

# europaean Spa

DIGITAL EDITION

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THE BUSINESS MAGAZINE FOR SPA AND WELLNESS LEADERS



## THE KEYS TO LIFE

Wellness at Chiva-Som  
International Health Resorts

## FESTIVE GIFTING

Expert marketing advice to  
boost your retail success

## NORDIC HORIZONS

We meet the team driving  
change at Farris Bad, Norway

## TREATMENT COUCHES

Leading brands offer their  
advice in our Expert Guide



# 5 new spas for autumn

European Spa shines a light on the best new spa openings across Europe

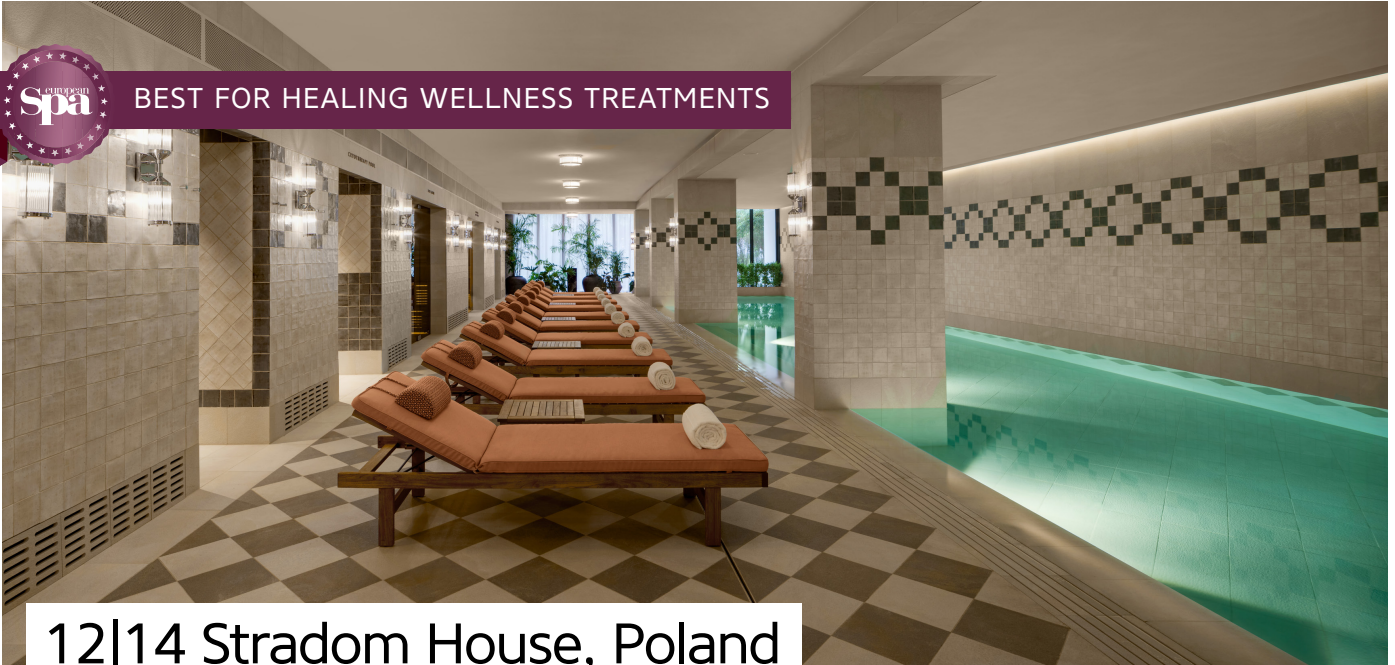
REPORT BY MARK SMITH

**T**he development pipeline for new spa and wellness projects across Europe demonstrates the continued confidence in the wellness tourism market. Large international hospitality operators have announced multi-million pound projects that will come online in the coming years. This means that luxury travellers will have an even wider choice of spa hotels and destination resorts in the near future – and 2023 is no exception.

In our autumn round-up we visit properties in the UK and around Europe in Italy, Hungary and Poland. Two British properties are pushing the boundaries of modern spa concepts with Middleton Lodge focusing on bathing concepts and nature immersions, while The Lakes by Yoo's new wellness centre offers a range of longevity treatments to boost wellbeing.

In Poland, 12|14 Stradom House is the result of a £48 million (€56 million) refurbishment of a former church and monastery to create a luxury hotel, members club and wellness space. In Hungary, W Budapest draws on the city's bathing culture to create the brand's first hotel and spa in the country. While in the Italian lakes, we explore a showcase of delights at Cape of Senses, a destination devoted to guest relaxation and regeneration.





12|14 Stradom House, Poland



Following a £48 million investment, 12|14 Stradom House has transformed a former 14th-century church and monastery to create a new lifestyle destination in the heart of Krakow. Part of Marriott's Autograph Collection Hotels, the 125-room and suite hotel has three restaurants and bars, a spa, wellness centre and private members club. Bold colours and textures have been incorporated by design company ADC Atelier.

"Sól Wellness Centre is a celebration of nature honouring traditional therapies and continued scientific research, respecting the planet," says spa manager Aleksandra Felus. "Stradom House has teamed up with Alexandra Soveral to redefine the meaning of wellness... together they created Sól."

Sól spa showcases Alexandra Soveral's award-winning hand-blended products. Soothing facials and body treatments can be enjoyed in atmospheric cave-like treatment rooms. Inspired by local salt-mining traditions, signature bath rituals incorporate natural salts and healing essential oils.

Sól's facilities include a 20-metre indoor pool, gym, steam room, hydromassage showers, bio-sauna, infrared salt sauna and a sound room.

## BEHIND THE PROJECT

### 12|14 Stradom House

[www.stradomhouse.com](http://www.stradomhouse.com)

Spa size 1,500sqm

Product partners Alexandra Soveral

Spa suppliers Angel Poland Construction,  
EOS Sauna, Dress Best Uniforms, Nilo,  
Technogym, Book4time

