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Sparkling Hill Resort Wins Prestigious 2011 Senses Wellness Award for Best Spa Resort Worldwide

Destination wellness resort is on its way to being an international sensation

March 15, 2011 – Vernon, B.C. – The \$122 million Sparkling Hill Resort opened May 21, 2010 and is already being recognized internationally for its location, design and unique offerings with the prestigious 2011 Senses Wellness Award for Best Spa Resort.

Carved into a granite cliff, this stunning feat of design incorporates the latest in technology and creativity of Swarovski Crystal of Wattens, Austria. The resort owned by Mr Gernot Langes Swarovski, patriarch of the famed Austrian Crystal family has become one of the most talked about and recognizable structures in the Okanagan Valley.

The resort has been awarded the 2011 Senses Wellness Award for Best Spa Resort of the year in the category Mountain Resort. The awards gala took place during ITB, one of the world's largest tourism fairs in Berlin, Germany. The Senses Wellness Award is recognized as an international barometer for the hallmark of excellence in the wellness industry. The editorial team of Senses magazine are the jury, evaluating nominated hotels, destinations and products according to a broad spectrum of criteria including range of treatments, quality of service of hotel and destination.

The 14th annual awards dinner was held at the Regent Berlin and the award was presented to Sparkling Hill by Anna Maria Kaufmann, the Alberta born internationally renowned German opera singer. Sparkling Hill was chosen from 600 resorts from around the globe and was the only North American resort recognized.

Hans-Peter Mayr, president and general manager of Sparkling Hill Resort is extremely proud of his team and confident that Sparkling Hill is well on its way to be North America's premier wellness destination for those looking to experience a healthy and rejuvenating travel experience.

"Sparkling Hill is a significant new hotel development in British Columbia and we are confident in our decision to have built in the North Okanagan. We are very pleased that the destination is integral to being recognized with a Senses Wellness Award," Mayr says.

"We are thrilled that Sparkling Hill has won the 2011 Senses Wellness Award for Best Mountain Spa Resort.," Glenn Mandzuik, CEO of Thompson Okanagan Tourism Association says. "The predictions made in 2010 that this resort and its world class facilities would have an international impact are quickly

becoming reality. Through the exposure realized by this award we will see a significant increase in the awareness of the Thompson Okanagan Region and the North Okanagan Valley with international media and tourism operators.”

The European-influenced resort is styled with an organic and modern flair. Cool colours, natural fibres and creative uses of \$10 million in Swarovski Crystal elements provide an atmosphere of calm and serenity. Floor to ceiling windows invite the untouched natural surroundings in to flood guest rooms. The stunning and expansive views of Lake Okanagan and the Monashee Mountains are at the heart of the resort’s design and construction.

KurSpa is the focal point of the resort offering over 40,000 sq. ft. of amenities which are integral to Sparkling Hill’s mandate of celebrating whole body wellness.

Water is vital to the healing and restorative benefits of KurSpa. An entire wing of the building is dedicated to 48 treatment rooms and seven saunas and steam rooms with different temperatures offering a variety of scents, textures and stimulants to promote rejuvenation and relaxation. The Kneipp Waterway pool is a unique creation designed for strolling knee-deep in changing water temperatures. The outdoor infinity pool creates serenity with the illusion of dropping off towards Lake Okanagan – 380 metres down.

The resort also offers many unique body treatments – most notably the first Cold Sauna in North America with temperatures of minus -110 Celsius. North Americans are discovering what Europeans have been enjoying for years, the benefits of Cryotherapy

Sparkling Hill Resort sits in the hub of year-round activities. The valley is recognized for its majestic mountains, world class skiing, refreshing waters, lush vineyards and world class golf in one of the warmest climates in Canada. With the introduction of Heliskiing directly from the resort Sparkling Hill is positioned to attract international travelers looking for luxury with their adrenaline rush.

Sparkling Hill Resort is marketed internationally and is a member of Preferred Hotels and Resorts Worldwide.