

Wellness retreats go high-tech as \$6.3 trillion industry evolves

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The world's most luxurious retreats are ditching spa fluff for science – and your mitochondria will thank you. Photo credit: Euphoria Retreat.

By [Casandra Karpiak](#)

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In 2023, the global wellness economy hit a record \$6.3 trillion. Once synonymous with massages and green juice, wellness now means hormone diagnostics, IV drips, cold plunges – and emotional breakthroughs loud enough to echo down the Peloponnesian coast. The new luxury? Becoming the strongest, sharpest, calmest version of yourself – inside and out.

During a recent stay at Euphoria Retreat in Mystras, Greece, I floated in a warm indoor pool while ambient dolphin sounds played overhead. Minutes later, a cold plunge in the tepidarium sent my endorphins racing. By afternoon, I was shouting through tears during a group leadership session. It wasn't the first time that week I'd wonder: What does it mean to be well in 2025?

Analysts project the global wellness tourism market will edge past \$9 trillion by 2028. The growth is driven by demand for science-backed longevity programs, personalized diagnostics and biohacking tools once reserved for elite athletes and astronauts. From high-performance sanctuaries to diagnostics-led detoxes, today's cutting-edge retreats cater to those who view self-care as a strategy for thriving.

Cracking the code of cellular longevity

The modern wellness traveler doesn't just look to relax – they chase biomarkers of youth. Sixty-five percent of wellness travelers prioritize longevity and preventative health. Destinations like Chenot Palace Weggis in Switzerland are transforming the traditional spa retreat into a clinical-grade experience in graceful aging.

Here, elite guests undergo precision detox programs based on epigenetic testing and vascular age analysis. The Chenot Method merges medical science with next-gen biohacking – think cryotherapy, red light therapy and oxygen training calibrated to your cellular age.

Situated along the pristine shores of Lake Lucerne and surrounded by snow-dusted alpine peaks, Chenot Palace pairs advanced diagnostics with serene surroundings. The program includes intermittent hypoxia therapy, cryotherapy, red light sessions and a fasting mimicking diet designed to trigger cellular regeneration. Add in forest walks, bioenergetic assessments and medical-grade massages, and the experience becomes a full-spectrum biological reset.

Ancient rituals rewired by modern neuroscience

For centuries, wellness seekers turned to Ayurveda, Greek philosophy and Eastern medicine for healing. Today's retreats reinterpret ancient rituals with the precision of neuroscience and the nuance of modern physiology.

At Euphoria Retreat in Mystras, Greece, the fusion of science and spirit runs deep. Their newly launched Advanced Medical Programmes mark a bold step forward, integrating cutting-edge diagnostics, metabolic testing and epigenetic analysis with the ancient Greek concept of "macrozoe," or the great life. More than just lifespan extension, macrozoe embraces vitality, purpose and well-being across every stage of life.

Each program follows a structured four-phase process: testing, diagnosis, intervention and prevention, and follow-up support. Guests receive highly personalized recommendations involving nutrition, movement and supplementation to improve long-term health, energy and emotional balance.

But longevity isn't only about lab results. At Euphoria, transformation happens as much in the heart and psyche as in the bloodstream.

I enrolled in the Consciousness Retreat, a five-day program focused on mindset, emotional clarity and intuitive leadership. Breathwork deepened my focus, while hikes and forest meditations challenged my body and beliefs. Advanced bodywork helped unlock long-held tension I didn't know I was carrying.

"When we learn to sit with our discomfort, we begin to dissolve the patterns that hold us back," one therapist told me. I learned to tap into my inner wisdom and intuition, becoming more aware of my thoughts, emotions and actions. By doing so, I became more attuned to my inner compass – aware of my thoughts, emotions and reactions, and leading from a place of calm alignment.

By day four, I stopped resisting the discomfort. I welcomed the sting of cold water, the early morning silence and even the vulnerability of group sessions. By week's end, I felt lighter – mentally and physically. The Spartan metaphor isn't just for show. This was resilience training with a soul.

Hormones, fertility and future proofing

As the wellness industry begins to prioritize inclusivity, women's health moves from the margins to the mainstream. Women are expected to drive the global menopause market past \$24 billion by 2030 as they seek treatments that go beyond symptom relief. It's not just about hot flashes – wellness now addresses the needs of women navigating hormonal change.

At Ananda in the Himalayas, dedicated programs tackle fertility, hormonal fluctuations and menopause using Ayurvedic diagnostics, bioenergy assessments and customized herbal therapies. Guests undergo Panchakarma detoxes, hormone-balancing rituals and meditative practices designed to stabilize mood, improve sleep and nourish reproductive vitality.

"An area where we've taken giant, massive strides has been hormonal health for women and men," says Manini Sen, head of business at Ananda in the Himalayas. "For women, it's the whole gamut – PCOS, endometriosis, perimenopause, menopause – and we've launched a Fertility Enhancement Program focused entirely on therapeutic, holistic remedies."

This shift toward longevity-focused, hormone-literate wellness empowers women to thrive – not just survive – through every life stage. While much attention is rightly focused on women, men's hormonal optimization – testosterone health, adrenal support and sleep recalibration – is gaining traction.

Biohacking for the ultra-luxury set

Today's high-performing travelers want results – tracked, measured and optimized. Once confined to Silicon Valley startups, biohacking is now at the core of wellness tourism. Cryotherapy, NAD+ infusions, red light therapy and glucose tracking are just the start of what's becoming a \$63 billion industry.

At Canyon Ranch Tucson, guests swap wine lists for wearable diagnostics, blood biomarker analysis and performance coaching tailored to their physiology. The LONGEVITY8 program represents one of the most thorough diagnostic offerings in the industry. Guests undergo more than 15 tests and 18 consultations across eight domains. Life extension experts assess more than 200 biomarkers from metabolic health and movement to mental resilience and spiritual wellness. VO2 max, genetic screening and continuous glucose monitoring are standard.

"LONGEVITY8 thoroughly and thoughtfully provides the roadmap for the entire journey to live younger, longer and is strongly based on our focus on the totality of body, mind and spirit," says Canyon Ranch CEO Mark Rivers.

Wellness is the destination

Wellness is no longer a vacation add-on. According to Virtuoso's Luxury Travel Trend Watch: 2025, 1 in 8 Virtuoso clients now book specifically for health and wellness. The same report highlights Silver Bullet Wellness as a top emerging trend: fast-acting, high-efficacy treatments that promise immediate results, such as IV drips, hormone optimization and neuro-enhancement therapies.

These experiences aren't limited to remote retreats anymore. Urban wellness also redefines the landscape, particularly in places like Las Vegas.

At Lapis Spa inside the Fontainebleau Las Vegas, wellness meets spectacle. IV drips, hyperbaric oxygen therapy and circadian recalibration are all offered in a high-gloss environment designed to cater to time-starved high-performers.

Guests drift between co-ed hydrotherapy circuits, cold plunge pools, and infrared saunas or slip away into private men's and women's areas for steam rituals and vitality baths. But it's the modern aufguss experience that steals the show: a multisensory sauna ceremony where spa masters choreograph heat, aromatherapy and rhythmic towel movements to intensify circulation, detoxification and mental clarity.

Lapis doesn't just pamper. It recalibrates you from the inside out, wrapped in the glitter and gloss of the Las Vegas Strip.

Meanwhile, global wellness rituals meet social recovery at Awana Spa at Resorts World Las Vegas. Their signature Fountain of Youth experience invites guests to cycle through vitality pools, experiential showers, tepidarium chairs and herbal steam rooms, blending ancient hydrotherapy with a modern, communal twist.

Awana also offers its own version of the aufguss sauna ritual. Their theatrical, transformative heat experience has become a signature of elite spa culture worldwide.

You could head to Canyon Ranch for a complete metabolic reset, to Ananda for hormone balance or to Euphoria for profound emotional recalibration. The goal is to return home feeling sharper, stronger and more aligned than when you left.

Not quite ready for blood draws and biohacking? You don't have to be. Many retreats now offer shorter, introductory programs for those testing the waters. The best part? You don't have to know your epigenetic age to begin – you just have to be willing to invest in your potential.

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