

## Asian wellness at Ni'mat Massage & Spa

*Deep colors adorn the walls, Buddha statues encourage calmness, restful music fills your heart, and an Eastern atmosphere of relaxation and nursing shrouds your body and soul.*

At Hotel Kong Arthur, Copenhagen's biggest spa, Ni'mat, is situated, offering world class spa and wellness treatments based on Asian tradition. The minute you step inside, you will feel the enchanting atmosphere: An unspoiled calmness, soft tones and relaxing scents will meet you. And in the foyer, Owner Heidi Østerby or one of her family members will welcome you. After a sip of ginger tea and a pleasant conversation, you will be ready for the exact treatment you long for.

### Personal ambition

Ni'mat's various massages and spa treatments are all inspired by Asian tradition, emphasizing the wellbeing of body and soul and with focus on enjoying spa treatments together as family. After several long-term journeys to Asia and especially Indonesia over the past two decades, Heidi has brought these traditions back home to Denmark. It has been 15 years since Heidi first got the idea for Ni'mat, which means "luxury" in Indonesian, because, as she says so herself, she wanted to give Copenhagen a unique vent for pampering; exactly like the experiences she has had on her journeys.

- As a rule, the experiences we offer our guests must be something I like and want to have myself. And by 'experiences', I am not only thinking of the big picture; but in particular all the little details creating the wholeness of atmosphere and intimacy, tells Heidi Østerby.

### Strong collaboration

It has been 12 years since Heidi first opened the doors to Ni'mat, which at that time were the doors to their address in Købmagergade, also in central Copenhagen. But in spring 2012, time had come to expand the business and in May, Ni'mat opened in the 850 m2 big spa area at Hotel Kong Arthur, making Ni'mat Copenhagen's biggest spa. Ni'mat and Hotel Kong Arthur now collaborate on offering high quality spa treatments to both Copenhageners, as it was Heidi's dream at first, and now also to guests traveling on both business and pleasure.

- We are very happy to have Ni'mat here at Kong Arthur. Because of their presence, we are able to give choice spa stays. At the moment, we offer two concepts: 'Meet & Treat' which is a package for conference groups, and 'Business & Pleasure' which is a package including massage etc. for the busy businessman. It is amazing how merely 30 minutes of massage in calm surroundings can relieve stress, says Helle Bisholm, Chief Operational Officer at Arthur Hotels.

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