



9th World
Wellness
Weekend

Maximize
your
participation

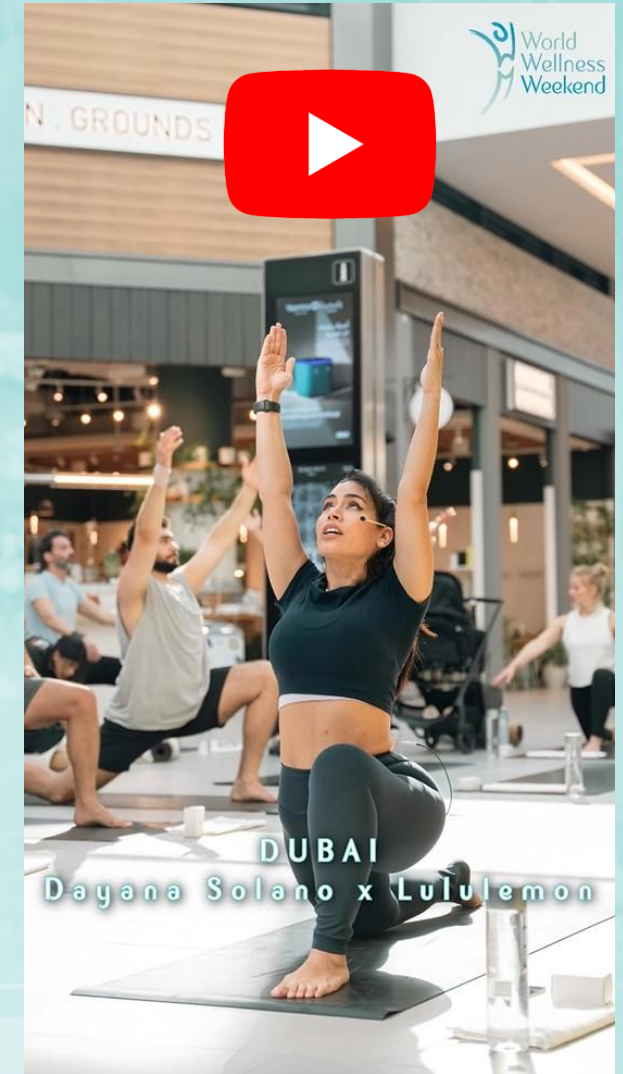
19-20-21 Sept 2025

wellmap.org
160 countries

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

Since 2017, World Wellness Weekend:

- exists to make people **feel better, together in 160 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, **9,300 venues** participated in **155 countries** (2,800 cities) and generated **39 million views** with **800 media mentions** (TV-Radio-Print-Web) and **16,000 posts**.



[WATCH the 2024 HIGHLIGHTS VIDEO](#)

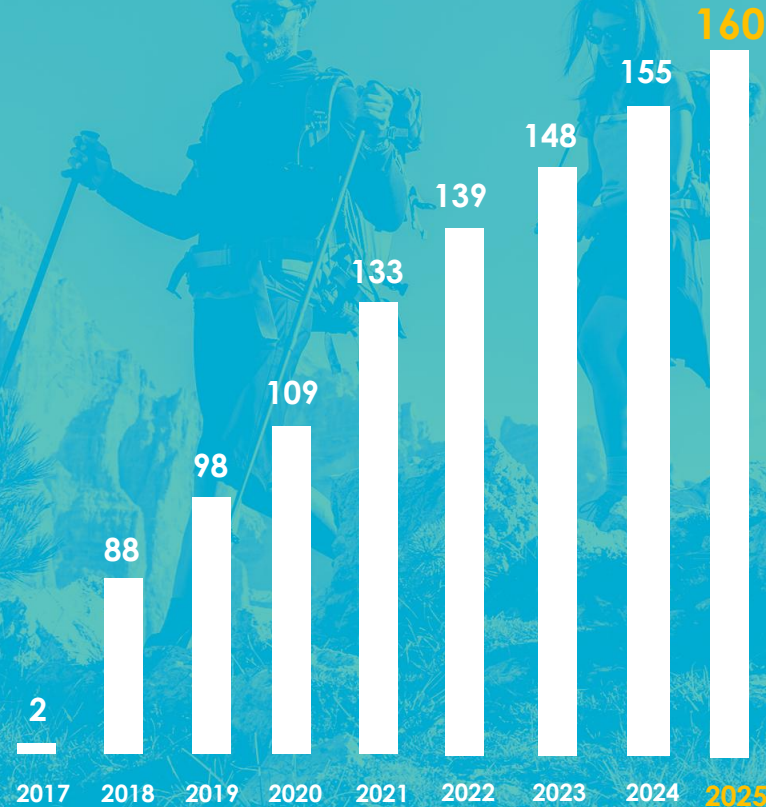
10 most active countries

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

 ITALY 812 (914)	 UNITED KINGDOM 151 (197)
 SPAIN 774 (2,974)	 VIETNAM 130 (201)
 JAPAN 567 (563)	 ARGENTINA 116 (226)
 BRASIL 300 (938)	 INDIA 104 (170)
 DOMINICAN REPUBLIC 197 (2,540)	 MEXICO 68 (179)

Elevating wellness worldwide

Participating countries



10 most active cities

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

 MARBELLA 155 (1,833)	 MADRID 41 (106)
 SANTO DOMINGO 122 (2,057)	 SANTA CRUZ DE TENERIFE 36 (51)
 SÃO PAULO 103 (258)	 HO CHI MINH CITY 33 (41)
 ROMA 78 (99)	 PHNOM PENH 26 (64)
 MÁLAGA 46 (115)	 PUNTA CANA 18 (177)

RECORD-BREAKING EXPOSURE

Wellness is a positive sensation worth sharing

60+

Professional federations



Consolidated Media coverage

Total views

39 million

+800 mentions & 16,000 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** 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).



Online Resources

Kit 2025

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

World Wellness Weekend 19-20-21 Sept 2025 #WorldWellnessWeekend #WellnessForAll #WellnessWeekend

World Wellness Weekend

About Sponsors WebTV Pillars of wellness Press UN SGD3 Kit 2025 Add your venue

Français Italiano Español Português Sélectionner une langue

Kit 2025

WHY YOU SHOULD PARTICIPATE...

Why your SPA or SALON should participate

Why your HOTEL should participate

Why your CLUB or STUDIO should participate

Why your CITY or TOURISM AUTHORITY should participate

PARTICIPATION KIT 2025

MAXIMIZE YOUR PARTICIPATION 2025 (why & how to celebrate WWW)

COMMUNICATION KIT 2025 (Logo, Font, Badge, Collaterals...)

ACTIVITIES EXAMPLES 2025 (lots of ideas, from simple to spectacular!)

TOP TIPS to get started

GRAPHIC ELEMENTS

LOGO, ICONS, EMOJI, FRAME...

WORLD CLEANUP DAY

SOCIAL MEDIA (Posts, Headers, Banners...)

TOP TIPS to attract and retain a wellness audience

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



Save the date

19, 20, 21 SEPTEMBER 2025

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ITALIAN WELLNESS EQUIPMENT



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luxury wellness & spa specialists
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ACADEMY**
— by Manuel De la Garza —



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VAGHEGGI



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#worldwellnessweekend #wellnessweekend #wellnessforall

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www.wellmap.org