



Position your city on the World Wellness Map

Join the global celebration with 9,000 venues participating in 160 countries

20-21-22 Sept 2024

Catch media exposure Attract more visitors



World Wellness Weekend is a pro-bono event supported by 3 Ministers of Tourism, 2 Health Ministers and 30 Mayors.

In 2023, 6,300 venues celebrated WWW in 148 countries reaching an audience of 430 million people with 1,000 media mentions and 10,000 posts on social media.

[See the video compilation.](#)



Antigua & Barbuda

Prolong the high season with the irresistible offers of your tourism partners (associations, hotels, sports & fitness clubs, yoga studios, outdoor activities...) in September and October.

Attract active travelers with their friends or family, for a get-away, or a week-end filled with not to be missed local experiences.

Hit the headlines as the touristic destination that people want to explore for wellness.



Mineral Wells, TX

Engage local residents of all generations to be more active, more often, with the fun and inclusive activities of hotels, sports & fitness clubs, yoga studios, outdoor activities...

Be recognized as the most active city for Wellness in your District, Province, State or Country.



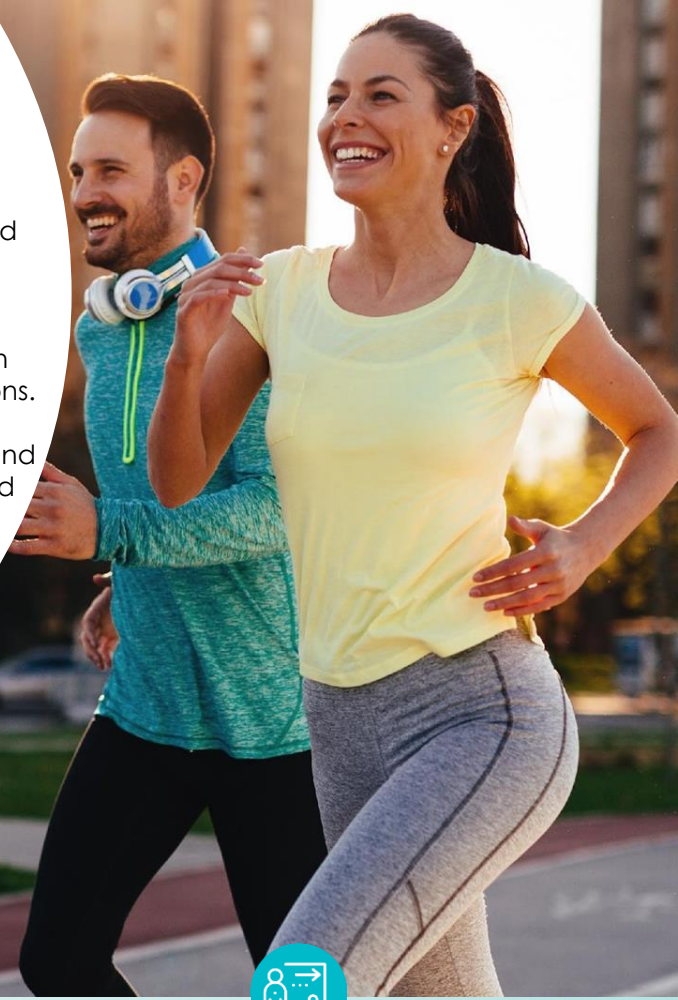
“Let's make hearts beat faster!
Let's show how ESSENTIAL wellness is for a strong, healthy and happy community!”

JEAN-GUY DE GABRIAC
Founder World Wellness Weekend

wellmap.org



Involve your touristic partners. Get your city moving & smiling. Be top of mind.



- 1 Each venue signs up for free on wellmap.org
Make your Visitors' Bureau appear on the World Wellness Map.
- 2 Include WWW (20-22 Sept 2024) in your events calendar to join a worldwide media campaign promoting healthy active lifestyles & destinations.
- 3 Encourage your touristic partners (businesses and associations) in Hospitality, Fitness, Outdoor and Recreational activities to participate.
[2024 Participation Kit](#)
- 4 Promote your must-try experiences, unique local activities and special offers
[#worldwellnessweekend](#)
[#wellnessweekend](#)
[#wellnessforall](#)
[#wellnessbyall](#)



APPEAR ON THE WELLNESS MAP
Within a few minutes, **create your free page** with your logo, banner, photos, contact details on wellmap.org

➤ [SIGN UP](#)



ATTRACT MORE VISITORS
Promote your city and area as a destination in sustainable tourism.
Announce on your website and local media the wellness activities of your tourism partners.

➤ [EXAMPLES OF ACTIVITIES](#)



USE OUR GRAPHIC ELEMENTS
Find useful resources: logo, font, badges, social media posts...

➤ [2024 COMMUNICATION KIT](#)



CATCH MEDIA ATTENTION
Our international Press Releases mid June & mid August will include the most original activities.

Inform your local media that you are part of this planetary wellness event touching all time zones, from sunrise in Fiji until sunset in Hawaii!



SHOW THE VALUE OF ACTIVE LIVING
Be part of the new narrative on active living for a strong healthy, happy society.

➤ [2024 PARTICIPATION KIT](#)



ENCOURAGE RETURN VISITS
Promote your upcoming events, and irresistible offers on wellmap.org for people to visit your destination with friends or family year round.

➤ [TOP TIPS](#)