

HEALING HOTELS OF THE WORLD

PRESS KIT



HEALING HOSPITALITY - A BOLD VISION & STRONG PURPOSE

The first time ever a global hospitality brand has been created for the wellbeing and healing of people. This bold vision came to life in 2006 initiated, financed and led by two female enthusiasts who poured their lives' work and wisdom into the creation of Healing Hotels of the World.

Healing Hotels of the World is more than a hospitality brand. It brings to life the momentum of the strongest movement in modern times: holistic health and healing. Before it was launched, a global group of scientists, psychologists, therapists, spa professionals, and leaders in hospitality came together to create the Healing Excellence Standards - the backbone of Healing Hotels of the World. This has not only created a huge change in the hospitality landscape but it also enabled passionate hoteliers who believe that healing is the way forward to come together in one community, learn together, share and benefit from being marketed through an authentic brand to the global guests.

Hotels can apply for membership after they have gone through a thorough auditing process. Once they have been accepted, they are officially certified as a Healing Hotel and become a full member. Today there are 80+ carefully chosen member hotels in our two collections located in thirty-five countries across five continents. They enable their guests to travel in a purposeful way and to go on a transformative journey to a healthier and happier life.

THE PEOPLE BEHIND THE VISION AND CREATION OF HHW – DR. ELISABETH IXMEIER & ANNE BIGING

Elisabeth Ixmeier PhD has a background as an art historian and artist painter. When she realized the immense possibilities and influence of healing in hospitality her creative way of living allowed her to approach hospitality and business in an unbiased way enabling a bold vision to become reality. She says, “I have always believed that every single person has the choice to make a difference, to create impact. As an artist I create from my inner impulses. As an entrepreneur I have the same choice, I can follow my heart and create out of my passion.”

Anne Biging's background as an author and writer for travel and beyond opened the doors to become a sought-after tourism advisor to governments across the globe. Over 20 years she could observe the change of travelers' needs – and subsequent the corresponding changes in hospitality. Her forward-thinking vision that she manifested in the creation of Healing Hotels of the World, makes her today a sought after speaker at global conferences advocating the need for humanity in hospitality as well as in the future vision for mankind. She says, “My heart is fulfilled when I see the incredible choices we as humans have. We can choose to live a full life, a life of joy, passion and success. We can grow out of unnecessary suffering and thrive!”

EXPANDING THE VISION THROUGH:

- CONSULTING

In 2016 the consulting branch of Healing Hotels of the World was founded. It offers personalized consulting based on the specifics of a situation. Projects vary in size and scope from focused optimization to comprehensive turn-key solutions. The branch works with hoteliers and hotel groups across geographic regions and cultures and in various stages of maturity from inception onward.

- HEALING SUMMIT

Founded in 2014, the annual global two-day conference HEALING SUMMIT gathers forward-thinking pioneers striving for a holistic approach to life and business, addressing all aspects of a holistic lifestyle from our own wellbeing to the wellbeing of our fellow human beings and the planet.

healingsummit.org

- JUST BREATHE MAG

Just Breathe Mag is an online magazine that was created to change minds, habits and hearts on the most important and current topics: health and wellbeing. The mag's editor in Chief, Ewa Biging, has traveled the world and with a neck for writing and healing, she is the master-mind behind the outlet. The magazine features articles about mindfulness, self-love, healthy eating, alternative medicine, meaningful charity work, inspiring life stories and much more.

justbrethemag.com

THE PHILOSOPHY OF HEALING

A holistic approach to health is based on the interconnectedness of mind, emotions and body and the experience of the soul. As in many ancient medical systems (i.e. Ayurveda or TCM) emotional states as well as physical symptoms are treated holistically. It is based on the understanding that we are responsible for our wellbeing and have the ability to actively take care of it; that we have the choice to live a happy life. A healthy lifestyle does not only heal many existing physical and emotional challenges but it is also a preventative measure to avoid diseases, live happily and allow for longevity and graceful aging.

"In today's saturated material world - that is at the same time very insecure - physical and emotional health is one of the most precious assets we have. Be it emotional imbalance, the search for a deeper meaning in life or the need for physical improvement - a Healing Hotel is a competence center where we change, experience and take what is learned home."

- Anne Biging

HEALING CERTIFICATION

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 the 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 the holistic Healing Excellence Standards.

- RESORT 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 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 & ONLINE BOOKING

Detailed descriptions of all partner hotels can be found on the Healing Hotels of the World website: 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 Nadine Robling n.robbling@healing-hotels.com

FOUNDER BIOS

Anne Biging, Founder & 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 & 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 a 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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