



# BUSINESS PITCH

## BLOSSOM & BREATHE RETREATS

**Pilates & Wellness Retreats**

Presented by Susie-May

PICTURE THIS ...





modern life is exhausting ...



presenting ..

BLOSSOM & BREATHE  
✧ RETREATS ✧





# MARKET OPPORTUNITY

68%

of people plan to join a retreat

with

28%

booking their first one in 2026

(Westman, 2026)

Post covid people are now  
seeking more unique & niche  
travel experiences, rather than  
the traditional standardised  
holidays

‘The Global Wellness Institute reports over  
524 million wellness tourism trips each  
year’ (Pearce, 2025)

# 12 MONTH SCHEDULE

| Month       | Destination        | Retreat Name                           | Theme                          | Signature Excursion                             |
|-------------|--------------------|----------------------------------------|--------------------------------|-------------------------------------------------|
| ❄️ January  | Iceland            | <i>Glow Within: Arctic Reset</i>       | Resilience & renewal           | 🇮🇸 Northern Lights tour & 🌊 Blue Lagoon spa     |
| 🌴 February  | Bali               | <i>Rise &amp; Radiate</i>              | Balance & tropical reset       | 🛕 Water temple visit & 🌅 Sunset beach dinner    |
| 🌸 March     | Marrakech          | <i>Desert Bloom</i>                    | Grounded feminine strength     | 🌵 Sahara desert sunset experience               |
| 🌷 April     | Amsterdam          | <i>Bloom &amp; Flow: Tulip Edition</i> | Renewal & fresh energy         | 🌷 Private tulip field tour                      |
| 🍊 May       | Amalfi Coast       | <i>La Dolce Flow</i>                   | Joyful movement & indulgence   | 🚤 Private coastal boat day                      |
| 🌿 June      | Costa Rica         | <i>Wild Strength Escape</i>            | Vitality & nature reconnection | Waterfall hike & 🌴 Beach recovery               |
| ☀️ July     | Greece (Santorini) | <i>Sun Sculpt Retreat</i>              | Confidence & body empowerment  | 🛶 Catamaran sunset cruise                       |
| 🌺 August    | Ibiza              | <i>Glow &amp; Flow: Island Edition</i> | Energy & self-expression       | 🌴 Luxury beach club experience                  |
| 🍷 September | French Riviera     | <i>Golden Hour Retreat</i>             | Elegance & confidence          | 🛶 Yacht day & 🏰 Coastal sunset dinner           |
| 🍁 October   | New York           | <i>Urban Reset</i>                     | Ambition & clarity             | 🏙️ Rooftop Pilates & 🍂 Central Park autumn walk |
| ❄️ November | Lapland, Finland   | <i>Stillness &amp; Strength</i>        | Calm & grounding               | 🏠 Glass igloo stay & 🦌 Reindeer safari          |
| ⭐ December  | Dubai              | <i>Elevate &amp; Exhale</i>            | Celebration & abundance        | 🌵 Desert safari & 🛶 Private yacht experience    |

# 🌴 Bali - Rise & Radiate Retreat 🌴

✨ Balance & Tropical Reset ✨

## Itinerary Breakdown:

- 6-day retreat
- Daily Pilates Sessions
- Local activities (e.g Tegenungan Waterfall, Tirta Empul Temple for a traditional Balinese Water Purification Ritual, visit of the Tanah Lot Temple).
- Shared villa with pool & sauna access
- Fresh & nutritional meals
- Daily sunrise meditations
- 24/7 wellbeing support
- Transport to & from airport plus activities

Total Cost of package - £2895 pp (excludes flights)



# COMPETITIVE ANALYSIS



Lanelay Hall  
Hotel & Spa

core LDN



RETREATS

Core LDN Pilates  
and Wellness  
Retreats.



SOUL PILATES

A DIFFERENT KIND  
OF RESET

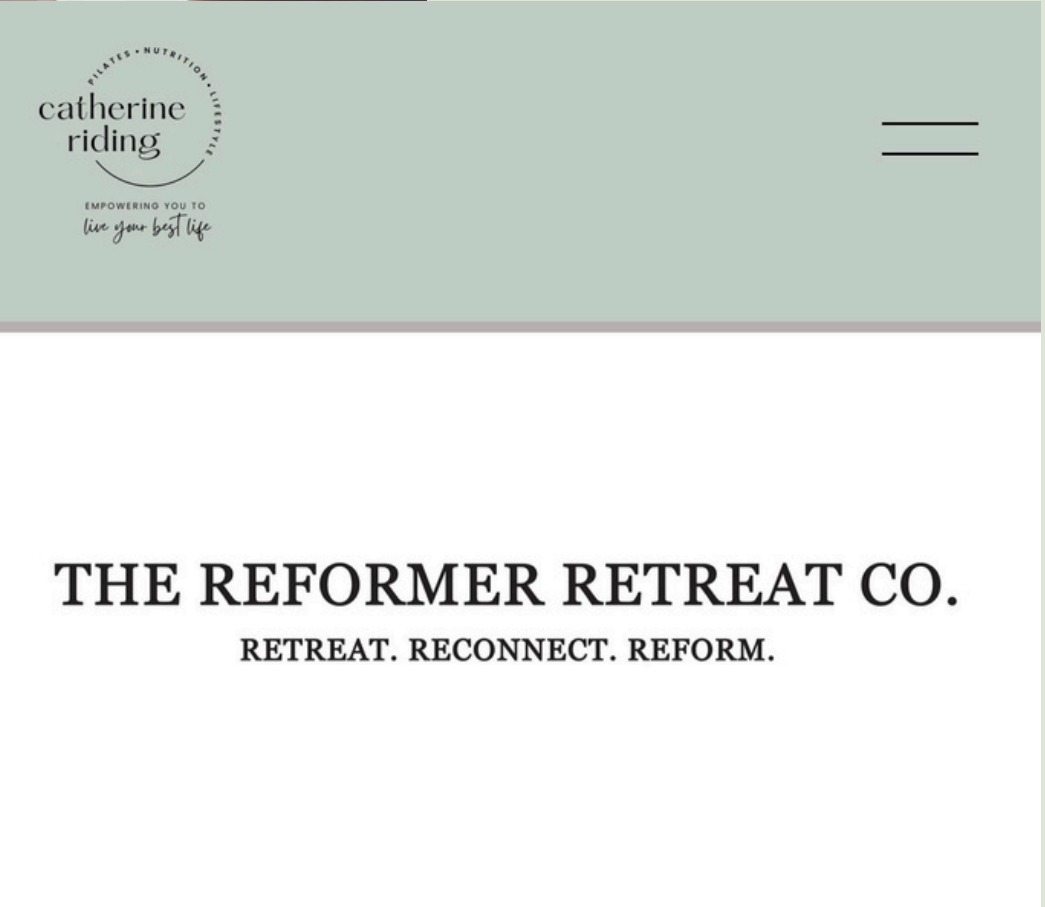
19-21 June 2026 - NEW  
25th September 2026 -  
fully booked

BOOK YOUR RETREAT →

Luxury Pilates Retreats in the UK



ANASA



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EMPOWERING YOU TO  
live your best life

THE REFORMER RETREAT CO.  
RETREAT. RECONNECT. REFORM.

# CUSTOMER PROFILES :

|                              |                                               |                                                 |
|------------------------------|-----------------------------------------------|-------------------------------------------------|
| CATEGORY                     | 🌸 Gen Z - Wellness Lover (18–29)              | 🌿 Burnt-Out 9–5 Women (30-50)                   |
| Core Motivation              | Confidence, connection, aesthetic experiences | Stress relief, clarity, restoration             |
| Reasoning behind booking     | Comparison culture, identity pressure         | Burnout, overwhelm, work-life imbalance         |
| Lifestyle                    | Social, trend-led, digitally active           | Busy, structured, career-focused                |
| What ignited their purchase? | Aspirational Instagram/TikTok visuals         | Messages& images that promote rest & relaxation |
| Outcome & overall experience | For the experience, glow-up & community       | For recovery, structure & guided escape         |

# MARKETING STRATEGY:

‘71% of consumers say their purchasing decisions are influenced by social media content’ (HubSpot, 2025)

Chosen Social Media Platforms:



# FINANCIAL PROJECTION



12 Retreats a year



- Max 12 guests each
- Europe: 3–4 days
- Long-haul: 6–7 days
- Daily Pilates + wellness + activities + accommodation
- Flights NOT included



European Retreats - Prices vary  
between £1595-£1995

Long haul Retreats - £2750 - £3200

Revenue (12 guests at full capacity) -  
approx £367,000

Costs (e.g villa, meals, activities, staff) -  
£150,000

Annual Net Profit - £60-75,000

🌸 Susie-May 🌸

Founder & Lead Host



- Qualified level 3 pilates instructor (Mat & Reformer)
- Retreat organiser

# MEET THE TEAM!

Operations & Guest Experience (Virtual)  
Bookings · guest comms · logistics

Local Retreat Coordinator (Per Destination)  
On-site support · transport · activities

Additional freelancers include:

Content & Photography Support

Marketing & Launch Support

Financial Support (for taxes etc)



# THANK YOU FOR YOUR TIME!

Remember.. This isn't just a retreat. It's an  
opportunity to reset



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