

A woman is shown from the chest down, wearing a white top with a lace-up detail. Her right hand is raised, with fingers slightly curled. A teal semi-transparent rectangle is overlaid on the lower half of the image, containing the text. The background is softly blurred.

INDUSTRY **ANALYSIS**

WELLNESS CENTER

Table of Content

Industry Overview	2
Problems and Opportunities	3
Growing Demand	3
Increase in Mental Health Issues	3
Rise of Motivational Speakers & Self-Help Guru	5
Key Factor for Successful Retreat Center	5
Promotional Strategy	6
Marketing Budget	8
Promotional Channels	8
Competitive Landscape	12
Steps to Implement a Retreat by a Practitioner	35
Analyze interest and demand	35
Create the retreat's theme	35
Discover the ideal location	35
Create the program	36
Promotions	36
Organize the retreat	37
Target Market	39
Geographic Segmentation	39
Demographic Segmentation	39
Target Market Behavior	41
Market Size	42
TAM	42
SAM	42
SOM	43
Industry Forces	44
Level of Competition	44
Potential of New Entrants	44
Power of Suppliers	44
Power of Customers	44
The Threat of Substitute Products	44

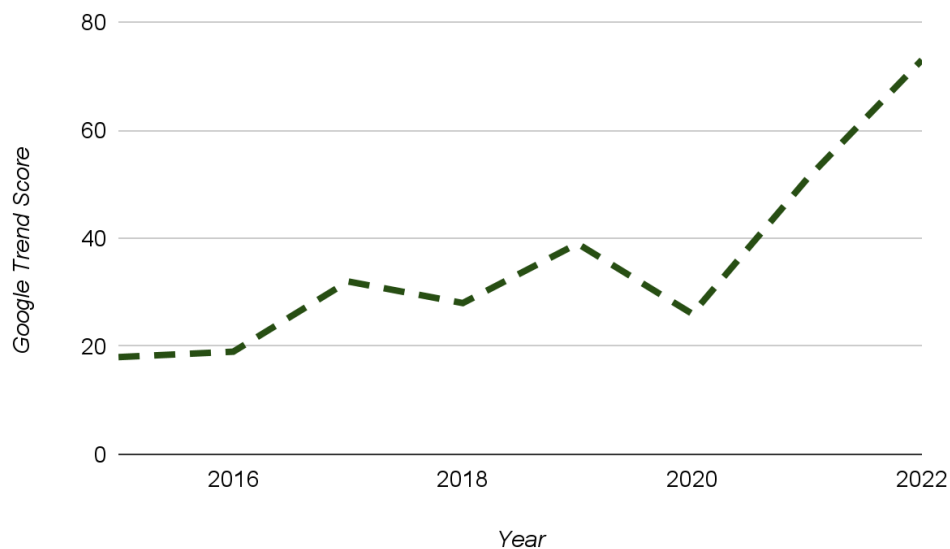
Industry Overview

Global market size for the wellness tourism market is valued at around \$800 billion¹ and North America covers close to 40% of this market². There are many resorts offering their own retreat program or hosting a retreat for a practitioner. However, there is a relatively lower number of specialized resorts or facilities that are specialized only for retreats. There are even fewer centers that are offering to help and collaborate with practitioners in terms of promotional and other essential activities for practitioners. These gaps indicate opportunities for a newcomer.

Problems and Opportunities

Growing Demand

Following chart indicates a growing trend for the term, “wellness retreat” according to Google Trends. This identifies increasing interest amongst people in the USA for wellness retreats. The market size is estimated to reach \$1.3 trillion by 2025. Major factors driving growth include rising income, increased mental health issues, and the influence of social media.



¹<https://www.grandviewresearch.com/industry-analysis/wellness-tourism-market#:~:text=Report%20Overview,12.42%25%20from%202023%20to%202030.>

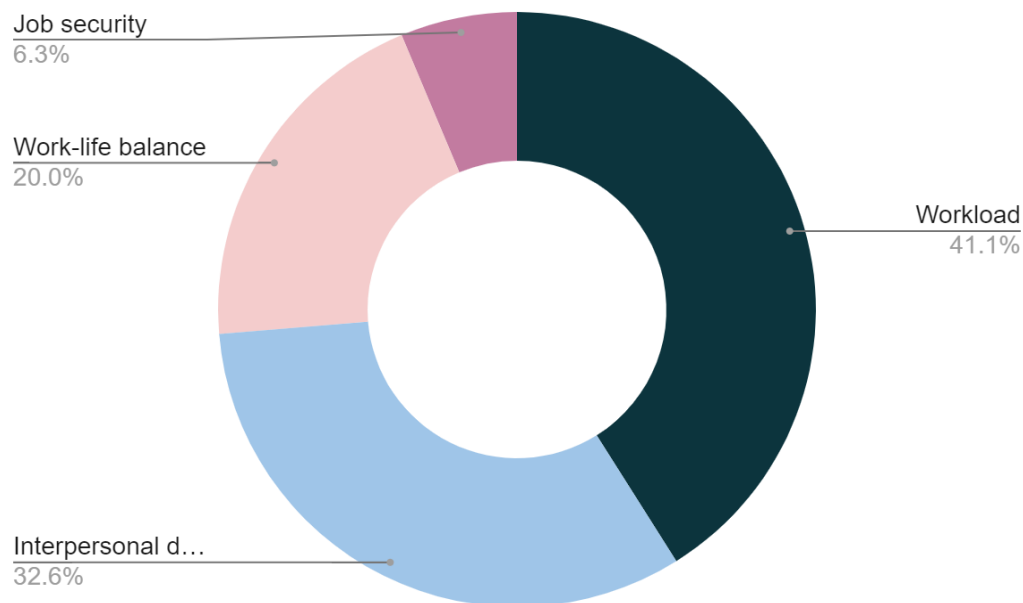
² <https://globalwellnessinstitute.org/industry-research/north-america-wellness-tourism/>

Increase in Mental Health Issues

More than 50 million Americans experienced a mental illness in 2019-2020, which accounts for 20.78% of the adult population³. Over 12.1 million individuals reported serious thoughts of suicide, with the highest rate amongst multiracial individuals. Shockingly, more than 28 million individuals with a mental illness did not receive treatment, which is over half (54.7%) of the total affected population. Even in Montana, which ranked #1, more than 4 in 10 adults with a mental illness did not receive care.

In addition, 83%⁴ of US employees are stressed, with 25% claiming their job is their biggest stressor. Stress causes one million Americans to skip work daily. 76% of US employees say that job stress impairs their relationships. Depression-related absenteeism costs US employers \$26 billion in treatment. Middle-aged participants believed stress will damage their finances 27% more in the 2010s than in the 1990s. Stress disengages over 50% of employees, reducing productivity. Companies spend 75% of a worker's yearly pay on lost productivity or replacement.

Following are some key factors for work-related stress:



Stress costs US companies \$300 billion annually. Stress causes one million daily work absences. Only 43% of US workers say their employers care about work-life balance.

³ <https://mhanational.org/issues/state-mental-health-america>

⁴ <https://www.stress.org/42-worrying-workplace-stress-statistics>

Depression absenteeism costs \$51 billion for companies and work-related stress kills 120,000 and costs \$190 billion in healthcare. 30-49-year-old Americans are most stressed. Women stress more than males. US Generation Z has 52% mental health difficulties. Over half of the employees reported that stress negatively impacts their job performance.

Rise of Motivational Speakers & Self-Help Guru

This industry has a correlation to the retreat center industry as both industries share similar target markets. According to reports⁵, the U.S. self-improvement industry was valued at \$11.6 billion in 2019 and it is anticipated to grow by 7.7% to \$11.3 billion in 2021 and a 6.0% average annual increase to \$14.0 billion by 2025. Around 5 thousand U.S. speakers generated more than \$1.6 billion annually, with the top 17 generating close to \$300 million. Last year, the market for self-improvement audio books increased by an estimated 20% to \$541 million. In addition, this sector benefited from the surge in print book sales, as customers resorted to books in large numbers during lockdowns. Also, commercial weight reduction programs fared well because their leaders could provide services remotely. This market's revenues increased by 6.8% in 2020 to \$4.07 billion.

⁵<https://blog.marketresearch.com/10.4-billion-self-improvement-market-pivots-to-virtual-delivery-during-the-pandemic#:~:text=Self%2DImprovement%20Market%20Size%3A%20Marketdata,to%20%2414.0%20billion%20by%202025>.

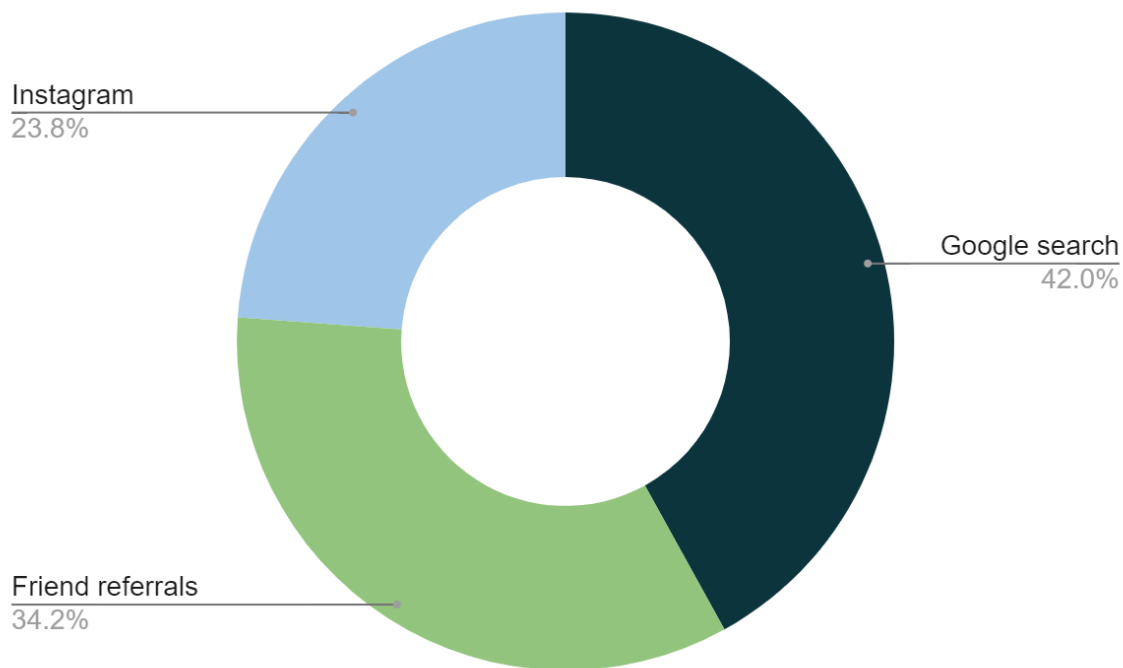
Key Factor for Successful Retreat Center

- Natural resources that are compatible with wellness tourism service. Mountains, woods, beaches, regions with mineral/salt waters, hot springs, mud baths, etc. are suitable for retreat centers.
- The feeling of being "removed" from the difficulties of ordinary life is often craved by the target market. Many health places ban Internet use and do not provide Wi-Fi, preventing their clients from having a genuinely immersed wellness experience.
- A location that provides safety and security. Wellness travelers will not visit or stay in a location where they do not feel safe. Even if they simply believe it to be true, they desire peace and tranquility that cannot be obtained in areas that may be prone to safety issues.
- Retreat centers should provide fitness-based activities, including swimming, yoga, hiking, cycling, fitness courses, kayaking/canoeing, and stand-up paddleboarding. Additionally, wellness tourism is enhanced by local sightseeing excursions and tours of local festivals and markets.
- A crucial aspect of wellness tourism is the availability of sustainably produced, generally vegetarian and increasingly vegan, healthy cuisine. Provision of a variety of healthy meals cooked by local chefs, utilizing locally sourced, cultivated, and organically produced products wherever feasible. Animal products must be obtained from reliable sources that adhere to strict animal welfare standards.

Promotional Strategy

We plan to focus on our primary target market or hosts but over time we may design our own retreats as well. In addition, this helps us understand the end users' demands which in turn will help us offer better services to hosts and offer better end-user experience. Our promotional strategy has to create synergy and the overall implementation has to be holistic so that each channel compliments and benefits the other channels. In addition, targeting end users through online campaigns will help us cross-sell other products which can have a positive impact on revenue.

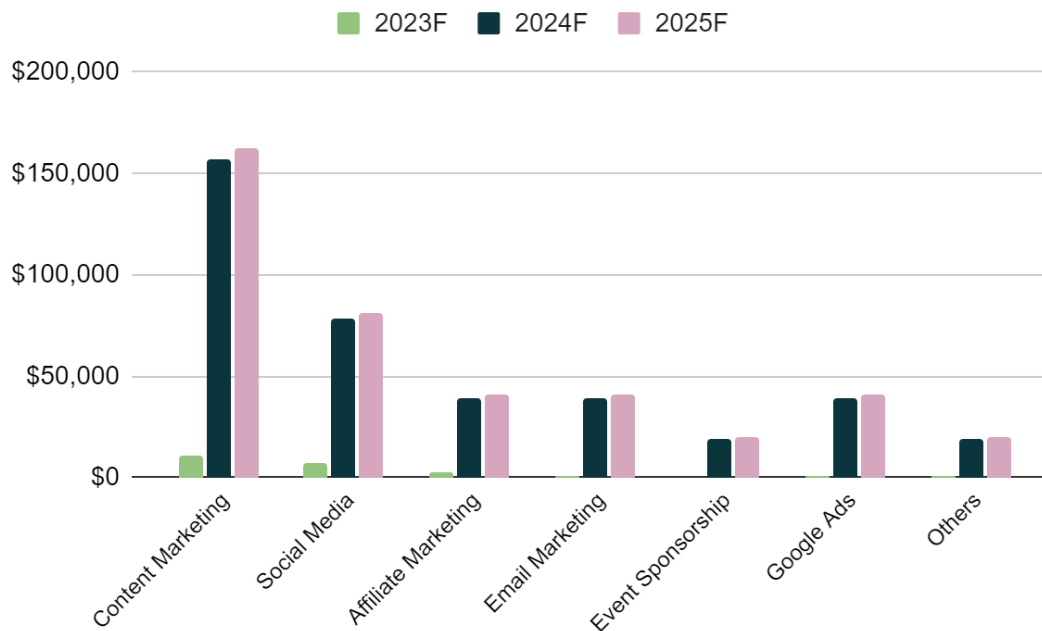
Top 3 ways for wellness tourists to look for retreats:



6

⁶<https://magazine.compareretreats.com/wp-content/uploads/2018/10/What-Wellness-Travellers-Want-Compare-Retreats-2018.pdf>

Marketing Budget



Promotional Channels

- **Content:** this channel is crucial to spread brand awareness over the long term efficiently. This is efficient because it does not require constant spending on Ads and once the content is published. If the content quality is good then it will keep on generating more traffic over years. The first step is to find out the proper topics and keywords searched by both the primary (practitioners) and the secondary (hosts) target market. This relates to the particular retreat practitioners we want to study and examine their keyword search behaviors. For e.g. “best destinations to host a premium retreat” can be a particular topic to focus on. We will try to find out the demands and requirements of wellness practitioners using their search patterns and other tactics.
- **LinkedIn:** content created in the previous channel will be used to create a page. Then, connect with wellness practitioners in the USA through messages on LinkedIn. Then, increase page followers by post promotions and requesting personal connections on LinkedIn to follow the page. In addition, join relevant groups to take part in discussions with the target market and analyze their feedback and requirements.

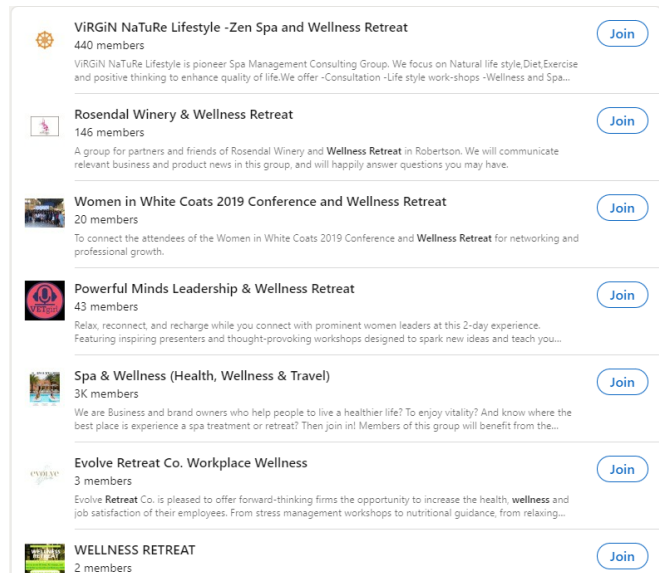


Fig: Few LinkedIn groups related to a wellness retreat

- **Facebook & Instagram:** create pages on both platforms and use a similar strategy as LinkedIn to increase followers. Join Facebook groups related to wellness tourism and retreat center industry across targeted markets. These groups act as forums for our target market and we can post or answer questions to connect with our target audience. Then, post images and infographics for the target market on Instagram.
- **Quora:** this is a very useful channel to generate targeted traffic for the website. We have to make a list of questions related to retreat centers, check their view stats, and look for gaps in existing answers. Then use those questions to prepare better-quality answers which can generate traffic on our own website and in turn improve conversion. In addition to using Quora to reach potential customers, use the platform to conduct customer research. Monitor questions and comments related to our retreat center or the wellness industry in general, and use this information to identify trends and pain points amongst our target audience. Use these insights to refine your marketing strategy and improve offerings.

Use Quora to offer exclusive content to users who engage with answers or ads. For example, we might create a downloadable guide or e-book that's only available to users who visit our website through Quora. By offering exclusive content, we can incentivize users to take action and book a retreat.

Identify influential users on Quora with a large number of followers and expertise in the wellness space. We can reach out to them and propose a collaboration, such as a joint blog post or video. By partnering with influencers, we can reach a wider audience and tap into their credibility and authority in the industry.

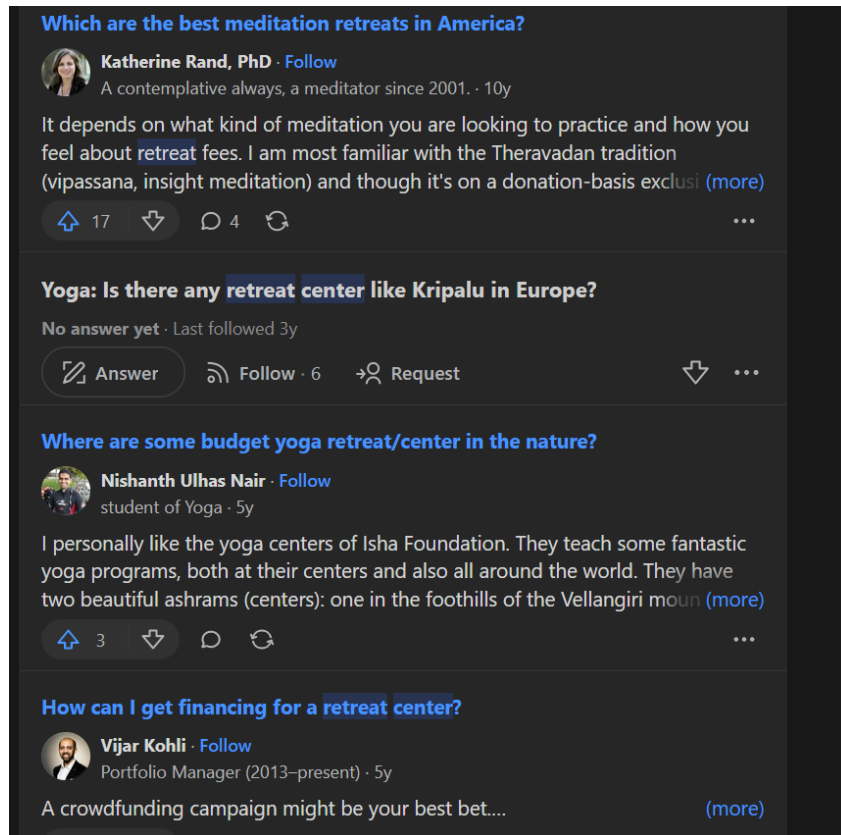


Fig: The above figure indicates questions from our target market.

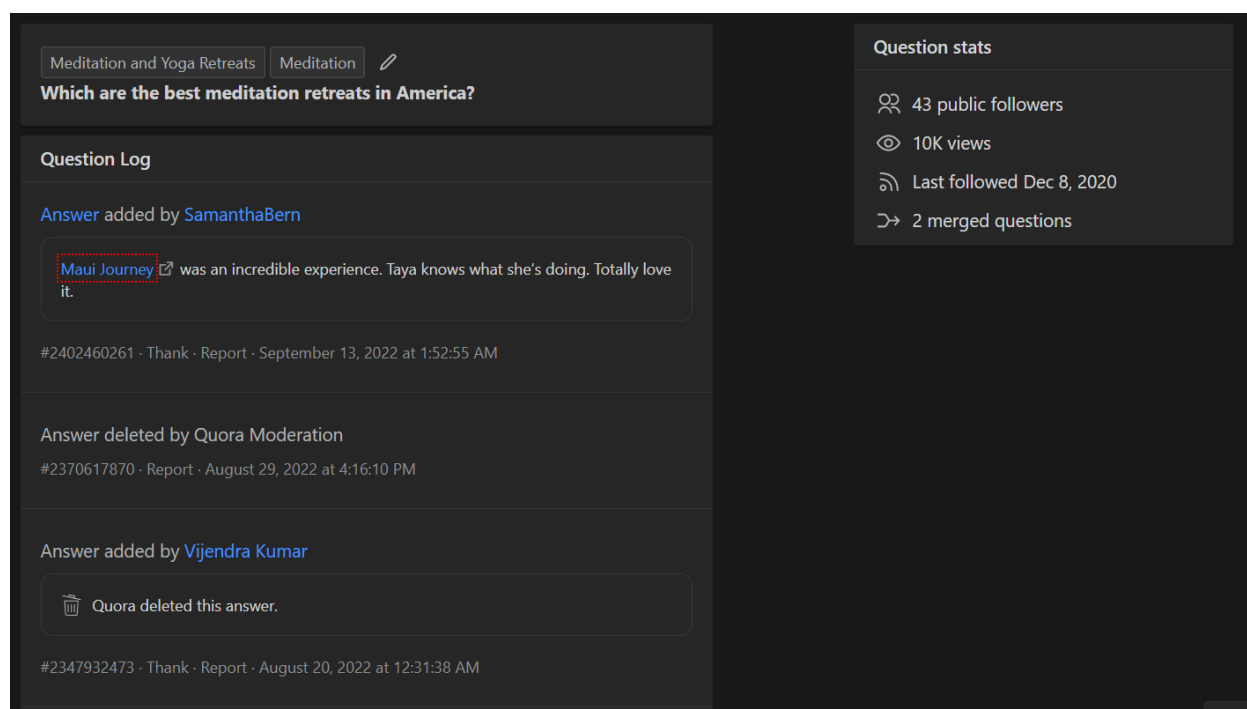


Fig: the above figure indicates No. of views from a question

- **Google Ad:** this channel has three purposes; test the landing pages and make necessary changes to improve conversion, promote blog articles and test those articles to make them better, and finally, the most important purpose is to increase conversion. Google Ads can help us make the overall blog testing process much faster. In addition, data from Google Analytics will also help us build a better campaign. So, our blogs and Google Ads will complement each other.
- **YouTube:** initially our purpose is to increase the number of subscribers by posting videos on wellness for our target market along with videos that can motivate or boost their lifestyle. In the long term, our goal is to promote wellness practitioners exclusively on our Youtube channel. This will allow them to reach a large audience.
- **Others:** find wellness practitioners across the USA using online directories. Some examples include The Wellness Directory⁷, Taste for Life⁸, etc. We can collect information about the practitioners, shortlist them, and find contact details using their own website or through their social media pages.

⁷ <https://www.thewellnessdirectory.online/>

⁸ <https://tasteforlife.com/practitioners>

Competitive Landscape

Data related to websites have been collected from Ubersuggest⁹ and usually indicates the overall popularity of a market player.

- **Imiloa Institute¹⁰:** A house that has been created as a place where people are encouraged to become more conscious. It is a five-star retreat center that is situated in Dominical, Costa Rica. Imiloa represents who you are and how committed you are to grow personally. They make sure everything is in order before you go on retreat so you can concentrate entirely on yourself.

Rooms	Rates/ Night
Private rooms	\$4,000 - \$5,500
Double rooms	\$3,200 - \$4,000
Triple rooms	\$2,700 - \$3,300

The host sets their own rates for each retreat. In general, all-inclusive prices range from \$2,700 to \$5,500 excluding international travel to Costa Rica. It depends on the event's organizer's credentials and subject-matter knowledge, your choice of lodging, and the number of attendees. Price ranges between \$4,000 and \$5,500 for private rooms, from \$3,200 to \$4,000 for a double room, and from \$2,700 to \$3,300 for triple rooms.

⁹ <https://app.neilpatel.com>

¹⁰ <https://imiloainstitute.com/>



Imiloa boasts breathtaking natural scenery, nourishing gourmet plant-based cuisine, and staff members who cheerfully serve guests and make them feel at home. One of the attractions in their facility includes a Balinese superstructure and classroom measuring 250m² that is suspended 100 feet above the jungle. Workshops, yoga, meditation, get-togethers, and dance parties frequently use this space. This is where people gather to eat and spend time together on the property. Imiloas Institute has around 90 followers on Twitter, 12k followers on Instagram, and 9k followers on Facebook. Their website has close to 700 monthly visitors along with a DA of 27.

- **Habitas¹¹:** Habitas is a three-continent, widely known, and award-winning hospitality brand. It manages hotels, with its principal facility in Tulum, Mexico. In addition to the flagship hotel in Tulum, the company is also developing other hotel properties in the United States, Namibia, Saudi Arabia, Morocco, Mexico, Bhutan, and Costa Rica. When checking into Habitas, visitors are advised to sprinkle a small amount of copal—a local tree resin used for both spiritual cleansing and bug repellent—onto a bowl of smoldering coals and take a moment to reflect on what they hope to get out of their stay.

Habitas aims to strengthen regional cultures, communities, and conservation efforts by developing micro-economies, generating employment, and collaborating closely with these communities to address social and environmental issues. They provide economic

¹¹ <https://www.ourhabitas.com/>

and educational opportunities for the locals who call the place home. Habitas has around 73k followers on Instagram, 7k followers on Facebook and 13k followers on LinkedIn. Their website has close to 40K monthly visitors along with a DA of 41.

Room	Rate/ Night
Habitas AIUla	\$800 - \$2,000
Alcove Villa	\$900 - \$2,500
Celestial Villa	\$2,000 - \$4,000

Following are details of some Habitas resorts:

- a) **Habitas AI-Ula:** 96 guest rooms, a reception area, a yoga deck, wellness and fitness centers, a restaurant, and a swimming pool are all accessible via pathways at Habitas AIUla, which is situated in the northwest of Saudi Arabia. The hotel is also surrounded by spectacular sandstone cliffs and palm groves. Every room is constructed of organic materials that are ethically sourced and naturally blended with the surroundings. A sustainable design leaves no environmental footprint. The six programming pillars that make up the program—wellness, adventure, culture, learning, and food and beverage—are real-world partnerships with the local people and the environment. The restaurant Tama is a place where people can congregate and take an immersive culinary tour through time. Utilizing sustainable agricultural techniques and farm-to-table practices.



- b) **The Caravan AIUla:** it offers accommodations with free bikes, free private parking, and a restaurant. It is situated in Al-Ula, 24.1 km from the Madain Saleh Tombs. This five-star hotel provides complimentary WiFi, a 24-hour front desk, and a concierge service. At the snack bar, visitors may order drinks. Some of the hotel's rooms have mountain views, and each one has an electric teapot. Microwaves are available in every guest room. Prince Abdul Majeed bin Abdulaziz Domestic Airport is the closest airport and this facility is especially popular amongst solo travelers.



Rooms	Rate/ Night
Valley Caravan Queen	\$250 - \$350
Oasis Caravan Twin	\$300 - \$450

- c) **Habitas Bacalar:** it is a 5-star hotel with a bar that is situated in Bacalar. The five-star hotel has a garden, air conditioning, free WiFi, and private bathrooms in each of its rooms. There is on-site private parking and Mexican food is served at the restaurant. In addition to vegetarian, vegan, and gluten-free options. Staff at the 24-hour front desk will be pleased to give visitors useful information about the area and speak both English and Spanish. Chetumal International Airport is the closest airport which is 29 km away from this facility.



Rooms	Rate/ Night
Superior King Room	\$250 - \$400
Deluxe King Room	\$390 - \$450
King Room with Lake View	\$485 - \$510

- d) **Caravan by Habitas Agafay:** it offers lodging with an outdoor swimming pool, free private parking, a garden, and a terrace in Marrakesh. It is around 27.4 kilometers from Menara Gardens. The property, which has a bar, is close to Djemaa El Fna, which is 29 kilometers away. Caravan by Habitas Agafay is located 29 kilometers from Bahia Palace and 29 kilometers from Marrakesh Train Station. At a distance of 24 kilometers from the hotel, Marrakech-Menara Airport is the closest airport.



Rooms	Rate/ Night
Standard King Room	\$200 - \$250
Superior Triple Room	\$250 - \$325
Deluxe Triple Room	\$350 - \$450
Deluxe King Room	\$450 - \$550

- e) **Caravan by Habitas Dakhla:** with a restaurant, terrace, outdoor pool, and beachfront location, Caravan by Habitas Dakhla offers 4-star lodging in Dakhla. Private parking is free, and the establishment offers a free shuttle to the airport. Each morning at the property, vegetarian or vegan breakfast is offered at à la carte. This 4-star hotel offers bike rentals for those who want to go cycling in the neighborhood. Staff members are always on hand to assist and are fluent in

Arabic, English, and French. Dakhla Airport. The closest airport is around 80 Kms away.



Rooms	Rate/ Night
King Room	\$250 - \$325
Villa with Garden View	\$325 - \$420
Villa with Sea View	\$385 - \$450
Villa Beach Front	\$450 - \$550

- f) **Habitas Namibia:** this is a 47,000-hectare private estate and is around 45 minutes away from Hosea Kutako International Airport. Each of the opulent suites has a private deck from which visitors can frequently see the passing wildlife. With its combination of adventure, music, wellness, and food, the venue offers a multi-sensory experience along with engaging safari drives, workshops on medicinal plants, native spa treatments, and Savannah yoga. Additionally, there is a swimming pool with a view of Namibia's landscape and a communal fire pit where guests can observe roaming animals like zebras, wildebeest, and rhinos.



Rooms	Rate/ Night
Deluxe Room	\$630 - \$850

- g) **Habitas San Miguel de Allende:** it is situated in San Miguel de Allende, 2.9 km from the Historic Museum of San Miguel de Allende. Each hotel room has a terrace with a view of the garden. The reception staff will be happy to give visitors directions to the area in both English and Spanish.



Rooms	Rate/ Night
Standard King Room	\$360 - \$425
Superior King Room	\$420 - \$480
Deluxe King Room	\$480 - \$550

- h) **The Habitas Tulum:** it is 2.2 miles from the Tulum Archaeological Site in Tulum, Quintana Roo. It has a year-round outdoor pool and a private beach area. The onsite restaurant is available for patronage. Habitas Tulum is 40 miles from Cozumel International Airport, the closest airport.



Rooms	Rate/ Night
Double Jungle	\$360 - \$460
Double with Partial Ocean View	\$600 - \$700
Double with Private Pool	\$890 - \$925
Double Ocean Front	\$950 - \$980

- Sedona Mago Retreat¹²:** they offer pathways and environments for holistic healing and self-realization when combined with contemporary teachings of energy healing and personal development. The center was established with the purpose of disseminating the enduring values and spiritual traditions of SunTao. Tao Fellowship, a non-profit organization, is the operator of the Sedona Mago Center for well-being and retreat in Arizona's Red Rocks. The word Mago, which means "Mother of All" is an ancient Asian language, that stands for Mother Earth's spirit and her unfailing love. To love humanity and the earth sets the direction for why and how they operate the Sedona Mago Center. They offer wellness and natural healing programs, heart-centered leadership retreats, personal development workshops, and other services in order to support guests in realizing their full potential. Sedona Mago Retreat has around 6.6k followers on Instagram and 14k followers on Facebook. Their website has close to 6K monthly visitors along with a DA of 37.

Rooms	Rate/ Night
Private Room	
Tuition	\$599
Room and Food	\$1,560
Total	\$2,159
Shared Room	
Tuition	\$599 / person
Room and Food	\$1,260 / person
Total	\$1,859 / person

¹² <https://sedonamagoretreat.org/>



- **Stronghold Camp & Retreat Center¹³**: this is a retreat and conference center located in Illinois. The 36-acre property along the Rock River in Oregon was acquired by the Presbyterian Church-USA in 1963. They have been offering summer camps, weddings, reunions, banquets, spiritual enrichment, family camping, challenge course team building, etc. Their facilities include cabins, a camping area, a dining hall, meeting rooms, and retreat houses that can hold up to 200 guests. They also accept online registration and donation through their official website. They have 4,300 likes on Facebook and 558 followers on Instagram. Their website has around 800 monthly visitors along with a DA of 27.

¹³ <https://strongholdcenter.org/>



Package	Room	Price
Overnight Rate	Castle	\$1,950
	Carriage House	\$975
	Bunk House	\$375
	Barrick Lodge	\$925
	Sears Center	\$925
	Hickory House	\$550
	Heritage Lodge	\$95
2 or more nights	Castle	\$1,825
	Carriage House	\$925
	Bunk House	\$325
	Barrick Lodge	\$850
	Sears Center	\$850
	Hickory House	\$475

- **Deer Park Monastery¹⁴:** This is a 400-acre retreat center located in the Chaparral Mountains of Southern California. It was founded by the Vietnamese Buddhist monk, Thich Nhat Hanh in July 2000. Their facilities include dorm room accommodation, tent station, meditation hall, garden, pond, and a bookshop for retreat-goers. They cater online events and accept donations through their official website. They have around 32K followers on Facebook and around 6,800 followers on Instagram. Their website has around 7.8K monthly visitors along with a DA of 39.



¹⁴ <https://deerparkmonastery.org/>

Room	Rate/ Night
Tent- Adult	\$50
Tent- Teen	\$40
Tent- Child	\$25
6-bed Dorm(Adult)	\$65
6-bed Dorm(Teen)	\$50
6-bed Dorm(Kid)	\$35
3-bed Dorm(Adult)	\$90
3-bed Dorm(Teen)	\$60
3-bed Dorm(Kid)	\$45

- Jesuit Retreat Center of Los Altos¹⁵:** this retreat center was founded by the Jesuits in 1925. They offer virtual, weekend/overnight, day, directed, and personal retreat programs. Their specialized offering includes a three-year training program called Pierre Favre which trains people to be directors of spiritual exercises of St. Ignatius of Loyola. Their facilities include large meeting rooms, medium-sized conference rooms, smaller break-out rooms, on-site catering, and overnight lodging. They have around 10K followers on Facebook and close to 400 followers on Instagram. Their website has around 2.1K monthly visitors along with a DA of 24.

¹⁵ <https://www.jrclosaltos.org/>



Room	Rate/ Night
Overnight Group Rates	\$165
Commuter Rates	\$120

- **Esalen¹⁶**: it started in 1962 and is located in California. It has 100 acres of property that offer accommodation, a massage spa, hot springs, gardens, an art barn, and an organic farm overlooking the ocean. They offer different classes such as yoga-based movement, journaling sessions, breath work, self-awareness sessions, and healing arts sessions. Online courses, bookstores, reservation booking, and donation channels can also be accessed on their official website. They have around 77K likes on Facebook and close to 52K followers on Instagram. Their website has around 43K monthly visitors along with a DA of 62.

¹⁶ <https://www.esalen.org/>



Package	Room	Price
3-day & 2-night	Sleeping Bag	\$540
	Standard Queen Room	\$1,200
	Standard Two Beds	\$1,920
	Premium Queen Room (for one guest only)	\$1,680
	Premium King Room (for one guest only)	\$1,800
	Premium Plus King Room	\$3,036
	Point House Suite	\$3,900
	Point House Plus Suite	\$4,800
5-day & 4-night	Sleeping Bag	\$900
	Standard Queen Room	\$2,000
	Standard Two Beds	\$3,200
	Premium Queen Room (for one guest only)	\$2,800
	Premium King Room (for one guest only)	\$3,000
	Premium Plus King Room	\$5,060
	Point House Suite	\$6,500
	Point House Plus Suite	\$8,000

- **The Cove by Billy Graham**¹⁷: it is located on a 1,200-acre property in the Blue Ridge Mountains. Cove events include Women Bible Study, Military Marriage Retreat, Personal Spiritual Retreat, An Evening at the Cove, and Seminars. Online bookstores and donation channels are also available on the official website. Currently, they have around 191K likes on Facebook and close to 24K followers on Instagram. Their website has around 33.7K monthly visitors along with a DA of 42.



¹⁷ <https://thecove.org/>

Package	Room	Price
Overnight Rate	Single Occupancy Jan.-Aug.	\$244
	Single Occupancy Sept.-Nov.	\$264
	Double Occupancy Jan.-Aug.	\$299
	Double Occupancy Sept.-Nov.	\$319
	Standard Room(Jan.-Aug.)	\$646
	Balcony(Jan.-Aug.)	\$686
3-day & 2-night	Suite(Jan.-Aug.)	\$784
	Standard Room(Sept.-Dec.)	\$686
	Balcony(Sept.-Dec.)	\$726
	Suite(Sept.-Dec.)	\$886
5-day & 4-night	Standard Room(Jan.-Aug.)	\$1,274
	Balcony(Jan.-Aug.)	\$1,354
	Suite(Jan.-Aug.)	\$1,550
6-day & 5-night	Standard Room(Jan.-Aug.)	\$1,593
	Balcony(Jan.-Aug.)	\$1,693
	Suite(Jan.-Aug.)	\$1,938

- **MT Baldy Zen Center¹⁸**: this is a retreat center located in the Los Angeles area and was founded by Kyozan Joshu Roshi in 1962. They offer programs such as Introduction to Zen, 1-3 days of Zen practice, and 5-7 days of Zen Practice. Their facilities include a large meeting room, basic accommodation, and home-cooked vegetarian and non-vegetarian food. They also offer Online Saturday Sits which is a half-day Zen practice session. They do not have social media accounts. Their website has around 500 monthly website visitors with a DA of 39.



Room	Rate/ Night
Group retreat(min.15 pax)	\$80
Guest Cabin	\$100

¹⁸ <https://www.mbzc.org/>

- **Best Lifeing¹⁹**: their key offerings include private virtual sessions and package retreats. Their business model does not highlight the therapy host instead they focus on their facility. Their website is user-friendly and informative. In addition to retreat services, they also offer various merchandise such as apparel. Their website has around 29 monthly visitors and a DA of 13. Their Facebook page has 430 followers and their Instagram page has around 3800 followers. In addition, they have a YouTube channel with only 8 subscribers and a LinkedIn page with around 400 followers. They are relatively more active on social media than other channels. Their website has around 29 monthly visitors with a DA of 13.

Following are details of their pricing:

Service	Sub- category	Price
Private Virtual Sessions	Meditation	\$111 per 60 mins.
	Conscious Breathwork	\$222 per 75 mins.
	Regression Hypnotherapy	\$444 per 3 Hrs.
	Yoga Session	\$222 per 75 mins.
	Reiki Energy Healing	\$222 per 75 mins.
	Bodywork & Massage	\$250 per 90 mins.
	Fitness Session	\$222 per 60 mins.
Retreat Packages	Kundalini	\$222 per 90 mins.
	Life Coaching 4-week coaching	\$4,444 for 4 weeks
	Regression Hypnotherapy	
	Certification	\$4,444 for 8 weeks

¹⁹ <https://www.bestlifeing.com/>

- **The Island Retreat²⁰:** This is a 1.27-acre property located on Abacos Island, Bahamas. This modern small oceanfront private hotel was initially built in 1980 and renovated in early 2022. They offer the following accommodations: single rooms, double rooms, suites, and private cottages with their own kitchen and full bar. The entire property can also be booked for special events such as weddings, retreats, and reunions. Their facility offers a heated pool, a hot tub, a gym, a restaurant, ferry transfer assistance, and indoor and outdoor dining areas. Presently they have around 630 likes on Facebook and close to 200 followers on Instagram. Their website has around 127 monthly visitors along with a DA of 3.

Following are details of their pricing:

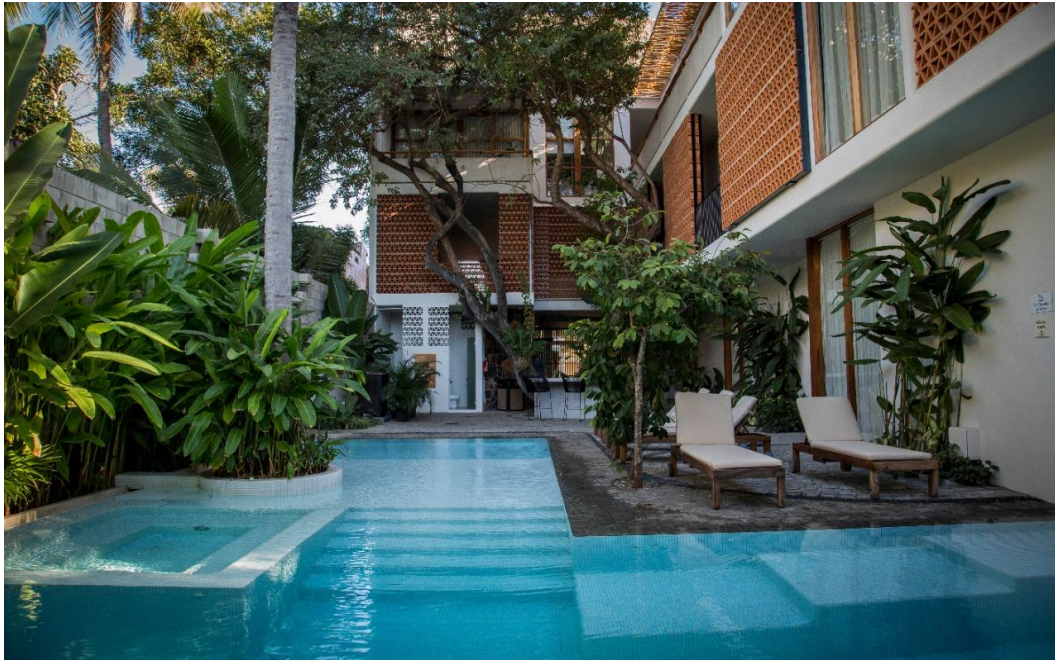
Rooms	4 Day Package Rates
Cottage	\$1,200
Honeymoon Suite	\$400
The Loft	\$695
Garage Apartment	\$695
Master Suite	\$595
Bunk Bed	\$695
Fire Place Room	\$350

- **Laluna²¹:** This is a beachfront Caribbean resort located on the island of Grenada. Resort activities include Asian Spa, yoga on the beach, water sports, gym, tennis, and personal healing sessions such as yoga retreats. ²² They also offer overnight accommodations, concierge services, gift registries, and exclusive packages for destination weddings, gatherings, and retreats. Laluna's Italian-Caribbean restaurant is also available including room service for check-in guests. Currently, they have 7,600 likes on Facebook and 5,700 followers on Instagram. Their website is very informative but slightly difficult to explore. Their website has around 6.4K monthly visitors along with a DA of 44.

²⁰ <https://theislandretreat.com/>

²¹ <https://www.laluna.com/>

²² <https://www.laluna.com/experience-laluna/grenada-resort-activities/>



Following are details of their pricing:

Rooms	Overnight Rates
Cottage Suite	\$450
Deluxe Cottage	\$530
Beach Cottage Deluxe	\$655
Two Bedroom Cottage	\$900
Three Bedroom Grenada Villas	\$1,825
Four Bedroom Villa	\$1,995
Laluna Five Bedroom Villa	\$2,235
Cottage	\$430

- **Insight Timer**²³: This meditation app has been downloaded over 5 million times from the Play Store. Its website has around 316K monthly visits with a DA of 65. It boasts an abundance of freemium services, most of which consist of pre-recorded meditation-related audio material. Membership Plus costs \$54 per year and provides access to the entire material collection. In addition, it has a marketplace where content providers and mental health experts sell classes for \$20 to \$600. It delivers Live Events, Workshops, Courses, and Mentoring through its app's intuitive user interface. There is an abundance of freemium material that might encourage consumers to become paying customers. This is one of the very few market participants that offers both automated and human-driven services. Insight Timer has around 332k followers on Instagram, 492k followers on Facebook, 19k followers on LinkedIn and 28.5k followers on Twitter. In addition, their website has around 441.8K monthly visitors along with a DA of 65.
- **Mindbody**²⁴: the platform connects fitness and wellness experts with consumers. Their pricing depends on individual hosts. The requirement for scheduling, booking, payments, and inventory forms the basis of the company's operations. It also involves providing exceptional experiences, engaging current customers through direct marketing, and attracting new customers through the marketplace. The application does not have a set cost, but they do offer four different plans. Mindbody has 120k followers on Instagram, 283k followers on Facebook, 89k followers on LinkedIn, and 19k followers on Twitter. Their website has close to 2.9 million monthly visitors along with a DA of 79.
- **Hand Stone**²⁵: it was named one of the top 10 most credit-worthy franchises by the FUND report. Aiming to capitalize on the "day-cation" market segment, Hand and Stone is a 500+ unit Massage and Facial Spa with a mission to make massage and facial services accessible to all. Hand and Stone are growing across the country and looking for franchise owners in 42 states. Their recurring revenue model has been successfully tested. Their monthly membership program contributes to the creation of a stable stream of income. They also provide thorough start-up support, including assistance in selecting the best location for the franchisee's spa. A carefully curated guidebook that contains all the information people need to launch franchisees successfully. Aid in planning and advertising for the grand opening. The start-up costs and the initial investment required

²³ <https://insighttimer.com/>

²⁴ <https://www.mindbodyonline.com/>

²⁵ <https://www.handandstonefranchise.com/>

to open a single Hand and Stone Massage and Facial Spa could range from around \$600K to \$750K. Hand and Stone Massage and Facial Spa has 19.6k followers on Instagram, 5.3 reviews on Facebook, 17.2k followers on LinkedIn, and 2.7k followers on Twitter. Their website has 4.9K monthly visitors along with a DA of 26.

Steps to Implement a Retreat by a Practitioner

It is important to analyze the steps and actions of a wellness practitioner to design our promotional campaign and understand our target market needs.

Analyze interest and demand

In this step the practitioner has to test and analyze the market for their particular style of retreat programs. In this stage, the practitioner can set up social media pages and build followers and an email list. In addition, analyze search patterns on Google for people willing to take a retreat. They can also conduct surveys amongst their social media followers and members of their email list. These activities will help them design & build a proper retreat program for their target market.

Create the retreat's theme

In order to create a theme, the following questions should be answered:

- a) What are you hoping to achieve with this retreat?
- b) What will be the subject?
- c) Do you have a specific area where you'd want to assist people?
- d) Does the market have a void?
- e) Can you come up with a novel way to merge two separate aspects of wellness?
- f) What exercises or meetings could you include?
- g) Exist any other wellness experts you might collaborate with on it?

Discover the ideal location

In order to find the ideal location, practitioners usually search for answers to the following questions:

- a) Does it offer easy access and close transportation for your visitors? If not, can you provide transportation?

- b) Are the facilities suitable for the activities you want to provide?
- c) Will they provide acceptable catering or meal options?
- d) Does the setting support the mood you want to create?
- e) Can your visitors afford the price, and will you still be able to turn a profit?

Create the program

Practitioners can follow the steps:

- a) Make an agenda for your retreat and decide on its format.
- b) If you want to collaborate with others, schedule outside instructors.
- c) Make a thorough schedule explaining the sessions and their advantages, transport, equipment, and catering requirements, as well as any other queries your visitors may have.
- d) Consider each phase of the client/guest experience. Will they know where to go when they get there? Will the receptionist provide directions or should there be signs? Do you put a printed slogan by the mirror, a welcome drink, or an itinerary on the pillow? People tend to remember the little things, and they may also make sure that everything goes according to plan.
- e) Define the return policy, weighing your obligations to your customers with any non-refundable expenses.

Promotions

Following strategies can be implemented by practitioners:

- a) Use social media to publish videos and images of the location.
- b) Write a series of blog entries to generate demand, encourage sign-ups, and provide answers to frequently asked topics.
- c) Courses: At the conclusion of your in-person classes, mention the retreat program.
- d) Offer a sample of the residential event by holding brief or online retreat sessions.
- e) Offer early bird discounts to encourage people to sign up so you can obtain commitments right away and have money set up for a venue deposit and other upfront expenses.

Organize the retreat

Whether it's a multi-day event or a residential setting, it's important to have an opening welcome session. You may use this time to lay out the schedule, communicate expectations, and create any ground rules you want. To avoid having to facilitate every discussion, encourage individuals to engage with one another as much as they can. Practitioners feel less burdened while simultaneously fostering a sense of companionship. This is also the practitioner's chance to excel as a health expert! It represents the fruit of all your planning and hard work.

Following is an example of an itinerary list:

Day	Time	Activities
Day 1	2:00 PM	Arrival, registration & check- in
	3:00 PM	Vinyasa yoga session
	5:00 PM	Fresh juice break
	6:00 PM	Journaling class
	7:00 PM	Group dinner
Day 2	8:00 AM	Meditation & yoga session
	10:00 AM	Fresh juice break
	11:00 AM	Tai Chi
	1:00 PM	Coastal hike
	6:00 PM	Group diner
Day 3	6:00 AM	Sunrise yoga
	8:00 AM	Group breakfast
	10:00 AM	Gong meditation
	11:00 AM	Raw cookery class followed by lunch
	2:00 PM	Free time to enjoy retreat amenities
	5:00 PM	Group dinner
Day 4	8:00 AM	Meditation & yoga session
	10:00 AM	Fresh juice break

	11:00 AM	Tai Chi
	1:00 PM	Forest bathing hike
	6:00 PM	Group dinner
Day 5	9:00 AM	Restorative yoga
	11:00 AM	Check- out & departure

Target Market

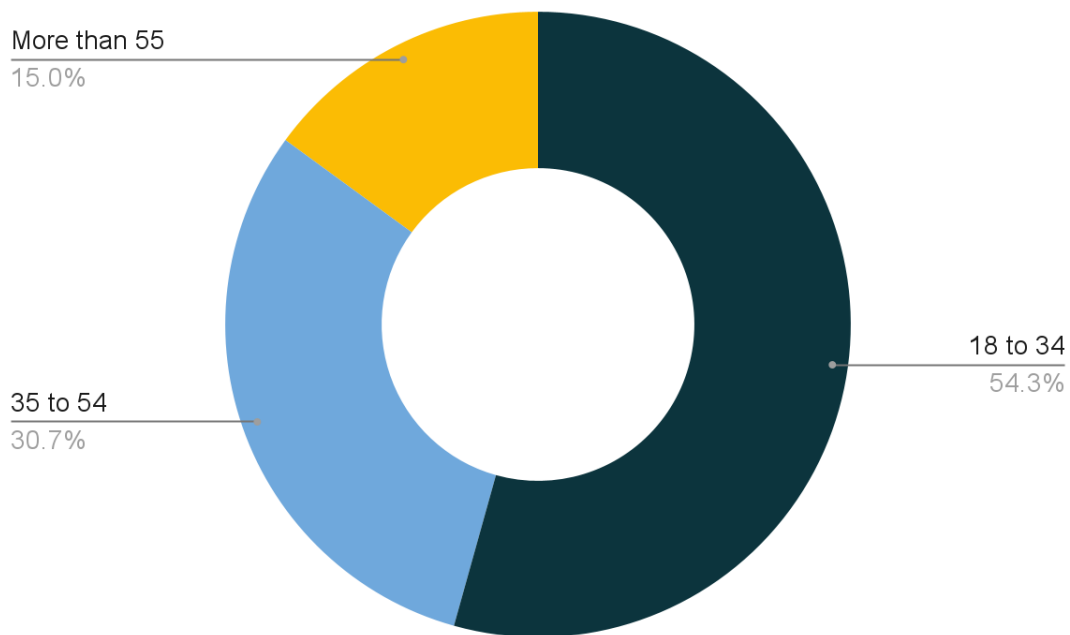
Geographic Segmentation

Our primary focus is on the US market and over the long term we plan to expand to other countries as well.

Demographic Segmentation

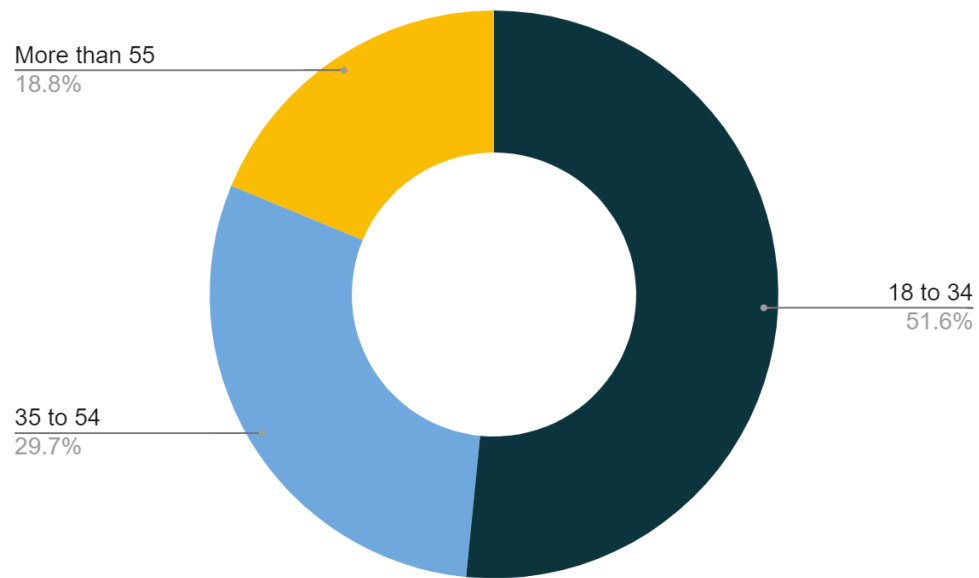
We are targeting both men and women within the age group of 25 to 50. The reason is that people within the age group of 18 to 54²⁶ mostly take wellness retreats. In addition, we have narrowed this further as we wish to focus on relatively higher-income groups.

Distribution by age group of people who have taken a wellness holiday at least once:



²⁶ <https://www.statista.com/statistics/417189/wellness-vacation-united-kingdom-by-age/>

Distribution by age group of people who takes a wellness holiday at least once a year:



Psychographic Segmentation

We are targeting the people who travel for wellness retreats or wellness tourism. Our target group is looking for ways to improve their overall physical and mental wellness.

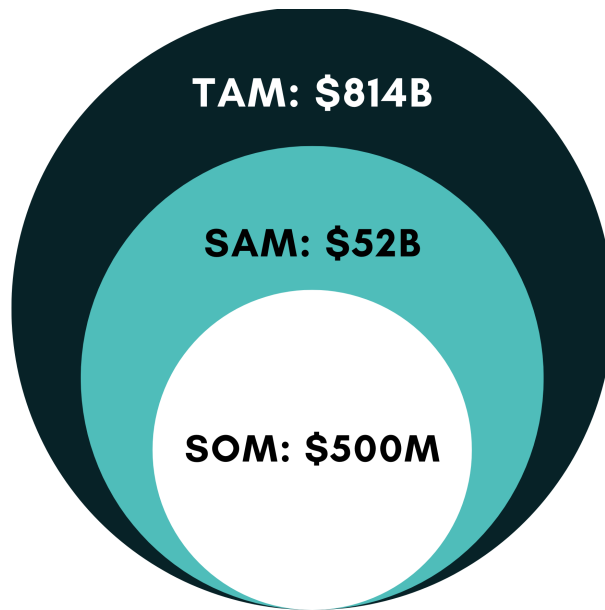
Target Market Behavior

Demand	Action	Visit
Physical	Fitness – fitness classes, stretching, Pilates	Gyms, Fitness Centres
	Healthy Eating – nutrition, weight management, detox, culinary experiences, vegetarian/vegan	Organic, natural restaurants
	Health – check-ups, diagnostics, chronic condition management	Wellness Centres, Health Centres
	Spa & Beauty – massage, bathing, body treatments, facials, hair & nails	Wellness hotels, wellness cruises, health resorts, spas & salons, baths & springs
Mental	Mind-body – yoga, meditation, Tai Chi, Qigong, Biofeedback	Yoga studios, martial arts studios
Spiritual	Spiritual & Connection – praying, time with family, time alone, volunteering	Yoga retreats, spiritual retreats, Ashrams
Emotional	Personal Growth – retreats, life coaching, reducing stress, reading, music & arts	Lifestyle retreats, wellness retreats
Environmental	Eco & Adventure – hiking, biking, walking, nature visits	Parks, Wildlife Sanctuaries, Nature Reserves

27

²⁷ <https://www.cbi.eu/market-information/tourism/wellness-tourism/market-entry>

Market Size



TAM

Total Addressable Market (TAM) is the maximum achievable market size. We have considered the global market size for wellness tourism as TAM. So, our **TAM is \$814 billion²⁸**.

SAM

Serviceable Addressable Market (SAM) is the market size of our targeted segment. We are targeting the USA. Around 57% of the US population travel annually across international and domestic destinations. According to Global Wellness Institute's "Wellness Tourism 2020" report, wellness tourism represents 6.5% of all domestic and international US travel trips. In addition, we are targeting people within the age group of 25 to 50. Our average revenue is \$400. So based on these estimates, our **SAM is \$52.5 billion**.

²⁸<https://www.grandviewresearch.com/industry-analysis/wellness-tourism-market#:~:text=Report%20Overview,12.42%25%20from%202023%20to%202030>.

Following is the calculation breakdown for SOM:

US Population	Targeted Age Group	Age Group Proportion	Age Group Population	Average Revenue	Market Size
336,000,000	25 to 34	14%	46,032,000		\$18,413M
	35 to 44	13%	44,016,000	\$400	\$17,606M
	45 to 54	12%	41,328,000		\$16,531M
				Total	\$52,550M

SOM

Serviceable Obtainable Market (SOM) is the market size we can achieve using our limited resources. We have estimated our **SOM to be around \$500 million** based on our projections and this is 1% of the Serviceable Addressable Market.

Industry Forces

Level of Competition

In terms of specialized retreat centers, the level of competition is **medium**. There are many resorts offering to host retreats but there is not a large number of specialized retreat centers across the USA. Therefore, the level of competition is medium.

Potential of New Entrants

The threat of new entrants in the wellness retreat center industry is relatively **low**. The high startup costs associated with establishing a retreat center, along with the need to attract customers to a specific location, make it difficult for new entrants to enter the market.

Power of Suppliers

The bargaining power of suppliers in the wellness retreat center industry is relatively **low**. The products and services required to operate a retreat center, such as yoga mats, massage tables, and food supplies, are readily available from many different suppliers. Retreat centers can easily switch between suppliers or negotiate better prices to reduce their costs.

Power of Customers

The bargaining power of buyers in the wellness retreat center industry is **high**. The reason is that we are primarily targeting wellness practitioners. Customers have many options available to them in terms of retreat centers or resorts. They can easily switch to a competitor if they are dissatisfied with the services provided by a retreat center. Therefore, retreat centers need to focus on building strong customer relationships and delivering high-quality services to retain their customers.

The Threat of Substitute Products

The threat of substitutes is **medium**. There are many substitutes available for the services provided by a wellness retreat center, such as online yoga classes, meditation apps, and massage therapists who provide in-home services. These substitutes can pose a threat to retreat centers if they are able to offer similar benefits at a lower cost or with more convenience.

Retreat centers need to differentiate themselves and communicate their unique value proposition to stand out in the market.

The End