



Sundara Inn & Spa

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FOR IMMEDIATE RELEASE

HOW ONE WISCONSIN SPA RESORT BECAME A FRONTRUNNER IN NATIONAL WELLNESS MOVEMENT

WISCONSIN DELLS, Wis. (April 2019) – When a travel story opens with the words “spa,” “wellness” and “trendsetting,” it’s likely referring to resorts on the coasts and in the southwest. That was then, this is now, with Sundara Inn & Spa in Wisconsin Dells, Wis., finding its way into the national wellness travel conversation thanks to a two-year, 40,000 square foot expansion completed at the start of this year. This heartland resort is capturing the attention of spa-savvy travelers now looking at the Midwest as unexplored and exotic – yes, exotic - territory. Photos of the expansion plus details on the Sundara experience can be found at www.SundaraSpa.com.



Sundara opened in 2003 to much fanfare and some head scratching. After all, here was an eco-chic, adult-only spa resort with the pluck to open in a tourism town best known for family-friendly waterparks and scenic boat tours on the Wisconsin River. The risk paid off, with Sundara quickly racking up awards and accolades from some of the top travel publications and media outlets in the country. At the time its mission of wellness was trendsetting, particularly so given its Midwest locale where trends usually show up years after gaining a foothold on the coasts.

Over the years Sundara added private villas in the woods and a Meditation Trail, expanded its menu of spa treatments and culinary offerings, championed the cause of the Breast Cancer Recovery foundation in nearby Madison, Wis. by hosting retreats for women with metastatic breast cancer, and created new signature spa products that draw ingredients indigenous to the area, all the while developing a loyal following of visitors primarily from the Midwest.

With its first major expansion now complete, the tides are turning, with Sundara welcoming increasing numbers of guests from around the country eager to see what all the buzz is about. That buzz includes a seasonal indoor/outdoor pool to complement the existing outdoor infinity pool heated year-round,



dedicated restaurant and rooftop greenhouse, retreat spaces, new fitness areas and a full class schedule, indoor sanctuary with three-dimensional stone-like casts taken of the sandstone bluffs in the area, a salt therapy treatment room, more spa rooms, eight new woodland suites tucked in the woods, expanded boutique and locker rooms, miles of hiking trails, a Zen welcome garden and more.

“The expansion budget was earmarked nearly exclusively for items that supported wellness,” said GM John Morris. “The added space also gives guests more room to breathe and unplug from the real world.” Sundara is electronics-free in all common areas and always has been, making it a leader in the digital detox movement.



Marketing director Heidi Michel noted the expansion is not sprawling, as the goal all along was to maintain the intimate-by-design feel guests have come to love about the resort. It was also important to preserve the natural surroundings - Sundara is located in a nearly 100-acre pine forest on the outskirts of town and is Travel Green Wisconsin certified.

“Our theme line has always been ‘Energize Your Soul,’ and these new amenities are in perfect harmony with our mission of caring for mind, body and soul,” said Michel. An accomplishment for any top-tier spa property and perhaps more so for this destination spa that is putting the Midwest on the map in a new way.

Reservations may be made online at www.SundaraSpa.com or by calling Sundara’s toll-free number, 888.735.8181. Sundara is three hours from Chicago, two hours from Milwaukee and less than an hour from Madison, Wis. Follow [Sundara on Facebook](#) for news of overnight specials and seasonal spa treatments.

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*In everything we do, our mission is wellness.
We provide a sanctuary from stress, a healing touch, a kind word, a place to reconnect.
We set an example of love and respect for the earth.
We embrace the joy of wellness in our own lives.*

920 Canyon Road, Wisconsin Dells, WI 53965 · 888.735.8181 · SundaraSpa.com

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