

Participant Information

for the Spa Star Awards 2024



The new application round is open!

Whether it's a city spa, wellness hotel or health resort – it's all about what's special in your house.

Your offers are in the foreground as well as your commitment to new ideas and sustainable concepts.

What counts is hospitality, comfort and highly effective application services, as well as storytelling and your attention to detail in relation to extraordinary designs, extensive renovations and restorations, green standards, energy-efficient solutions and comprehensive wellness, health and fitness offers.



All winners and nominees of the Spa Star Awards reflect the spirit of the times and represent trends in spa experiences.

The winners and nominees of the Spa Star Awards 2024 will be awarded, honored and celebrated during the Spa Life Germany event. The gala evening on the occasion of the award ceremony is the highlight of the event.

Please make a note: Spa Life Germany will take place from 24th - 26th June 2024.

Our categories for the Spa Star Awards 2024

Spa Star Audience Award

Who will win the king category? Our SPA inside readers vote and choose their favorite spa from all applicants. The special feature: Every application submitted can win! The audience award promises attention, will be seen by a broad readership and is clearly the very best guest recommendation.

Newcomer

If you opened or remodeled your spa or hotel 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 groups you are addressing.

City Spa

Exceptional, urban day spas or spas in a city hotel that pamper their guests in a luxurious ambience with all-round relaxing well-being treatments for tight time budgets compete in this category. Please tell us your treatment offers, additional services and who your guests and target groups are.

Green Concept

They focus on sustainability and green standards. Regionality and authenticity are lived, the focus is on the experience of nature. They are convinced of energy efficiency, ecological construction, modern nutritional concepts, health-promoting applications in the spa. Or you produce your own cosmetic products with natural ingredients from your region – then apply in this category.

Spa Concept

Do you convince with a conclusive spa concept? This means that you concentrate on one main point, such as Ayurveda, Thalasso and others. Or are you pursuing the retreat idea? Your spa is everything except "usual". If spa treatments, cosmetic products, health and fitness offers and your spa cuisine complement each other, then this is your category for an application.

Health Concept

Do you offer a comprehensive health concept and support guests in improving their work-life balance, living healthier and looking fresh and relaxed? If your concept includes special offers for prevention and regeneration, health maintenance and promotion or better aging and you specialize in F. X Mayr medicine, burnout, sleep therapy, body and mind offers or stimulating workshops for an improved lifestyle, then this is your category.

Spa Team

Are you the perfect spa team? Harmonious and respectful in cooperation as well as courteous, needs-oriented and professional in service? Show it to us and introduce yourself and your spa in a short, creative video clip (max. 3 minutes). We would also like to know how you ensure the quality of your team in terms of in-house training and quality management and what particularly distinguishes your employees.

Spa Star plus

Are you different from the others? This award is given to hotels that have been committed to the idea of wellness for years with the greatest success, innovative and sustainable ideas with a unique overall concept or an extraordinary design or with excellent cuisine in a unique location and first-class service. It's that little bit 'better' that sets your hotel apart and deserves to be prominently featured.

How do I apply?

So that the jury can get an impressive picture of your house, please send us the following documents by e-mail and, if necessary, also by post:

- the completed application form,
- the statement why you are applying in the chosen category(ies),
- expressive information material such as press kit, guest brochure, spa menu, folder, house newspaper etc.,
- max. three or five printable photos suitable for the application category,
- when applying for the Spa Team Award, a 3-minute video on a stick.

Our e-mail address and our postal address for sending your application documents is:

redspa media GmbH
z. Hd. Katrin Alisch
Application Spa Star Award 2023
remersbergstraße 29
76530 Baden-Baden

+49 7221 92285-74
spa-star@redspa.de

Spa Star winners who have already been chosen can also apply again, provided that the last application was more than two years ago.

**Please note,
our application deadline is
February 29th 2023.**

Which category suits me?

Every spa and wellness hotel primarily from German-speaking countries can apply for a maximum of two of the above categories. All submitted applications will be considered for the audience award.

Who decides on the nomination?

All applications are checked and evaluated by an independent expert jury. Three nominees are selected for each category.

How is the nomination for the Audience Award carried out?

Inclusion for a vote for the Spa Star Audience Award is automatic. Each application submitted will be considered and featured prominently in SPA inside magazine for a vote by our readers.

When do I know if I'm nominated?

The expert jury will select three candidates per category by mid-March 2024. You will be informed as soon as all nominees have been determined and your spa or hotel is included.

Subsequently, we require a binding confirmation from you within ten days that you accept the nomination and that you will participate in the Spa Life Germany event including the gala evening on the occasion of the presentation of the Spa Star Award – with stating your name and the number of participants from your house.

If your PR agency has initiated the application, we assume that you as an applicant are aware of the conditions of participation and accept them.

What are the conditions of participation and costs?

The one-off **processing fee** of **EUR 195.00 plus VAT** will be charged for each hotel or day spa that applies for one or two categories.

The application is valid if the processing fee has been credited redspa media GmbH's account not later than 14 days after invoicing. Should this not be the case, the hotel will be eliminated.

Please note: **If you are nominated and agree to the nomination, participation in the entire Spa Life Germany event is mandatory. A participation fee will be charged.** In addition, accommodation costs are to be covered by you. Attendance only at the gala evening and the award ceremony is not possible. In the event of non-participation, the next nominated hotel moves up.

The participation fee includes: the congress program, all catering during the event, the obligatory participation in speed dating, the welcome evening and the gala dinner on the occasion of the presentation of the Spa Star Award 2024.

Who is my contact person?

Katrin Alisch looks forward to receiving your applications and will be happy to answer any questions you may have.

Please send the completed application form and the complete application documents by e-mail and, if necessary, also by post until 29th February 2024 to:

redspa media GmbH
z. Hd. Katrin Alisch
Application Spa Star Award 2024
Fremersbergstraße 29
76530 Baden-Baden

+49 7221 92285-74
spa-star@redspa.de

Our marketing package for even more attention

All nominees will be published online in the specialist newspaper SPA direkt, as well as on the homepage www.redspa.de and our social media channels. A detailed follow-up report and the editorial presentation of all winners and nominees will appear in a further issue of Spa direkt e-paper and in the wellness travel magazine SPA inside.

The wellness travel magazine SPA inside is published every two months and, depending on the focus of the issue, presents current travel trends and popular holiday destinations. Readers are informed about top destinations and spa highlights in the metropolises worldwide and learn how and where it is best to stay overnight, where to recharge your batteries and relax.

SPA inside has an average circulation of 30.000 copies and a reach of 1,8 million contacts per issue. The target group are wellness and lifestyle enthusiasts as well as spa and hotel managers. The E-Paper SPA direkt is also published every two months. The online newspaper brings industry information to the point and offers suggestions for your everyday business.

SPA direkt reaches more than 5.000 online subscribers and is aimed at a professional audience.

Of course, you can also draw attention to yourself on your social media channels with your nomination. We would be happy to provide you with the Spa Star logo for this purpose. You will receive further marketing materials such as certificates and copies of SPA inside and SPA direkt afterwards.



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