

FOR IMMEDIATE RELEASE - March 11, 2026

Multi-Million Dollar Tourism and Economic Development Project Comes to Huntsville: Greystone Construction and Farrow Partners Selected to Design and Construct **The Muskoka Nordik Spa**

HUNTSVILLE, ON – Poised to become a cornerstone of the regional economy, the Muskoka Nordik Spa, a premier four-season hydrotherapy wellness destination, is officially moving through the CPP-Amendment (Community Planning Permit) process with the Town of Huntsville.

The Muskoka Nordik Spa promises to bridge the "shoulder season" gap, creating stable, year-round quality employment and attracting international wellness travelers to the heart of Ontario's cottage country to enjoy all four seasons.

Economic & Community Benefits to Our Region

The Muskoka Nordik Spa is expected to be a primary driver of "wellness tourism," a sector growing significantly faster than traditional travel. Key impacts include:

Job Creation: Dozens of permanent, year-round quality positions in hospitality, wellness, and management.

Local Partners: The construction of the spa represents a significant boost to local trades

Extended Tourism: The purpose-built spa will engage all of the senses, in each of the four beautiful seasons of Muskoka, including a specific focus on offering experiences to engage in nature even on the coldest winter days.

Sustainable Development: A commitment to environmental stewardship through the CPP-Amendment process will ensure the site becomes a sanctuary where guests can connect with the natural beauty of Muskoka.

A Vision Driven by Community

At the heart of this project is a deep-rooted commitment to the local region. Founders David and Sarah Thatcher are driven by a mission to blend wellness with the unique spirit of Muskoka. "We are thrilled to be able to offer this caliber of wellness tourism to the Muskoka community," says David Thatcher, Founder and Chief Relationship Officer of the Muskoka Nordik Spa. "Our commitment to this area drives our desire to create a global destination which will feature a meticulously designed circuit of heat, cold, and rest, offering a holistic approach to health set against the iconic backdrop of Muskoka's natural beauty. We believe the benefits of hydrotherapy are a perfect match for the natural serenity of Muskoka, and we are proud to create a space where both locals and visitors can find holistic health year-round."

Engineering Excellence & Local Impact

To ensure the highest standards of development, the Muskoka Nordik Spa has partnered with Greystone Construction, a leader in Muskoka-based large infrastructure projects. The project represents a significant technical undertaking, balancing luxury amenities with the rugged, natural terrain of the region.

"We are thrilled to be the construction partners on a project of this magnitude," says Jon Morton, Chief Engineer and COO at Greystone Construction. "From an engineering perspective, integrating a complex hydrotherapy system into the Muskoka landscape requires precision and a deep respect for the local environment. This isn't just a building; it's a sophisticated piece of infrastructure that will provide a massive boost to our local trades and long-term economic resilience."

Salutogenic Design: Architecture as Health

Salutogenic design at the Muskoka Nordik Spa is conceived as architecture that actively causes health, transforming hydrotherapy from a sequence of amenities into a richly "nutrient-dense" environment that strengthens mind, body, and community. In this view, the spa is not a neutral background for wellness services, but a health-generating landscape that shapes how people feel, think, and relate to each other and to Muskoka's ecology.

At the Muskoka Nordik Spa, Farrow Partners is crafting a place where architecture itself functions as a non-invasive therapeutic treatment, intentionally tuned to enhance "mind health" through multisensory, enriched environments, where every spatial decision is oriented toward creating a strong sense of coherence—spaces that feel understandable, navigable, and deeply meaningful—so guests can not only recover and restore, but set the conditions for which they can flourish.

"Our aspiration for the Muskoka Nordik Spa is to construct health, not just to house relaxation," says Tye Farrow of Farrow Partners. "We are shaping a saluto-systemic hydrotherapy experience where light, material, sound, temperature, and nature work together like a carefully composed sensory diet, inviting people to slow down, feel present, and re-tune their nervous systems." "By choreographing the sequence of heat, cold, and rest as an embodied journey through nature - forest, rock, sky, and water - the spa becomes a place of generosity, offering affordances for contemplation, social connection, and joy that can lower stress, enhance eustress, expand hope, and renew our spirit in every season of Muskoka."

About Muskoka Nordik Spa

The Muskoka Nordik Spa is a forthcoming global wellness destination located in the centre of Muskoka with direct access off Highway 11 and Highway 141 in Utterson, Ontario. Founded by David and Sarah Thatcher, the spa is dedicated to the restorative power of nature and hydrotherapy, providing a sanctuary for physical, emotional and spiritual rejuvenation.

Visit their website <https://muskokanordikspa.com/> to sign up for more information and stay updated.

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