

Aufgusshow 2025

Canada's first sauna national performance championship



WINNIPEG, MB — May 5th, 2025 - Thermea Spa Village Winnipeg is proud to announce that three of its own artisans will represent the province at Aufgusshow, Canada's first-ever national performance championship taking place June 17–19, 2025 at its sister location, Thermea Spa Village Whitby. The three-day event will bring together top Aufgussmeister from across the country to compete for the opportunity to represent Canada at the Aufguss World Master Championship this September in Verona, Italy.

Representing Thermea Spa Village Winnipeg are Amara Conde, Quincy Hiebert, and Tasha Konkin, each bringing their own unique interpretation of the Aufguss ritual to the national stage — blending movement, emotion, storytelling, and the power of heat. “We’re incredibly proud to see three of our talented artisans represent Winnipeg on a national level,” says Jeff Mayo, General Manager of Thermea Spa Village Winnipeg. “Their passion, creativity, and dedication to the Aufguss tradition truly embody the spirit of Thermea and the wellness culture we continue to build here in Manitoba.”

About Aufgusshow 2025

Aufgusshow 2025 will feature 18 performances from 20 competitors, including both solo and duo routines representing five spas across Ontario, Quebec, and Manitoba. Each performance will unfold in the heart of Thermea Spa Village Whitby – inside the awe-inspiring Logga Sauna, Canada’s largest event sauna, where up to 90 guests will feel the heat, rhythm, and energy of every show.

Competitors will be evaluated by a panel of four certified European judges on technique, scent selection, creativity, storytelling, and the overall sensory experience. The winners of each category will go on to represent Canada at the Aufguss World Master Championship, held September 15–21, 2025, at Aquardens Spa in Verona, Italy.

This marks a major milestone for Canada as a new member of the Aufguss World Masters Association, joining countries like Germany, Italy and Japan in elevating sauna culture to an international art form.

Since opening in 2015, Thermea Spa Village Winnipeg has welcomed hundreds of thousands of guests from across Manitoba and beyond. Known for its outdoor thermal cycle, wood-fired saunas, and seasonal wellness rituals, the spa has played a key role in shaping the wellness culture in the Prairies. As part of Groupe Nordik, which celebrates 20 years of innovation in 2025, Thermea Winnipeg continues to elevate the guest experience while proudly representing Canada’s growing presence in the global wellness community. To learn more about Thermea Spa Village Winnipeg, visit thermea.com/winnipeg.

Tickets and information

More than 300 tickets will be available for this three-day event, each including access to three competition performances and full-day spa admission. Tickets and the full list of performances will be available starting April 16, 2025, at thermea.com/aufgusshow.

To view photos of the campaign and to learn more about the competitors, visit our [Google Drive folder](#).

About Groupe Nordik

Groupe Nordik is proudly Canadian-owned and headquartered in Chelsea, Quebec. With nearly 20 years of experience in the wellness industry, the journey began in 2005 with the opening of Nordik Spa-Nature in Chelsea. Since then, two more Spa Villages have been opened in Winnipeg (2015) and Whitby (2022). Today, Groupe Nordik employs over 800 people across its corporate office in Gatineau and spa locations throughout Canada. As a North American leader in wellness, the group is an innovator that brings entertainment to the spa experience — blending global traditions with a strong sense of place. Each of its Spa Villages offers the widest selection of wellness experiences for both body and mind, all in one place.

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