

## REYA COMMUNICATIONS

### **REYA Communications Grows Presence in Alaska’s Luxury Travel Market, Appointed for the Launch of Alyeska Nordic Spa and Eagle’s Nest Lodge**

*REYA to manage US PR for Alaska’s premier heli-ski operator, Third Edge Heli & lodge operator Within the Wild*



#### **View Release Online**

New York, NY (August 2, 2022) [REYA Communications](#) (REYA) is pleased to announce its growing presence in Alaska. The agency will now handle the launch of **Alyeska Nordic Spa** and **Eagle's Nest Lodge** while managing public relations for premier heli-ski operator **Third Edge Heli** and lodge operator **Within the Wild**. These distinguished brands in the luxury, adventure and hospitality space in Alaska join Sheldon Chalet at REYA, which the agency has represented since 2018.

The first-ever [Nordic Spa](#) in the United States will be a year-round opportunity to enjoy a 50,000 sq. ft hydrotherapy and spa experience and will be the largest addition to Alyeska Resort since it was built in 1994. Exclusive-use lodge Eagle’s Nest, which will debut in January 2023, is set in the Knik Hay Flats of Mat-Su and is an 8,000 sq. ft. luxury alpine lodge that will serve as a basecamp for winter heli-ski operations and will be home to a new 5-Day Summer Odyssey program inviting guests to Alaska’s undiscovered vast wilderness. With operations in Alaska, Canada, and Chile, [Third Edge Heli](#) provides fully customized heli-skiing experiences year-round. Set deep in the backcountry of Southcentral Alaska, Within The Wild is an independent operator of remote adventure lodges surrounded by stunning wilderness.

*“When we began working with clients in Alaska four years ago we instantly fell in love with the destination which offers a sense of exploration and adventure that seems to never end. In connecting with the community and travel stakeholders we discovered a warm, authentic, and energetic hospitality that is*

*unique to Alaska. Now, with new clients in various destinations within Alaska, we're excited to spotlight more of what this great state has to offer," says REYA's co-founder, Alexandra Avila.*

These four new clients join REYA, which has garnered global recognition for its commitment to working with travel brands that are aligned with conservation, sustainability, and social impact. Founded by travel PR veterans Alexandra Avila and Julie Leventhal, REYA combines their passions for working with independent and family-owned hotels and operators, while creating smarter and more efficient results that align with their digital marketing strategies. Avila was honored in 2020 as a "Top Woman in PR" by PR News for leveraging her media and digital marketing expertise to support and drive results. In 2022, REYA was honored as a 'CSR Agency of the Year' finalist in PR News' Social Impact Awards.

*"We intentionally seek to work with independent and family-owned travel brands, which naturally fosters a more intimate relationship between client and agency. The commitment to their communities and environments, which makes them so unique, matches our own passion for storytelling that empowers responsible tourism," shares Alexandra Avila.*

The United States will get its first Nordic spa this August 2022 in Girdwood, Alaska at Alyeska Resort. The [Alyeska Nordic Spa](#) will provide a year-round opportunity to disconnect to reconnect and enjoy a 50,000 sq. ft series of outdoor hot and warm Hydrotherapy pools, cold water plunges, and waterfalls all guided by heated walkways throughout the property. Visitors can warm up in aromatherapy steam rooms, a Finnish sauna, an exfoliation cabin featuring Alaskan sea salt, and a Halotherapy Signature sauna. In the Nordic Spa, guests will find digital free cozy nooks to unwind, 10 treatment rooms for massages, wellness classes, spacious and beautifully appointed locker rooms, as well as the new Two Trees Bistro, an inspired dining experience focused on local offerings and a curated menu.

Opening in January 2023, [Eagle's Nest](#) will open as an exclusive-use lodge for Alaska's premier heli-ski operator Third Edge Heli. Set in the Knik Hay Flats of Mat-Su, this 8,000 sq ft luxury alpine lodge will serve as a basecamp for its winter heli-ski operations and be home to a new 5-Day Summer Odyssey program inviting guests to Alaska's undiscovered vast wilderness. The unique single-load dedicated heli service allows for private and tailored-made experiences designed by owners, Jeff Hoke and Brad Cosgrove, two local Alaskans with 20+ years of guiding each. Located 12-minutes from Anchorage by helicopter or 50-minutes via private car transfer, Eagle's Nest is situated between five key Alaskan mountain ranges including Denali, Alyeska, and Tordrillo.

Outside of Alaska, [Third Edge Heli](#) operates in Chile and Canada for fully customized heli-skiing experiences year-round. Small group sizes enable the team to tailor the terrain choice of each skier's dreams. The unique single-load private heli allows skiers more time on the snow with minimal waiting time between runs and a high guide-to-guest ratio providing additional safety and an extra focus on each skier.

With decades of hospitality experience in Alaska and uniquely family-owned and independently operated, [Within the Wild](#) is a veteran of the Alaskan adventure space. Owned by the Dixon family, Within the Wild operates two full-service lodges – Winterlake Lodge located at the entrance to the Alaska Range and Tutka Bay Lodge which sits at the edge of Kachemak Bay State Park. Founded on the vision of the Dixon family, Within the Wild's expansive onsite activities treat travelers to relaxation, wellness, and adventure

throughout the untamed beauty of the wilds for which it is named. Guests at both lodges can experience a variety of adventures such as bear viewing, dog mushing, kayaking, fat tire biking, glacier trekking, whitewater rafting, hiking, whale watching, helicopter adventures, and daily culinary lessons. The cooking classes are led by mother and daughter Kirsten and Mandy Dixon, two trained chefs and cookbook authors in their Cooking School which is uniquely housed in a converted historic crabbing boat. The Dixons care deeply about Alaska's extraordinary environment and feel a strong responsibility to the land, operating in alignment with regenerative practices and developing land sanctuaries in Alaska.

**About REYA:**

[REYA Communications](#) is a boutique PR agency for luxury travel brands navigating the media world with a commitment to conservation, sustainability, and social impact. Founded by travel PR veterans Alexandra Avila and Julie Leventhal, REYA combines their passions for working with independent and family-owned boutique hotels, international tour operators, and the travel trade. They seek to work with travel brands providing the best in service to their guests, but also to their communities and environments. REYA believes the power of public relations can generate quality media awareness, but also recognition and support for the social impact travel brands are making. Unique to the field, REYA incorporates digital marketing tactics into their PR strategies that elevate their client's visibility to new levels.

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