



Why your CITY or TOURISM AUTHORITY should participate

18, 19, 20 September 2026



01 WHAT IS WORLD WELLNESS WEEKEND?

World Wellness Weekend is a global activation taking place across 190 countries and 2,000 cities, with the support of:

- **Ministers of Tourism:** Indonesia, Bali, Philippines, Uruguay, Yucatan...
- **Governors:** Arizona, Connecticut, Louisiana, Mississippi, Texas
- **40+ Mayors** in Argentina, Brazil, Bosnia Herzegovina, Canada, Dominican Republic, France, Italy, Japan, Portugal, Spain...

02 WHAT YOUR CITY OR DESTINATION GAINS

Cities today are expected to support **not only tourism**, but also **quality of life, active living, and community wellbeing**.

World Wellness Weekend gives cities and tourism authorities **a framework** to encourage healthier lifestyles, strengthen collaboration between local partners, and create positive engagement with residents and visitors.

It allows a city to lead a wellness initiative without building a new event from scratch:

- **Position your city on the World Wellness Map in 17 languages**
- **Strengthen your city's positive image** with local and international media exposure
- **Encourage residents** to discover local wellness offers (hotels, fitness clubs, spas)
- **Promote wellness-focused week-ends, stycations, and off-season tourism**

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

03 HOW TO TAKE PART

The global activation happens at the same time worldwide, from sunrise in New Zealand until sunset in Hawaii.

Each city activates locally its partners and public spaces.

In 2025, we generated **20 million views with 1,000 media mentions.**

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

Encourage your tourism partners in your city to create their free page on Wellmap.org, add photos and contact details, and organize at least one free activity during the week-end. **(See page 2)**

Include World Wellness Weekend in **your official calendar.**



Nagoya, JAPAN

04

DECIDE YOUR LEVEL OF PARTICIPATION

Any **Official PARTICIPANT** commits to organize **1 free collective activity** and appear free of charge on wellmap.org

Wellness CHAMPIONS organize **3 different collective classes / workshops**, to rise in exposure and attract strategically different types of people to experience their offer.

Wellness HEROES organize **5 activities** (3 different for the public + 1 for their team + 1 for underprivileged community). This level is designed for businesses that want to take a leadership role, catch attention from media, and position themselves as key wellness actors in their city.

Each level brings value. Venues choose the one that suits them best.

05

ACTIVITY IDEAS FOR CITIES, AND DESTINATIONS

Activities are delivered by local partners and can include:

- **Public spaces:** outdoor movement or fitness sessions, walks, runs, hikes, or cycling
- **Open doors:** hotels, fitness clubs, yoga studios, sports associations
- **Community wellbeing** workshops & talks
- **Nature-based or cultural wellbeing** experiences
- **Park, Beach clean up** with [World Cleanup Day](#)
- **Sessions can be accessible online** on [World Wellness WebTV](#)

👉 [More Ideas to Attract Locals & Visitors](#)

06

HOW TO ATTRACT MEDIA ATTENTION AND VISIBILITY

Sharing the city's involvement through official channels, highlighting key activities, and using World Wellness Weekend visuals helps attract attention.

Some cities involve Mayors, tourism leaders, or local celebrities to reinforce the message.

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](#)

07

POSITION YOUR CITY ON THE WORLD WELLNESS MAP

World Wellness Weekend is a global activation that allows cities to demonstrate commitment to wellbeing through action.

By supporting local partners and encouraging participation, your city becomes part of a worldwide movement focused on stronger, healthier and more active communities.

👉 [Register on wellmap.org](#)

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