

# Thermea Spa Village Winnipeg celebrates 10 years of happy as a cornerstone of Winnipeg's tourism & wellness industry

**Groupe Nordik refreshed branding unifies its Winnipeg, Chelsea and Whitby locations with a new Spa Village signature**

**NORDIK**  
SPA VILLAGE



**THERMEA**  
SPA VILLAGE

Winnipeg, Manitoba – March 19, 2025 – For a decade, Canadian-owned Thermea Spa Village Winnipeg (previously known as Thermëa by Nordik Spa-Nature) has transformed the way Manitobans relax, recharge, and reconnect. Since opening its doors in 2015, Thermea has introduced Nordic spa traditions in the Prairies and redefined wellness through the power of thermotherapy. Thermea Spa Village Winnipeg is still today the only spa to offer outdoor pools and sauna performance rituals in the city.

This year also marks 20 years since Thermea Spa Village Winnipeg's owner, Groupe Nordik, opened its first location, Nordik Spa Village Chelsea, in Quebec. Over the past two decades, with expansions to installations and offerings, and the opening of a third Spa Village in Whitby, Ontario, 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 10 years, Thermea Spa Village Winnipeg has been a key player of wellness in the city. As we celebrate this milestone, we look forward to deepening our impact as a proud contributor to Winnipeg’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 Thermea Spa Village Winnipeg, Thermea Spa Village Whitby and Nordik Spa Village Chelsea 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 offer 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 **photos** of the campaign on [Google Drive](#).  
View the video [here](#).

For more information about Thermea Spa Village Winnipeg and to be the first to hear about upcoming 10th anniversary events, visit <https://thermea.com/winnipeg>

**More about Thermea Spa Village Winnipeg**

Thermea Spa Village Winnipeg is a pillar of Winnipeg's tourism landscape, strengthening the local economy, attracting visitors and creating jobs—the spa employs close to 135 employees and 74 massage therapist contractors. As a proud member of Tourism Winnipeg's Team Winnipeg and a partner of Travel Manitoba, Thermea Spa Village Winnipeg plays an integral role in promoting the city as a premier wellness destination. This year, the spa will host delegates from across Canada as part of the prestigious Rendez-vous Canada conference, further reinforcing its significance in the national tourism industry.

While Thermea Spa Village Winnipeg is a destination for wellness, it is also deeply committed to giving back to the community. The Spa Village supports local charities and initiatives, including the Bear Clan, Fort Garry Legion, Habitat for Humanity, Diabetes Canada, and local Massage Therapy Colleges.

**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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**Groupe  
Nordik**