

REYA COMMUNICATIONS

Yora Nordic Spa Selects REYA Communications as Its U.S. and Canada Agency of Record

*Flagship destination opening November 2026 in Portland, Connecticut will become
the largest Nordic Spa in the United States.*



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New York, NY (August 7, 2026): [REYA Communications](#) (REYA), the boutique public relations agency specializing in independent luxury travel brands, has been appointed as the U.S. and Canada Agency of Record for [Yora Nordic Spa](#), marking the agency's first standalone wellness destination and an expansion into one of luxury travel's fastest-evolving categories. REYA will lead strategic media relations, brand storytelling, and digital-forward communications as Yora prepares to debut its flagship destination, [Yora Nordic Spa Brownstone](#), in Portland, Connecticut, this November.

Founded by hospitality entrepreneur Ryan Pomeroy, Yora Nordic Spa represents the next evolution of wellness in North America. Opening in November 2026, the 130,000-square-foot destination will transform the historic Brownstone Quarry in Portland, Connecticut into the largest Nordic spa in the United States and the single largest investment ever made in Nordic spa development in the country. Designed as an antidote to today's hyper-connected world, Yora combines Nordic hydrotherapy traditions with immersive natural surroundings, inviting guests to disconnect from digital distractions and reconnect with nature, each other and themselves. Guests cycle through an expansive selection of hot, cold and rest elements in settings intentionally devoid of digital devices and visual noise.

"The launch of Yora represents an exciting new chapter in wellbeing," shares Émilie Pageau-Bisson, Senior Director of Brand Strategy at Yora Nordic Spa. "After partnering with REYA Communications to successfully grow the Alyeska Nordic Spa and Kananaskis Nordic Spa, bringing REYA on was the natural next step as we introduce this experience and prepare to expand Yora's footprint across North America with multiple locations by 2028."

The appointment marks REYA's first standalone wellness destination, reflecting the agency's continued focus on brands redefining the way people travel. Like many of REYA's clients, Yora demonstrates that transformative hospitality isn't limited to iconic destinations. By turning Portland, Connecticut into a compelling wellness destination, Yora shows how thoughtful tourism can reshape perceptions of place while creating lasting value for the local community.

"We've always been drawn to founder-led hospitality brands that challenge conventional thinking," said Alexandra Avila, Co-Founder of REYA Communications. "For years we've represented hotels, lodges and operators redefining their destinations. Yora represents the next evolution of that philosophy. As travelers increasingly prioritize restoration over optimization, we see standalone wellness destinations becoming an important part of the future of luxury travel. Ryan Pomeroy has created a brand that makes wellbeing feel approachable, rooted in nature and deeply connected to place, and we're excited to introduce that story to media across North America."

Yora joins REYA's [growing portfolio](#) of companies redefining luxury travel through purpose and place. From regenerative Amazon expeditions and conservation-led African safaris to award-winning boutique hotels and now standalone wellness destinations, REYA partners with independent brands that challenge industry norms while creating lasting impact for the communities and environments in which they operate.

For more information about Yora Nordic Spa, visit <https://yoranordicspa.com/brownstone/>.

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About REYA Communications

[REYA Communications](#) is a boutique public relations agency representing independent luxury travel brands shaping the future of hospitality. Founded by travel PR veterans Alexandra Avila and Julie Leventhal, REYA specializes in strategic media relations, digital-forward communications and authoritative storytelling that helps clients earn meaningful visibility across traditional media, search and emerging AI platforms. The agency partners with founder-led hotels, tour operators and hospitality brands committed to conservation, sustainability and positive social impact.

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