



Why your CLUB or STUDIO should participate



18, 19, 20 September 2026

01 WHAT IS WORLD WELLNESS WEEKEND?

WWW is a global activation taking place across 190 countries with 15,000 venues, including hundreds of Fitness clubs in:

- Italy: **CIWAS & Fondazione Sport City** in 116 cities supported by the Minister of Sports
- Japan: **Mizuno Sports Service, Renaissance, Tipness...**
- United Kingdom: 120+ **David Lloyd Clubs**
- Indonesia, Malaysia: **Fitness First, Celebrity Fitness...**

On the third week-end of September, **fitness clubs, yoga / Pilates studios, Sports associations, Run clubs** invite locals to enjoy free collective classes.

02 WHAT YOUR CLUB OR STUDIO GAINS

By taking part in World Wellness Weekend, your Club, Studio or Association can:

- **Increase visibility** in your local area and online
- **New memberships** opportunities
- **Activate your existing members** with fun challenges
- **Position your Club or Studio** 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

Many people want to be more active, but they hesitate to join a club or studio. They may feel unsure, intimidated, or simply need a first positive experience.

Welcome new participants without pressure. It allows locals to meet your instructors, experience your classes, and feel part of your community before committing.

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

Create a free page for your Club or Studio on Wellmap.org, add your photos and contact details, and organize at least one free activity during the weekend. **(See page 2)**



Yoga in the Park – Bandung INDONESIA

04

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

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.

05

ACTIVITY IDEAS FOR CLUBS, STUDIOS, ASSOCIATIONS

Many clubs and studios choose simple formats that highlight their strengths.

Examples:

- **Yoga, Pilates, or stretching classes**
- **Beginner fitness or functional training sessions**
- **Dance or movement experiences**
- **Strength or conditioning introductions**
- **Meditation or breathwork sessions**
- **Outdoor walks, runs, or challenges**
- **Make your session accessible online** on [World Wellness WebTV](https://www.wellmap.org/world-wellness-webtv)

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

06

HOW TO ATTRACT MEDIA ATTENTION AND NEW MEMBERS

Clubs and studios 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](#)

07

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 with friends, and become members.

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