



# World Luxury Hotel Awards

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4 April 2011

## FOR IMMEDIATE RELEASE

### The World Luxury Spa Awards™ pay tribute to the global spa industry's top spas

The World Luxury Spa Awards™ gives recognition & thanks to the spa industry. The Awards congratulate unsurpassed service excellence and put the spotlight on our spas that represent the finest standards & thus attracting the attention of global spa-goers and industry experts.

Open to luxury spas in the respective categories, the World Luxury Spa Awards™ are recognized and respected on the global front by the public and media at large and are universally acknowledged.

The World Luxury Spa Awards™ celebrate the spa industry with 8 spa categories.

The caliber of entries for 2011 was outstanding and as such the bar was set high. Official voting closed on the 19<sup>th</sup> of March and the response and comments from voters was phenomenal. The independent judging process was based on spa guest votes and the feedback and votes from a selected global panel of spa industry professionals.

Marinique Truter, Executive Manager, World Luxury Spa Awards™ said: "The World Luxury Spa Awards™ is the highest accolade a spa can ever hope to receive. For participants the World Luxury Spa Awards™ challenge service excellence and highlight the importance of constant improvement. The World Luxury Spa Awards™ truly puts a winner/finalist spa ahead of its peers from a marketing perspective. Recipients of this prestigious accolade see challenges as opportunities and stay ahead with strategic changes allowing facilities and service to stay on par with global trends. We congratulate all our winners further to this outstanding achievement."

The World Luxury Spa Awards support all nominees in promoting their status with our Awards.

Consumers are increasingly using the list of winners and finalists as a reliable guide and means of reassurance when choosing their next spa destination. Spas that make it on to the winner & finalist list receive global coverage and share in fantastic marketing benefits that further build and maintain credibility.

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To view a complete list of 2011 Winners & Finalists log onto <http://www.luxuryhotelawards.com/spa-winners-2011.asp>

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