



Yoga Retreat 101

How to Plan Your First Retreat

Step One: Visualize your Retreat

The first step in the process is to get clear on what you envision for your retreat experience. This will support you when diving deeper in your research and staying true to what is most important to you, your brand and your audience.

✳ ***Where would you like to go? What spots interest you?***

✳ ***Circle the ideas that speak to your first retreat experience:***

local domestic international beach mountains water luxurious
rustic adventurous relaxing educational silent fun organic simple

✳ ***How many guests will you have for your first retreat?***

✳ ***Describe the experience that you want them to have***

✳ ***What part of the retreat experience are you excited about? What part will you need support? (i.e. teaching, marketing, budget, specialty workshops, audience, etc.)***



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Step Two: Research

Get curious. Start your online search for spots that match your retreat vision.

Need help planning?

www.wetravel.com

Want to have a teaching vacation?

www.fitbodiesinc.com

Want to teach abroad for a living?

www.yogatrade.com

Retreat spots:

[Hotelito Los Suenos](#)

[Haramara](#)

[Xinalani](#)

[Cocoon](#)

[Prana del Mar](#)

[Sagrada](#)

[Blue Osa](#)

Local Retreats

Contact local boutique hotels and connect with their events team. Share your idea for hosting a local retreat. Create a unique package for your guest (i.e. daily class, discounted spa services, meals, etc.)

TIP: Consider low season at local hotels where you have more room for nightly rate negotiation. Work with their marketing team to see if they can market your retreat as well.

Vacation Rentals

Consider [Airbnb](#) + [VRBO](#) to customize your retreat experience. These are great options for smaller groups and a great way to create an intimate + customized experience.



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Step Three: Budget

Once you have pinpointed your ideal retreat location, create your budget so that you are clear on expenses. From there, you can determine price point to ensure that you pricing for your ideal guest and you generate the profit you desire.

Use the [Retreat Budget Template](#) to map out your plan to create a financially successful retreat.

Step Three: Take Action

Once you have done the research and created a budget, it is time to take action and bring your first retreat to life.

- Make your guest list. Who do you want on this retreat? Who will make it memorable? Who did you create it for? Personally invite these people to your retreat. Include your compelling WHY.
- Create an engaging email and send to your email distribution list
- Utilize your social media channels to educate your audience on the reasons to retreat
- Post on your website. Ensure registration is as easy as 1-2-3
- Write a blog post with a retreat theme: reflection, community, deepening your practice, etc.



What is on your action list?

Need more support creating your dream retreat? [Schedule a 1-1 Coaching Call](#) to receive customized guidance.

Sheri Colosimo has been leading memorable retreat experiences since 2009 with her company [Más Bliss Retreats](#). These customized mini-getaways for women offer an opportunity to pull back, and connect back to self in beautiful settings across the country and beyond.