

# The first Canadian-inspired spa village to be opened in Whitby in spring 2021

**Whitby, November 12, 2020** – Groupe Nordik is pleased to announce that the opening of its third spa in Whitby, in the Greater Toronto Area, will be under the banner of their new **Thermëa spa village** concept in the spring 2021.

Building on its 15 years as a pioneer in the wellness industry, Groupe Nordik will introduce a distinctive concept in Whitby. The novel concept combines unique experiences inspired by rituals found around the world on a site with a distinctly Canadian character, where nature is prominent, and modernity meets accents of the past.

## **A new brand to introduce the village spa category**

This evolution of the brand identity to better illustrate the principle of the spa village is part of the vision of the owners, Martin Paquette and Daniel Gingras. The spa experience is transformed into an entire wellness village. This place is familiar, feels like home, allows guests to reconnect with friends and family, relax and escape the hectic pace of modern life.

*“Thermëa spa village is the culmination of 15 years of guest experience and extensive research, including travel to unique and renowned establishments from around the world. Each spa village will become an icon, unique to the community in which it is built”, said Martin Paquette, President, CEO, and co-owner of Groupe Nordik. “From the mindful integration into the natural surroundings, to the rustic buildings of the traditional sauna village and the variety of meticulously crafted experiences, Thermëa spa village is a place where you can escape not far from home. Every detail thoughtfully crafted is dedicated to all things wellness; a haven for your body, mind and soul.”*



## A unique space

Thermëa spa village proposes a variety of wellness rituals and treatments, such as the Aufguss ceremonies in what is the largest event sauna in North America, our signature Rhassul mud treatment and our Himalayan salt inhalation sauna where visitors can fully enjoy the benefits of thermotherapy.

Those coveting the experience of weightlessness will be pleased to try the much-anticipated Källa saltwater underground floating pool, considered as the pinnacle of relaxation within the spa village.

As for the culinary experience, it will be composed of several food outlets from the casual setting of the Biërgarden, overlooking the site, to the restaurant where you can discover our farm to table offerings, to the chill lounge area overlooking the pond. Whether it be inside or outside, there truly is something for everyone to enjoy.

Its innovative and integrated technologies such as our RFID bracelets, will ensure that guests enjoy a seamless experience from the minute they reserve online and throughout their visit.

*“We have gone to great lengths, taking the individual elements that make our spas unique, in order to integrate them into the natural landscape of the village. The rustic buildings at the core give the impression that they’ve always been there, and that the spa was built around them. It is an important part of our design philosophy to reuse materials and give them a second or third life. This is notably the case with the stones from the original Cullen Garden Park which will be used in several features at the spa,”* **says Groupe Nordik Senior Designer, Antoine Lagarec.** *“This helps create an authentic atmosphere, a place where the spirit of the community comes to life and where new memories are forged.”*

## An opening that promises positive spin-offs

*“As the construction of the site is progressing well, we are pleased to offer this glimpse of what awaits the people of Whitby and the surrounding area. We look forward to welcoming our first employees, artisans of wellness, and to be part of the life of the community. We are confident that the opening of the Thermëa spa village in 2021 will create a positive impact for both the local economy and the community.”* **says Daniel Gingras, co-owner and Senior Vice President of Groupe Nordik.**



## Thermëa spa village | Whitby • In figures

- 300 employees
- Relaxation rituals
- 700 guests on-site capacity
- 90 people capacity event sauna
- 25 massage and treatment rooms
- An Epsom salt flotation pool
- Various saunas and pools for thermotherapy
- 3 distinct restaurant/culinary options/areas

## About Groupe Nordik

To fulfill its primary mission to transform people's lives, one visit at a time, the Groupe Nordik is leading multiple projects and gaining momentum by identifying business opportunities, getting involved, and bringing promising large-scale projects to life. The business now comprises more than 500 employees in Winnipeg and in the Outaouais region of Quebec.

Since the beginning of its adventure, the Groupe Nordik has proved to be a trailblazer in the industry through its commitment and mission. Nordik Spa-Nature in Chelsea, Quebec, welcomed its first guests in 2005. Never ceasing to innovate and evolve in designing unique experiences, it has become the largest spa in North America. Thermëa by Nordik Spa-Nature, the only Nordic spa in the Canadian prairies, opened its doors in Winnipeg in 2015. The success of these spas has propelled this cutting-edge company to its place at the top of this industry.

The natural charm of Groupe Nordik's wellness centres is what sets them apart. The raw elements; wood, stone, water and fire surround us. Achieving true relaxation is possible thanks to the mindful design infused in every aspect of the experience.

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