



# Timeline

Tips to maximize participation

19-20-21 Sept 2025



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

# 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.*



# 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.



Málaga | Marbella - Estepona |

### Marbella aspira a convertirse en la capital del wellness el próximo septiembre

Por ahora están programadas más de 150 actividades gratuitas de una hora de duración destinadas al autocuidado



# Boost conversion, revenue & retention

Once you have organized ONE FREE, inclusive activity for your clients or your colleagues or your community, we encourage you to promote your irresistible bounce back offers & promotions for people to return, alone, or with friends.



## 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

## June 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)

## July 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.

## 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.

**Yoga and Stretch**

# Special thanks to our Sponsors

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luxury wellness & spa specialists  
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**TIP TOUCH  
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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 #beactive

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