



retreat.guru



## Retreat Industry Data 2026

A data-driven analysis of retreat pricing & booking behavior — drawn from 2022–2025 bookings across the Americas & Europe.

Source: Retreat Guru Booking Software & Marketplace

PRICING BENCHMARKS

BOOKING BEHAVIOR

398,704

Registrations Analyzed

896

Unique Retreat Centers

# Retreat Categories



Buddhist



Meditation/  
Mindfulness



Psychedelic/Plant  
Medicine



Yoga



Christian



Creative/Art



Somatic/Trauma/  
Therapy



Wellness/Detox



Adventure/Nature



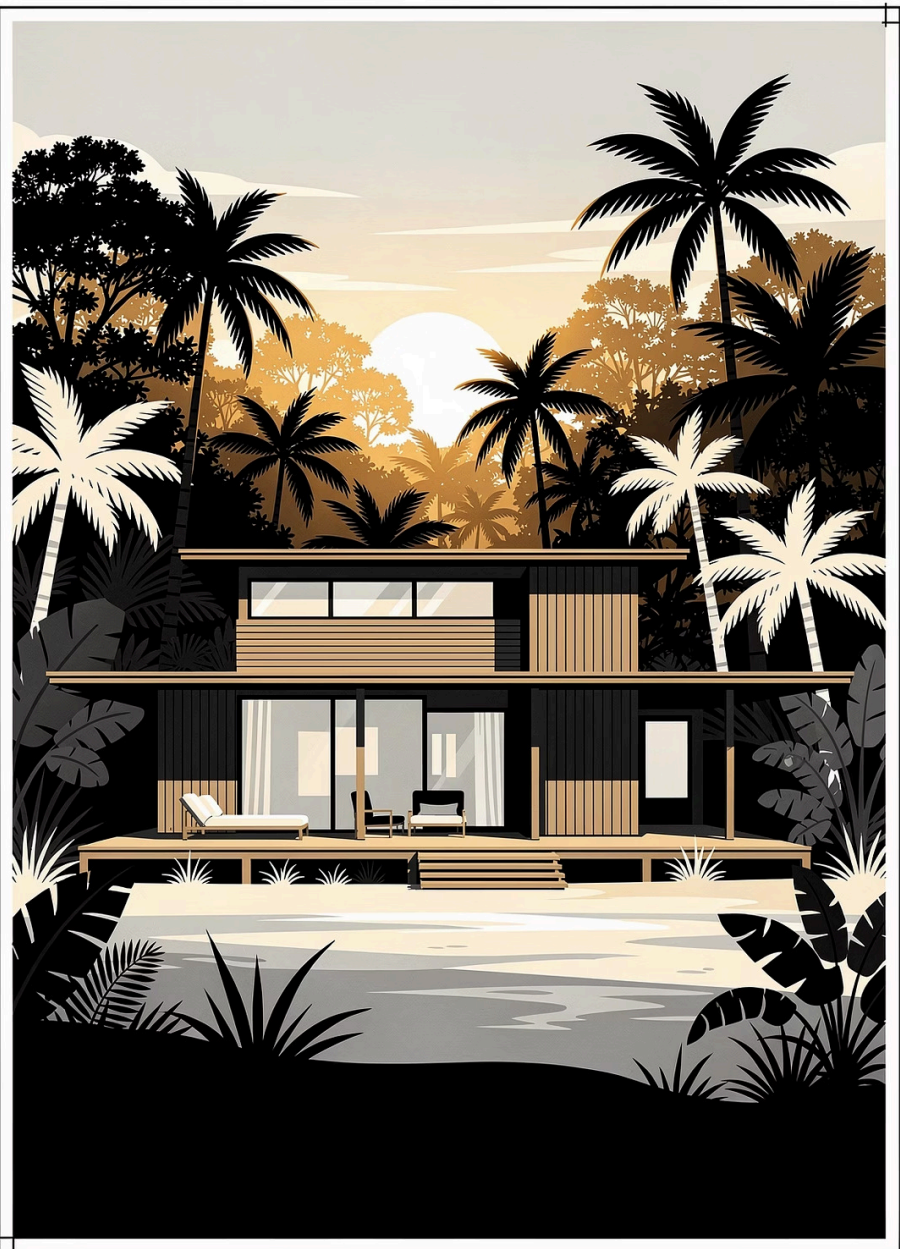
Spiritual



Fitness



Movement



## SECTION 1

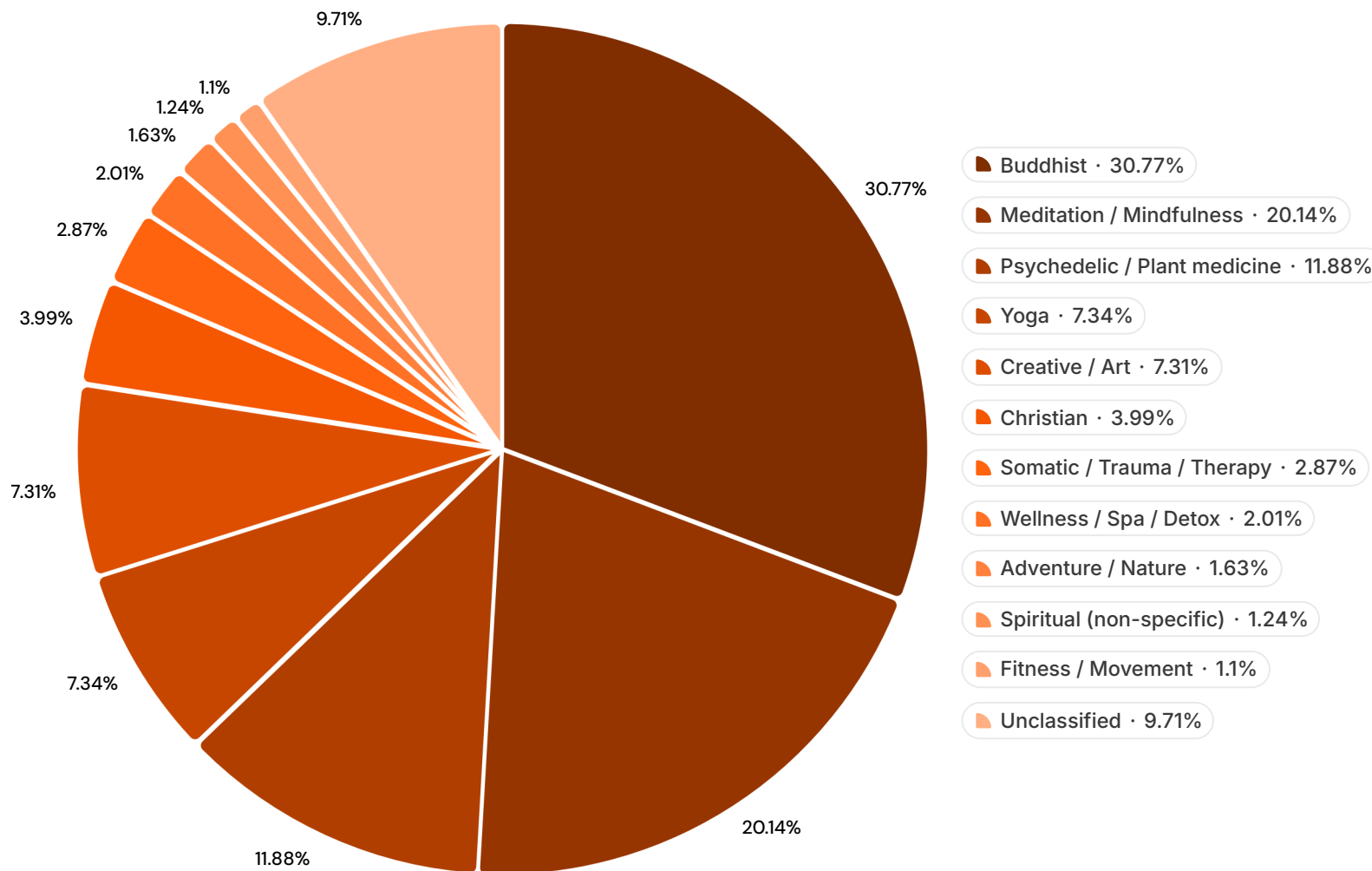
# Registration, Pricing & Inventory Benchmarks

How much do retreats cost, how do nightly rates vary, and how have prices shifted over four years? This section breaks down total prices by program length, daily rate intensity, and room-type pricing.

# Registration Mix by Program Type

(2025 data from 122,962 registrations)

Understanding where participants are going provides a helpful "market signal" for program development and resource allocation.



This data comes from retreat centers that use Retreat Guru Software to manage their bookings so program mix must be seen through that lens.

# How have retreat prices changed over the last 4 years?

**+8.99%**

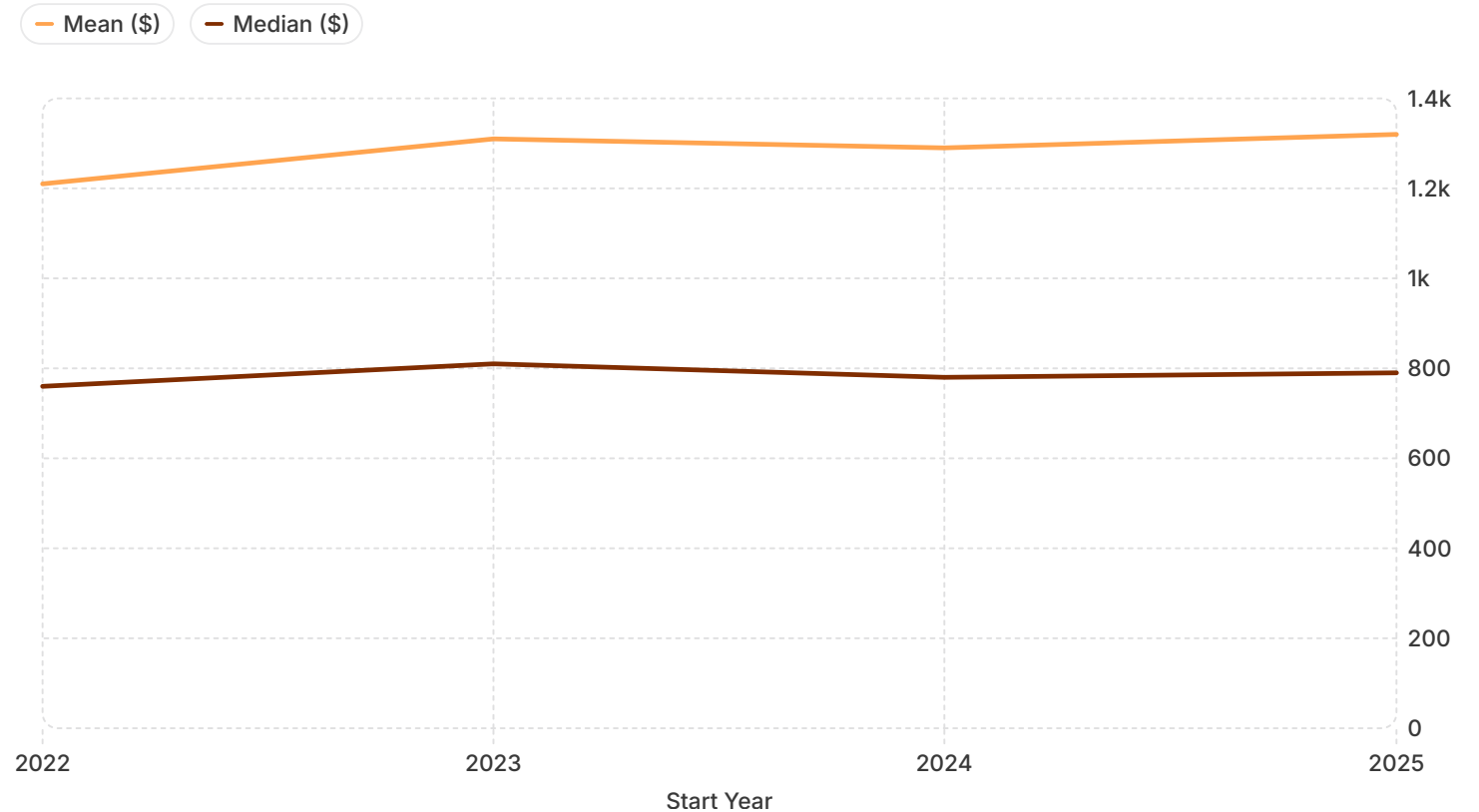
Mean Price Growth

About +\$109 from 2022 to 2025

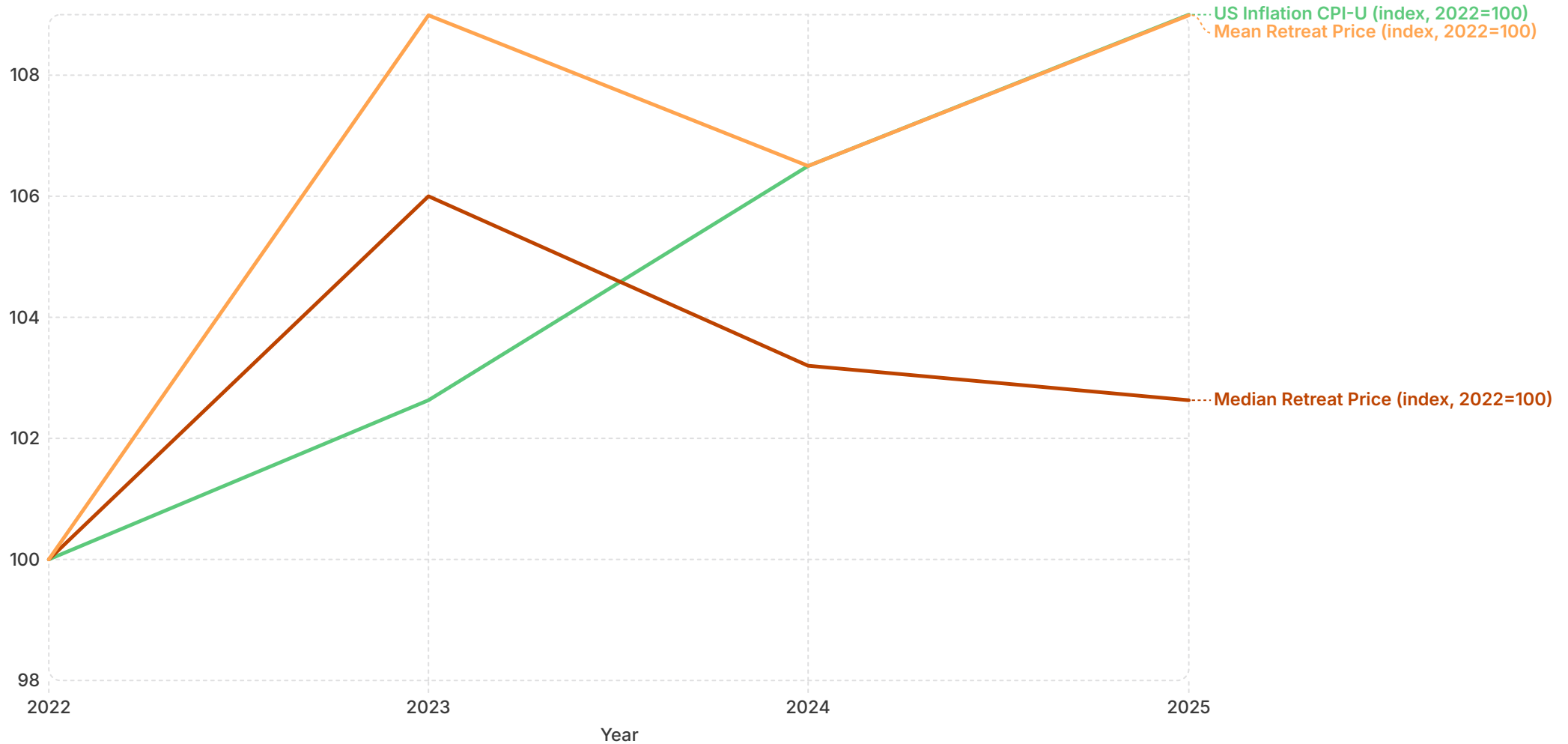
**+2.63%**

Median Price Growth

About +\$20 — essentially flat

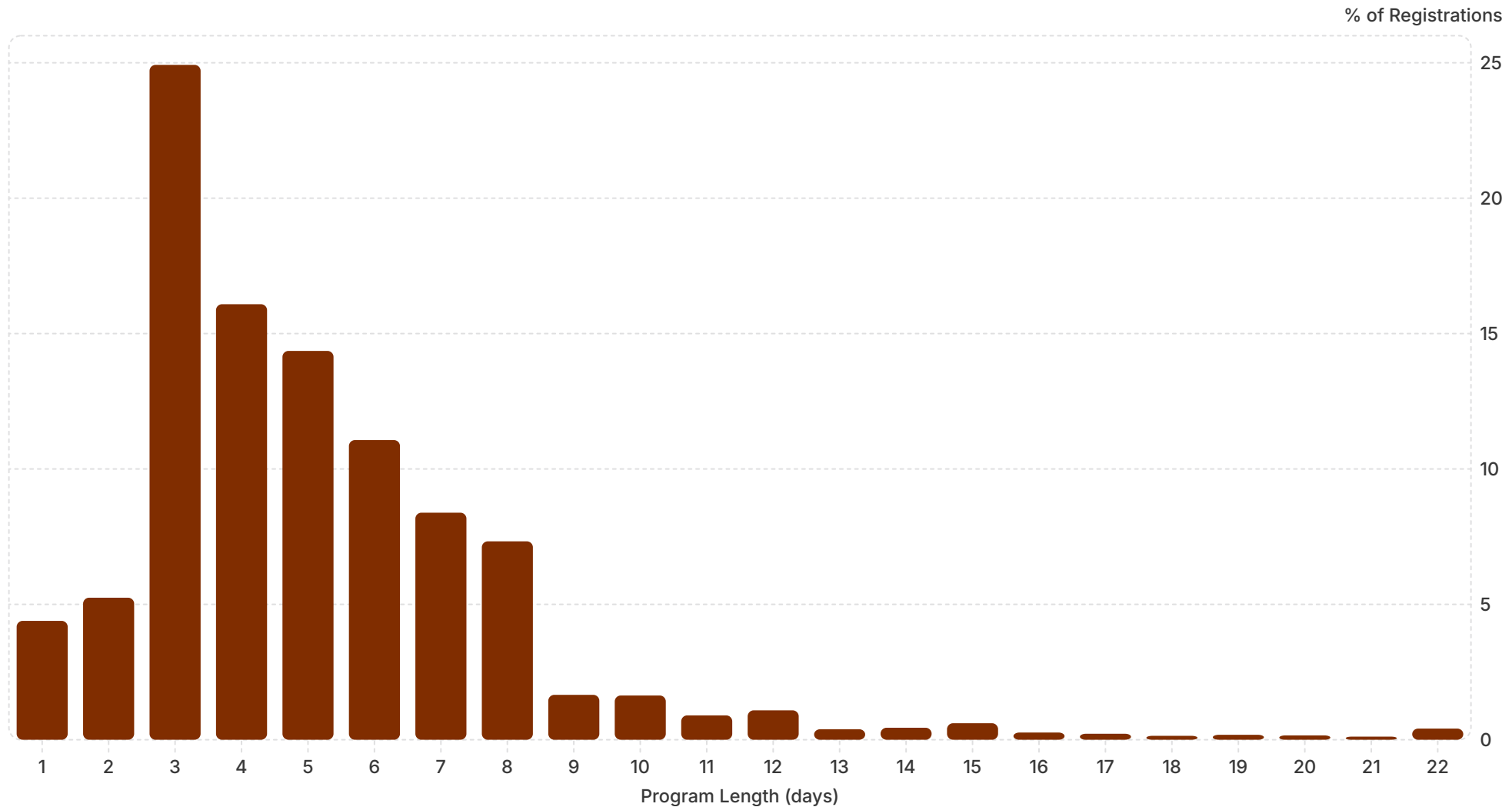


# Are We Keeping Up With Inflation?



The **median is basically flat** after a bump in 2023 — not keeping pace with 9% cumulative inflation. The **mean rises more**, suggesting the **premium/upper end** is growing, even as the typical retreat price stagnates.

# Most Popular Program Lengths



## Weekend Retreats Dominate

**25%** of all retreats are 3-day programs — by far the most popular format.

## Overnight Not Popular

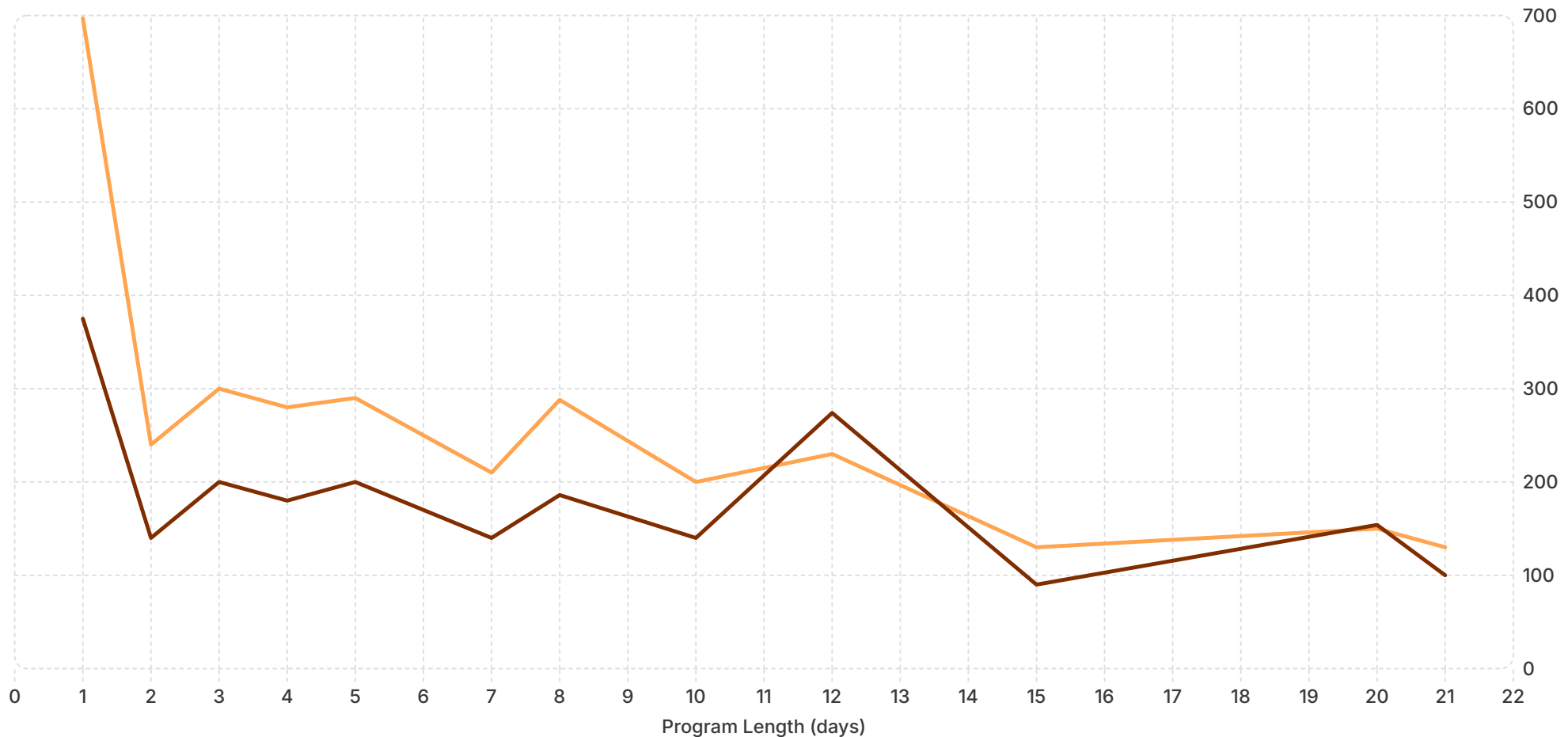
2-day retreats with one overnight are relatively uncommon at just 5.2%.

## Steep Drop After 1 Week

Registrations fall sharply for programs longer than 8 days.

# Nightly Rates by Program Length

— Mean \$/day    — Median \$/day



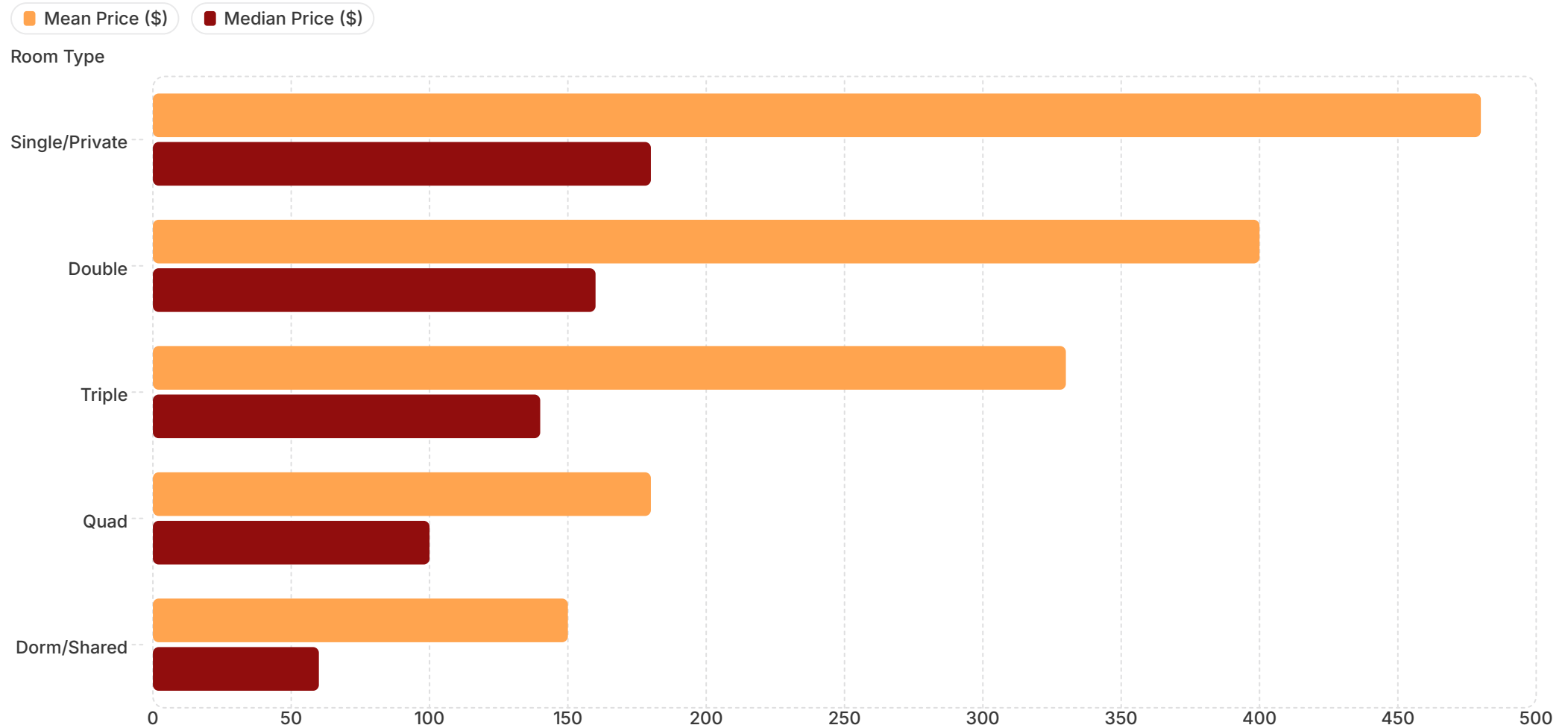
**1-day programs** are the priciest per day: median **\$375/day**, mean **\$697/day** — typical of workshops, trainings, and certifications. For most multi-day retreats, median \$/day lands in the **\$90–\$205 range**. The 12-day spike (~\$274/day median) signals a distinct category of intensives.

# Retreat Prices by Length

Length (days)	n	Median Price	Mean Price
1	17,503	\$369	\$697
2	20,913	\$285	\$476
3	99,369	\$615	\$907
4	64,128	\$728	\$1,121
5	57,252	\$1,039	\$1,457
6	44,123	\$1,050	\$1,535
7	33,431	\$944	\$1,424
8	29,215	\$1,494	\$2,255

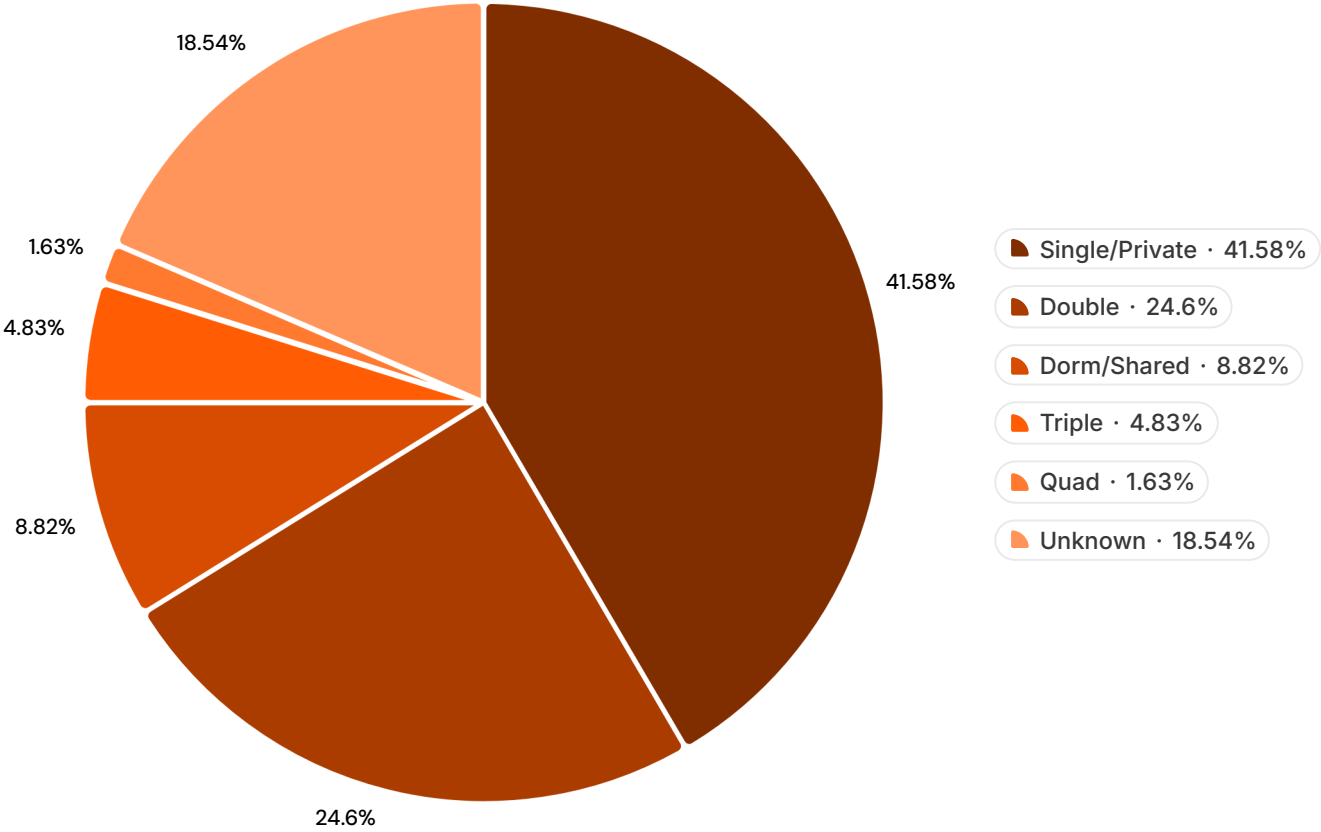
3-day retreats dominate by volume (99,369 registrations). 8-day retreats command the highest prices, with the largest mean–median gap in the dataset.

# Nightly Prices by Lodging Type



The large gap between mean and median prices shows that **some centers charge significantly more for private rooms**, pulling the average up. Most centers (median) are not charging a premium for privacy — suggesting a **revenue opportunity** in pricing single rooms higher.

# 2025 Registrations by Lodging Type



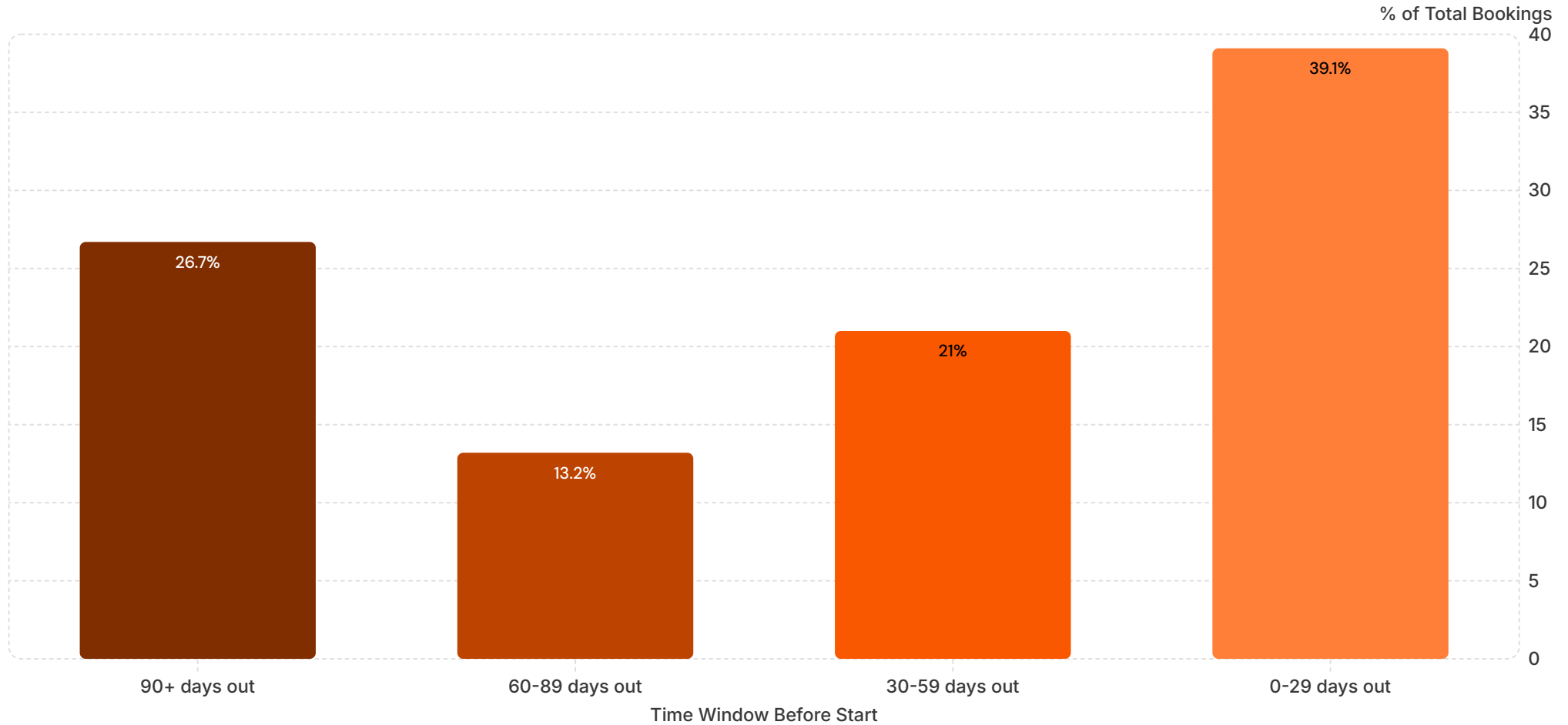


## SECTION 2

# Booking Behavior

When do guests book? How far in advance? What does the last-minute surge look like? Do Workshops behave differently?

# When Do Guests Book?

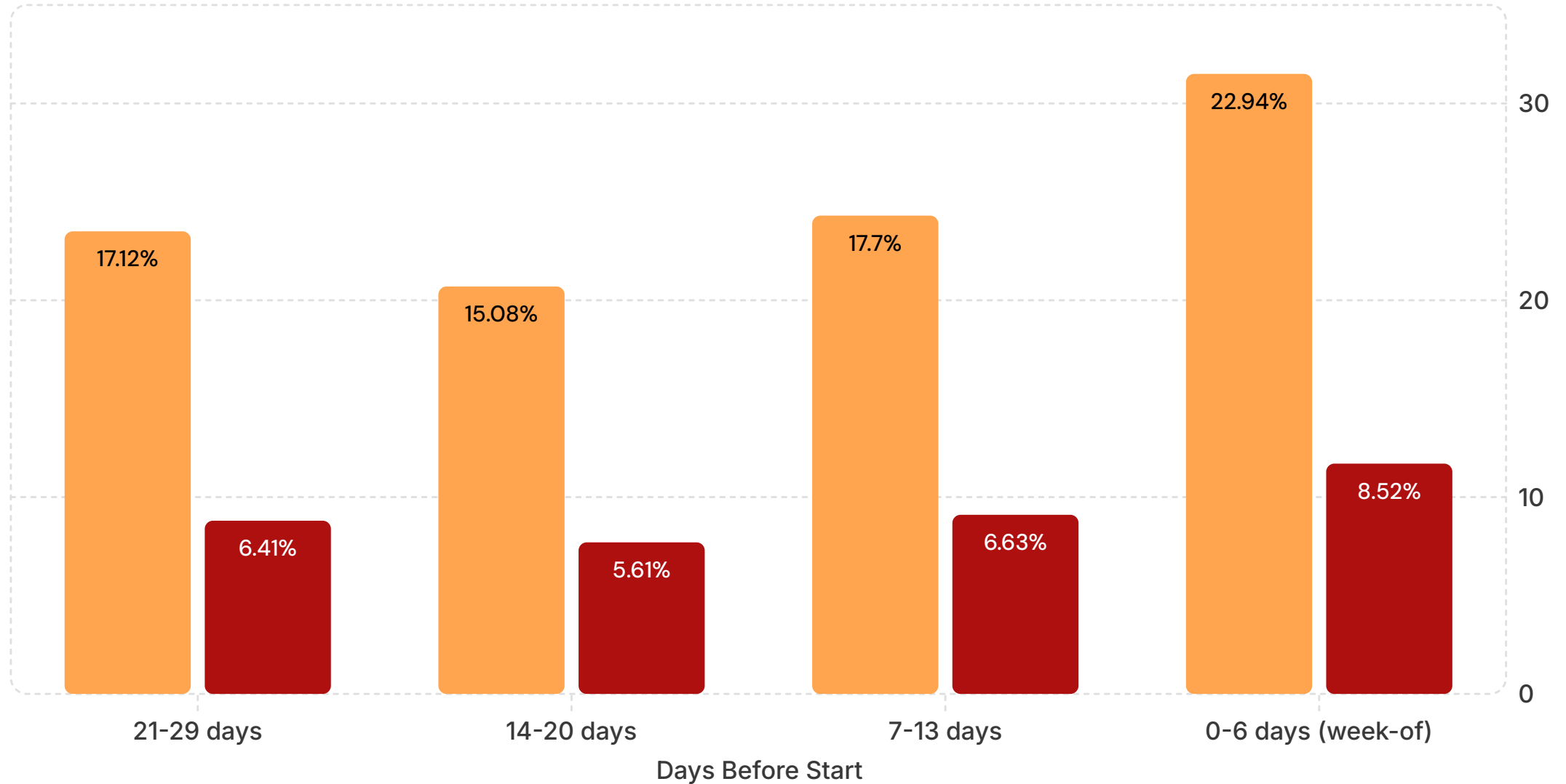


By **90 days before start**, only 26.7% are booked. By **60 days**, 39.9% are in. By **30 days**, 60.9% are booked. A striking **39.1% of all bookings** arrive in the final 29 days — the last-minute crowd is real and significant. (n = 121,827, sampled from retreats booked in 2025)

# Last-Minute Bookings: The Final 30 Days

■ % of Last-30-Day Bookings

■ % of All Bookings





# Booking Countdown

3 months out

~25% of bookings are in

6 weeks out

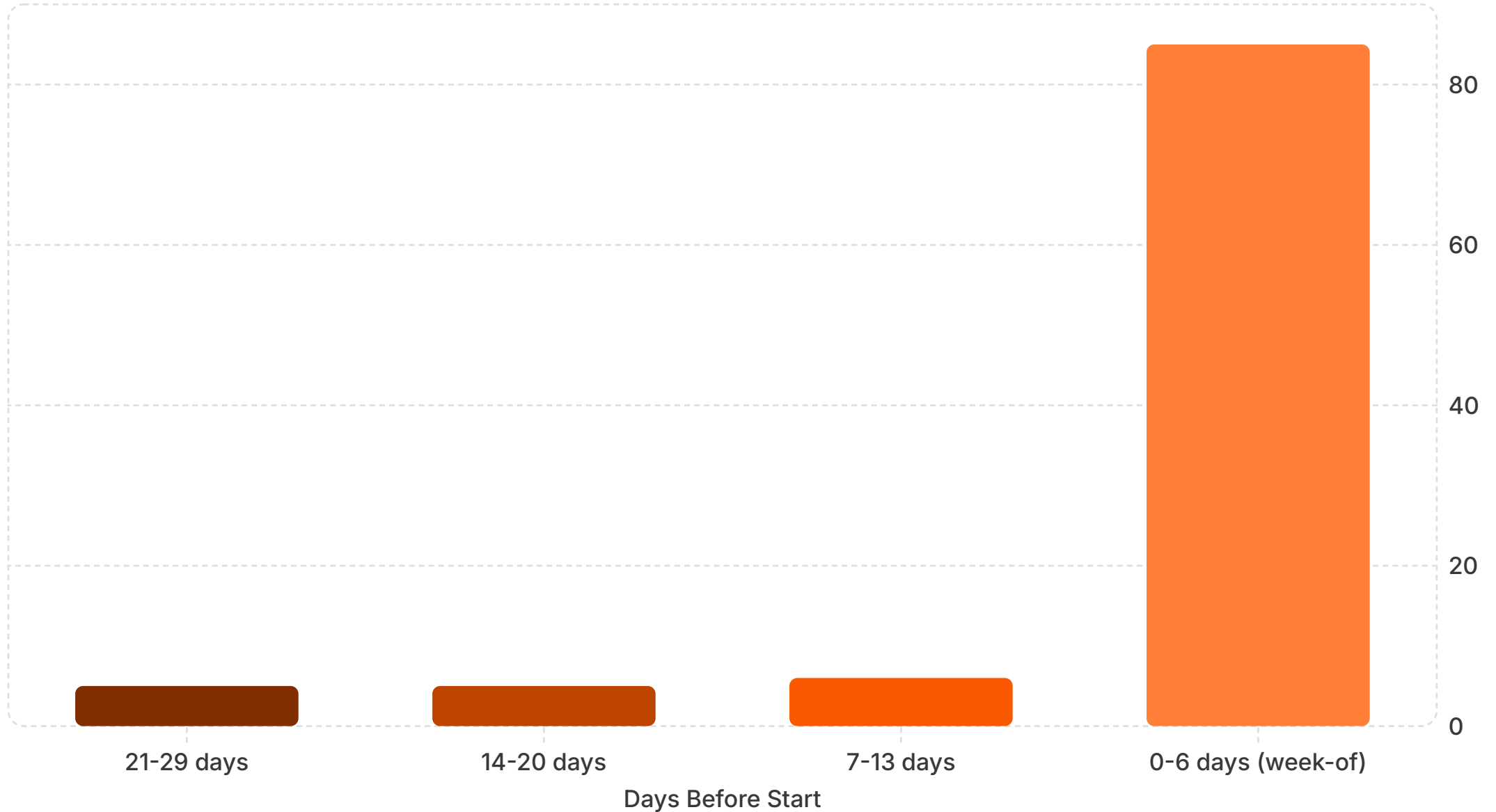
Nearly half of bookings are in

Last 15 days

Account for ~25% of all bookings

# 1-Day Workshops: Extreme Last-Minute Behavior

% of 1-Day Bookings (within last 30 days)



One-day workshops are overwhelmingly booked in the **week-of (85%)** of last-30-day bookings. This is a fundamentally different behavior from multi-day retreats and requires a dedicated, short-cycle marketing approach.



## Key Takeaways & Recommendations



TAKEAWAY #1

# The Booking Window Is Shorter Than Most People Plan For

What the Data Shows

# 40%

Booked in the final 30 days

What To Do

Build your marketing calendar around a 90/60/30-day countdown — not a 'set it and forget it' launch.



90 Days Out: Awareness

Launch early content, email list building, and social proof.



60 Days Out: Conversion

Your biggest push. Urgency messaging, early-bird close, direct outreach.



30 Days Out: Fill the Last Seats

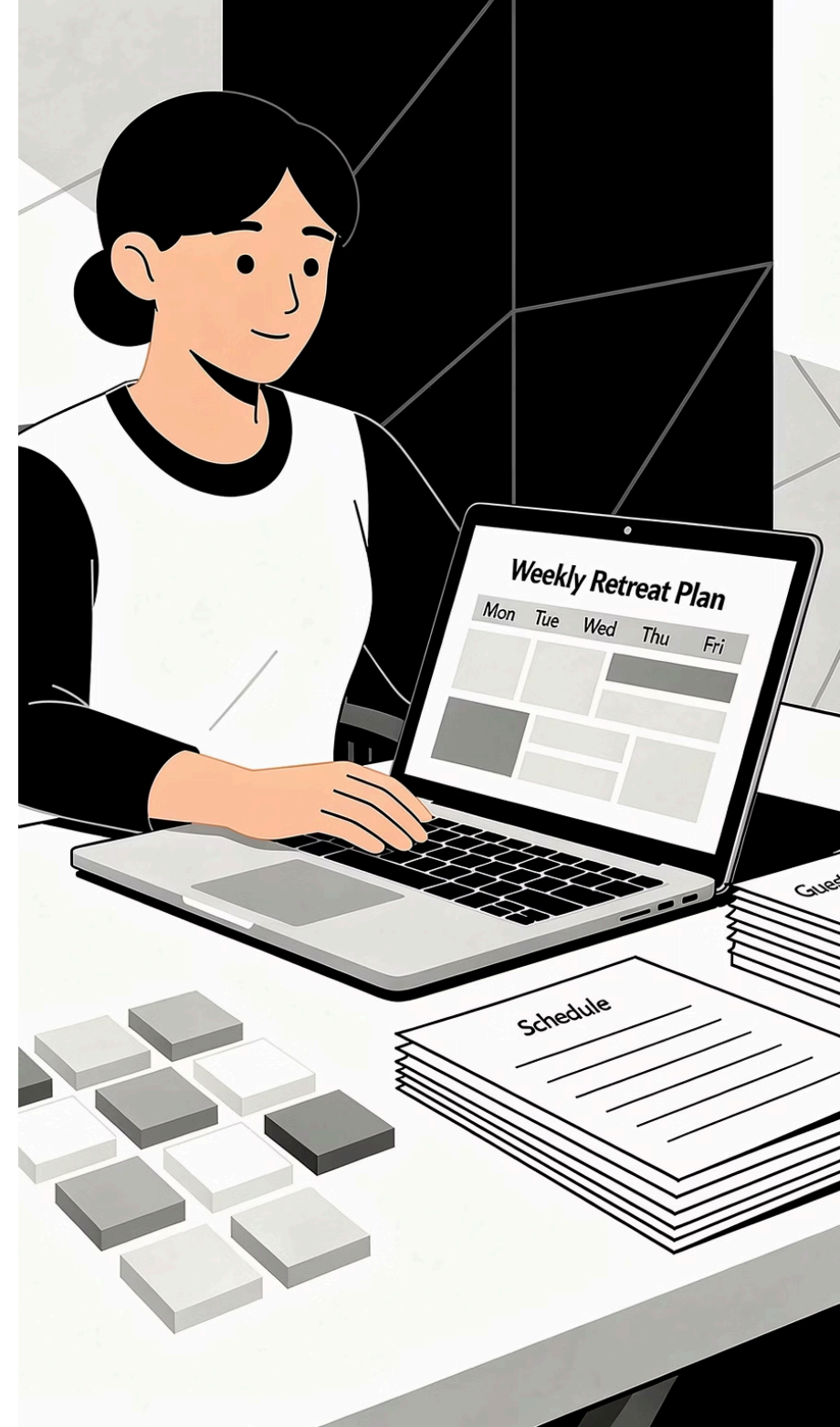
Activate waitlist, referral incentives, and last-seat urgency.

# Treat the Last Month as a Planned Sales Period

Don't panic in the final weeks — run a deliberate 4-week ramp with defined triggers and escalating urgency. Never discount as it trains people to wait.

## The 4-Week Ramp

- Week 4 (21–29 days out)  
Re-engage warm list. Remind past guests. Messaging theme: 'There's still time — here's what to expect.'
- Week 3 (14–20 days out)  
Increase email frequency. Highlight remaining availability. Theme: 'Spots are filling — here's who's coming.'
- Week 2 (7–13 days out)  
Activate referral incentives. Push social proof and testimonials.
- Week 1 (0–6 days out)  
Last-seat urgency. Waitlist offers. Day-before reminder.



# The Typical Retreat Price Isn't Keeping Up With Inflation

## What the Data Shows

From 2022 to 2025, US cumulative inflation hit ~9%. Retreat pricing tells a split story.

**+8.99%**

Mean price growth (pulled up by premium)

**+2.63%**

Median price growth (the typical retreat)

**~9%**

US cumulative inflation over same period

📌 The typical retreat operator is effectively discounting in real terms — losing margin every year without realizing it.

## What To Do

Stop anchoring your prices to what others charge. Build a deliberate pricing strategy around your own economics.

### → Track \$ Per Day

Calculate your own revenue per day, per guest. This is your real pricing unit.

### → Plan Annual Increases

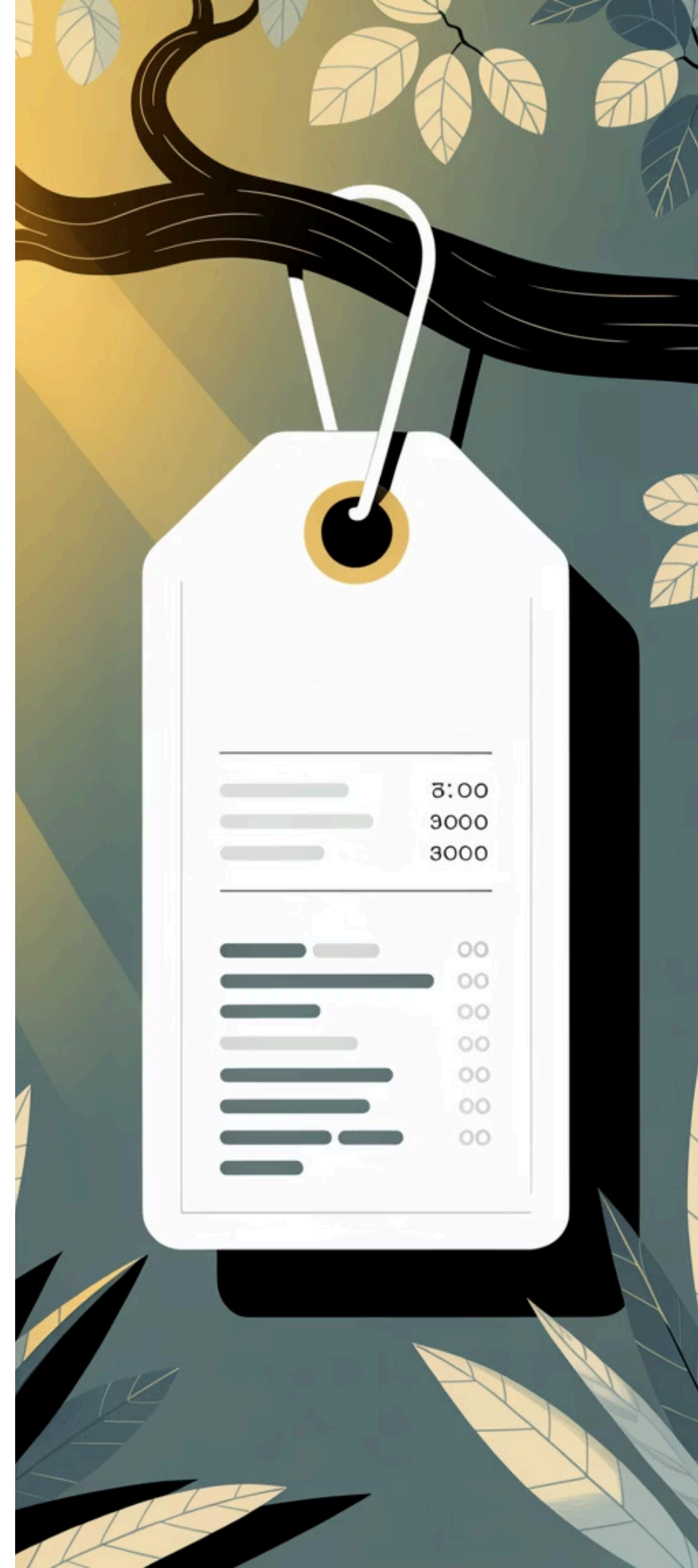
Even a 3–5% annual increase compounds significantly over 4 years.

### → Separate Early vs. Late Pricing

Use tiered pricing (early bird vs. standard) instead of discounting late.

### → Don't Use Competitors as Your Anchor

Their pricing reflects their costs and strategy — not yours.



STAY TUNED FOR OUR NEXT REPORT

# Cancellation Behavior & Trends

In our next report we will delve into the world of cancellations: when they happen, how you compare to the industry average, and strategies to not only minimize them but turn them into a revenue opportunity.



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