



9th World  
Wellness  
Weekend

Maximize  
your  
participation

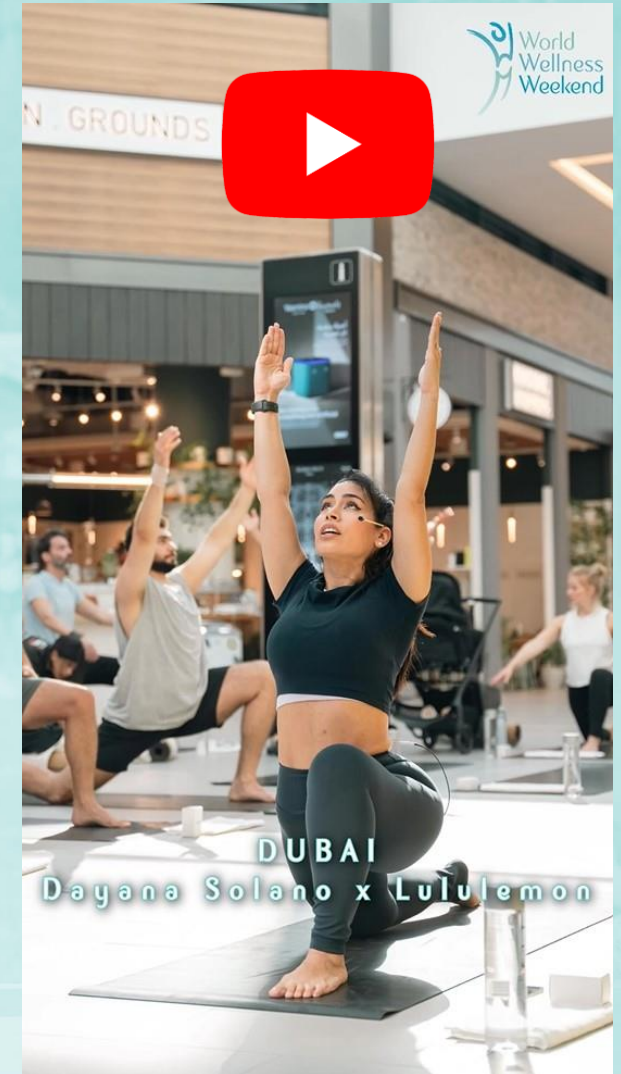
19-20-21 Sept 2025

wellmap.org  
160 countries

# Think **Global**, Act **Local** Make wellness **Social**

Since 2017, World Wellness Weekend:











- exists to make people **feel better, together in 155 countries**
- raises awareness about the **UN SDG3** “Good Health & Wellbeing **for All**”
- promotes cities for **staycations, getaways, or wellness weekends**
- inspires **professionals in tourism, fitness, and beauty** to become **Wellness Champions**
- works with **60 associations and federations**
- gathers the support of **60 Mayors, Ministers, and Tourism Authorities**
- In 2024, **9,700 venues** participated in **150+ countries** (2,800 cities) and generated **34 million views** with **700 media mentions** (TV-Radio-Print-Web) and **10,000 posts**.



[WATCH the 2024 HIGHLIGHTS VIDEO](#)

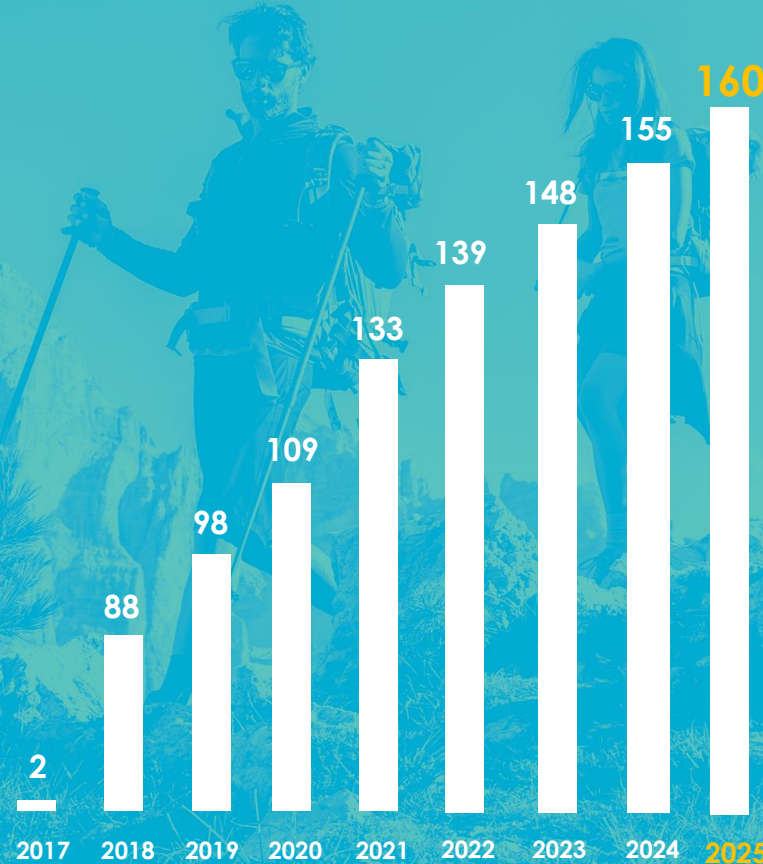
# 10 most active countries

Number of venues listed on **wellmap.org**  
(number of fun & free activities)

 <b>SPAIN</b> 814 (3,158)	 <b>UNITED KINGDOM</b> 151 (197)
 <b>ITALY</b> 812 (914)	 <b>VIETNAM</b> 130 (201)
 <b>BRASIL</b> 737 (2,789)	 <b>ARGENTINA</b> 116 (226)
 <b>JAPAN</b> 567 (563)	 <b>INDIA</b> 104 (170)
 <b>DOMINICAN REPUBLIC</b> 197 (2,540)	 <b>MEXICO</b> 68 (179)

# Elevating wellness worldwide

Participating countries



# 10 most active cities

Number of venues listed on **wellmap.org**  
(number of fun & free activities)

 <b>MARBELLA</b> 159 (1,833)	 <b>MADRID</b> 41 (106)
 <b>SANTO DOMINGO</b> 124 (2,057)	 <b>SANTA CRUZ DE TENERIFE</b> 36 (51)
 <b>SÃO PAULO</b> 103 (258)	 <b>HO CHI MINH CITY</b> 33 (41)
 <b>ROMA</b> 78 (99)	 <b>PHNOM PENH</b> 26 (64)
 <b>MÁLAGA</b> 46 (115)	 <b>PUNTA CANA</b> 18 (177)

# RECORD-BREAKING EXPOSURE

Wellness is a positive sensation worth sharing

60+

Professional federations



Media coverage

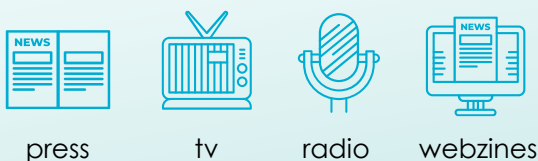
Total views

34 million

700 mentions & 10,000 posts



WATCH the 2024 MEDIA COMPILATION VIDEO



With World Wellness Weekend in its Marketing & Communication strategy **Val di Fiemme** (2026 Winter Olympics Valley) generated in three years:

**2.7 M €** in media exposure (2023)  
(vs. 1.7 M € in 2022, 1M € in 2021)

# Join as official participant

You can **participate for FREE** in the World Wellness Weekend.

Simply **create your page on [wellmap.org](https://wellmap.org)** and organize **ONE free group activity** to make wellness accessible, inclusive, and fun.

Example :

- **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
  - and a special night rate for a **World Wellness Getaway** or **Staycation**.



# Stand out as a wellness Champion

Organize **THREE** free activities for your guests or members (indoors, outdoors or online) on Sept 19, 20 or 21, 2025 (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** for your **team**
- plus **ONE** for your **local community** (as part of your CSR or outreach program for underserved communities), and **send a photo to the UNITED NATIONS**.



# Online Resources Kit 2025

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

The screenshot shows the website for World Wellness Weekend. The top navigation bar includes links for 'About', 'Sponsors', 'Pillars of wellness', 'Press', 'UN SGD3', and 'Kit 2024'. A language dropdown menu is open, showing options for Français, Italiano, Español, and Português. The main heading is 'Kit 2024'. Below this, the page is organized into three main sections:

- GRAPHIC ELEMENTS:** This section includes:
  - LOGO, ICONS, EMOJI, FRAME...
  - FONTS
  - SOCIAL MEDIA (Posts, Headers, Banners...)
- PARTICIPATION KIT 2024:** This section includes:
  - 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...:** This section includes:
  - 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

# Feedbacks and insights from participating venues



**40%**

of respondents organized activities on 3 days  
24% on two days

**56%**

organized 3 or more in person activities  
23% offered just one fun & free activity  
34% also organized **ONLINE** sessions



**69%**

of activities attracted up to 50 participants  
17% over 100 people



of participants were women  
74% age 36-55

**86%**

of venues responding to our online survey said they will participate again in 2025  
14% say "maybe"





# Special thanks to our Sponsors

# 9th World Wellness Weekend

Save the date

19, 20, 21 SEPTEMBER 2025



## Jean-Guy de Gabriac

Founder World Wellness Weekend  
jean-guy@weekend-wellness.com

# #worldwellnessweekend #wellnessweekend #wellnessforall

f [world\\_wellness\\_weekend](#)

in [World Wellness Weekend](#)

ig [world\\_wellness\\_weekend](#)

yt [World Wellness Weekend](#)

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