

Hestia Hotel Group

Hestia Hotel Group is expanding to Pärnu.

The Estonian hotel chain starts operating the Strand Spa & Conference Hotel in Pärnu. This is Hestia's first hotel in Pärnu.

Hestia Hotel Group signed a contract with Strand for the operation of Pärnu's historic spa and conference hotel starting from January 3rd, 2023. In the near future, there are plans to expand the world of spas and saunas to offer a higher quality and more varied spa experience, with a greater focus on more meaningful time together while on holiday. The Strand Spa & Conference Hotel is a renowned holiday and conference hotel (the hotel has a total of 187 rooms and 8 conference halls), but the soon-to-open Lotte Play Studio will also offer exciting entertainment for families with children. In the approximately 500 square meters of the Lotte Play Studio, children and adults can participate in both familiar and new and exciting interactive, creativity-developing and physical activities.

According to **Kaisa Mailend**, CEO of Hestia Hotel Group, Pärnu has always been an attractive holiday destination for both the local population and our neighbouring countries. With Estonia's largest and most beautiful beach, the city offers cultural, sporting, recreational, health, leisure and fine dining opportunities, combining the glamour of a big city with the privacy of a small town. "It is the different characteristics of the city that make Pärnu an excellent destination for the new Hestia hotel and give us a new challenge for product development," explains Kaisa Mailend. "The Strand, which is already a 30-year-old spa and conference hotel, has shown the stability and sustainability to continue being a player in the market, and I am very hopeful that Hestia's expertise will help the hotel to move into a new customer segment," Mailend said optimistically.

According to **Egon Elstein**, member of the management board of Strand AS, joining the Hestia hotel chain significantly expands the development potential of the Strand Spa & Conference Hotel. The combination of Hestia's and Strand's customer bases and experience will create the opportunity to further develop a stronger and more modern hotel to offer even better services to current and future customers.

Belonging to the Hestia hotel group will enable Strand Spa & Conference Hotel, which has been operating for 30 years, to benefit from the expertise and strengths of the Hestia group in operating a spa hotel. „Our latest hotel to join the group, Hestia Hotel Haapsalu Spa, has undergone a major transformation in a short period of time and has achieved customer satisfaction. In the SA Läänemaa Entrepreneurship Competition, the Haapsalu Spa Water and Sauna Spa was rewarded with a well-deserved second place", Mailend rejoiced.

Hestia Hotel Group OÜ is the parent company of an Estonian hotel chain that was established in 2014. In recent years, Hestia Hotel Group has become the hotel chain with the largest number of hotels in Estonia. Together with the Strand Spa & Conference Hotel, the group operates eight hotels in Estonia and two in Latvia. The group now employs almost 400 people.