

How To Organise A STRESS FREE GROUP YOGA WELLNESS RETREAT

Words: Frances Geoghegan

Organising a group yoga retreat can often be a daunting and stressful process. A retreat requires a great deal of planning and decision-making. As the retreat organiser, you must consider everything - starting from the venue, your target customers, the price you will charge, the retreat programme, the logistics and how to market and sell it.

So we've enlisted the expertise of Europe's leading spa and wellness specialist Healing Holidays to give us some tips on how to make this process as stress-free as possible for you.

Clearly Define What The Objective Of The Retreat Is.

One of the key things to consider when organising a group retreat is to ensure you have a theme – a core

objective around which the retreat is designed. This ensures that the retreat comes across as a serious transformational experience that is necessary for your wellbeing, rather than just a group holiday with strangers. Your experiential activities can then be planned to ensure that they deliver the core goal that your retreat is aiming for its attendees to achieve. Lastly and most importantly, when you market it if your theme addresses a problem that potential clients have, it becomes an easier sell.

Choose The Right Venue.

Choosing the right venue is the key to ensuring that your group has the best possible experience. It has to be a place that makes your attendees feel physically at ease and mentally unburdened – peaceful enough to quieten their minds and direct their attention inwards. Some of the key things you should keep in mind when selecting a location are as follows.

- What sort of budget/ tastes the attendees have?
- When can they travel?
- Do they want to stay closer to home or to travel further afield?
- What sort of dietary requirements do they have?
- Does the property have enough rooms?

- What yoga facilities does the retreat have – do they have a private spot for you to hold your sessions?
- Do they offer any extra activities or excursions?

As Europe's leading spa specialist, Healing Holidays are proud to offer an unmatched portfolio of the world's very best yoga retreats – and as they know them better than anyone, they will be able to help you find that perfect venue for your group retreat.

Work Out A Schedule.

It is important that you create a schedule for your retreat. This plays an integral role when you market your retreat, giving clients an idea of what to expect. Schedule in things like meals, activity sessions, yoga classes, group sharing, excursions and personal time. Remember to leave some room for changes, or spontaneous activities that might come off your sessions. In addition, incorporating some non-yoga activities keeps everyone energised and rejuvenated.

There is a fine balance you need to strike when creating a schedule, include too much and people will need a holiday after your retreat, include too little and they will wonder if this was worth the time and money.

facebook.com/official.yogamag



Get The Right Experts In.

You can decide to lead the group retreat yourself or you can invite other experts in yoga or other disciplines (e.g. Reiki, Ayurveda etc.) to complement your skills as a yoga practitioner. This will draw in more clients, make the retreat more holistic and will help with marketing your retreat. With over 15 years' experience in this industry, Healing Holidays enjoy access to the world's leading and most renowned holistic experts, healers and practitioners - and as they have very close relationships with all of them, they will be able to help you find the right experts for your group yoga retreat.

Book With A Tour Operator.

Booking with a tour operator such as Healing Holidays is an absolute must if you want the whole process to be as stress-free as possible for you. Healing Holidays take the hassle out of organising your retreat by doing all the hard work behind the scenes. Their highly experienced in-house team can look after every aspect of your group booking, offering a complete service

to include flights, visas, payments, transfers, accommodation, meals, spa treatments, wellness experiences and extra activities such as local excursions. Their staff are reachable at all times to help with any issues which you may have with your travel arrangements, allowing you to focus fully on the important job of leading your group. They are also ATOL-bonded, which ensures that all your attendees' monies are fully secured and protected.

Healing Holidays is a multi-award winning wellness travel company that contracts exclusively with many of the world's finest spas, yoga retreats and medical clinics. Being at the forefront of the UK wellness market for over 15 years, Healing Holidays are constantly expanding their portfolio of properties, but crucially their experts only ever give recommendations based upon their first-hand experiences.

The owner and founder of Healing Holidays, **Frances Geoghegan** first recognised a new demand for wellness from luxury travellers over 15 years ago.

Having lived through a personal bereavement and her own health issues, she was driven to seek out the best international medical practitioners and finest alternative wellness experts.

The result was Healing Holidays, an industry pioneer that has since propelled her to becoming one of Europe's leading wellness experts, named as one of Condé Nast Traveller's "World's Best Travel Specialists".

healingholidays.com

