

Floating Margate sauna Kuuma claims major tourism gongs in first year of business

Tasmanian couple's waterfront sauna venture has struck gold at tourism awards just months after opening, as locals embrace the Nordic-inspired wellness experience.

Sue Bailey, November 23, 2025 - 5:00AM



Having a refreshing dip after some time in the heat is part of the experience offered by Kuuma Sauna Tasmania. Picture: Jess Oakenfull

Chloe Gore hopes that one day people will include having a sauna as much a part of their life as going to the gym.

The idea for award-winning sauna, Kuuma Nature Sauna at Margate, came when she and her husband Nathan were travelling in Norway in 2019.

“After starting our family in late 2020, that idea only grew stronger,” Ms Gore said.



Kuuma Sauna Tasmania owners Nathan and Chloe Gore receive their trophies at the Tasmania Tourism Awards. Picture: Alastair Bett

“Our love for saunas, our wish for more balance and freedom, and the desire to create something meaningful together led us to bring Kuuma to life.

“We want to create a space where people can truly slow down, to pause, breathe, and find stillness in our fast-paced world.

“Tasmania is the perfect setting for that.

“The landscape already invites you to unwind, and Kuuma deepens that feeling by giving people the time and space to be present with themselves, with nature, and with others.”

Although only open since May last year, at the recent Tasmanian Tourism Awards Kuuma received gold for top tourist attraction and bronze for adventure tourism.

Ms Gore said the couple have backgrounds in design and construction and their first design of the sauna boat was completed in 2021 and “evolved over the following two years”.

She said they were “thrilled” to win two tourism awards.



Women enjoy the Kuuma Sauna Tasmania. Picture: Jess Oakenfull

“We began the build in April 2023, and at the time were still living in Melbourne, so we spent a year travelling back and forth to Tasmania to complete the sauna boat before starting operations in May 2024,” she said.

“It feels incredible to be recognised among so many inspiring Tasmanian experiences, especially given we have only been operating since May 2024.

“When we first started, we thought interstate and international tourists would be our main market, but to our surprise, locals have really embraced Kuuma, with many returning guests.

“Word of mouth in Tasmania is incredibly strong, and people love to share their experiences, which has helped Kuuma grow naturally.



Kuuma Sauna Tasmania. Picture: Jess Oakenfull

“We have also received fantastic support from Tasmanian tourism bodies, who have been wonderful ambassadors for Tasmanian operators.”

Ms Gore hopes the awards encourages more people who may not have heard about the sauna to visit.

“More importantly, we hope it helps grow the sauna community.

“We would love to see people making sauna a regular part of their wellbeing routine, just like going to the gym.”

Ms Gore said Kuuma blended traditional wood-fired sauna culture with the stunning natural beauty of Tasmania’s waterways.
