



# A Global Wellness Event

SAVE THE DATE  
16-17-18 SEPT 2022

Why should you take part?  
What's in it for you ?

Free Yoga Italia Alassio

## Organize Fun & Free Wellness Activities To Engage with Locals and Attract New Clients



Organize a free collective fitness session, a yoga class, or a meditation for Inner Peace & World Peace.



Attract affluent Wellness Travelers and Weekenders among 57 million cardholders.

Increase Average Length of Stay and Spend.



Improve the quality of life for local residents.

Encourage people to visit again with bounce-back offers.

Be recognized as "Wellness Champion" in your city by organizing three activities during World Wellness Weekend.

*"If you don't make time for your wellness, you will be forced to make time for your illness. There is no nobler purpose than to encourage people to be the best version of themselves."*

**JEAN-GUY DE GABRIAC**  
Founder, World Wellness Weekend  
info@weekend-wellness.com



## HOW TO GET INVOLVED?

- 1** SIGN UP on [www.wellmap.org](http://www.wellmap.org) to appear on the World Wellness Map with a geocator and features to improve your SEO.
- 2** INCLUDE World Wellness Weekend in your Events calendar to join a worldwide campaign promoting healthy lifestyles aligned with the UNITED NATIONS' 3rd SDG "Good Health and Well-being for All".
- 3** SHARE your wellness activities on social media with *#WorldWellnessWeekend* *#wellnessforall* *#WellnessBeyondBorders* *#beactive*
- 4** INVITE journalists and influencers to experience your Signature activities, so they can tell their audience.

### 6 SIMPLE STEPS



#### APPEAR ONLINE

Add your logo, banner, photos to make your page attractive ([wellmap.org](http://wellmap.org)).

[How to Sign up?](#) ▶



#### CATCH MEDIA ATTENTION

We shall include the most original activities in our Press Release. Contact your local media to let them know that you are part of this global wellness event. In 2019 we reached an audience of 224 million people, and in 2021 we got 1,200 media mentions worldwide.

[See our Media page](#)



#### ATTRACT NEW CLIENTS

Announce your activities during World Wellness Weekend (Sept 16, 17 or 18).

[See some of our ideas and best practices](#)



#### TAG US

Use these hashtags when you post photos and short videos of wellness activities in your city before and during WWW *#WellnessForAll* *#worldwellnessweekend* *#beactive* *#WellnessBeyondBorders*

[Download our logo and font](#)



#### GET SOCIAL

Promote your WWW event on Facebook with date/ time of the activities and a link to your page on the World Wellness Map ([wellmap.org](http://wellmap.org))



#### MAKE PEOPLE COME BACK

Promote all your upcoming events, special offers and packages (on [wellmap.org](http://wellmap.org)) so that people do not have to wait until September to come visit with friends or family.



[wellmap.org](http://wellmap.org)