

RETREAT CURATION

*led by you, curated
by me.*

Jenkruz



Lead and deliver your dream retreat

As a studio owner or instructor, you already know the power of connection beyond the studio walls. Retreats deepen community, elevate brand loyalty and create powerful additional revenue streams.

But behind every beautiful retreat is:

- Months of research and supplier coordination
- Complex pricing and profit modelling
- Contract negotiation and risk management
- Marketing strategy and sales pressure
- Detailed scheduling and guest journey design
- Time consuming guest communication
- On-site troubleshooting and leadership

The bandwidth required is significant — and when done without structure, retreats can quickly become overwhelming, underpriced, or operationally stressful.

That's where I come in.



You choose the destination.
You choose the vision.
I design the framework and
ensure it works — commercially
and experientially.

CHOOSE YOUR LEVEL OF SUPPORT

FOUNDATION

Strategic blueprint & profit modelling
You execute with confidence.

CURATOR

Build, pricing, supplier sourcing & sales structure
We develop it together.

EXPERIENCE DIRECTOR

Full curation + on-site leadership
I elevate and oversee the entire experience.



01. FOUNDATION

Strategic Blueprint & Planning

For studios who want to run their own retreat but need expert structure, clarity and financial confidence.

I Deliver:

- Retreat concept development
- Ideal client & pricing strategy
- Budget forecasting & profit modelling
- Venue shortlisting guidance
- Sample itinerary structure
- Communication templates
- Risk checklist & planning framework

You walk away with:

- ✓ Clear retreat concept
- ✓ Profitable pricing model
- ✓ Structured timeline
- ✓ Confidence to execute and go to market





02. CURATION

Strategy + Supplier Sourcing + Sales Support
For studios who want hands-on support but still lead the retreat.

I Deliver:

Everything in Foundation PLUS:

- Venue sourcing & negotiation
- Supplier sourcing (chefs, surf coaches, spa etc.)
- Budget management sheet build-out
- Sales strategy & pricing refinement
- Schedule, run-sheets, all logistics and templates
- Guest communications and bookings
- Contract template guidance
- 2-3 strategy calls during sales phase

Outcomes:

- ✓ Retreat built & ready to sell
- ✓ Systems in place
- ✓ Profit clarity
- ✓ Professional structure

03. EXPERIENCE DIRECTOR

Full Curation + On-Site Facilitation

For studios who want you deeply involved — from concept to delivery.

I Deliver:

Everything in Curation PLUS:

- Full retreat curation
- Vendor coordination
- Guest comms/bookings/invoices
- Guest journey mapping
- On-site retreat management
- Facilitation support (movement, circles, guest care)
- Troubleshooting & operations oversight

Outcomes:

- ✓ Elevated guest experience
- ✓ Smooth execution
- ✓ Reduced stress for studio owner
- ✓ Higher perceived value



How it works

- Have a minimum of 8 and maximum of 16 guests for your retreat
- Choose your trip length (3,5,7 nights)
- Choose your destination (local or international)
- Choose your Tier and Inclusions



Destinations

AUSTRALIA

CRESCENT HEAD

YAMBA

BYRON BAY

NOOSA

GERRINGONG

ASIA

SRI LANKA

BALI

MENTAWAIS

LOMBOK

THAILAND

Inclusions

what you can choose from

- 3 x meals per day
- Tea/Coffee/Juice
- Mat Pilates (some venues, Reformer)
- Surf guiding and coaching
- Video review & Analysis
- Yin or Restorative Yoga
- Boxing
- Massage
- Local tours
- Guided Workshops (aligned with theme)
- Cooking Class
- Cocktails/Wine
- Airport transfers



at a glance

Here's a quick breakdown of a suggested pricing scale to market.

Please note:

Sri Lanka is 6 nights

East Coast / NSW is 3 nights

SRI LANKA

\$3,900 private / \$2,950 twins share

BYRON BAY

\$3,200 private / \$2,700 twin share

CRESCENT HEAD

\$2,800 private / \$2,300 twin share

sample

Each venue will have slightly different inclusions, and each retreat is carefully curated with your group to ensure the inclusions meet your every need and desire. This is your time off - and it's precious!

Day

7:00 AM - Morning Activity

9.15 AM - Hearty Breakfast

10:30 AM - Free time / Workshop

12.30PM - Lunch

2.30pm - Free time / Workshop

4:30 PM - Restorative Activity

6:00 PM - Communal Dinner & Cocktails



Investment

Foundation + Curation is a flat fee
(based on hours)

Experience Director is based on flat
fee + % profit share.

Custom proposals are structured based
on:

- Location (domestic or international)
- Retreat scale
- Level of support (Foundation,
Curation, Experience Director)
- On-site leadership requirements





let's make
magic

I'd love to work with you