
Katie Bracher, Sauna Master UK

Sauna Expert | Spa Consultant | Educator | Founder

Who She Is

Katie Bracher — known professionally as Sauna Master UK — is one of the UK's most experienced and well-connected figures in sauna culture and thermal wellness. With a background in media production and over ten years embedded in the UK and international spa industry, she brings a rare combination of creative vision, operational expertise and deep cultural knowledge to her work.

Katie is passionate about expanding what sauna means in the UK — moving it beyond a hotel amenity and into something richer: a community practice, a healing space, a celebration of nature and ritual.

Her Projects

Wild Spa Wowo — Katie's current flagship project, Wild Spa Wowo is an off-grid forest spa in Sussex offering immersive thermal bathing experiences in nature. Built largely from reclaimed materials, the spa is a living experiment in sustainable, community-centred wellness. Katie continues to develop its offerings through the lens of cyclical living and seasonal rhythms.

Beach Box Spa, Brighton (2018–2022) — Co-founded by Katie on Brighton Beach, this pop-up authentic Finnish sauna experience became one of the most influential projects in the UK's emerging sauna scene. Starting with a single vision of accessible coastal bathing, it grew over four years to encompass four wood-fired saunas, a diverse range of global sweat bathing practices, and a loyal community of bathers. It is widely credited with inspiring a wave of pop-up sauna businesses across the UK.

Earlier work — Katie's sauna journey began in London, where she served as Sauna Master for the Southbank Centre and Barking Bath House Finnish sauna projects (2012–2017), developing the skills and connections that would define her career.

Consultancy & Design

Katie consults with aspiring and established businesses across the UK on sauna start-up, spa design, ritual programming and operations. Her approach is rooted in both practical experience and international research - she draws on a wide network of bathing cultures and practitioners to bring something considered, functional and genuinely special to every project.

She has project-managed sauna builds for over 15 clients, and recent consultancy highlights include:

- **Hemingway Design, Emerge East** - Pop-up sauna and wellbeing festival zone (2022 - 2026)
 - **David Lloyd Leisure** - Creation of a Sauna Ritual Programme for spas nationwide (2025)
 - **&Soul Sanctuary, Shoreditch** - Design and ritual programme consultancy (2025)
 - **Community Sauna Baths, London** - Staff training & development programme (2026)
-

Training & Education

Katie is one of the most active educators in the UK sauna space. Over the past eight years she has hosted sauna masters from across Europe, created events, online talks and meet-ups, and built a training programme that now reaches practitioners across the country.

To date, she has trained over **100 sauna masters** - equipping operators and individuals with the skills, knowledge and confidence to create exceptional sauna experiences. Her courses continue to grow in size and scope, covering sauna culture, design, practice and ritual.

Industry Leadership

Katie is a co-founder and Council Member of the **British Sauna Society** (2014–present), an organisation dedicated to the development of sauna culture in the UK. In 2023 she became the first woman elected to the executive board of the **International Sauna Association**, serving until 2025.

She is extensively connected across the UK and international wellness industry, and maintains close relationships with wisdom keepers in the ancient arts of bathing and ritual.

Speaking & Writing

Katie speaks with warmth and authority on thermal wellness, sauna culture, spa design and the business of building meaningful wellness experiences. She brings a practitioner's perspective - grounded in years of running her own sites, training others and researching bathing traditions around the world.

She is available for speaking engagements, media interviews, panel discussions and written contributions.

Vision

"I believe it's possible to create fantastic quality spa experiences at an SME scale — bringing more sauna to more people. The growing sauna industry has an opportunity to become truly holistic, encompassing the wellbeing of community, workers and the planet. Sauna should be grounding, health-giving and fun. Ideally in nature — let's take the spa out of the basement."

Based in Sussex, UK Available for consultancy, speaking, media and training enquiries
katie@wildspawowo.co.uk