

**Media Contact:** Noreen Heron/Sarah Ficek

Heron Agency

773.969.5200

Noreen@heronagency.com

Sarah@heronagency.com

**FOR IMMEDIATE RELEASE**

## **THE WESTIN JACKSON ANNOUNCES THE ADDITION OF ITS RESORT-STYLE SOUL SPA**

*Jackson's newest full-service spa will offer guests and locals holistic spa services and premium amenities*

**JACKSON, MS. (June 1, 2016)** – Wischermann Partners, Inc. is thrilled to announce today the spa concept for **The Westin Jackson**, opening early August 2017 in the heart of downtown Jackson. **Soul Spa**, The Westin Jackson's newest luxurious spa and the only spa ESPA provider in the state of Mississippi, will offer guests and locals an extensive array of services and amenities including massages, facials, body treatments and nail services upon opening.

"Soul Spa is the perfect combination of a thoughtful, resort-concept design in an ultra-urban setting," says Mike Burton, general manager of The Westin Jackson. "This new element of The Westin Jackson will be another highly sought-after destination in Jackson for relaxation and wellness, and we are excited to share Soul Spa with the community and our guests."

An oasis of beauty and tranquility, Soul Spa will offer guests the highest quality services within a modern and sophisticated urban setting. Soul Spa will consist of seven treatment rooms, manicure and pedicure stations adjacent to the reception area, sauna, experience showers and an outdoor courtyard with a whirlpool. The spa is partnered with United Kingdom-based ESPA to carry their premier product line, and is the only ESPA provider in Mississippi. ESPA has pioneered the science of natural beauty in a potent collection of radically effective formulations featuring products derived from essential oils, plant extracts and marine actives at the hands of highly trained professionals.

"We are delighted to be opening Jackson's newest downtown oasis, Soul Spa," said Paul Wischermann, President and CEO of Wischermann Partners, Inc. "Whether you are looking to indulge in a full spa day experience, or are in need of a quick service in between meetings, Soul Spa's world-class service caters to the needs of Jackson visitors and locals."

Guests and locals can deeply unwind with the ultimate 110-minute stress-relieving Signature Body treatment, featuring a full body exfoliation, facial cleanse and individually tailored massage with warm aromatherapy oils. The EPIC Life-Stage Facial allows guests to turn back years in just 80 minutes as the results-driven facial instantly works to smooth fine lines and wrinkles, restores elasticity and returns skin to a more youthful appearance. This ESPA signature facial includes the exclusive SkinVision™ UV lamp analysis, deep-brush cleanse, Skin Radiance Mask, contouring facial massage techniques, Lifting & Smoothing Mask, scalp massage, and Life-Stage intensive serums and moisturizers. Couples can find the perfect way to escape in Soul Spa's exclusive couple's room for the Signature Couples treatment. After enjoying the sauna or outdoor whirlpool, couples can melt away tension with body brushing and exfoliation to first smooth and soften skin, followed by an indulgent massage using nourishing essential oils and warmed volcanic stones, and finished with a comforting scalp massage and gentle stretching.

Light food and beverage fare will be available in the relaxation room and outdoor courtyard during spa operating hours and will focus on fresh, healthy and revitalizing foods along with a daily selection of fruit smoothies. A selection of champagne and wine will also be available for those guests looking to relax with an alcoholic beverage including bachelorette parties, couple's treatments and festive weekend getaways. Non-hotel guests visiting the spa will also be given complimentary valet parking and access to the WestinWorkout facility and indoor pool.

For more information, please visit <http://www.westinjackson.com/>.

###

### **About The Westin Jackson**

The Westin Jackson, set to open in early August 2017, offers 12,000 square feet of highly functional meeting space and 203 luxuriously appointed guest rooms and suites. Featuring a unique wine bar & bistro restaurant concept and state-of-the-art spa, The Westin Jackson will celebrate the history and culture of Jackson, MS, also known as the birthplace of

America's music. Marking the brand's debut in the state, The Westin Jackson will be ideally located in the heart of downtown Jackson and within walking distance to the Mississippi Museum of Art, the Federal Courthouse, the Planetarium and the historic music and arts theatre, Thalia Mara Hall. Also within one block from the hotel, the Jackson Convention Complex features over 300,000 square feet of flexible meeting and exhibit space for convention attendees.

### **About Wischermann Partners**

Wischermann Partners, Inc. is a national hospitality firm, focused on the operations of upper upscale and luxury hotels. Recognized by clients, peers and industry experts, Wischermann Partners brings a unique mix of knowledge, experience and insight to hospitality management, development and acquisitions. Currently, Wischermann Partners operates a hotel portfolio of more than 3,400 rooms. For more information about Wischermann Partners, please visit [www.wischermannpartners.com](http://www.wischermannpartners.com).