



# World Luxury Hotel Awards

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www.luxuryhotelawards.com

## WORLD LUXURY HOTEL AWARDS™

### ABOUT US

The World Luxury Hotel Awards™ of ultimate achievement in hoteliering. It is about congratulating hotels that have taken the extra step & such differentiated themselves from “good hotels” to “exceptional hotels”. The World Luxury Hotel Awards™ accounts for 30 categories in the Luxury Hotel industry including luxury private island resorts, casinos & lodges. Award winners set the benchmark for luxury hotels in achieving recognition for their world class facilities and service excellence.

### AWARDS PROCEDURES

Luxury Hotels can self nominate, be nominated by guests, travel agents or tour operators in order to participate in the World Luxury Hotel Awards™.

Winners in a particular year will automatically be nominated to participate in the following year. Voting is cast by hotel guests as well as a selected global panel of independent travel industry consultants. They receive constant feedback from luxury travelers that have stayed at these hotels at any given time. Site visits without prior notification are executed on an ad hoc basis.

The Awards are exclusive to Luxury Hotels, Lodges & Resorts and do not include any other areas of the travel industry.

Winners are announced and presented with their recognition at the annual World Luxury Hotel Awards™ Gala Ceremony. The final outcome will be based upon votes per category on a country and global basis. Participating hotel representatives will have the option to book seats in advance to attend the Gala Ceremony in order to avoid disappointment. It is not imperative for a hotel to be represented at the annual Gala Ceremony. Events are universally acknowledged & intended to not only celebrate excellent achievements but also to establish a networking platform for industry leaders.

Upon registration and once the Awards outcome has been announced the relevant marketing logos will be provided to the participating property. The World Luxury Hotel Awards™ annual e-brochure & ultimate hotel guide are distributed on an annual basis to promote all participants on the global front. Travel agents, tour operators and hotel guests use these as a guideline to book luxury accommodation.

### CRITERIA

The Awards judging criteria are based upon facilities and service excellence provided by hotels. Size of a property is not taken into consideration. The international judging process will remain confidential and their decision will be final.

### VISION

Luxury is changing. It is not about good food or service. It's increasingly about discretion and simplicity. It's a bold approach to exclusive hospitality! A combination of different factors such as facilities & service excellence, exceptional food, attention to detail, effective management, and many more not mentioned here, are part and parcel of the very 'legendary hotel'.



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## OBJECTIVES

- To encourage & maintain service excellence within the luxury accommodation industry.
- Luxury establishments to receive acknowledgement for their world class facilities and service excellence provided & available to guests.
- The WLHA promote overall excellence further to facilities and service on a global scale.
- To expose nominees & participants on the global front as far as possible amongst the larger travel industry by means of our international hotel hot-list & the ultimate hotel guide & Media coverage on an ad hoc basis.
- To increase the possibility of a nominated Luxury Hotel/ Lodge/Resort to be voted for as the overall industry leader amongst some of the world's top hotels.
- To provide media coverage for participating luxury establishments at the annual Gala Ceremony.
- To create awareness and maintain credibility.

## FACTS

- The World Luxury Hotel Awards™ is regarded the highest accolade that a property can receive within the global luxury hotel industry.
- The official World Luxury Hotel Awards™ marketing logos are supplied on an annual basis to nominees & winners in order to utilize.
- Being promoted on the WLHA™ website & being featured as a participant in the annual World Luxury Hotel Awards™ ultimate hotel guide render it easier for travellers to plan business trips and leisure breaks whilst feeling assured that each of our properties stand up to quality and service.
- World Luxury Hotel Awards™ Winners are promoted at international travel exhibitions.
- Participating luxury hotels would benefit from international marketing exposure by means of online marketing material distributed amongst thousands of travel agents on the global front.
- Exclusive access granted to participating hotels in order to attend the annual World Luxury Hotel Awards™ Gala Ceremony known as the 'Oscar' of the hotel industry.
- Participating luxury hotels have the opportunity to be announced as country/global winners at the World Luxury Hotel Awards™.
- Annually votes are cast on the global front by thousands of hotel guests & travel industry consultants who have stayed & experienced some of the world's finest luxury hotels.
- The World Luxury Hotel Awards™ Gala Ceremonies take place on an annual basis & attract 'The Crème de la Crème' of the global hotel industry.
- Global Media partnerships include various high end travel related magazines, newspapers & television networks including CNBC, France 24, Asian Traveller, Media 24 and many more.
- Over 1000 hotels, lodges, resorts & private islands are nominated every year.
- In 2010/2011 there was a 50% increase in countries participating in the WLHA.
- Hotels can self-nominate if operating in a luxury niche market.
- Hotels can be nominated to receive recognition for service excellence by guests, tour operators and independent travel consultants.
- Voting criteria is purely based upon facilities & service excellence.
- When the World Luxury Hotel Awards™ was launched the luxury hotel industry world-wide had absolutely no benchmark award system for hotels that have excelled.
- The World Luxury Hotel Awards™ judging process is not dependant on a board of directors, but by the industry itself in order for the voting system to be fair.
- Nominations can be promoted by *participating* hotels to create maximum awareness & attract votes by means of the official voting button that would be provided in advance.



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## HOW TO REGISTER

- Return completed administration form:

Email: [info@luxuryhotelawards.com](mailto:info@luxuryhotelawards.com)

Facsimile: +27 21 886 8881

Submit online: [www.luxuryhotelawards.com/EntryForm](http://www.luxuryhotelawards.com/EntryForm)

*It is imperative that your hotel or hotel group profile is submitted as soon as possible in order for us to forward the relevant nominee logo to use on the properties marketing material/website as long as possible prior to the voting process in order to create maximum awareness & attract votes.*

- Provide 3 photographs (Hi Resolution, JPEG format) as well as a short description of the luxury establishment (max 100 words) in order for us to update our marketing material accordingly.

## ADMINISTRATION FEE

Once the administration form has been successfully submitted, an invoice will be sent for the full amount. Payment should be made either via bank transfer in UK Sterling Pounds or alternatively by providing the relevant credit card details online.

## PAYMENT OPTIONS

- EFT (Proof of payment to be received within 7 working days from entry date to validate participation)
- Credit Card

## REGISTRATION DEADLINES

2011 World Luxury Hotel Awards Registrations close: 30 April 2011

2012 World Luxury Hotel Awards Registrations open: 1 May 2011

2012 World Luxury Hotel Awards Registrations close: 31 March 2012



# World Luxury Hotel Awards

## REGISTRATION FORM

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Hotel: The once-off participation fee per Hotel amounts to £770.

There are different categories applicable to entrants. Each hotel may select & therefore participate in a max of 3 categories.

Hotel Group: The once-off participation fee per Hotel Group amounts to £970.

Winners will be announced per category & per country.

Hotel Name/Group Name	<input type="text"/>
Hotel star rating:	Luxury <input type="checkbox"/>
Name of Hotel Owner/General Manager:	<input type="text"/>
Postal Address:	<input type="text"/>
Physical Address:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text"/>
Country:	<input type="text"/>
Zip /Postal Code:	<input type="text"/>
General Manager direct telephone:	<input type="text"/>
Facsimile:	<input type="text"/>
GM/Owner's E-Mail Address:	<input type="text"/>
Website Address:	<input type="text"/>
Accounts Contact Person:	<input type="text"/>
Accounts Contact E-Mail Address:	<input type="text"/>
Employee authorized to submit form:	<input type="text"/>
E-Mail Address:	<input type="text"/>
Contact telephone number:	<input type="text"/>



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Select up to max of 3 categories below suitable to your establishment

<input type="checkbox"/> Luxury Hotel	<input type="checkbox"/> Luxury Romantic Hotel
<input type="checkbox"/> Luxury City Hotel	<input type="checkbox"/> Luxury Boutique Hotel
<input type="checkbox"/> Luxury Business Hotel	<input type="checkbox"/> Luxury Family Hotel
<input type="checkbox"/> Luxury Hotel & Conference Centre	<input type="checkbox"/> Luxury Lodge
<input type="checkbox"/> Luxury Suite Hotel	<input type="checkbox"/> Luxury Game Lodge
<input type="checkbox"/> Luxury Airport Hotel	<input type="checkbox"/> Luxury Golf Resort
<input type="checkbox"/> Luxury Coastal Hotel	<input type="checkbox"/> Luxury Beach Resort
<input type="checkbox"/> Luxury Spa Hotel	<input type="checkbox"/> Luxury Ski Resort
<input type="checkbox"/> Luxury Country Hotel	<input type="checkbox"/> Luxury Island Resort
<input type="checkbox"/> Luxury Coastal Resort	<input type="checkbox"/> Luxury Villa Resort
<input type="checkbox"/> Luxury Hotel Brand	<input type="checkbox"/> Luxury Private Island Resort
<input type="checkbox"/> Luxury Casino Hotel	<input type="checkbox"/> Luxury Country House
<input type="checkbox"/> Luxury Diplomatic Hotel	<input type="checkbox"/> Luxury Bush Lodge
<input type="checkbox"/> Luxury Forest Resort	<input type="checkbox"/> Luxury Hotel – Best Scenic View
<input type="checkbox"/> Luxury Mountain Resort	<input type="checkbox"/> Luxury Historical Hotel

**PLEASE NOTE THAT FINALISTS & WINNERS WILL BE SELECTED PER CATEGORY & PER COUNTRY**

**Cancellation Policy:** 0% Refund. Administration fees are not refundable. **No cancellations** will be accepted once this form has been submitted. The company will be held liable for payment of the once-off administration fee as well as any legal costs resulting from failure to pay. By submitting the administration form, the establishment agrees to officially participate in the World Luxury Hotel Awards™ for 1 year & settle the applicable admin fee within 7 working days from entry date.

**Declaration:**

(Please tick box)

- I/we certify that all parts of the entry form are true & correct.
- The establishment agrees to officially participate in the World Luxury Hotel Awards™ for 1 year upon submission of this registration form.
- I/we understand the cancellation policy stated above.

Hotel Owner/General Manager's Signature :

Company Stamp :

Date Signed: \_\_\_\_\_ PLEASE RETURN REGISTRATION FORM TO : info@luxuryhotelawards.com