

On top again: beauty24 is Germany's number one online source for wellness travel

The independent market research company GfK with its WebValue has confirmed for the third time in a row that for the second half of 2012, beauty24.de is Germany's wellness travel website with the greatest reach.

Berlin, 06 March 2013. The Internet plays an ever increasing role for booking or researching a wellness holiday: nowadays 44 percent of German wellness travellers use the internet as a source of information; last year it was 38 percent. For this reason, the WebValue of the GfK has once again compared the range of wellness websites in the second half of 2012. For the third consecutive time, the wellness travel organizer, beauty24 (<http://www.beauty24.de>), could defend its position as the wellness website with the greatest reach.

Hardly any other online supplier has such a comprehensive offer: Customers can choose from over 8,000 selected wellness programmes throughout the world in more than 650 well-known wellness hotels, day spas and thermal baths. Last year, exotic destinations, such as Vietnam, Sri Lanka, Nepal, Indonesia, Mauritius and the United Arab Emirates were also added.

From the very beginning, beauty24 used the interactive possibilities of the Internet and thus established a complete service site for its customers. The beauty24 newsletter supplies wellness travellers with current special offers, while the wellness lexicon offers a quick reference guide for news about wellness and health. Customers can get information about the latest trends and tips in the wellness branch on the beauty24's news and blog sites. Whoever wants to have the most up-to-date information can visit beauty24 on Facebook. As a leader of online travel agencies, further social media platforms, such as Twitter, Google+, YouTube and flickr are also available.

"We are very happy that we could continue to broaden our reach and achieve top place among Germany's wellness websites", said Roland Fricke, managing director of beauty24, about the evaluation of the GfK's WebValue. "This proves that we could gain audience among wellness guests with the informative online offer of beauty24 in 2012, too."

**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.

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