

Erna Low Announces Fabulous New Facelift for BodyandSoulHolidays.com

From Spa Holiday Tour Operator to Online Spa News Authority

London, 30 March 2010 – BodyandSoulHolidays.com, the world's top ranking website for spa holidays, officially launches its new look and feel today, transforming its entire suite of Body & Soul Holiday websites into the **web's premier resource for spas**, spa news, resorts, treatments, products, and special offers for discerning spa goers and aspirers everywhere.

Since 2002, the Body & Soul Holiday websites (.com, co.uk and .info) have provided in-depth, inspiring information on every aspect of the spa experience including:

Top Luxury Spas: Full spa descriptions, photo galleries and information on the most desirable spas worldwide, plus comprehensive reviews and details for the discerning spa aficionado.

Spa Types: Featuring the world's top Destination Spas, Thalassotherapy retreats, Thermal Springs, Wellness Clinics, Medical Spas, Hotel and Resort Spas plus **the most luxurious pampering and relaxation treatments anywhere.**

Spa Holiday Ideas: Boot camp, detox or Hammam Heaven? BodyandSoulHolidays.com points you to the right spa to de-stress, lose weight, erase cellulite, stop smoking, ease back pain, rejuvenate, or just relax and glow again

The New! BodyandSoulHolidays.com will provide updated content every day including the latest **spa news and offers, reviews and features articles on inspiring destinations, heavenly hideaways, sparkling new trends, new spa treatments, celebrity spa-spotting and more.** Guest writers, health, beauty and medical advisors and industry trendsetters will contribute to the new website which will also feature special promotions for Body and Soul website visitors who sign up to receive [BodyandSoulHolidays's monthly newsletter!](#)

According to Joanna Yellowlees-Bound, owner of BodyandSoulHolidays.com and CEO of parent company, [Erna Low](#), the move from spa holiday tour operator to online spa news authority was a natural one.

"BodyandSoulHolidays.com has grown organically from what was effectively an online brochure to a well-loved and trusted source of spa holiday information on the web. Our site visitors rely on us to review and evaluate spa experiences for them so that they can choose the right spa holiday for themselves. We work closely with our spa partners and advertisers to ensure that we offer the best mix of information targeted to the right spa goer. Our new model will allow us to expand on our expertise and showcase the world's most luxurious, most desirable spa experiences."

To celebrate the launch of the new website, BodyandSoulHolidays.com has teamed up with [The Spa at Grand Jersey](#) in St. Helier and the [CI Travel Group in St Peter](#), Jersey to offer one lucky website visitor the chance to win a [luxurious Escape to the Sea spa break](#) for two to the Island of Jersey. For website visitors who just can't wait to find out if they have won and need a life-changing escape to the seaside right now, The Spa at Grand Jersey is also offering an exclusive [Body& Soul Escape to the Sea special offer](#) to our website visitors only.

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Note to Editors:

About BodyandSoulHolidays.com:

BodyandSoulHolidays.com is one of the web's most popular spa information destinations. A recognised authority on spa holidays, BodyandSoulHolidays.com consistently ranks first in 'natural' search engine results and Google page rank for spa holiday-related keywords. For full website relaunch details, please refer to [our online media pack](#).

About Joanna Yellowlees-Bound:

Joanna is CEO of Erna Low and has been involved with Body and Soul Holidays as a tour operator from its conception in the 1980s as specialist tailor-made travel company through to its transformation in to leading Spa and News portal today. Joanna is in charge of the two companies, Erna Low Ski Holidays and Erna Low Property, the latter in which she has been involved in the promotion of Spas to developers. Joanna brings key travel trade experience to the brand and understands the needs of both the Spa and the travel trade partner.

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