

## MEDIA INFORMATION

# beauty24: Spa and wellness holidays "on the go" with mobile website

More than half of Germans now use the mobile Internet. Unfortunately, many online stores are not tailored to the needs of mobile users. Thanks to Responsive Design the website of beauty24, the spa and wellness travel specialist, is now perfect for everyone with an interest in wellness to use when they are out and about.

**Berlin, 4th March 2015.** Smartphone usability and functionality is an important factor for beauty24, the spa and wellness travel operator, in its successful and competitive online marketing. Which is why the beauty24.de website has been relaunched with Responsive Design. This makes booking spa and wellness holidays "on the go" both simple and straightforward. Whether on a smartphone or a tablet, thanks to this new technology, the website adjusts automatically to guarantee an optimal presentation on any mobile device and gives users access to information on wellness holidays in a convenient and user-friendly manner – no slow page loading, just easy navigation, streamlined booking in a few, simple steps and a secure payment system.

"We are total proponents of Responsive Design for websites," says Roland Fricke, CEO of beauty24. "We haven't just taken this step for economic and strategic reasons. Just needing one version of my website and seeing it work perfectly on any device is unbeatably charming. The market for mobile devices is growing rapidly, as is the use of the mobile Internet. Responsive Design is future-oriented, as well as giving us a competitive advantage." Fricke continues, "Plus search engines such as Google love it."

Texts and images are found in digital form at <http://www.beauty24.de/presse>  
Reprint free of charge. Please send us a specimen copy.

### About beauty24 – wellness trips online with the Trusted Shops seal of approval

beauty24 is one of the biggest organizers and agents for exclusive and high-quality beauty- and wellness trips in Germany with a worldwide wellness travel offer including 8,000 well-being programmes in over 650 hotels, day spas and hot springs. A booking over beauty24.de is user-friendly, transparent and simple. Since 2014 beauty24 has been certified with the Trusted Shops seal of approval as a secure online shop. The wellness offers of beauty24 are available online, over the beauty24 wellness counselors and over our cooperation partners like vente-privee, limango, Amazon, Plus-Reisen and Amway. The wellness counselors are available for their customers from 9am–7pm at a free wellness travel hotline 0800/2400044 or by e-mail at [service@beauty24.de](mailto:service@beauty24.de). The company was founded in 2000.

### Press contact:

markengold PR GmbH  
Manja Buschewski  
Münzstr. 18, 10178 Berlin  
Tel. (030) 219 159 60; Fax. (030) 219 159 69  
[www.markengold.de](http://www.markengold.de) | [m.buschewski@markengold.de](mailto:m.buschewski@markengold.de)