

XPAND YACHTS



THE RETREAT PLANNER'S GUIDE

to Hosting at Sea

Sample itineraries · Real budgets · Organizer margins

The booking timeline · A fleet for 10–42 guests

www.xpandyachts.com

CHAPTER ONE

01 Why Host Your Retreat at Sea?

Most retreat organizers piece their event together: a villa here, a caterer there, transport, activities, a photographer. A private crewed yacht replaces the whole stack. The vessel is your venue, your accommodation, your restaurant, and your daily adventure — one booking, one bill, one team running it all.

- ◆ **Total exclusivity.** No other guests, no shared spaces, no distractions. Your group, your ship, your schedule.
- ◆ **Zero logistics for you.** Captain, crew and chef handle navigation, meals and mooring — you focus on your guests.
- ◆ **Excursions planned with you, not for you.** Before the voyage we run strategy sessions together, so every stop and shore activity is designed around your programme.
- ◆ **A venue that sells itself.** “A week on a private yacht in Croatia” outsells “a villa retreat” in every ad, post and referral.
- ◆ **A new backdrop every morning.** Wake in a UNESCO harbour town, lunch in a hidden bay, moor beneath a fortress by dinner.
- ◆ **Built for groups of 10–42.** Our fleet spans intimate gulets to a 49.9-metre flagship with 20 cabins.



CHAPTER TWO

02 The Organizer Economics

Retreats at sea command premium ticket prices — recent retreats hosted on our fleet have priced at €4,500 per guest for a week — while the per-guest cost of a full ship falls quickly as your group grows. The numbers below are an illustrative example; your quote will be exact.

A WORKED EXAMPLE — 34-GUEST WELLNESS RETREAT, 7 NIGHTS

Revenue: 34 guests × €3,500 ticket	€119,000
Full-ship charter (vessel, captain, crew, chef) — illustrative average	– €60,000
Organizer margin before marketing	≈ €59,000

Guests cover their own food & beverage and personal extras directly — these never pass through your budget, so they affect neither your revenue nor your costs.

**Three things drive your margin:**

- ◆ **Fill the ship.** The charter price is fixed — every ticket after break-even is largely margin. A 36-guest vessel filled to 34 transforms the economics.
- ◆ **Book early.** Roughly three quarters of charters are reserved 4–12 months before departure. Early booking secures the best vessels and gives you a longer runway to sell tickets.
- ◆ **Price the experience, not the boat.** Guests are buying a once-a-year transformation with a private chef and a new island every day. Comparable land retreats at this level charge €2,500–5,000+.

Every figure above is illustrative — charter rates vary by vessel, season and route. Ask us for a tailored quote and we will build the exact budget with you, transparently.

SAMPLE ITINERARY · CROATIA

03 Dubrovnik to Split — 8 Days on the Adriatic

Our most requested route. Eight days, six islands and coastal towns, and a fleet of eight deluxe motor yachts based in Split carrying 36–42 guests each.

Day 1 — Dubrovnik

Board in the Pearl of the Adriatic. Guided Old Town walk, city walls at golden hour, welcome dinner aboard.

Day 2 — Mljet National Park

Saltwater lakes, forest trails and the 12th-century island monastery. Ideal first full workshop day.

Day 3 — Korcula

Marco Polo's birthplace: cobbled lanes, Gothic-Renaissance palaces, local wine tasting.

Day 4 — Hvar

Hike to Spanjola Fortress, swim in the Pakleni islands, evening free in the Adriatic's liveliest harbour.

Day 5 — Vis & the Blue Cave

Morning at the glowing Blue Cave, afternoon anchored in a quiet bay for sessions and swimming.

Day 6 — Trogir

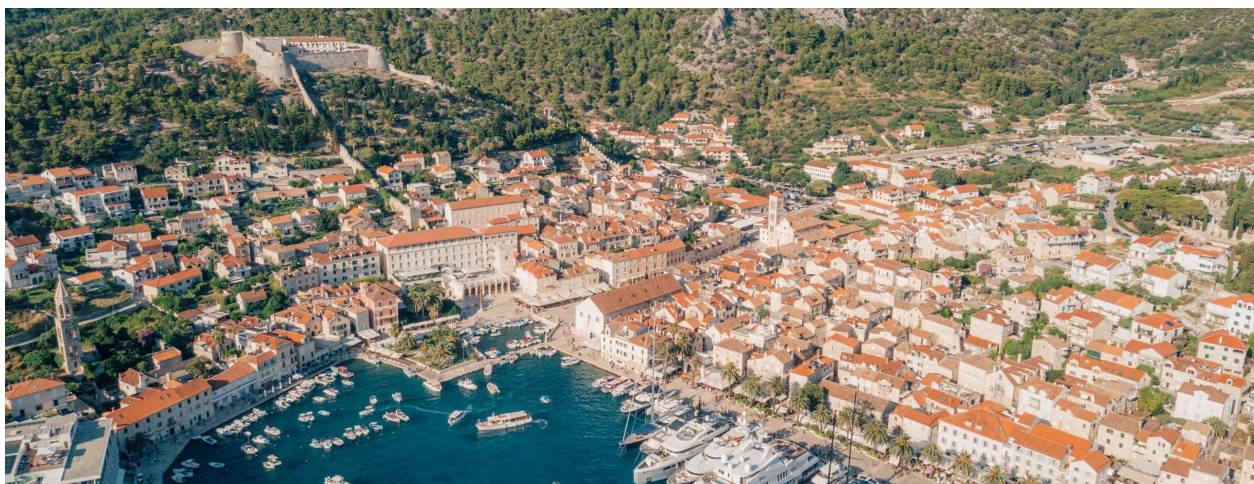
A UNESCO-listed medieval gem. Climb the cathedral bell tower, then a long deck dinner under the walls.

Day 7 — Split

Diocletian's Palace, the Riva promenade, closing circle and celebration dinner aboard.

Day 8 — Departure

Disembark in Split after breakfast.



SAMPLE ITINERARY · TURKEY & GREECE

04 Bodrum to Bodrum — 8 Days on the Aegean

Two countries in one voyage aboard our Bodrum-based gulets and yachts — history, volcanoes and island colour, with generous open-sea days for your programme.

Day 1 — Bodrum, Turkey

Embark in the shadow of the Mausoleum of Halicarnassus. Settle in, safety briefing, sunset sail.

Day 2 — Secluded bay

A full day at anchor in turquoise water — the deepest workshop day of the week.

Day 3 — Kos, Greece

Ancient ruins, the Tree of Hippocrates, and a vibrant harbour evening.

Day 4 — Nisyros & Rhodes

Walk inside the crater of an active volcano, then medieval Rhodes by night.

Day 5 — Symi

The Aegean's prettiest harbour: neo-classical colour, clear water, slow afternoon.

Day 6 — Datca & Knidos, Turkey

Passport formalities, then the clifftop ruins of ancient Knidos.

Day 7 — Bodrum bays

A flexible final day — nearby coves, closing sessions on deck, farewell dinner.

Day 8 — Departure

Disembark in Bodrum after breakfast.

**Further afield**

We also operate in the **Seychelles** (Pegasos) and on **Egypt's Red Sea** (Sea Serpent and Sea Serpent Grand) for retreats built around world-class diving, granite-island beaches and winter sun. Every itinerary — in every region — is fully customised to your group's goals and pace.

CHAPTER THREE

05 The Fleet, and What Things Cost

Match the ship to the group you can realistically fill. As a rule of thumb, the charter cost spread across a well-filled ship typically lands between €1,500 and €2,500 per guest for a week — leaving room for healthy margins at typical retreat ticket prices.

REGION	VESSELS	GUESTS
Croatia — Split & Dubrovnik	8 deluxe motor yachts, incl. flagship MS Mama Marija II	36–42
Turkey & Greece — Bodrum	Love Boat · Elara · Freedom · Simay · Artemis · Harmony G	10–36
Seychelles	Pegasos	small group
Egypt — Red Sea	Sea Serpent · Sea Serpent Grand	dive-ready

What your charter includes

- ◆ The vessel, captain and full professional crew
- ◆ Chef and galley team — menus tailored to your retreat (plant-based, ayurvedic, whatever your programme needs)
- ◆ Port fees — always included, never a surprise line item
- ◆ Excursion strategy sessions with our team, so every stop is planned around your programme
- ◆ Deck space for practice: sunrise yoga, workshops, ceremonies, celebration dinners

Note: in Croatia, one dinner aboard is included — on other evenings your group dines ashore in the harbour towns, one of the highlights of the route.

Typically arranged separately: flights, food & beverage (paid by guests directly), alcohol, crew gratuities, and specialist facilitators.

CHAPTER FOUR

06 The Booking Timeline

The Mediterranean season peaks June–September. Working backwards from a summer retreat:

≈75%

of charters are booked 4–12 months before departure. The best vessels for peak weeks are reserved first.

9–12 months out

Choose your region and vessel, confirm the week, place your deposit.

6–9 months out

Launch your retreat. Announce dates, open ticket sales, publish your landing page. This is when most of your guests research.

3–6 months out

Fill the ship. Early-bird pricing ends, referral push, confirm rooming list as cabins sell.

1–3 months out

Design the details with us: menus, excursion strategy sessions, daily rhythm, arrival logistics.

Departure week

You step aboard with your guests. We run the ship; you run the retreat.

Your 10-point planning checklist

1. Define your retreat's promise and ideal guest
2. Pick region + month (work back from your guests' calendars)
3. Match group size to a vessel — leave 10–15% seat buffer
4. Get a written charter quote with inclusions itemised
5. Set ticket price from the per-guest budget + your margin
6. Reserve the vessel with deposit
7. Build a simple sales page and open bookings
8. Sell in waves: early bird → main release → final call
9. Lock menus, excursions and daily schedule 6–8 weeks out
10. Send guests a joining pack: flights, packing, arrival plan

READY TO LOOK AT DATES?

Tell us your group size and preferred month — we'll send matched vessels with transparent pricing, usually within 24 hours.

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