

## MEDIA INFORMATION

# beauty24 – Facts and Figures

<b>Address:</b>	beauty24 GmbH Hagelberger Str. 52 10965 Berlin
<b>Telephone:</b>	+49 (0)30-789 54 – 0
<b>Fax:</b>	+49 (0)30-789 54 – 222
<b>Website:</b>	www.beauty24.de
<b>E-mail:</b>	service@beauty24.de
<b>Counselling hotline:</b>	0800/24 000 44 (free)
<b>Company formation:</b>	December 2000, online since 23 July 2001
<b>Corporate members:</b>	Edith Fellner, Roland Fricke, Dietrich Raisin
<b>No. of employees:</b>	21 employees, 2 trainees (as of: March 2013)
<b>Facts:</b>	<ul style="list-style-type: none"><li>• Worldwide offer of 8.000 wellness programmes in over 650 hotels, day spas and thermal baths</li><li>• Competent client counselling for the choice of wellness trips through telephone or e-mail</li><li>• Accomplishment of wellness package tours including flight and transfer</li><li>• Vouchers &amp; incentives</li><li>• beauty24 blog with daily posts</li><li>• Voucher service &amp; incentives</li><li>• Channels of distribution: internet, tv, print, affiliate programmes</li><li>• facebook.com/beauty24</li><li>• google.com/+beauty24</li><li>• twitter.com/beauty24</li><li>• youtube.com/beauty24wellness</li></ul>

### Business

beauty24.de - Germany's No. 1 for online wellness travel beauty24 is one of the largest wellness tour operators and intermediaries for exclusive and high-quality beauty and wellness holidays in Germany and is among the market leaders of the wellness-business. 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. beauty24 has been certified with the Trusted Shops seal of approval as a secure online shop since February 2014. Customers may choose among 8.000 wellness programmes in over 650 hotels, day spas and thermal baths worldwide. The beauty24 wellness counsellors are on hand with help and advice, either on the phone or via email. Additionally customers can get information about the latest trends in the wellness-business from the online-magazine or from the beauty24-blog under <http://www.beauty24.de/blog>. Since 2008 beauty24 awards at the ITB the "beauty24 Wellness Award". The hotel with the highest client satisfaction is determined and awarded on the basis of hotel evaluations of beauty24-travel customers.