mobile version due to the inbuilt responsiveness. The application presents tourist attractions to the users as well as interesting events in the neighbourhood; and it also has an implemented module for creating sightseeing programmes and routes. Hotels taking advantage of this system can effectively increase the number of guests by letting them use the guide built into their websites.

*"The first implementation in the US market was very important to us, and we were really anxious that a prestigious hotel should be the flagship of our service. And so we are glad that it was just the Trump International Beach Resort that got interested in our service. We will soon publish a very interesting case study, which should convince more US hotels about the measurable benefits resulting from the use of the Stayforlonger application,"* comments Łukasz Sobański, CEO of the City Inspire S.A. company.

City Inspire S.A. is also carrying out another very interesting project, which concerns B2B guides for large tour operators (travel agencies, OTA websites, carriers and cities), and has entered into cooperation in this respect with the Neckermann travel agency. Yet another project run by the Company relates to B2C guides available to any tourist interested in a personalised guide with the full database of attractions and events in the vicinity of their travel destination. This project is being developed on the basis of the social network for travellers called Placeknow.com. The fourth project being run by City Inspire S.A. is a platform that offers travellers tickets to tourist attractions. The Company

is going to achieve clear synergy effects due to the simultaneous development of the 4 complementary projects, which enables it to build its competitive advantage.

In the nearest future, City Inspire S.A. intends to run a crowdfunding campaign on the Beesfund platform. The resources thus acquired will be earmarked for the further development of the services offered and for an acceleration of the foreign expansion. The Company wants to achieve the greatest possible share in the global market of travel guides as well as in the market of the sales of tickets to tourist attractions. Of great significance to the accomplishment of the goals set forth will certainly be the past experience of the team. The next stage in the development of City Inspire S.A. may be listing the NewConnect market.

*"As one of the investors, we have a very favourable opinion of the adopted plan of the dynamic development of City Inspire until the end of 2018 which includes two potential rounds of financing and listing the company on the NewConnect stock exchange market. Furthermore, we do not rule out separate financing rounds for the individual projects being accomplished by the Company. Currently, the Company is planning a campaign on the Beesfund crowdfunding platform. Apart from raising an amount of several hundred thousand zlotys, the platform concerned creates the possibility of raising awareness of the Company and its products among a wide group of smaller investors. I would add that the City Inspire Company joined the accelerator programme created jointly by the GPW [Warsaw Stock Exchange] and Beesfund, which may provide the Company with an opportunity to establish business relations with larger entities from the tourist industry, listed on the main market,"* reckons Konrad Szwedziński, Board Member of the Setanta S.A. company.

**More information on the StayForLonger app – [www.stayforlonger.com](http://www.stayforlonger.com)**

City Inspire S.A. is engaged in accomplishing four innovative projects in the area of e-tourism. One of the Company's shareholders is Setanta S.A., a capital group (investment entity) listed on the main market of the Warsaw Stock Exchange.

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