

Tyrolean spa company builds the largest spa in Denmark!

Spread over 4,500 sqm on the 4 floors, the Tyrolean spa company SPA4® realizes an unparalleled wellness and health oasis.

The Alsik Hotel & Spa in Sønderborg is the largest hotel in the German-Danish border area around Flensburg. The 19-store hotel tower with 190 rooms and suites is the new landmark of the city and is located directly on the shore between the strait Als Sund and the Flensburg fjord in the former industrial port.

The object was designed and established by the famous Danish architectural firm Henning Larsen Architects from Copenhagen. As a development partner for this unique and prestigious tourist project in Denmark, the Tyrolean spa company SPA4® was selected by the renowned investor group Bitten & Mads Clausen Fonds (company Danfoss).

SPA4® was convincing all along

Finally, SPA4® successfully prevailed over three international wellness providers / planners.

"For us as a contractor, it was of great value to be able to access the knowledge and experience of an Austrian partner in the spa and wellness sector. SPA4® has developed many international spa projects, while Alsik was our first. The integration of more than 50 attractions in a spa requires expertise, and that's what we have found at SPA4®", explains Per Have, CEO of Bitten & Mads Clausen Fonds.

What tipped the balance in favour of SPA4® outlines Markus Strasser, CEO & Sales Director of SPA4®: "It was not the size of the provider or the cheapest price that was crucial. Ultimately, we were able to convince the investor family as well as the spa operator through our visionary concept of how to efficiently and sensibly distribute 4.500 sqm of health and wellness area on four floors. Especially our expertise in customized spa equipment, whether saunas, steam baths or treatment products, in-house individually to plan, manufacture, assemble and service, were important deciding factors to ensure a cost-effective cooperation."

"Due to the size and complexity, creating an efficient and smooth operation for the entire spa was one of the key challenges within the project", sums up Florian Jaud, CEO and Technical Director of SPA4®. However, once those responsible rather quickly realized how they could benefit from the expertise of SPA4®, the way was paved for over a year of successful project development. The devising of technical specifications, including sections and detailed plans as well as the subsequently manufactured and installed cabins and treatment products for an amount of EUR 1.5 million, in line with the Nordic spa theme of the hotel, comprised the wide range of services offered by SPA4® for this unique project."

Clever solutions for the biggest challenges

On the one hand, the biggest challenges were to tailor a unique wellness and health concept for the "lighthouse of Denmark's tourism" and, secondly, to find the best solution how to divide it into four floors and to develop technically efficient synergies and solutions.

Especially the different operating procedures and paths for employees and guests were a big challenge. To guide various target groups, such as hotel guests, day spa guests, membership holders, families, etc., in a meaningful and pleasant manner through the building, was probably one of the most complex project development tasks. Countless variations have been developed, run through and discarded again until the perfect solution has been found.

"The conceptual challenges have also required special technical challenges to be mastered. For example, the unique "Fire Panorama Sauna" with 4-meter high connections to the building facade demanded a great deal of us", explains Michael Meininger, Project Manager of SPA4®. The high heat development on the outdoor aluminum building facade was stopped with a skillfully planned ventilation construction.

To match the Nordic spa theme, an ice cabin with special cooling panels, on which the ice grows, was developed and installed by SPA4®.

A particular refinement comes to the spa control unit. We have created a web-based interface for the entire system that is easily and efficiently controlled at the reception. "We are particularly proud of that", says Florian Jaud. This makes it possible to access the system from Tyrol and to solve problems quickly, easily and cost-effectively.

Nordic spa – the inspiring world for body and mind

The Nordic spa concept has been built on the symbiosis between cold and warm, e.g. "Fire & Ice".

The wellness area itself is based on 3 themed areas. 1. "Fire & Ice world" with special heat and cold treatments to promote circulation. 2. "Water world" with a journey through the 4 seasons, aqua meditation room and 18 different experience showers with alternating light effects, optional fragrance dispensers as well as a specific technology for different water features. 3. "The world of steam" with a crystal steam bath and serail steam bath incl. different wraps, special fragrances, light and colour animations harmoniously complete the wellness area.

An important premise was to experience and to enjoy the stay with all senses. The special "Four Seasons Sauna" with mild temperatures was therefore equipped with amazing video sequences as well as with gentle sound, fog and light effects. The spacious "Fire Panorama Sauna" with its fire effect above the heater inspires the guests with an astoundingly beautiful view at the bay and the sea.

Spread over four floors, in addition to the comprehensive heat and water treatments, hotel and day spa guests will find in the special Nordic concept, a variety of diagnostic, relaxation, therapy and exercise options. The further you get to the top of the tower, the more intense the health-oriented treatments become, such as HRV analysis, body analysis, blood pressure incl. oxygen saturation, fitness tests etc., which are performed by well-trained therapists.

Based on the diagnostic results of the guest, a personal treatment plan is created. The spectrum ranges from holistic detoxification treatments, detox electrolysis applications to stress-reducing treatments, partly automated with low personnel effort, or from the well-known classic massages to Ayurveda or Thalasso treatments.

Various special products, such as Sensory Cocooning Lounger, have been used. This is a treatment lounge with a holistic approach. The light and colour therapy as well as breathing therapy can be offered dry or with wraps. In the Alpine region gladly used after a ski tour, the mood-enhancing properties of such a treatment can have a very positive effect on the guests in the Nordic region, especially during the winter months.

Danam - The unique signature treatment of the Alsik Spa

The Alsik Spa as well needs to have a signature treatment. The specially developed "Danam" combines the advantages of the classic Hamam with the roots of Nordic therapy. Instead of only using a pure soap foam treatment, an additional Kneipp therapy and ice therapy are offered. The cardiovascular system is strengthened and all the cells in the body are activated. This helps, among other things, with sensitivity to the weather changes or blood pressure problems. The treatment was developed in cooperation with Raison d'Étre, a leading international spa consultant from Sweden.

About SPA4

SPA4[®] manufactory is a globally active company with Tyrolean roots. As part of the South Tyrolean family-owned company, the Hofer Group from St. Christina, it is one of the few internationally active full-service providers (One-stop-Shop) in the wellness and spa segment.

The SPA4[®] combines innovation with the highest quality. Our aim is to create added value for existing and newly created spa and wellness areas, to stand out from the competition in the fast-moving wellness market. The already realized projects distinguish themselves from others through high-quality design, unique relaxation experiences and high efficiency. State-of-the-art technical solutions will ensure environmentally friendly, cost-effective and trouble-free operation.

SPA4[®] plans, designs, manufactures, assembles and services the entire spa equipment for hotels and resorts so we can achieve the greatest added value for our clients.

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