



# Why your SPA, SALON or massage CLINIC should participate



## 01 WHAT IS WORLD WELLNESS WEEKEND?

World Wellness Weekend is a global activation that takes place across 190 countries with 15,000 venues.

**On the third week-end of September**, spas, massage clinics, beauty institutes, and hair salons invite locals to enjoy free collective classes or workshops. These activities help people discover your services, your atmosphere, and your expertise so they may want to book future services.

The global activation happens at the same time worldwide, with coverage from local and international media.

## 02 WHAT YOUR SPA OR SALON GAINS

By taking part in World Wellness Weekend, your spa or salon can:

- **Attract new local clients** who are actively interested in beauty & wellness
- **Increase bookings** once people have tried your services
- **Gain client trust** by offering a first free experience without pressure
- **Position your spa or salon** as a Wellness Champion or Hero in your area
- **Gain visibility on Wellmap.org**, used by wellness seekers, and journalists
- **Generate media exposure** and become the next headline

You decide your level of involvement, and **participation is FREE.**

## 03 HOW TO TAKE PART

Joining World Wellness Weekend is simple.

👉 [Register on wellmap.org](https://wellmap.org)

Create a free spa, clinic, or salon page on Wellmap.org, add your photos and contact details, and publish at least one free activity during the weekend. **(See page 2)**



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## DECIDE YOUR LEVEL OF PARTICIPATION

As an **Official PARTICIPANT**, you commit to organize **1 free collective activity** and appear free of charge on [wellmap.org](https://wellmap.org)

As a **Wellness CHAMPION**, you organize **3 different collective classes / workshops**, to rise in exposure and attract strategically different types of people to experience your spa, clinic or salon.

As a **Wellness HERO**, you organize **5 activities** (3 different for the public + 1 for your team + 1 for underprivileged community). This level is designed for spas, clinics, salons that want to take a leadership role, catch attention from media, and position themselves as key wellness actors in their region.

Each level brings value. Choose the one that suits you best.

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## ACTIVITY IDEAS FOR SPAS, SALONS, MASSAGE CLINICS

Many successful spas, salons, and clinics choose **simple formats that are easy** to manage and enjoyable for participants.

Examples:

- **Beauty Bar & skin health workshops** (*eyes, face, mask*)
- **Face Gym, Face Yoga, Eye Yoga class**
- **Mini massage workshop** (*Head or Neck & Shoulders or Hands & Forearms*)
- **Guided relaxation or breathing session with aromatherapy**
- **Make your session accessible online** on [World Wellness WebTV](#)
- **Offering one free massage is a "promotion", not an "activity".**

👉 [See more Ideas to Attract Visitors](#)

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## HOW TO ATTRACT MEDIA ATTENTION AND NEW CLIENTS

Venues that see the strongest results usually focus on clear organization and communication.

This includes planning activities in advance, creating one or two strong visual moments, and sharing **photos, reels and stories** after the weekend. Some venues also invite local journalists, bloggers, or partners to attend their activities.

World Wellness Weekend supports you with visuals, badges, communication guidance, and media tips to help you share your participation clearly and professionally.

👉 [Access the Communication Kit](#)

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## OPEN YOUR DOORS TO THE RIGHT AUDIENCE

The connections you create before and during World Wellness Weekend can continue long after.

**Be strategic:** target the public you want to attract during World Wellness Weekend, who can return and book after.

👉 [Register on wellmap.org](https://wellmap.org)

