

MEDIA INFORMATION

beauty24.de is number one for online wellness-travel in Germany

The independent market research company GfK confirms with the WebValue in the second term of 2011: beauty24 is the fastest reaching wellness-travel-website in Germany.

Berlin, ITB, 7th March 2012. The branch of wellness-travels grows continuously. The results of the GfK TravelsScope shows, that wellness-traveling grew about seven percent after an already good year in 2010, whereas the total travel market only grew 2,1 percent.

By booking wellness-travels, the medium internet becomes more and more important: already 38 percent of the wellness-travels are being booked online. In the second term of 2011 the GfK WebValue compared the wellness tour operator „beauty24“ with other wellness-travel-websites. Like the year before, the wellness-travel-website beauty24 (<http://www.beauty24.de>) was able to hold its position as the fastest reaching wellness-website.

„We are delighted to hear that we can still convince our wellness-customers with our extensive online-offers in 2011. Of course we will continue to address the demanding needs and desires of the spa travelers to tighten our position as the fastest reaching website over the next years“, says Roland Fricke, CEO of beauty24 to the report of the GfK WebValues.

**All texts and pictures in digital format: <http://www.beauty24.de/presse>.
Reprint is free of charge. Please send us a copy.**

beauty24.de Germany's No. 1 for wellness in web

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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