

## **GLOBAL WINNER BEST LUXURY THEME DESIGN SPA** HOTEL PLUNHOF SHINES IN THE WORLD LUXURY AWARDS

The World Luxury Awards have been honouring the best travel, spa & gourmet destinations worldwide for 17 years. The 4-star superior wellness Hotel Plunhof – Home of Generations was named Global Winner Best Luxury Theme Design Spa and a three-time continental winner in Athens this year.

### **Spa & Acqua Minera – Global Best Luxury Theme Design Spa**

‘We are overwhelmed with joy for these awards,’ said Erwin Volgger, who accepted the awards on behalf of the nine-member Volgger host family: ‘Our deepest thanks go out to our Plunhof family, especially our mother Paula, and our superb staff who create new and unique hotel and spa experience for our guests, day-in and day-out. We are particularly proud of our new *mylife-changing* spa concept with which we guide our guests towards a long, healthy life and sustainably healthy beauty. A very special thank you is reserved for our guests whose votes ultimately gifted us these precious awards.’

### **World Luxury Awards 2023 for the 4-star superior wellness Hotel Plunhof**

- ||| **Global Winner Best Luxury Theme Design Spa**
- ||| **Best Luxury Spa Design Theme in Europe**
- ||| **Best Luxury Romantic & Wellness Hotel in Europe**

‘Travelers today increasingly value experiences over possessions and are willing to invest in unique, authentic, and immersive travel experiences. It is with the unwavering commitment of dedicated staff that guests can enjoy this. We congratulate the 2023 winners, who have worked hard and tirelessly to be successful in a very competitive industry.’ Jana Stoman, Executive Manager of the World Luxury Awards congratulated the winners.

### **World Luxury Awards**

The World Luxury Awards 2023 were presented on 28 October 2023 in the ballroom of the Grand Hyatt Athens. More than 3,200 hotels, spas, restaurants and tourism specialists from all over the world were nominated. The World Luxury Awards were founded in 2006 by former hotel manager Brandon Lourens in South Africa. His objective was to create an international award and platform for pioneers, exemplary representatives and specialists in the upscale hotel industry. Over the past 17 years, an elaborate process has been developed assess infrastructure, concept and product, as well as quality of the implementation and service. The rating has also been adapted to reflect the changing demands and needs of both guests and industry. The Luxury Award Trophies are now awarded not only to hotels, but also to spas since 2010, to restaurants since 2015, and to travel and tourism companies since 2020. The World Luxury Hotel Awards nomination process begins with entrants applying in the categories that best represent their unique selling points. The World Luxury Commission selects the nominees based on official guest reviews. In the subsequent four-week public balloting phase, international travellers, guests and industry representatives around the world cast their votes. The awards are presented at global, continental, national and regional levels.

- ||| [www.hotel-plunhof.it](http://www.hotel-plunhof.it)
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