

## Call to nominate for the World Luxury Hotel Awards

Nominations are being sought for the World Luxury Hotel Awards, which celebrate excellence in the luxury hotel sector and to reward those establishments, who through their exceptional efforts, truly put that extra sparkle on the definition of a “luxury” establishment. The deadline for nominations is 16 April, 2010.



Those that are fortunate enough to win, are instantly catapulted into the top echelons of the industry and serve as an, “inspiration to nominees and other luxury properties on the global front to raise their levels of service excellence and to set a benchmark for themselves and others,” explained WLHA founder and CEO, Brandon Lourens.

While world-class facilities, service excellence, exceptional food, attention to detail and effective management remain the staple requirements for a WLHA nomination, the awards account for all categories in the luxury hotel industry, allowing for a diverse mix of entrants, from luxury spa, coastal and casino hotels to game lodges, golf resorts and country houses.

### Past winners

Past winners have also represented a veritable who's who of international hospitality heavyweights, such as the UAE's Emirates Palace Hotel, Ireland's Solis Lough Eske Castle and Thailand's Royal Sheraton Hotel and Towers as well as Maldives' Coco Palm Bodo Hiti and Zambia's Royal Zambezi Lodge.

### Strict selection criteria

All WLHA entrants are put through a strict selection criteria, and those that are selected as nominees are instantly rewarded by being actively marketed and promoted on the WLHA website and in an e-brochure distributed to travel agents worldwide.

Nominees in all categories are then invited to attend a red carpet gala awards ceremony, held in a different exotic location each year. Here, they are recognised and rewarded for their achievements with an evening of luxury accompanied by fine wine, cuisine and world-class entertainment.

### To nominate

Each year, luxury establishments can be nominated by guests, travel agents or tour operators. Establishments are also welcome to nominate themselves via the WLHA website. Votes are then cast by a selected panel of 50 leading tour operators and travel industry consultants.

Go to <http://www.luxuryhotelawards.com/> or contact the World Luxury Hotel Awards

South African office on +27 (0)21 888 5517 for more information.

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