



STEP-BY-STEP PRICING FRAMEWORK FOR RETREAT LEADERS



A MINDFUL APPROACH TO CREATING SUSTAINABLE, VALUES-ALIGNED PRICING

Pricing your retreat should go beyond covering costs. Your pricing should honor the energy, intention, and service you're offering. Use this framework to bring clarity and integrity to your retreat's financial foundation, ensuring your work is both purposeful and sustainable.

STEP 1 — CLARIFY YOUR VISION & DEFINE YOUR OFFERING

Before calculating numbers, reconnect with your "why." What kind of experience are you creating, and for whom? Your vision shapes your scale, location, and pricing philosophy, and becomes the compass for the financial decisions that follow.

Once your vision feels clear, outline the tangible structure of your retreat.

Consider the key elements that shape the overall experience:

- **Duration:** How many days and nights will best serve your intention?
- **Group size:** What number of participants allows for depth and connection?
- **Location:** Domestic or international? Accessible or remote?



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- **Inclusions:** What's covered (i.e., lodging, meals, transportation, excursions, teachings, materials)?
- **Level of service:** Will it be all-inclusive, or will participants handle certain arrangements on their own?

Clarifying these details early ensures your pricing reflects the real value of what you're offering and helps participants understand exactly what they're investing in.

STEP 2 — CALCULATE YOUR TRUE COSTS

List every core expense connected to your retreat:

- Venue and accommodations
- Meals and catering
- Transportation or excursions
- Marketing and administration
- Staff, co-leaders, or guest teachers

Add these together to find your **total base cost**, the foundation of your pricing structure.

STEP 3 — INCLUDE YOUR COMPENSATION

Add a line item for your own time, expertise, and energy. Include planning, teaching, communication, and travel.

Your leadership and presence are part of the retreat's value. Price them in with confidence and transparency.



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STEP 4 — DETERMINE YOUR PRICING MODEL

Translate your costs into clear participant pricing:

1. Decide your **minimum group size** (your breakeven point).
2. Add a **sustainability margin** (10–20%) to create profit and flexibility.
3. Consider **tiered pricing or payment plans** to support accessibility.

Clarity builds trust. Communicate what's included and why.

STEP 5 — ALIGN PRICE WITH PURPOSE

Before finalizing, pause and review:

- Does this pricing reflect the true value of what you're offering?
- Does it honor your time, energy, and skill?
- Does it allow your business and your wellbeing to thrive?

When your pricing reflects both practicality and purpose, you create a foundation for retreats that thrive.

STEP 6 — UNDERSTAND THE WHOLESALE-RETAIL MODEL (WHEN PARTNERING WITH A RETREAT ORGANIZATION)

If you're collaborating with a retreat organization or third-party partner such as True Nature Travels, it's important to understand how the wholesale–retail model works.



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In this model, the retreat organization typically provides a **wholesale rate**:

A fixed, per-person cost that includes accommodations, meals, logistics, and on-the-ground coordination.

You, as the retreat leader, then set your **retail rate**:

The total price you offer to participants, which includes your teaching fee, preparation time, marketing efforts, and additional value you provide through your leadership.

This model allows you to:

- See your true profit margin clearly, based on the difference between wholesale and retail pricing.
- Maintain flexibility to price your retreat according to your community and the level of service you wish to offer.
- Ensure that the retreat organization's operational support and your own facilitation are both fairly compensated.

When done with transparency and mutual respect, this model creates a sustainable ecosystem that honors everyone's contribution while ensuring the retreat experience remains both accessible and financially balanced.