



HOSTING YOUR FIRST WELLNESS RETREAT

Intention, Your Practice, Resources, Competition

Intention

I am interested in hosting my own branded wellness retreat to *(select all that apply)*:

- Deepen the relationships among active members
- Grow my Community to include new members
- Marketing
- Generate Revenue: _____
(i.e. cover expenses or make money)
- Other: _____

Your Practice

Why do your members choose to achieve their wellness goals with you?

- Niche
- Location
- Price
- Community
- Other: _____

Must Haves: _____
Hot yoga facility, infrared sauna, etc.

Deal Breakers: _____

My main form of communicating announcements with my members is *(select all that apply)*:

- Email
- Verbally
- In-Studio Signage
- Text
- Phone Calls
- Other: _____

My email mailing list contains _____ email addresses. _____ of those email addresses are for active members. I have implicity/explicit *(circle which applies)* permission to email my members. I do/do not *(circle which applies)* have software to manage email marketing for my members.

My members prefer luxury/boutique/rustic *(circle all that apply)* accommodations when traveling for a Wellness retreat. When traveling to a warm weather destination, my members do/do not *(circle which applies)* require Air Conditioning.



Resources

I have/have not (circle which applies) been a travel specialist or meeting planner in a past life.
Someone on my team is/is not (circle which applies) a travel specialist or meeting planner.

I am comfortable with/not comfortable with (circle which applies) partnering with a travel specialist or meeting planner to provide expertise and the benefit of their relationships to the creation of a retreat in line with my vision.

If you select not comfortable with, please list the reasons why: _____

Competition

List three studios that you consider your competition and/or that you aspire to:

Studio #1 website: _____
Studio #2 website: _____
Studio #3 website: _____

Do they conduct their own wellness retreats (look under Events/Retreats)? If so, notate:

Dates of the Experience: _____
Location of Experience: _____
Type of Wellness Practiced: _____
Cost of Experience: _____
Style of Experience (Luxury, Boutique, Rustic): _____
Guest to bathroom ratio: _____

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Next Steps

- Schedule Call with Vosant Meetings & Travel
- Review Setting your Parameters