



Top Tips

Attract and Retain

20-21-22 Sept 2024



wellmap.org
160 countries

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

Encourage your team and clients to take part in meaningful activities to help the planet and others in need.

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
- Clean up a park, a beach, a river bank
- Plant trees



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,
- Book sessions with friends or family!



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!



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



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.



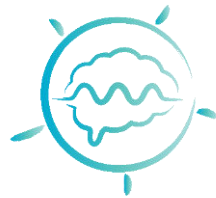
Sleep &
Creativity



Nutrition &
Immunity



Movement
& Vitality



Mindfulness
& Serenity



Purpose
& Solidarity



Contact the Ambassador in your area


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Save the date
20, 21, 22 SEPTEMBER 2024



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