

PRESS KIT

HEALING HOTELS OF THE WORLD

COLOGNE, GERMANY



Name: Healing Hotels of the World

Category: An outstanding global brand of luxury 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 vetted luxury hotels and resorts with a 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 in the hospitality field. Member hotels and resorts offer individual consultation for those who want to improve their health and lifestyle during a quality health vacation in beautiful surroundings.

The concept of Healing Hotels of the World is based on the founders' many years of experience in international tourism, as well as their deep knowledge about holistic health and a holistic lifestyle. New partner hotels are selected based upon their holistic health offerings and on the quality of the venue itself. Each property is located in a natural environment, incorporating sustainability into their operation, is socially sensitive and embraces holistic health. Holistic health means to understand the body/mind relationship with respect to health and healing. This understanding is reflected in the comprehensive set of Healing Hotels of the World criteria, which forms the foundation for 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 living a holistic lifestyle, the founders realized early on that the common spa industry, with its focus on beauty treatments and relaxation, had reached its peak and was ready to offer holistic health services and modalities.

“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 concept behind Healing Hotels of the World. In the future, more and more people will be seeking to improve their health and their lifestyle during their precious vacation time. Healing Hotels of the World, currently with more than one hundred member hotels, represents the leading properties in this field.

Philosophy

Health is not only a physical state but also concerns the mind and the emotions. The concept of achieving successful work/life balance plays an important role in our lives. We are living in an era where boundaries between work and personal time are blurred and are characterized by a constant increase of speed, causing a sense of security to dissolve. 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. Today the leading experts of holistic health can be found at a Healing Hotel, providing numerous holistic modalities in an environment that allows hotel guests to regain emotional balance and joy of life.

Selection Criteria

In order to be accepted into the exclusive portfolio of Healing Hotels of the World, potential members must fulfill strict criteria. Teams of experts analyze the application 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, conscientious service, friendliness of the staff, holistic health programs, a spa concept, offerings such as Yoga, meditation, nutritional consultation and fitness checkups, top quality and healthful cuisine, the usage of ecological materials, integration of the local culture, and 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 hotels' staff trainings to achieve the "Training of Excellence" in holistic health. Further, all 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 proper level for qualification.

Holistic Concept

All Healing Hotels of the World members embrace a holistic spa and health concept. Holistic wellbeing 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. Upon departure, guests should be thoroughly

informed about different aspects of their health and be able to integrate this knowledge to achieve 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 sensible place to stay.

Spa and Health Programs

Member hotels offer a spa area with an indoor and outdoor 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 offer 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 wellbeing concepts.

Cuisine

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

Fitness

Every member hotel has a modern and perfectly equipped fitness center offering activities like Yoga, tai chi, breath work, Qi Gong, shiatsu, Pilates and/or aqua

training, and outdoor sports including hiking, jogging, cycling, horseback riding, climbing, fishing, golf, tennis, water rafting or skiing.

Seminars for Guests

Many member hotels offer retreats with experts on various health and wellbeing topics. Through a global network, Healing Hotels of the World is able to provide experts to the partner hotel. Thus, guests of Healing Hotels of the World hotels and resorts can learn from worldwide leading specialists in theory and practice. Topics include alternative medicine, Ayurveda, tai chi, Yoga, meditation, graceful aging programs, leadership coaching or personal life coaching.

Architecture

The architecture of a Healing Hotel 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. Works of art are prominently featured at numerous member hotels.

Additional Healing Hotels of the World Properties:

Just Breathe Mag

Just Breathe (www.justbreathemag.com) is a media property of Healing Hotels of the World. The online magazine is dedicated to providing news and information about how to live a healing and joyful lifestyle. Topics covered focus on all aspects of the Body, Mind and Life. With a dedicated fan base, Just Breathe also fosters a community where readers can comment and share personal stories and information.

Content rich in articles written by experts on health and wellbeing and submitted by readers as well, Just Breathe also provides an opportunity for Healing Hotels of the World members to contribute articles that inform and inspire travellers interested in embarking upon a healing journey.

HEALING SUMMIT

Another initiative of the Healing Hotels of the World global brand is the annual conference HEALING SUMMIT (www.healingsummit.org).

This two-day conference, featuring experts from all over the globe, serves as a platform for professionals from industries as diverse as hospitality, medicine, science, media,

and business to share their holistic perspectives on a future committed to healing. Topics include insights into a healing lifestyle, sustainable practices, charitable projects and the paradigms of business rooted in a conscious economy. Celebrating its fifth anniversary in 2018, the HEALING SUMMIT embraces all topics that are inherent in the worldwide brand Healing Hotel of the World.

The HEALING SUMMIT provides a space where individuals and businesses meet to debate, discuss and learn from their collective wisdom, ranging from an in-depth understanding of healing body, mind and soul, to the relationship and interconnectedness with the world around us.

Website and Online Booking

Detailed descriptions of all partner hotels can be found on the Healing Hotels of the World website: www.healinghotelsoftheworld.com. Guests can reserve a stay at a Healing Hotel of the World directly via the website. The hotel search application can help a guest locate their appropriate hotel or resort by destination, as well as by specific treatment options and holistic health services such as detox, TCM, Ayurveda, burnout and many more. A personal Healing Concierge is also available to assist guests. At present, the website is available in English and German.

An overview of all member hotels and their locations can be found on the website. A list is available on request.

For further information:

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