

Yasuragi receives new multiple awards at the Haute Grandeur Global Spa Awards



The Haute Grandeur Global Spa Awards is a prestigious global prize that rewards outstanding spa experiences worldwide. Yasuragi has once again been honored with awards in four categories:

- Best Health & Wellness Spa in Sweden
- Best Relaxation Retreat in Sweden
- Best Country Spa in Sweden
- Best Hotel Spa in Sweden

Haute Grandeur is an award initiative aimed at recognizing and rewarding the best players in the global spa industry. Winning a Haute Grandeur Global Spa Award provides the public with a golden stamp of guaranteed excellence. Unbiased results are guaranteed by placing emphasis on quality feedback (reviews from guests on platforms such as Tripadvisor, Facebook, Google, and others.), rather than quantity of votes by a panel of judges or general public. Several factors are taken into consideration in the evaluation process, such as food, service, spa design, treatment rooms, location, price, as well as social and environmental sustainability. In addition, guests themselves are allowed to vote for the facility they consider the best for a certain period. Only facilities that receive a significantly high ranking after the evaluation are allowed to participate in the Haute Grandeur Global Spa Awards.

“It is a great honor for us to receive awards in so many categories. We are immensely proud of our employees for maintaining our high standards and continuing to earn the trust of our guests. I am particularly pleased with the two awards for Best Health & Wellness Spa and Best Relaxation Retreat. Yasuragi is a place where people are able to shut out the outside world for a while, unwind, and go home with renewed energy. We want to give our guests a holistic experience, which only a resort facility can offer, while preserving our Japanese heritage,” says Anna Westerberg, CEO of Yasuragi.



Following the traditional Japanese bathing culture, Yasuragi has created a unique relaxation experience for both the body and mind. The Japanese bath, spanning over 3000 square meters, is the heart of Yasuragi. Behold, this is not a typical spa! Here, guests are offered a holistic concept consisting of Japanese bathing rituals, activities, treatments, meals and experiences which follow the current season of the year. Every moment at Yasuragi gives the guest an opportunity to connect with themselves and calm the nervous system. Yasuragi is based on a salutogenic approach and focuses on the factors that promote health within the scope of its operations. This applies to everything from the baths, food, treatments, activities, design, and hospitality.

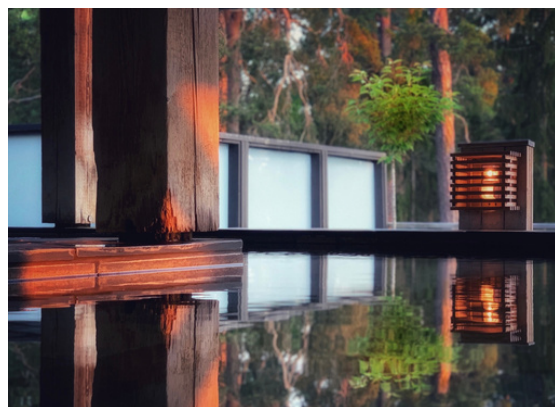
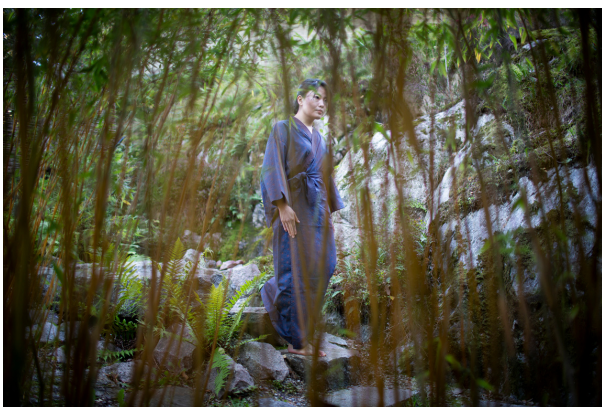
“As the newly appointed head of the Japanese bath, I am very inspired by these prestigious awards. It brings me great joy to be part of the ongoing development of the Japanese bath and its wide range of treatments. Right now, we are looking at how we can further refine our offerings and create even more value for our guests. It will continue to be a journey towards providing people with deep recovery, which we all know is at the core of true health,” comments Karolina Heimer, Head of the Japanese Bath.

Already in 2018, Yasuragi had the privilege of being named the best spa experience in Sweden in several categories, such as Best Resort Spa and Best Hotel Spa. That same year, just after the extensive renovation of the Japanese bath, Yasuragi also received the Best Spa Design award.

ABOUT YASURAGI

Yasuragi offers Japanese baths with water ablution and hot springs outside as well as inside, relaxing treatments as well as energizing activities. 191 Japanese-style hotel rooms and suites, 23 meeting rooms and three restaurants serving healthy food influenced by the Japanese cuisine. The facility is operated by Nordic Hotels & Resorts AB / AS, part of the Petter Stordalen's Strawberry Hospitality Group. Yasuragi is located in a scenic area 20 minutes from Stockholm's inner city. Yasuragi opened in 1997 and the original building was designed by Japanese architect Yoji Kasajima.

More at www.yasuragi.se/en



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