



World Luxury Hotel Awards

Tel +27 21 888 5517/05

Fax +27 21 886 8881

info@luxuryhotelawards.com | enquiries@luxuryhotelawards.com
www.luxuryhotelawards.com

FOR IMMEDIATE RELEASE



24 May 2010 - With an increasing amount of travelers looking to relax, unwind and lead healthier lifestyles, the requirement to promote independent spas prove to be increasingly popular.

The independent global spa sector is experiencing substantial growth and with the successful recognition of luxury hotels worldwide, the World Luxury Hotel Awards have recently launched the **Spa Awards**.

The Spa Awards aims to set the spotlight on spas, attracting the attention of global spa guests and industry experts & shaping the future & utmost importance of service delivery. The *Spa Awards* is affiliated with the World Luxury Hotel Awards and celebrate the spa industry with 8 categories, providing a platform from which globally based spas can promote themselves as Award Winning spas to their clients, building credibility and setting benchmarks in service delivery. We would like to give the guest a feeling of security when booking a World Luxury Spa Awards recognized spa as their first preference.

The spa industry is anticipated to continue to expand at both ends of the market, with the luxury segment becoming even more extravagant whilst at the other end, spas continue to focus on service delivery, raising the bar of excellence & becoming even more competitive.

As visiting a spa becomes a more integral part of peoples' lifestyles and personal grooming regimes, an increasing number of spa goers will combine the occasional luxury spa travel experience with regular visits.

In order for spas to register for the Spa Awards visit <http://www.luxuryhotelawards.com/EntryFormSPA.asp>