

MEDIA INFORMATION

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

As one of Germany's largest wellness tour operators for over 10 years, beauty24 combines individual advice and service, new trends and quality at the best price.

Innovative tour operators

Anyone looking for quality wellness experience on the internet will surely come across beauty24.

Founded in 2000 as an exclusive wellness travel operator, beauty24 has been one of the industry's market leaders - both on - and offline - for more than 10 years. The GfK WebValue 2011 and 2012, which was progressed from GfK Travelscope, affirmed: beauty24 is the most far-reaching wellness-website. One of beauty24's main strengths is its comprehensive offer in Germany. Hardly any other provider has as many hotels under contract: Customers can choose from over 8.000 selected wellness programs in over 650 well-known hotels, day spas and thermal baths. In the last two years, exotic destinations in Asia and the Indian Ocean, like Vietnam, Malaysia, Sri Lanka, Kambodscha and Mauritius were added. For 2012, beauty24 plans to add more long-distance wellness destinations to its program.

As a pioneer in the wellness industry, beauty24 has taken advantage of the interactive possibilities of the internet from the very beginning to build a comprehensive service for its customers. The beauty24 newsletter makes sure that all wellness fans have the latest offers, while offering the wellness lexicon as a quick reference work for everything to do with wellness and health. Customers can get information about the latest trends and tips in the wellness industry in the online magazine on the website or from the beauty24 blog <http://www.beauty24.de/blog>. If you want to keep up with the latest news, follow beauty24 on Twitter <http://twitter.com/beauty24>. In the forefront of online travel agents, beauty24 is also active on other social media platforms such as Facebook, GooglePlus, YouTube and flickr.

Furthermore, beauty24 places great value on customer opinions: Since 2007 beauty24 customers have been able to directly rate the wellness hotels they have visited, thereby providing future visitors with better orientation. Right now there are more than 14.000 reviews on <http://www.beauty24.de>. On the basis of these hotel reviews, the "beauty24 Wellness Award" was launched in 2008 at the ITB and has been awarded for four years. In contrast to many other hotel review platforms, only "real" hotel guests who have actually been at the location can leave a review for beauty24. This makes the results more authentic and the "beauty24 Wellness Award" a prestigious criterion for its partner hotels. The strategy of this comprehensive customer service in the internet has proven successful: beauty24 offerings can be quickly found and they offer more detailed information than traditional wellness travel catalogues. beauty24 is also in line with customers' standards of quality and is striking out on its own path.

Its own quality standards

The huge wellness boom has led some hotels - in hopes of stimulating business - to expand their wellness area. Not every hotel that has a swimming pool and sauna can call itself a wellness hotel. beauty24 sets its own standards of quality. Only hotels that fulfil extensive criteria are included in our portfolio. Of course, there must be a sufficiently large wellness area and the hotel must be staffed by trained professionals. Also the atmosphere of the hotels has to be correct. To ensure the customer has a better overview, beauty24 hotels are divided into three categories: wellness hotels, hotels with wellness areas and hotels with beauty farms, and even a category for day spas and thermal baths. Therefore, important standards can be guaranteed.

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Just as important as the quality of the hotel itself is the quality of the consultation before the reservation. At beauty24, customers can always access detailed information about every travel plan and program. In addition to the various information available on the internet, customers who prefer personal consultation can call their beauty24 consultant using the free wellness travel hotline. That way customers can start their next wellness holiday with all the information they need.

Various distribution channels

beauty24 wellness holidays can be found online, via the beauty24 call centre, at cooperating partners, and on TV. The largest distribution channel is the internet. At <http://www.beauty24.de> customers can choose between package tours or customized wellness programs. Online sales are supported by cooperating partners such as brands4friends, Amazon, Plus-Reisen and Amway. This variety of distribution channels helps beauty24 to accommodate its customers' needs and desires.

beauty24 Movers and Shakers

beauty24 has been greatly shaped by his three associates: Edith Fellner is the head of product management. She is responsible for taking care of the hotels and searching for new ones ; Dietrich Raisin heads the IT development department and Roland Fricke is in charge of finance and marketing, as well as being the CEO. He was presented with a special honour at the 2008 ITB: He received the Golden Badge of Honour for extraordinary service to the world's premier travel trade fair.

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

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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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