

Press release
February 2024

CORNWALL'S ST MORITZ HOTEL + COWSHED SPA UNDERGOES MULTI-MILLION POUND SPA UPGRADE

In June 2024, St Moritz Hotel + Cowshed Spa, based in Trebetherick, near Rock and Polzeath, will be opening its £multi-million upgraded leisure facilities, re-instating the Cornish hotel as the optimum wellness destination in the south west.

The result of this £2+ million refurbishment project, which is currently underway, will be a complete rework of the hotel's entire pool area into a new, slick and modern wellness space. Reimagining the immersive spa experience, the new wellness centre will feature a high-tech outdoor hydro pool, a spacious new steam room and sauna alongside elemental ice fountains and multiple sensory showers.

The well-balanced design has been managed by Steve Coombe of 3idog who has been briefed to create a timelessly stylish space with a focus on the ultimate wellness experience. It will be both inviting and sophisticated.

St Moritz Hotel is home to the only Cowshed Spa outside of Soho House properties and the only coastal one in the UK. The Soho House interior styling of the Cowshed Spa will be carried through with the addition of glamorous new changing rooms and indoor pool seating and lounging. With its Miami-inspired, colourful interiors, it will be a stark departure from the current global trend for 'rustic' style spas.

The tiling throughout will provide a classic and stylish aesthetic, with Italian rock and pebble-inspired signature flooring and marble white mosaics in the pools. For the walls, blocks of colour will compliment lozenge shaped blush pink tiles. The vivid fabric colour patterns and stripes utilised on new four-postered day beds perfectly capture the vibrant and energetic essence of Miami, blending bold patterns and vivid hues such as turquoise, coral and sunny yellows to create an element of playfulness.

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. We built the ultimate Cornish coastal hotel, retaining only the original indoor swimming pool. However, almost 15 years on, it's ready to retire. So, 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."

Sara Last, Director of Operations at the St Moritz Hotel + Cowshed Spa, said, "With our upcoming £2+ million spa renovation, and our current hot and cold contrast therapy Wild Spa, we are on an ongoing mission to make St Moritz Hotel the optimum wellness destination in the South West. We're continually blending all our

partners and their luxury wellness experiences – Cowshed Spa and our consultancy chef Stephane Delourme – alongside all of our passionate and committed team into this pioneering 21st Century wellness experience, that is perfectly placed for our location right here in the heart of Cornwall’s coastal playground.”

Hugh Ridgway adds, “Whilst we undergo our major indoor swimming pool works, we have a whole new ‘winter wonder’ for our guests and visitors in the form of our first-of-its-kind St Moritz Wild Spa, complete with an oceanside tipi, an inside/outside spa and a full rejuvenation programme running alongside it.”

More than just a hotel, St Moritz and its Cowshed Spa has elements of a transatlantic beach resort, as befits its name. In the quiet hamlet of Trebetherick, between Rock and Polzeath on the stunning Cornish north coast, it’s the ideal destination for a relaxing beach holiday, indulgent spa break or family get-together.

All of the St Moritz Hotel & Cowshed Spa options are available to book via www.stmoritzhotel.co.uk or by calling 01208 862242.

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For further information, interviews, imagery or potential press or influencer trips please contact Sarah Harrington of Excess Energy Communications on sarah@excess-energy.co.uk or via 07714 634945. Thank you.