



Worldwide Kids

LUXURY
CHILDCARE
ASSOCIATION

FOR IMMEDIATE RELEASE

Introducing the Luxury Childcare Association: Setting a New Standard for Family Hospitality

Altendorf, Switzerland – 31 March 2025 – Worldwide Kids, the world’s leading provider of family and childcare services to the luxury hospitality sector, is proud to announce the launch of the Luxury Childcare Association (LCA) – an industry-leading membership dedicated to elevating childcare standards within the luxury hospitality sector.

As family travel continues to grow, so does the expectation for exceptional experiences that cater to every guest – including the youngest travellers. The Luxury Childcare Association is the first of its kind, bringing together the world’s finest hotels and resorts with a shared commitment to providing professional, fun and safe childcare services.

A New Benchmark in Luxury Family Travel

The Luxury Childcare Association sets the gold standard for childcare within luxury hospitality, ensuring that resorts offer more than just facilities – they provide expertly designed, developmentally appropriate and engaging experiences for children. By becoming a member, hotels and resorts gain access to tailored guidance to enhance family-friendly offerings and much more.

Key benefits of membership include:

- **Guest Satisfaction & Loyalty** – Deliver safe, professional, and engaging childcare experiences that encourage long-term guest loyalty.
- **Access to New Markets** – Stand out within the LCA network and showcase your resort’s commitment to providing premium childcare.
- **Enhanced Brand Reputation & Recognition** – A globally recognised mark of excellence in childcare that attracts high-value family travellers looking for a family-focused destination.
- **Increased Revenue** – Boost both direct and indirect revenue streams by offering world-class childcare services that enhance the guest experience.

A Growing Network Committed to Excellence

With over 30 years of experience supporting the world’s most prestigious hotel brands, Worldwide Kids has worked alongside renowned luxury resorts to shape outstanding childcare offerings. The launch of the LCA formalises this expertise into a global network of

excellence, where resorts committed to the highest standards in childcare can gain recognition and ongoing support.

“As family travel continues to evolve, luxury resorts must meet the growing expectations of discerning guests. The Luxury Childcare Association is designed to ensure that childcare in these exceptional settings matches the quality of service expected throughout the rest of the resort,” said Lal Askar, Managing Director at Worldwide Kids.

The LCA will not only connect families with resorts dedicated to best-in-class childcare but also provide access to expert consultancy, staff training, and bespoke childcare solutions.

As a member of the LCA, resorts gain access to the following services and resources:

- **Accredited Childcare Training** – All member resorts enrol their childcare teams in Worldwide Kids' International Childcare for Leisure and Tourism programme, accredited by City & Guilds, ensuring the highest industry standards.
- **Annual Health & Safety Audit** – Each member undergoes a rigorous annual health and safety audit conducted by a Worldwide Kids consultant, reinforcing their commitment to world-class childcare.
- **Digital Safety Platform** – Members gain access to Worldwide Kids' Digital Safety Platform, a cutting-edge system that enhances security, streamlines management, ensures compliance, and improves operational efficiency.
- **Standard Operating Procedures** – Members integrate Worldwide Kids' industry-leading Standard Operating Procedures and Documentation, ensuring a consistent, professional, and safe childcare experience.

Join the Luxury Childcare Association

The Luxury Childcare Association welcomes luxury resorts and hotels that prioritise exceptional family experiences. Membership not only enhances the property's brand positioning but also reassures families that their children are in safe and expert hands. For more information on how to become a member, visit luxurychildcareassociation.com or contact us at info@luxurychildcareassociation.com.



For press inquiries, please contact:
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About Worldwide Kids

Worldwide Kids (WK) is the global leader in luxury childcare consultancy and training, working with the world's finest hotels and resorts to create safe, engaging, and developmentally enriching experiences for young guests. As a Swiss management consulting firm with over 30 years of expertise, WK conducts expert facility audits, recruits carefully-selected childcare professionals and provides industry-leading vocational training accredited by City & Guilds. Beyond staffing and training, WK collaborates with luxury resorts to design innovative children's facilities that align with brand identity and guest expectations. With a commitment to safety, creativity and excitement, WK ensures family guests can trust in their childcare on holiday. WK is dedicated to shaping the future of luxury family travel.

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