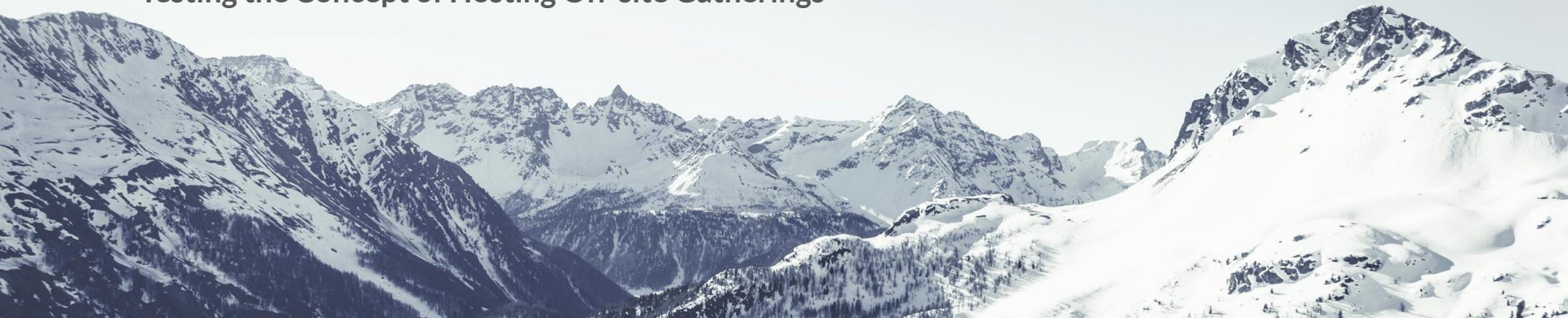


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# Retreat Feasibility Study

Testing the Concept of Hosting Off-site Gatherings





## Overview

A wellness center in the DC Metropolitan Area wanted to assess the feasibility of expanding their offerings to include offsite retreats by gauging interest among their current clientele.

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# Clientele profile

The majority of the wellness center's clientele were female

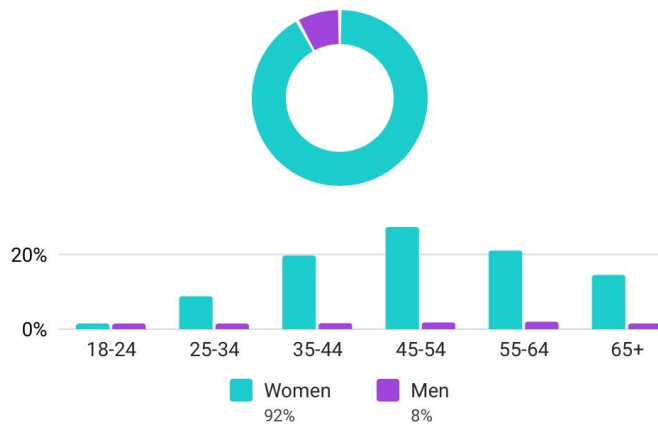
- 01 | In-person visitors: 96% female, 4% male
- 02 | Average age: 46 years
- 03 | Interested in health, wellness, and self-care
- 04 | Facebook followers: 98% female, 2% male
- 05 | Instagram followers: 89.1% female and 10.9% male



### Facebook Page Likes ⓘ

1,825

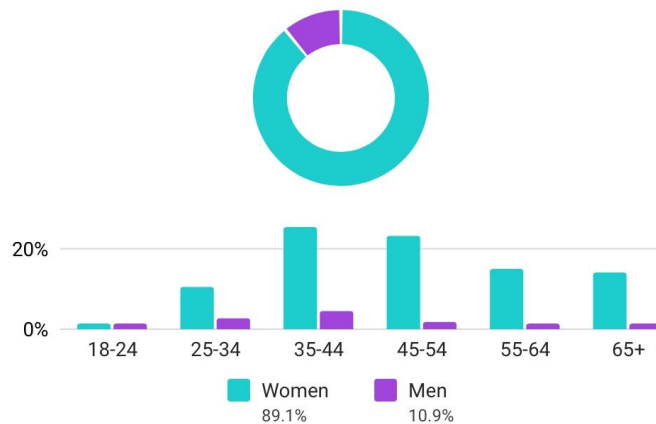
#### Age & Gender ⓘ



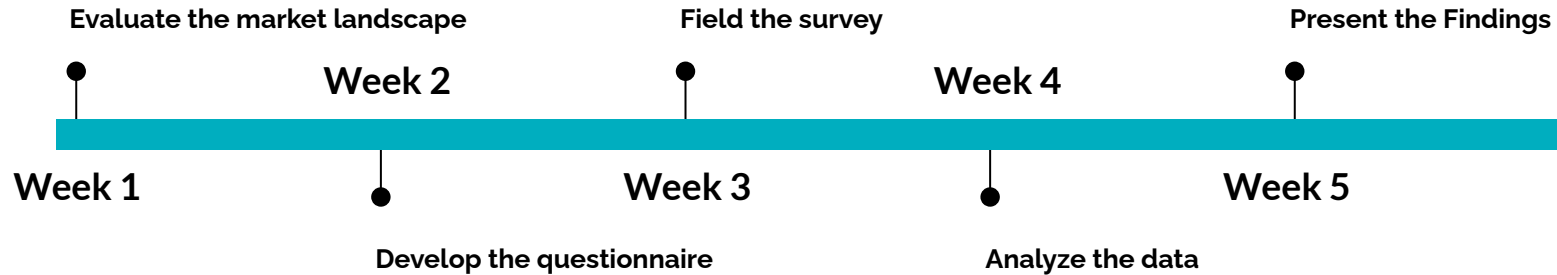
### Instagram Followers ⓘ

335

#### Age & Gender ⓘ



# The process



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# Key Questions

1

Which themes are most appealing to their audience?

3

What is the maximum price range that their audience is willing to pay?

2

Which locations are most appealing to their audience?

4

How likely is their audience to actually sign up for a retreat?

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# Survey Items

## RETREAT TYPES

- Theme
- Location
- Ideal Retreat

## OUTCOMES

- Maximum Price Willing to Pay
- Likelihood of Registering for a Retreat

## DEMOGRAPHICS

- Gender
- Age Group
- State

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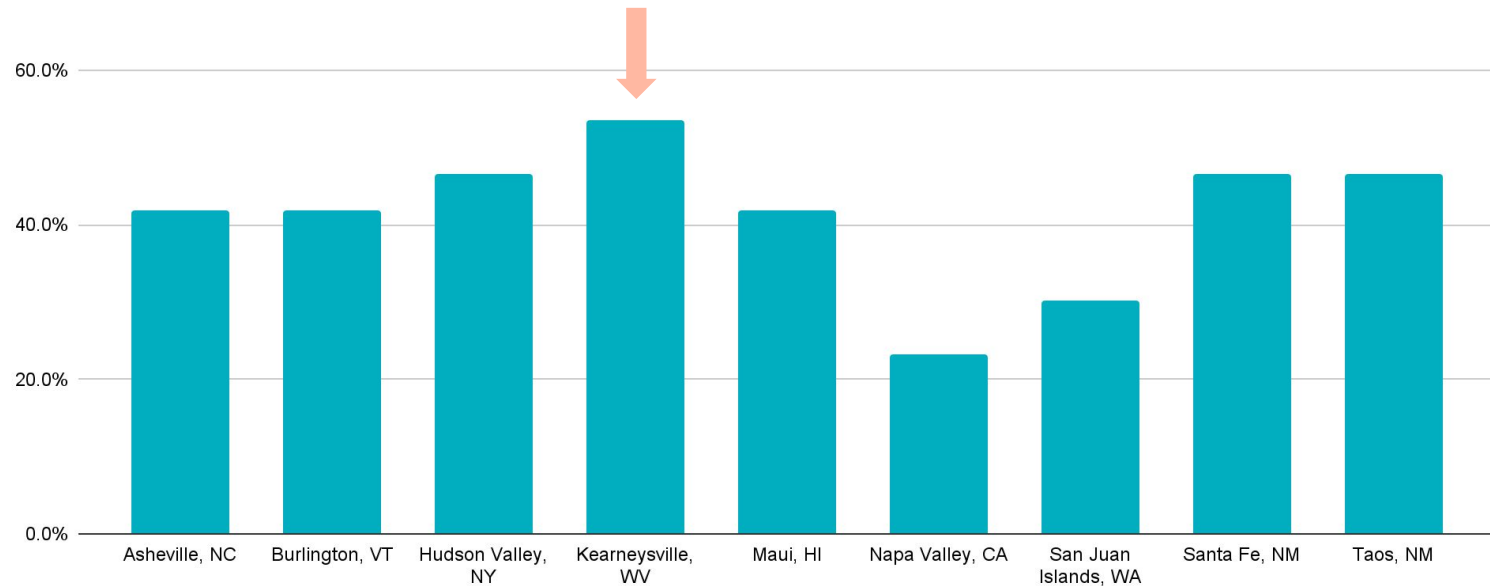
# Results

- 1 45 responses – a 5% response rate
- 2 100% of the respondents identified as Female
- 3 2 cases were removed due to missing data points



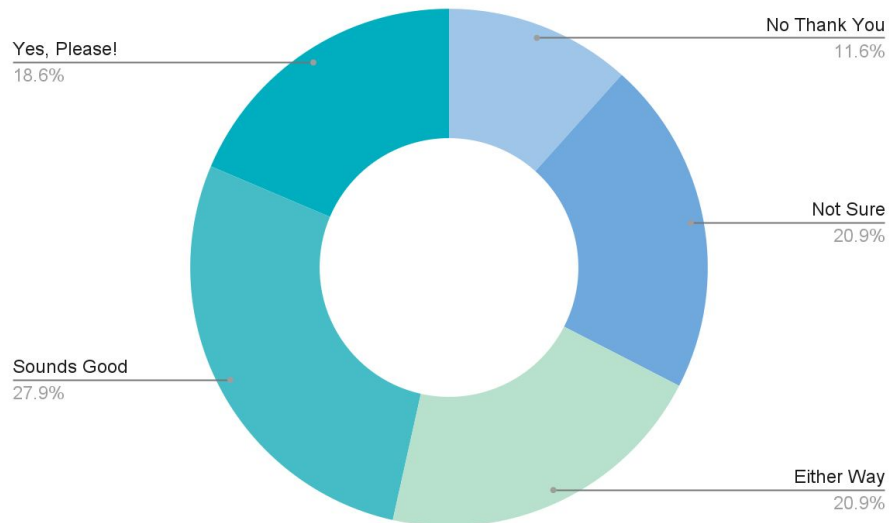
# Locations

"We will be holding our retreats in beautiful locations across the United States. Please check the boxes next to the places where you would be most likely be willing/able to spend a long weekend, or week in retreat."



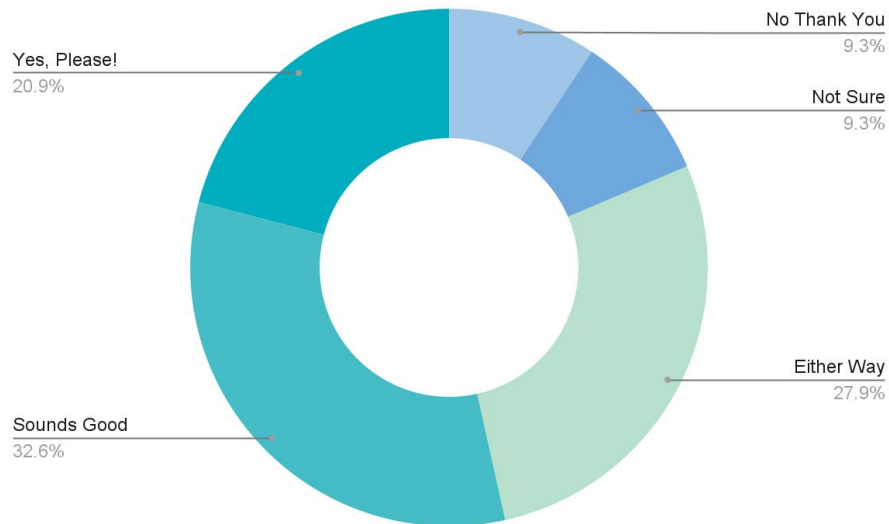
# Death Retreat

“Something we all have in common is that one day we will die. Rather than fear the inevitable, we can learn to see death as a teacher for living our fullest lives. In this retreat, we will: learn about the practice of death awareness, which helps us appreciate the present moment; make sugar skulls to celebrate Dia de los Muertos.”



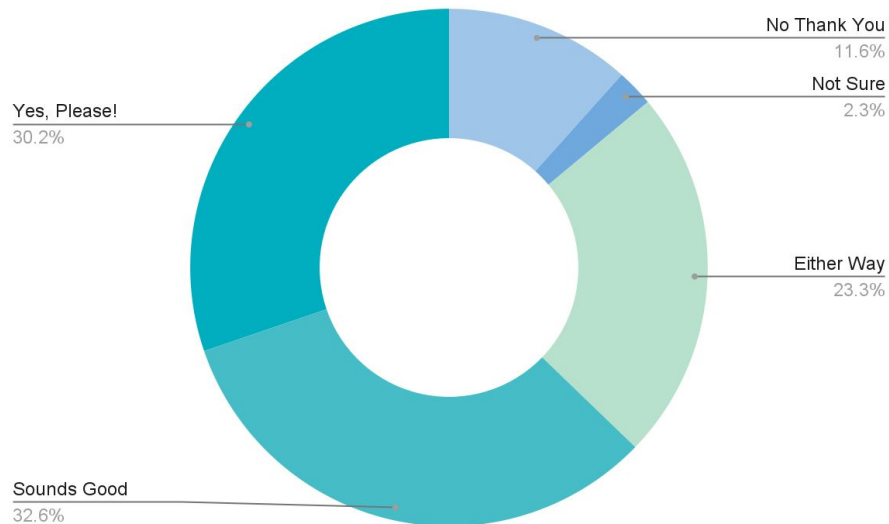
# Mandala Retreat

“Mandala, in Sanskrit, means “circle,” and represents wholeness. In this retreat, we will: learn about Carl Jung’s take on the therapeutic use of mandalas for exploring consciousness; practice yoga with mandala sequences; make mandala art using found items in nature as well as making collages/drawings.”



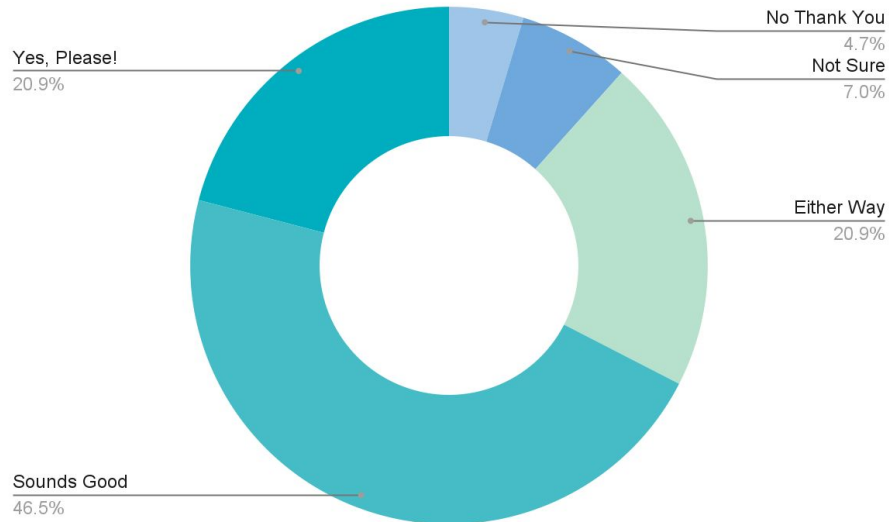
# Sleep Retreat

“If you’re like many people, you could use better sleep! In this retreat, we will engage in various methods for getting better sleep: Yoga Nidra; guided meditations; we will make herbal tonics for sleep; journal and create art about our dreams; and have plenty of time for naps!”



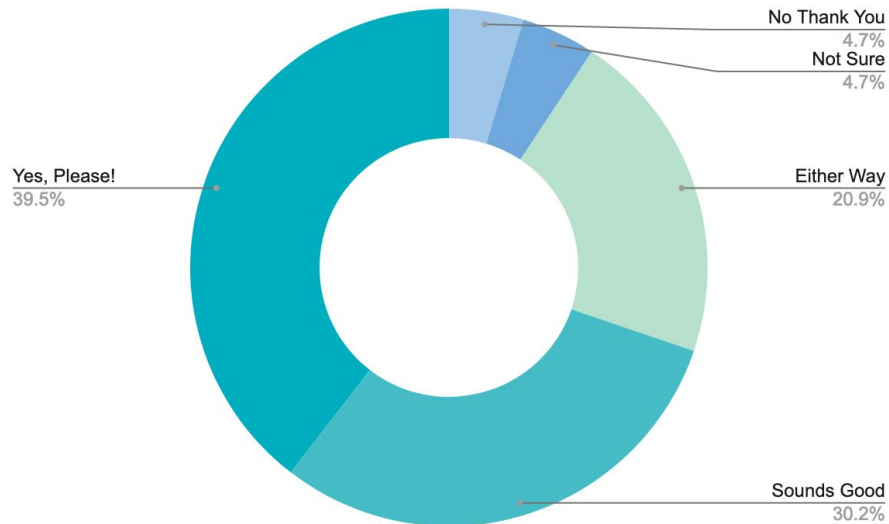
# Nature Retreat

“Right now, Mother Earth could use some loving. So, let’s gather to learn how we can be effective Earth stewards. In this retreat, we will learn about permaculture, make earth-friendly cleaning and beauty products, plant some trees, and meet with people who are dedicated to supporting the health and beauty of our planet.”



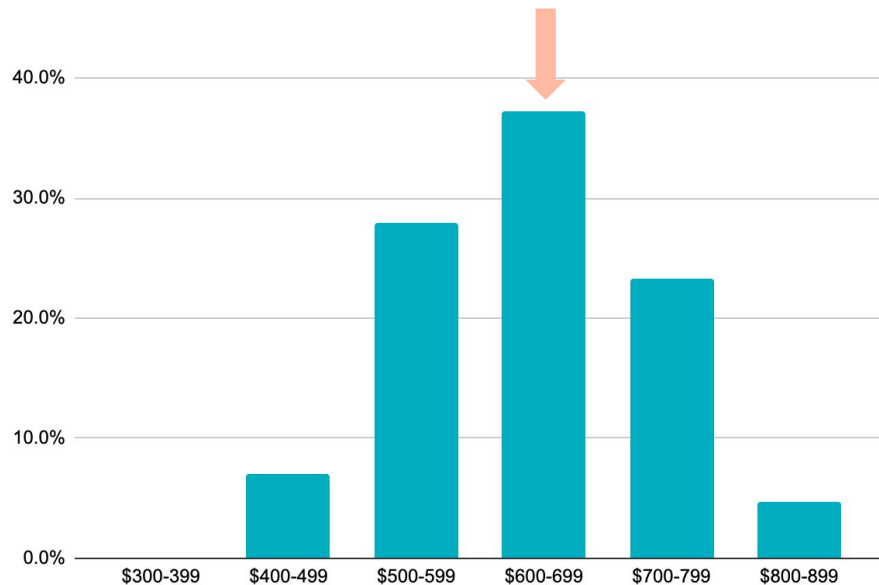
# Relaxation Retreat

“We are all busy and hyper-connected, so are looking for ways to cope with stress in nurturing, intuitive, thoughtful ways. In this retreat, we will: discuss ways we can reduce stress in our daily lives; practice radical self-care to build up our emotional reserves; learn the importance of setting healthy boundaries; create vision boards for our ideal lives.”



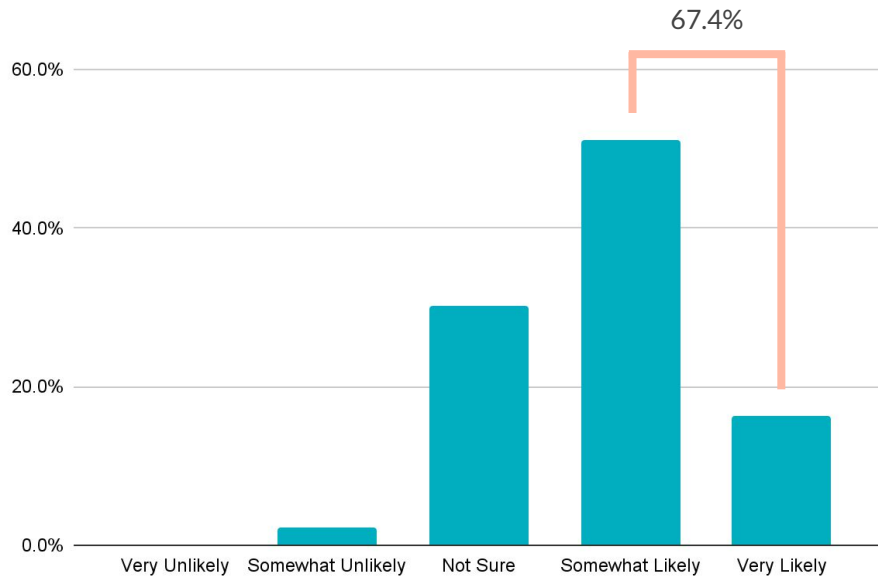
# Maximum Price

“What is the highest amount you are willing to pay for a 3-day all-inclusive retreat?”



# Likelihood to Purchase

“If we offered a retreat in your price range in one of the locations you indicated, how likely are you to register?”





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## Open-ended question

The most frequently mentioned components were:

- Free time, quiet time
- New experiences, learning new things
- Beautiful natural surroundings
- Yoga
- Healthy food
- Creative activities

**“What would  
your ideal  
retreat look  
like?”**

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## Key Findings

Average Price Range Willing to Pay

**\$600-699**

“What is the highest amount you are willing to pay for a 3-day all-inclusive retreat?”

Top 2 Box of Likely to Register

**67%**

Participants choosing “Somewhat Likely” or “Very Likely” to register for a retreat

Most Popular Theme

**70%**

Participants clearly expressed a desire for an opportunity to just relax

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# Recommendations

- 1 Begin by offering a relaxation weekend in Kearneysville, WV, priced in the \$600-\$699 range
- 2 Advertise the retreats via the mailing list, Facebook and Instagram ads, Facebook events, and Eventbrite
- 3 Supplement survey research with in-depth interviews and/or focus groups for future research
- 4 Conduct a conjoint analysis to help fine-tune future offerings

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# Limitations

- Small sample size
- Limited budget
- Limited to current clientele
- Self-selection bias



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# Thank you