

## Encounters – Hints Performance

Hotel St. George is like a book in the process of being written, with its first chapters now completed. The central elements of the hotel's concept have already taken shape: respecting the heritage of the building's history and past owners, redefining luxury and focusing on experiences, being local yet international, and understanding the value of time. Set to open its doors in February 2018, Hotel St. George will be the result of numerous encounters with talented thinkers and doers, combined with hard work.

Hotel St. George will offer its guests more: more moments of well-being and extraordinary details, which combine privacy, silence, beauty, inner harmony, and inspiring art and food experiences.

Art, design and culture are present in every aspect of Hotel St. George. The idea of balance between true relaxation and unforgettable experiences, rest and activity, has been the guiding light in creating the hotel's novel concept.

In the world of Hotel St. George, guests define the hotel's star rating. Understanding the meaning of luxury has been central to the hotel's concept design process. What makes a five-star hotel experience today? What about tomorrow? The questions of well-being, personal and customised service, and a genuine customer experience are more important than ever.

This is what gave rise to the essential idea of balance. Security, well-being, privacy and serenity in the midst of the daily hustle and bustle are recouping their value, providing crucial energy for our busy everyday lives.

To begin redefining tomorrow's five-star hotel experience, Hotel St. George will be co-operating with **Hints Performance**. The Hints model, based on the philosophy of doctor and coach **Aki Hints**, enables people to make the right everyday choices for a more balanced life. These choices are also at the heart of the Hotel St. George concept.

Hints Performance has developed its holistic approach to health and well-being for more than 20 years. The method has been tested in some of the most challenging environments of business and sports, ranging from Formula One to Fortune 500. The aim is to live each day better than the last by doing small things consistently well. Together, rest, good sleep, adequate exercise, healthy nutrition and mental energy give people the support they need for a full and rewarding life.

“We believe that Hotel St. George will be a breath of fresh air in the fairly conventional hotel industry, challenging existing ways of thinking. Hints Performance will provide us with unique know-how and understanding of personal well-being, based on solid research,” says **Mirkku Kullberg**, the Business and Creative Director of Hotel St. George.

“Frequent travel involves a lot of rushing around and stress. Together with Kämp Collection Hotels, we are delighted to offer a unique well-being experience to our guests”, continues **Pekka Pohjakallio**, the Business Development Director of Hints Performance. “We see holistic well-being as a prerequisite of top performance. With us, busy guests can look after themselves and stay at the top of their game throughout their stay.”

The exclusive Design Hotels group has selected Hotel St. George as one of the most significant new launches of 2017–2018.

FOR MORE INFORMATION, PLEASE CONTACT

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