

World Luxury Spa Awards



FOR IMMEDIATE RELEASE

RECOGNIZING THE "CRÈME DE LA CRÈME"

19.03.2014

After years of success, the World Luxury Spa Awards has once again provided global spa visitors & media with a comprehensive choice of service orientated award winning spas. Providing the industry with reassurance when booking these service orientated spas, the annual announcement of the World Luxury Spa Award winners marks the highlight of a year-long search for the very best as nominated for by spa guests themselves.

The winners and finalists were selected by means of an annual voting process where thousands of spa guests from 144 countries have been given the opportunity to vote online in order to have the fairest judging process possible. Competing spas in 2014 included small sized privately owned spas to globally renowned spa groups. The official response and comments from voters where phenomenal. Thousands of votes & feedback came in and as a result key brands and independent spas were rewarded for their extraordinary efforts. Award winning spas are announced on a country, continent and global basis. They stood up to the highest expectations and where tested by discerning spa-goers looking for the ultimate experience where only the absolute best is acceptable.

The World Luxury Spa Awards commends and recognize outstanding achievements in service excellence, giving thanks to spas that have excelled. The World Luxury Spa Awards programme put the spotlight on spas world-wide that represent only the finest standards. Categories awarded consisted of seventeen (17) categories including Best Luxury Ayurveda Spa, Luxury Beauty Spa, Luxury Boutique Spa, Luxury Day Spa, Luxury Destination Spa, Luxury Day Spa, Luxury Destination Spa, Luxury Emerging Spa, Luxury Fitness Spa, Luxury Hotel Spa, Luxury Medical Spa, Luxury Mineral Spring Spa, Luxury Resort Spa, Luxury Safari Spa, Luxury Spa Group, Luxury Wellness Spa & Best Spa Manager.

In 2014 we have seen many new spa additions and the level of competition was exceptional evident from the caliber of spas nominated by guests & participation of voters in the annual voting process, says Marinique de Wet, Director of the World Luxury Spa Awards. This year an exciting new category has been introduced the Best Spa Manager, dedicated to recognize outstanding management where individuals go above the call of duty.

Open to luxury spas in the respective categories, the World Luxury Spa Awards are recognized and respected on the global front by the public and media at large as the world's leading Spa Awards initiative. Media partnerships amongst others include France24 News Network, Wallpaper Thai Edition, Wings Magazine, Class Act Media, Five Star Magazine, Travellive, TTG Mena, Asian Traveller, Maxx-M, Viva Goa and World Spa and Travel Magazine.

Marinique de Wet continues: "For participants the World Luxury Spa Awards challenge service excellence and highlight the importance of constant improvement. The Award truly puts the Award winning spas ahead of their peers from a marketing perspective whilst consumers are increasingly using the list of winners and finalists as a reliable guide when booking their spa visits.

World Luxury Spa Awards



Notes to Editors:

Links:

2014 World Luxury Spa Awards Winners <http://www.luxuryhotelawards.com/winners/2014-spa-awards>

2015 Registrations now open <http://www.luxuryhotelawards.com/node/add/spa-award-entry>

For press release enquiries contact us on info@luxuryhotelawards.com

Awards Facts:

- The World Luxury Spa Awards give recognition and thanks to the Luxury Spa Industry.
- Setting benchmarks in quality, innovation and service for spas around the globe.
- Established as the world's leading Awards initiative for Luxury Spas.
- The World Luxury Spa Awards sets the spotlight on our spas, attracting the attention of global spa-goers and industry experts.
- The Awards aim to encourage & raise service standards within the Luxury Spa Industry.
- The Awards judging criteria is purely based upon service excellence, size of a spa is not taken into consideration during the nomination or voting phases.
- Voting is not reliant on a panel of judges but on the industry spa goers who are able to cast their votes during the official voting period on an annual basis.