



# World Luxury Hotel Awards

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## Celebrating the very rare 'Legendary Hotel'

Hua Hin, Thailand, 08.10.2010

**The World Luxury Hotel Awards Gala Ceremony announced the winners further to the 2010 voting poll, at its recent Gala Dinner in Hua Hin, Thailand on October 8<sup>th</sup>. The most glamorous event on the global hotel industry calendar was hosted by the Dusit Thani Hua Hin resort known as the favoured summer retreat for Thai Royalty since the 1920's.**

The 2010 World Luxury Hotel Awards Gala Dinner event was opened with a live entertainment act by Khun Sarun, winner of the Asian Singing contest 2010 in Shanghai followed by a special revue performance called "The Tantalising Kingdom".

The World Luxury Hotel Awards are the world's most prestigious Awards exclusive to the luxury hotel industry & recognize the best facilities and service excellence the industry has to offer.

The World Luxury Hotel Awards recognized a selection of the finest hotels situated amongst 54 countries at the annual 2010 Gala Dinner.

Luxury is changing. It's not just about good food or service. It's increasingly about discretion and simplicity. It's a bold approach to exclusive hospitality! A combination of different factors such as facilities & service excellence, exceptional food, attention to detail, effective management, and many more not mentioned here, are part of the parcel that constitutes a 'legendary hotel'.

The World Luxury Hotel Awards (WLHA) stands testimony to dedication, enthusiasm and leadership in the high demand luxury hotel industry.

The World Luxury Hotel Awards aim to maintain overall service excellence & build guest loyalty. Acknowledgement of committed quality customer care is important to maintain a persistent level of service. Evidence has shown that a guest feel confident when booking a World Luxury Hotel Awards recognized hotel that has been rewarded further to unsurpassed excellence, voted for by industry experts & guests that have experienced these hotels. These hotels will serve as a source of useful information and render it easier for travelers to plan business trips and leisure breaks whilst feeling assured that each of these luxury hotels stand up to a high standard of quality and service.

The World Luxury Hotel Awards encourages sustainable competitiveness which bolsters staff moral & creates heightened awareness of certain non-negotiable criteria within the luxury hotel industry.

" Participation in the World Luxury Hotel Awards encourage sustainable competitiveness within the luxury hotel industry. It aims to recognize star performers that set themselves apart from the crowd in a highly competitive industry", says Marinique Truter, Executive Manager, WLHA.

2010 Global & Country Winners included hotels from Argentina to Zambia, complimenting leading hotel groups such as Swissôtel, Regalia, Shangri-La, Pan Pacific, Fairmont, Sun International, Intercontinental, Southern Sun, Dusit International and the Westin Hotels & Resorts amongst others.



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To be a winner in a category of the WLHA is an assurance of excellence and this creates a feeling of confidence, commented Victor Sukseree, General Manager of Dusit Thani Hua Hin, winner of a global category for two consecutive years & host property to the 2010 Awards Gala Ceremony.

Established in 2006, the World Luxury Hotel Awards are committed to raising the bar of excellence within the luxury hotel industry.

The criteria to be successfully nominated & included in the official World Luxury Hotel Awards voting process is overall service excellence. Only hotels, lodges & resorts operating in a luxury niche market are able to participate in the World Luxury Hotel Awards. The WLHA do not recognize any other areas of the travel industry.

A complete list of global and country winners are listed on <http://www.luxuryhotelawards.com/winners2010.asp>

Global event partnerships included amongst others Sysco Guest Supply Asia, Singapore Airlines, Thai-Asean News Network, Asian Traveller & Liveoutloud.

With great enthusiasm Swissôtel the Stamford, was announced as the 2010 overall winner for overall excellence. The coveted trophy was presented to the General Manager, Mr Aiden McAuley.

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