



Your SPA or Beauty salon should participate



18, 19, 20 September 2026

01 WHAT IS WORLD WELLNESS WEEKEND?

World Wellness Weekend is a **global non-profit association & activation** taking place in **190 countries** with **15,000 venues**.

On September 18-20, **spas, massage clinics, beauty institutes open their doors** and invite locals to enjoy free collective classes or workshops.

These activities help people discover your services, your atmosphere, and your expertise so they may want to book future services.

In 2025, we generated 20 million views with:

- 1,000 media mentions
- 30+ TV/Radio interviews



02 WHAT YOUR SPA OR BEAUTY SALON GAINS

- **Attract new local clients** who want to invest in their physical & mental well-being
- **Stand out as a Wellness Champion or shine as a Hero** in your area (see page 2)
- **Generate positive media exposure** and become the next headline
- **Increase bookings** once people have tried your collective session (see Ideas on page 2)
- **Gain visibility on Wellmap.org**, used by wellness seekers, and journalists

Participation is FREE.

You decide your level of involvement.

03 HOW TO TAKE PART

Joining World Wellness Weekend is simple.

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

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

TESTIMONIALS

*"We had **a profound impact on our community, guests, and associates** with World Wellness Weekend. 75 hotels participated, offering 162 diverse wellness sessions, so we could **touch lives in a meaningful way**"*

TAJ Hotel Group

*"World Wellness Weekend has been **a game-changer for us in terms of PR, awards nominations, and business generated** with both tour operators and travel agencies!"*

Alba Wellness Valley



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DECIDE YOUR LEVEL OF PARTICIPATION

Official PARTICIPANTS commit 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 strategically attract different types of wellness-driven customers.

Wellness HEROES organize **5 activities**:

- 3 different sessions for the public
- 1 team-building activity
- 1 session for underprivileged community.

This level is for spas that take **a leadership role, catch media attention**, and stand as key wellness actors in their area.



05

ACTIVITY IDEAS FOR SPAS, & BEAUTY SALONS

Choose **simple formats, easy** to manage and **attractive** for participants:

- **Beauty Bar & skin health workshops** (*eyes, face, mask*)
- **Face Gym, Face Yoga, Eye Yoga class**
- **Mini massage workshop** (*Head or Neck & Shoulders or Hands & Forearms*)
- **Assisted stretching**
- **Guided relaxation or breathing session with aromatherapy**
- **Make your session accessible online** on [World Wellness WebTV](https://www.wellmap.org/world-wellness-webtv)
- **Offering one free massage is a "promotion", not an "activity".**

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

06

HOW TO ATTRACT MEDIA ATTENTION AND NEW CLIENTS

Venues that see the strongest results usually plan activities in advance, create one or two strong visual moments, and share **photos, reels and stories** after the weekend.

Some venues invite local journalists, bloggers, to attend their activities.

World Wellness Weekend supports you with **visuals, badges, communication guidance, and media tips** to help you stand out.

👉 [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 and book after.

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

