

Canadian pioneer Groupe Nordik celebrates 20 years of happy

Refreshed branding unifies its Chelsea, Winnipeg and Whitby locations with a new Spa Village signature

NORDIK
SPA VILLAGE



THERMEA
SPA VILLAGE

Chelsea, QC – March 19, 2025 – This year marks 20 years since Canadian-owned and operated Groupe Nordik opened its first location, Nordik Spa Village (previously known as Nordik Spa-Nature) in Chelsea, Quebec, introducing Nordic spa traditions to the National Capital Region and redefining wellness through the power of thermotherapy. Over the past two decades, with expansions to its installations and offerings, and the opening of two Thermea Spa Villages across Canada, Groupe Nordik has remained a pioneer in the wellness space and has become the largest provider of spa experiences of this kind in North America.

“Our success has been built on the dedication of our incredible 800 employees across the country—our Artisans. This is why we’ve chosen to feature them in our new brand identity, carrying a cauldron that symbolize their passion and the unique wellness experience of our Spa Villages.” says Martin Paquette, Groupe Nordik CEO and Nordik and Thermea Spa Villages founder. “For 20 years, Nordik Spa Village Chelsea has been a local key player of wellness. As we celebrate this milestone, we look forward to deepening our impact as a proud contributor to the region’s tourism, economy, and community.”

With new leadership emerging, Groupe Nordik is committed to continue evolving a wellness experience rooted in innovation, community and unparalleled guest experience. To that end, Nordik and Thermea Spa Villages are planning to introduce new rituals, immersive events, and thoughtfully designed spaces—transformative experiences that will continue to inspire the future of wellness while laying the groundwork for future Spa Villages in North America.

A new brand image, a new chapter for Nordik and Thermea Spa Villages

The unifying branding of Nordik Spa Village Chelsea, Thermea Spa Village Winnipeg (previously known as Thermëa by Nordik Spa-Nature), and Thermea Spa Village Whitby is more than a visual refresh: It's the promise that guests will find the widest selection of wellness experiences for body and mind all in one place—Spa Villages where everyone can find their happy.

“Over 20 years ago, one thermal cycle forever changed the life of our founder,” explains Marc-Antoine Massicotte, Chief Development Officer. “The spa experience as we deliver it is still unknown to most North Americans, which is a huge opportunity for us as a leader in the industry. We’re guided by the genuine desire to help people give life a moment’s rest and discover forms of wellness inspired by traditions around the world.”

The new branding will be supported by a “Free your happy” campaign, reinforcing Groupe Nordik’s wellness promise and the Spa Villages’ goal: being everyone’s favourite happy place. View executions of the campaign here: [Google Drive](#).
View the video [here](#).

For more information about Nordik Spa Village Chelsea and upcoming 20th anniversary events, visit <https://chelsea.lenordik.com/>

More about Nordik Spa Village Chelsea

Nordik Spa Village Chelsea, the largest spa in North America, is a pillar of the National Capital Region’s tourism landscape, strengthening the local economy, attracting visitors, and creating jobs—the spa employs 275 employees and 100 massage therapist contractors. As a proud partner of Ottawa & Outaouais Tourism, Nordik Spa Village Chelsea plays an integral role in promoting the region as a premier wellness destination. With new partnerships with the Ottawa Senators and OSEG, the spa is furthering its commitment to the community by supporting local sports and fostering a culture of well-being beyond its grounds.

While Nordik Spa Village Chelsea is a destination for wellness, it is also deeply committed to giving back to the community. The Spa Village, along with Groupe Nordik, supports local charities and initiatives, including Moisson Outaouais, Fondation Cégep de l'Outaouais, Défi des Chefs Leucan, and Maison Papillon.

About Groupe Nordik

Groupe Nordik is a Canadian owned and operated company that started in 2005 with the opening of Nordik Spa Village (previously known as Nordik Spa Nature) in Chelsea, Quebec. Since then, two more Spa Villages were opened in Winnipeg (2015) and Whitby (2022). Groupe Nordik employs over 800 people in its corporate office in Gatineau and spas across Canada. The group is a leader in North America; a wellness innovator who brings entertainment to the spa experience—one that combines traditions from around the world and the essence of here. Each of its Spa Villages offers the widest selection of wellness experiences for body and mind all in one place.

Additionally, Groupe Nordik and its Spa Villages have been recognized with multiple industry awards for its leadership in wellness and hospitality, including:

- Certification Spa d'Excellence (2025), Association québécoise des spas (Quebec's spa association)
- Top 50 Canada Spas of 2024
- Top 100 Spas of 2023 and 2024, Spas of America
- Top 25 Spas of 2023 and 2024, Canadian Spa and Wellness Awards
- Top 100 Spas of 2023, Spas of America
- Top Day Spa of 2023, Canadian Spa and Wellness Awards
- Top New Spa of 2023, Canadian Spa and Wellness Awards
- Top Hydro Spa of 2022, Canadian Spa and Wellness Awards
- Établissement spa de l'année 2021 et 2022 (spa establishment of the year), Gala of the Association hôtellerie du Québec (Quebec's hotel association) and Association québécoise des spas (Quebec's spa association)
- Excellence in Leadership 2017 and 2018, Manitoba Tourism Education Council (MTEC)
- Innovation of the Year & Partner of the Year (2016), Winnipeg Tourism Awards

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