



# FREE RETREAT SUCCESS CHECKLIST

For Boutique Hotels, Holiday Home Hosts & Wellness Coaches  
Plan, create, or elevate your retreat into a signature experience your guests will never forget.

## CONCEPT & VISION

- Define your retreat goals (profit, experience, transformation)
- Identify your ideal guest (who are you truly speaking to?)
- Choose your retreat style (wellness, yoga, creative, luxury, etc.)
- Clarify your location & setting (what feeling does it create?)

Bonus Tip: Even if you're improving an existing retreat, revisit your concept. The strongest retreats evolve with your audience and become more refined over time.

## SIGNATURE PACKAGE & PROGRAM

- Create a clear daily flow (morning, afternoon, evening rhythm)
- Design your signature elements (rituals, workshops, unique touches)
- Define what's included (accommodation, meals, sessions)
- Add optional extras (1:1 sessions, excursions, upgrades)

The more specific and niche your retreat is, the easier it becomes to attract the right guests—and create an experience they truly connect with.

## OPERATIONS & LOGISTICS

- Prepare guest communication (welcome email, info pack, FAQs)
- Set up your booking system & payment process
- Consider safety, insurance, and legal basics
- Define your team (facilitators, support staff, roles)

Create a simple “Retreat Handbook” where everything lives—this will save you time, stress, and ensure consistency as you grow.

## MARKETING & SALES

- Clearly define your retreat offer & benefits
- Create a landing page or website
- Choose your marketing channels (email, Instagram, partnerships)
- Plan your launch timeline

Bonus Tip: Give yourself enough time to fill your retreat intentionally.

And last but not least: Be mindful of relying on discounts - Instead, focus on premium strategies to attract the right audience, I

## YOUR NEXT STEP

Expert guidance can save you time, money, and costly mistakes. Whether you're creating a retreat from scratch or refining an existing one, I support you in turning your vision into a successful, signature retreat experience.

From concept → to program design → to guest experience → to launch

Book your [free strategy call](#) and let's map out your next steps together