

## *MEDIA RELEASE ... FOR IMMEDIATE RELEASE*

### Repeat business booms despite downturn: survey shows *How Luxury Wellness Pays Off for Healing Hotels' Members*

**COLOGNE, Germany, November, 2009:** True luxury holistic health hotels are enjoying hefty repeat business rates despite the global financial crisis, according to leading hotel and spa specialist, Healing Hotels of the World.

'Some properties in our group report up to 80% of guests are making return visits, a most impressive rate in any time, not just in a downturn,' Anne Biging, managing director of Healing Hotels of the World (HHoW) said today.

'While we believe there are signs of a recovery in the hotel industry in general, it is generally patchy and tentative,' she added.

**'However, in a survey of our member hotels, we found many positive booking trends including high return rates. Guests reported the strong value of the personalised and often unique experiences they find at HHoW hotels,' she said.**

Repeat customer rates from the survey include:

- **Hotel Lanserhof in Austria:** 'We've had 20 years of helping people through our therapeutic and medical offerings but now more than ever, the value of take-home wellness after a holiday is being appreciated. Repeat business runs at up to 65%,' Andreas Wieser, Lanserhof owner, said.
- **Six Senses Destination Spa in Phuket:** 'For any hotelier, there is no greater compliment than a repeat guest--and this normally takes years to build. But when it is a regular occurrence after just one year, then you know you must have done something right. It makes me really proud to be leading a team that works so hard and has accomplished so much,' Ana Maria Tavares, the hotel's general manager, said.
- **Adler Thermae in Tuscany:** 'The proven powers of our thermal waters are still working their magic because we get repeat business rates of up to 80%,' Anton Pichler, general manager, said. 'Our thermal waters have been known since ancient times and combine well with our modern luxury and cutting edge health programs.'

Healing Hotels is one of the world's fastest growing hotel groups and the only global source for luxury holistic health and healing properties.

**'Guests to our properties are not just after a vacation. They want to return to their daily lives not only feeling better and more relaxed but with skills and knowledge to continue improving,' Ms Biging explained.**

'Like other guests, I've had life-changing experiences in HHoW properties. And while that might sound extreme, it is actually quite common in truly holistic escapes of even a few days,' she added.

'At Healing Hotels, we've set a high standard for members and we are gratified when we see it recognised by travellers who demand high-end experiences while they are there plus sustainable improvements,' Ms Biging said.

### About Healing Hotels of the World

Healing Hotels of the World (HHW), based in Cologne, is an exclusive global partnership of currently 45 top class hotels, resorts and retreats offering holistic health in luxury surroundings. Partner hotels cover 22 countries across five continents and membership is by invitation only. Common characteristics of partners' properties include amazing locations in harmony with natural surroundings. Many have direct access to ocean, river or sea; two offer the same luxury healing modalities in city locations.

Healing Hotels established the world benchmark for standards in this industry.

It 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](http://www.Healinghotelsoftheworld.com).

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

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