



Elevating Wellness Worldwide

20-21-22 September 2024

wellmap.org
160 countries

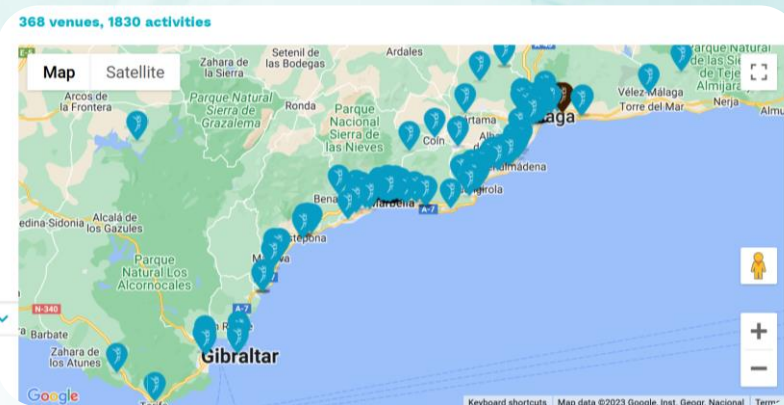
Let's make wellness Global, Local and Social

Launched in 2017, World Wellness Weekend is
an uplifting celebration to share good vibes.

- We inspire **fitness, beauty and tourism professionals** to become **Wellness Champions** in their city, raising awareness about the **UNITED NATIONS' SDG3** "Good Health & Wellbeing for All".
- We work with **60 associations and federations**, with the support of **6 Secretaries of Health & Tourism, and 30 Mayors**.
- We help wellness brands and destinations **catch media attention to attract wellness seekers**.



[WATCH the 2023 HIGHLIGHTS VIDEO](#)



Let's Wake Up: It's Wellness o'clock!

Regular active & fun habits are the answer to **address Anxiety, Obesity, Inactivity** and build a healthy & stronger society with **Longevity**.

- **79% of consumers find Wellness "Important"** and 42% a "Priority" (McKinsey 2023).
- **Chronic diseases are preventable** (heart, stroke, cancer, diabetes, respiratory) yet claiming 15 million lives each year prematurely, (WHO)
- We encourage millions of people to **experience fun, free & inclusive activities** with their **wellness buddies** (friends, colleagues & family) on the third week-end of September, just before the change of season.
- We incite people to feel their very best with 5 Pillars of Wellness:

Sleep



Nutrition



Vitality



Serenity



Solidarity



[WATCH the 2023 TEASER VIDEO](#)



LIVING WELL TOGETHER

promoting **Vitality, Serenity, Solidarity**
with vibrant in-person experiences
and inspiring online sessions.



6,300

VENUES (+26 % vs 2022)

organized thousands of fun & free
activities, indoors or outdoors to enjoy
well-deserved **ME**-time, or **WE**-time!

It feels GREAT to be WELL... together!



125

HOURS (+150% vs 2022)

of online sessions and tutorials with: Les Mills +, YogAway by BijaB, Immunocologie, Valérie Orsoni, John W. Brick Foundation, International Massage Association and a hundred of experts in English, Spanish, Japanese, French...

Wellness any *time*, any *where*, on any *device*.

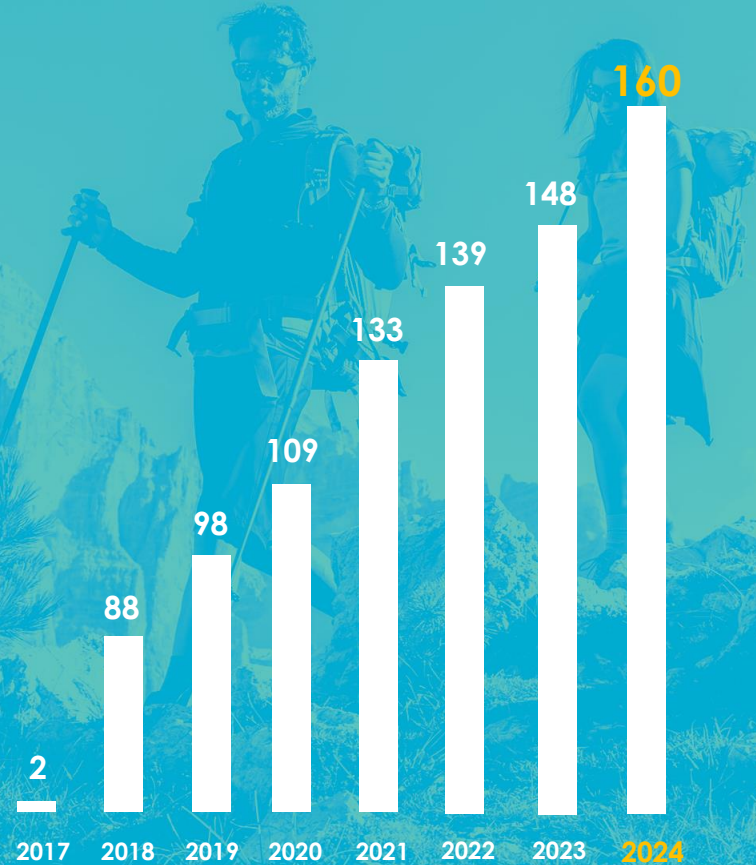
10 most active countries

Venues listed in Sept 2023 on **wellmap.org**
(number of fun & free activities)

	SPAIN 986 (2,731)		DOMINICAN REPUBLIC 156 (334)
	BRASIL 731 (2,751)		UNITED KINGDOM 138 (173)
	ITALY 651 (772)		VIETNAM 125 (196)
	JAPAN 421 (446)		CANADA 108 (183)
	ARGENTINA 219 (271)		INDIA 103 (216)

Elevating wellness worldwide

Participating countries



10 most active cities

Venues listed in Sept 2023 on **wellmap.org**
(number of fun & free activities)

	MARBELLA 181 (1,533)		SANTA CRUZ DE TENERIFE 46 (99)
	SÃO PAULO 105 (261)		MADRID 44 (102)
	ROMA 84 (79)		BUENOS AIRES 43 (64)
	JEREZ DE LA FRONTERA 82 (108)		SANTO DOMINGO 41 (62)
	MÁLAGA 58 (95)		PUNTA CANA 33 (77)

Record-breaking audience

Wellness is a positive sensation worth sharing

60

professional
federations

Total Audience
430 Million

1,000 mentions & 10,000 posts



WATCH the 2023 MEDIA COMPILATION VIDEO



press

tv

radio

webzines

BBC
RADIO

Forbes

BAZAAR

LA STAMPA

marie claire



With World Wellness Weekend in its
Marketing & Communication strategy
Val di Fiemme (2026 Winter Olympics Valley)
generated:

2.7 M € in media exposure (2023)

1.7 M € in 2022, **1M €** in 2021

8TH WORLD WELLNESS WEEKEND



Facts & stats

TOP 5 Categories of Venues



28%

VITALITY

Fitness Clubs, Yoga, Pilates, Sports Associations, Outdoor Activities



14%

HOLISTIC

Wellness Centers, Integrative Clinics



13%

BEAUTY

Spas, Salon, Beauty Institutes



11%

HOSPITALITY

Hotels, Resorts, Hot Springs, Thalassotherapy...



9%

LONGEVITY

Wellness Practitioners, Physiotherapists, Kinesiologists, Acupuncturists, Chiropractors...

TOP 5 Types of Activities



22,8%

MOVEMENT

Fitness coaching, Functional training, Dance, Stretching, Pilates, Zumba, Aquatic Activities



16,8%

BEAUTY-SPA

Manual Therapies, Beauty Bar, Chair Massage, Anti Ageing, Sauna-Banya-Hammam-Tamazcal



15,1%

YOGA

Pranayama, Hatha, Accro, Sup, Anti-gravity, Laughter...



14,8%

OUTDOORS

Hiking, Jogging, Running, Forest Bathing...



11,6%

MENTAL HEALTH

Meditation, Sound Healing...

Feedbacks and insights from participating venues



36%

of respondents organized
activities on 3 days
26% on two days



81%

of activities attracted
up to 50 participants
13% over 100 people



of participants were
women
71% age 36-55

59%

organized 3 or more in person activities
21% offered just one fun & free activity
41% also organized **ONLINE** sessions

87%

of venues responding to our online survey
said they will participate again in 2024
12% said "maybe" ; only 1% said "no"



Sponsors



“Wellness is
a renewable energy
that can light up the world.
It is time for people
to renew **their** energy
to light up **their** world“.



Jean-Guy de Gabriac

Founder World Wellness Weekend

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#worldwellnessweekend #wellnessweekend #wellnessforall

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