



RETREAT CURATION

*led by you,
curated by me.*

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

Without the right structure, it's easy to end up overworked, underpriced or stuck firefighting on-site.

That's where I come in.





Meet Jenna

I've spent over a decade designing and running retreats – from the first spark of an idea to a fully lived guest journey.

I've built two health and wellness retreat businesses of my own, and now I want to share that experience with others.

I've handled the parts that make or break a retreat: venue partnerships and logistics, pricing that turns a profit and inclusions that leave guests talking about their experience for years to come.

I've failed many times, so that you don't have to.
This isn't a testing zone.

It's what I do.

You bring the vision.
I make sure it pays off
and feels incredible.

CHOOSE YOUR LEVEL OF SUPPORT

FOUNDATION

Strategic blueprint & profit modelling
You execute with confidence.

CURATION

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

Investment: Flat fee, paid 50% on engagement / 50% on delivery.



A group of people are practicing yoga on a wooden deck under a pergola in a forest. They are standing on mats, with their arms raised in a yoga pose. The deck is surrounded by trees and greenery. The pergola has a wooden frame and a corrugated metal roof. The scene is peaceful and natural.

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, therapists 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

Investment: Flat fee, paid in thirds — engagement, sales launch, pre-departure.

03. EXPERIENCE DIRECTOR

Full Curation + On-Site Facilitation

For studios who want me 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

Investment: Flat fee, plus a per-head bonus for every sale.



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

All fees are for work delivered and are non-refundable once each stage is complete — you run bookings and payments through your own systems, keeping full control of your guest relationships and data.



Destinations

AUSTRALIA

OTHER

CRESCENT HEAD

YAMBA

BYRON BAY

NOOSA

GERRINGONG

SRI LANKA

BALI

FIJI

LOMBOK

THAILAND

Inclusions

what you can choose from

- Accommodation and Meals
- 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





Proof not promises

Tori Clapham, Peaches Pilates

“We worked with Jenna on our first International retreat and she was not only a dream to work with, but handled literally everything for us – pricing, schedule, guest liaison down to even being on-site and co-hosting with us. She really has a gift in curating experiences in the movement / wellness space. We can’t wait to do another one soon!”

A photograph of two women surfing in the ocean. The woman in the center is smiling and making peace signs with both hands. She is wearing a dark tank top and a necklace. The woman on the left is also smiling and looking towards the camera. They are both on surfboards. The water is blue and the sky is bright.

let's make magic

I'd love to work with you

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