

beauty24: Understanding customers

Proven travel offers, genuine customer reviews, no bait advertising, close cooperation with over 650 partner hotels, a feeling for industry trends, competent advice and service. Wellness travel organizer beauty24 provides true quality with transparency in the consumer's interest.

Berlin, 06 March 2013. Competition is good for business, isn't it? But some companies have tried to gain a competitive advantage in the fiercely fought travel industry using tricks that border on the limits of law. These practices are not of interest for consumer. Recently, there have been a lot of headlines about companies selling customer data, falsely advertised travel costs, and hotel reviews being rigged on a large scale. Many consumers are unnerved by these stories.

beauty24 (<http://www.beauty24.de>) has proved that this does not have to be the case. The company has specialized in the wellness travel market for 12 years now and since 2006 has become the industry leader in wellness trends year after year. beauty24 selects all its offers, ranging from arrangements to day spas to wellness weekends and long-distance wellness trips, together with more than 650 partner hotels. Before an offer or a new partner is accepted, it is thoroughly vetted, though this procedure does slow down international expansion in comparison to other travel portals. Only a few selected countries make it into the selection every year, because only vetted hotels are integrated into the company's offer.

Misleading prices and bait advertising have no place at beauty24. The wellness travel organizer also places value on high transparency and the believability of hotel reviews. Only guests who have actually visited a hotel can submit a review. Falsified or purchased customer opinions have no chance. Great emphasis is also placed on data protection: All customer information is secured and will not be forwarded or sold for a profit to third parties.

These claims substantiate and guarantee high customer satisfaction thanks to constant quality management.

**All texts and pictures in digital format: <http://www.beauty24.de/presse>.
Reprint is free of charge. Please send us a copy.**

About beauty24.de - Germany's No. 1 for online wellness travel

beauty24 is one of the largest wellness tour operators and intermediates for exclusive and high-quality beauty and wellness holidays in Germany. Under the motto "I live wellness", customers may choose among 8.000 wellness programmes in over 650 hotels, day spas and thermal baths worldwide. The GfK WebValue which was progressed from GfK Travelscope affirms for the third time since 2010: beauty24 is the most far-reaching website for wellness travel in Germany. For beauty24 wellness holidays are an essential element of a healthy lifestyle. beauty24 wellness holidays may be booked online on www.beauty24.de, TV channels and direct sales. The wellness consultants are available to clients from 9 am to 7 pm over the free wellness hotline 0800 / 24 000 44 or via e-mail under service@beauty24.de. beauty24 guarantees high customer satisfaction through constant quality management. The company was founded in 2000.

Press contact:

markengold PR
Manja Buschewski
Münzstr. 18, 10178 Berlin, Germany
Phone. +49 (0)30-219 159 60 Fax. +49 (0)30-219 159 69
www.markengold.de - m.buschewski@markengold.de