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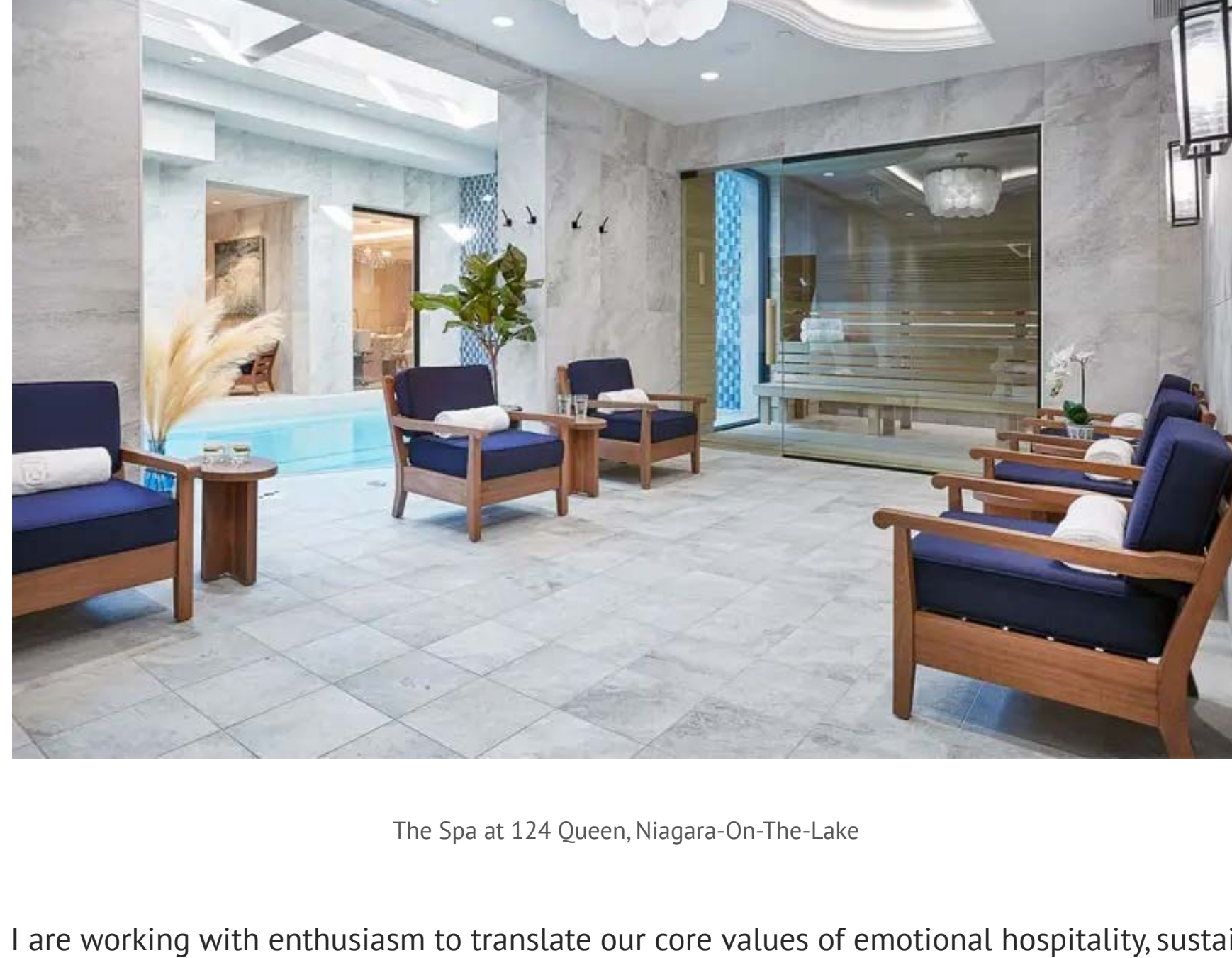
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The Spa at Q is Ontario's new destination spa opening just in time for Valentine's Day!

Niagara-on-the-Lake, February 8, 2023 – The newly reimagined and revitalized 124 on Queen Hotel & Spa, located in the heart of historic Niagara-on-the-Lake, has just unveiled its highly-anticipated spa, aptly named **The Spa at Q**. Thoughtfully crafted in a secluded and serene subterranean space, it's the perfect spot for guests to let go of life's stresses. The 'come as you are, leave better than you came' quiet haven combines luxury and sophistication to create a unique wellness destination.

The tranquil environment houses a welcome centre and boutique, relaxation lounge, treatment rooms, fitness centre, restorative Himalayan salt room, and a regenerative hydrotherapy circuit unlike anything else in the Niagara region. The spa is finished with simple forms and a natural palette offering an ethereal softness throughout, framed by sunlight pouring in from an expansive skylight above.



The Spa at 124 Queen, Niagara-On-The-Lake

"My team and I are working with enthusiasm to translate our core values of emotional hospitality, sustainability, and wellness into a dynamic context," says Daphne Swenerton, the Spa Director with more than 30 years experience running some of Canada's most prestigious spas. "For us, high quality and luxury include out-of-the-ordinary experiences that celebrate a sense of wellbeing and conviviality."

The Spa at Q Experience

The Ancient Art of Roman Bathing

The Spa at Q's wellness formula is rooted in the modern age while respecting traditions of centuries past. The star attraction is an expansive Wellness Hydrotherapy Circuit that reproduces the time-honoured concept of caldarium (hot), tepidarium (warm), and frigidarium (cool). Guests are self-guided through the therapeutic circuit starting in the hot plunge pool and moving to the sensory shower, which cycles through four types of water pressure infused with light and aromatherapy. The cedar-lined sauna is next, followed by a cooling plunge in the warm pool. Next, is the eucalyptus steam room and the spectacular (and frigid) snow room, where the circuit concludes.

"It's a meditative experience if you concentrate on the health and wellness aspects of the circuit," says Daphne. "The movement through hot and cold is so beneficial to the body. Toxins are eliminated and it's great for the respiratory system and all kinds of skin conditions."



The Spa at 124 Queen, Niagara-On-The-Lake

The hydrotherapy circuit is an effective treatment on its own (\$95/120 minutes) or as an add-on to an existing massage or facial experience (\$45). "The circuit can really boost the benefits of a massage by warming up the muscles," she says.

Recovery and Restoration

The Spa at Q offers a soothing journey of self-discovery and transformation, where everything can be personalised to each guest's needs. Beyond the hydrotherapy circuit are 12 treatment rooms for facials and experience massages infused with rose quartz, hot stones, and hyperbaric oxygen. Two rooms have been specially for ultra-luxurious and therapeutic wet treatments like the Luminous Celestial Black Diamond Sculpting Treatment (\$450/90 minutes).

The signature treatment room is outfitted with a private infrared sauna designed specifically for couples to enjoy prior to their massage. The space offers a stunning Tuscan-vibe and is stocked with refreshing drinks and outfitted with massage tables dressed in warm blankets to create the ultimate escape from the everyday.

A beautiful sanctuary dedicated to pampering hands and feet with premium manicures and pedicures is prominently placed to the side of the welcome centre.

In the relaxation lounge, comfortable chairs beckon guests to sit back and be soothed. Complimentary fresh pressed ginger and turmeric shots, premium tea, coffee, and infused water are available.



The Spa at 124 Queen, Niagara-On-The-Lake

Mindfully prepared menus reflect the guiding principles of natural ingredients, local and sustainable, less is more. Ingredients are influenced by the region, being certified the abundance goodness that the Niagara region is famed for. Joy McCarthy, founder of Joyous Health, a certified holistic nutritionist and best-selling cookbook author has contributed signature recipes that will be featured.

A Pinch of Salt and More

Rounding out the spa's dynamic offerings, the salt room is another healing space that wows. Remarkably designed, the room's detoxifying effects can help reduce symptoms of various respiratory illnesses and skin conditions, and reduce inflammation. The space will host sound bath meditations, private massages, yoga classes, and more.

Looking ahead to next summer, a serene outdoor space outfitted with cabanas, a yoga lounge, gardens and more will debut, adding additional layers to the overall wellness experience.



The Spa at 124 Queen, Niagara-On-The-Lake

"For the spa to be truly regenerative, it will not be a static place," says Daphne. "We'll evolve and respond to bring the rich heritage of Niagara to life, inviting moments of exploration, discovery, connection to nature, and delight through interactive gastronomy, wellness, and sustainability experiences."

Checking In

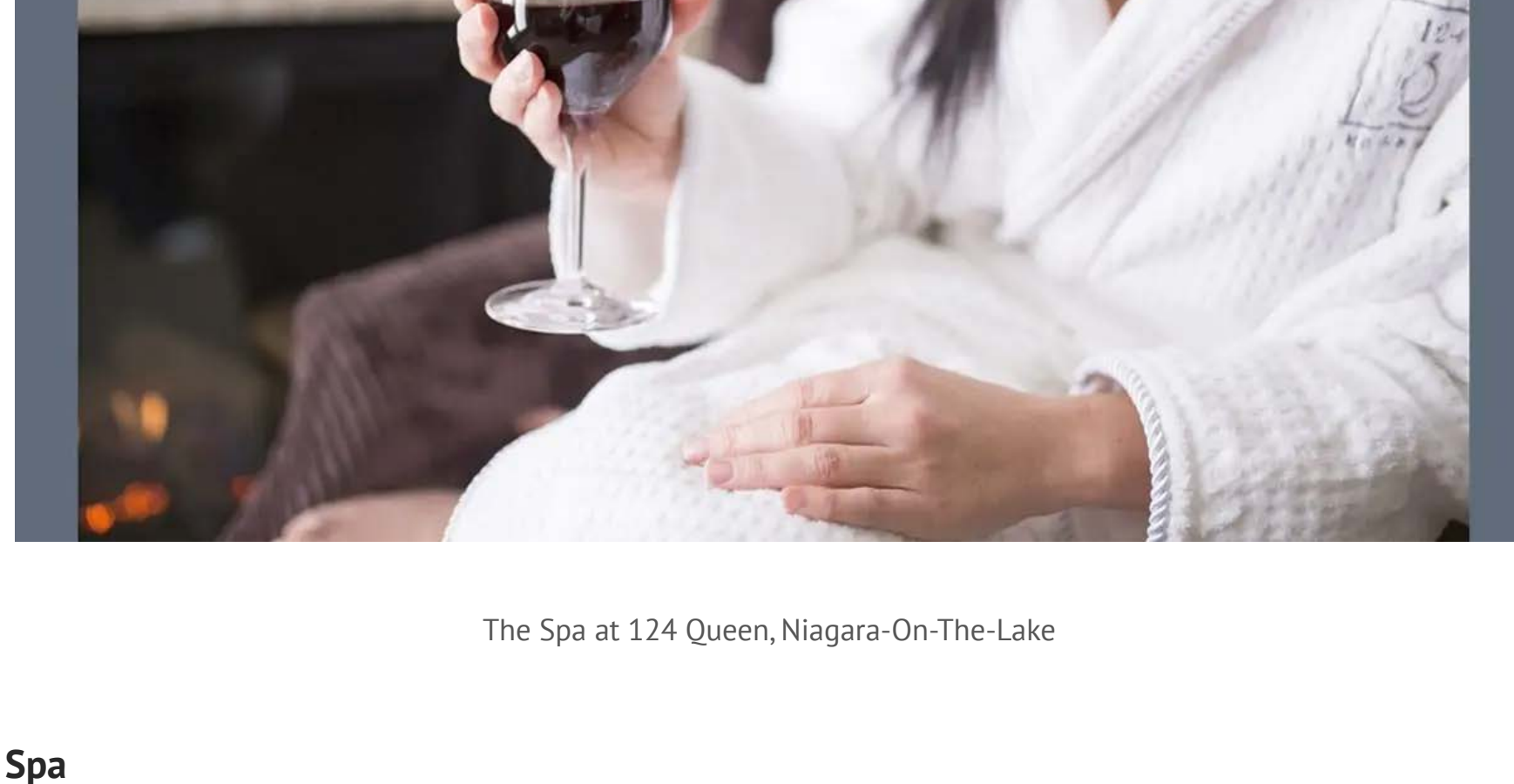
124 on Queen Hotel and Spa is an absolute oasis amid the much admired hustle-and-bustle of historic Queen Street. Enjoying a prime position within the charming town's historic centre, it's near iconic landmarks such as the Shaw Festival theatres, wine country, and scenic waterfront trails.

"There's a tranquility that defines the entire experience at 124 on Queen; a well-appointed guest room becomes a personal sanctuary, the spa a haven for relaxation and rejuvenation," says General Manager Eric Quesnel. "Throughout the property subtle splashes of colour and a sophisticated range of materials offer an environment of understated elegance for which we are already being celebrated. Our tireless team of hospitality professionals aim to go above and beyond to ensure an exquisite stay."

2023 PREMIUM "SPA DESTINATION" PACKAGES INCLUDE:

Wellness in Wine Country

Beyond the vineyards, guests can book a health-focused getaway featuring nutritious fine dining, juice cleanses, yoga classes, personal training sessions, sound bath meditation, and more.



The Spa at 124 Queen, Niagara-On-The-Lake

Wine, Dine & Spa

Indulgence at its finest. Guests will enjoy farm-to-table meals with Sommelier-led wine pairings from Treadwell Cuisine, recognized as one of the top 100 restaurants in the country. They will also be treated to luxurious spa treatments and therapies.

Date Night

For those in need of a romantic night out, this package will offer fine dining with wine pairing, wellness hydrotherapy circuit, and a decadent breakfast to start the day.

Group Getaway

For larger groups, guests will enjoy 124 on Queen's residential villa experience. Located steps to all that downtown Niagara-on-the-Lake has to offer, this package includes exclusive access to the spa, fine dining, private chef experiences, yoga classes, sound bath meditation sessions, and more.

Bachelorette / Bachelor Getaways

For wedding parties and events, 124 on Queen offers bespoke bridal packages with customized experiences like horse & carriage rides to picnics on the beach.

For more information about the spa and the hotel, please visit [124onQueen.com](https://www.124onQueen.com) and follow along [@124onQueen](https://www.instagram.com/124onQueen)