



A SIGNATURE JOULE EXPERIENCE

Creative Journey

Cabo San Lucas, Mexico

7 NIGHTS · 8 DAYS

A destination-inspired itinerary of curiosity, imagination, artful noticing, and personal expression.

The feeling of a retreat, *woven into the itinerary.*

The Creative Journey is a thoughtfully facilitated travel experience designed to help guests see Cabo through curiosity, imagination, artful noticing, and personal expression.

Throughout the week, a dedicated Joule Experience Director travels with the group and leads a clear sequence of creative workshops, reflective conversations, and destination-inspired rituals.

Each experience is woven into the natural rhythm of the itinerary, so creativity becomes the golden thread connecting the people, the place, and the memories made along the way.

BY THE END OF THE JOURNEY

Each traveler leaves with a personal travel journal, creative field notes, completed visual reflections, and a final keepsake capturing the meaning of their time in Cabo.

01

Notice

See the destination with fresh eyes.

02

Create

Turn sensory impressions into expression.

03

Connect

Share stories, insight, and discovery.

04

Carry Home

Leave with a meaningful creative record.

DAY 01

Arrival in Cabo

Opening the Creative Journey

ADVISOR-PLANNED ITINERARY

Guests arrive in Cabo San Lucas, transfer privately to the resort, check in, and enjoy time to settle before the welcome reception and dinner.

THE JOULE EXPERIENCE

Creative Welcome

Each guest receives a Joule journey journal, a curated creative tool kit, and a welcome card introducing the theme of the week.

Opening Workshop: The Creative Compass

A relaxed 45-minute reflection helps each traveler choose one guiding word—curiosity, freedom, beauty, courage, connection, or play—as a personal lens for the journey.

Welcome Toast

The evening concludes with a celebratory toast and a brief group connection ritual.

GUEST TAKEAWAY

A sense of direction, warmth, and shared purpose.

JOULE INTENTION

Establish the creative theme, create ease within the group, and invite travelers to experience Cabo with fresh eyes.

01



“Creativity becomes the golden thread.”

DAY 02

Color, Texture, and the Spirit of Cabo

The Art of Noticing

ADVISOR-PLANNED ITINERARY

A privately guided introduction to Cabo, including coastal viewpoints, local neighborhoods, gallery stops, artisan spaces, and a destination-inspired lunch.

THE JOULE EXPERIENCE

Morning Creative Intention

What color, texture, or detail will guide your attention today?

Creative Field Notes

Travelers gather visual and sensory impressions through photographs, sketches, words, color swatches, and short observations.

Workshop: The Art of Noticing

Each guest selects one detail from the day and turns it into a short written or visual reflection.

Sunset Share

Over drinks, guests share one image, phrase, or discovery that changed how they saw Cabo.

GUEST TAKEAWAY

Intentional attention deepens the travel experience.

JOULE INTENTION

Move beyond sightseeing and into a more personal, sensory relationship with the destination.

02



“Creativity becomes the golden thread.”

DAY 03

Sea, Movement, and Perspective

Creativity on the Water

ADVISOR-PLANNED ITINERARY

A private coastal sailing experience with views of Cabo's iconic rock formations, open water, and shoreline.

THE JOULE EXPERIENCE

Morning Prompt: A Different Point of View

What changes when you see something from a different angle?

Ocean Observation Practice

A guided sensory pause focused on light, movement, sound, scale, horizon, and breath.

Workshop: Lines of the Sea

A 60-minute abstract art experience using line, shape, rhythm, and color to capture the movement of the ocean—focused on process, not performance.

Evening Reflection

A guided conversation about perspective, movement, and where a shift in viewpoint may be useful in everyday life.

GUEST TAKEAWAY

An ocean-inspired visual piece paired with personal insight.

JOULE INTENTION

Use Cabo's coastline to inspire openness, movement, and new ways of seeing.

03



“Creativity becomes the golden thread.”

Culture, Craft, and Creative Expression

Made by Hand

ADVISOR-PLANNED ITINERARY

A visit to a local artisan studio, cultural space, or design-focused destination experience, followed by a curated lunch.

THE JOULE EXPERIENCE

Creative Conversation: The Story Behind the Object

A short conversation about how place, memory, material, and tradition shape creative work.

Artisan-Inspired Workshop

Guests create a small mixed-media travel keepsake inspired by the patterns, colors, textures, and craftsmanship observed that day.

Shared Table Storytelling

At dinner, each guest may share a brief story about something made, inherited, kept, or carried because of its emotional meaning.

GUEST TAKEAWAY

A tangible keepsake that connects local culture with personal memory.

JOULE INTENTION

Deepen cultural appreciation while giving travelers a personal way to interpret what they experienced.



“Creativity becomes the golden thread.”

DAY 05

Creative Freedom

Play, Experimentation, and Personal Expression

ADVISOR-PLANNED ITINERARY

A relaxed resort day with spa appointments, pool time, beach time, shopping, or rest built into the schedule.

THE JOULE EXPERIENCE

Morning Workshop: Permission to Create

A 75-minute creative play session featuring intuitive mark-making, color exploration, visual journaling, and spontaneous writing.

Personal Creative Time

A personal prompt card invites guests to keep creating, journaling, photographing, or reflecting during leisure time.

Afternoon Open Studio

The Experience Director offers prompts, encouragement, and support as guests continue their creative pieces.

Evening Gallery Walk

Each person may display one page, image, object, or phrase from the day.

GUEST TAKEAWAY

Creativity experienced
as accessible, playful,
and restorative.

JOULE INTENTION

Help travelers reconnect with
freedom, imagination, and self-
expression.

05



*“Creativity becomes the
golden thread.”*

Desert, Landscape, and Story

Finding Inspiration in Contrast

ADVISOR-PLANNED ITINERARY

A desert landscape experience, scenic nature excursion, or outdoor culinary gathering highlighting Cabo's ocean, desert, light, and terrain.

THE JOULE EXPERIENCE

Curiosity as a Compass

Where do you notice contrast today—stillness and movement, shadow and light, strength and softness, simplicity and abundance?

Workshop: The Landscape Within

Travelers create a visual or written reflection based on one contrast that resonated with them.

Outdoor Story Circle

Each guest shares a brief reflection connected to the day's theme of contrast.

GUEST TAKEAWAY

The landscape of Cabo becomes a personal metaphor for reflection and meaning.

JOULE INTENTION

Use the dramatic natural environment to inspire storytelling, insight, and connection.

06



“Creativity becomes the golden thread.”

Bringing the Creative Journey Together

Reflection and Celebration

ADVISOR-PLANNED ITINERARY

A final leisure day followed by an elevated farewell dinner.

THE JOULE EXPERIENCE

Morning Workshop: The Story of My Journey

Guests gather photographs, journal entries, sketches, phrases, and reflections, then create a final visual travel story, manifesto, collage, written reflection, or curated journal spread.

Creative Exchange

A warm, optional gathering to share one discovery, created piece, or moment to remember.

Closing Celebration

At sunset, the Experience Director leads a closing ritual honoring the group's creativity, connection, and shared experience.

Farewell Dinner

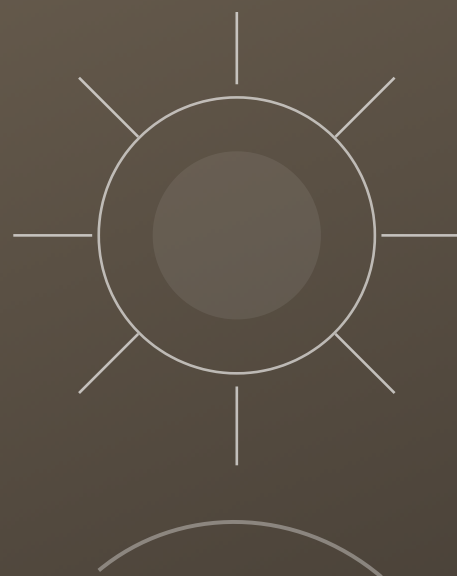
Personal acknowledgments, a group toast, and destination-inspired keepsakes bring the week to a meaningful close.

GUEST TAKEAWAY

A personal creative artifact and a clear emotional memory of the trip.

JOULE INTENTION

Give the journey a meaningful conclusion and celebrate what each guest discovered, created, and experienced.



“Creativity becomes the golden thread.”

DAY 08

Departure

Carrying the Inspiration Home

ADVISOR-PLANNED ITINERARY

Breakfast, hotel checkout, and private airport transfers.

THE JOULE EXPERIENCE

Final Reflection

What do you want to keep creating when you return home?

The Journey Continues

Guests leave with their journal, completed creative pieces, and a personal record of how they experienced Cabo—not simply where they went.

GUEST TAKEAWAY

Renewed creative energy, meaningful memories, and a tangible keepsake.

JOULE INTENTION

Help travelers carry curiosity, beauty, and creative attention back into everyday life.

08



“Creativity becomes the golden thread.”

Included throughout the journey

Fourteen thoughtfully sequenced touchpoints create rhythm, emotional cohesion, and a sense of discovery from the opening welcome through the final reflection.

- 01 Creative Welcome Kit
- 03 Creative Field Notes
- 05 Ocean Observation Practice
- 07 Artisan-Inspired Keepsake Workshop
- 09 Afternoon Open Studio
- 11 Outdoor Story Circle
- 13 Closing Creative Exchange

- 02 The Creative Compass
- 04 The Art of Noticing
- 06 Lines of the Sea
- 08 Permission to Create
- 10 The Landscape Within
- 12 The Story of My Journey
- 14 Final Reflection Prompt

What guests leave with

More than memories of where they went—a personal record of how the journey felt, what they noticed, and what they created.

- 01 A personal Joule journey journal
- 02 A curated creative tool kit
- 03 Creative field notes from the destination
- 04 Ocean-inspired abstract artwork
- 05 An artisan-inspired travel keepsake
- 06 Written or visual reflections from the week
- 07 A final creative piece representing the meaning of the journey
- 08 A deeper sense of connection to Cabo, the group, and their own creative perspective



HOW JOULE FITS THE JOURNEY

The creative layer that gives the trip *emotional cohesion.*

The advisor retains ownership of the itinerary, accommodations, transportation, excursions, and client relationship.

Joule provides the creative layer through facilitated workshops, reflective prompts, shared rituals, and destination-inspired experiences—transforming an exceptional itinerary into a meaningful journey guests can feel, remember, and carry home.

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