

A person is shown from the back, standing on a grassy cliff edge. They are wearing a dark grey sports bra and white shorts, with their arms raised and hands clasped behind their head in a yoga pose. The background features a vast ocean with several small islands in the distance under a sky with soft, wispy clouds. The sun is low on the horizon, creating a warm, golden glow.

# HOW TO Plan and Lead a Yoga Retreat

*WORKBOOK SUMMARY &  
COURSE OVERVIEW*

From Weekend Getaways to  
Worldwide Wellness Adventures.

Essential tools to **organize, price, and  
lead** successful yoga retreats

VERONIKA KARACOVA

# About this Workbook & Course

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Hello and welcome!

My name is Veronika Karacova — yoga teacher, retreat leader, and co-owner of Caveland in Santorini. Over the last 15 years I have taught more than 2,000 classes, organized 40+ successful retreats across Greece, Morocco, and Cyprus, and worked in the travel industry from Shanghai to Santorini.

I know from experience that many yoga teachers dream of leading retreats, yet feel overwhelmed by the logistics: Where do I start? How do I price it? How do I fill the spots? What if something goes wrong?

**That's why I created a 4-hour training called:**

*“How to Plan and Lead a Yoga Retreat: From Weekend Getaways to Worldwide Adventures.”*

It's a practical, inspiring, and step-by-step workshop that gives yoga teachers the tools they need to turn their vision into reality. If you feel this training would be valuable for your teacher community, I'd love to come and share it as an online or in-person training.

*Veronika*

During the training, participants will:

- ✓ Learn how to design and price retreats sustainably.
- ✓ Discover the types of retreats (weekend, vacation, travel-based) and how to choose what works best for their community.
- ✓ Gain tools for communication, contracts, and creating a safe, inclusive experience.
- ✓ Receive checklists, case studies, and real examples from my own retreats.

This course answers the questions every retreat leader asks at the beginning:

- What is the difference between a yoga holiday and a retreat?
- How do I calculate prices without undercharging?
- What forms and terms do I need to protect myself and my students?
- How do I keep my retreat authentic while making it profitable?



## Part 01

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# Why Lead a Yoga Retreat? (30 min)

- What a yoga retreat really is (beyond just “yoga + holiday”).
- The value for teachers and students.
- **Key question:** What is the retreat experience you want to create for your students?

### Sample from book:

“A yoga retreat is a form of vacation — a time away from daily routines — where you travel to a specific location to practice yoga and, in many cases, combine it with other wellness or travel-related activities. It is a dedicated space for rest, reconnection, and growth.”

## Part 02

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# Types of Retreats (45 min)

- Weekend retreats (local, close to home).
- Yoga vacations (5 days in attractive destinations).
- Travel retreats (multi-stop adventures).
- How to choose the right model.

**Key exercise:** Imagine your first retreat. Write down-

- Destination
- Accommodation style
- Food concept
- Teaching schedule
- Extra activities



## Part 03

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# Budgeting & Pricing (1 hour)

### Sample from book:

“A hobby becomes a profession the moment you start valuing your time, energy, and skill — and so should others.”

- How to calculate your teaching fee.
- Accommodation, meals, logistics, taxes, commissions.
- Deposit structure & early bird strategy.
- Case studies: Weekend retreat vs. 5-day vacation.

- **Key question:** What is your time worth as a teacher, and how can you honor that in your pricing?



## Part 04

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### Forms, Communication & Terms (45 min)

- Building your application form (health, allergies, yoga level).
- Terms & conditions (cancellation, payment deadlines, photo consent).
- Communication before, during, and after the retreat.
- How to create a welcome email and packing list.

**Key Question:** What do you need to know about your participants before they arrive?

## Part 05

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### Designing the Retreat Experience (45 min)

- What to teach: sequencing, intensity, themes.
- Balancing yoga with relaxation and exploration.
- Creating inclusive, beginner-friendly classes.
- Post-retreat connection (community building).

#### Sample from Book:

“Every retreat format has its own rhythm and energy. Your teaching should adapt to the retreat length, daily schedule, and the group’s needs. This is not a space for showing off, but for inclusion, connection, and growth.”

## *Wrap-Up & Next Steps (15 min)*

- Personal action plan: what is your first retreat idea?
- Group reflection: biggest fears and biggest excitement.
- Invitation to start small, learn, and repeat.

## *Deliverables Participants Receive*

- Retreat Planning Checklist.
- Budget/pricing case study worksheet.
- Sample Application Form with Notes on T&Cs
- Best Practices for Clear, Engaging Retreat Communication



I look forward to connecting and exploring how we can bring this training to your community — in English or Greek.

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