



World Luxury Hotel Awards

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FOR IMMEDIATE RELEASE

'THE CRÈME DE LA CRÈME OF THE SPA INDUSTRY REVEALED'

The World Luxury Spa Awards announcement of annual spa winners marks the highlight of a year-long search for the very best spas and spa brands on the global front. The World Spa Awards programme reward those spas that have raised the bar of service excellence within a highly competitive industry over the past year.

Giving recognition & thanks to the spa industry, The World Luxury Spa Awards congratulate unsurpassed service excellence and put the spotlight on those spas representing only the finest standards.

Marinique de Wet, Executive Manager of the World Luxury Spa Awards said: "The level of competition in 2012 where exceptional evident from the calibre of spas that were nominated by clients. These spas 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 winners and finalists were selected by means of the annual voting process where thousands of spa guests worldwide have been given the opportunity to vote online. Official voting closed on the 7th of May and the response and comments from voters was phenomenal. Thousands of votes came in from across the globe and as a result key brands and independent spas were rewarded for their extraordinary efforts.

Competing spas in 2012 included small sized privately owned spas to globally renowned spa groups

The World Luxury Spa Awards™ celebrate the spa industry with 12 spa categories. 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 and are universally acknowledged as the world's leading awards initiative for luxury spas.

Marinique de Wet, Executive Manager, World Luxury Spa Awards™ said: "The World Luxury Spa Awards™ is the highest accolade a spa can ever hope to receive. 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. In addition to the honour, prestige and global exposure of winning a World Luxury Spa Award winners share in fantastic marketing benefits including online profiles and marketing guides that further build staff moral and maintain credibility.



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Consumers are increasingly using the list of winners and finalists as a reliable guide and means of reassurance when choosing their next spa destination evident from increasing visits to the Awards website said Mrs de Wet, Executive Manager.

Recipients of this prestigious accolade see challenges as opportunities and stay ahead with strategic changes allowing facilities and service to stay on par with global trends. We congratulate all our winners further to this outstanding achievement.”

To view a complete list of 2011 Winners & Finalists log onto
<http://www.luxuryhotelawards.com/winners/2012-spa-awards>

Registrations for the 2013 World Luxury Spa Awards is now open visit
<http://www.luxuryhotelawards.com/node/add/spa-award-entry>

For enquiries contact us on: spaawards@luxuryspaawards.com

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Notes

The World Luxury Spa Awards gives recognition and thanks to the Luury 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.