

**Position your Spa or Beauty Institute as a source for wellness.**

**Be the wellness champion for visitors and locals among 10,000 venues participating in 160 countries**

**19-20-21 Sept 2025**



Chavana Spa at Cinnamon Dhonveli

**Rise up, Stand out, Make a difference  
Generate media exposure**



Renova Spa



Excellence Resorts



The Beauty Barn

**World Wellness Weekend is a pro-bono event supported by 4 Ministers of Tourism, 2 Health Ministers and 30 Mayors.**

In 2024, 9.700 venues celebrated WWW in 155 countries generating 34 million views with 700 media mentions and 10,000 posts on social networks.

[See the video compilation.](#)

**Physical and mental wellness.**

Show your team's expertise with wellness modalities and longevity programs: beauty bar, face yoga, reflexology, TCM, Ayurveda, sophrology, fasciatherapy, massage...

Build partnerships with complementary specialists: Nutritionists, Personal Trainers, Yoga Therapists...

**Promote irresistible offers, special packages** to encourage people to come, and return with a friend.

Support the UNITED NATIONS' 3<sup>rd</sup> SDG **"Good Health & Wellbeing for all"** with ONE free group activity, workshop, talk (on site, or online).

**Offer THREE free classes** and get your **Wellness Champion Badge**.

**"Make Wellness your superpower!**  
Let's encourage people to enjoy ME time and WE time with friends & family!"

JEAN-GUY DE GABRIAC  
Founder World Wellness Weekend



# Join leaders in beauty. Be top of mind for wellness.

1

Create your **FREE** page on [wellmap.org](https://www.wellmap.org)  
Appear on the World Wellness Map as  
a **Wellness Champion**.

2

**Attract locals, wellness enthusiasts and  
weekenders** with **ONE or THREE** free group  
activities on **19-20-21 Sept 2025**

3

Promote your not-to-be-missed Signature  
activities, **irresistible bounce-back offers**,  
and special **packages**.

4

**Tag us**  
**#WorldWellnessWeekend**  
**#wellnessweekend**  
**#wellnessforall**



## APPEAR ON THE WELLNESS MAP

With a few minutes, **create your free page** with your logo, banner, photos, contact details on [wellmap.org](https://www.wellmap.org)

➤ [SIGN UP](#)



## ATTRACT NEW CLIENTS

Organize **ONE** fun free group class (as an **OFFICIAL PARTICIPANT**) or **become a WELLNESS CHAMPION** with **THREE** group activities (indoors, outdoors or online).

➤ [EXAMPLES OF ACTIVITIES](#)



## USE OUR GRAPHIC ELEMENTS

Stand out with our ready-to-use logo, font, badges, social media posts...

➤ [COMMUNICATION KIT](#)



## MAXIMIZE YOUR EXPOSURE

Our international Press Release mid June & mid August will include the most original activities.

Inform your local media that you are part of this planetary wellness event touching all time zones, from sunrise in Fiji until sunset in Hawaii!

➤ [PARTICIPATION KIT](#)



## SHOW THE VALUE OF ACTIVE LIVING

Be part of the new narrative connecting Vitality, Serenity, Longevity & Recovery.

Engage locals with a wellness calendar of regular fitness challenges, full moon yoga sessions, cooking classes, wellness brunch, visiting masters... culminating on the 3rd week-end of September, just before the Equinox.



## BOOST CONVERSION

Promote your upcoming events, and irresistible offers on [wellmap.org](https://www.wellmap.org) to attract new clients, and locals with friends.

➤ [TOP TIPS](#)