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True luxury wellness hotels shrug off recession talk

Holistic commitment pays off for fast-growing Healing Hotel group

COLOGNE, Germany, May 18, 2009: The global financial recession is being widely ignored by travellers seeking top quality health facilities in excellent surroundings.

This is the experience of Anne Biging, managing director of leading hotel and spa specialist Healing Hotels of the World.

'We're getting calls from people around the world who are stressed and want a true wellbeing and health program not just a pampering,' Ms Biging explained.

'They call us as it is now recognised that Healing Hotels established the world benchmark for standards in our industry. And we're delighted to be able to help as we cover a comprehensive wealth of properties,' she said.

Healing Hotels is now one of the world's fastest growing hotel groups. Ms Biging put the group's success down to the clear and strict criteria for membership.

'Having strict criteria for what makes a healing hotel of excellence has paid off.

'We were prepared to grow slowly to get the right members—and this approach is now paying dividends. Our policy is not only great for guests who are happy to pay to get the best, but good for the all members as they know the Healing Hotel brand is not being diluted,' Ms Biging pointed out.

'Membership in Healing Hotels of the World is by invitation only and properties must meet strict criteria going well beyond spa treatments,' Ms Biging said. 'It certainly pays off for guests. Whether it is related to cuisine, meditation or yoga, health or lifestyle consultancy, our hotels offer high quality holistic health and healing services.'

Healing Hotels' members are frequently acknowledged as outstanding by experts. For example, the Karkloof Spa in South Africa recently received The Tatler Magazine's coveted "Most Exciting Discovery of 2009" award.

About Healing Hotels of the World

Healing Hotels of the World (HHW), based in Cologne, is an exclusive global partnership of currently 40 top class hotels, resorts and retreats offering holistic health in luxury surroundings. Partner hotels cover 21 countries across five continents and membership is by invitation only. Common characteristics of partners' properties include amazing locations in harmony with natural surroundings. Most have direct access to ocean, river or sea; two offer the same luxury healing modalities in city locations.

Healing Hotels has four platforms to assist hotels: a global marketing platform, a holistic health and spa consultancy; a training of excellence program for hotels wanting to develop an individual, state-of-the-art approach to holistic health; and a series of Retreats and Master Programs conducted by world-leaders in their fields. To join, hotels must meet a strict set of guidelines.

For more information, see www.Healinghotelsoftheworld.com.

Anne Biging has more than 20 years experience in international tourism and destination marketing.

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