



9th World  
Wellness  
Weekend

# Top Tips

First steps  
to get started

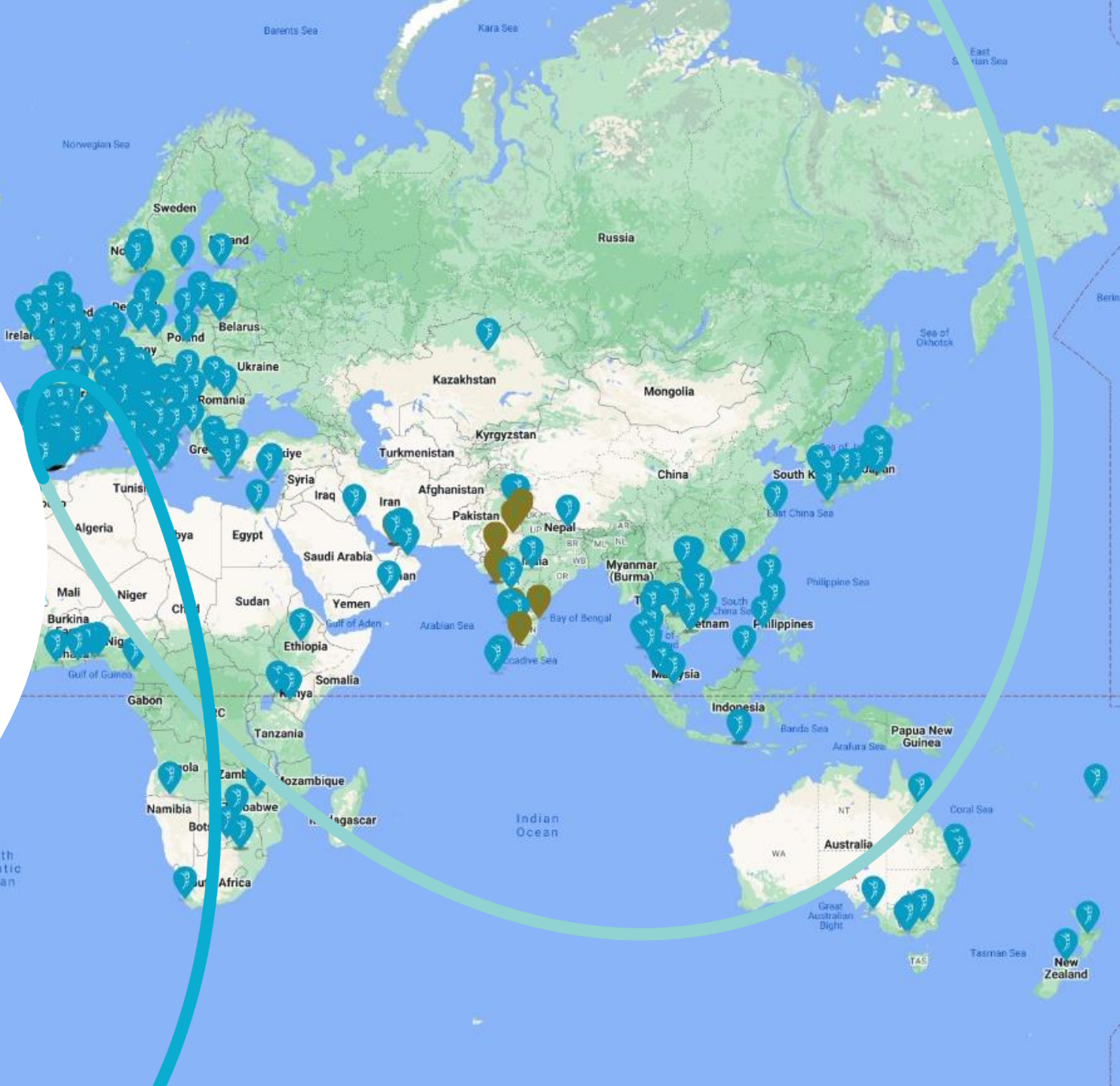
19-20-21 Sept 2025



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

# You can participate for FREE

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 Wellmap and web searches*



### **GENERATE MEDIA EXPOSURE**

*Most active venues are included in our Press Releases.  
In 2024, we generated 34 million views with 700 mentions (TV, Radio, Print, Web) and 10,000 posts on social media.*



### **ATTRACT NEW CUSTOMERS**

*Organize ONE free group activity, or THREE or FIVE  
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.*



# Rise up, Stand out, Make a difference

## 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 Cleanup Day in your country
- Plant trees



# 3 easy steps to participate

## STEP 1

**CREATE** your page on [wellmap.org](https://wellmap.org) with your logo, banner, photos, contact details, description.

## STEP 2

**ANNOUNCE** your participation on your website and social pages.  
#worldwellnessweekend #wellnessforall #wellnessweekend

## STEP 3

**INFORM** local journalists & influencers about your *fun* & free wellness activities.



# 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, and should,** promote your irresistible offers and not to be missed experiences, that people can pay for.



## CREATIVE

Showcase your team's expertise 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 that they bring friends, colleagues, and/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 2025

- 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.
- If you feel your activities are worth mentioning on TV or press, inform us and we may include you in our two International Press Releases (*before mid May / mid July*):

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

## June 2025

- Use the graphic elements provided in the [2025 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 2025

- 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, 2025

- Inform your entire team about the activities.
- Prepare a **satisfaction questionnaire** that participants can 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 19-20-21, 2025

- **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 22, 2025

- 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.

THE WESTIN  
DESARU COAST  
RESORT

*World Wellness Weekend*  
*#MoveWell Together*

20 - 22 September 2024

**Zumba**

Join us to the rhythm of the waves at sunset.  
September, 5.00pm at the beach.

**and Stretch**













# Contact the Ambassador in your area

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



[See all Ambassadors](#)

Filter by location:

 <p><b>United Arab Emirates</b></p> <p><b>Aheem SIDDIQUE</b> Country Ambassador - UAE</p> <p>Strategy and Marketing at Altearah Bio</p> <p><a href="#">Read more</a></p>	 <p><b>Spain</b></p> <p><b>Alejandra BLANCO CASTRO</b> Wellness Leader Aesthetic Training SPAIN</p> <p>Comprehensive Aesthetics &amp; Well-being Training</p> <p><a href="#">Read more</a></p>	 <p><b>Antigua and Barbuda</b></p> <p><b>Alejandro LEO</b> Ambassador ANTIGUA</p> <p>Spa Manager Jumby Bay Island</p> <p><a href="#">Read more</a></p>
 <p><b>Romania</b></p> <p><b>Alin GHEORGHISOR</b> Co-Ambassador ROMANIA</p> <p>CEO AMTC Massage therapist &amp; trainer at Reflexovital Academy Romania</p> <p><a href="#">Read more</a></p>	 <p><b>Romania</b></p> <p><b>Andrada MIZGAR</b> Ambassador Timisoara ROMANIA</p> <p>Massage therapist at Reflexovital Timisoara and AMTC Ambassador</p> <p><a href="#">Read more</a></p>	 <p><b>Argentina</b></p> <p><b>Andrea FANCELLA</b> Ambassador Buenos Aires - ARGENTINA</p> <p><a href="#">Read more</a></p>
 <p><b>Italy</b></p> <p><b>Andrea PAMBIANCHI</b> Ambassador Roma &amp; Fitness ITALY</p> <p>Founder and CEO Fitness Network Italia, President of CIWAS Wellness Confederation</p> <p><a href="#">Read more</a></p>	 <p><b>Romania</b></p> <p><b>Andrei BANC</b> Co-Ambassador ROMANIA</p> <p>Membru Fondator AMTC Massage therapist &amp; trainer at Reflexovital Sibiu</p> <p><a href="#">Read more</a></p>	 <p><b>United Kingdom</b></p> <p><b>Andrei FOMIN</b> Ambassador Banyu UNITED KINGDOM</p> <p>Founder Banyu No.1 UK</p> <p><a href="#">Read more</a></p>
 <p><b>Hungary</b></p> <p><a href="#">Read more</a></p>	 <p><b>Spain</b></p> <p><a href="#">Read more</a></p>	 <p><b>Namibia</b></p> <p><a href="#">Read more</a></p>

# Special thanks to our Sponsors



Save the date

19, 20, 21 SEPTEMBER 2025



**Jean-Guy de Gabriac**

Founder World Wellness Weekend

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

- # #worldwellnessweekend #wellnessweekend #wellnessforall
- f [world\\_wellness\\_weekend](#)
- i [World Wellness Weekend](#)
- o [world\\_wellness\\_weekend](#)
- o [World Wellness Weekend](#)

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