



Why your HOTEL or RESORT 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 active participation of:

- **Marriott International:** 187 hotels
- **TAJ Hotels / J Wellness Circle:** 85 properties
- **RIU Hotels & Resorts:** 40+ locations
- **Banyan Tree:** 30+ properties
- **Accor:** 20+ hotels
- **Hyatt:** 10+ hotels
- Including properties from: **Six Senses, GOCO Hospitality, Hilton, Four Seasons, Hard Rock Hotels, Jumeirah, Mandarin Oriental...**

02 WHAT YOUR HOTEL OR RESORT GAINS

Today, guests expect more than a place to sleep. They look for hotels that support wellbeing, active living, and meaningful experiences.

World Wellness Weekend allows your hotel to:

- **Attract wellness-minded locals, travelers, and weekenders** with your spa, fitness, pool, outdoor spaces, and restaurants
- **Show that your property is a place for active living**, not just sleeping
- **Increase on-site engagement** with your wellness, fitness, and food offers
- **Promote a wellness-focused week-end** for locals to consider a **half-day pass or staycation, wellness brunches, or memberships**
- **Benefit from international and local media exposure** linked to the global activation
- **Rise as a Wellness Champion or Wellness Hero**

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

03 HOW TO TAKE PART

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

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

Each hotel or resort creates its free page on wellmap.org (in 17 languages) to catch the attention of international travelers.

👉 [Register on wellmap.org](https://www.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 Marketing & Communication calendar.**



04

DECIDE YOUR LEVEL OF PARTICIPATION

Any Hotel or Resort **Officially participating** 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.

Choose the one that suits you best.

05

ACTIVITY IDEAS FOR HOTELS AND RESORTS

Activities delivered by your staff (fitness, recreation, Spa) or local free lancers, can include:

- **Morning yoga or stretching** session
- **Poolside relaxation or breathing** session
- **Guided walk or outdoor fitness**
- **Wellness brunch** or healthy cooking class
- Workplace wellness activities for Staff
- **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

Hotels that maximize the impact of World Wellness Weekend usually **plan activities early and communicate clearly**.

Strong visuals, a simple wellness story, and one or two signature activities often attract attention from local media, tourism partners, and wellness communities.

Some hotels also **invite journalists or content creators** to experience an activity.

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 PROPERTY ON THE WORLD WELLNESS MAP

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

You can be part of a worldwide movement focused on stronger, healthier and more active communities.

👉 [Register on wellmap.org](#)

