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Yoga, fitness classes and massages? Today, wellness travel goes much deeper than that.

By Diane Bair and Pamela Wright Globe Correspondent, Updated August 22, 2025, 10:00 a.m.



Today's wellness get-aways might include a variety of cutting-edge treatments, like phototherapeutic revitalization, an infrared light treatment used to warm the body, relax muscles, and potentially stimulate cellular activity. EUPHORIA RETREAT

Our wellness vacation at the stunningly beautiful [Euphoria Retreat](#) in Greece started weeks before we ever boarded the plane. It began with a patented diagnostic lab kit, containing pricks, tubes, vials, and directions for taking blood, stool, saliva, and urine samples. We followed the directions and mailed the requested material back. A week or so later, we had a personalized Zoom session with a member of the Euphoria medical team, who briefly assessed our test results, hinting at metabolic activities and imbalances in our bodies.

“You’ll learn more when you arrive at the retreat and meet with the medical team, who will create a personalized intervention plan,” she explained.

Intervention? Hmm. We were joining Euphoria’s seven-day [Advanced Holistic Health and Longevity program](#), a new comprehensive, four-phase program combining medical testing, scientific diagnostics, cutting-edge treatments, and holistic therapies based on ancient Greek and Chinese philosophy, along with follow-up support. The goal, we read in the program description, was to “clear the energy pathways, improve mitochondrial function, and restore cells to their original, healthy state, for lifespan and longevity.” Translation: You’ll feel better and be healthier for longer. The Fountain of Youth. OK, we won’t live forever, but who doesn’t want to live longer and healthier?

Apparently, a lot of people, as indicated by the whooping interest in wellness travel. According to the Global Wellness Institute, wellness tourism is predicted to grow by 16.6 percent annually, reaching \$1.4 trillion in 2027.



Treatments at Euphoria Retreat might include ozone therapy—blood was drawn, mixed with ozone and re-introduced back into the body and IV vitamin injections to combat deficiencies, depending on your body's needs. EUPHORIA RETREAT

Other studies concur. According to Booking.com's Travel Predictions 2025 Research report: "We're set to enter a period where longevity retreats take center stage (60 percent of respondents reported an interest in this type of travel), with travelers planning health-focused trips around experiences designed to extend their lifespan.

"These breaks will see the popularity of cutting-edge experiences like red light therapy, cryotherapy, and stem cell treatments spill over into the travel industry as people seek wellness breaks that offer long-term benefits beyond in-the-moment relaxation."

Virtuoso, a global network of travel agencies specializing in luxury and experiential travel, in collaboration with Globetrender, a leading travel trend forecasting agency, is calling the trend Silver Bullet Wellness. "Luxury travelers are now seeking treatment for issues like insomnia, cognitive decline and disease prevention, moving beyond traditional pampering treatments to life-extension programs," their recent research report states. "With one in eight Virtuoso clients traveling for wellness, demand for specialized treatments is soaring. Adopters of Silver Bullet Wellness want to return home regenerated and rewired, whether that's thanks to a monk-level meditation retreat at the Aleenta Retreat Chiang Mai in Thailand; genetic testing at Buchinger Wilhelmi in Germany; menopause therapy at the Amilla Maldives; or quantum healing at Kintsugi Space in Abu Dhabi."



Nestled in the Greece Peloponese foothills, Euphoria Retreat has a slew of amenities, including outdoor decks, outdoor swimming pool, and sweeping views. PAMELA WRIGHT

We were giving it a go at [Euphoria Retreat](#), a well-known holistic wellness destination. In truth, you could come to Euphoria simply to soak up its beauty and peacefulness, and leave feeling refreshed and rejuvenated. This lush hillside oasis is located just outside the UNESCO World Heritage site of Mystras in the Greece Peloponnesian foothills. Olive groves, citrus orchards, gardens, and forests fill the valley.

The low-slung concrete, stone, and wood building, tucked into the sloping hillside, looks like an extension of the tiny village that sits below it. There are 45 spacious, Zen-like rooms, simple and elegant with earthy tones and wide valley views.

The spa, built around the towering cylindrical “Transformative Waterwell,” open to the sky, is one of the finest we’ve seen. There’s a half-dome indoor pool, with alcoves and jets, that connects to a smaller outdoor pool. There are steam and sauna rooms, a cold plunge pool, a saltwater watsu pool, whirlpool, ice fountain, and a traditional hamman, as well as a fitness room, meditation room, and yoga room.

The resort offers a slew of classes and workshops, and a wide range of spa treatments, along with on- and off-property hikes, and visits to nearby sights. We envied those who'd come just to relax: a couple on a weekend stay, a mother-daughter on a spa package, a small group of people on a personal yoga retreat. They lingered at the spa, lounged on the decks; at Euphoria's Gaia restaurant, they ordered off the menu, while we had specially prepared meals based on our dietary needs. No caffeine, no wine for us!

Instead, we received a lot of advanced diagnostic testing, including a patented 3GL Plus Analysis, measuring glucose, glycogen and glutathione to help create our individual nutrition plans; the respiratory equilibrium PNOE testing, a breath test measuring fitness biomarkers to help develop a custom fitness plan; the AGE reader, measuring the accumulation of harmful AGEs (Advanced Glycation End Products) in tissue; the OligoScan, measuring the body's absorption of minerals and heavy metals; the Body Bio-Impedance Analysis, measuring body composition, such as bone, fat, and muscle; a blood panel including cholesterol, NAD (a vital coenzyme), organic acids and omega-3, and an ECG for the heart.

Neither of our at-home health care providers have ever gone this deep! After testing, we met with a nutritionist who discussed our custom nutritional needs, a fitness coach, and several members of the medical team who devised a daily plan, based on our individual test results.



Today's wellness retreats go way beyond massages and yoga sessions, like the advanced human regenerator treatment said to help neutralize free radicals and reduce oxidative stress in your body, key contributors to aging and disease. PAMELA WRIGHT

Some treatments were straightforward, like massages, acupuncture, yoga sessions, personal training sessions, and a nutritional guidance session. Others were more cutting-edge, like phototherapeutic revitalization, an infrared light treatment used to warm the body, relax muscles, and potentially stimulate cellular activity; ozone therapy — blood was drawn, mixed with ozone and re-introduced back into the body — used to encourage the body's natural healing process; IV vitamin injections to combat deficiencies; NanoVI therapy which uses a signal to help repair cell damage; salt therapy room, using dry salt aerosol inhalation to help with respiratory and certain skin conditions. Coolest of all: the Human Regenerator machine. It's a device that looks like a big tubed-shaped bed. You lie down in it and the machine delivers an electrostatic field, sending anions and electrons throughout the body. The treatment, we were told, helps to neutralize free radicals and reduce oxidative stress, key contributors to aging and disease. It was tingly and deeply relaxing.

Had we found the Fountain of Youth? Not quite, but we did feel relaxed and energized and newly committed to a healthier lifestyle (with caffeine and wine).

"I think everyone needs a wellness trip once a year — even if only for a long weekend," says Kathryn Schultz, president of Kathryn Theodore Travel, which specializes in wellness travel. "It makes us a better spouse/partner, parent, caregiver, employer/employee."

And we just might live healthier a little longer.