

# HEALING HOTELS OF THE WORLD

## PRESS KIT



### WHO WE ARE

Healing Hotels of the World is the only global hospitality brand in existence focused on health and healing excellence. In addition to extensive consulting services, we curate two collections of 90+ carefully chosen member hotels in thirty five countries across five continents.

For the past 15 years, we've been at the forefront of the holistic healing movement—turning our extensive healing and hospitality knowledge into actionable wisdom. We continually blaze new trails; creating definitive standards for healing excellence in an ever evolving world of awakening and shifting values.

### HISTORY

Tourism experts Anne Biging and Dr. Elisabeth Ixmeier (founder bios below) 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, they 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.

### PHILOSOPHY

Health is not only a physical state but also concerns the mind and the emotions. In an increasingly unstable world, inner balance and a deep connection to self become a luxury. So it comes to no surprise that 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. 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.

## VISION

*It is our vision  
that guests of a Healing Hotel  
become whole again in body, mind and soul,  
freeing them to enjoy the sacredness and abundance of life.*

## HEALING CERTIFIED

With many hotels rushing into the “spa and wellness” space, there is a need for guests to be able to differentiate between true holistic wellbeing experiences versus superficial or substandard ones. In order to be accepted into the exclusive portfolio of Healing Hotels of the World, potential members must fulfill our Healing Excellence Standards. 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, holistic health programs and offerings, health conscious cuisine, a sensitivity towards sustainability, integration of the local culture, and the willingness of the hoteliers to explore new opportunities. If a critical percentage of the criteria are met, the hotels are Healing Certified; offering a safe space for health conscious clients.

## COLLECTIONS

We cultivate two healing member hotel collections that showcase the world’s finest hotels and resorts. Inclusion is based on a comprehensive review using our holistic Healing Excellence Standards.

### **Resort Healing Collection**

Situated in stunning surroundings, each property has a unique approach to holistic health and healing. They cater to guests’ deep longing for true transformation and provide customized experiences that enhance health, happiness and balance during their stay and after they depart.

### **Urban Healing Collection**

Special properties from around the globe that support restoration and rejuvenation—even if that is not the property’s entire focus. This curated collection includes luxury hotels in urban settings that have the desire and ability to cater to guests’ holistic lifestyle and health-conscious needs. They provide moments of respite from the frenetic demands of city travel with healing environments, experiences, services, and amenities.

## WEBSITE AND ONLINE BOOKING

Detailed descriptions of all partner hotels can be found on the Healing Hotels of the World website: [www.healinghotelsoftheworld.com](http://www.healinghotelsoftheworld.com). Guests can enquire about a stay at a Healing Hotel directly via the website. The hotel search menu 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 access to our extensive image library, please get in touch with Kerstin Hauke at [k.hauke@healing-hotels.com](mailto:k.hauke@healing-hotels.com).

## CONSULTING

We support hotels ranging from boutique hotels to international hotel groups in finding their own authentic healing concept and offerings and to develop a unique vision and strategy. During this process, we design roadmaps for implementing hotel processes to bring the healing guest journey to fruition. To make sure the hotel lands well in an already competitive market, we share our know-how and experience regarding the hotel positioning.

We offer personalized consulting options based on the specifics of a situation. Our projects vary in size and scope from focused optimization to comprehensive turn-key solutions. We work with hoteliers and hotel groups across geographic regions and cultures and in various stages of maturity from inception onward. In our consulting work, we provide development and implementation of holistic healing principles and a comprehensive set of Excellence Standards, covering the many different facets of the hotel as a concerted effort to design an experience of holistic wellbeing for the guests.

## INSPIRE AND CONNECT

### HEALING SUMMIT

Annually, we host the global HEALING SUMMIT for forward-thinking pioneers from across industries to share different experiences and perspectives on what makes a healing world. We think of the summits as “Healing in Action”—supporting collaboration, raising awareness, and inspiring change.

<https://healingsummit.org/>

### Just Breathe Mag

Just Breathe Mag is an online magazine by Healing Hotels of the World. Here, we aim to spread the word about health, healing, wellbeing, spirituality and sustainability beyond the hospitality world. We wish to create a community of like minded people that have the simple wish to learn more about the beauty of life and deep inner healing.

<https://justbrethemag.com/>

## FOUNDER BIOS

### Anne Biging, Founder and CEO

Anne proved to be a visionary when she brought Healing Hotels of the World to life in 2006, anticipating people’s desire to experience a profound, personal transformation towards a healthier, fulfilling lifestyle, way beyond the average wellness vacation.

Before founding Healing Hotels of the World, Anne put her mind and heart into international tourism destination marketing, public relations and hotel consulting. Furthermore, many years of traveling as a journalist and author opened her eyes for the need of places that give you space to relax, learn, recharge and help you to get back in touch with your natural self. Anne’s drive, her life’s passion, is to offer opportunities for each and every one to find a healthy but foremost happy being.

### **Dr. Elisabeth Ixmeier, Founder and CCO**

As co-founder of Healing Hotels of the World Elisabeth combines her experience in tourism marketing with her enthusiasm for personal development and a holistic lifestyle. Elisabeth has a PhD in philosophy and art history. For more than 40 years she has been following the yoga philosophy and practicing meditation.

Her lifelong study of holistic and spiritual life principles and her global expertise of their implementation in an hotel environment give her a strong compass to navigate into the new and exciting developments of our age. She says: "A holistic lifestyle means to take responsibility for yourself, your life, the society you live in as well as the planet. The member hotels of Healing Hotels of the World are the avant-gardes of this new lifestyle. Their founders are true healing heroes."

#### **FOR FURTHER INFORMATION::**

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