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Thermëa by Nordik Spa-Nature honoured by the Tourist Industry



Winnipeg, May 30, 2016 – Thermëa by Nordik Spa-Nature is pleased to have come first in the *Tourism Innovation* category and been awarded the *Partner of the Year Award* at the 2016 Winnipeg Tourism Awards of Distinction Gala! The awards gala recognizes tourist organizations that offer unique experiences to the community and tourists visiting Winnipeg.

Nordik Group, owner of two spas, is also delighted about its recognition by Winnipeg Tourism as Tourist Partner of the Year. *“Working closely with agencies such as Winnipeg Tourism is crucial! In addition to acting as ambassadors for attractions in the region, including Thermëa, the seasoned Winnipeg Tourism team advises, informs and supports us throughout the year in our strategic marketing decision-making for all tourist, business and media markets.”* – Edouard Biot – Executive VP – Nordik Group.

Thermëa is the first Scandinavian-type spa built in the Prairies. Opening its doors in January 2015 after an \$11M investment, it set itself apart from other spas through its heat therapy services and its setting, surrounded by nature yet not far from downtown. The spa is adapted to harsh winters and provides a distinctive experience in every season. It offers pools of varying temperatures, indoor and outdoor relaxation areas, four separate saunas and other exclusive services, such as a self-exfoliation room, Aufguss rituals, heated hammocks and a relaxing terrace. Thermëa rounds out its services with its signature body treatments, massage therapy and restaurant.

Since its opening, Thermëa by Nordik Spa-Nature has exceeded its targets, welcoming more than 70,000 visitors and creating close to a hundred jobs. Thermëa is proud not only of carving out an enviable place for itself among the region’s tourist attractions, but also for being so warmly welcomed by the Winnipeg community.

With the goal of continuing improvement of the relaxation experience by offering its clients unique and innovative services, Nordik Group plans to invest \$2M to \$4M over the next two years on the Thermëa spa facilities. Working closely with its usual partners is of utmost importance to ensure successful completion of these development projects.

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About the Nordik Group

Founded in 2005 in Chelsea, Quebec, in the National Capital Region, the mission of the Nordik Group is to develop facilities that offer an unforgettable, unique and beneficial experience for all its guests, with unparalleled service and a refined approach.

Its first spa, located in Chelsea in Quebec's Outaouais region, has undergone four expansion phases since its opening, with investments that grew from \$3.3M to \$22M. It is currently considered the largest day spa in North America, and the Nordik Group is studying various options to add a hotel to turn it into a destination spa.

In 2012, the Nordik Group announced the construction of its second spa, in Winnipeg, Manitoba, with an \$11M investment. Thermëa by Nordik Spa-Nature officially opened its doors on January 15, 2015, and is already considered a premier attraction for the city and the province, as the only Nordic spa in the Prairies. Thermëa has appeared in a dozen media outlets and magazines, including *Canadian Geographic*, *WestJet Magazine*, and CAA Manitoba's *Going Places*, to name just a few.

In 2013, the Group acquired Cullen Garden Park in Whitby, located in the Greater Toronto Area. The project is still under development; Nordik Group hopes to make the official announcement by autumn 2016.

The Nordik Group has been well supported by the business community and the tourism industry in Quebec, Manitoba and Ontario. It has become well-known among Nordic spas and stands in a class of its own with its business model, first-class facilities and unique relaxation services seen nowhere else in North America.