

***Serenity – The Art of Well Being wins Luxury Destination Spa and Luxury Wellness Spa at the World Luxury Spa Awards 2018***

**(LONDON, Tuesday XX July 2018)** Portugal's leading spa brand, [Serenity – the Art of Well Being](#), has been recognised by the acclaimed World Luxury Spa Awards 2018 as the best *Luxury Destination Spa* in Portugal and the top *Luxury Wellness Spa* in Europe. These prestigious accolades were presented at a Gala Event, held at the Galgorm Resort & Spa in Northern Ireland on 14 July 2018.

Acknowledging exceptional service in the wellness industry, the annual World Luxury Spa Awards are recognised globally as the ultimate hallmark of industry success. Attracting the attention of global spa-goers, industry experts and VIPs, the sought-after awards are aimed to encourage and raise service standards within the luxury spa industry and are voted for by spa guests.

Serenity – The Art of Well Being is a new luxury spa brand developed by leading luxury resort developer [United Investments Portugal](#) (UIP). The brand provides memorable experiences, perfect environments and programmes that will improve health and wellbeing in its broadest sense. Its mission is to promote a harmonious blend of idyllic settings, world-class products and facilities, and personalised, authentic experiences for mind, body and soul. The brand draws inspiration from indigenous culture and healing traditions, and a deep belief in wellness as a fully integrated process.

One of the best and largest spas in Europe, Serenity has garnered multiple awards in the industry since its launch two years ago, most recently winning *Luxury Spa of the Year* by the Luxury Travel Guide 2018 and *Best Destination Spa* by the European Health & Spa Awards 2018. The brand is currently located at Pine Cliffs, a Luxury Collection Resort, Algarve and Sheraton Cascais Resort, and generates more than a million euros per year. Following this success, additional locations are currently in development across Portugal.

Commenting on the awards, Maria D'Orey, Director of Spa and Fitness [at Pine Cliffs Resort and Sheraton Cascais] said: "The World Luxury Spa Awards are accepted as the pinnacle of achievement for luxury spas worldwide, and we are therefore thrilled to be recognised with such prestigious accolades. It is truly an honour to receive both awards. This recognition is testament to the hard work of our team and further establishes Serenity as an internationally-renowned luxury wellness destination in Portugal."

For more information visit: [serenity-spa.com](http://serenity-spa.com)



## **About United Investments Portugal**

United Investments Portugal (UIP) is a member of IFA Hotels & Resorts consortium and the name behind Pine Cliffs Resort, Sheraton Cascais Resort and the new Spa brand Serenity – The Art of Well Being.

UIP is part of the worldwide YOTEL group as a major shareholder of YOTEL New York, and recently launched a joint venture with Bespoke Hotels for Portugal and Spain.

As a flagship development, Pine Cliffs Resort has set the benchmark for all of IFA Hotels & Resorts developments, combining excellent investment opportunities such as real estate and holiday ownership products with luxury lifestyle experiences.