

Hestia Hotel Group starts operating spa hotel Laine in Haapsalu. The spa hotel will also get a new name.

As of April 1st, Estonian hotel chain Hestia starts operating spa hotel Laine under a new name Hestia Hotel Haapsalu Spa. Prior to opening, the spa hotel will undergo renovation.

Hestia Hotel Group concluded a contract with Haapsalu Kuurort Ltd for operating an historic spa hotel in Haapsalu. Prior to starting operations in spring, the spa hotel will undergo renovation financed by the property owner and based on a new wellness spa conception to offer the clients a more modern and entertaining spa emotion. The goal of the wellness spa is to offer in addition to water and sauna pleasures and treatments a pleasurable food experience and possibilities of being together for families, friends and colleagues. During reconstruction, the water and sauna area will increase almost twice, and it will comprise 5 different saunas, a pool and 3 different water attractions. The reconstruction of rooms will increase accommodation possibilities by more than 10%, also the facade of the building will receive a facelift. Present Laine employees will also be taken over.

According to **Kaisa Mailend**, CEO of Hestia Hotel Group, Haapsalu spa hotel was enchanting due to its great location in Estonian small town, surrounded by sea on three sides at the coast of Väike Viik, only at walking distance from picturesque Haapsalu old town and the attractive development potential of the hotel: "We saw an opportunity to make use of Hestia's current competence and strength at operating hotels and a spa hotel. The goal is to turn Laine into a more modern spa hotel aimed at creating the feeling of wellness and entertainment as was true for Hestia Hotel Laulasmaa Spa, the first hotel of our group, of which success we are very proud," explains Kaisa Mailend.

"Haapsalu in summer is definitely a place, which should be included in the vacation plans of every Estonian and now there will be more reason to visit Haapsalu also during other seasons," claimed Mailend positively.

Irene Väli, the head of Haapsalu Kuurort, admits that she is happy that historical resort culture tradition in Haapsalu gets new breathing with Hestia involvement and will give reason for many new clients to visit the spa hotel.

Belonging to Hestia Hotel Group enables to increase the client base of spa hotel Laine with the history of 27 years of operation and offer its services to a wider target group. Due to the spread of Covid-19, the present situation is complicated. "We believe that the future will be brighter, and we can keep the current strong team of the hotel and all today's employees can continue with their jobs. Our goal is to carry on as stronger and more modern and this is only positive for our present and future clients and cooperation partners," Mailend confirmed.

Hestia Hotel Group OU is a parent company of the Estonian hotel chain founded in 2014. In the past years Hestia Hotel Group has become the hotel chain Estonia with the biggest number of hotels. Together with spa hotel Laine the group comprises seven hotels in Estonia and two in Latvia. Recently, Hestia Hotel Kentmanni, the most stylish hotel in Tallinn city center, was opened. By now the group employs over 300 persons.