



# RECLAIM YOURSELF

YOGA IN EXTRAORDINARY PLACES

IMPACT REPORT  
2024/2025



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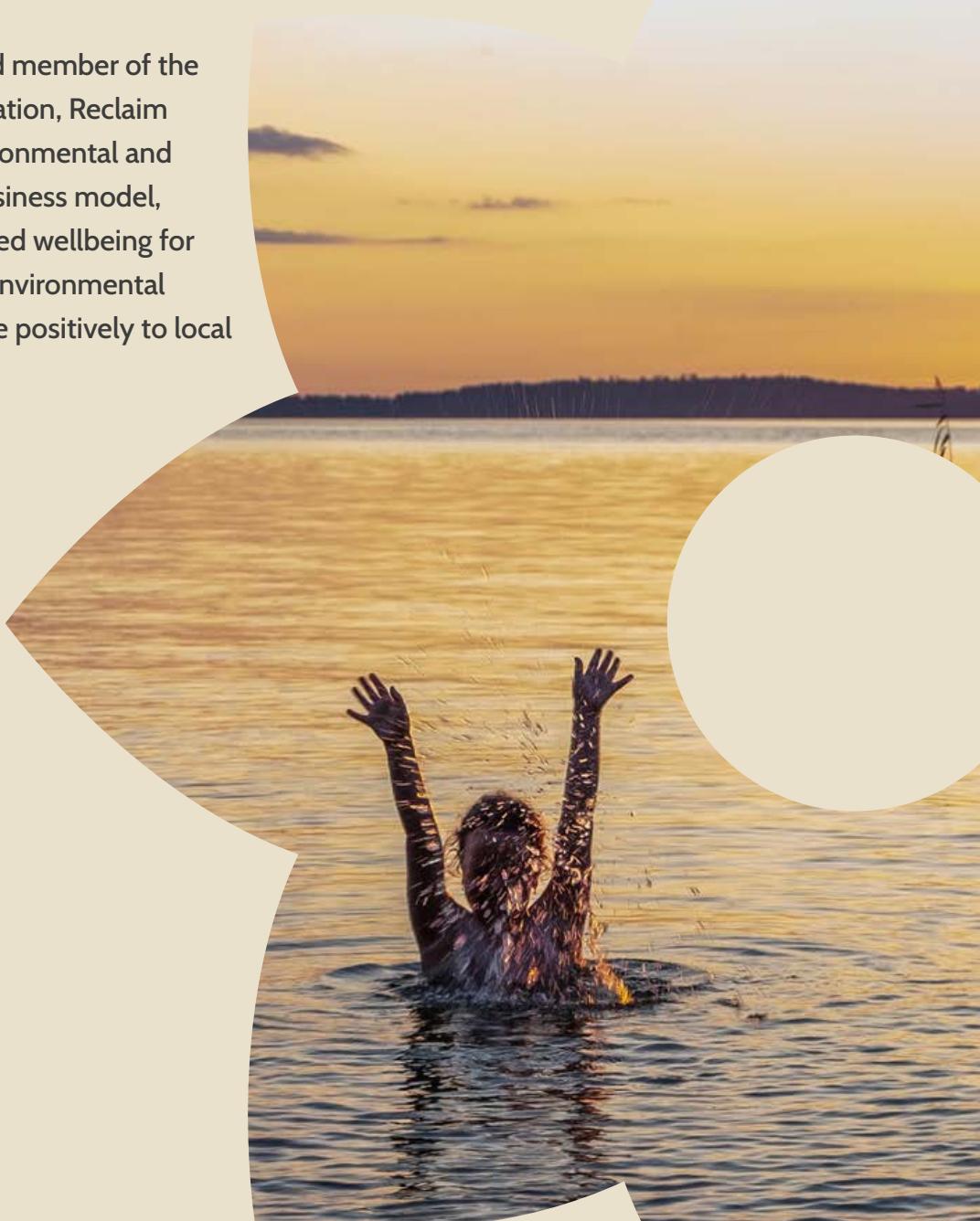
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# ABOUT

Reclaim Yourself is a London-based microenterprise specialising in wellness retreats. Founded in 2005, the company is governed and managed by its founder, Jools Sampson, alongside a core team of four.

From 1 September - 31 August 2025, the company looked after 255 guests at 20 retreats across 13 countries, including Spain, Norway, Iceland, Finland, Japan, Brazil, Mongolia, Greenland, the UK, Sweden, Ecuador, India, and Bhutan. Each retreat was designed and implemented in collaboration with local hosts and our yoga teachers.

As a certified B Corp and member of the Conscious Travel Foundation, Reclaim Yourself integrates environmental and social impact into its business model, aiming to create improved wellbeing for all guests, manage our environmental impact and to contribute positively to local livelihoods.



# WELCOME FROM JOOLS



Hi, I'm Jools, founder of Reclaim Yourself. It's a joy to welcome you to our third annual Impact Report. Inside, you'll find stories and data that map the impact we created over the past year, reflections on where we fell short, and our commitments for the future.

**On Saturday 14th June 2025 we celebrated Reclaim Yourself's 20th birthday surrounded by friends, our amazing team, and some much-loved retreat guests who have long been part of our journey.**

So it feels like the perfect moment to take stock of how far we've come and where we're heading next.



**20** years ago, I left a well-paid career in international development to follow my passion and start creating retreats — at a time when hardly anyone knew what they were.

One of the first retreats that I ran was in a small Indian village, where we worked with local families to improve their homes and invited the whole community to take part. In the early years, I supported myself with part-time jobs and massage work while slowly building a new kind of travel experience.

Since then, I've survived the 2008 financial crash, pioneered retreats in places they had never been run before, and held onto my commitment to working with locally owned partners. I rebuilt the business through the pandemic, gained B Corp certification, and invited three incredible women to join my advisory board — one of the best moves I've ever made. Looking back, it feels like a journey of persistence, creativity, and courage — one that has shaped both me and Reclaim Yourself in ways I could never have imagined.

# WELCOME FROM JOOLS

Now, here we are in 2025, and I am so proud of my team whose dedication and care sit at the heart of this achievement, delivering exceptional results in line with our purpose.

This year we deepened our presence in Bhutan, a country guided by a 'high value, low impact' approach to tourism — a philosophy that seeks to protect its culture, communities, and environment while offering travellers meaningful experiences. While no model is without flaws, there is much to admire and learn from the engaged and thoughtful guides who have helped us refine our retreat programmes and opened up opportunities that align beautifully with our values.

But this year also brought important lessons about the challenges growth can create. In Spain and Japan, I witnessed the realities of overtourism — from strains on local suppliers to the impact of poor tourist behaviour. These experiences have strengthened my resolve to design with responsibility at the centre of our work, to step away from partnerships and locations where alignment is weak, and to stand firm in our commitment to respectful and equitable relationships.

If you'd like to share your thoughts, ask a question, or explore partnership opportunities for positive impact, I'd love to hear from you: [jools@reclaimmyself.co.uk](mailto:jools@reclaimmyself.co.uk)

*With love,*

*Jools x*

# OUR YEAR IN NUMBERS



**GUESTS**

**255**



**NPS SCORE**

**91.2  
(FROM 88.62)**



**WELLBEING**

**SCORE 86  
(FROM 75 THEN 81.5)**



**LOCALLY OWNED  
RETREATS 85%**



**RETURNING  
CUSTOMERS 52%**



**NEW TEAM  
MEMBERS 3**



**COUNTRIES  
VISITED 13**



**RETREATS  
DELIVERED 20**

# PURPOSE & STAKEHOLDER GOVERNANCE

***Our purpose is to help our guests feel physically and mentally better at the end of their retreat.***

Last year we set out the positive and meaningful impact that Reclaim Yourself exists to make on society through our public purpose statement: to help people feel better both physically and mentally. Our purpose, supported by SMART targets and reviewed by our Advisory Board, is integrated into our business strategy under the theme of “People”.

***In May 2023 Reclaim Yourself Retreats certified as a B Corp with a score of 90.8.***

We have an impact business model which recognises our purpose to improve health and wellness.

In anticipation of meeting the new v2.1 standards in 2026 we built on our stakeholder governance commitments by publishing a public grievance policy to ensure stakeholders have a clear and anonymous channel to raise human rights concerns.

***Our vision is of people and places made better through extraordinary wellness travel.***

***Our mission is to carefully curate, personalised yoga retreats in extraordinary places.***

In developing a strategic approach to achieving our vision we have leaned in to focusing on our material impact, in line with B Corp v2.1. We have refined our strategy which previously set out three areas of work; People, Planet and Places and consolidated this into just People and Places in order to have a laser focus on our material social and environmental impacts. The vast majority of our carbon emissions and environmental impacts relate to the locations in which we host guests so they are covered in Places instead of a separate topic.

# PURPOSE & STAKEHOLDER GOVERNANCE

## GOVERNMENT AFFAIRS & COLLECTIVE ACTION

Our membership of the **Conscious Travel Foundation** has already been impactful for our commitment to collaborative impact. We formed two new partnerships with fellow members, Blue Apple Beach in Colombia and Beyul Experiences in Nepal, the outcome of which will be new retreats in Colombia and Nepal in 2026, both fully aligned with our values. Blue Apple Beach is also a certified B Corp so aligns with our partner code of conduct.



## TRAVEL BY BCORP

We are a member of the Travel by Bcorp working group and attended a series of online “Purpose Project meetings” and agreed on a clear vision, mission and pathway and created a series of shared impact projects. In July we joined a well-attended AGM. While outcomes are still developing, it represents an important space for collaboration and shared impact within the responsible travel community.

# PEOPLE

***Our goal is that every guest feels physically and mentally better at the end of their retreat.***

This goal, aligned with our values, guides the way we create a personalised retreat experience for every guest. To evidence outcomes, we ask guests to complete a short wellbeing form at the end of their retreat. We ask everyone whether they feel physically and mentally better at the end of their stay and use this as one proxy for the impact we are having on our guests' wellbeing. This is not our feedback form, we send this separately to capture detailed opinions on all aspects of our retreats.



**OUR WELLBEING SCORE IS 86**  
**(UP FROM 81.5 72 IN 2023 & 75 IN 2022)**

1 This score is calculated using NPS methodology, by subtracting the percentage of detractors (scores of 6 or below) from the percentage of promoters (scores of 9 or 10).

# PEOPLE

We set a target this year to work with our teams to understand detractor feedback (from guests who said they did not feel physically or mentally better at the end of their retreat). The very low number of detractors reflected the strength of our delivery, and we are proud of this. However, as 222 of 255 guests completed our wellbeing form, we believe it is likely that some detractors were among those who did not respond. We want to understand our impact and hear from these guests too, especially if their feedback was negative. To keep improving our impact, we need to understand everyone's experiences. We have therefore revised our target to focus on increasing the number of guests who complete the form and encouraging those who may be less engaged to share their views with us.

We also aimed to add new content in our welcome packs and create a series of pre-retreat emails to share more about our social and environmental impact with guests. This work has been delayed until next year, but it remains a priority and will form a core part of increasing our impact by giving guests deeper insight into the places they are visiting, including the environmental impact and opportunities to contribute to regeneration.

## INCLUSIVE & WELCOMING

We want our team to be representative of the world we love to visit. This includes representation from the people who deliver our retreats, from our chefs and yoga teachers to our local hosts.

This year, we took time to get to know our team more deeply by gathering insights about their social demographics. The results reminded us that we still have work to do to build the diverse team we envision. We truly believe that diversity brings fresh perspectives, fuels creativity, and helps us better connect with the people we serve.

## NEXT STEPS

In the year ahead, we'll focus on creating a more inclusive hiring process and revisiting our policies to ensure equity, diversity, and inclusion shape what we do.

# PLACES

***We carefully select each venue to ensure our presence, and the activities offered, have a positive impact on the local economy and ecosystems.***

## SUPPORT LOCAL ECONOMIES & CULTURES

At least 85% of businesses that we partner with are locally owned and/or we work with small family run agencies. In some of our locations, like India and Bhutan, the hotels we stay in are not locally owned so we aren't going to achieve much higher than 85% for now and we're OK with this. In these countries we focus on working with local agents rather than big tour operators as working with them helps us to really understand the impact we're making on local communities.

To better understand how our host partners influence local communities, we ask every host to complete a partner survey. This survey explores key social issues, including workers' rights and living wages, to help us evaluate our broader impact. We also recognize that traditional sourcing documents, like supplier codes of conduct, often focus on protecting the buyer's risks. This approach can overlook the complex realities of managing human rights within supply chains and often places unequal responsibility on suppliers. For us, this raises an important question: how can we assess and verify our impact in local economies in a way that respects cultural contexts and builds more balanced, equitable relationships with our partners?

## NEXT STEPS

Develop buyer commitments within our code of conduct and assess the saliency of human rights and environmental impacts in our five most material procurement decisions. These will cover the host partnerships in Brazil, Galapagos, India, Bhutan and Mongolia.

# PLACES

## CLIMATE RISK ASSESSMENT OUTPUTS

We also completed a Scope 3 climate risk regions assessment, looking at all of our locations and checking which could be the most at risk from the impact of climate change. From this, we identified three countries where we will focus support:

Brazil, where one of our venues is located on protected climate-impacted land; Mongolia, where the herder communities we work with are already being affected by climate change; and India, where we collaborate with Street Connections. The next step is to identify a programme of support for projects in Brazil and Mongolia from 2026.

LOCATION	EMISSION (tCO <sup>2</sup> e)	CLIMATE RISK LEVEL	MAIN CLIMATE THREATS	POTENTIAL PROJECT FOCUS
BRAZIL	82	HIGH	Amazon deforestation, drought, extreme rainfall	Forest protection, agroforestry with community co-benefits
GALAPAGOS	65	HIGH	Marine heatwaves, biodiversity loss, El Niño impacts	Marine/coastal restoration, community-led conservation
BHUTAN	62	MEDIUM-HIGH	Glacial lake floods, landslides, climate uncertainty	Watershed/forest restoration, GLOF early-warning systems
INDIA	59	HIGH	Heat stress, floods, cyclones, water scarcity	Urban flood resilience, mangrove restoration, water projects
MONGOLIA	52	HIGH	Dzud events (drought + severe winter), desertification	Rangeland restoration, climate-resilient herding support

# PLACES

## CASE STUDY - IMMERSION IN THE PHOBIKA VALLEY

After our first trip to Bhutan, our guide, Kun, understood more about our approach and arranged for us to visit a nunnery in the remote Phobjika Valley to practice yoga. This nunnery doesn't receive many visitors or much financial support, so our guide suggested we offer a donation in exchange for visiting and using an area of their nunnery for a group yoga practice.

The purpose of this was to support the local economy in Bhutan and give our guests a unique experience connected to local people and cultures. No one had ever done this before, and it was carefully checked and considered in advance.

The impact was that our group was deeply moved to practice in such a special place. The nuns were shy but intrigued and welcoming. The teacher invited the nuns to join the class, which they did — creating a beautiful exchange. The guide was proud to have set this up, and our donation to the head nun was warmly received.



# PLACES

## CLIMATE ACTION

### *We go beyond measuring our Scope 3 carbon emissions.*

We have always gone above and beyond the GHG Protocol and calculated our guests' travel emissions even though they are not part of our Scope 3 emissions. We believe this gives us a more accurate view of our carbon footprint.

We will continue to estimate the data from our guests' travel and more importantly we will continue to engage with our guests about this issue, offering slow and low carbon transport options on our website travel sections, pre retreat information flows and welcome packs.

As Reclaim Yourself grows, we're continuing to visit more far-off locations. When measuring our carbon footprint, we include guest and team travel, in-country transport, and the emissions associated with our accommodation and the food we serve during each retreat. We calculate emissions for each retreat and track an average per guest, helping us identify which retreats have a higher impact and where we can reduce emissions across different elements.

### HERE IS A SNAP SHOT OF 4 RETREATS:

LOCATION	BHUTAN	UK	MONGOLIA	GREENLAND
<b>TOTAL tCO'2e</b>	<b>45240.82</b>	<b>538.4</b>	<b>47488.24</b>	<b>20099.6</b>
<b>CONTINGENCY</b>	<b>9048.16</b>	<b>107.68</b>	<b>9497.65</b>	<b>4019.92</b>
<b>FINAL tCO'2e</b>	<b>54288.98</b>	<b>646.08</b>	<b>56985.89</b>	<b>24119.52</b>
<b>PER GUEST</b>	<b>3,393</b>	<b>54</b>	<b>3,166</b>	<b>1,723</b>

# PLACES

We began measuring our carbon emissions in 2019, our approach includes every stage of a retreat or journey including our team (Scope 3) and guests travel. Our financial year changed in 2023.

## SCOPE 3 DATA

YEAR	EMISSIONS (tCO2e)	RETREATS	tCO2e PER RETREAT
2019	419	12	34.92
2020	3	2	1.50
2021	65	8	8.13
2022	301	22	13.68
2023	229	16	14.31
2024	523	19	27.53



# PLACES

When we first measured our footprint, our carbon intensity per retreat was very high, so we focused on redesigning our programme in a way that reduced emissions. This has been successful – even as the business has grown and our total Scope 3 emissions have increased, our average carbon per retreat remains lower than our baseline year.

At the same time, demand for long-haul, once-in-a-lifetime destinations is significantly higher than for local trips, and this continues to be a challenge we are navigating as we scale. We are working to balance commercial demand with responsible growth, while keeping our per-retreat emissions as low as possible.

***Out of 20 retreats in 2024, 12 were powered by renewable energy.***



## NEXT STEP

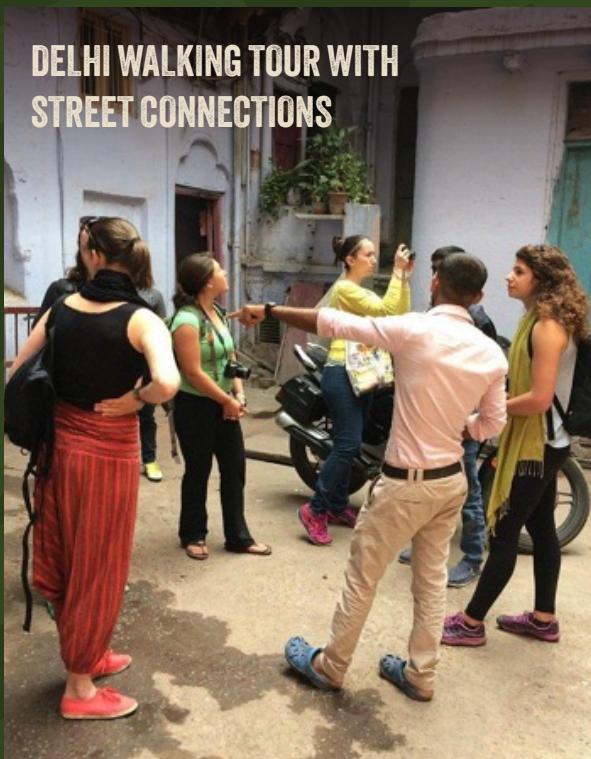
Our next step is to develop a Climate Action Plan that looks at our footprint on a retreat-by-retreat basis and explores whether there are opportunities to reduce its footprint – from choosing more sustainable accommodation to adjusting transfer options or our local food policies.

# PLACES

HERDER JAGAA IN MONGOLIA



DELHI WALKING TOUR WITH  
STREET CONNECTIONS

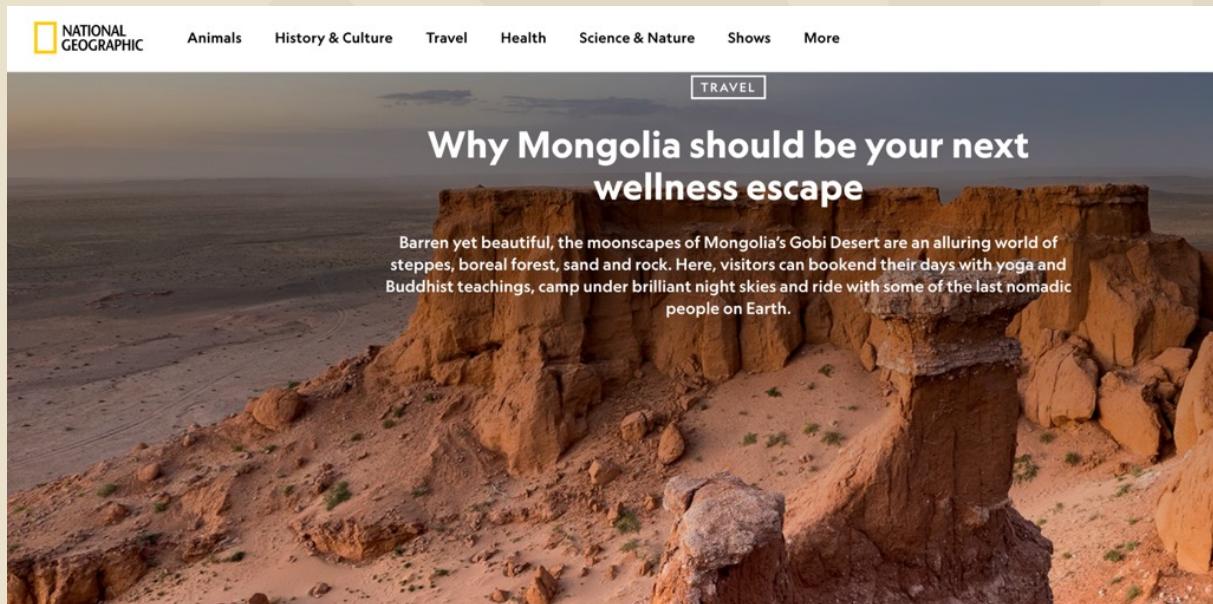


PROTECTED LAND IN MARAU, BRAZIL



# PLACES

We invited journalist Jane Dunford, Travel Editor for The Guardian and a freelance writer with a strong interest in wellbeing and sustainable living, to join our Mongolia retreat because her values align closely with ours and we wanted her to understand how we work and what we do. She wrote about the retreat in Women's Health and National Geographic. Not only did this increase our visibility within the travel press, it created ongoing connections through key industry events and with the Conscious Travel Foundation.



The screenshot shows a travel article from National Geographic. The top navigation bar includes the National Geographic logo, Animals, History & Culture, Travel, Health, Science & Nature, Shows, and More. A 'TRAVEL' tag is visible above the main headline. The headline reads 'Why Mongolia should be your next wellness escape'. Below the headline is a photograph of a rugged, reddish-brown rock formation in a desert landscape. A text overlay on the right side of the image reads: 'Barren yet beautiful, the moonscapes of Mongolia's Gobi Desert are an alluring world of steppes, boreal forest, sand and rock. Here, visitors can bookend their days with yoga and Buddhist teachings, camp under brilliant night skies and ride with some of the last nomadic people on Earth.' The image shows a vast, arid landscape with distant mountains under a clear sky.

*"I learn that Jagaa grew up on this land, as did his ancestors, moving camp several times a year with their animals. He sells meat and dairy products. Mare's milk becomes kumis (traditional fermented alcohol), the sheep provide wool, and the goats cashmere. Nomadic life, he tells me, is getting harder. Climate change is affecting the grassland and severe winters, known as dzud (winter disasters) are becoming more frequent, killing many animals. There's pressure, too, to become settled farmers and raise larger numbers of livestock. "It's not an easy life and I'm not sure how it will continue," he explains. "But living in a nomadic way in nature is a blessing."*

**JANE DUNFORD, NATIONAL GEOGRAPHIC**

# 2025/2026 COMMITMENTS

Note; we combined our commitments and progress reports for Planet with Places.

	WE SAID	WE DID	WE WILL
PEOPLE	<p>Achieve a score of 75 in guest satisfaction regarding physical and mental wellbeing by Q4 2025, with the ambition of reaching 85 by Q4 2026.</p>	<p>Complete - Achieved a score of 86</p>	<ul style="list-style-type: none"> <li>Define and document Reclaim Yourself's principles for responsible marketing and communications by Q1 2026</li> <li>Review ways to achieve 100% guest wellbeing from completion with regular Retreat Leader input by Q3 2026.</li> </ul>
PLACES	<p>Carry out an equity audit of our retreat team and to set targets to increase underrepresented people in line with UN Sustainable Development Performance Indicators.</p>	<p>Complete - Instead of an equity audit we carried out a survey of our team social identities.</p>	<ul style="list-style-type: none"> <li>Implement Inclusive hiring practices in line with B Corp v2.1 standards, by Q1 2026.</li> <li>Write an Equity, Diversity and Inclusion plan and implement an inclusive communications and ethical content guide for external communications, by Q4 2026.</li> <li>Measure workplace culture and create a plan to improve our culture by Q4 2026.</li> </ul>
	<p>Ensure that 90% of our retreat venues are locally owned businesses by 2026, enhancing the positive economic impact on host communities.</p>	<p>Complete - 85% are locally owned host businesses. We will grow our target to consider human rights and environmental stewardship to cement impact in this topic.</p>	<ul style="list-style-type: none"> <li>Commit publicly to respecting human rights, including the ILO Declaration on Fundamental Principles and Rights at Work and the UN Declaration on the Rights of Indigenous Peoples by Q1 2025.</li> <li>Consider actual and potential human rights and environmental impacts in our three most material procurement decisions by Q3 2026.</li> <li>Social impact projects - financially contribute to a social project at a retreat location</li> </ul>
	<p>We will compare scope 3 emissions hot spots with climate risk regions that we operate in and to research potential projects to support community benefit.</p>	<p>Complete - identified Mongolia, Brazil and India.</p>	<ul style="list-style-type: none"> <li>Write a Climate Action Plan supporting the global ambition to limit global warming to 1.5°C. Includes SMART targets by Q2 2026.</li> <li>Environmental impact - develop an action plan for partnering in identified regions and deliver by Q3 2026.</li> </ul>

# 2025/2026 COMMITMENTS

As we close another year of learning and growth at Reclaim Yourself, we are reminded that positive impact is an ongoing journey, not a fixed destination. The stories, data, and reflections in this report reveal both our progress and the areas where we must strive to do better. Our commitments for the coming year are rooted in what we have learned: to centre people in everything we do, while positively contributing to the places where we are lucky enough to spend time.

We know our work only matters if it truly benefits the people and places we touch. That means holding ourselves accountable, inviting honest feedback, and being willing to adapt as we move forward. Thank you to everyone—guests, partners, team members, and supporters—who have been part of our story the past 20 years. Together, we look forward to building a more regenerative, inclusive, and responsible future for travel.

***With gratitude and hope,  
The Reclaim Yourself Team***



RECLAIM  YOURSELF