

beauty24: The exclusive website for wellness travel

Since 2000 beauty24 stands for wellness trips. A secure and fast booking, individual counseling, new wellness trends and quality at the best price make the service of the wellness tour operator unique.

Wellness starts with the booking

Clear lines and structures are the key features of the beauty24 wellness website. The navigation is simplified by a filter. Customers can choose between different criterias like the star-classification of the hotels, a special theme like romantic for two, family and wellness or something else and it is also possible to range the desired price. When the wellness trip is selected, a simple booking process follows. Payment can be made either directly to the hotel, by invoice, PayPal or credit card. The new responsive design optimizes the layout of the wellness website automatically to each mobile terminal. Thus, users will find informations on each device quickly and clearly, the navigation on the site is transparent and comfortable, the booking can be completed in a few steps.

beauty24 sets wellness standards

One of beauty24's strengths is its extensive wellness offer for all of Germany. Hardly any other provider has as many wellness hotels in its portfolio. Customers can choose from over 8,000 selected wellness packages in more than 650 renowned wellness hotels, day spas and thermal springs. The diverse wellness trip offer also features attractive travel destinations abroad, such as Vietnam, Sri Lanka, Mauritius, the United Arab Emirates and most recently Oman.

Wellness is not always wellness.

Only hotels that fulfill the high quality requirements of beauty24 are included in the product range. The treatments must be given by trained experts. The hotel's ambience has to be appropriate: spacious facilities, attractively designed, clean, in perfect condition and with all the conveniences for wellness fans. Last but not least: Top service must be guaranteed. beauty24 partners are placed in three categories: wellness hotel, hotel with beauty- and wellness area as well as day spas and hot springs. This aids transparency. Customers are able to make their own individual decisions according to their wishes.

CONSULTATION is written large

As important as the hotel's quality is the quality of the advice prior to booking. beauty24's travel team can give customers extensive consultation at any time and is prepared with all the information about hotels, wellness trips and programmes. This is how the team creates individually designed wellness packages and recommends a reasonably priced wellness offer overseas – according to the customer's wishes. In addition to the wealth of information on the Internet, customers can receive a personal consultation at any time. The beauty24 wellness agents are available Monday to Saturday at the free wellness travel hotline.

Quality pays off

With over 14 years of experience, beauty24 - online and offline - is among the market leaders in the wellness business. The high-quality standards set when selecting trips and hotels, as well as booking, advice and service are the reasons beauty24 was awarded with the Trusted Shops seal of approval for secure online shopping in February 2014.

The networked world of wellness

beauty24 wellness trips are available online, through the beauty24 call center and at a cooperating partner. The largest sales channel is the Internet. Online operation is supported by cooperating partners, such as meinestadt.de, vente-privee, limango, Amazon, Plus-Reisen and Amway, what provides a great selection of wellness meeting points online.

MEDIA INFORMATION

Customer opinions count

Contact to customers and wellness fans is intensively cultivated; be it through the newsletter with all of the current special offers; the beauty24 news, reporting about all the newest wellness trends or the blog <http://www.beauty24.de/blog>, inviting readers to exchange opinions as do the portals Facebook, Google+, Twitter and others.

beauty24 uses these channels to communicate with its wellness fans and, since 2007, also offers customers the chance to directly review the wellness hotels where they stayed. More than 25,000 reviews were logged in the last years. What makes the guests' reviews on beauty24 special is their validity - only guests who actually stayed at a location can review the corresponding hotel. This is how beauty24 assembled a reliable quality assurance based on the travel experiences of its own wellness customers. The "beauty24 Wellness-Award" is awarded as first place. beauty24 presents this prize to the winning hotel once a year at the ITB.

Wellness is their job

Three partners characterize beauty24: Edith Fellner manages the selected hotels and makes sure that the high standard of quality is maintained; Dietrich Raisin in charge of IT and the development department and Roland Fricke, responsible for the finances and marketing, heads the business. These three have been the leaders of beauty24's wellness expert team for more than 14 years.

**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. The company was founded in 2000.

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