

## PRESS KIT

# HEALING HOTELS OF THE WORLD

COLOGNE, GERMANY



**Name:** Healing Hotels of the World

**Category:** An outstanding global brand of carefully selected, luxurious hotels and resorts with focus on holistic health and wellbeing.

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## **Masterminds**

Anne Biging, Founder and CEO

Dr. Elisabeth Ixmeier, Founder and CCO

## **Company Profile**

Healing Hotels of the World is an outstanding global brand of carefully selected, luxurious hotels and resorts with focus on holistic health and wellbeing. With more than 100 partner hotels worldwide, Healing Hotels of the World is an authentic and trusted source for holistic health. Healing Hotels of the World offers individual consultation for all those who want to improve their health and lifestyle during a high quality health vacation in beautiful surroundings.

The concept of Healing Hotels of the World is based on many years of experience in international tourism as well as a deep knowledge about holistic health and holistic lifestyle. This expertise allows selecting new partner hotels according to their holistic health offers and the quality of the venue itself. Holistic health means to understand the body/mind relationship in respect to health and healing. It also includes the notion that we are responsible for our health and wellbeing and that we can be proactive to improve our health in order to stay healthy in the future. Further, holistic in regards to hotels and resorts refers to the location, the atmosphere of the place, how nature is included, sustainability and cultural as well as social sensibility. This understanding of holistic health is reflected in the comprehensive set of the Healing Hotels of the World criteria, which form the foundation in accepting new member hotels.

## **History**

Tourism experts Anne Biging and Dr. Elisabeth Ixmeier founded Healing Hotels of the World in 2006. After twenty years of experience in international tourism and destination marketing and with a passion for holistic lifestyle the founders realized early that the common spa industry with its focus on beauty treatments and relaxation had reached its peak and was ready to offer holistic health.

“In today’s saturated material world, health is one of the most precious assets we have. Most people face a lot of stress in their everyday life and want to compensate for this by pursuing health and wellbeing in their free time”, says Anne Biging, referring to the idea behind Healing Hotels of the World. In the future more and more people are seeking to improve their health and their lifestyle in the precious time of their vacation. Healing Hotels of the World represents the leading properties in this field with currently more than 100 member hotels.

## **Philosophy**

Health is not only a physical state but also concerns the mind and the emotions. Keywords such as a successful work/life balance are important factors in our time. We are living in a time that is characterized by blurred boundaries between work and private life, by a constant increase of speed and the dissolution of securities. At the same time more and more people are gaining an understanding of health, which goes beyond the treatment of symptoms and acknowledges the interconnectedness of body and mind. This is the reason why CAM (Complementary and Alternative Medicine) therapies are becoming increasingly popular. It also implies that we are responsible for our health and we can stay healthy by maintaining a healthy lifestyle, which includes healthy eating habits and sufficient movement. Today the leading experts of holistic health can be found in Healing Hotels, in an environment that allows to regain emotional balance and joy of life. Healing Hotels of the World collects the leading hotels and resorts in this field and is a trusted source for all those who are seeking the ideal location for their health vacation.

## **Selection Criteria**

In order to be accepted into the exclusive portfolio of Healing Hotels of the World, potential members have to fulfill strict criteria. A team of experts analyzes the applicability of potential members by means of a detailed questionnaire. This guarantees that the concept of holistic health is a central theme in all member hotels. The criteria include the overall atmosphere, conscious service, friendliness of the staff, holistic health programs, spa concept, offerings such as yoga, meditation, nutritional consultation and fitness checkups, top quality and healthy cuisine, usage of ecological materials, integration of the local culture, as well as the willingness of the

hoteliers to explore new opportunities. Resort hotels are found in amazing locations and are in harmony with their natural surroundings. Healing Hotels of the World offers member hotel staff trainings in regards to holistic health: the "Training of Excellence". Further, all our member hotels undergo a quality check once a year.

Hotels that are interested in a membership, but are not able to meet the high standard criteria, can employ the Healing Hotels of the World consultancy division to achieve the right level for qualification.

### **Holistic Concept**

All Healing Hotels of the World members embrace a holistic spa and health concept. Holistic wellness goes beyond pampering: holistic spas create wellbeing and educate their guests about their constitution and health. In order to do so, a personal consultation is a must. Treatments are specially designed for the guests' individual needs to obtain the most benefit. When leaving, guests should be thoroughly informed about different aspects of their health and be able to use this knowledge at home for a wholesome lifestyle.

Every partner hotel offers the following:

- Diagnosis and personal consultation
- Holistic spa treatments
- Healthy cuisine
- Activities with professional guidance
- Lifestyle coaching
- Action plan to take home

### *Urban Healing Hotels*

Healing Hotels of the World features an Urban Healing Hotels line. These hotels are located in major cities around the globe. The aim of the Urban Healing Hotels is to create safe havens for business and city travelers, who are looking for a sensitive place to stay.

### *Spa and Health Programs*

Member hotels offer a spa area with inside and outside pool, Jacuzzi and sauna as well as beauty, massage and fitness facilities. All treatments are in line with holistic health guidelines and are designed for the guest's personal needs. Some member hotels are medical clinics following a holistic approach with a wide selection of competence centers and medical experts. Members of Healing Hotels of the World offer spa and beauty products without synthetic additives and preservatives. Many Healing Hotels of the World members have won international prizes and awards for their spa and wellness concepts.

### *Cuisine*

All Healing Hotels of the World members offer menus ranging from vegetarian, vegan, low-calorie to Ayurvedic options. Local dishes and specialties take center stage, preferably prepared with local and particularly organic products. Some members even produce fruits, vegetables and herbs on their own land. All dishes are prepared with great care and in a healthy way.

### *Fitness*

Every member hotel has a modern and perfectly equipped fitness center and offers activities including yoga, tai chi, breath work, Qi Gong, shiatsu, Pilates and/or aqua training and outdoor sports possibilities, like trekking, jogging, cycling, horseback riding, climbing, fishing, golf, tennis, water rafting or skiing, just to name a few.

### *Seminars for Guests*

Many member hotels offer retreats with experts on various health and wellness topics. Thus, guests of Healing Hotels of the World hotels and resorts can experience worldwide leading specialists in theory and practice. Through a global network Healing Hotels of the World is able to provide such masters to the partner hotels. Topics can be: alternative medicine, Ayurveda, tai chi, yoga, mediation, graceful aging programs, leadership coaching or personal life coaching.

### *Architecture*

The architecture of a Healing Hotels of the World member is inspired by the local culture and embedded in the landscape. The majority of member hotels can be found in national parks or spacious private gardens with breathtaking views of the countryside. The interior is individually designed and influenced by country-specific fabrics, colors and materials. Healing Hotels of the World puts high value on the quality of the interior as well as on its environmental sustainability. Arts are a significant feature within several member hotels.

### **Website and Online Booking**

Detailed descriptions of all partner hotels can be found on the Healing Hotels of the World website: [healinghotelsoftheworld.com](http://healinghotelsoftheworld.com). Alongside up-to-date news, a personal Healing Concierge service to help guests picking the right hotel, current offers, and information about special retreats, guests can book directly via the website. Further, guests can use the hotel search application in order to find their right hotel or resort. The application does not only allow to search by destination, but further to search for specific treatment options and holistic health services such as Detox, TCM, Ayurveda, Burnout and many more. At present, the website is available in English, German and Chinese.

**An overview of all member hotels and their countries can be found on the website, a list is available on request.**

**For further information:**

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