Soho Saunas Brings Japanese Bathing Culture to the Utah Mountains

MIDWAY, UTAH — Soho Saunas brings Nordic sauna tradition and Japanese-inspired bathing culture to Soldier Hollow in Midway, with cleanliness, relaxation, and respect at the heart of every visit.

Surrounded by the Wasatch Mountains, guests can step away from everyday demands and enjoy sauna heat, cold plunging, mineral soaking, and time to rest. The experience begins with washing thoroughly before entering the shared water, an act of care for oneself and for everyone who follows.

Shane begins his welcome by asking guests to take off their shoes and place each pair together. “When your shoes are together, they’re happy. When they’re far apart, they’re lonely and sad.” He asks guests to carry that care into the baths through three practices: wash thoroughly, relax at their own pace, and respect all things.

“Our goal is to introduce the Japanese bathing culture of cleanliness and relaxation,” says Shane Inoue, co-founder of Soho Saunas. “Japanese bathing culture has always been about more than simply getting clean. It’s about relaxing the body and the mind while showing respect for all things with gratitude.”

Omotenashi, the Japanese spirit of wholehearted hospitality, guides how Soho welcomes guests. It means thoughtful preparation and attention to the details that help people feel cared for and at ease.

The aim is totonou: a sense of settling into balance, with body and mind feeling calm and clear after heat, cold, and rest. At Soho, guests are encouraged to slow down, listen to themselves, and leave space for stillness between rounds.

Private and shared sessions welcome visitors and local guests, with time to enjoy the experience at their own pace. Private sessions offer couples, friends, and families space together; memberships and visit passes support those who want to make bathing and rest part of everyday life.

Located at Soldier Hollow in Midway, Soho Saunas offers a quiet place to pause during a visit to Utah’s mountain country. Guests can pair time outdoors with an unhurried bathing experience or make relaxation the focus of their day.

Building a Japanese bathhouse at Soldier Hollow has been Soho’s goal from the beginning. The saunas and mineral soak are the first step. Under the working concept Soho Cabins & Onsen, the team is also exploring how guests might stay overnight in cabins near the baths. The accompanying renderings illustrate early ideas.

Soho Saunas brings Japanese bathing culture to the Utah mountains through everyday care and unhurried rest.

For media inquiries, partnerships, or additional information: Soho Saunas 2002 Soldier Hollow Lane, Midway, Utah 84049 info@sohosaunas.com | sohosaunas.com