

WORLD LUXURY SPA AWARDS | MARKETING DELUXE SPA DEVELOPMENT GROUP

BEYOND THE LONGEVITY HYPE: MARKETING DELUXE NAMED EUROPE'S BEST SPA DEVELOPMENT GROUP



World Luxury Spa Awards 2026 recognise the development specialist's 20-plus years of expertise in creating commercially viable medical, wellness and longevity destinations. As hotels and resorts worldwide race to capitalise on the growing demand for longevity and preventative health, European spa development specialist marketing deluxe is calling for a more integrated approach to health hospitality – one that places medical expertise, operational viability and long-term market positioning ahead of short-lived wellness trends.

The international company, with offices in England, Austria and Morocco, founded and led by CEO Claudia Reichenberger, has been named Best Spa Development Group in Europe at the World Luxury Spa Awards 2026, recognising more than two decades of experience in developing medical spas, holistic health resorts, longevity concepts and luxury wellness destinations.

Presented at the 20th anniversary World Luxury Awards gala on 17 October 2026 at the JW Marriott Bucharest Grand Hotel, the award recognises the company's comprehensive approach to spa and health development, spanning initial feasibility and strategic positioning through to product creation, operational implementation and international brand development.

LONGEVITY IS TRANSFORMING HOSPITALITY – BUT IS THE INDUSTRY READY?

Longevity has rapidly become one of the most influential trends in global luxury hospitality. Hotels are increasingly introducing advanced diagnostics, biohacking technologies, cellular regeneration treatments, intravenous therapies and personalised health programmes in response to growing consumer interest in preventative healthcare and healthy ageing.

Yet according to Claudia Reichenberger, the distinction between offering longevity-inspired treatments and operating a credible health destination is often underestimated.

"Longevity is on everyone's lips today. But a few new devices, selected treatments and a corresponding marketing claim do not make a health destination. Anyone who wants to integrate health meaningfully into hospitality needs medical expertise, a tailor-made product, robust operational structures and a clear market strategy. That is exactly what we have been developing for more than 20 years," says Reichenberger.

For hotel owners, operators and investors, the challenge extends beyond introducing new technologies. Successful health hospitality requires specialist knowledge, appropriate staffing, clearly defined medical and therapeutic services, operational efficiency and a commercially sustainable business model. It is this combination of medical understanding, hospitality expertise and strategic development that has shaped marketing deluxe's approach for more than two decades.

FROM INITIAL VISION TO A FULLY OPERATIONAL HEALTH DESTINATION

Unlike conventional spa consultancies focused primarily on treatment concepts or interior design, marketing deluxe works across the entire development lifecycle. Its projects begin with a comprehensive assessment of a property's location, market potential, target audiences and commercial objectives. Whether creating a new-build wellness resort, repositioning an established hotel or transforming a historic property, the group develops a distinctive concept grounded in the identity and potential of each destination.

The development process encompasses feasibility studies, strategic positioning, medical and holistic health concepts, treatment and programme development, spatial and functional planning, guest experience design, staffing, operational structures and standard operating procedures. International branding, communications and market positioning are integrated from the outset rather than introduced after the product has been developed.

The result is a cohesive concept designed not only to attract guests, but also to operate efficiently, achieve clear market differentiation and deliver long-term commercial value. "Excellent diagnostics alone do not create a compelling resort experience. Medical services, hospitality, guest experience and commercial performance must work together as one integrated system," explains Reichenberger.

CONNECTING MEDICAL EXPERTISE WITH LUXURY HOSPITALITY

One of the group's defining strengths is its interdisciplinary development model. marketing deluxe brings together specialists across medicine, therapy, nutrition, movement, regeneration, spa operations, hospitality, architecture, branding and international marketing. Rather than approaching these disciplines independently, the company integrates them into a single development strategy tailored to each property's positioning and commercial ambitions.

"We do not think in terms of individual services or departments, but rather as one integrated system. Our strength lies in combining decades of accumulated expertise across a wide range of disciplines – and in our ability to translate that knowledge into a unique, distinctive solution for every location. We accompany each vision through to operational reality and subsequently into the international market," says Reichenberger.

For investors and hospitality operators seeking to enter the longevity sector, this approach provides a structured pathway from concept development to market launch, addressing both the complexity of health-focused operations and the expectations of today's luxury traveller.

AN INTERNATIONAL PORTFOLIO OF AWARD-WINNING DESTINATIONS

marketing deluxe's experience spans a diverse portfolio of medical resorts, holistic health destinations and luxury spas across Europe.

Its international references include:

- **Austria:** Park Igls, European Ayurveda Resort Sonnhof and Mount Med Resort, Tyrol.
- **Italy:** Plunhof Spa & Acqua Minerale, South Tyrol.
- **Belgium:** La Butte aux Bois and Botanic Sanctuary Antwerp.
- **The Netherlands:** Van Oys Maastricht Retreat and Oysana Spa & Sports.

These projects demonstrate the Group's ability to develop distinctive wellness and health concepts across different hospitality environments, from medically oriented health resorts to luxury spa destinations. The strength of its portfolio has also been reflected in international industry recognition. In 2025, Mount Med Resort was named **Global Spa of the Year**, alongside three additional global awards. At the 2026 World Luxury Spa Awards, Oysana Spa & Sports at Van Oys Maastricht Retreat received three awards, including the global title of **Best Luxury Health & Fitness Spa**.

Van Oys Maastricht Retreat received nine World Luxury Awards across its hotel, spa and restaurant operations, including four global distinctions. **Together, marketing deluxe and its clients received 19 World Luxury Awards in 2026**, reflecting the breadth of expertise and development work behind the Group's international portfolio.

THE NEXT CHAPTER FOR HEALTH HOSPITALITY

As the boundaries between luxury hospitality, wellness and preventative healthcare continue to evolve, marketing deluxe sees significant opportunities for hotel owners, investors and developers. However, Reichenberger believes that the long-term success of the sector will depend less on the number of new technologies introduced and more on how effectively health services are integrated into credible, differentiated and commercially sustainable hospitality concepts. "Our goal is not to chase trends or simply bundle as many services as possible under a new label. We develop destinations with a clear profile, a functional service structure and the potential to establish a leading international market position within their niche. "The award is a wonderful endorsement of that philosophy – and, above all, of the people and expertise behind it," concludes Reichenberger. The recognition as **Europe's Best Spa Development Group 2026** reinforces marketing deluxe's position within the international spa and wellness development sector at a time when the demand for sophisticated, medically informed and commercially viable health hospitality concepts continues to evolve.

ABOUT MARKETING DELUXE | SPA DEVELOPMENT GROUP

marketing deluxe is an internationally active spa and health development specialist headquartered in Schwaz, Tyrol, Austria. With more than 20 years of experience, the company develops and positions bespoke medical spas, holistic health concepts, longevity resorts and luxury hospitality destinations. Its integrated development methodology covers location and market analysis, feasibility, medical and spa concept development, product and brand strategy, guest experience, operational planning and implementation, as well as international go-to-market strategies, public relations and brand development. The Group works with hotel owners, investors and developers to create distinctive, operationally viable and commercially sustainable health and wellness destinations.

WORLD LUXURY AWARDS

Established in 2006 by former hotelier Brandon Lourens in South Africa, the World Luxury Awards recognise excellence across the international hotel, spa, restaurant and travel industries. The World Luxury Spa Awards were introduced in 2010, with awards presented at global, continental, regional and national levels. Winners are determined through an international public voting process involving guests, travellers and hospitality industry representatives. The 2026 awards marked the organisation's 20th anniversary, with the gala ceremony held on 17 October at the JW Marriott Bucharest Grand Hotel in Romania.



PRESS CONTACT

marketing deluxe | Amy Rose

Tannenberggasse 2/G1 | 6130 Schwaz | Austria

T +43 5242 61115 | press@marketing-deluxe.at | [marketing-deluxe.at](https://www.marketing-deluxe.at)

