



Top Tips

**First steps
to get started**

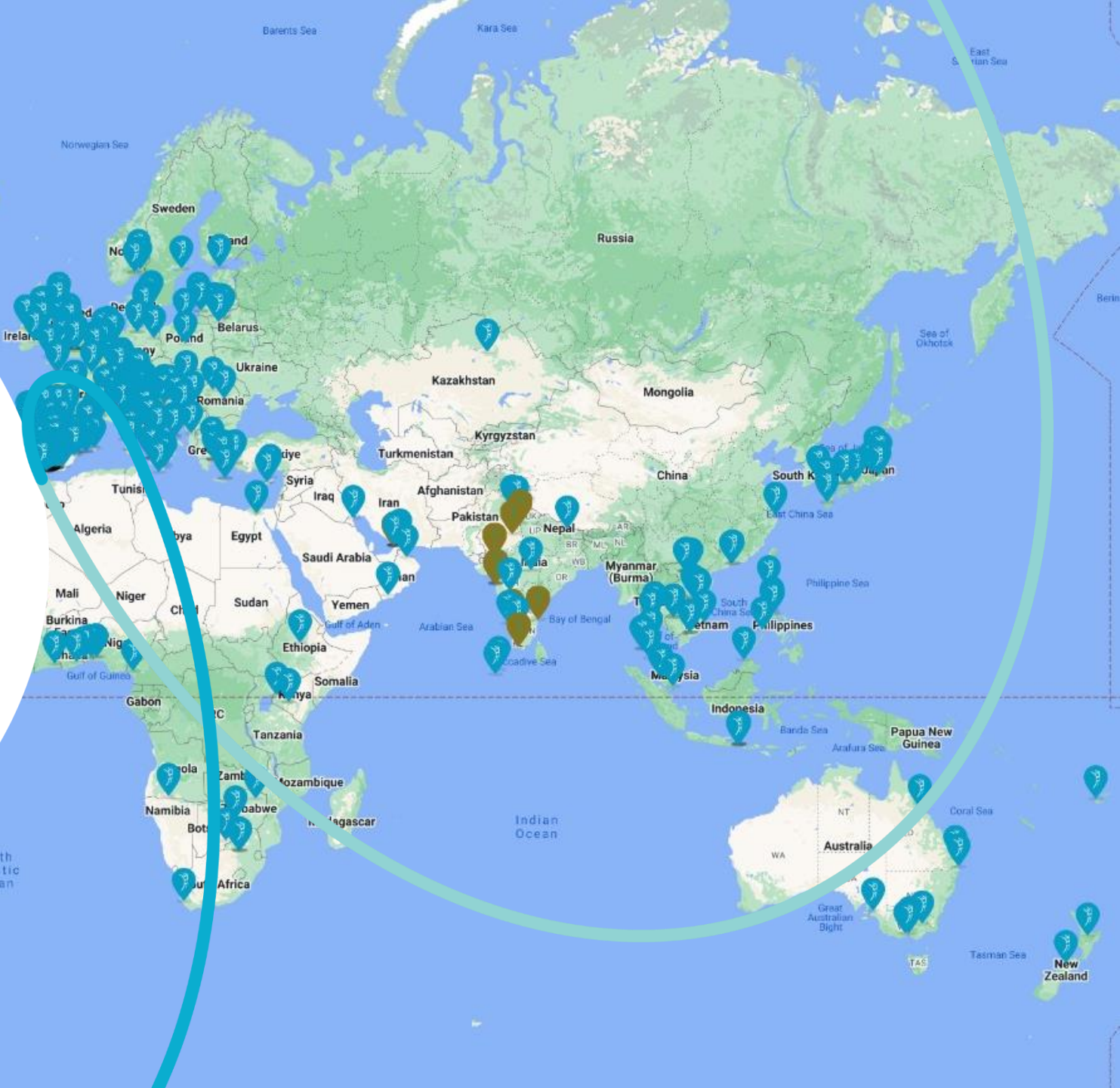
20-21-22 Sept 2024



wellmap.org
160 countries

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,
Environmental / Sustainable groups,
Schools, Universities,
Restaurants, Juice bars,
Organic shops...



September, is the New January!

6 reasons why you should participate



BOOST YOUR SEARCH ENGINE OPTIMIZATION

Create your free web page, Appear on the Map and web searches



GENERATE MEDIA EXPOSURE

*Most active venues are included in our Press Releases.
In 2023, we reached an audience of 430 million people
with +1,000 mentions (TV, Radio, Print, Web)*



ATTRACT NEW CUSTOMERS

*Organize ONE free group activity.
Be « top of mind » for locals and visitors*



BOOST BOOKINGS & ADDITIONAL SALES

*Promote your irresistible packages & bounce-back offers
to encourage people to return with a friend.*



RE-ENGAGE PAST CLIENTS OR MEMBERS

Give them reasons to come back with friends.



MAKE A DIFFERENCE

*Take simple steps to take care of the planet
and your work environment.*



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 A POSITIVE SUSTAINABLE IMPACT

- Join the actions of World Clean Up Day in your country
- Plant trees



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.
#worldwellnessweekend #wellnessforall

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



Stimulate 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.



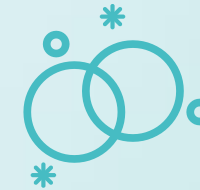
WELLNESS OFFERS

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.



Suggested Countdown

April or May 2024

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

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
- 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
- Encourage participants to post their photos with your hashtags and ours.
- 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.



Contact the Ambassador in your area


info@weekend-wellness.com



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Save the date

20, 21, 22 SEPTEMBER 2024



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