

WORLD WELLNESS REPORT 2026

10th Anniversary Edition

A Decade of worldwide Impact
& The Future of Wellbeing



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18-19-20 September 2026

**Connect. Recharge.
Wellness is Energy.**

15.000
VENUES

190
COUNTRIES



CHAPTER 1

Foreword: A Global Movement

Message from the Founder Jean-Guy de Gabriac

What began as a initiative in France & Belgium has grown into a global movement spanning in 187 countries.

Our mission is to inspire millions of people with 5 pillars of Wellness: to move more often, eat in a more balanced way, improve sleep and recovery, live mindfully, and reconnect with one's sense of purpose, to connect meaningfully with others.

Wellness should not be a luxury for the few; it can be accessible and joyful for as many as possible.

Our slogan this year is Connect. Recharge. Wellness is Energy... **Turn your Wellness ON!**

We extend our deepest gratitude to our 150 Ambassadors and Coordinators, who act as the vital connective tissue turning global vision into grassroots action with the support of 60+ Mayors, Governors and Ministries of Sport, Health and Tourism.



Framing 10 Years of World Wellness Weekend

- Over the past decade, WWW has transformed from a standalone annual awareness weekend into a continuous year-round engine for societal health. By aligning directly with the United Nations Sustainable Development Goals (SDG 3: Good Health and Wellbeing), the initiative has successfully mobilized:
- **11,000+ Venues:**
Hotels, resorts, fitness clubs, yoga studios, spas, public parks, and corporate offices opening their doors to offer free, collective and inclusive wellness sessions.
- **Cross-Sector Partnerships:**
Bridging the gap between hospitality, beauty, fitness, tech, public healthcare, and municipal governance to cultivate sustainable local wellness collectives.
- **A Decentralized Legacy:**
Empowering local leaders to address the specific cultural and physical health realities of their respective populations, and engage in meaningful conversations with local wellness professionals to build stronger and healthier communities through engaging events and programs.

Wellness as a Cultural, Social, and Economic Shift

The historical trajectory of the past ten years reveals that wellness has structurally shifted from an individual, commercialized "self-care" lifestyle trend to an essential economic and political driver.

Culturally, populations are leaning toward proactive, preventative vitality. Socially, wellbeing is increasingly understood as a collective responsibility, where community infrastructure directly influences individual longevity.

Economically, wellness has evolved into one of the most resilient and fast-growing global industries (see metrics in Chapter 2).



CHAPTER 2

The Global Wellness Landscape

Setting the Context

As we navigate 2026, people face unprecedented stressors: massive uncertainty, rising cost of living, lurking AI disruption, changing work environments, aging parents, or suffering from the impact of war...

In response, wellness is no longer treated as an elective pastime, but as a crucial strategy to live and thrive, not just survive.

The Growth of the Global Wellness Economy

The global wellness economy has experienced exponential acceleration. Valued at roughly \$4.5 trillion at the inception of WWW, the industry has systematically outpaced general economic growth, surging toward an estimated \$7 trillion landscape by the end of 2026. This expansion is driven by a profound reallocation of consumer spending, with individuals prioritizing wellness investments over traditional luxury goods.

Key Sectors Shaping Wellness Today

THE 2026 MULTI-PILLAR WELLNESS COMPLEX

MENTAL WELLBEING

- Neuroplasticity, sleep technology, Stress-mitigation, and mindfulness.

PHYSICAL ACTIVITY

- Inclusive fitness, outdoor movement, and functional bio-hacking

WELLNESS TOURISM

- Regenerative travel, longevity retreats and cultural immersion.

WORKPLACE WELLNESS

- Hybrid design, psychological safety and structural health benefits.

01

Mental Wellbeing

people are concerned about their mental health and want to **build mental strength** with mindfulness apps, neuroplasticity and bio hacking.

02

Physical Activity:

A shift from aesthetic-driven exercise to functional, inclusive movement designed to **promote healthspan and joyspan**, not just lifespan.

03

Wellness Tourism

Travel is no longer just about escaping; it is about returning transformed.

Demand has spiked for destinations offering authentic cultural heritage combined with advanced preventative therapies.

Visitors do not want to be “tourists” but **live as temporary locals**.

04

Workplace Wellness:

Transformed from simple corporate perks into an institutional mandate focused on mitigating systemic burnout, optimizing ergonomic environments, and establishing psychological safety with guidance from the **Global Wellness Institute Initiative for Workplace Wellbeing** lead by Jessica Grossmeier and striking examples like Hose Master LLC engaging 500 employees in 6 locations in the USA.



3–5 Key Global Statistics

The 5 Pillars of Wellness: Why Action Is Needed

Pillar 1



Sleep & Creativity

60% of adults worldwide report that they do not get enough sleep, contributing to reduced productivity, impaired cognitive performance, weakened immunity, and increased risks of chronic disease.

Sleep deprivation has become a global public health concern affecting both personal well-being and economic performance.

Pillar 2



Nutrition & Immunity

The world faces a double burden of malnutrition:

- More than 2.5 billion adults are overweight, including over 890 million living with obesity (WHO).
- At the same time, hundreds of millions of people experience food insecurity, with many unable to access a nutritious meal every day. Poor nutrition remains a leading contributor to preventable disease while undermining immune resilience and healthy aging.

Pillar 3



Vitality & Movement

46% of Europeans never exercise or play sport (Eurobarometer), while the WHO estimates that 1.8 billion adults do not meet recommended physical activity levels globally.

Physical inactivity increases the risk of cardiovascular disease, diabetes, obesity, and mental health disorders. As experts increasingly note, "sitting is the new smoking."

Pillar 4



Serenity & Mindfulness

Mental health challenges continue to rise:

- Anxiety and depression affect hundreds of millions of people globally.
- According to the OECD, mental ill-health costs many economies more than 4% of GDP annually through lost productivity, healthcare expenses, and absenteeism. Creating opportunities for mindfulness, stress management, and emotional resilience has never been more important.





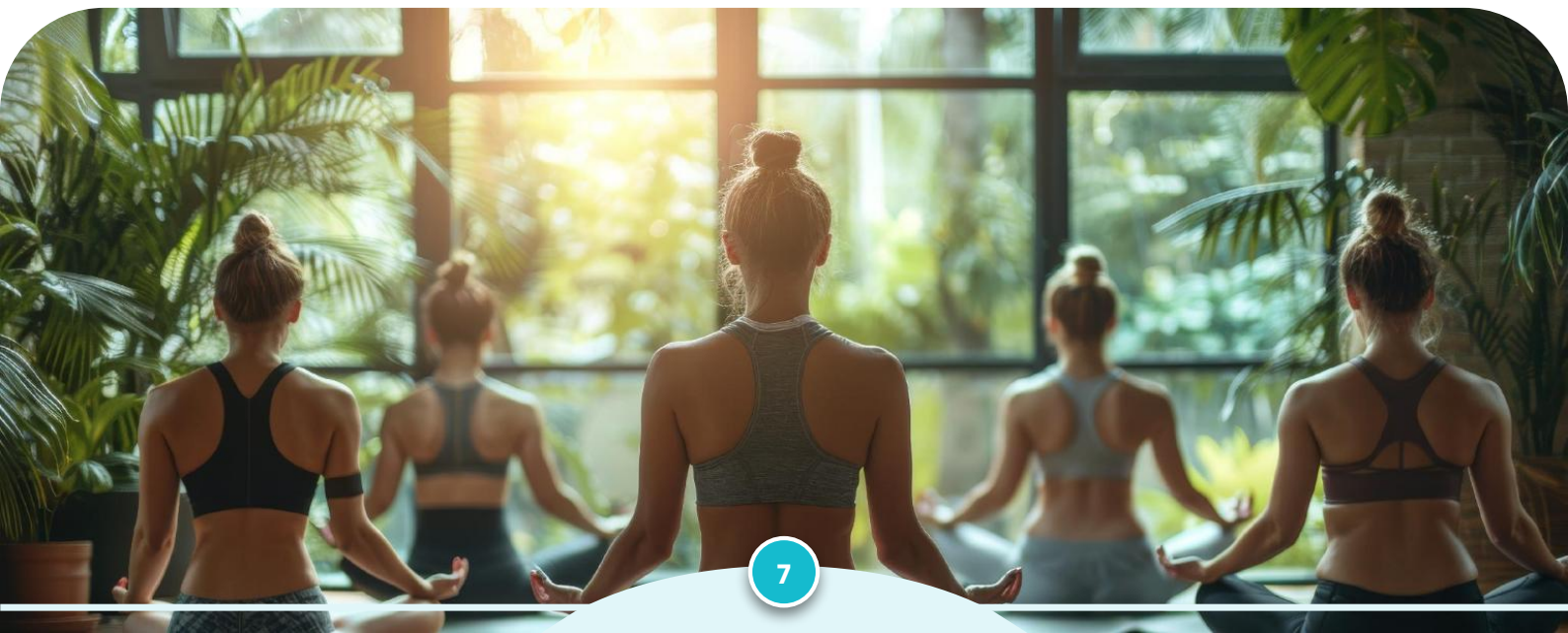
Pillar 5



Purpose & Solidarity

The WHO has identified loneliness and social isolation as a growing global health challenge:

- 1 in 4 older adults experiences social isolation, while many adolescents report frequent feelings of loneliness.
- The WHO Commission on Social Connection estimates that more than 870,000 deaths annually are associated with social isolation and loneliness worldwide.
- Strong social connections, community engagement, and a sense of purpose are powerful predictors of both longevity and quality of life.



CHAPTER 3

10 Years of Impact: The Evolution of World Wellness Weekend

Growth Over Time: Countries, Cities, Venues

The metrics of World Wellness Weekend showcase an unprecedented growth trajectory (source AirTable):

- **2017–2019:** starting with 160 participating venues in France & Belgium on year 1, to a verified footprint in just 3 years of 2,300 venues in 98 countries in 2019!
- **2020–2022:** Demonstrating extreme resilience through global health crises, WWW rapidly pivoted to digital/hybrid delivery models, scaling its impact to 109 countries in Sept 2020, to 139 countries in 2023. World Wellness Weekend became a trusted platform giving professionals a sense of belonging, and a symbol of global recovery for the public at large.
- **2023–2025:** Almost doubling from 6,300 venues in 148 countries in 2023, to 11,000 venues in 187 countries in 2025 thanks to the massive activation of hotels & resorts (Marriott International, J Wellness Circle, Fusion, Banyan Group, RIU...), Fitness groups (David Lloyd clubs, Fitness First, Celebrity Fitness, Mizuno, Tipness, Renaissance, Fondazione Sport City...), municipal parks, and public community spaces (Marbella, Santo Domingo, Casciana Terme, Cordoba, Pumbal...)
- **2026 (The 10th Anniversary Milestone):** The aim is to rally 15,000 venues in 190 nations, with activities in 2,000+ cities, providing access to free, fun and meaningful wellness collective sessions and workshops to millions of participants globally.



Expansion of the Ambassador Network

The backbone of WWW is its global network of 150+ Ambassadors and Coordinators.

This decentralized structure of passionate volunteers ensures that the core tenets of the movement are translated effectively across diverse languages, cultural norms, and local socioeconomic structures.

The network has expanded to include an Olympic athlete, board members of spa & wellness associations, hotel General Managers, Spa Directors, and community organizers who work year-round to build local engagement.

Community and Cultural Impact

Over the past decade, the initiative has successfully democratized wellness by removing financial barriers.

Free activities held in senior homes, hospitals, schools, orphanages have altered the local perception of movement and nutrition, helping to make preventative health the conduit to stronger and healthier communities.

THE 2026 MULTI-PILLAR WELLNESS COMPLEX

GLOBAL FOOTPRINT

From 2017 and ~60 Cities
→
To 2026 with 150+ Countries and
2,000+ Cities Globally

Expansion of the Ambassador Network

Through its collaboration with CCIcomms, World Wellness Weekend continues to strengthen its global media presence through quality organic coverage and verified audience engagement.

Rather than relying on inflated "potential reach" figures, we focus on measurable impact across television, radio, print, and digital media to demonstrate how wellness messages resonate with audiences worldwide.



Media Highlights

❖ Moments with Marianne Radio Show (USA)

- 12.88 million unique website visits
- 51,000 estimated views/listens

❖ ABC 27 – Good Day PA (USA)

- Featured World Wellness Weekend on television
- 1.23 million unique website visits
- 6,860 video views

❖ Shine On Radio Wellness (USA)

- Dedicated wellness-focused radio coverage reaching health-conscious audiences.

❖ BILAN Magazine (Switzerland)

- Coverage in one of Switzerland's leading business and lifestyle publications:
- "Les retraites de luxe bouleversent le tourisme haut de gamme"

❖ All-Inclusive Magazine (Poland)

- International feature: "Wellness Without Borders: World Wellness Weekend Returns to Inspire the Globe"

❖ Wellbeing Magazine (United Kingdom)

- "World Wellness Weekend 2025: Free Wellness Activities and Events Across the UK"
- 16,200 unique visits
- 4,100 article views

CHAPTER 4

Wellness Cities: A Global Perspective

How Wellness is Shaping Urban Life

The modern metropolis is being redesigned. Local authorities recognize that cities can either generate stress and chronic disease, or foster longevity. The "Wellness City" movement represents an intentional shift away from car-centric, isolated architecture toward green, active, and highly connected urban design.

The Role of Cities in Promoting Wellbeing

Forward-thinking municipal governments are integrating wellness directly into public policy. This includes investing heavily in pedestrian corridors, implementing urban agriculture initiatives, enforcing public noise-mitigation standards, and turning public parks into open-air wellness centers.

Ambassador-Led Local Ecosystems

Through our local ambassadors, WWW bridges the gap between municipal policies and community activation. By coordinating directly with mayors, tourism boards, and health ministries, our ambassadors transform city squares into vibrant hubs of free physical activity, bringing public infrastructure to life.

Some pro-active municipalities making a positive impact with World Wellness Weekend include Marbella and San Pedro de Alcántara (Spain); Municipio de Tigre, Comuna Cabalango, Córdoba and Chaco Tourism (Argentina) declaring WWW as "an event of public interest"; Pombal (Portugal); Municipality of Maipú (Chile);



Namaste Yoga Festival - Val di Fiemme ITALY ©GaiaPanozzo

REGIONAL SNAPSHOTS 2026

EUROPE

- Focus: Deeply integrated municipal policy, thermal heritage protection, and active green transport.

THE AMERICAS

- Focus: community fitness challenges, mental health parity initiatives and corporate wellness integrations.

ASIA-PACIFIC

- Focus: synthesis of ancient longevity practices with cutting-edge digital health ecosystems.

Europe

Championing the preservation of historic thermal/mineral assets, pedestrian-first urban design, and direct governmental support for public sports and wellness weekends, especially the European Week of Sports (organized by the European Commission) and Sport City Day (supported by the Minister of Sport), both partners of World Wellness Weekend.

The Americas

Navigating a massive focus on community-wide fitness challenges, mental health equity programs, and corporate wellness frameworks designed to support decentralized workforces, especially in Winnipeg (Most active city in Canada (2022-2025)).

Asia-Pacific

Leading the charge in blending ancestral longevity traditions (such as Shinrin-yoku and Tai Chi) with cutting-edge digital health ecosystems and urban green spaces, with the official support of Mayors in Japan (Higashikawa, Karatsu, Minato City, Odawara, Shizuoka, Yamato); and the support of the Minister of Tourism and the Minister of Health in the Philippines.

CHAPTER 5

Key Wellness Trends for 2026

Preventative Health as a Lifestyle

Preventative health, once perceived as a restrictive medical regimen, is now embraced as an intentional lifestyle centered on functional vitality.

Consumers are proactively managing their metabolic health, cellular performance, and longevity metrics through daily habits, choosing intelligent prevention over reactive treatment.

Mental Wellness Going Mainstream

Mental health is now integrated into daily life through accessible tech, workplace culture, and public spaces.

Key focus areas include breathwork as a functional tool for nervous system regulation, sound therapy, and the intentional design of quiet architectural spaces to combat digital fatigue.

EVOLUTION OF WELLNESS TOURISM

THE 2026 MULTI-PILLAR WELLNESS COMPLEX

From: Reactive Pampering

- Superficial beauty treatments
- Isolated weekend escapes
- Passive relaxation

To: Regenerative Longevity

- Epigenetics & Biomarker testing
- Deep cultural immersion
- Lasting lifestyle transformation

Travelers now seek destinations that provide comprehensive physiological and psychological transformations, featuring biomarker testing, epigenetic assessments, deep cultural immersion, and sleep optimization programs that deliver long-term benefits well after checkout.

Community-Driven Wellness Models

As social isolation continues to impact public health, consumers are actively seeking community-focused wellness spaces. Gyms, running clubs, bathhouses, and neighborhood gardens are serving a vital dual purpose as hubs for both physical conditioning and essential social connection.

Workplace Wellbeing Expansion

Guided by initiatives like the Global Wellness Institute's Workplace Wellbeing Initiative (chaired by Jessica Grossmeier), corporate wellness has matured past surface-level offerings. Modern workplace design builds health directly into corporate culture, prioritizing psychological safety, clear boundaries for digital disconnection, ergonomic remote environments, and healthcare plans that reward proactive preventative care.

Digital and Hybrid Wellness Experiences

The relationship between technology and wellness has reached a healthy equilibrium. Digital platforms function as supportive tools for real-world health. Artificial intelligence offers highly customized fitness and nutritional guidance, while hybrid models allow users to seamlessly transition from immersive digital home training to real-world community events.



CHAPTER 6

Voices from the Global Network

Ambassador Insights from Around the World

The ongoing success of World Wellness Weekend is driven by the passion and dedication of our global Ambassadors. Here are their insights from the front lines of the movement:

❖ **Lucía ROMERO DE AVILA NIETO (Spain):**



"In Spain, wellness is rooted in our social fabric. Through WWW, we have brought our vibrant lifestyle into public squares, transforming historical locations into active spaces for movement and social connection."

❖ **Regis BOUDON-DORIS (Italy):**



"Italy is connecting its historic thermal heritage with modern lifestyle medicine. We are proving that our classic culture of wellness is perfectly suited to meet today's preventative health needs."

❖ **Katie BYRNE PLOWMAN (UK):**



"We are successfully breaking down the idea that wellness is exclusive. By collaborating with local community hubs, we are making movement and mental health resources accessible to diverse populations across the UK."

❖ **Gloria TREISTER (USA):**



"Our focus is on driving systemic change across urban centers. We are working to bridge corporate environments with community infrastructure, ensuring that wellness becomes a natural part of daily American life."

❖ **Nathalie ROY (Canada):**



"Emphasizing seasonal, nature-connected wellness is key in Canada. We are showing that outdoor movement and mindfulness in nature are vital tools for supporting mental resilience year-round."

❖ **Eduardo FINCI (Argentina):**



"Despite economic challenges, the passion for wellness in South America is incredibly strong. Our communities show that true well-being thrives on collective energy, dance, and mutual support."

❖ **Flavio ACUÑA (Dominican Republic):**



"We are completely redefining the Caribbean travel experience by weaving authentic wellness and local culture directly into our hospitality model, creating deep benefits for both visitors and locals."

❖ **Tomoko IWAI (Japan):**



"In Japan, our focus is on harmonizing modern urban innovation with ancestral longevity practices like Forest Bathing. True wellness lies in creating quiet moments of mindfulness within our fast-paced cities."

❖ **Hayden RHODES (Thailand):**



"Thailand continues to lead the world in holistic hospitality. We are expanding our focus from traditional bodywork to deep emotional, spiritual, and integrative physical rejuvenation."

Cultural Diversity of Wellness Practices

These voices emphasize that wellness is not a one-size-fits-all concept.

Whether it is through the practice of Shinrin-yoku in Japan, thermal bathing in Italy, or community-led movement in Argentina, WWW celebrates the rich cultural diversity of global health traditions, honoring their history while adapting them for modern life.



CHAPTER 7

Case Studies: Wellness in Action

01

Marbella, Spain



- **Context:** A world-renowned coastal destination looking to transition from a luxury leisure hotspot into a leading year-round hub for health, fitness, and longevity.
- **Initiative:** The municipal government collaborated with local WWW ambassadors to launch an expansive wellness program, transforming its public beachfront walkways and parks into open-air wellness pavilions.
- **Impact:** Achieved high participation numbers across multi-generational populations, with interviews on TV Marbella, TV Torremolinos...

02

Casciana Terme, Italy



- **Context:** A historic Italian spa town looking to revitalize its traditional thermal wellness heritage for a modern, younger generation of health-conscious travelers.
- **Initiative:** The city opened its historic thermal facilities and public spaces for interactive wellness educational forums, combining traditional mineral therapies with modern mindfulness practices.
- **Impact:** Successfully introduced younger demographics to historic thermal therapies, preserved local heritage, and created a scalable blueprint for other historic wellness destinations across Europe.

03

Don Torcuato, Argentina



- **Context:** A residential suburban community facing economic pressures, looking for affordable and accessible ways to support public health and social cohesion.
- **Initiative:** Local organizers created grassroots, community-funded wellness workshops at the iconic Club Atletico Caza y Pesca, offering free fitness classes, accessible nutritional education, and group meditation.
- **Impact:** Demonstrated that financial barriers can be overcome through community action, resulting in measurable improvements in local mental health indicators and social connection metrics.

04

Higashikawa, Japan



- **Context:** A forward-thinking Japanese municipality on the Hokkaido island, aiming to address sedentary lifestyles and support health across all segments of population: seniors, students in schools and active people with workplace wellness.
- **Initiative:** The city integrated WWW activities directly into its annual public health programming, offering free physical assessments, posture clinics, and low-impact group exercise.
- **Impact:** With a multi-annual partnership with R-body, the Mayor successfully engaged thousands of senior citizens, students and workers in active movement, reduced social isolation, and fostered stronger collaboration between local medical clinics and fitness professionals.

CHAPTER 8

The Future of Wellness: Forward-Looking Positioning

Wellness as a Public Health Priority

The future of global healthcare depends on our ability to pivot from treating illness to actively cultivating wellness. Over the next decade, wellness must be recognized as an essential public health priority. Government health systems can no longer absorb the escalating costs of chronic lifestyle diseases; investment must shift systematically toward proactive, preventative care.

FUTURE PUBLIC HEALTH COLLABORATION

PUBLIC SECTOR

- Policy & Infrastructure
- Healthcare Systems
- Tech/Biz

WORLD WELLNESS WEEKEND

- Grassroots Mobilization
- Inclusive Programming

PRIVATE

- Sector
- Innovators

The Role of Cities and Governments

As the 2026 Healthy Lifestyles for Europe (HL4EU) best practices showed, governments must take an active role by embedding wellness metrics directly into their urban planning and legislative frameworks. This means designing cities that naturally encourage movement, establishing clear mental health protections, and supporting community wellness initiatives through progressive tax structures and public funding.

Public-Private Collaboration

Addressing modern health challenges requires strong collaboration between the public and private sectors. As an international non-profit association, World Wellness Weekend acts as a catalyst for these partnerships, bringing together corporate innovators, healthcare providers, and municipal authorities to design and scale inclusive, accessible wellness solutions.

Our strategic partnerships with **World Cleanup Day** globally, and with **Pace e Bene, Non violent Campaign** in the USA, demonstrate tangible action on a grand scale that answer the call of the Wellness Moonshot of the **Global Wellness Institute**, joining together to shape the future towards a world free of preventable diseases.



Making Wellness More Accessible Globally

As fellow researcher **Global Wellness Institute**, Katherine Johnston said: “With the growing divide between those who have, and those who have not, Wellness Leaders must become Leaders in Wellness”.

We must dismantle the misconception that wellness is an exclusive luxury.

The next decade of the wellness movement will focus intensely on global equity and accessibility. True wellness requires creating simple, cost-free opportunities for healthy living that are accessible to everyone, regardless of geography, age, or socioeconomic status.

It's high time we reconnect with the rhythm of Nature and the sound advice our grand-mothers told us to be active, and feel at one with friends and community: “finish your veggies, go out and play with your friends, calm yourself or go on time-out, now it's time to go to bed, you have a big day ahead of you to make a difference in the world”.

Jean-Guy de Gabriac, founder of WWW was inspired by his grand-mother before she passed at age 101, full of joy and hopes that the 5 Pillars of Wellness can inspire millions of people to become “wellfluencers”, so they can have a positive influence on their friends, family and community. The world needs wellness more than ever, and more wellfluencers ;-)



CHAPTER 9

Conclusion: A Call to Action

Reinforcing WWW as a Global Movement

World Wellness Weekend is more than a three-day celebration, this year becoming a 4-day celebration in Spain from Thursday 17 until sunset on Sunday 20 September.

It is a year-round catalyst for global health transformation. Over the past ten years, we have proven that a decentralized, passion-driven, grassroots network can inspire real, lasting change across cities and nations worldwide with Wellness For All. Not just Wellness for **Clients**, but also Wellness for **Colleagues** (workplace wellbeing) and Wellness for underserved **Communities** (Hospitals, Senior homes, Orphanages, people with special needs...)

Invitation to Participate and Engage

We invite media organizations, corporate leaders, municipal governments, and wellness professionals to join us in this vital mission.

- **For the Media:** Help us share these stories of human transformation and bring preventative health education to the forefront of public awareness.
- **For Municipalities:** Partner with our ambassador network to activate your public spaces and design healthier, more vibrant urban environments.
- **For Corporations:** Build wellness deeply into your organizational culture to support and empower your global workforce.
- **For Businesses (Hotels, Resorts, Fitness / Sports clubs, Yoga / Pilates studios, Spas / Wellness centers):** Open your doors to the public, share your expertise and your enthusiasm: become a welcoming hub for wellness within your community. Rise as Wellness Champions, Shine as Wellness Heroes.

Vision for the Next Decade

As we look ahead to the next ten years, our vision is to see wellness more integrated into daily life, from the design of our cities and workplaces to our public health policies and school curriculums.

Together, let's continue to build a healthier, more resilient, and deeply connected world. Wellness starts with WE and grows with all of US.

The journey of the next decade begins today: everyone is welcome to be a part of it in their city as a participating venue, as a Wellness Champion, or Wellness Hero, or City Coordinator of World Wellness Weekend.



PRESS & MEDIA RECOGNITION

In recent years, World Wellness Weekend achieved remarkable global growth and media recognition, uniting wellness professionals, tourism leaders, fitness clubs, spas, hotels, and local communities across 187 countries.

To date, more than 10,990 venues have participated worldwide, organizing over 20,000 free and inclusive activities in 2,012 cities, representing a 75% increase in participation since 2023.

Media visibility reached unprecedented levels with 829+ pieces of press coverage, generating an estimated 10.7 million views, 2.79 billion combined audience reach, 851 million online readership, and a maximum domain authority score of 99.

The movement also generated over 6,000 social media posts and thousands of engagements, alongside TV and radio interviews on major international and regional networks.

Supported by 150+ Ambassadors and Coordinators, World Wellness Weekend continues to advance the United Nations Sustainable Development Goal #3 Good Health & Wellbeing for All, support the Wellness Moonshot of the **Global Wellness Institute** and the **European Week of Sport**, while inspiring millions worldwide to embrace healthier, more active, mindful, and inclusive lifestyles as often as they can. It feels GREAT to be WELL!

Find participating venues near you wellmap.org