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September 22 & 23, 2018

Connect with the best version of yourself
in **1,000** properties & **50** countries
with the support of a *Wellness Buddy*.

Scary reports from World Health Organization, with alarming rates of obesity, chronic disease and the gloomy prospect of growing old with sickness, prompt the urge to visit doctors, run check-ups & DNA tests. However, in our stress-fueled & entertainment-led society of instant gratification, instilling FEAR usually creates an effective, yet short-lived Angst, that does not always trigger sustainable changes, as people thoroughly *detox* for a few days, then "*re-tox*" the rest of the year.

JOY seem to be a much stronger driver than FEAR to encourage people to implement healthier lifestyles. When people are having FUN in Spas, Yoga studios, Fitness clubs that become vibrant social scenes, featuring exciting classes and instructors/youtubers/influencers, churn rates drop. Not only do people visit more frequently, but also, they encourage their friends to join and become their Wellness buddies, watching over each other's commitment for a healthier, richer & "*fun-er*" lifestyle.

Serving in a creative & original way, World Wellness Weekend (W³) is a **global event with local activities**, initiated in two countries last year, now building an amazing enthusiasm in **44 COUNTRIES** (*to this date*) with the active support of **30 Spa & Tourism Associations** (see [page 2](#)).

Hospitality groups, spas, beauty institutes, yoga/Pilates/dance studios, fitness clubs, and wellness communities... all see the clear benefit to register (for free), appear on the **World Wellness Map** and showcase the talent of their teams through FUN & creative wellness activities, *worth a photo or video*, at no charge for the public. For instance:

- ✓ **Yoga with a live musician, on the terrace at sunrise or sunset**
- ✓ **Yoga & Vino** (*open your chakras with asanas & taste-buds with wine-tasting*)
- ✓ **Sweat with Zumba, splash with Zumb'Aqua**
- ✓ **World Aufguss Championship** *organized by the W³ Ambassador in Norway*
- ✓ **Flash mob in bathrobe** (*dance, yoga*)
- ✓ **Wellness treasure hunt for kids & parents**
- ✓ **Sensorial workshops** (*massage, facial gymnastics, or eye yoga*)
- ✓ **Creative workshops** (*make up session, create your custom product or perfume, or write a Haiku*)



One of World Wellness Weekend's objectives is to remind people that, while **health is a relationship between your body & a doctor**; **Wellness is a responsible relationship between your body/mind and yourself**.

For owners & GMs to agree, with prospect of media coverage for PR managers, properties are encouraged to integrate World Wellness Weekend in their marketing & communication strategy, with (*for instance*):

- **"Fit & Well packages"** for locals to get fitter & more mindful with a "Wellness Buddy";
- enjoy an exciting weekend on Sept 22 & 23 with **"2-night Wellness package"**;
- and return thanks to **"3 steps to Wellness" bounce-back packages** (October thru December 31), with the first step being showing up on the September equinox to discover & try new fun wellness activities, that will instill a vibrant sensation: it feels GREAT to be WELL!

On a very practical level, properties connect to a **multi-lingual website** (English, French, Italian, soon in Spanish & German); register online within 3 minutes, appear on a World Wellness Map and a "Near You" search engine, that gets populated more & more each week, with the objective to gather 1,000 properties in 50 countries.

Contact : Jean-Guy de GABRIAC
Tel: +33 61 007 7777
jean-guy@weekend-wellness.com
Hashtag: #WWWell2018

Website (ENG, FR, ITA): <https://www.world-wellness-weekend.org>
Facebook: <https://www.facebook.com/WorldWellnessWeekend>
Instagram: www.instagram.com/world_wellness_weekend
Video clip: <https://www.youtube.com/watch?v=I3oKloC-oWw>

MORE DETAILS ABOUT W³ - WOLD WELLNESS WEEKEND



This joyful initiative is coordinated globally by **Jean-Guy de GABRIAC**, author, strategist & educator in Guest Experience since 2001, with the dynamic support of Wellness Ambassadors:

- **Nathalie ROY** in **CANADA** (Co-owner Spa Eastman Montréal, Founder Les Studios Imagine)
- **Ibalhù RODRIGUEZ** in **COLOMBIA** (Anthropologist, Psychotherapist, Sindamanoy Wellness Center)
- **Lutz HERTEL** in **GERMANY** (Executive President Deutscher Wellness Verband)
- **Rekha CHAUDHARI** in **INDIA** (Owner JCKRC, award-winning influencer for women in India)
- **Regis BOUDON-DORIS** in **ITALY** (Founder CEO Be a Business Spa & YOUSPA)
- **Kamal KHALIL** in **LEBANON** (Director, Spa and Recreation at Phoenicia Beirut)
- **Lasse ERIKSEN** in **NORWAY** (Development Manager Farris Bad, President Norwegian Badstu Association, Executive committee member Aufguss WM).

Properties in **44 COUNTRIES** (to this date) are preparing their participation: *Argentina, Australia, Austria, Azerbaijan, Belgium, Brazil, Canada, China, Colombia, Costa Rica, Croatia, Czech Republic, Cyprus, Dubai, Fiji, France, Germany, Greece, Hungary, India, Ireland, Italy, Japan, Jordan, Lebanon, Malta, Mexico, Netherlands, New Zealand, Norway, Pakistan, Philippines, Poland, Portugal, Puerto Rico, Romania, Russia, Singapore, Spain, Switzerland, Thailand, Turkey, UK, USA...*

30 Spa Associations are supporting W³: *ANETT (900 Mayors in France), Arizona Spa & Wellness Association, Asia Pacific Spa & Wellness Coalition, Asociacion Americana de Spa, Association Quebecoise des Spas, Associazione Italiana Saune & Aufguss, Association Aufguss WM, Auvergne Thermale, Balineae, Caribbean WE, CIDESCO, CNAIB-Spa, Cyprus Spa Association, Deutscher Wellness Verband, Dance & Creative Wellness, Eco Wellness & Travel Costa Rica, European Spa Foundation Poland, FIEPPEC, Hautes -Pyrénées Tourisme, International Sauna Association, Label Spa de France, Norges Bastulag, Rhône-Alpes Thermal, Route des Villes d'Eaux, South African Spa Association, Spa Industry Association (Day Spa & International Medical Spa), Spa Wellness International Council (Russia), UK Spa Association, Wellness Columbia, Wellness for Cancer...*

For instance, FIEPPEC (the Federation uniting 80 Aesthetic Schools in France) is **mobilizing 4,000 students for World Wellness Weekend** so that they can join & assist any of the Beauty Institutes affiliated to CNAIB-SPA, the largest historic Federation of aestheticians. They have both understood that W³ is an **opportunity for beauty professionals to reach out to the 92% of women who never go to a beauty institute.**

Iconic properties & groups have confirmed their participation: *Ambassades de Beauté Biologique Recherche, Anantara, Brisas Group Spas (4 properties), Bulgari, Corinthia, Chuan Spas - Langham Hotels (14 properties), Deep Nature, Fairmont Baku, Farris Bad, GOCO Retreats & Spas, Hapag & Llyod Cruises, Kamalaya Sanctuary, Mandarin Oriental Doha, Marriott (America, Europe & Middle-East), Massage Company, MATRIX (12 international offices & showrooms), Mayan Luxury Group, Miraval Arizona, Outrigger Fiji, Phoenicia Beirut, Rocco Forte, Serenbe, Six Senses, Spa Eastman, The Retreat MGallery the Palm, Victoria Jungfrau Interlaken, Waldorf Astoria the Palm, WTS International...*



Left to Right: Bebe Spa OUTRIGGER (Fiji),



FAIRMONT Baku (Azerbaijan),



WTS International (USA)



BIOLOGIQUE RECHERCHE is the first OFFICIAL SPONSOR of World Wellness Weekend, supporting the recruitment of a part-time Community Manager:

« We are very supportive of the new World Wellness Week-End initiative from Jean-Guy de Gabriac. Combining Wellness, Hospitality, and Personalization is at the core of what we strongly believe in at Biologique Recherche! »

Rupert Schmid and Pierre-Louis Delapalme Co-Chairmen Biologique Recherche