



# SHINE as a Wellness Hero

18-20 September



## 01 WHAT "WELLNESS HERO" MEANS

Hotels, Resorts, Fitness Clubs, Yoga/Pilates Studios, Dance Schools, Martial Art dojos, Spas, Beauty/Hair Salons, Hot Springs, Thalassotherapy centers can receive their **official certificate and badge** (jpeg, png, svg) as Wellness Hero by organizing :

- **3 free different activities for locals, visitors or clients** (see *Wellness Champion*)
- **1 free activity for colleagues / staff** (to instill a culture of workplace wellness)
- **1 free activity for underprivileged community** or organize a clean-up with World Cleanup Day, or plant trees, or a Community outreach with Nonviolent Campaign Pace Bene.

👉 [See HERO compilation video](#)

## 02 WELLNESS FOR ALL WITH MEANINGFUL ACTIVITIES

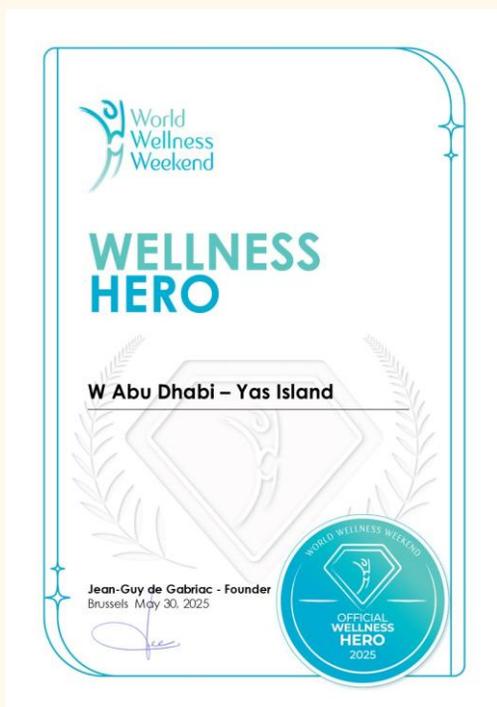
Lead the conversation in your city & country.

Examples:

- **3 different activities for the public:** look at [Activity Ideas](#) for suggestions to show your offers with the 5 Pillars of Wellness.
- **1 activity for colleagues / staff** before World Wellness Weekend, back of house: stretch, brain wellness, guided relaxation...
- **1 collective session** in a senior home, school, hospital, orphanage, a food or blood donation...

👉 [See Fusion Resort & Villas Da Nang](#)

👉 [Anara Spa at Grand Hyatt Kauai](#)





### 03 CREATE EXPERIENCES WITH IRRESISTIBLE OFFERS

This is optional, only if it fits your venue and team.

#### You can:

- showcase your signature session (the one you're known for)
- invite a special guest (local talent who brings their audience)
- add a paid curated experience after the free session (optional), so interested guests can stay longer

#### Example formats:

**Free fitness class + optional half-day access offer (pool/gym/sauna/steam) or VIP cabana access**

**Free yoga + "Yoga & Brunch" offer**

**Free beauty workshop (Face Yoga / Face Gym / aromatherapy breathing) + special offer on treatments/products**

👉 [See compilation video 2](#)

### 04 SEE HOW HEROES PRESENT THEIR PROGRAM

If you want your venue page to look engaging, use these as reference.

Look at how these properties clearly announce activity titles, times, and venue details so the public can understand fast and join.

- [THE BARAI-Hyatt Regency Hua Hin](#)
- [W Abu Dhabi - Yas Island](#)
- [The SPA by Corinthia Lisbon](#)
- [The Ritz-Carlton Spa, Bangalore India](#)
- [Royalton Splash Riviera Cancún](#)
- [Live Aqua Beach Resort Punta Cana](#)
- [Conrad Abu Dhabi Etihad Towers](#)

See real examples of how venues announced their **2025 Wellness Hero recognition**:

- [Westin Siray Bay Resort & Spa Phuket HERO Facebook](#)
- [Fivelements Retreat Bali HERO \(Instagram\)](#)