



PRESS RELEASE
FOR IMMEDIATE RELEASE

The Valentine's Reset Australians Need: City Cave Encourages Couples to Prioritise Downtime Together

By replacing roses with restorative experiences, City Cave encourages couples to slow down, reset together, and strengthen their bond.

BRISBANE, Australia, January 27, 2026 - This Valentine's Day, City Cave Float & Wellness Centre is encouraging Australians to swap the classic dinner-and-flowers routine for a wellness experience couples can share. The idea is simple: stress rarely stays contained to one person in a relationship, and recovery doesn't have to either.

City Cave says Valentine's gifting is increasingly reflecting a broader reality: many Australians feel stretched, and ongoing stress can affect patience, presence and connection at home. In response, experience-led gifts are resonating because they're both meaningful and practical: they create time to slow down, reset and reconnect, without adding clutter.

In 2025, 169,200 couples' experiences were booked at City Cave, with 5,200 couples visiting in Valentine's Day week alone. This represents a 30% year-on-year increase in couples bookings, reflecting growing demand for intentional, flexible and genuinely useful gifts.

"Valentine's Day has always been about showing love, but we're seeing a clear shift towards couples craving connection, presence, and calm - which all feel increasingly rare in a world full of stress and time pressure," said Jeremy Hassell, Co-Founder of City Cave. *"Wellness experiences are memorable because they change how you feel, not just what you have."*

Research suggests stress can have a compounding effect in close relationships over time, with relationship stress linked to changes in biological systems including endocrine, cardiovascular and immune function. ([Shrout, 2021](#))

Recent Australian survey data from NCLS Research found 46% of Australians rated their stress at 7–10 out of 10 in the past month in the 2024 Australian Community Survey, up from 40% in 2022. ([NCLS Research, 2024](#))

City Cave says that's why wellness gifting works well for couples: it offers an easy, bookable way to prioritise downtime together, now or later.

"We're seeing a shift towards gifts that feel intentional. Whether it's a couples float, a sauna, or simply slowing down together in one of our centres, experiences that support the nervous system help couples reconnect in a deeper, more meaningful way," Hassell said. *"That's the*

kind of gift that doesn't just feel good for a moment, but one that can strengthen relationships long after Valentine's Day has passed."

City Cave offers three core services across its Australian network. Services can be booked individually or combined to create a longer Valentine's reset. The 'Couples Complete Wellness Pack', which combines Float, Sauna and Massage, has always been a popular Valentine's choice. Sessions can be booked in advance, or also be gifted via voucher:

- CaveFloat™ (Float Therapy): A low-stimulation float in magnesium-sulfate (Epsom salt) water that reduces external sensory input (light, sound, gravity/pressure), which can support a measurable downshift in stress and arousal for many people. This is often reported as lower perceived stress, calmer mood, and easier sleep.
- CaveSauna™ (Infrared Sauna): A controlled heat session that raises skin and body temperature, promoting vasodilation and increased circulation (blood flow) and triggering a sweat response. Many people use heat exposure for muscle relaxation, temporary pain/stiffness relief, and a post-session parasympathetic "calm" feeling. Regular sauna/heat routines are also commonly used to support sleep quality and recovery, particularly when paired with hydration and adequate cool-down.
- CaveMassage™: Hands-on soft-tissue therapy designed to help reduce muscle tightness, improve range of motion, and support recovery, especially after training, long periods of sitting, or repetitive work. Massage is also associated with reduced perceived stress and anxiety for many people.

Gift cards and packages are available, including digital options for last-minute shoppers who still want a gift that feels personal, while giving the recipient the freedom to choose timing and (if they wish) combine services into a tailored experience.

City Cave now has over 70 locations across Australia, including metro Brisbane, the Gold Coast, Sunshine Coast, Sydney and Greater Sydney, Melbourne, Canberra, and a growing mix of regional hubs. The network's most recent location opened in Launceston, Tasmania, expanding access to City Cave's bookable wellness experiences and gift cards. To find and book their nearest centre, guests can visit the City Cave website. Gift cards can be purchased in store or online. <https://www.citycave.com.au/>

Media assets can be [found here](#).

For media enquiries:

Jessica Altmann, Head of Marketing
0419 552 064, jessica.altmann@citycave.com.au

About City Cave Float & Wellness Centre

City Cave is Australia's largest float, sauna and massage network, offering float therapy, infrared sauna and massage experiences designed to help guests rest, recover and feel restored.