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## MARKETING & COMMUNICATIONS MANAGEMENT

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### The World Luxury Hotel Awards

#### REWARDING ICONS OF THE INDUSTRY

If it were possible for the world's most glamorous of luxury boutique hotels, the prettiest of private island resorts and the most inviting of luxury lodges to sashay down a red carpet, light bulbs popping and expensive jewels twinkling, then that carpet would have to belong to the World Luxury Hotel Awards (WLHA).

Viewed as the hospitality industry's equivalent to the Oscars – complete with similar prestige and its own gold statuette award – the World Luxury Hotel Awards were established in 2006 to 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.

As the world's only hospitality award targeted exclusively at luxury hotels, the World Luxury Hotel Awards have developed a reputation for recognising only the crème de la crème of the world's most exclusive establishments.

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," explains WLHA founder and CEO, Brandon Lourens.

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## **HOSPITALITY HEAVYWEIGHTS**

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 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.

Over the past three years, establishments from over 40 countries have been nominated, from Costa Rica, the USA and the Maldives, to France, Hong Kong, New Zealand and Fiji, showcasing the superb reputation for excellence the World Luxury Hotel Awards have established in all corners of the globe.

## **SOUTH AFRICAN CONTENDERS**

While the awards celebrate the world's hospitality elite, many luxury South African establishments have also sparkled on the WLHA red carpet, and even walked away with gold statuettes.

Cape Town's Cape Royale Luxury Hotel and Residence won the Luxury Suite Hotel Award in 2009, while 2008's Luxury Boutique Hotel award went to Pezula Resort Hotel and Spa, and the Palazzo Montecasino owned the bragging rights to the best 2008 Luxury Casino Resort.

The Luxury Game Lodge category is one in which South Africa naturally excels, having won it every year for the last three years with Bakabung Game Lodge (2007), Sabi Sabi Private Game Lodge (2008), and Lion Sands Private Game Reserve (2009) flying the South African flag proud.

## **THE SPOILS**

Nominees in all categories are invited to attend a lavish red carpet gala awards ceremony, held in a different exotic location each year. Here, they are recognised and rewarded for their

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achievements with an evening of pure luxury accompanied by fine wine, cuisine and entertainment.

As well as the iconic WLHA gold statuette, the winners in each category are automatically re-entered into the following year's competition and are promoted on the WLHA website and in an annual E-brochure distributed to travel agents worldwide.

The greatest reward for many however, is the unparalleled prestige of having their establishment's name forever associated with the highest accolade a luxury hotel can receive.

#### **ENTER NOW**

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.

The deadline for nominations for the 2010 awards is 16<sup>th</sup> April 2010.

Visit [www.luxuryhotelawards.com](http://www.luxuryhotelawards.com) or contact the World Luxury Hotel Awards office on +27 (0)21 888 5517 for more information.

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