



MIND&BODY TRAVEL
INSPIRE YOU



Host Your Own Retreat!

Take the stress out of planning your own retreat with the help of Mind and Body Travel

Running your own retreats can be an amazing way to engage your customers or even attract new ones! There is so much to think about and many retreats don't get past the 'dream' stage. At Mind and Body Travel we want to help Health and Wellness Professionals take their retreat dreams and make them a reality so we've designed this free planning tool to help you get started - are you ready to take the first step to running inspiring retreats for your customers?

Free
Planning
Guide!



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Initial Planning Stage

The initial planning phase is where you take your retreat from a blue-sky idea to a high-level plan giving you confidence around feasibility and clarifying the real purpose of the retreat



Purpose

Like any idea in life, the stronger and clearer the purpose, the easier everything else becomes. Particularly when it comes time to start promoting and selling your retreat, a clear purpose will attract the right type of customer and really capture their hearts and minds. Whilst a retreat will almost always have a core purpose of "helping people", it is essential that we push the emotions to the side for a moment and look deeper into why we want to run this retreat, which will generally fall into 1 of these 2 categories (or both) – think of this as the longer term vision for why running retreats is important to you.

I want to Grow my business:

Hosting a retreat may help you further enhance the offering to your customers, creating more loyalty, and more revenue through people signing up and attending your retreat.

By attending the retreat, you have the opportunity to build a stronger relationship with your customers creating a higher chance they will continue as a loyal customer for years!

Example A: You may own a Gym or Yoga Studio and are looking at new ways to add-value to your customers as well as open up a new revenue stream for your business.

Example B: You may be a life or business coach and are looking for ways to enhance your offering to your customers and grow your revenue



Why?

I want to Grow my profile:

Example C: Particularly if you are in a start up phase as a health or wellness professional or life/business coach, hosting a retreat is a great way to attract potential new customers. By attending your retreat they get to experience your skills and the value you can add to them so on return from the retreat they are more likely to sign up long term with you or your business





Your Customers

Now that you know why you are running your retreat, it's time to think about your customers. This step takes courage to really define who your target customer is. Avoid the temptation to broaden your target customer so much that your message becomes weak because you are trying to appeal to the masses. The more targeted your retreat is, the easier everything will be - trust us!

Firstly, think about the purpose for your Customers

What benefit will your retreat bring customers?

When my customers return from the retreat, I want them to...

Now think about your target Customer profile (circle applicable answers)

Gender: Male / Female / Everyone

Age: 20-30 / 30-40 / 40-50 / 50-60 / 60+

Type of Traveller: Budget / Comfort / Luxury / Ultra-Luxury

Likes/Interests: _____

Marital Status: Single / Married / Divorced / Widow / NA

Customer Status: Existing / New / Re-activate

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Your Destination & Pricing

Now that you have clarity of your ideal customer, which destination will likely appeal to them?

Australia
International

QLD / NSW / TAS / VIC / SA / WA / NT
NZ / South Pacific / SE Asia / Europe /
Africa / North America / South America

What city or location within that State/Region? _____

Planning the right time of year for your retreat is critical for success

When are the best times to travel to this destination? (Weather) _____

When are the peaks and troughs of pricing? (Peak season may make your retreat too expensive for some guests, shoulder season can sometimes be your best option)

Peak Season _____ Shoulder Season _____ Low Season _____

Based on your target customer what would be pricing ranges your customers would say the retreat is Too Cheap/Well Priced/Expensive

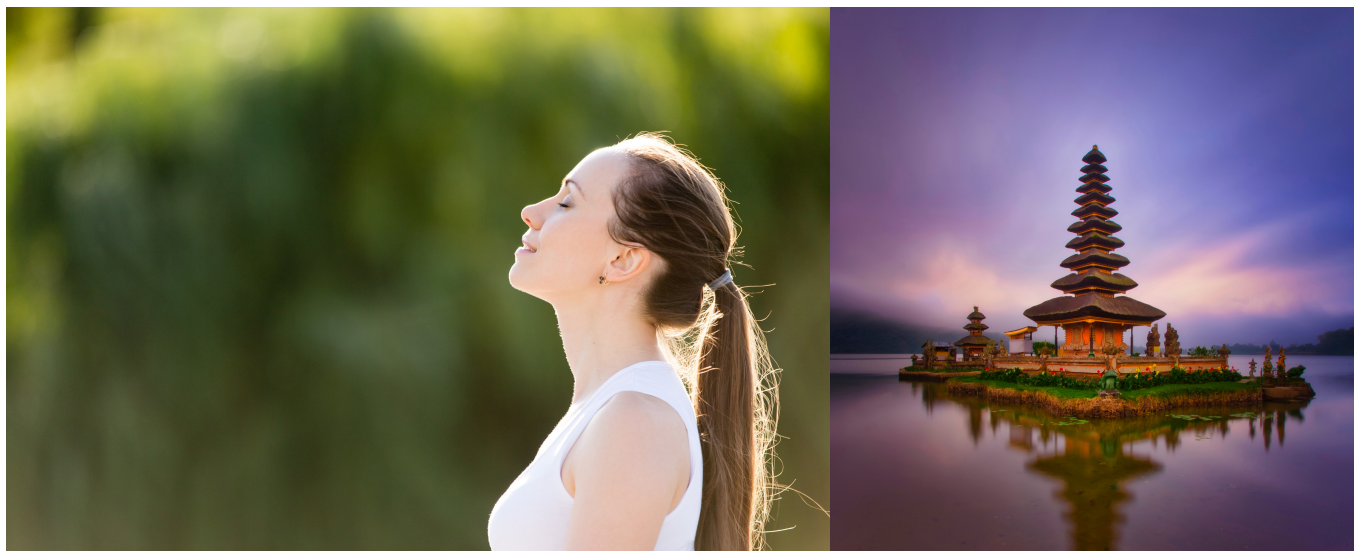
Too Cheap \$ to \$ Well Priced \$ to \$ High \$ to \$

Do I want to make a profit or just cover my costs?

Breakeven / Some Profit / Moderate Profit / High Profit

Will I offer an early bird rate and what might be the offer? _____





Next steps!

Now that you have a basic plan of the foundations for your retreat, you can now begin to think about the many other elements that will help bring your retreat to life!

**Finding the perfect venue
Itinerary and Inclusions
Launch and Marketing Plan
Booking process and logistics
Communications
Running the Retreat
Managing Risk
Post Retreat Engagement Plan**

Need more assistance?

If you'd like us to help ensure your retreat is an amazing success, head to our website for our top retreat hosting tips and find out about our 3 tiers of support packages starting from \$199!

**Support
Packages
from \$199!**

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