

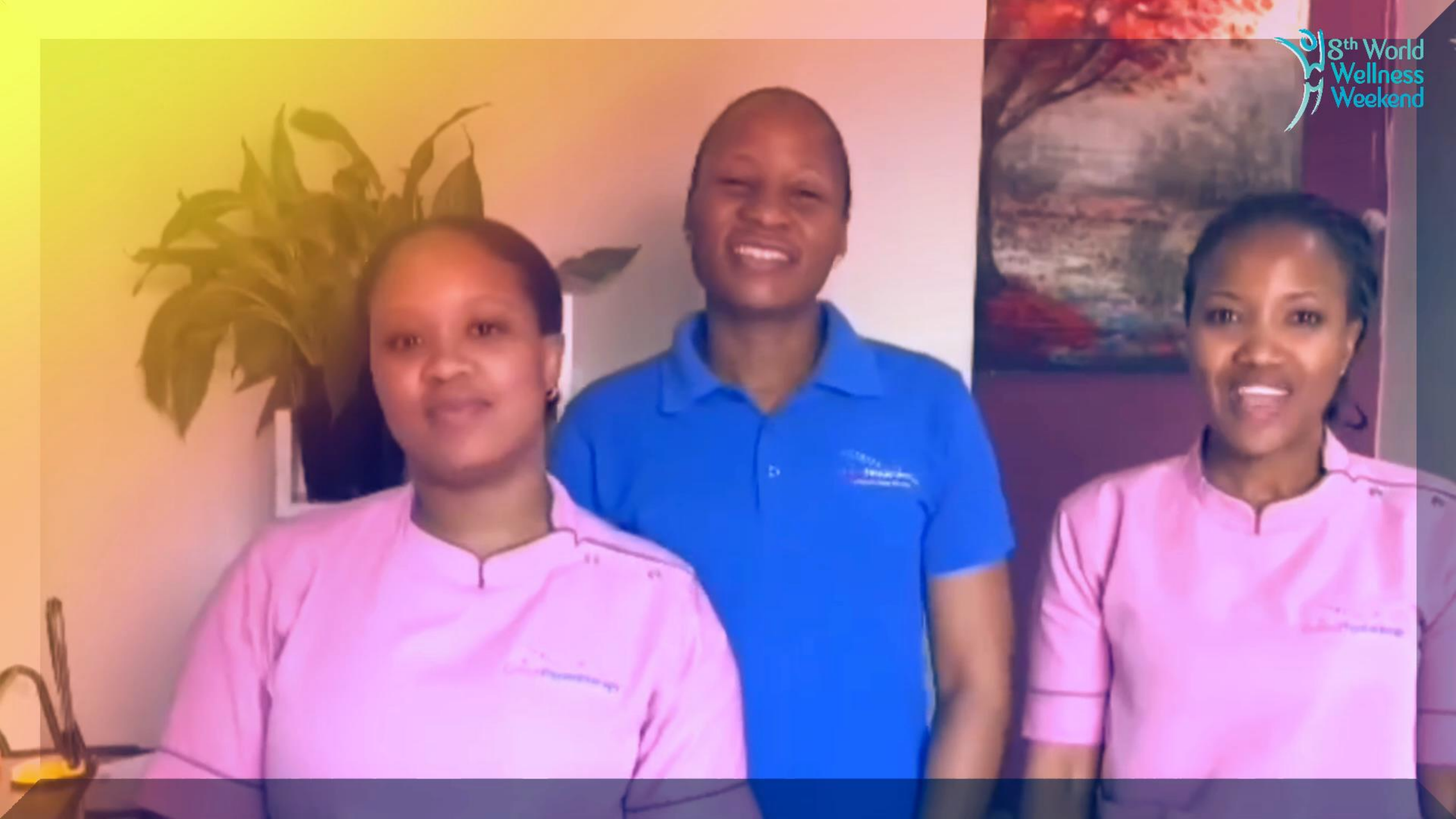


# Let's celebrate Wellness Worldwide

20-21-22 September 2024

[wellmap.org](https://wellmap.org)  
160 countries





# Think Global, Act Local

## Make Wellness Social

Since 2017, World Wellness Weekend:

- inspires **fitness, beauty and tourism professionals** to become **Wellness Champions** in their city, raising awareness about the **UNITED NATIONS' SDG3** "Good Health & Wellbeing for All".
- works with **60 associations and federations**, with the support of **7 Secretaries of Health & Tourism, and 30 Mayors**.
- encourages 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.
- incites people to feel and look their best with **5 Pillars of Wellness**:



[WATCH the 2024 TEASER VIDEO](#)



Sleep



Nutrition



Vitality



Serenity











Solidarity





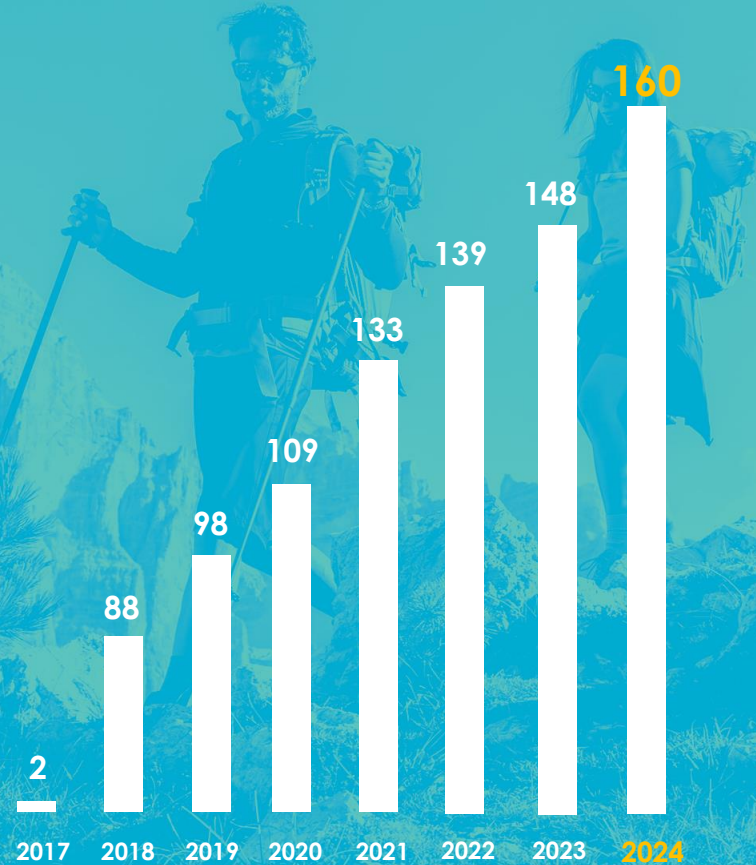
# 10 most active countries 2023

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

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

# Elevating wellness worldwide

Participating countries



# 10 most active cities 2023

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

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

# September is the *NEW* January Record-breaking audience

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



HEALTH & FITNESS  
ASSOCIATION



8TH WORLD WELLNESS WEEKEND



# Generate business opportunities

- Create your **free page** on **wellmap.org**
- Improve your **S.E.O**
- Announce your one free session for Sept 20-22
- Add your upcoming **events and special offers**
- Contact journalists to generate media **exposure**
- Grow your reach on **social networks with our hashtags**
- Attract wellness-driven **clients**
- Promote irresistible **bounce-back offers for people to return**



# Examples of activities

## BEAUTY & LONGEVITY

**Workshop on Facial yoga, face gym** (in person or online)

**Beauty Bar, Mask bar, or Makeup bar :**

Share top Tips on how to look & feel great with products that participants can experience and want to go home with.

Fun local & organic DIY scrub.

**Massage workshop** with clothes on:  
head, shoulders, back, hands & forearms

**« 3 Steps away from Wellness »  
bounce back offer:**

1. Organize a free 60 minute group activity.
2. Promote a special offer on facials with product included.
3. Give a bounce back offer to return with a friend for massage at an irresistible rate.

**Workshop for cancer patients and survivors**

Check "[Examples of Activities](#)"





# Examples of activities

## FITNESS & MOVEMENT

**World Cleanup Day - Friday 20th Sept:** join 19 million people to clean up a park, beach, river bank, neighborhood and then unclutter your mind with a **World Wellness Meditation**

**Group class by DAY :** Stretch, Spin, Rebounding, Yoga...

**Fun class by NIGHT:** Glow Zumba in the dark

**Internal Martial Arts:** Tai Chi, Qi Gong... **in bathrobe ;-)**

**Fitness with a view:** Rooftop or Helipad

**Fitness for Families, Boomers and Golden ladies**

Movement activities in retirement homes on a chair

**Jazz it up:** Dance class to feel a new rhythm in life:  
Bachata, salsa, samba, rumba, and Dance for Parkinson

**Make Wellness Social:** workout dates for singles,  
partner with a Wellness Buddy for a cause,  
donate non-perishable food for local associations

Check "[Examples of Activities](#)"





# Join as official participant

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** offer one free group class,
- **Spas or beauty salons** can host a Beauty bar with a face yoga session, or a massage workshop and special offers to book treatments on the day or in September (*do NOT offer free massage sessions*)
- **Hotels & Resorts** can host:
  - a free fitness class followed by a brunch, with a special offer to book treatments at the Spa...
  - or a candlelit yoga session followed by a wellness candlelit dinner to connect Spa / Fitness / F&B
  - or a special night rate for a **World Wellness Getaway** or **Staycation**.



[Download  
your PARTICIPANT badge](#)

## Stand out as a wellness Champion

Organize **THREE** free activities for your guests or members (indoors, outdoors or online) on Sept 20 or 21 or 22, 2024 (when it suits your operations) and receive your Wellness CHAMPION badge.



## Rise as a wellness Hero

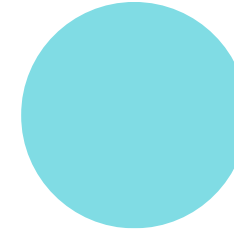
If you truly want to **promote a culture of wellness**, organize **FIVE** free activities for:

- THREE free sessions for your **clients / members**
- plus ONE your **team**
- plus ONE your **local community** (as part of your CSR or outreach program for underserved communities), and [send a photo to the UNITED NATIONS](#).





# Suggested Countdown to maximize exposure



## June 2024

- Decide with your team on the fun & free activities you will organize in September.
- Create your free page on [wellmap.org](https://wellmap.org)
- Be as original as possible to increase your attractivity, and media exposure.
- Tell us if your activities are newsworthy and we may include you in our International Press Releases (before May 20, or July 20)

[coordinator@weekend-wellness.com](mailto:coordinator@weekend-wellness.com)

## July 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**
- Send your press release to monthly publications to SAVE the DATE and get a chance to appear in their September issue.

## August 2024

- Tease on social media about your upcoming wellness activities to improve your SEO.
- Contact influencers to preview your September Signature activities.



# Suggested Countdown

## Before Sept 6, 2024

- Inform your entire team about the activities.
- Prepare a satisfaction questionnaire for participants to fill in with an “opt out” section to receive your wellness tips and offers.
- Send your REMINDER press release to local TVs, radios and daily newspapers.
- Send an email blast to remind your database about your WWW activities (especially the clients who have not showed up in a while).
- Post on your social pages.

## Sept 20-21-22, 2024

- Tag your photos & videos with:  
**#WorldWellnessWeekend**  
**#wellnessweekend**  
**#WellnessForAll**
- Encourage participants to post their photos with your hashtags and ours.
- Ask participants to fill in your satisfaction questionnaire.
- Invite them to subscribe to your newsletter to receive your wellness tips and special offers (*opt out section*).

## After Sept 23, 2024

- Curate a selection of your best photos or videos, and tag us.
- Wellness continues: announce your upcoming activities and bounce-back offers for Oct / Nov.





# Be Featured At The UNITED NATIONS

For the first time, professionals in Hospitality, Tourism, Fitness, Beauty, Spa, Nutrition are **invited to co-create an artistic physical & digital (*physi-tal*) mosaic mural** at the Palais des Nations in Geneva illustrating the UNITED NATIONS' 3rd SDG: "Good Health & Wellbeing for All".

## HOW TO PARTICIPATE

Show how YOU, your team, your community, your culture is making a difference to promote SDG 3 "Good Health and Wellbeing for All" with fun, free, inclusive, collective activities and workshops.



## World Wellness Weekend partners with Art Impact For Health and SDGs

Join Isabelle Wachsmuth, Project Manager at World Health Organization and Jean-Baptiste Habrard, founder World Wellness Weekend, in a collaborative and collective creative partnership with 8,000 venues in 140 countries.



### OBJECTIVE

For the first time, professionals in Hospitality, Tourism, Fitness, Beauty, Spa, Nutrition are invited to co-create an artistic physical & digital (*physi-tal*) mosaic mural at the Palais des Nations in Geneva illustrating the UNITED NATIONS' 3rd SDG: "Good Health & Wellbeing for All".

Net: This mosaic could be projected or displayed in other buildings around the world, including the premises of participating businesses, organizations and associations.



### HOW TO PARTICIPATE

Show how YOU, your team, your community, your culture is making a difference to promote SDG 3 "Good Health and Wellbeing for All" with fun, free, inclusive, collective activities and workshops.

### FILL IN THE FORM TO PARTICIPATE

First Name & Last Name \*

Name of Business, Organization, Association

City \*

Country \*

# Online Resources

## Kit 2024

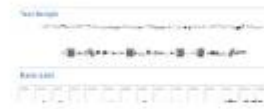
Graphic elements for Social Media,  
Logo, Icons, Badge, Frame, Backdrop...



### GRAPHIC ELEMENTS



LOGO, ICONS, EMOJI, FRAME...



FONTS



SOCIAL MEDIA (Posts, Headers, Banners...)

### PARTICIPATION KIT 2024



PRESENTATION 2024 (and Stats 2023)



COMMUNICATION KIT (Logo, Font, Badge, Collaterals...)



ACTIVITIES EXAMPLES (attract more clients)



TOP TIPS (grow media exposure)

### WHY YOU SHOULD PARTICIPATE...



Why your SPA or SALON should participate



Why your HOTEL should participate



Why your FITNESS CLUB or STUDIO should participate



Why your CITY or TOURISM AUTHORITY should participate



# Special thanks to our Sponsors



Save the date

20, 21, 22 SEPTEMBER 2024



**Jean-Guy de Gabriac**

Founder World Wellness Weekend

[jean-guy@weekend-wellness.com](mailto:jean-guy@weekend-wellness.com)

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yt [World Wellness Weekend](#)

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