

Press Information

Modern, intuitive and optimised for mobile devices: The SpaDreams website with a new look and new features

The SpaDreams website sports a new design for improved user friendliness and convenient search options for better match of results when looking for a dream holiday

Frankfurt, 7th July 2016. The specialist tour operator in health and wellness travel is well known for its innovations. The website has been completely redesigned this year to stay on the cutting edge for the customers. *A holiday feeling accompanying you from the homepage right up to booking the hotel, no effort - just pure joy of planning your holiday* is the guiding principle for the company.



You can instantly notice that a lot has changed at the website www.spadreams.com. Users can now access the website on their smartphones or tablets comfortably sat on their sofas, rather than just on their computers in a study. "More than 50% of our site views are from devices such as tablets or mobile phones, and around

25% of our bookings are made via mobile devices. For these reasons it was extremely important for SpaDreams to adapt to customers' needs"- Dr Nils Asmussen, the managing director of SpaDreams said. Mobile optimisation is not the only change - SpaDreams has also completely revised the selection menus, the holiday themes and the search filters.

There are now even more ways for SpaDreams customers to find the holiday of their dreams with an ease among various travel themes.

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Customers can choose for instance Ayurveda, weight loss or yoga in one of over 35 destination countries with exotic highlights such as Sri Lanka, Nepal or the Maldives and the classics like Spain, Greece or Italy. Hotels with advantages like vegan catering, a nearby golf course or Pilates courses integrated within the sports programme are just a few clicks away.

“Some customers know exactly what kind of holiday they want to book, whereas others are looking for some inspiration first, through photos for example - and then they decide spontaneously. Our new website allows everyone to do just that so they can then find the perfect holiday”- Claudia Wagner, the managing director of SpaDreams said.

If you want happy customers, not only do you need to evolve and adapt yourself to new opportunities, but also to always be one step ahead of the game in terms of innovation. This motto is extremely important at SpaDreams. The specialist tour operator has already announced that additional features are to be developed and introduced to the website within the next few months so the industry and the customers can look forward to further advancements of the site.

The new SpaDreams website is available at www.spadreams.com.

About SpaDreams

SpaDreams is the international brand of FIT Reisen, the largest tour operator specialising in health and wellness travel, with corporate headquarters in Frankfurt am Main. With its high quality, diverse range of offers, excellent value for money and highly individualised service, FIT Reisen has not only established itself as the market leader in this sector, but was also voted the most innovative health tourism organiser in 2014. For 40 years, FIT Reisen has been known for combining healthy holidays with attractive beauty, fitness and leisure offers. Today, FIT Reisen and SpaDreams offer 2200 different spa, health, beauty, Ayurveda, Yoga and spa trips, with more than 500 hotels in over 220 destinations in more than 40 countries.

All of our **press releases**, as well as **additional information and images** can be found here: <https://www.spadreams.com/press-area/press-releases/>

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If you have any questions or if you would like to receive any further information please do not hesitate to contact us at pr@spadreams.com

SpaDreams.com
International brand
of the tour operator
FIT Reisen GmbH

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