



SPA Star Awards 2022

DEADLINE FOR APPLICATION: FEBRUARY 11TH 2022

The SPA Star Awards will be presented during Spa Life Germany 2022.

Date: May 16th-18th 2022. Location will be announced soon.

How do I apply?

Fill in the application form, explain why you are applying in this category and what distinguishes you from others, and send it either by e-mail to spa-star@redspa.de or by post to redspa media GmbH.

Please send the following documents until February 11th at the latest:

- Completed application form
- Folder
- When applying for the Spa Team Award a 3-minute video on a stick
- Expressive presentation material (e.g. press kit, folder, guest brochure, spa menu)
- Statement why you are applying in the chosen category(ies)

The processing fee of 180 Euro plus VAT has to be transferred to the account of redspa media GmbH by February 11th 2022. We will send you the invoice for the processing fee. You are also welcome to send the application form by e-mail to spa-star@redspa.de. Please send your detailed application documents by post to:

redspa media GmbH, Melissa Männle, Fremersbergstraße 29, 76530 Baden-Baden, Germany

THE CATEGORIES

Category Newcomer

If you opened or rebuilt your hotel and/or hotel spa no more than two years ago, and convince with an innovative, modern approach, then this is your category. Tell us the reason for your conversion, extension or new building, what distinguishes you from other houses and which target group you.

Category City Spa

Exceptional urban day spas or city hotel spas that pamper their guests in a luxurious ambience with all-round relaxing wellness treatments for tight time budgets compete in this category. Please also tell us your treatment offers, which additional services you offer, who your guests/target group are.

Category Green Concept

You focus on sustainability, environmental protection and green standards not only in the spa, but in all areas of your hotel. Regionality and authenticity are lived in your hotel; the focus is on the experience of nature. You are convinced of energy efficiency, ecological construction with natural, high-quality materials, modern nutrition concepts with regional products, health-promoting applications in the spa using natural cosmetic products from renowned or young, innovative labels. Or you offer your own cosmetic products with natural ingredients from your region - then apply in this category.



Category Spa Concept

Are you convincing with a conclusive spa concept? I.e. spa treatments, cosmetic products, health and fitness offers as well as your spa cuisine complement each other sensibly. You concentrate on one focus, e.g. Ayurveda, Thalasso, sustainability, or you pursue the retreat idea. Your spa is everything except „usual“. What separates you from other spa concepts?

Category Health Concept

Do you offer a comprehensive health concept? One that helps the guest to (re)find his work-life balance and to live healthier and sustainably, to improve his physical and mental performance and fitness and ultimately also his appearance? Your concept includes special offers on prevention, health maintenance and promotion, regeneration and better aging. If this is your USP and you specialize in F.X-Mayr medicine, burn-out, sleep therapy, coaching, body and mind offerings and impulse workshops for improved lifestyle, this is the right category for you. Ideally, you should inform us about the professional background of your employees and who developed the concept.

Category Spa Team

Are you the perfect spa team? With harmonious and respectful teamwork, courteous and professional guest service, inviting and relaxing atmosphere. Show it to us and introduce yourself and your spa in a short video clip (max. 3 minutes). We would also like to know how you ensure the quality of your team with regard to in-house training and quality management and what makes your employees special.

Category SPA Star plus

You're different from the others? This award is given to hotels that have successfully dedicated themselves to the wellness concept for many years, highlight it with a unique overall concept or a holistic approach, extraordinary design, excellent cuisine and a unique location and convince with first-class service all round. It's that little bit of „better“ that sets your house apart from others.

Which category fits me best?

You can apply in up to two categories; a nomination is only possible in one category. The jury reserves the right to transfer your application to the most appropriate category in their opinion.

Who decides on the nomination?

All submitted applications will be examined in detail by the expert jury. There are three nominees in each category. The jury consists of the following experts from the spa and hotel industry:

- ▶ **Franka Hänig**, Managing director of redspa media GmbH and editor-in-chief of the wellness travel magazine SPA inside and the trade journal SPA direkt
- ▶ **Dagmar Rizzato**, Owner of Rizzato Spa Consulting in Tettwang (Lake Constance), Germany
As an internationally recognized expert in her field, she has been advising spa, wellness and health care companies for more than 20 years
- ▶ **Oliver Matheé**, Member of the Executive Board of the Hotel Directors Association and Managing director of Therme Mediterana, Europe's unique Day Spa in Bergisch Gladbach, Germany
- ▶ **Hans-Peter Veit**, Director of Health & Thermal Spa Grand Resort Bad Ragaz/Switzerland and connoisseur of the international spa scene
- ▶ **Dr. med. univ. Imke König**, Medical doctor and Medical Spa Director at Schloss Elmau Luxury Spa Retreat & Cultural Hideaway, Germany

**SPECIAL
AWARD**



In addition to the seven categories, the jury will also present a Special Award. This goes to a hotel that, due to its unique position and history, deserves this special award.

What costs do occur when I'm applying?

For each applying hotel (regardless of whether in one or two categories) and day spa, a processing fee of 180 euros net will be charged. The application is valid if this amount has been received in the account of redspa media GmbH by the application deadline, February 11th, 2022, at the latest. Should this not be the case the hotel will be eliminated.

Please note: If you are nominated and agree to this nomination, participation in the entire event is mandatory. A separate participation fee will be charged. It is not possible to attend only the gala evening and the award ceremony. In case of non-participation, the next nominated hotel will move up.

What do I get in return?

The participation fee includes:

- 2 nights at event location
- Welcome evening
- Gala dinner
- Participation in speed dating and congress
- Program with renowned speakers as well as catering during the entire event
- Copies of SPA inside and SPA direkt are available afterwards
- Extensive marketing and advertising material such as certificates, Logo, SPA-Star stickers
- Publication in our magazines SPA direkt and SPA inside and on our website www.redspa.de

All nominees will be published directly in the trade journal SPA direkt, as well as on the website www.redspa.de and our social media channels. A detailed follow-up report and editorial presentation of all winners and nominees will also be published in the **SPA direkt** and in the wellness travel magazine **SPA inside**. Of course you can also advertise your nomination on your social media channels and use the SPA Star logo.

When will I know if I'm nominated?

The jury will meet at the end of February 2022 and select the three nominated houses per category. We will inform you as soon as the nominees have been determined if you are one of them.

The next step

No later than 10 days after the reception of the information about your nomination, we need your binding confirmation that you accept the nomination **AND** that you will be present at the Spa Life Germany **AND** the presentation of the SPA Star Awards with the name and number of participants of your house. In case that you do not attend the award ceremony, we reserve the right to have the next nominee move up. Should your PR agency have initiated the application process, we assume that you have already been informed and have also reserved the date for the event Spa Life Germany and the presentation of the SPA Star Awards.



THE ANNOUNCEMENT OF SPA STAR AWARDS 2022

During Spa Life Germany the nominees will be presented at the gala dinner and the winners will be announced. We will soon inform about the date and the location.

What if I don't get nominated?

... we would be pleased if you would still join us. At this trade event, conference, exhibition and contact exchange with an international orientation for a specialist audience from the spa and wellness industry, you will have plenty of opportunity to exchange ideas, network and find out about the latest topics. All this in a very relaxed atmosphere.

Who is my contact person?

Please send the completed application form by email to spa-star@redspa.de and the complete application documents by postal mail to redspa media GmbH, Melissa Männle. The closing date for entries is February 11th 2022. Only hotels/day spas that haven't already applied in the previous two years can participate again.

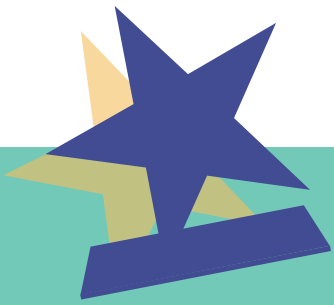


redspa media GmbH
Fremersbergstraße 29
76530 Baden-Baden
Tel. +49 7221 92285-70
Fax: +49 7221 92285-71

info@redspa.de
www.redspa.de

Geschäftsführerin Franka Hänig
HRB 703149
Amtsgericht Mannheim
USt-IdNr. DE256548072
Volksbank Baden-Baden · Rastatt eG
IBAN DE85 6629 0000 0057 3781 07
BIC VBRADE6K

redspa media



Application form SPA Star Awards 2022

DEADLINE FOR APPLICATION: FEBRUARY 11th 2022

via E-Mail to spa-star@redspa.de

Address of applicant

Name of the hotels/day spas _____

Contact person _____

Street/Number _____

Zip Code/City _____

Country _____

Telephone _____

E-Mail _____

Website _____

Instagram/Facebook _____

We apply for the SPA Star Awards in the following categories

(maximum 2 categories)

- Newcomer City Spa Green Concept Spa Concept Spa Team Spa Star plus
 Health Concept

Invoice adress

Hotel/Company/Agency _____

Contact person _____

Street/Numer _____

Zip Code/City _____

Country _____

Telephone _____

E-Mail _____

VAT No. _____

We send the following documents until February 11th the latest:

- Complete application form
- Statement why we are applying in the chosen category(ies)
- Expressive presentation material
(e.g. press kit, folder, guest brochure, spa menu aussagekräftiges
- When applying for the Spa Team Award a 3-minute video on a stick by postal mail to redspa media GmbH in Baden-Baden
- The handling fee of 180 Euro plus VAT. will be payed by February 11th 2022

We have read the guidelines and we accept the conditions.

Spa Life Germany
Date and location will be announced soon



Ort/Datum

Unterschrift/Stempel

Contact person
Melissa Männle
Fremersbergstraße 29
76530 Baden-Baden

Tel. +49 7221 92285-75
spa-star@redspa.de
www.redspa.de