

Client Profile Report — Wellness Retreat Brand

Business Overview

Serenity Escape Retreats is a luxury wellness and lifestyle business specialising in restorative retreats, mindfulness experiences, wellness workshops, and premium wellbeing travel.

The business targets wellness-focused professionals, entrepreneurs, and lifestyle-conscious consumers seeking emotional wellbeing, luxury hospitality, and transformational experiences.

Business Positioning

The business positions itself as a premium wellness retreat brand focused on emotional wellbeing, mindfulness, restorative travel, and intentional living.

Its core offering combines luxury hospitality, holistic wellness experiences, community-centred wellbeing, and lifestyle transformation.

Target Audience

The business primarily targets:

- Professionals experiencing burnout and stress
- Wellness-focused travellers
- Entrepreneurs and creatives
- Luxury lifestyle consumers
- Individuals seeking emotional restoration and mindfulness

The audience is typically aged between 30–55 years old with mid-to-high disposable income.

Services & Products

Serenity Escape Retreats offers:

- Luxury wellness retreats
- Mindfulness and meditation workshops
- Yoga and wellness experiences
- Digital wellbeing programmes
- Journaling and self-care products
- Community wellness memberships
- Luxury wellbeing travel experiences

Business Goals

- Increase brand awareness within the luxury wellness sector
- Build long-term customer loyalty and community
- Expand digital wellness offerings
- Increase retreat bookings and repeat customers
- Strengthen social media visibility and engagement
- Develop multiple scalable revenue streams

Business Challenges

- Increasing competition within the wellness industry
- High customer acquisition costs
- Maintaining premium positioning while remaining emotionally authentic
- Creating consistent social media engagement
- Standing out within a saturated luxury retreat market

Digital & Marketing Presence

The business primarily markets through:

- Instagram
- Pinterest
- TikTok
- Email marketing
- Influencer partnerships
- Wellness blogs and podcasts

The visual identity focuses on calm luxury aesthetics, emotional storytelling, mindfulness, and aspirational retreat experiences.

Brand Identity

The brand identity is positioned around:

- Emotional wellbeing
- Luxury self-care
- Restorative travel
- Mindfulness and intentional living
- Community and belonging
- Holistic wellness experiences

Summary

This business profile represents a modern wellness retreat brand operating within the premium wellbeing sector. The business combines luxury hospitality, emotional wellbeing, restorative experiences, and digital wellness offerings to attract a growing audience seeking meaningful wellness-focused lifestyles.

Wellness Retreat Market - Competitor Analysis Report

Executive Summary

This report reviews five competitors in the luxury wellness retreat, family/postnatal retreat and restorative travel market. The strongest competitors combine premium hospitality, clear wellness outcomes, emotionally resonant messaging and visually strong social media. The main opportunity for a new or repositioned wellness retreat brand is to differentiate through a clear niche, deeper community experience, accessible entry-level products and a premium retreat pathway.

1. Research Scope

This report focuses on the general wellness retreat market, with emphasis on luxury retreats, restorative travel, postpartum/family wellbeing, emotional recovery and community-centred wellness. Competitors were selected because they represent relevant models across premium retreats, family/postnatal support, movement-based wellness and ultra-luxury recovery.

2. Competitor Shortlist

Competitor	Core Niche	Pricing Position	Marketing Style	Relevance
And Breathe Wellbeing	Family, postnatal and perimenopause wellbeing retreats	Published venue listing shows family/postnatal retreat prices from £1,250 per adult for a family of three.	Strong social positioning around realistic family/postnatal rest.	High - directly relevant to wellness retreats and/or restorative motherhood/family experiences.
Our Retreat	Luxury yoga, fitness and wellness retreats in the UK and Europe	Public shop listings show UK weekend retreats around £595-£1,450 and longer European retreats around £1,750-£3,700 depending on destination, dates and room type.	Marketing focuses on transformation, nourishment, scenery and a “holiday for the soul”.	High - directly relevant to wellness retreats and/or restorative motherhood/family experiences.
The Body Camp	Transformational fitness, wellness and mindset retreats	Historic and media-reported pricing shows UK retreats from around £995 and week-long European retreats from approximately £1,480-£2,200+.	Energetic, high-visibility social strategy.	Medium/High - useful model for premium wellness positioning and retreat delivery.
Yeotown	Luxury health and wellbeing reset retreats	Official Yeotown Devon information lists all-inclusive five-day programme prices beginning at £2,650 in low season.	Website positions Yeotown as more than a luxury health and wellness retreat and as a remedy for burnout.	Medium/High - useful model for premium wellness positioning and retreat delivery.
The Tenth Wellness	Ultra-luxury postpartum wellness retreat and at-home recovery support	Official package page states all-inclusive postpartum retreat experience is valued at £2,935 average per night and offered at £2,095 per night.	Social bio and website messaging focus on “the standard of care new mothers deserve”.	High - directly relevant to wellness retreats and/or restorative motherhood/family experiences.

3. Detailed Competitor Analysis

And Breathe Wellbeing

Positioning: Award-winning retreats designed specifically for postnatal, family and perimenopause wellbeing, with childcare integrated into family retreats.

Services / Products Offered

- Family and postnatal retreats
- Perimenopause retreats
- Fitness, rehab and wellbeing programmes
- Built-in childcare on family retreats
- Book and content ecosystem through Get Your Mojo Back

Pricing Strategy

Published venue listing shows family/postnatal retreat prices from £1,250 per adult for a family of three. Bespoke/multi-generational offers may be higher depending on format.

Strengths	Weaknesses
<ul style="list-style-type: none">• Clear niche: postnatal, family and perimenopause support rather than generic wellness• Strong emotional proposition for parents who need genuine rest, not just a holiday• Childcare solves a major barrier for parents attending retreats• Strong fit with editorial-style storytelling and parent-focused social proof	<ul style="list-style-type: none">• Niche may limit appeal outside parent/perimenopause audiences• Website is more functional than ultra-luxury in visual presentation• Retreat calendar may be seasonal, limiting always-on revenue• Family logistics may increase operational complexity and staffing requirements

Marketing & Social Media Presence

Strong social positioning around realistic family/postnatal rest. Instagram content highlights the idea that holidays with children are not always restorative and positions the retreat as a way for parents to come up for air. Website language is warm, practical and parent-centred.

Instagram search results show reels promoting family/postnatal retreat dates and messaging around childcare, rest and parenting recovery. The brand uses social media for emotional reassurance and direct retreat promotion.

Sources reviewed: <https://andbreathewellbeing.com/>; [https://www.lajugie.co.uk/whats-on](https://www.lajugie.co.uk/whats-on;);
<https://www.instagram.com/reel/DF52h3KMMfs/>

Our Retreat

Positioning: Premium retreat operator offering yoga, Pilates, breathwork, meditation, fitness, hiking and private-chef experiences in UK and European destinations.

Services / Products Offered

- UK Somerset retreats
- Ibiza retreats
- Italy yoga and Pilates retreats
- Yoga, Pilates, meditation and breathwork
- Fitness classes, hikes and private-chef meals
- Retreat shop with bookable dates and packages

Pricing Strategy

Public shop listings show UK weekend retreats around £595-£1,450 and longer European retreats around £1,750-£3,700 depending on destination, dates and room type.

Strengths	Weaknesses
<ul style="list-style-type: none">• Strong destination-led retreat model with multiple locations• Clear aspirational website and retreat imagery• Blend of movement, nourishment, scenery and community• Credibility through press mentions including Vogue, The Times and Condé Nast Traveller logos on the website	<ul style="list-style-type: none">• Crowded segment with many yoga and Pilates retreat alternatives• Less distinctive for customers seeking deeper emotional or culturally specific support• International retreats require strong travel logistics and risk management• Premium pricing may limit accessibility for some consumers

Marketing & Social Media Presence

Marketing focuses on transformation, nourishment, scenery and a “holiday for the soul”. Instagram search results indicate strong use of villa imagery, yoga, Pilates, meditation, chef-led meals and destination-based content.

Instagram content is highly visual, retreat-led and aspirational, using reels/posts to promote Ibiza and UK retreats, private villas, movement, meditation and nourishing food.

Sources reviewed: <https://www.ourretreat.co.uk/>; <https://www.ourretreat.co.uk/shop/>; <https://www.ourretreat.co.uk/retreats/ibiza/>; <https://www.ourretreat.co.uk/retreats/italy/>; <https://www.instagram.com/p/DWYpZs1isgt/>

The Body Camp

Positioning: Multi-award-winning holistic retreat brand focused on physical reset, mindset, fun, fitness and transformation across destinations such as Ibiza, Koh Samui, Marrakesh, Mallorca and UK locations.

Services / Products Offered

- Fitness and wellness retreats
- HIIT, boxing, circuits and movement classes
- Yoga, meditation and mental wellness sessions
- Plant-based/nutrient-dense food
- Destination retreats and payment plan options

Pricing Strategy

Historic and media-reported pricing shows UK retreats from around £995 and week-long European retreats from approximately £1,480-£2,200+. Official pricing page states customers choose location, room/rate and can pay deposits, full payments or payment plans.

Strengths	Weaknesses
<ul style="list-style-type: none">• Strong transformational positioning with fun and energy• Celebrity/press appeal and multi-destination awareness• Broad appeal to consumers wanting both fitness and emotional reset• Payment plan language supports conversion	<ul style="list-style-type: none">• Fitness-led proposition may put off customers seeking softer, slower restoration• Competitive overlap with bootcamps and fitness holidays• High operational dependence on coaches, chefs and destination quality• Brand may feel less intimate/community-led than smaller boutique retreats

Marketing & Social Media Presence

Energetic, high-visibility social strategy. Instagram search results describe the brand as multi-award winning, holistic, fun and transformational, with limited-space urgency and destination-led campaigns.

Strong Instagram presence under The Body Camp Retreats. Content uses destination aspiration, urgency, transformation claims, wellness outcomes and partner collaborations.

Sources reviewed: <https://thebodycamp.com/pricing/>; <https://www.instagram.com/thebodycampofficial/>; <https://www.thesun.co.uk/travel/30289092/body-camp-uk-celeb/>; <https://www.healthwellbeing.com/i-spent-a-week-at-a-celebrity-fitness-retreat-to-find-out-if-it-lived-up-to-the-hype-this-is-what-i-discovered/>

Yeotown

Positioning: Award-winning lifestyle and health retreat brand rooted in rustic luxury, offering proven wellbeing reset programmes in Devon and Madeira, plus London wellness restaurants.

Services / Products Offered

- 5-day signature Yeotown Reset
- 3-day Reset Edit
- Devon and Madeira retreat locations
- Yoga, hiking, fitness, mindfulness and nutrition
- Massages and rustic luxury accommodation
- Family Reset and special themed events

Pricing Strategy

Official Yeotown Devon information lists all-inclusive five-day programme prices beginning at £2,650 in low season. Other listings show Reset Edit from £1,800 and signature resets from around £2,450-£2,900+ depending on source, date and location.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Strong credibility, awards and longevity in market • Clear “burnout remedy” positioning for discerning clients • Strong brand architecture: retreats plus London restaurants and gift certificates • Nature-led, rustic luxury differentiates from clinical spas 	<ul style="list-style-type: none"> • Premium price point may reduce accessibility • Less obviously focused on women/mothers/community compared with specialist brands • Programme intensity may not appeal to clients wanting deep rest only • Brand is established, which can make it feel less personalised to niche audiences

Marketing & Social Media Presence

Website positions Yeotown as more than a luxury health and wellness retreat and as a remedy for burnout. Instagram bio describes it as “strong in body, clear in mind” and “we don’t retreat, we reset”.

Instagram search results show polished destination-led content around Devon, Madeira, nature, hiking and reset experiences. Messaging is confident, established and lifestyle-oriented.

Sources reviewed: <https://yeotown.com/>; <https://devon.yeotown.com/>; <https://devon.yeotown.com/yeotox/>; <https://www.instagram.com/yeotown/>; <https://www.houseandgarden.co.uk/gallery/wellness-retreats-uk>

The Tenth Wellness

Positioning: Expert-led postpartum recovery brand offering luxury hotel-based and at-home care for new mothers, positioned as the standard of care new mothers deserve.

Services / Products Offered

- All-inclusive postpartum retreat at luxury hotel locations
- At-home recovery programme
- 24-hour baby care/nursery model
- Postpartum meals, massage, reflexology and lactation support
- Therapy, education and C-section/incision aftercare support

Pricing Strategy

Official package page states all-inclusive postpartum retreat experience is valued at £2,935 average per night and offered at £2,095 per night. Instagram search result also references £1,795 per night in earlier/alternative promotions, and press reported approximately £14,000 per week for a celebrity stay.

Strengths	Weaknesses
<ul style="list-style-type: none">• Very clear unmet-need proposition: postpartum recovery and rest• Luxury hotel setting creates strong premium positioning• High-value care model with baby care, meals and clinical/postpartum support• Strong PR potential and social proof through celebrity/media coverage	<ul style="list-style-type: none">• Ultra-premium pricing excludes a large proportion of mothers• Hotel-led model may be difficult to scale outside major cities• Requires significant safeguarding, clinical governance and staffing standards• Luxury positioning could be criticised as inaccessible compared with community care models

Marketing & Social Media Presence

Social bio and website messaging focus on “the standard of care new mothers deserve”. Content leans into postpartum recovery, hotel calm, expert-led care and the gap in traditional postpartum support.

Instagram search results show postpartum retreat house tours, at-home recovery programme content and partnership posts. Strategy is luxury, credibility-led and emotionally direct.

Sources reviewed: <https://www.tenthwellness.com/theretreatpackages>; <https://www.instagram.com/tenthwellness/>; <https://www.instagram.com/p/DMgBYbBITi2/>; <https://www.thesun.co.uk/tv/37719543/jamie-laing-sophie-habboo-14k-wellness-retreat/>; <https://www.thetimes.co.uk/article/newborn-baby-mother-spa-p8rxmgjhh>

4. Market Insights for a Wellness Retreat Brand

Clear niche wins over generic wellness

The strongest brands are not simply selling “a retreat”. They are selling a defined outcome: postpartum recovery, burnout reset, family reconnection, fitness transformation, luxury reset or emotional restoration.

Social proof and visuals are central

Competitors rely heavily on Instagram, editorial coverage, retreat imagery, venue quality, chef-led food, movement clips and testimonials to communicate trust before a customer enquires.

Pricing ladders improve accessibility

High-ticket retreats are common, but brands with payment plans, shorter retreats, day retreats, digital products or community offers can capture customers who are not ready for premium travel yet.

Postnatal and family wellness is under-served

The Tenth and &Breathe show that there is demand for parent-centred support, but the market is polarised between ultra-luxury postpartum care and smaller family retreats. There is room for a warmer, community-led, culturally aware offer.

Community is a differentiator

Many competitors mention transformation but fewer build an ongoing community model before and after the retreat. This leaves space for membership, circles, digital resources and long-term customer retention.

5. Strategic Recommendations

- Develop a clear positioning statement around restorative wellness, emotional safety and community rather than generic luxury travel.
- Create a pricing ladder: free content, low-cost digital tools, virtual sessions, community membership, day retreats, UK weekends and premium international retreats.
- Use Instagram as the lead storytelling platform, supported by Pinterest for visual discovery and TikTok/Reels for educational content.
- Build partnerships with venues, doulas/wellness practitioners, nutritionists, therapists, photographers and travel operators to strengthen credibility.
- Differentiate through inclusive visuals, diverse client representation, cultural sensitivity and a strong emotional care proposition.

6. Research Sources

- <https://andbreathewellbeing.com/>
- <https://www.lajugie.co.uk/whats-on>
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- <https://www.thetimes.co.uk/article/newborn-baby-mother-spa-p8rxmgjhh>

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