



Top Tips

Attract and Retain

20-21-22 Sept 2024



wellmap.org
160 countries

Optimize the clients' journey

BEFORE



BE PREPARED

Get your team fully engaged, prepare **original activities**, and spread the word.

LAUNCH A CHALLENGE

Encourage your clients to join a World Wellness challenge :

- **Add up the kilometers / miles** they walk or run collectively
- Count the kilos / pounds they lose collectively
- Rehearse a routine that they can present in a demo, or **flash mob**.

TEAM UP WITH LOCAL ASSOCIATIONS

Choose a charity that is meaningful to you.

Team up and raise funds with a challenge to walk or run for a cause.

#wellnessbeyondborders

Encourage your team and clients to take part in **meaningful activities** to help the planet and others in need.

WELLNESS IS TOGETHERNESS

Promote activities and packages that encourage people to bring a friend.

Create safe, **not-to-be missed social events!**

Optimize the clients' journey

BEFORE

INVOLVE LOCAL BUSINESSES

Lead the way & **team up with other wellness / fitness professionals in your city.**

Together, you will **attract media exposure**, visitors and locals.

DESIGN A COLLECTIVE PROGRAM

Spas, salons, fitness clubs, yoga/Pilates studios should collaborate to organize a collective program of fun & free group activities, and some must-try Signature experiences with **irresistible offers (a participation fee).**

Even if each venue just organizes ONE fun & free group activity, together they create a rich program with opportunities for locals to visit each property:

- Wellness Afterworks on Friday PM or evening
- Wellness sessions Saturday AM or PM or evening
- Outdoor family activities Sunday AM or PM
- Clean up a park, a beach, a river bank, plant trees



Optimize the clients' journey

DURING

CREATE IRRESISTIBLE OFFERS

Target wellness enthusiasts who share your values and crave the lifestyle you promote. These people are likely to bring their like-minded friends and colleagues.

For instance, hotels **can / should** promote a “**1 or 2-night Wellness Weekend package**” to attract locals with a STAYCATION, and travelers with a GET-AWAY deal:

- Half-board room or suite
- Wellness brunch
- 1 complimentary activity per day (with internal resource or a local wellness partner)
- Special offers on Spa treatments
- Exciting deals on products.

BUILD MEANINGFUL RELATIONSHIPS

Optimize the customer journey from the moment they check in until they check out.

Enquire about their wellness aspirations to curate bespoke programs.

ENGAGE WITH CLIENTS

Announce the results of the challenge you organized in the weeks or months leading up to World Wellness Weekend.

Give exposure to **partnering local associations and businesses**, in alignment with the 5th Pillar of Wellness: Purpose and Solidarity.

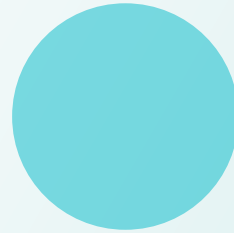


Optimize the clients' journey

AFTER

Promote **bounce-back packages** and encourage people to:

- **Return** in the following weeks of World Wellness Weekend,
- **Rebook** treatments or classes before end of November,
- Book sessions **with friends or family!**



Show how your venue is part of the solution

Even before Covid, the World Health Organization was sounding the alarm on obesity, chronic diseases, mental health with scary statistics.

World Wellness Weekend takes wellness to the next level, with fun activities to engage people to be more active, more often with their *Wellness buddies*: friends, family and colleagues.

Epigenetics show that although people may have a predisposition to certain pathologies, their lifestyle has the biggest influence on how genes express themselves.

In a way, our DNA is like a loaded gun, but it is really the way we sleep, eat, exercise, cope with stress and engage in social activities that eventually pulls the trigger... or not!



How to maximize your participation

Organize exciting must-attend experiences that people will want to post on their social media page.

The point of WWW is **not** to simply offer a **free** group class, nor discounts on services or products. Giving access for free to your regular activities or services can depreciate the perceived value, and may only attract *bounty-hunters* who want *freebies*...

The philosophy of World Wellness Weekend is to **fuel the creativity** of teams and encourage them to **raise the bar** with new FUN activities in one, or more of the 5 Pillars of Wellness: Sleep, Nutrition, Vitality, Serenity, and Solidarity.

The objective is also to **WOW journalists and influencers** so that they want to talk about you and your activities.



The poster for the 8th World Wellness Weekend 2024 is set against a light blue background with a faint silhouette of a person in a yoga pose. It features logos for Saray Spa and the event itself. The main title is in large blue letters, followed by the date. Below this, a paragraph describes the event as a transformative journey. Further down, it lists refreshments and the venue and time. Contact information for registration and reservations is provided at the bottom. A circular badge on the right side of the poster announces prizes for the top 3 performers. The bottom right corner shows a group of people in white shirts and black pants performing a yoga or wellness activity on a lawn in front of a hotel building.

WORLD WELLNESS WEEKEND

SUNDAY, 22nd SEPTEMBER 2024

Join us for a transformative journey during World Wellness Weekend, where you can explore rejuvenating activities, mindfulness sessions, and expert-led discussions all aimed at nurturing your well-being.

Fresh juices, water, coffee, tea, fruits, canapés etc. after the training

Venue: Kigali Marriott Hotel
Time: 8:00am to 10:00am

Registration is mandatory for participants
For reservations: +250 222 111 111 / +250 222 111 149
WhatsApp: +250 737 416 577
Email: sarayspa.kigali@marriott.com

PRIZES FOR THE TOP 3 PERFORMERS

Teamwork makes the dream work

If your property doesn't usually offer wellness activities, invite solo-practitioners, or speakers in your premises to attract an audience of wellness seekers.

If you are a solo wellness / fitness / holistic provider and feel that your studio can only cater to a limited audience, contact hotels, restaurants, sports clubs nearby that can host you, and propose a partnership that will benefit all.

If you are specialized in a specific domain, join forces with other venues and providers in a complementary wellness-related field, so that together you can offer a global program about the 5 Pillars of Wellness.



Sleep &
Creativity



Nutrition &
Immunity



Movement
& Vitality



Mindfulness
& Serenity



Purpose
& Solidarity



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Save the date
19, 20, 21 SEPTEMBER 2025



Jean-Guy de Gabriac

Founder World Wellness Weekend

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#worldwellnessweekend #wellnessweekend #wellnessforall #beactive

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