



**PRESS RELEASE
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December 2014

HOSPITALITY STARS SHINE BRIGHT AT THIS YEAR'S WORLD LUXURY HOTEL AWARDS

(Cape Town, December 2014) December 6th marked the eighth annual World Luxury Hotel Awards, and the first time in six years to be celebrated on South African shores. Local and international award winning hospitality super stars shone bright at the gala dinner ceremony hosted at the Bay Hotel's majestic Rotunda in Camps Bay, Cape Town.

Gracing the red carpet were well-known SA celebrities Ryk Neethling, Natalie Becker, Katlego Maboe, Roxy Louw and Dereck Watts, to name a few, alongside leading hoteliers from around the globe who gathered in anticipation of acceptance of this coveted awards.

The gala dinner dome, adorned in Afro Chic décor ideal for the showcasing of South Africa's eclectic style and sophistication, dazzled in Patricia G Designer Jewellery, whilst Distell drinks flowed fluidly accompanying The Bay Hotel's superb gastronomy.

Performances by TheMarilynZ, Shen FM and Fusion entertainment kept the audience in tune and tapping away between the much anticipated prize giving conducted by MC Bruce Taljaard with a key note address by honourable guest speaker Derek Watts.

The festivities continued into the eve at The Bay's Sandy B, before guests departed with their generous gifts from Nimue, Patricia G Designer Jewellery, Private Edition and Lindt, ensuring all attendees left with an experience they'd be sure not to forget.

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 145 countries were nominated to participate in the world's most prestigious Awards initiative for luxury hotels in 2014.

The World Luxury Hotel Awards is positioned as the pinnacle of achievement for luxury hotels worldwide. The Awards account for over 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.

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 2014 Award winners has become increasingly popular amongst travel agents & tour operators that utilized it for global reservations, the 8th 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.

Leading partners to the 2014 Gala Ceremony included France 24 Whom also awarded the global hotel of the year a 8000 Eur Advertising Campaign, With great enthusiasm Atlantis the Palm, United Arab Emirates was announced the 2014 World Luxury Hotel Awards Global Hotel Of the Year winner and the Award was presented to Clive Bennet Representative of the Atlantis The Palm and Managing Director at the One & Only, Cape Town, Congratulations!

Notes to Editors:

Links:

2014 Winners:

<http://www.luxuryhotelawards.com/winners/2014-hotel-awards>

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 persistent 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 worlds 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 2014 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

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