



## ST MICHAELS FALMOUTH OPENS, TRANSFORMED INTO A LUXURY RESORT FOLLOWING A MULTI-MILLION POUND INVESTMENT



September 2018 – St Michaels Falmouth transforms into a luxury resort, having secured a £50 million investment from Blue Chip investors CBRE Global Investors, BH Group and Acorn Property Group. This is the first and largest investment of its kind in Cornwall.

The multi-million-pound investment is taking place over two phases, at the end of which St Michaels will become one of the largest privately developed regeneration schemes in Cornwall, and the south west's preminent resort hotel.

Nigel Carpenter, owner and chairman, secured the investment with the vision to turn St Michaels, then a boutique hotel, into a leading luxury resort. The sum of £20 million went into transforming the hotel, which relaunches this September as a landmark on the Blue Flag Gyllyngvase beach, brighter and better than ever, with a chic, relaxed vibe. New resort director, Nikki Broom, will lead the team, having joined St Michaels from Red Hotels group where she was general manager of The Scarlet.

The remaining £30 million will be invested into a new residential development, called The Liner, which breaks ground in autumn 2018 and will offer a collection of 53 self-catering sea-facing apartments.

The transformation of St Michaels Falmouth has also had a positive effect on the local economy, employing over 200 local artisans and craftsmen in its creation as well as creating 50 full time jobs. St Michaels expects to recruit another 40 members of staff over the next five years.

### ST MICHAELS FALMOUTH – PHASE ONE

The new-look St Michaels will offer a new destination spa with the world's first Cornish sea salt steam room and the largest hydrotherapy pool in the south west, a sprawling 13,000 sq ft health club with a dedicated Gig Rowing Studio, 32 new contemporary bedrooms in the Beach House, taking the total bedroom count to 84, and two new restaurants: The Garden Kitchen and Brasserie on the Bay.

ST MICHAELS, FALMOUTH

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## A NEW DESTINATION SPA

The new St Michaels Spa set on the ground floor of the hotel includes 10 treatment rooms with en-suite showers and features a series of exciting firsts: the largest hydrotherapy pool in the south west with 21 massage stations and heated poolside loungers; as well as the world's first Cornish sea salt steam room – infusing the local salt into the steam air to help reduce toxins and clear the lungs.

Other highlights include a rainforest steam room; a glass-fronted Finnish herbal sauna; a Moroccan rhasoul offering a mud-steam experience and three experience showers, including an 'Ice Bucket Challenge'. The journey at St Michaels Spa continues into the garden with a sundeck, red cedar-wood hot tub and barrel sauna with sea views.

A deep relaxation room and specialist manicure and pedicure champagne bar, with nailcare by OPI, complete the spa line up.

More than 60 treatments are on offer and signature experiences, exclusive to St Michaels Spa, include the Muscle Repair Massage & Mud treatment and The Yoga Facial. Products used in the spa include the luxury British brand Elemis, Made for Life Organics – whose botanical-based products are handmade in Cornwall, The Natural Spa Factory – an organic seaweed-based skincare range, Ishga and Natura Bissé – renowned for its Diamond Collection.

## A NEW HEALTH HUB

Linked to St Michaels Spa via a Wellness Walkway is the new and sprawling 13,000 sq. ft St Michaels Health Club providing magnificent health and sporting facilities for guests and members alike. Spanning three floors, the Health Club is home to Cornwall's largest hotel gym with an outdoor fitness terrace; a large Spin Studio, a unique Gig Rowing Studio with 8 gigs and over 100 instructor-led classes per week both inside in the fitness studio, and out, taking advantage of St Michaels' superb beachfront location. Classes include a morning work-out on Gyllyngvase beach, Sunrise Yoga, WeSup Fitness on a paddle board and Gig-gle, a rowing class taken to the sound of ocean-themed songs.

St Michaels Health Club also offers an indoor swimming pool, sauna, steam room and sun terrace. Four tennis courts are available to hire with personal coaching available on request.

## COASTAL-INSPIRED BEDROOMS IN THE BEACH HOUSE

The 32 new bedrooms in The Beach House in St Michaels are contemporary, sleek and fabulously cool. Many of the light-filled bedrooms offer balconies and terraces with spectacular sea and garden views. Interiors draw their inspiration from the coastal surroundings, and are a symphony of blues and whites, with details including bedheads made from reclaimed wood and stunning nautical art. Each bedroom offers Elemis bathroom amenities, walk-in rainforest showers, Lavazza coffee machines, Roberts radios, a mini fridge and a selection of local treats to eat and drink, including a jar of homemade cookies.

## A SPECIAL NEW WELCOME

Visitors arriving at St Michaels are welcomed by a new entrance leading to the heart of the resort. Stepping inside through an oak "hull", they arrive into a relaxed social space with sofas, a cosy fireplace and a library of complimentary resources, maps and materials to dip into. Hosts are on hand to offer resort support as well as providing tips and recommendations to make the most of the surrounding area, from coastal walking routes to Falmouth hot-spots.



## LAUNCH OF A LAIDBACK EATERY AND CHIC BRASSERIE

The resort unveils two new restaurants – Brasserie on the Bay and the Garden Kitchen. Brasserie on Bay serves fresh fish and seafood catches from the Cornish coast with an emphasis on seasonal and local ingredients. The Garden Kitchen is a relaxed and informal restaurant, with a tempting menu of healthy salads, deli dishes and stone-baked pizzas, as well as a juice and smoothie bar. The Garden Kitchen's terrace, with its sweeping views over Gyllyngvase beach, is the perfect spot, from coffee through to cocktails. The refurbishment also sees the introduction of a new private meeting and dining area – the Wine Vaults.

Chairman Nigel Carpenter says, "Following this extensive refurbishment, St Michaels is a new destination for the south west, set on one of the most beautiful pieces of England's coastline and on the edges of the bustling and buzzy Falmouth community. St Michaels is a luxury resort with unequalled spa, health and fitness facilities and testament to the fact that the British seaside has grown up."

For further information, please visit [www.stmichaelshotel.co.uk](http://www.stmichaelshotel.co.uk).

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### About St Michaels, Falmouth

St Michaels is a 4-star resort overlooking Falmouth's Gyllyngvase beach, relaunched in September 2018. The resort features 84 bedrooms, the St Michaels Spa, unequalled fitness and sporting facilities in the Health Club, two restaurants – including the health-focused Garden Kitchen and two AA rosette Brasserie on the Bay – and bar. With additional events space for weddings, celebrations and corporate meetings, including the secluded Wine Vaults, and tropical private gardens leading to the beach, it is set to become the south west's preeminent resort hotel.

### Press Office

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