



Top Tips

Attract and Retain

20-22 September 2024



wellmap.org
160 countries

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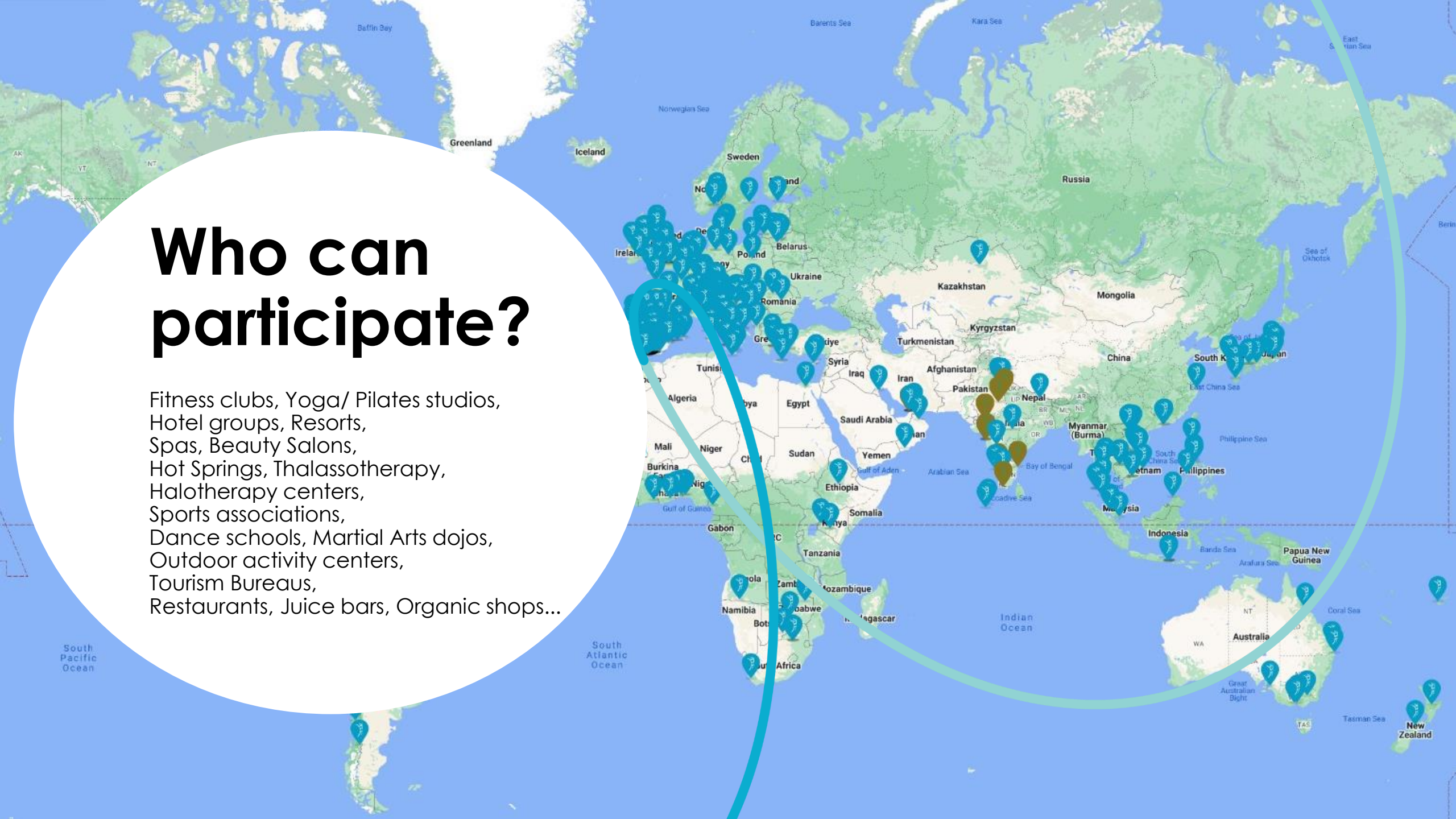
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Who can participate?

Fitness clubs, Yoga/ Pilates studios,
Hotel groups, Resorts,
Spas, Beauty Salons,
Hot Springs, Thalassotherapy,
Halotherapy centers,
Sports associations,
Dance schools, Martial Arts dojos,
Outdoor activity centers,
Tourism Bureaus,
Restaurants, Juice bars, Organic shops...



September, is the *New January!*

6 reasons why you should participate



STAND OUT

Be the « Go-To » spot in your area.



INSPIRE & UNITE YOUR TEAM

Create Signature activities, and instill a culture of wellness.



BE THE NEXT HEADLINE

TV, Radio, Print, Web



ATTRACT NEW CUSTOMERS

Be « top of mind » for locals



BOOST BOOKINGS & ADDITIONAL SALES

Irresistible packages & bounce-back offers



RE-ENGAGE PAST CLIENTS OR MEMBERS



3 easy steps to participate

STEP 1

CREATE your page on wellmap.org
with your logo, banner, photos, contact details, description.

STEP 2

ANNOUNCE your participation
on your website and social pages.

STEP 3

INFORM local journalists & influencers
about your *fun* & free wellness activities.



Málaga | Marbella - Estepona

Marbella aspira a convertirse en la capital del wellness el próximo septiembre

Por ahora están programadas más de 150 actividades gratuitas de una hora de duración destinadas al autocuidado



Generate more business opportunities

ATTRACT

a local, regional, national and international wellness-driven audience to discover your venue, and experience your not-to-be-missed activities.

CREATE LOYALTY

boost conversion, repeat visits and stimulate retention with bounce-back offers and packages.

ENRICH YOUR STRATEGY

World Wellness Weekend encourages you to think with your team about new ways to:

- approach prospects,
- communicate with current clients,
- showcase your expertise & creativity,
- build partnerships.



Make the headlines

World Wellness Weekend is a communication platform to expand your branding, conversion & loyalty:

- raise the bar in your offer (classes & services),
- raise media and public awareness,
- raise the energy level of your team and clients.

MEDIA COVERAGE 2023: Audience 430 Million

1,000 MENTIONS
& **10,000** POSTS



PRESS



TV



RADIO



WEBZINES

Spread the word about your participation:

- inform your database about your *fun* & free sessions
- contact journalists, bloggers and influencers.

The most creative venues will be mentioned in our three international Press Releases, and Social media pages.



[WATCH the 2023 MEDIA COMPILATION VIDEO](#)

Show how your venue is part of the solution

Even before Covid, the World Health Organization was sounding the alarm on obesity, chronic diseases, mental health with scary statistics.

World Wellness Weekend takes wellness to the next level, with fun activities to engage people to be more active, more often with their *Wellness buddies*: friends, family and colleagues.

Epigenetics show that although people may have a predisposition to certain pathologies, their lifestyle has the biggest influence on how genes express themselves.

In a way, our DNA is like a loaded gun, but it is really the way we sleep, eat, exercise, cope with stress and engage in social activities that eventually pulls the trigger... or not!



Join as official participant in your city

To participate in World Wellness Weekend, simply **offer one free group activity** to make wellness accessible, inclusive, and fun.

Examples :

- fitness clubs and yoga studios can offer one free group class,
- spas or beauty salons can offer a beauty bar with a face yoga session, or a massage workshop (*do NOT offer free massage sessions*),
- restaurants can host a nutritionist for one hour to share healthy tips before lunch or brunch...



[Download
your PARTICIPANT badge](#)

Stand out as a wellness champion

Organize 3 activities for your guests
(indoors, outdoors or online)
on September 20 or 21 or 22, 2024
when it suits your operations
and receive your Wellness CHAMPION badge.

Check "[Examples of Activities](#)".

Contact: info@weekend-wellness.com



Be recognized as a wellness hero

If you truly want to promote a culture of wellness,
organize *fun* & free activities for:

- your **clients / members**
- AND your **team**
- AND your **local community**

Contact: info@weekend-wellness.com

and we shall send you **OFFICIAL WELLNESS HERO** badge.



Boost your team's creativity to organize *fun* & meaningful activities

Best practices show that successful activities are:



FREE

Welcome as many people as possible with **one complimentary** group activity.

Then you can promote other Signature activities and irresistible offers that people can pay for.



CREATIVE

Showcase your team's expertise with zest, to surprise clients and prospects.



FUN

Celebrate life with joyful activities, to make people want to return.



ENGAGING

Your team can create new Signature experiences, that will enchant clients, influencers and journalists.



TARGETED

Attract the specific segment of clients you want to see come back.



ENTHUSIASTICLY CONTAGIOUS

Make your team proud to spread the buzz to existing clients, members and locals in the community so they bring friends, colleagues, or family.



CREATING "WELLNESS COLLECTIVES"

Partner with wellness-related businesses near you to spread the buzz and possibly swap experiences for your respective teams, to make them feel special:

- access to fitness classes,
- healthy meal at a local restaurant,
- outdoor activities...



Boost conversion, revenue & retention

Create reasons for people to keep coming back with irresistible bounce back offers & promotions



PACKAGES

Prospects should come back for two classes or treatments with an attractive rate.



WELLNESS OFFERS

Bundle targeted treatments with specific products to enhance results at home.



BOUNCE BACK VOUCHERS

Encourage clients to return with a friend and indulge a BOGO (*Buy One / Get One*) on your slow day.



MIX IT UP

Be creative to spark excitement about your lifestyle-enhancing activities, services, programs & products.



How to maximize your participation

Organize exciting must-attend experiences that people will want to post on their social media page.

The point of WWW is **not** to simply offer a **free** group class, nor discounts on services or products. Giving access for free to your regular activities or services can depreciate the perceived value, and may only attract *bounty-hunters* who want *freebies*...

The philosophy of World Wellness Weekend is to **fuel the creativity** of teams and encourage them to **raise the bar** with new FUN activities in one, or more of the 5 Pillars of Wellness: Sleep, Nutrition, Vitality, Serenity, and Solidarity.

The objective is also to **WOW journalists and influencers** so that they want to talk about you and your activities.

Peninsula Hot Springs celebrates world wellness weekend

15 – 17 september, 2023



World Wellness Weekend aims to encourage and empower individuals to participate in meaningful wellness activities. At Peninsula Hot Springs we are committed to enhancing the health and wellbeing of our communities and staff.

our wellness pillars



Wellness begins with connection... with ourselves, our community and the environment around us.

These Seven Pillars of Wellness work together to ensure that you are living in optimum health with a balanced physical, mental and emotional state. In support of World Wellness Weekend, we encourage you to incorporate at least one or all of the our Pillars of Wellness into your daily life.

TIME	DAILY ACTIVITIES
7.30am	Yoga* Wellness Centre Studio
9.15am	Hot Springs Yoga Amphitheatre Stage
9.30am	Sauna Infusion* Fire & Ice Area
10.30am, 12pm, 2pm, 4pm, 5pm	Fire & Ice Experience* Fire & Ice Area
10.30am, 1pm	Body Clay Workshop* Clay Ridge
1pm	Deep Listening Bathing Ritual* Hilltop Bathing Barrels
3pm	Tea Ceremony* Sensory Dome

*bookings required

TIME	SPECIAL EVENTS
Friday 15 6–7pm	Showcase Performance - Stephen Cousins Amphitheatre Stage
Saturday 16 Sunday 17 5.30pm	Sunset Hot Springs Yoga Amphitheatre Pool
Sunday 17 2pm	Sunday Session - Simon Hudson Bath House Cafe

apothecary experience

Designed to
enhance your sleep
Saturday 16 & Sunday 17
Complimentary to celebrate
World Wellness Weekend*



For further information please contact our team
on 5950 8777 or email info@peninsulahotsprings.com



Optimize the clients' journey

BEFORE



BE PREPARED

Get your team fully engaged, prepare Signature activities, and spread the word.

LAUNCH A CHALLENGE

Encourage your clients to join a World Wellness challenge :

- Add up the kilometers / miles they walk or run collectively
- Count the kilos / pounds they lose collectively
- Rehearse a routine that they can present in a demo, or flash mob.

TEAM UP WITH LOCAL ASSOCIATIONS

Choose a charity that is meaningful to you.

Team up and raise funds with challenges to walk or run for a cause.

#wellnessbeyondborders

WELLNESS IS TOGETHERNESS

Promote activities and packages that encourage people to bring a friend.

Create safe, not-to-be missed social events!

Optimize the clients' journey

BEFORE

INVOLVE LOCAL BUSINESSES

Lead the way & team up with other wellness / fitness professionals in your city.

Together, you will attract media exposure, visitors and participants.

DESIGN A COLLECTIVE PROGRAM

Spas, salons, fitness clubs, yoga/Pilates studios should collaborate to organize a collective program of fun & free group activities, and some must-try Signature experiences with irresistible offers.

Even if each venue just organizes one fun & free group activity, together they create a rich program with opportunities for locals to visit each property:

- Wellness Afterworks on Friday PM or evening
- Wellness sessions Saturday AM or PM or evening
- Outdoor family activities Sunday AM or PM.



Optimize the clients' journey

DURING

CREATE IRRESISTIBLE OFFERS

Target wellness enthusiasts who share your values and crave the lifestyle you promote. These people are likely to bring their like-minded friends and colleagues.

For instance, hotels can promote a "1 or 2-night Wellness Weekend package" to attract locals with a STAYCATION, and travelers with a GET-AWAY deal:

- Half-board room or suite
- Wellness brunch
- 1 complimentary activity per day (with internal resource or a local wellness partner)
- Special offers on Spa treatments
- Exciting deals on products.

BUILD MEANINGFUL RELATIONSHIPS

Optimize the customer journey from the moment they check in until they check out.

Enquire about their wellness aspirations to curate bespoke programs.

ENGAGE WITH CLIENTS

Announce the results of the challenge you organized in the weeks or months leading up to World Wellness Weekend.

Give exposure to partnering local associations and businesses, in alignment with the 5th Pillar of Wellness: Purpose and Solidarity.



Optimize the clients' journey

AFTER

Promote **bounce-back packages** and encourage people to:

- Return in the following weeks of World Wellness Weekend,
- Rebook treatments or classes before end of November,
- Come with friends or family!



Suggested Countdown

March, April or May 2024

- Decide with your team on the fun & free activities you will organize in September.
- Create your page on wellmap.org
- Be as original as possible to increase your attractivity and exposure.
- If you feel your activities are worth mentioning on TV and newspapers, inform us and we may include you in our International Press Releases:

coordinator@weekend-wellness.com

June 2024

- Use the graphic elements provided in the [2024 Communication Kit](#).
- Announce your participation on your website and social pages.
- Tag us with
#WorldWellnessWeekend
#wellnessweekend
#WellnessForAll
#wellnessbeyondborders
- Send your press release to monthly publications to get a chance to appear in their September issue.

July - August 2024

- Tease online about your wellness activities to improve your SEO.
- Invite influencers to be the first to discover your September Signature activities.



Suggested Countdown

Before Sept 6, 2024

- Inform your entire team about the activities.
- Prepare a satisfaction questionnaire that participants will fill in with an "opt out" section to receive your wellness tips and offers.
- Set a deadline to book a VIP pass.
- Send your press release to local TVs, radios and daily newspapers.
- Remind your database about your WWW activities with an email blast.
- Post on your social pages.

Sept 20-21-22, 2024

- Tag us when you publish your photos and short videos:
#WorldWellnessWeekend
#wellnessweekend
#WellnessForAll
#wellnessbeyondborders
- Encourage participants to post their photos of their experience with your and our hashtags
- Ask participants to fill in your satisfaction questionnaire.
- Invite them to join your database, and subscribe to your newsletter to receive wellness tips and special offers (*opt out section*).

After Sept 23, 2024

- Curate a selection of your best photos or videos, and tag us.
- Show that wellness continues: announce your upcoming activities and special offers for Oct / Nov.



Teamwork makes the dream work

If your property doesn't usually offer wellness activities, invite solo-practitioners, or speakers in your premises to attract an audience of wellness seekers.

If you are a solo wellness / fitness / holistic provider and feel that your studio can only cater to a limited audience, contact hotels, restaurants, sports clubs nearby that can host you, and propose a partnership that will benefit all.

If you are specialized in a specific domain, join forces with other venues and providers in a complementary wellness-related field, so that together you can offer a global program about the 5 Pillars of Wellness.



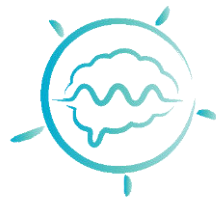
Sleep &
Creativity



Nutrition &
Immunity



Movement
& Vitality



Mindfulness
& Serenity



Purpose
& Solidarity



Contact the Ambassador in your area


info@weekend-wellness.com



[See all Ambassadors](#)

Filter by location

All locations




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Heartfelt gratitude
to our sponsors



Save the date

20, 21, 22 SEPTEMBER 2024



Let's keep in touch

info@weekend-wellness.com

- # #worldwellnessweekend #wellnessweekend #wellnessforall
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www.world-wellness-weekend.org