



**FOR IMMEDIATE RELEASE**

**“CELEBRATING THE BEST”  
Thailand – 1 November 2013**

**On the 1st of November the red-carpet was once again rolled out by the World Luxury Hotel Awards to welcome some of the world’s top hoteliers & leading decision-makers. The spotlight was turned on some of the world’s most sought after hotels, lodges and resorts as they arrived in great anticipation to pick-up their recognition as the winning results were revealed at the annual “glitzy affair”.**

With its unique location, Award-winning design and outstanding service, the Indigo Pearl Resort Phuket, Thailand, also a previous winner of the World Luxury Hotel Awards was the proud host to the most prestigious event on the global hospitality industry calendar.

Covered by France24 the World Luxury Hotel Award’s official media partner, the event included a 6 course gala dinner followed by top entertainment and presentation of coveted Awards.

“It is for us an exceptional honour to partner with the World Luxury Hotel Awards to host this spectacular world renowned event that has a significant impact on the larger hotel industry”, said Mr Chris Oakes, General Manager of Indigo Pearl Resort.

Marinique de Wet, Director of the WLHA commented, “Thailand is a very competitive country in the hospitality sector and continue to deliver top achiever hotels & resorts every year when we announce our Award winners, thus we are delighted to host the third annual Gala Ceremony in Thailand which reflects its standing as one of the most dynamic destinations in the world”. Indigo Pearl Resort Phuket, launched in November 2011 is naturally an ideal host to our event as it continues to evolve and strive to greater heights as a new destination resort ads De Wet.

Our belief is that service excellence is the most critical factor in a hotel’s measure as a luxury hotel and winning a World Luxury Hotel Award would enhance performance levels if industry peers can be judged against other major players in the field. We can always be inspired to greater levels of excellence meaning exceeding customer’s expectations and paying attention to detail, said Marinique de Wet Director of the World Luxury Hotel Awards.

World Luxury Hotel Awards events offer hoteliers with a unique opportunity to savour and celebrate their achievements of the past year with their industry peers.



The World Luxury Hotel Awards was established in 2006 to recognize the worldwide luxury hotel industry and legendary hotels with respect to overall service excellence. Award winners raised the bar of service delivery within the industry ever since as some of the world's top hotels including brands such as Swissôtel, InterContinental, Hilton, Kempinski, Anantara & Mövenpick Hotels compete annually to receive top honours. Over 1,000 hotels from 87 countries were nominated to participate in the world's most prestigious Awards initiative for luxury hotels in 2013.

The World Luxury Hotel Awards is positioned as the pinnacle of achievement for luxury hotels worldwide. The Awards account for 50 categories in the luxury hotel industry and include amongst others Luxury Private Island Resorts, Casino Hotels, City Hotels, and Lodges.

Winners are purely judged on service delivery and effective management voted for by International tour operators, travel agents and hotel guests who get the opportunity to cast their valuable votes annually, making the process fair and unbiased.

"The 2013 voting poll proved to yield a record number of votes which have been scrupulously monitored and we are truly proud to reveal those properties that have seen challenges in 2012 as opportunities."

We believe that World Luxury Hotel Awards category winners would serve as an inspiration to nominees and other luxury properties on the global front to raise their levels of service delivery in order to feel comfortable in competing on an international level and to set a benchmark for themselves.

Growing numbers of discerning travellers around the globe are seeking excellence value, impeccable service and the highest quality these days and are now making a point of checking to see who has won a World Luxury Hotel Award before making their own travel choices. The Ultimate Hotel Guide featuring 2013 Award winners has become increasingly popular amongst travel agents & tour operators that utilized it for global reservations, the 7th Edition of this luxury guide was revealed at the Gala Ceremony recently.

Participation in the World Luxury hotel Awards encourages exclusivity and uniqueness, critical indicators that truly define a luxury hotel.

The Awards also aim to encourage sustainable competitiveness in order to build staff moral & create maximum awareness within the luxury hotel industry, De Wet, Director of the WLHA added.

Hotels where recognized on a country, continent and global basis and Awards were presented to hotels and hotel groups from Australia to Zambia complimenting leading hotel groups.

Leading partners to the 2013 Gala Ceremony included Qatar Airlines and Thailand Convention and Exhibition Bureau. With great enthusiasm Coco Privé Kuda Hithi Island, Maldives was announced the 2013 World Luxury Hotel Awards overall winner and the Award was presented to Mr Ahmed Shabeer, Managing Director & Chairman of Coco Collection. Congratulations!



### **Notes to Editors:**

### **Links:**

2013 Winners: <http://www.luxuryhotelawards.com/winners/2013-hotel-awards>

2013 Event Gallery: <http://www.luxuryhotelawards.com/gallery>

### **About the World Luxury Hotel Awards**

The World Luxury Hotel Awards stands testimony to dedication, enthusiasm and leadership in the high demand luxury hotel industry.

The World Luxury Hotel Awards recognize but also aim to maintain overall service excellence by building staff moral since success is a combined effort of a hotel's entire team. Acknowledgement of committed quality customer care is important to maintain a persistant level of service. Evidence have shown that a guest feel confident when booking a World Luxury Hotel Awards recognized hotel that have been rewarded further to unsurpassed excellence, voted for by industry experts & guests that have experienced these hotels.

The criteria to be successfully nominated & included in the official World Luxury Hotel Awards voting process is overall service excellence. Only hotels, lodges & resorts operating in a luxury niche market are able to participate in the World Luxury Hotel Awards. The World Luxury Hotel Awards focus only on the luxury hotel sector and do not recognize any other areas of the travel industry.

In tradition of the Golden Globes and the Academy Awards, The World Luxury Hotel Awards are the world's most prestigious & exclusive Awards recognizing the best facilities and service excellence the hotel industry has to offer.

The World Luxury Hotel Awards celebrate 'legends'. By association as a winner-hotel within the World Luxury Hotel Awards, becomes part of the very rare 'legendary hotel' association.



### **Interesting Facts:**

- Over 1000 hotels, lodges, resorts & private islands are nominated every year
- In 2013 an increase of 40% was seen in countries participating in the World Luxury Hotel Awards
- Hotels can self-nominate or can be nominated by guests, tour operators and independent travel consultants to receive recognition for service excellence.
- Nominators have the opportunity to vote on an annual basis
- Voting criteria is purely based upon service excellence
- The World Luxury Hotel Award judging process is not dependent on a board of directors, but by the industry itself

### **Final Judging Process:**

The 2013 World Luxury Hotel Awards voting was based on a country, continent and global basis. Each luxury hotel could participate in 1 up to 3 most appropriate categories from a selection of 50 categories available. The hotels in turn were competing within the category/categories selected on a country, continent and global basis.

Properties that received the most votes won on the global basis.

Final results were based on votes cast by travellers.

For regular updates visit the official homepage on [www.luxuryhotelawards.com](http://www.luxuryhotelawards.com)

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