

METHODOLOGY

# America's Best Fitness & Wellness Retreats 2025



# Methodology – America’s Best Fitness & Wellness Retreats 2025

## Summary of the project

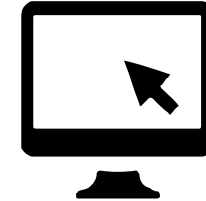
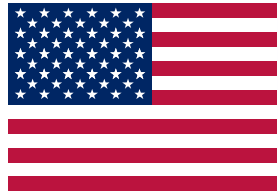
- Modern lifestyles, marked by high stress and sedentary routines, drive people to seek stress relief and focus on their well-being. Fitness & wellness retreats offer tailored environments with holistic programs for physical fitness, nutrition, and mental well-being, including multi-day stays.<sup>(1-2)</sup>
- For those aspiring to maintain a healthy lifestyle and seeking guidance on retreats, Statista and Newsweek have partnered for the first time to award the leading fitness & wellness retreats in the U.S.
- **America’s Best Fitness & Wellness Retreats 2025** awards the top 100 facilities that offer **fitness, wellness, and/or nutrition programs, along with recreational activities** that support both physical and mental health.
- The top list is based on **four data sources**:
  - **National survey:** Professionals with knowledge of fitness and wellness retreats were asked to recommend notable facilities via an online survey.
  - **Reputation analysis:** A comprehensive social listening approach was employed to assess the online reputation of each retreat.
  - **Website traffic:** Website traffic data was analyzed to measure user interest and engagement with each facility.
  - **Client satisfaction:** Google reviews were utilized as a proxy measure for customer satisfaction and experience.
- Additionally, Newsweek and Statista conducted a voluntary **facility survey** to account for the amenities and programs offered at the establishments. Fitness & wellness retreats that participated in the facility survey are **highlighted in the result tables**.

# Professionals with knowledge about fitness and wellness retreats were surveyed to identify the best retreats nationwide

From September to October 2024, Statista conducted a national online survey among professionals with knowledge about fitness & wellness retreats. The survey was promoted on Newsweek.com.



## Fitness & wellness retreat recommendations from peers



A **nationwide online survey** was conducted among professionals with knowledge about fitness & wellness retreats.

Participants were asked to **recommend leading fitness & wellness retreats in the U.S.** Recommendations for their own employer/retreat were not allowed.

Recommendations were weighted based on the order in which they were given, with the first recommendation receiving the highest weight. A score was assigned to each retreat based on the **weighted number of recommendations.**

SCORE FOR PEER RECOMMENDATIONS

# Social listening, which tracks social media channels and web sources, was used as a key element of the scoring model

Reputation analysis (social listening)



## Reputation analysis

### Importance of reputation for fitness & wellness retreats

- For fitness & wellness retreats, a positive client reputation plays a vital role in fostering **trust, enthusiasm, and loyalty**, encouraging clients to choose facilities that support their journey towards long-term health and well-being.

### Data collection via social listening

- Social listening **collects and categorizes data on a retreat's online reputation** by tracking social media and web sources, indicating each facility's attractiveness.



## Measurement description

- **Relevant terms for fitness & wellness retreats** (e.g., personal growth, meditation, nutritional coaching) were defined and tested.
- **News sites, blogs, and social media** were tracked over several months for these terms.
- Relevant posts and articles were analyzed:
  - Algorithm-based text categorization: **positive, neutral, or negative sentiment**
  - Document **volume** per facility, post **virality**, and **reach** (e.g., linkages, shares, and estimated readership)

SCORE FOR REPUTATION

# Facilities that participated in the facility survey are highlighted in the list

From September to October 2024, Statista and Newsweek conducted a national online survey to assess the amenities and programs offered at fitness & wellness retreats.



## Facility survey

- The aim of the survey was to evaluate the range of offerings in **fitness, nutrition, mental health, wellness programs, and recreational activities.**
- The survey assessed how each retreat ensures a **fulfilling, enjoyable stay** and provides **guidance for a health-conscious lifestyle and stress relief.**
- Facilities that participated in the facility survey are **highlighted** in the result tables. The next edition of the project **will aim to incorporate a facility survey score** directly within the scoring model.
- Future survey cycles will be announced on newsweek.com. Pre-registration is available [here](#).



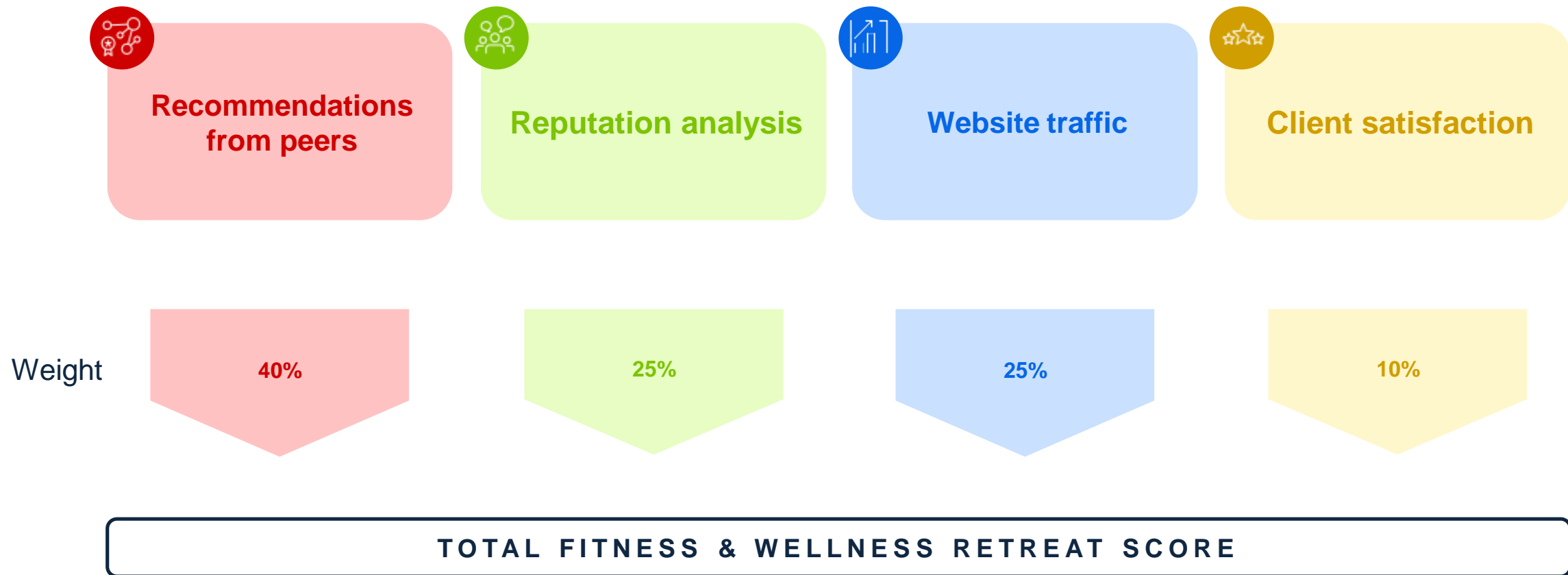
## Survey categories

Category	Sample Answers
Accommodation details	<ul style="list-style-type: none"><li>• Number of bedrooms</li><li>• Capacity of residents</li><li>• Average length of stay</li></ul>
Communal facilities and amenities	<ul style="list-style-type: none"><li>• Wellness &amp; spa area, sauna</li><li>• Laundry services, shuttle services</li><li>• Pool, gym</li></ul>
Programs and activities	<ul style="list-style-type: none"><li>• Yoga &amp; meditation classes</li><li>• Personal training</li><li>• Nutrition programs</li><li>• Mental health coaching</li><li>• Hiking tours</li></ul>

**FACILITY SURVEY PARTICIPATION IS HIGHLIGHTED IN RESULT TABLES**

# A score was calculated for each fitness & wellness retreat

Scoring model



# As a result, the 100 Best Fitness & Wellness Retreats in the U.S. were awarded and listed alphabetically

Leading fitness & wellness retreats

[...]

Facility	City	State	Facility Survey
Siddhayatan Tirth & Spiritual Retreat	Windom	Texas	
Skyterra Wellness Retreat	Pisgah Forest	North Carolina	
Snake River Meadow	Ririe	Idaho	
Stillpoint Lodge	Halibut Cave	Alaska	
Structure House	Durham	North Carolina	

[...]

100 LEADING FITNESS & WELLNESS RETREATS WERE AWARDED

# America's Best Fitness & Wellness Retreats partner network

Overview of involved parties

The Newsweek logo consists of the word "Newsweek" in a white, bold, sans-serif font, centered within a solid red rectangular background.

## About Newsweek

Newsweek is a premier news magazine and website that has been bringing high-quality journalism to readers around the globe for over 80 years.

Newsweek provides the latest news, in-depth analysis and ideas about international issues, technology, business, culture and politics. In addition to its online and mobile presence, Newsweek publishes weekly English print editions in the United States, Europe/Middle East/Africa and Asia as well as editions in Japanese, Korean, Polish, Serbian and Spanish.

[newsweek.com](https://www.newsweek.com)

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# Disclaimer

The rankings are comprised exclusively of facilities that are eligible regarding the scope described in this document. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the last 12 months. Furthermore, events preceding or following the period November 14th, 2024 – November 13th, 2024, and/or pertaining to individual persons affiliated/associated with the facilities were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations.

The information provided in this ranking should be considered in conjunction with other available information about fitness & wellness retreats or, if possible, accompanied by a visit to a facility. The quality of facilities that are not included in the rankings is not disputed.