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Thalassotherapy Is The Seawater Spa Trend Taking Over Luxury Resorts—Here's Where To Experience It



Forte Village. Sardinia
FORTE VILLAGE

As luxury wellness travel moves beyond cold plunges and IV drips, an old-world therapy rooted in the sea is quietly expanding across continents. Thalassotherapy — a seawater-based spa treatment long associated with Europe's thermal towns — is now surfacing at high-end resorts from Sardinia and Rome to Dubai, Bali and even New York.

Gurney's Montauk Resort & Seawater Spa, New York



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On the eastern edge of Long Island, [Gurney's Montauk Resort & Seawater Spa](#) brings thalassotherapy stateside with the only ocean-fed seawater spa in the continental U.S. The resort's [Bathhouse](#) centers on a hydrothermal contrast circuit that pairs heat therapies with seawater immersion, allowing guests to alternate between warm and cool environments designed to stimulate circulation and reset the nervous system.

Unlike the Mediterranean tradition of open-air marine pools, Montauk's interpretation feels distinctly Atlantic: bracing, elemental and performance-driven. Guests move through saunas, steam experiences and seawater hydrotherapy features either independently or via guided sessions led by the resort's sauna master. The emphasis is on contrast — heating, cooling and immersion — to awaken the body and enhance recovery.

The [Seawater Spa](#) has also introduced VOYA thalassotherapy treatments that lean fully into marine-based rituals. The Sea & Salt Journey incorporates a salt and seaweed body polish, scalp massage and hydrating finish, while the more expansive Sea & Sun Journey layers in a warm spiced mud bath, wrap and facial massage for a full-spectrum reset. Both experiences run 90 or 120 minutes and reinforce the resort's positioning of seawater as both therapeutic medium and sensory anchor.