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CORNWALL'S ST MORITZ HOTEL LAUNCHES PIONEERING HOT AND COLD CONTRAST THERAPY WILD SPA

Hi res images available here: <https://we.tl/t-vMoTq8w7Ju>

Across the country, people are realising the positivity of the chillier season and Cornwall's St Moritz Hotel + Cowshed Spa is leading the Winter way, announcing a new hot and cold contrast therapy 'Wild Spa' which will open on 1st December 2023.

The luxury inside/outside elemental spa, set in Trebetherick, between Rock and Polzeath, will provide the invigorating, energising benefits of cold water exposure alongside the restorative, warming effects of heat therapy. Nestled into the secluded North Cornwall cliff side, with fire pits and a full rejuvenation programme, hotel and day guests alike will find there's no better way to embrace the elements this winter.

The St Moritz Wild Spa is an exciting collaboration with Cornwall-based Water and Stone - the leading experts in hot and cold contrast therapy in the South West. Together the team has designed an original Nordic outdoor spa, all within the beautifully landscaped gardens at the hotel.

A full experience programme of special events and workshops, with leading experts and additional wellness elements, will run throughout the Winter and Spring. A key part of those options will be a Lithuanian style of sauna – a 'Pirtis' – an option that has rarely been available in the UK.

Filling the sauna with scents of the forest through 'whisking', this Lithuanian sauna tradition is all about creating a connection with nature. A 'Pirtis' involves guests entering the sauna and steam mixed environment and being massaged with a mild whisking technique, using fresh birch and oak leaves bound together to create a tool. Breathwork, alongside intention setting, ensures the guests begin to feel aligned as they drift towards a state of tranquility.

Hugh Ridgway, Founder of St Moritz Hotel, says, "When we built St Moritz almost 15 years ago, we dedicated ourselves to being at the forefront of the needs and wants of 21st century Cornish holidaymakers and short-breakers. For 2024, we're undertaking a £2+ million rebuild of our indoor swimming pool as an extension of our extremely popular coastal Cowshed spa and in doing so, are stepping further into the luxury wellness landscape. Our new wellness area will reimagine the immersive spa experience, with an outdoor hydro pool, a new steam room and sauna alongside ice fountains and sensory showers."

Hugh continues, "However, whilst we build that, we dreamt up an interim measure - our outdoor Wild Spa. Knowing the phenomenal interest in both cold water

swimming and hot and cold 'plunging', we knew this would take off. But the initial interest has immediately been through the roof - so much so that we're already considering how this new experience could become a long-term fixture here on the North Cornish coast."

Ross Eliot, Founder of Wild and Stone Spa, says, "We're delighted to be bringing this creative new mix of global therapies to the North Cornish coast with the St Moritz Wild Spa. We're providing not just the experiences themselves, but the opportunity for people to learn about, and embrace, the proven, invigorating, boosting mental and physical effects that controlled exposure to alternate hot and cold conditions can have. We can absolutely assure guests to the St Moritz Wild Spa that they will have a 'high' experience like no other and we're looking forward to opening the lodge and the tanks in early December."

Before, throughout and after Wild Spa experiences guests are invited to retreat to the cosy cocoon of the St Moritz's Wild Spa tipi where designated relaxation spaces, open fires and cosy corners mean that rest and recovery are sorted.

Bookings are available for optimum cloudwatching and stargazing, both for in-house and day guests (over the age of 16.) Bookings will go live mid November on the St Moritz Hotel Website at www.stmoritzhotel.co.uk

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Issued on behalf of St Moritz Hotel + Cowshed Spa by Excess Energy Communications. For further images, interviews or information, or to request a media visit, please contact Rhona Gardiner on Rhona@excess-energy.co.uk or via 07740 410052. Thank you.