F.I.T
FAYE'S INTENTIONAL TRAINING

THE RETREAT PLANNER

From "one day I'd love to" to a sold-out retreat, with Faye Edwards



F.I.T ACADEMY · BUSINESS COACHING FOR FITNESS PROFESSIONALS

YOU'VE DREAMT OF IT. WHERE DO YOU START?

Most instructors and coaches who dream of a retreat stall at the same four questions.

Where and when?

Choosing a destination, venue and dates that suit your community

What do I charge?

Costing it properly so you profit, not just break even

Will anyone book?

The fear of empty places and selling to your own people

What am I missing?

Contracts, insurance, compliance and logistics abroad

The Retreat Planner answers every one of them, with someone who has done it.

LEARN FROM SOMEONE WHO FILLS THE ROOMS

13

years in the fitness industry, globally

28

guests on Faye's sell-out Zanzibar retreat

- Founder of Mind Fit Retreats, run abroad with and without flights included
- Facilitated and hosted retreats and events internationally
- Former Group Exercise Manager at Third Space; opened gyms and trained instructors
- Award-winning presenter and celebrity trainer, featured in magazines and fitness apps



Mind Fit Retreats, Zanzibar

WITH OR WITHOUT FLIGHTS: WHAT I'VE LEARNED

Flights included

The group flies together, as on Faye's Zanzibar retreat

Why it works

- Higher ticket price and a premium, all-in feel
- Easiest for guests: one payment, no planning
- The group bonds from the airport onwards

Watch out for

- Big airline deposits and name deadlines tie up cash
- Usually brings in ATOL and package travel rules
- Flight price changes eat into your margin

Flights excluded

Guests book their own flights to a set arrival window

Why it works

- Lower ticket price, so easier to sell
- Far less cash at risk and simpler compliance
- Guests can use air miles or extend their trip

Watch out for

- Staggered arrivals need transfer planning
- Guests must be told exactly which flights to book
- Some guests find booking flights a barrier

ONE RETREAT CAN EARN YOU OVER £11,500

Example: 5-night retreat abroad, 24 guests, flights excluded

Item	Working	Amount
Ticket sales	24 guests × £1,595	**£38,280**
Accommodation and meals	£750 per guest	–£18,000
Transfers and excursions	£100 per guest	–£2,400
Team, photographer, workshops	Fixed	–£2,500
Marketing, insurance, admin, contingency	About 10% of sales	–£3,800
Your profit		**£11,580**

£11,580

profit from one week, with deposits collected months in advance

Your own flights and room come out of the retreat budget, not your pocket.

Illustrative figures to show how the numbers work. Your venue, location and price will change them; we cost your real retreat together.

FLIGHTS GROW TURNOVER, NOT PROFIT



What the numbers say

- Flights add about £16,800 of money passing through your account
- Profit stays about the same, and dips once protection and fees are added
- Start without flights; add them once your systems and cash flow are ready

A SMALL MONTHLY INVESTMENT, A BIG RETURN

Run the example retreat twice a year for three years and it returns about £69,500 in profit.

The Retreat Blueprint

£550 for the day

0.8%

of three years' retreat profit

The Retreat Builder

£650 a month

41%

of one guest's ticket each month

Full Service

£750 a month

47%

of one guest's ticket each month

Each month costs less than half of one guest's £1,595 ticket. Your first retreat pays back the whole Builder about three times over, and every retreat after that is profit.

THE DETAILS FIRST-TIME HOSTS DON'T PLAN FOR



Money

- Venue deposits of 30–50% months ahead
- Payment plans and a final balance date
- Currency swings and card fees
- A 10% contingency and your own costs



Guests

- Dietary needs, allergies and health forms
- Room sharing and single supplements
- Visas, vaccinations and travel insurance
- Accessibility and mobility needs



Logistics

- Minimum numbers and venue cancellation terms
- Transfers for staggered arrivals
- Local guides, weather and season
- A run-sheet and a back-up plan



Experience

- Welcome pack and pre-trip WhatsApp group
- Photographer and content rights
- Free time built into every day
- Aftercare and rebooking next year

YOUR ITINERARY IS WHAT GUESTS BUY

Faye designs your day-by-day itinerary, because getting it right shapes everything else.

1. **It sells the retreat**

   It's the heart of your sales page: guests picture themselves there and book

2. **It sets your costs**

   Every session, meal, excursion and transfer is priced from it

3. **It protects the energy**

   The right mix of movement, rest and free time stops guests and you burning out

4. **It runs the week**

   Timings, spaces, suppliers and back-up plans all hang off it

A sample day

07:00 Sunrise movement on the beach

09:00 Breakfast together

10:30 Mindset workshop

13:00 Lunch, then free time

16:30 Excursion or spa

18:30 Sunset F.I.T session

20:00 Dinner and sharing circle



Included: the guest-facing itinerary in the Builder (month 4); the full itinerary, team run-sheet and supplier bookings in Full Service.

COMPLIANCE: PROTECT YOU AND YOUR GUESTS

Package travel rules

Selling accommodation plus transport or activities as one deal can make you a package organiser under the UK Package Travel Regulations 2018

Guest money

Package organisers must protect guests' payments against insolvency, for example a trust account, bond or insurance

ATOL for flights

Including flights in a package from the UK usually needs ATOL cover, which is why flights change your set-up

Insurance

Public liability and professional indemnity that cover overseas work; make guest travel insurance a booking condition

Booking terms

Clear payment, cancellation and refund terms, signed waivers and health questionnaires

Data and safety

Health and dietary data handled under UK GDPR; first aid, risk assessments and a safeguarding plan

General guidance, not legal advice. Faye signposts you to specialist travel lawyers and insurers for your own retreat.

FOUR WAYS TO GET YOUR RETREAT OFF THE GROUND

Start where you are. Each step builds on the last.

The Retreat Masterclass

£35 one-off

1 hour online: how retreats really work

The Retreat Blueprint

£550 for the day

1-day intensive: your costed plan

The Retreat Builder

£650 per month

6 months: launch ready, bookings open

Full Service

£750 per month

9–12 months: planned, sold and run with you

THE RETREAT MASTERCLASS

Your doorway in: an honest, practical hour on how profitable retreats are planned, priced and sold.

What's included

- How to choose a destination, venue and dates
- How to price a retreat so you actually profit
- Flights in or out: what Faye has learned from both
- Why your itinerary makes or breaks the week
- The compliance basics you need to know
- Live Q&A and a retreat-readiness checklist



Ideal for: anyone who dreams of running a retreat and wants to know if it's for them

Investment

£35

one-off

1-hour live online masterclass

Your £35 comes off The Retreat Blueprint if you book within 7 days.

THE RETREAT BLUEPRINT

A one-day business strategy intensive. We deep dive into your retreat idea and current offers, and you leave ready to launch.

What's included

- Pre-day questionnaire so we start at full speed
- Your retreat concept, theme, guest and format
- How the retreat fits your current offers and income
- Live costings: ticket price, break-even and profit
- First draft of your itinerary and destination shortlist
- Your step-by-step implementation and launch strategy
- 14 days of WhatsApp support after the day

Ideal for: instructors and coaches ready to commit, who want a clear, costed plan to run with

Investment

£550

for the day

1-day in-person intensive, lunch included

£250 comes off The Retreat Builder or Full Service if you upgrade within 30 days.

THE RETREAT BUILDER: LAUNCH READY IN 6 MONTHS

Six months of 1:1 strategy and support, one focus a month, ending with your bookings open.

1	2	3	4	5	6
Vision and niche	**Community**	**Numbers and venue**	**Itinerary and sales page**	**Pre-launch**	**Bookings open**
Theme, messaging, guest avatar, retreat length and format	Waitlist, lead magnet, warm-up content and taster events	Budget, pricing, venue scouting and supplier quotes	Day-by-day itinerary, name, story and booking terms	Waitlist nurture, early-bird offer and payment plans	Launch week plan, sales calls and objection handling

Also included: fortnightly 1:1 calls (12 in total), WhatsApp support, budget calculator, itinerary, booking terms and welcome pack templates.

Investment

£650

per month

for 6 months

For hosts who want expert guidance while they do the work themselves.

THE RETREAT PLANNER: FULL SERVICE

Everything in The Retreat Builder, then Faye takes the logistics off your plate and supports you on location.

What's included

- Everything in The Retreat Builder
- Full itinerary design, team run-sheet and back-up plans
- Venue and supplier booking: transfers, excursions, chefs, photographer
- Guest support: forms, dietary needs, travel info, WhatsApp group
- Admin: payment tracking and rooming list
- Faye on location as your support host, running logistics
- Faye facilitates workshops, so you can hold the space stress-free



Ideal for: hosts who want a premium retreat and to be fully present with their guests

Investment

£750

per month

for 9–12 months, plus Faye's travel and room in the retreat budget

For retreats up to 25 guests; larger groups quoted. F.I.T Mastermind members get 10% off.

COMPARE THE PACKAGES

	Masterclass	Blueprint	Builder	Full Service
Investment	**£35**	**£550**	**£650 pm**	**£750 pm**
Time together	1 hour	1 day	6 months	9–12 months
How retreats work and compliance basics	✓	✓	✓	✓
Your costed plan and launch strategy	–	✓	✓	✓
Itinerary	–	First draft	Guest-facing	Full + run-sheet
Niche, community, venue, sales page, launch	–	–	✓	✓
Ongoing 1:1 calls and WhatsApp support	–	14 days	✓	✓
Venue, supplier and guest admin done for you	–	–	–	✓
Faye on location: logistics and workshops	–	–	–	✓

F.I.T
FAYE'S INTENTIONAL TRAINING

READY TO SAY YES TO YOUR RETREAT?

1. Book the £35 Masterclass or a £550 Blueprint day
2. Get your costed plan and itinerary
3. Build, launch and fill your retreat

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