

Wellness Ambassador Campaign 2011/2012: Three finalists on a wellness mission

In 2011 the wellness travel agency, beauty24, announced its campaign for wellness ambassador, as it has for the last three years. This time, the three finalists were each sent to two wellness missions, in altogether six selected German wellness hotels, after taking part in a Facebook voting system. A final vote and a jury decide who will win and fly to Vietnam to enjoy a week of "Wellness All-Inclusive".

Berlin, 7 March 2012. The wellness travel agency, beauty24, continued its campaign for the election of the wellness ambassador in 2011. Under a new concept, 80 applicants participated in a public online election on the beauty24 Facebook fan page. Almost 3,000 wellness fans participated and voted for their three favourites.

This is already the third generation of wellness ambassadors, who have been sent on wellness missions by beauty24 since 2009. They visit the top wellness hotels in Germany and report about their experiences. The first wellness ambassadors visited six German wellness hotels in 2009. In 2010, six wellness ambassadors each reported about one hotel. This year, each of the three wellness ambassadors visited two wellness hotels. Susanne Franzke (45, from Lüdinghausen in North Rhine-Westphalia) travelled at the end of October to the Iberhotel Boltenhagen on the peninsula Tarnewitz and then visited the Best Western Premier Park Hotel in Bad Lippspringe a few weeks later. Nicole Palm-Freitag (33, from Montabaur in Rheinland-Palatinate) first visited the Hotel Esplanade Resort & Spa in Bad Saarow and in February 2012 the Lindner Hotel & Sporting Club Wiesensee in Westerburg. The first male wellness ambassador, Michael Zankl (21, from Villach in Austria), visited the Fürstenhof Quellness & Golfresort in Bad Griesbach, before going on to the Lindner Parkhotel & Spa Oberstaufen in Bad Griesbach at the beginning of 2012. The ambassadors' experiences, impressions and reviews can be followed on the blog www.wellness-botschafterin.de and in the social web.

In March 2012, the final election and the jury decide which of the three wellness ambassadors will be the winner and fly to Vietnam with Vietnam Airlines to enjoy the 5-star Fusion Maia Resort in Da Nang for a one-week dream holiday "Wellness All-Inclusive" with one person of their choice.

**All texts and pictures in digital format: <http://www.beauty24.de/presse>.
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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. For beauty24 wellness holidays are an essential element of a healthy life style. Therefore the company campaigns for a healthy and sustainable life with its offer for years. Part of this purpose is above all a strong focus on regional offers. 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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