



Luxury travelers are no longer satisfied with wellness as an amenity — they seek **transformational experiences** that justify their investment and keep them coming back. **Masters in Residence** is Evolve Retreats' signature wellness residency program: a curated 2–4 night experience that brings nationally credentialed wellness practitioners directly to your property. Developed collaboratively with each resort partner, it integrates seamlessly into your guest journey — generating **measurable incremental revenue, powerful social visibility, and a wellness brand position** no competitor can replicate. Our inaugural residency features collaborating practitioners **Chris & Tracie Vlaun**, nationally recognized movement and longevity experts, as the first in a growing roster of vetted Evolve Retreats practitioners matched to your property's brand and guest profile.

REVENUE & BUSINESS IMPACT

- **Incremental room nights** from 20–25 dedicated retreat guests — on top of existing occupancy, with extended average stay length.
- **Premium F&B, spa & ancillary revenue** driven by a high-spend wellness audience that consistently outperforms the average resort guest.
- **10–15 drop-in participants per session** from guests already on property — creating 60–120 additional wellness touchpoints across the weekend.
- **~4.8× return on investment** — estimated \$105K in guest revenue against an \$18K program investment.

BRAND VISIBILITY & MEDIA VALUE

- **50,000–200,000+ social impressions** per residency through curated Reels, Stories, and editorial content generated on-property and tagging your resort.
- **Editorial PR coverage** in travel, lifestyle, and hospitality media — hosting nationally recognized wellness figures puts your property in the story.
- **Aspirational lifestyle content** produced on-site — shareable imagery and video aligned with your brand, available for your own channels.

WHAT THE RESIDENCY INCLUDES

- **Two curated wellness sessions daily** — sunrise movement, mobility & recovery, breathwork, and longevity masterclasses tailored to your guests.
- **Hosted welcome reception & curated group dinners** — premium F&B experiences that build community and deepen engagement.
- **Pre-event collaborative marketing** — social assets, newsletter promotion, and coordinated PR to fill the residency and amplify your property in advance.
- **Fully tailored to your property** — programming, scheduling, and guest experience developed in partnership with your team.

THE PRACTITIONER DIFFERENCE

- Every Evolve Retreats practitioner is **rigorously vetted** for credentials, national media presence, and luxury hospitality suitability — ensuring the right fit for your brand.
- **Chris & Tracie Vlaun** lead this inaugural residency — featured in *The Wall Street Journal* and national wellness, lifestyle, and travel media.
- A **growing practitioner roster** means future residencies can be matched by discipline — fitness, nutrition, longevity, intimacy & connection, and beyond.

NEXT STEPS

- Identify optimal residency dates & room block
- Align on programming, dining & co-marketing timeline
- Launch guest registration & pre-event promotion



\$105K

EST. GUEST REVENUE

\$18K

PROGRAM INVESTMENT

483%

ESTIMATED ROI

200K+

SOCIAL IMPRESSIONS



A successful Masters in Residence is a true partnership. Below is a transparent breakdown of exactly what **Evolve Retreats delivers** to your property — and what we ask your property to **provide in return**. Our goal is a seamless, low-lift integration for your team that generates an outsized return in revenue, visibility, and guest experience.

PHASE 1 — PRE-EVENT (8-12 WEEKS PRIOR)

EVOLVE RETREATS DELIVERS

- Fully programmed residency schedule tailored to your property and guest profile
- Co-marketing social assets — graphics, caption copy, and Stories for your channels
- Press release drafted and distributed to wellness, travel & hospitality trade media
- Guest registration management — booking, communications, and pre-arrival prep

RESORT PROVIDES

- Designated indoor & outdoor programming spaces for sessions and masterclasses
- Email announcement to your guest database and social posts promoting the residency
- Room block for retreat guests at a negotiated partner rate
- Staff liaison assigned for logistics, F&B coordination, and day-of operations



8-12 wks
LEAD TIME TO LAUNCH

Low Lift
FOR YOUR TEAM

Full Support
FROM EVOLVE RETREATS

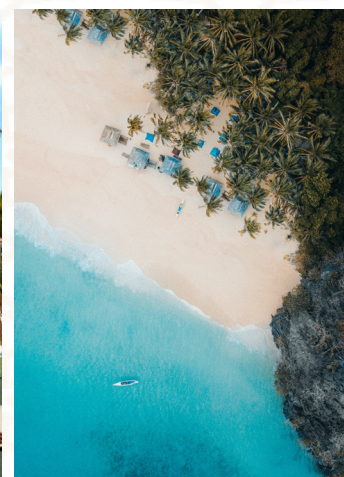
PHASE 2 — ON PROPERTY (RESIDENCY WEEK END)

EVOLVE RETREATS DELIVERS

- **2 curated wellness sessions daily** — sunrise movement, breathwork, recovery, and longevity masterclasses
- Hosted **welcome reception** programming and at least one curated group dinner experience
- **Drop-in sessions** open to all resort guests — 10-15 additional participants per session at no extra cost to the property
- On-property **content creation** — Reels, Stories, photography tagging and amplifying your resort in real time

RESORT PROVIDES

- F&B support for welcome reception, group dinners, and post-session refreshments
- Spa access or treatment discounts for retreat guests (optional but recommended)
- AV equipment, mats, props, or any session-specific setup as agreed in advance
- Permission to photograph & film on property; coordination with your marketing team



PHASE 3 — POST-EVENT

EVOLVE RETREATS DELIVERS

- **Post-event impact report** — attendance, social impressions, media coverage, and revenue attribution summary
- Content library of on-property photos and video delivered to your marketing team
- Proposal for **recurring or seasonal residency programming** — next dates, practitioner options, expanded scope

RESORT PROVIDES

- Internal revenue data (F&B, spa, room nights) to complete the shared impact report
- Guest feedback participation — brief post-stay survey distributed to residency attendees
- 30-minute debrief call with Evolve Retreats team to review results and plan forward