

PRESS RELEASE

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NAANTALI SPA'S NEW ROOMS COMBINE THE MOOMINS AND SCANDINAVIAN DESIGN

One of the most interesting innovations at Naantali Spa this year is its Moomin Story rooms, completed ahead of the start of the summer season. The Moomin rooms are part of an extensive renovation project at the Spa which has seen the majority of the rooms in the main building completely updated. Designed with families and adult Moomin fans in mind, the Story rooms bring a whole new dimension to experience tourism.

The concept of Story rooms comes from Japan, where themed rooms are extremely popular. In Japanese hotels, guests can sleep, for example, in Miffy or Hello Kitty-themed rooms in which the interior design is built around textiles, china and other materials depicting popular characters. Naantali Spa is the first spa hotel to bring themed rooms to Finland.

In the Story rooms, the décor and the atmosphere add to the customer experience. Each and every detail has been carefully considered to suit the selected theme. At Naantali Spa the theme chosen for the Story rooms is naturally the Moomins.

"The Moomins are an important part of Naantali and the holiday experience offered by Naantali Spa. Thousands of families visit Moominworld in Naantali and the Spa during the summer season. We want to offer a new and exciting experience, especially for families and other Moomin aficionados," says Naantali Spa's sales and marketing manager Riikka Suurkaulio.

"As well as Finnish and Scandinavian families, the target group also includes Japanese tourists. The concept has gone down well with Japanese tour opera-



NAANTALI SPA



tors and bookings are already coming in for next year," Suurkaulio continues.

Besides the Moomins, another key theme of the decor of the Story rooms is Scandinavian design. The Moomins and the other inhabitants of Moomin Valley featured on bed linen and towels add a touch of colour to the clear lines and light, fresh Scandinavian interior design elements. Another important factor is that the interiors are eco-friendly, durable, energy efficient and allergy-friendly.

The furniture and lighting in the Moomin Story rooms also epitomise modern Scandinavian design, with features including Jukka Setälä's Fatboy stools. The Myy lamp, named after Little My, takes its inspiration from the character and the drawings in the Moomin books and, as interior designer Päivi Halt points out, has an elegant design reminiscent of a top-knot and a strong personality.

Three Story rooms on a Moomin theme will open to customers at the end of May, with another two rooms to be added after the summer season.

Guests staying in the Moomin Story rooms can also enjoy breakfast in their rooms if desired. The high point of a Moomin room breakfast is Moominmamma's pancakes with raspberry jam, Suurkaulio explains. After breakfast, the day continues in a boat or mini-train journey to Moominworld, celebrating its 20th anniversary this year.

Naantali Spa has put a major investment into renovating and updating the spa. In March the Suite Hotel opened 50 completely updated Deluxe rooms. The remaining 120 rooms in the Suite Hotel will be renovated during the autumn.



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