

beauty24: Germany's No. 1 for Wellness Online

Individual advice and service, new trends and quality at the best price have been beauty24's focus for more than 13 years. A sophisticated offer with many wellness extras and possibilities for wellness fans make beauty24 one of Germany's largest and leading wellness travel agencies.

beauty24 sets wellness standards

beauty24 is continuing its strategy into 2014, incorporating new trends in its travel topics and expanding favourite categories. One of beauty24's strengths is its extensive 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 programmes in more than 650 renowned wellness hotels, day spas and hot springs. The diverse wellness travel offer also features attractive travel destinations abroad, such as Vietnam, Sri Lanka, Mauritius and the United Arab Emirates.

Wellness is not always wellness.

Only hotels that fulfill the high quality requirements of beauty24 are included in the programme. The treatments must be given by trained experts. The hotel's ambience has to be right: 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 writ large

What is also 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 13 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. Speaking of security, beauty24 is in the lead. The GfK WebValue has confirmed this three times in a row since 2010.

The networked world of wellness

beauty24 wellness trips are available online, through the beauty24 call center, at a cooperating partner, in print media and on TV. The largest sales channel is the Internet. Online operation is supported by cooperating partners, such as meinestadt.de, limango, Amazon, Plus-Reisen and Amway, which 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 news, that reports about all the newest wellness trends or the blog <http://www.beauty24.de/blog>, that invites 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 22,000 reviews were logged in the last years. What make 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. Roland Fricke was given a great honour at the ITB in 2008: He receive the gold badge of honour for extraordinary services to the world's leading travel trade fair. These three have been the leaders of beauty24's wellness expert team for more than 13 years.

Texts and images are found in digital form at <http://www.beauty24.de/presse>

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About beauty24 – Germany's No. 1 for wellness 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. beauty24 has been certified with the Trusted Shops seal of approval as a secure online shop since 2014. For beauty24 wellness travel is an essential part of a healthy lifestyle. Therefore, the company and its offer have stood for a healthy and sustainable life for many years. beauty24 wellness trips are available at beauty24.de, in TV and via direct sales. 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. A high level of customer satisfaction is achieved through constant quality management. The company was founded in 2000.

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