



# TOP TIPS

## Attract and retain a wellness audience



### Make the most of World Wellness Weekend | 18-19-20 Sept 2026

You are a Hotel, Resort, Fitness club, Yoga / Pilates studio, Spa, Beauty institute, Hair Salon, Wellness center, Dance school, Martial art dojo, Run club, Sport association: attract the right people, create a positive experience during World Wellness Weekend, and keep the relationship going after the weekend. The goal is not just attendance. **The goal is connection, trust, and return visits.**

#### BEFORE



#### 01 WELLNESS IS TOGETHERNESS

Most people are more comfortable discovering new wellness activities with someone they trust. Encourage participants to bring a friend, colleague, or family member.

Activities that feel social and inclusive are easier to join and more enjoyable. Simple messages like "bring a friend" or "join together" often increase participation and improve the overall atmosphere.

#### 02 LAUNCH A CHALLENGE

A challenge gives people an incentive to participate and stay engaged.

Keep it simple and inclusive so everyone can join. The focus is shared progress, not competition. Examples include:

- **Adding up steps, kilometers, or minutes** of movement together
- Preparing a routine or demo to share during the weekend

Challenges create conversation, motivation, and stories that are easy to share.

#### 03 BE PREPARED

Preparation builds confidence.

Make sure your team understands the purpose of promoting #WellnessForAll with World Wellness Weekend, and knows what happens during each activity.

Decide in advance who welcomes participants, who leads the activity.

Also prepare what happens **after** the experience, such as how to collect feedback (online or paper survey, explain the opt-in newsletter, encourage bookings with an irresistible offer, and follow up later.

#### 04 TEAM UP WITH LOCAL ASSOCIATIONS

Partnerships help you reach a wider audience without adding pressure.

Choose a local association, charity, or community group that fits your values. You can link one activity to a simple cause or shared initiative. This supports the Pillar of Purpose & Solidarity, and often attracts attention from local media and institutions.

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## DESIGN A COLLECTIVE PROGRAM

When venues work together, the city becomes a wellness destination.

If possible, coordinate with nearby hotels, clubs, studios, spas, or freelancers (personal trainer, nutritionist, Tai Chi, Qi Gong...) to create a simple program (as a wellness collective) across the weekend. Even one activity per venue can become a strong collective calendar when aligned.

**A clear program helps people join easily on Friday, Saturday and/or Sunday.**

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## CREATE IRRESISTIBLE NEXT STEPS

Do not discount your usual services.

**Instead, offer an irresistible offer** that encourages people to return.

This could be extra time on a slow day, a bundle (service + product), an attractive package with 3 treatments or classes, or "Buy One Get One" to come back with a friend.

The idea is continuity, not urgency.

## DURING

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## INVOLVE LOCAL BUSINESSES

Local businesses can help amplify your message.

A sports store, bookstore, healthy café or tourism partner can support one activity, offer a contribution, and help spread the word.

**This creates cross-promotion and brings new audiences to all partnering venues.**

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## ENGAGE AND SHARE

If you launched a challenge before September, announce results and highlights during World Wellness Weekend.

Celebrate participation and progress. This gives people a reason to talk about their experience and share it online. When posting, remember to tag **#worldwellnessweekend** so your content connects to the global activation.



## AFTER

Long-term value is created after the weekend.

Thank participants for joining and follow up with those who subscribed to your Newsletter. Share something useful: a wellness tip, a reflection, or an invitation to join your next event.

Encourage people to return in October or November, and keep the conversation alive through simple, thoughtful communication.

A clear follow-up rhythm works well:

- **Thank-you message and highlights**
- **Wellness tip or insight**
- **Invitation to return or bring a friend**



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### SHOW THAT YOUR VENUE IS PART OF THE SOLUTION

People are looking for places that help them feel better, and look better, not just services.

By taking part in World Wellness Weekend, you show that your venue contributes to healthier lifestyles, social connection, and empowering positive habits through action and experience.

This is how you bring the 5 Pillars of Wellness to life: **Sleep** & Creativity, **Nutrition** & Immunity, **Movement** & Vitality, **Mindfulness** & Serenity, **Purpose** & Solidarity.

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### HOW TO MAXIMIZE YOUR PARTICIPATION

Do not try to do everything.

Choose activities that fit your venue.

Create 1 or 3 meaningful collective experiences.

Focus on the right people that you want to attract and see return, not volume.

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### TEAMWORK MAKES THE DIFFERENCE

If your venue is small, partner with others.

If you lack wellness expertise, invite a guest practitioner to host a session.

If you are specialized, collaborate with others to cover more pillars together.

**Shared effort creates stronger impact.**

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### NEED LOCAL SUPPORT?

Contact [Ambassadors in your area](#) for guidance, coordination, and local connections.

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### SAVE THE DATE

World Wellness Weekend

**18-19-20 September 2026**

190 countries | [wellmap.org](https://wellmap.org)