Japanese bathing at Soldier Hollow



At Soldier Hollow, Shane Inoue welcomes guests by asking them to take off their shoes and set the pair together. It's how he introduces a Japanese bathhouse custom: show care even for the smallest things.

After washing, guests can step into either of two saunas, cool off in a plunge, soak outdoors in mineral water, or sit and look out across the mountains. Each guest chooses when to move on.

MEDIA CONTACT

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IN HIS WORDS

"When your shoes are together, they're happy. When they're far apart, they're lonely and sad."

Shane Inoue, welcoming guests at Soho Saunas

Soldier Hollow Nordic Center • 2002 Soldier Hollow Lane, Midway, UT 84049
sohosaunas.com

Three things Shane asks of every guest

Welcome, thanks for coming. Our vision from the beginning has been to build a Japanese bathhouse here at Soldier Hollow. We already follow those customs at Soho. While you're here, I ask you to keep just three things in mind.

Be as clean as possible

Give yourself a good wash before you enter the baths. In Japan, you wash first, and then you get to settle into the water and relax. When you step in clean, you're taking care of the water and the next person who steps in.

Relax

Once you've washed, the order is up to you. Maybe you feel like a sauna, maybe a soak, maybe just a seat looking out at the mountains. Whatever feels right to you is the right way to enjoy your time here.

Respect all things

That's why we start by taking off our shoes and putting them together. When your shoes are together, they're happy. When they're far apart, they're lonely and sad. In the tradition I grew up with, even small things deserve that care. We want the water to be happy, so we keep it clean. We want the next guest to be happy, so we do the same for them. And we want our own bodies to be happy, so we wash thoroughly and give ourselves time to rest.

Totonou

There's a Japanese word for the feeling we hope you leave with: totonou. It's when your body and mind feel aligned. Around here we joke, "You should Toton now. Not Toton later, but Toton now."

Adapted from co-founder Shane Inoue's spoken welcome.

A visit to Soho

WHERE	Soldier Hollow Nordic Center in Midway, between Heber City and Park City.
SHARED SESSION	Two hours. $43 per person on weekdays and $48 on weekends.
PRIVATE SESSION	Two hours. $199 covers up to six guests. Each additional guest is $25.
WHAT TO BRING	A swimsuit and a change of clothes. Soho provides towels, sauna hats, warm showers, and filtered drinking water.
RESERVATIONS	Available times and final prices appear in the booking calendar. Published rates checked November 24, 2026.
OPERATOR	Onzen LLC. Shane Inoue is co-owner and president. Scott and Natalie Paul are co-owners.

How the founders met

Scott and Natalie Paul, entrepreneurs from Midway, visited bathing facilities Shane operated in Japan through Honokanoyu. Their experience there led to a partnership to bring Japanese bathing customs to Soldier Hollow.

For background or an interview: info@sohosaunas.com • 435-315-4728
Founders and background / Visitor information

Three ways into the story

CULTURE & HOSPITALITY

Why guests put their shoes together

Ask Shane what a first-time visitor learns before stepping into a shared bath. From washing thoroughly to leaving the space ready for the next guest, small acts give omotenashi, the Japanese practice of attentive hospitality, a visible form.

WINTER TRAVEL

What comes after a day at Soldier Hollow?

Follow the shift from the Nordic trails to the bathing deck. A reporter can tell the story through sounds and details: a sauna door closing, the change in temperature at the threshold, and the view through the round window.

LOCAL BUSINESS

From a visit in Japan to a business in Midway

Interview Shane and the Pauls about what they wanted to carry over from Japan and what had to change in Utah. Ask which guest habit took the most explaining in their first year.

SELECTED COVERAGE

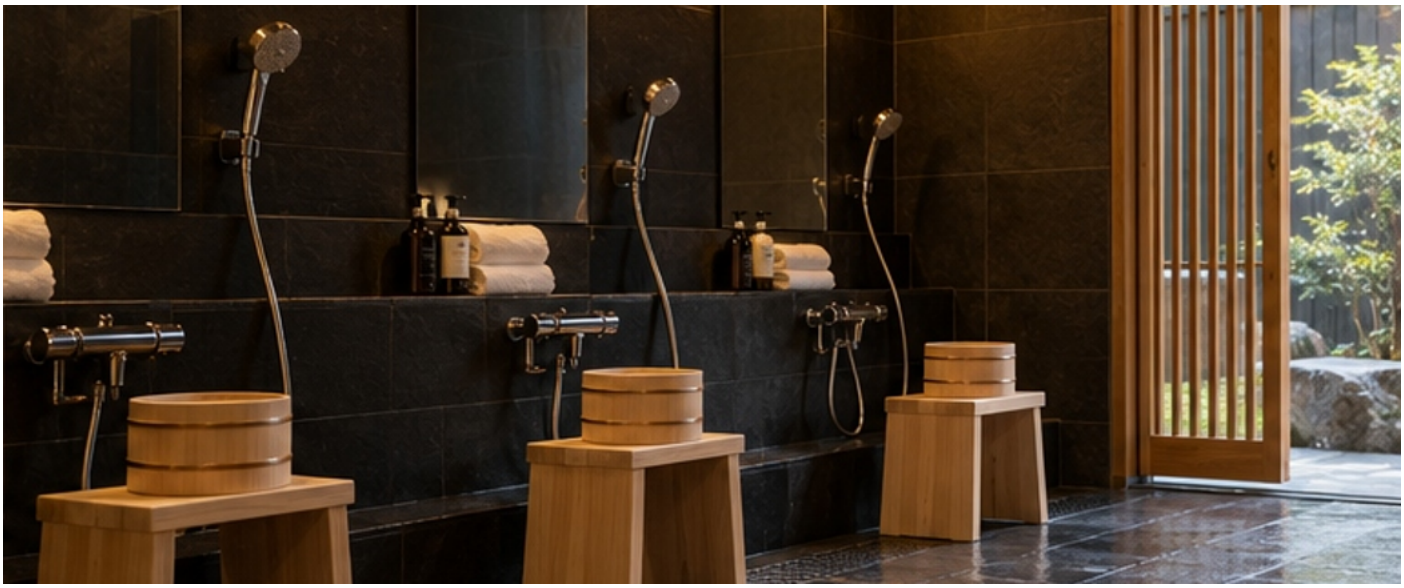
TownLift • April 16, 2026 — Local guests and visiting athletes

Park Record • April 21, 2026 — Shane Inoue brings Japanese sauna experience to Midway

Park City Magazine • July 14, 2026 — Regional sauna and cold-plunge guide

A Japanese bathhouse in Midway

From the beginning, Soho's goal has been to build a Japanese bathhouse at Soldier Hollow. The saunas and mineral soak open today are the first step toward that goal.



Bathhouse concept rendering. Low stools and wooden buckets line a seated washing area.

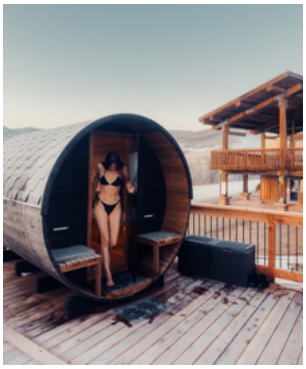


SOHO CABINS & ONSEN

What if a guest could step out of the bath, walk back to a cabin, and stay the night? Soho is exploring that possibility alongside the bathhouse. The rendering imagines guests gathering by a fire outside the cabins at dusk.

Cabin concept rendering. Both illustrations show ideas under study. Design and timing are open.

Photography & captions



01 BARREL SAUNA

A guest stands in the doorway of a barrel sauna on the outdoor deck at Soldier Hollow Nordic Center in Midway, Utah.

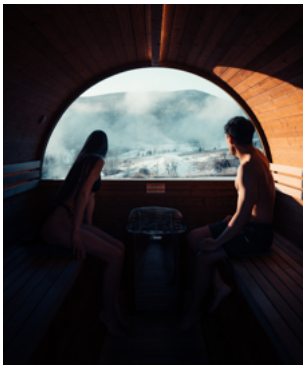
01-Barrel-sauna.jpg • 5,869 × 7,336 pixels



02 OUTDOOR SOAK

Guests soak on the deck beside a barrel sauna at Soho Saunas in Midway, Utah.

02-Outdoor-soak.jpg • 5,531 × 7,374 pixels



03 MOUNTAIN WINDOW

Guests sit inside a wood-lined sauna overlooking the Wasatch landscape through a round window.

03-Mountain-window.jpg • 3,950 × 4,937 pixels

Images supplied by Soho Saunas. Contact the media desk for photographer credits, publication permissions, interview arrangements, or a time to film on site.

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