



WWW.WORLD-WELLNESS-WEEKEND.ORG



19-20  
SEPTEMBER  
2020



# PRESS BOOK 2020

January – June 2020

November 2019  
United Kingdom



# The Finalists UK Health Radio AWARDS 2019

The second year of the UKHR Awards attracted a huge amount of entries that left us quite overwhelmed! There are so many people making a difference in the Health and Wellness world. We want to thank everyone who was nominated. Rest assured it was no easy task to select the ones our Jury thought were the most outstanding for this year.

## OUTSTANDING CONTRIBUTION AWARDS FINALISTS:

### INDUSTRY:

- Jean-Guy de Gabriac - World Wellness Weekend
- Christoulla Boodram - The Chrissy B Show

### INDIVIDUAL:

- Christoulla Boodram
- Apollo Exconde
- Kirsten Hartvig
- Jason Pegler
- Helen Mary Perkins
- Scott Riley
- Wolfgang Sonnenburg
- Mark Spencer
- Dr. Spitzbart

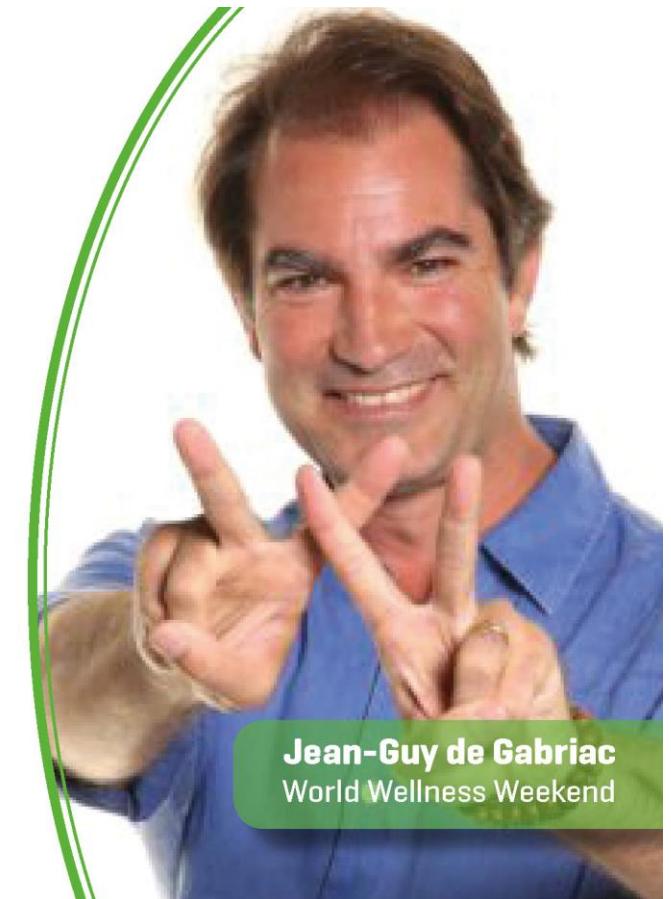
### COMPANY/GROUP:

- Healing Hotels of the World
- Public Health Collaboration
- Rainbow Well-being Center



▲ Awards 2019

December 2019  
United Kingdom



January 2020  
LATAM

Spa/Well  
mexicaribe



El World Wellness Weekend anima a las propiedades alrededor del mundo a abrir sus puertas durante un fin de semana de descubrimiento e iniciación, dedicado a gozar plenamente el buen vivir con amigos y familiares.

En 2019, durante su tercera celebración, más de 4,000 spas, salones, estudios de yoga, clubes de fitness y asociaciones deportivas en 120 países abrieron sus puertas e invitaron a huéspedes a descubrir actividades divertidas y creativas para impulsar la vitalidad, serenidad y belleza.

[www.world-wellness-weekend.org](http://www.world-wellness-weekend.org)

World Wellness Weekend encourages properties across the world to open their doors during a weekend of discovery and initiation, dedicated to the sheer joy of living well with friends and family.

During its third celebration in 2019, over 4,000 spas, salons, yoga studios, fitness clubs, sport associations in 120 countries opened their doors and invited guests to discover fun and creative activities to boost vitality, serenity and beauty.

[www.world-wellness-weekend.org](http://www.world-wellness-weekend.org)



### ARGENTINA

### BRASIL / BRAZIL



### MÉXICO / MEXICO



### PERÚ / PERU



January 2020  
LATAM



**SpaCast by  
Spa & Wellness  
mexicaribe**

**The spa and wellness industry podcast:**

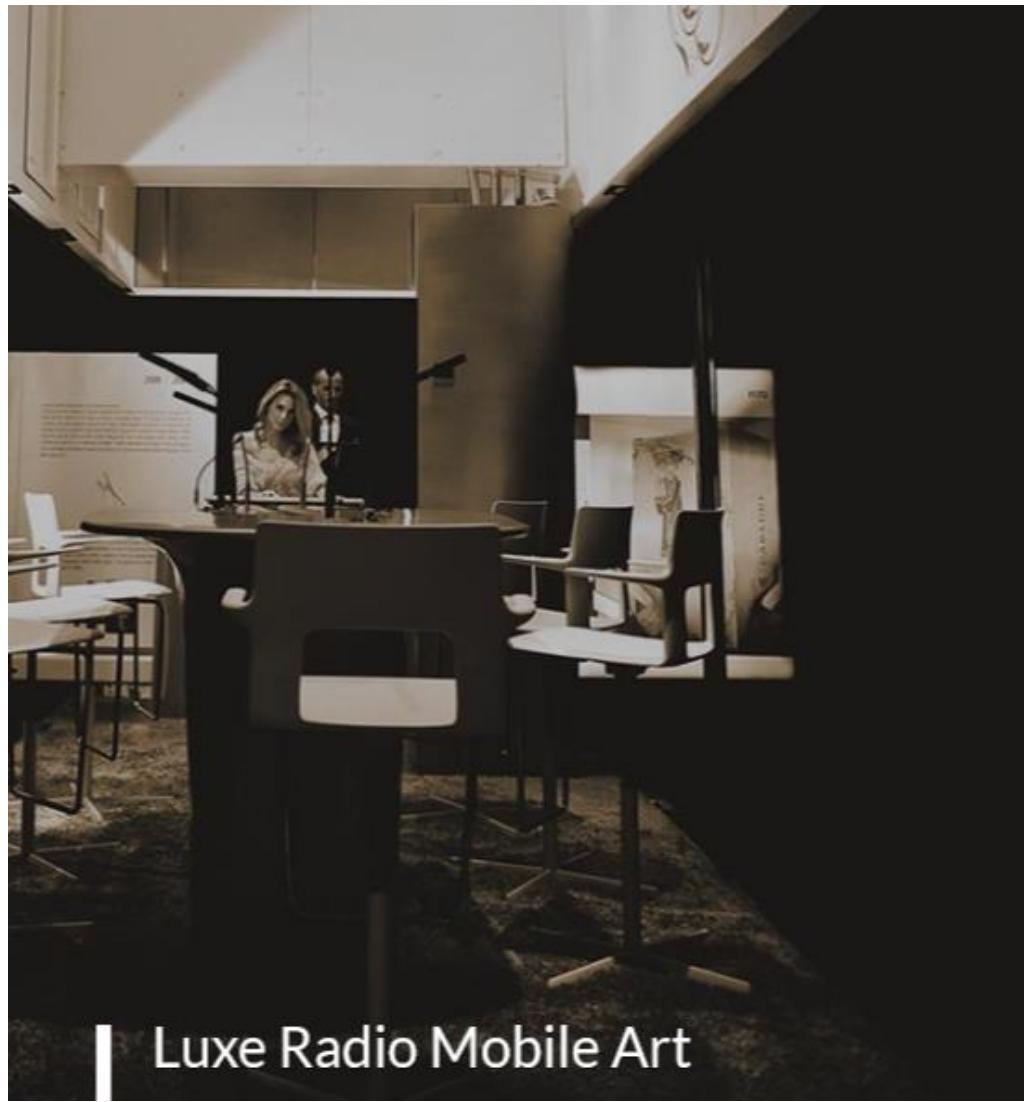
**Learn new skills, trends and the latest industry news from world-renowned experts**

**Episodes:**

- 11. ReadSoft: The Benefits of Spa Management Software
- 12. Women In Wellness with Julie Kader
- 13. The Magic of Seaweed: VOYA
- 14. LEMI: 30 Years of Comfort in the Spa Industry
- 15. CBD: The Ingredient Shaping the Industry with Cool Up Therapeutics
- 16. Del concepto a la ejecución con Diana Restituta
- 17. Sonotriptio en spa con Roberto Méndez López
- 18. El uso del maquillaje con Ana Paula Domínguez
- 19. Cómo utilizar aceites con Tatiana Cruz y Adriana Azuza
- 20. Nuevo indicador financiero con Carmelita Montedongo
- 21. Servicios vs experiencias de spa con Alejandro Villan
- 22. Rendirte en los urban spas con Mónica Hart de O.SPA.SALON
- 23. MicroalgaeToday vs microalgae Business Contour Latinamérica
- 24. Cancer Care with Christine Olmoc & Joanne Berry
- 11. From Concept to Operation: How to Design
- 12. Effective Facebook Marketing with Wanda Lopez
- 13. 9 Key Metrics for a Profitable Spa Business with Carmelita Montedongo
- 14. From Grid to TEAM with Susan Leahy
- 15. Creating a Signature Spa Ritual with John Grey de Galarza
- 16. How to Create a Successful Spa Retreat Experience with Trish Griswold
- 17. Top 10 Tips to Improve your Spa Retail
- 18. Inspire Spa Experiences with Seven Signs of Retail Life
- 19. Sustainability in Spas and Wellness, with Bonnie Baker of Sattva
- 20. Shaping the Future of Wellness, with Dale Ellis
- 21. How to Incorporate Wellness Into Your Marketing Plan and Product Offerings, with Darlene Pihak and Kris Marshall of D'west PR

[spowellnessmexico.com/spacast](http://spowellnessmexico.com/spacast)

**13 January 2020**  
**Morocco**



## Luxe Radio Mobile Art

[http://www.world-wellness-weekend.org/wp-content/uploads/2020/01/LUXE-Radio-Maroc-ITV-Jean-Guy-WWW-Janvier-2020.mp3?fbclid=IwAR1zhLPIW4ihLGDrk8XBMSH\\_SaVprBZzkOLFEA4Gqj2tE4szLyzzXt\\_U\\_2Y](http://www.world-wellness-weekend.org/wp-content/uploads/2020/01/LUXE-Radio-Maroc-ITV-Jean-Guy-WWW-Janvier-2020.mp3?fbclid=IwAR1zhLPIW4ihLGDrk8XBMSH_SaVprBZzkOLFEA4Gqj2tE4szLyzzXt_U_2Y)

Interview Jean-Guy de Gabriac  
About World Wellness Weekend  
MOROCCO

16 January 2020  
Morocco

CNM CHRONICS — 16 JANVIER 2020

# World Wellness Weekend : Interview du fondateur Jean-Guy de Gabriac

by COACHING NEWS MAGAZINE



Temps de lecture : 5 minutes

En exclusivité pour Coaching News Magazine, Jean-Guy de Gabriac, le fondateur du World Wellness Weekend nous livre une interview passionnante.



<https://coachingnews.ma/world-wellness-weekend-interview-exclusive-du-fondateur-jean-guy-de-gabriac/>

15 March 2020  
Italy



[https://spa-advisor.blogspot.com/?fbclid=IwAR3T7SQwiOp2RNqw\\_w5G8EKHR4x2yEbP1TI7FI9-n2ie47Roaqpgyz22aa78](https://spa-advisor.blogspot.com/?fbclid=IwAR3T7SQwiOp2RNqw_w5G8EKHR4x2yEbP1TI7FI9-n2ie47Roaqpgyz22aa78)

The image shows a screenshot of the SPA Advisor website. At the top, there is a decorative banner featuring a white flower, some green leaves, and a dark stone. To the right of the banner, the SPA Advisor logo is displayed with the words "Wellness Experience" underneath. Below the banner, a navigation menu includes links for HOME, PERCORSO BENESSERE, AUFGUSS, DETOX, EVENTI WELLNESS, WELLNESS EXPERIENCE, and FORMAZIONE. The main content area has a dark green background with a large, semi-transparent photograph of a woman in a blue sports bra and black leggings performing a shoulder raise exercise with pink dumbbells. Above the photo, the date "domenica 15 marzo 2020" is shown, followed by the section title "HOME FITNESS". A subtitle reads "Tante iniziative gratuite, app e siti utili per allenarsi a casa". The text discusses the challenges of physical activity during the COVID-19 pandemic, mentioning the need to adapt to new routines and the importance of fitness for health and well-being. It also refers to the "World Wellness Weekend". At the bottom of the page, there is a block of text about the benefits of home fitness and the importance of regularity.

domenica 15 marzo 2020

## HOME FITNESS

Tante iniziative gratuite, app e siti utili per allenarsi a casa

In questo periodo di emergenza e grande difficoltà, le recenti limitazioni al nostro modo di vivere ci hanno imposto la necessità di rallentare, fermarci, cambiare profondamente le nostre abitudini: dalla riduzione agli spostamenti alla socializzazione, dal modo di lavorare alla riorganizzazione della vita privata, fino a coinvolgere anche i ritmi dell'esercizio fisico.

E' indubbio, fare sport è fondamentale per restare in forma, in salute, di buonumore, e scaricare le tensioni. Normalmente tra impegni lavorativi, casa e famiglia è difficile trovare tempo per l'attività fisica, che rappresenta uno dei pilastri del benessere, secondo l'evento mediatico globale **World Wellness Weekend**.

Oggi costretti a cambiare prospettiva e radicalmente le nostre abitudini quotidiane, si sta valutando l'idea di organizzare attività fisiche fra le mura domestiche: non servono ampi spazi e attrezzi per l'home fitness, solo un abbigliamento comodo e un tappetino. Servono invece costanza, regolarità e determinazione, e soprattutto stabilire un obiettivo da raggiungere. Secondo gli esperti, basta concedersi 30 minuti di allenamento al giorno per non cedere agli aspetti negativi della pigrizia casalinga e della vita sedentaria, perché **Regolarità = Benessere**. Per ottenere i migliori risultati è consigliato svolgere l'attività fisica a digiuno, perché lontano dai pasti è possibile bruciare maggiori quantità di calorie. Quindi per iniziare bene la giornata prendiamoci cura di noi stessi, per il nostro benessere psicofisico e per affrontare le attività quotidiane con nuove energie!

## spa opportunities

<https://www.spaopportunities.com/digital/index1.cfm?mag=Spa%20Opportunities&codeid=3616&linktype=homepage&ef=n&ref=linkedin&extraref=decode>

## spa & wellness news

### EVENTS

#### World Wellness Weekend will take place in September

This year's fourth World Wellness Weekend (WWW) is billed to shake up perceptions of wellness and strive to help incorporate wellness into more people's routines.

Now in its fourth year, the WWW aims to highlight the importance of wellness and help people adopt healthier lifestyles – as well as foster positive relationships with their bodies and minds – by offering the public opportunities to take part in activities over the two day period.

According to the team behind WWW: "Too many people still perceive spas and salons as a luxurious activity for wealthy people and too many people think

that wellness is boring due to injunctions such as: take the stairs, walk 10,000 steps, drink water and reduce alcohol.

Founded by Jean-Guy de Gabriac, owner of consultancy and training company Tip Touch International, the event is scheduled for 19 - 20 September 2020 and will be celebrated by 5,000 properties from over 120 countries.

"COVID-19 is a reminder that being well and healthy should be our number one priority," said de Gabriac. "With half of humanity staying at home, the need to keep fit and flexible in our bodies and in our minds is essential."

[http://lelst/z3G3S\\_S](http://lelst/z3G3S_S)



■ This will be the fourth World Wellness Weekend event



“

COVID-19 is a reminder that health should be our number one priority

Jean-Guy de Gabriac

16 April 2020  
Russia



<https://cabinesrussie.ru/tpost/z4usevdb42-world-wellness-weekend-2020>

13-15 МАЯ 2020  
18-20 ИЮНЯ 2020  
МОСКВА, КРУГЛЫЙ СТОЛ  
2000+ БРЕНДОВ ПРОФЕССИОНАЛЬНОЙ КОСМЕТИКИ  
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НОН-СТОП МАСТЕР-КЛАССЫ

BEAUTY IS OUR DUTY

## Новости рынка

Здесь бьется пульс BEAUTY, SPA и WELLNESS бизнеса. Держите руку на пульсе!

Tout Мероприятия Новые продукты Статьи Wellness-дайджест Мнение эксперта



### INTERCHARM запускает Марафон «Поддержим медиков»

На протяжении многих лет проект INTERCHARM объединяет представителей сферы красоты, помогает им в развитии, создает возможности для роста, доказывает и подтверждает индустрию как в моменты подъема, так и в непростых ситуациях.

23.04.2020

### Три типа коронавируса

Научные исследования штаммов SARS-CoV-2 показали, что существует три типа коронавируса

21.04.2020

### Защита легких от коронавируса

Компания «Ледоконсультант» представляет специализированную программу повышения резистентности организма к вирусным и бактериальным инфекциям.

20.04.2020



### Расслабляющий самомассаж: пошаговое руководство

Умение лечить себе расслабиться и снять стресс в домашних условиях — лучший способ пережить период самоизоляции без ущерба для здоровья, без эмоциональных взрывов и перепадов настроения.

18.04.2020



### Дни красоты в Уфе

«Красивые дни» в Уфе пройдут в новые сроки

17.04.2020



### World Wellness Weekend 2020

Международный праздник велнеса в 2020 году пройдет 19-20 сентября. Свое участие в WWW-2020 подтвердили 5000 заледенелей индустрии красоты и здоровья 120 стран мира

16.04.2020

16 April 2020  
Russia



## World Wellness Weekend 2020

16.04.2020 МЕРОПРИЯТИЯ



19-20 сентября 2020

## World Wellness Weekend



Международный праздник велнеса в 2020 году пройдет 19-20 сентября. Свое участие в WWW-2020 подтвердили 5000 заведений индустрии красоты и здоровья из 120 стран мира.

Жан-Ги де Габриак, основатель WWW: "Здоровье — это наши отношения с медициной. Велнес — это наши отношения с самими собой, это вопрос нашей личной ответственности".

<https://cabinesrussie.ru/tpost/z4usevdb42-world-wellness-weekend-2020>

16 April 2020  
Russia



# World Wellness Weekend



19-20  
сентября  
2020



[https://www.instagram.com/p/B\\_C66nbl-m7/](https://www.instagram.com/p/B_C66nbl-m7/)



cabines\_rus • Abonné(e)  
Moscow, Russia

...

российские предприниматели  
красоты и здоровья. Тем более, что  
это очень просто!

Переходите на наш сайт ➡ ➡  
по ссылке в профиле, открывайте  
новость о WWW-2020 и вы найдёте  
описание условий участия и  
активную ссылку для регистрации!

1 sem



cabines\_rus @jeanguydegabriac  
#worldwellnessweekend  
#worldwellnessweekend2020  
#велнес  
#всемирныйвелнесвыходной  
#зож #пп  
#всемирныйвелнесуикенд

1 sem Répondre



29 J'aime

16 AVRIL

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Publier

20 April 2020  
United Kingdom

spa opportunities

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## DIARY DATES

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10-12 May 2020  
15th Asia Pool & Spa  
Expo  
China Import &  
Export Fair Complex,  
Guangzhou, China

17-20 May 2020  
GSN Buyers  
Conference - Green  
Spa Network  
Lake Tahoe,  
California, United  
States

09 Jun 2020  
ISA Summer  
Business Forum  
The Lodge at  
Ashford Castle, Cong,  
Ireland

10-12 Jun 2020  
Piscina & Wellness  
Mexico  
Centro Citibanamex,  
Mexico City, Mexico

**Fourth World Wellness Weekend will draw more  
people to the wellness cause**

SHARE ↗

By Megan Whitby 20 Apr 2020



*World Wellness Weekend was founded by Jean-Guy de Gabriac*

This year's fourth World Wellness Weekend (WWW) is billed to shake up perceptions of wellness and strive to help incorporate wellness into more people's routines.

Now in its fourth year, the WWW aims to highlight the importance of wellness and help people adopt healthier lifestyles - as well as foster positive relationships with their bodies and minds - by offering the public opportunities to take part in activities over the two-day period.

According to the team behind WWW: "Too many people still perceive spas and salons as a luxurious activity for wealthy people and too many people think that wellness is boring due to injunctions such as: take the stairs, walk 10,000 steps, drink water and reduce alcohol."

Founded by Jean-Guy de Gabriac, owner of consultancy and training company Tip Touch International, the event is scheduled for 19 - 20 September 2020 and will be celebrated by 5,000 properties from over 120 countries.

<https://www.spaopportunities.com/index.cfm?pagetype=news&codeID=345333>

22 April 2020  
United Kingdom

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Worldwide events listings for leisure professionals

Wednesday 22 April 2020

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20 Apr 2020

Fourth World Wellness Weekend will draw more people to the wellness cause



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Founded by Jean-Guy de Gabriac, owner of consultancy and training company Tip Touch International, the event is scheduled for 19 - 20 September 2020 and will be celebrated by 5,000 properties from over 120 countries.

The team believe the event will provide an opportunity for the industry to become more creative with activities which help people change their perception of and create a special bond with wellness.

"Coronavirus is a reminder that being well and healthy should be our number one priority," said de Gabriac. "With half of humanity staying at home, the need to keep fit and flexible in our bodies and in our minds is essential."

The event has secured the support and participation of 60 organisations and trade-bodies such as ISPA, IHRSA, Wellness Tourism Association, G3T and Green Spa Network.

WWW – a commercial undertaking – is an official partner of European Week of Sports – an initiative started by the European Commission to encourage people to be more active.

<https://www.leisurediary.com/newsdetail.cfm?codeid=345333>

# April 2020

## United States



<http://pulse.experienceispa.com/?fbclid=IwAR2NfXk26pm3YQGhtUrIEHQUAyaw8RVeSeZb0tn-2eKhggQ1P7mBBvnwJvc>

### MEMBER NEWS

CONTINUED

#### Member News

1. World Wellness Weekend, founded by Jean-Guy de Gabriac of ISPA member Tip Touch International, released details around the fourth edition of the two-day wellness event. Taking place this fall on September 19 and 20, World Wellness Weekend aims to raise the profile of wellness through fun, unique activities at spas around the world.

New initiatives for 2020 include an increased emphasis on inclusion and making wellness accessible to those with disabilities and/or special needs, as well as providing wellness support for healthcare providers in the wake of the COVID-19 pandemic. Says de Gabriac, "We encourage venues participating in World Wellness Weekend to invite nurses for a special fitness or mindfulness event, or organize a 60-minute wellness workshop for nurses and doctors in their local hospital or clinic." Spas can learn more about the event and register to participate at [world-wellness-weekend.org](http://world-wellness-weekend.org).

2. Four Seasons announced the launch of "Take the Leap", a three-part podcast series spotlighting tangible transformation through travel. Following the release of a global survey looking at varying perspectives on the value of time, Four Seasons further explores how travelers can make the most of this year's 366 days, through dynamic conversations with global adventurers. To listen, subscribe to "Take the Leap" on Spotify or Apple Podcast.
3. Grand Velas Riviera Nayarit will host its 2020 Wellness Getaway from May 1-3, featuring industry experts, fitness classes, self-awareness workshops, sessions on superfood and other mindful wellness activities. All special Wellness Getaway activities are included complimentary in the resort's nightly rate.



**29 April 2020**  
**South Africa**



<https://www.probeauty.co.za/post/plans-for-world-wellness-weekend-forge-ahead>



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Joanna Storkowicz • Apr 29 • 1 min read

## Plans for World Wellness Weekend forge ahead



Despite the radical uncertainty about the date of the re-opening of the Beauty, Spa and Tourism industries, the 4th World Wellness Weekend will be celebrated on 19 and 20 September 2020.

Says World Wellness Weekend founder, Jean-Guy De Gabriac: "Today, more than ever, health and wellness for all are a priority. Coronavirus is not only a pandemic, with an economic recession lurking, it is also a reminder that being well and healthy should our #1 priority to focus on proactive prevention to strengthening our immune system with rest, wiser choices in nutrition, physical exercise and R&R for our busy minds."

Newly appointed World Wellness Weekend Ambassador in Cape Town, Taryn Lilley, the spa manager at Cape Grace, adds: "Being a World Wellness Weekend Ambassador, it is my goal to reach as many health professionals as possible to spread the importance of the 5 Pillars of Wellness and to get everyone involved in celebrating this weekend of wellness globally."

"We are all going through challenging times and it is easy to get caught up in the negatives. Therefore, we need to try to focus on the things that we can control, like our thoughts, our health and our attitude or mindset. I am looking forward to growing this initiative in South Africa and can't wait to see all the exciting events that everyone has planned for it."

World Wellness Weekend is expected to be celebrated by 5,000 properties in 120 countries.

For more information about this global event, [click here](#)

2 May 2020  
United Kingdom

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<https://www.leisurediary.com/newsdetail.cfm?codeid=345402>

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Worldwide events listings for leisure professionals



Saturday 02 May 2020

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Event news

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01 May 2020

Gerry Bodeker, Marc Cohen and Anna Bjurstam to speak at virtual International Ayurveda and Yoga Conference  
Spa brand Subtle Energies has announced that this year's International Ayurveda and Yoga Conference will be hosted online with free entry for all.

29 Apr 2020

Belgin Aksoy says COVID-19 is a wakeup call  
In the era of coronavirus and lockdown, people all around the world are turning to wellness for support and comfort. On 13 June 2020 the ninth annual Global Wellness Day will be hosted to emphasise the importance of wellness and taking care of ourselves.

24 Apr 2020

Euphoria launches five-week virtual retreat inspired by Greek mythology  
Holistic Greek destination spa, Euphoria, has announced the launch of a free five-week immersive virtual retreat inspired by Greek mythology and the five elements.

20 Apr 2020

Fourth World Wellness Weekend aims to draw more people to the wellness cause  
This year's fourth World Wellness Weekend (WWW) is aiming to shake up perceptions of wellness and help incorporate wellness into more people's routines.

18 Apr 2020

HOTel&SPA 2020 cancelled – next event will be May 2021  
Vladi Kovanic, director of VK Organisation – organiser of Forum HOTel&SPA – has cancelled the event for 2020.

31 Mar 2020

Expo 2020 Dubai likely to postpone until 2021 due to COVID-19 outbreak  
Expo 2020 Dubai has announced that it will likely postpone the event by a year in the wake of the COVID-19 outbreak.

26 Mar 2020

BALPPA moves annual expo to November  
The British Association of Leisure Parks, Piers and Attractions (BALPPA) has postponed its upcoming expo and tradeshow in the wake of the COVID-19 pandemic.

25 Mar 2020

'Heal the world' – Deepak Chopra calls us all to action with global meditation event  
Deepak Chopra's wellness company – Chopra – has partnered with The Well to unite people in a call to action to stay home and have hope through a free live-streamed global meditation event called H(om)e.

**10 May 2020  
International**



**Professional Beauty presents The World Spa &  
Wellness Conference, 12-14 May 2020**

A three day online conference for the spa industry to discover insights and answers from around the globe, to educate, inspire and grow. Webinars will be hosted by world-leading experts, preparing businesses to reset and re-open their doors when it's time for the industry to kick-start again.

[Sign up for free here](#)

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In partnership with:



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**These are some of the sessions not to be missed:**

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# 12 May 2020 International



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A three day online conference for the spa industry to discover insights and answers from around the globe, to educate, inspire and grow. Webinars will be hosted by world-leading experts, preparing businesses to reset and re-open their doors when it's time for the industry to kick-start again.

[Sign up for free here](#)

In partnership with:



These are some of the sessions not to be missed:

### Tuesday 12th May

#### 11:00am (GMT+1): The Future of Wellness Tourism

Panel discussion with:

- Charles Davidson, Co-owner Peninsula Hot Springs, Chair x Hot Springs x Initiative of the Global Wellness Institute (AUSTRALIA)
- Dr. Marc Cohen, Founder Extreme Wellness Institute, Board Member Global Wellness Summit (AUSTRALIA)
- Mark Hennbry, Chairman Ensana Health Spas / Vice Chairman Danubius Hotel Group (UK)
- Thomas Bauer, COO at VAMED Vitality World (AUSTRIA)



### Wednesday 13th May

#### 1:00pm (GMT+1): The Future of Wellness Tourism

Panel discussion with:

- Andrew Gibson, Senior VP Senior Chairman Wellness Tourism Association (USA)
- Katherine Droga, Founder Droga & Co. Founder Wellness Tourism Summit (AUSTRALIA), Chair x Wellness Tourism x Initiative of the Global Wellness Institute
- Trent Munday, Senior Vice President International Mandara Spas (MALAYSIA)
- Camille Hoeb, President Wellness Tourism Worldwide (USA)
- Adam Glickman, Principal Parallax (USA)
- Jean-Claude Baumgarten, Former President & CEO World Travel & Tourism Council (FRANCE)



### Thursday 14th May

#### 3:00pm (GMT+1): Making the Spa & Wellness industry relevant with the

United Nations' 17 SDGs

- Roland Schatz, Founder United Nations Global Sustainability Index Institute Foundation
- Gareth Presch, Founder World Health Innovation Summit, Expert in SDG 3 with the United Nations Global Sustainability Index Institute, Vice Chair of the « Supporting the UN's 17 SDGs » Initiative of the Global Wellness Institute (UK)
- Dr. Manuela Boyle, Public Health/Certified Practitioner for Functional Medicine/Published Author/International Speaker/Expert Advisor of WHIS and SDG3 (AUSTRALIA)



12 May 2020  
LATAM



SpaWell Mexicaribe  
@SpaWellMex

#WorldWellnessWeekend lanza su nuevo sitio web con muchas características mejoradas, proporcionando visibilidad a profesionales del bienestar en todo el mundo

[world-wellness-weekend.org](http://world-wellness-weekend.org)

Read #SpaWellnessMexiCaribe  
[bit.ly/SWMC37](https://bit.ly/SWMC37)

[Traduire le Tweet](#)



6:01 PM · 12 mai 2020 · Hootsuite Inc.

# 12 May 2020 International



<https://www.facebook.com/TheInternationalMassageAssociation/videos/565677877700372>



The International Massage Association  
le 21 mai à 15:00 ·

...

In order to learn you need to listen.

Topic 1: World Wellness Weekend

- 1) What is it?
- 2) How can massage therapists and spa owners benefit from taking part?
- 3) How can massage/Spa schools benefit from it?

Topic 2: Signature massage

- 1) What is a signature massage?
- 2) Why have one?

Topic 3: the World Championship in Massage

- 1) Why are Championships popular?
- 2) What is it the participants can gain from it?
- 3) What is that the school owners can gain from it?
- 4) What is it the teachers could gain from it
- 5) What is it the Sponsors can gain from it?

Please share this podcast in order to promote the Massage and Spa profession.



69

10 commentaires 92 partages

15 May 2020  
United Kingdom



UK Health Radio™  
real "feel good" radio ...

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11:00 Click  to Play

UK Health Radio, your global station for expert health & wellness information!

Johann Ilgenfritz, CEO

Voices of Courage  
Presenter Ken D. Foster

Spotlight Show  
Presenter Janey Lee Grace

### TheWayForward

**Jean Guy – World Wellness, Cali White – Treesisters gets involved, Paula Love Clark – 2 books out. Jon Mason – Healing from a distance, JT and Daniel Tal Mor all about Lumen**



Presenter

**Stewart St Clair**

 listen  read  share

<https://www.ukhealthradio.com/blog/episode/jean-guy-world-wellness-cali-white-treesisters-gets-involved-paula-love-clark-2-books-out-jon-mason-healing-from-a-distance-jt-and-daniel-tal-mor-all-about-lumen/>

20 May 2020  
Russia



<https://cabinesrussie.ru/tpost/b835blm33b-httpswwwworldwellness-weekendorg-teper>

## [https://www.world-wellness-weekend.org – теперь на русском языке!](https://www.world-wellness-weekend.org)

20.05.2020 МЕРОПРИЯТИЯ



Главная страница

Карта Велнесс

Приглашения WWW

о WWW

FAQ

Зарегистрируйте свой объект



**World Wellness Weekend** запустил новый сайт с интересными возможностями для всех, кого привлекают идеи велнесса. Теперь сайт работает на 11 языках: французском, английском, испанском, итальянском, португальском, голландском, греческом, русском, арабском, хинди и малайзийском.

В роли переводчиков выступили 50 Послов WWW, которые стремились сделать все возможное, чтобы в их странах предприятия индустрии красоты и велнесса легко могли:

- Ознакомиться с концепцией WWW и условиями участия
- Заявить о своих планах проведения WWW
- Указать свою ГЕО-ЛОКАЛИЗАЦИЮ в один клик
- С каждым днем и с каждым годом улучшать свое ЗДОРОВЬЕ

В разделе БЛОГ вы сможете ознакомиться с советами экспертов и участников WWW по всем пяти направлениям велнесса:

22 May 2020  
International



<https://worldchampionship-massage.com/video-podcast-with-jean-guy-de-gabriac/>

# World Championship Massage 2021

Next Championship June 19th – 20th 2021 in Copenhagen

HOME REGISTRATION 2021 NEWS RULES PROGRAM THE INTERNATIONAL MASSAGE ASSOCIATION ▾



News

## Video podcast with Jean-Guy de Gabriac

May 22, 2020 admin ima, international massage association, topspafest, world championship in massage, World Wellness Weekend

Here you can see IMA Founder Jeppe Tengbjerg doing an Interview with Jean-Guy de Gabriac ([Tip Toch International](#)), about [World Wellness Weekend](#) and how massage therapists should re-starting or/and re-opening their clinics and Spa's.

They are also having talks about championships, future massage educations and what great events to look forward to after the Covid has passed.

### Topic 1: World Wellness Weekend

1. What is it?
2. How can massage therapists and spa owners benefit from taking part?
3. How can schools benefit from it?

24 May 2020  
LATAM



Destinos

## Sin confinamientos la Auvernia verde y termal

24 mayo, 2020 · Susana Menéndez · Auvernia



El fin del confinamiento llegó en Auvernia verde y termal en Francia hace dos semanas y el acceso a los sitios naturales está permitido.

Auvernia es una zona verde poco golpeada por la epidemia de Covid-19.

<https://www.wellnessdestiny.org/auvernia-verde-termal/>

# June 2020 United States

## JUNE PULSE

The cover of Pulse magazine features several sections: "30 Years Strong" (with a photo of Ruth Stricker), "The Do's and Don'ts of Renovation" (with a photo of a man and woman), "Conversations with Seth Mattison" (with a photo of Seth Mattison), and "A Moment Not to Be Missed" (with a photo of a group of people). The bottom left corner shows a sketch of a spa interior.

**PULSE.EXPERIENCEISPA.COM**

## "A MOMENT NOT TO BE MISSED" WORLD WELLNESS WEEKEND 2020 | SEPTEMBER 19-20

BY  
JAMISON  
STOIKE



IN JUST A FEW YEARS, World Wellness Weekend has grown into one of the world's premier celebrations of wellness and a compelling demonstration of the power of spa. And although only a year has passed since the last weekend event, World Wellness Weekend 2020 will likely be held in a vastly different world due to the scope and impact of the global COVID-19 pandemic.

Perhaps now more than ever, the world is primed to develop a deeper appreciation of wellness—coronavirus has served as a wake-up call for many. “Is it going to be just this one time?” says World Wellness Weekend founder Jean-Guy de Gabriac. “We don’t want to live in fear, but we need to act.” The wellness-centric lifestyle championed by de Gabriac’s two-day event and by spas worldwide is key to strengthening our immune systems and reducing risk factors such as obesity. As a spa professional, World Wellness Weekend 2020 is your opportunity to put your spa or business front-and-center in your community as a conduit to a healthier life.

Accordingly, de Gabriac hopes that participating spas reach out to healthcare workers during this year’s event. “We should extend the #wellness life to nurses,” de Gabriac says. “They are overworked, underpaid, on the verge of burnout. Spas should open their doors



and say, ‘you are welcome here.’” As part of an outreach program to local healthcare workers and first responders, de Gabriac suggests focusing on “serenity, breathing and healthy grieving” due to the mental and emotional toll of working on the frontlines of the COVID-19 pandemic.

Despite this, World Wellness Weekend 2020 will remain an upbeat, positive event. de Gabriac anticipates approximately 5,000 participating venues from 120 countries this year, up from 2,363 participants from 98 countries last year. Participants should treat the event as a holiday, like Valentine’s

Day or Mother’s Day; an opportunity to bring back old customers, attract new ones and offer unique packages and deals.

The centerpiece of any participating spa’s celebration, however, will be a free 60-minute activity that opens new doors of wellness for the local community. The best events, says de Gabriac, are not by-the-book. Rather, they are outside-the-box experiences, for “wellness has to be experiential” to truly connect with those new to spa. “This industry needs to always reinvent itself for its guests,” de Gabriac adds. “We need to add fun to the mix.”

*“We should extend the #wellness life to nurses. They are overworked, underpaid, on the verge of burnout. Spas should open their doors and say, ‘you are welcome here.’”*



### Encouraging Accountability

World Wellness Weekend is about encouraging a healthy lifestyle all year long—not just for one weekend or for one trip to the spa. Here are two ways to gently encourage your guests (or your staff) to stay accountable and dedicated to their wellness journey:

**1** Make a “wellness donation to themselves.” Direct those who attend your World Wellness Weekend event to set up a reward system for living well—for example, setting aside a small amount for each week in which they exercised regularly, or for each consecutive day that they eat healthily. Then, at the end of the year, they can donate this money to a local charity that encourages wellness in others.

**2** Find a “wellness buddy.” Encourage participants and staff to find a wellness buddy. This can be someone they go to the gym with, cook healthily with and regularly check-in with about their wellness journey. Make sure that both they and their wellness buddy feel empowered to hold each other accountable.

**SIGN UP  
TO CELEBRATE!**

Interested in joining 5,000 spas in more than 120 countries for the celebration? Register online at [world-wellness-weekend.org](http://world-wellness-weekend.org). Registering will put you on the official map of participating venues and open up helpful resources for designing and promoting your free wellness event.

## June 2020 United Kingdom



### News

#### *inbrief*



// **World Wellness Weekend**, founded by consultant **Jean-Guy de Gabriac**, has launched its new website [world-wellness-weekend.org](http://world-wellness-weekend.org), which now facilitates 11 languages such as Arabic and Hindi, a "one-click geo-locator" for finding nearby wellness professionals, and a Wellness Pledge to promote positivity. Also newly available is online registration and a wellness blog.

3 June 2020  
United States



<https://www.facebook.com/TheInternationalMassageAssociation/videos/308360426845386>

The International Massage Association · le 3 juin à 15:00 · [...](#)

Due to the great interest in Jean-Guy de Gabriac's interview 2 weeks ago, IMA Founder Jeppe Tengbjerg has asked follow-up questions.

Topic 1) = World Wellness Weekend - How can Associations benefit from it?

Topic 2) = Where is the massage and spa profession headed?

Topic 3) = Marketing Tips for Massage Therapists

In order to learn - We need to [listen](#).

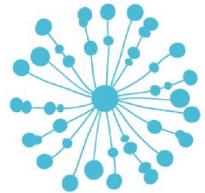
Please share this podcast to all relevant therapists and key players in our Profession.



45

3 commentaires 51 partages

10 June 2020  
Asia Pacific



ASIA PACIFIC

SPA & WELLNESS COALITION



The image features a promotional slide for a webinar. At the top right is the Asia Pacific Spa & Wellness Coalition logo, which consists of a circular arrangement of blue dots of varying sizes. Below the logo, the text "ASIA PACIFIC SPA & WELLNESS COALITION" is written. The main title "A NEW LOOK FOR THE SPA & WELLNESS INDUSTRY" is displayed in large, bold, white capital letters. Underneath it, a subtitle reads "USING TECHNOLOGY TO MAINTAIN AND DEVELOP YOUR BUSINESS". The date and time "10 JUNE 2020 | 18:30 - 19:30 SGT" are shown in white text. A section titled "Speakers:" includes two small profile pictures: a man with short brown hair and a woman with long dark hair, both smiling. To the right of the speakers' section is a block of text explaining the relevance of technology in the industry during lockdown. Below this, another block of text lists the speakers' names and their respective roles. At the bottom, there is information about the partnership with Stenden Thailand and a call to action for registration via Webex or Facebook live streaming.

ASIA PACIFIC SPA & WELLNESS COALITION

# A NEW LOOK FOR THE SPA & WELLNESS INDUSTRY

## "USING TECHNOLOGY TO MAINTAIN AND DEVELOP YOUR BUSINESS"

10 JUNE 2020 | 18:30 - 19:30 SGT

Speakers:



As the use of technology is becoming increasingly important for spa & wellness industry, the lockdown is a good opportunity to look at the means of technology your company is currently using and think about how you can develop these further, or start to implement technology trends for your companies' benefit.

Speakers: Jean-Guy de Gabriac founder of TIP TOUCH International and World Wellness Weekend and Ankeeta Sekhri marketing and communication professional at GOCO Hospitality

Asia Pacific Spa & Wellness Coalition in partnership with Stenden Thailand, part of NHL Stenden University

 Register @ <https://meetingsapac17.webex.com/meetingsapac17/j.php?MTID=m140659edba709c39f8629529aea484ad>

 live stream on Facebook @AsiaPacificSpaWellnessCoalition

<https://www.facebook.com/AsiaPacificSpaWellnessCoalition/video/1389423387914223>

12 June 2020  
United Kingdom



UK Health Radio, your global station for expert health & wellness information!

11:00

Click  to Play

**Voices of Courage**

Presenter  
Ken D. Foster

**Spotlight Show**

Presenter  
Janey Lee Grace



#### TheWayForward

*Jean-Guy – World Wellness weekend update, Cali White – Treesisters update, Michele Kaye Nia – how good it is, JT and Meghna Patel the UK distributor of Hope's Relief*



Presenter

**Stewart St Clair**

 [listen](#)    [read](#)    [share](#)

<https://www.ukhealthradio.com/blog/episode/jean-guy-world-wellness-weekend-update-cali-white-treesisters-update-michele-kaye-nia-how-good-it-is-jt-and-meghna-patel-the-uk-distributor-of-hopes-relief/>

14 June 2020  
International



Gareth Presch



Jean-Guy de Gabriac



SUNDAY 14TH JUNE @7PM GMT LIVE DISCUSSION WHIS TALKS

[WWW.FACEBOOK.COM/WHISTALKS/](https://www.facebook.com/WHISTalks/)  
[WWW.WHIS.UK](http://WWW.WHIS.UK) #WHIS #SDGS



<https://www.facebook.com/WHISTalks/videos/778098696056017>

**16 June 2020**  
**France**

**WEBINAIRE**

**16 juin 19H00**

**Présentation**  
**World Wellness Weekend #4**

Modérateur :  
Anne-Sophie Gamelin, rédactrice en chef  
BEAUTY FORUM

Animé par

**Jean-Guy de Gabriac**  
Ambassadeur mondial du bien-être



**Catherine Sertin**  
Directrice de l'école  
Catherine Sertin



**BEAUTY FORUM**



**Pradip Bala**

**World Wellness Weekend**

**Catherine Sertin**

**Muriel Masiero**

**Anne Sophie Gamelin**

<https://www.facebook.com/BeautyForumFrance/photos/a.118617135157666/1153097345042968/>

# June - July 2020 United Kingdom



**World Wellness Weekend returns for 2020**

**GLOBAL:** The fourth annual World Wellness Weekend is aiming to 'Make a Difference in Global Wellbeing' following the impact of the Covid-19 pandemic.

From September 19-20, more than 5,000 spa and wellness centres in 120 countries will unite in a celebration of health, according to the event's founder, Jean-Guy de Gabriac.

"As 90% of Covid-19 fatalities suffered from obesity or non-communicable diseases, we can say that health is the new wealth," says de Gabriac. "The fourth World Wellness Weekend will address the five pillars of sleep, nutrition, vitality, serenity and solidarity with fun, meaningful, free 60-minute activities to boost morale and strengthen immunity."

This year, there will be an additional focus on inclusion. In association with the International Health, Racquet & Sportsclub Association, the event will help connect with people with disabilities and special needs, encouraging fitness and spa professionals to find ways to make their business more accessible.

There will also be a push to engage with healthcare workers to promote their greater wellbeing.

De Gabriac says the event is striving to increase participation across the globe through a range of new developments.

"Our brand-new website, in 11 languages, encourages thousands of venues in over 100 countries to register online and promote their wellness activities year-round as well as on World Wellness Weekend," he says. "A one-click geo-locator called 'Locate Me', shows the nearest registered venues with options for the public to share on social media and encourage their wellness buddies to tag along."

[www.world-wellness-weekend.org](http://www.world-wellness-weekend.org)

[www.europeanspamagazine.com](http://www.europeanspamagazine.com)

16 June 2020  
France



Le Magazine de l'Innovation Spa & Wellness à 360°

[https://www.senseofwellness-mag.com/toute-les-actualites-spa-et-wellness/actus/salons-evenements/item/2386-world-wellness-weekend-5-000-établissements-pour-la-4e-edition?utm\\_source=newletter\\_7163&utm\\_medium=email&utm\\_campaign=world-wellness-weekend-veut-atteindre-les-5-000-établissements-reouverture-des-thermes-d-auvergne-lancement-du-campus-de-l'esthetique-et-du-spa-e-cosmetic-360-open-innovation-reprise-reprise-des-offres-d-emploi](https://www.senseofwellness-mag.com/toute-les-actualites-spa-et-wellness/actus/salons-evenements/item/2386-world-wellness-weekend-5-000-établissements-pour-la-4e-edition?utm_source=newletter_7163&utm_medium=email&utm_campaign=world-wellness-weekend-veut-atteindre-les-5-000-établissements-reouverture-des-thermes-d-auvergne-lancement-du-campus-de-l'esthetique-et-du-spa-e-cosmetic-360-open-innovation-reprise-reprise-des-offres-d-emploi)

SALONS & ÉVÉNEMENTS

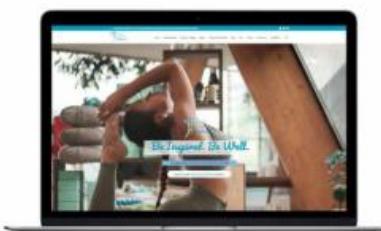
## World Wellness Weekend, 5 000 établissements pour la 4e édition

Publié le mardi, 16 juin 2020

En 3 ans, le **World Wellness Weekend** a été célébré par 2 356 établissements dans 98 pays. 60 organisations soutiennent cet événement qui se déroule le troisième weekend de septembre. Pour cette 4e édition, le fondateur de l'événement, **Jean-Guy de Gabriac**, veut atteindre les 5 000 établissements dans 120 pays.



Un nouveau site web



Objectif ambitieux pour cette 4e édition et pour y parvenir **Jean-Guy de Gabriac**, aidé de ses 50 ambassadeurs, a lancé un nouveau site web : [www.world-wellness-weekend.org](http://www.world-wellness-weekend.org) avec de nombreuses fonctionnalités pour donner plus de visibilité aux professionnels du bien-être dans plus de 100 pays.

Désormais, le site sera en 11 langues : Français, Anglais, Espagnol, Italien, Portugais, Néerlandais, Grec, Russe, Arabe, Hindi et Malais, afin que les établissements de leurs villes

## 20 June 2020 France



Le Magazine de l'Innovation Spa & Wellness à 360°

<https://www.senseofwellness-mag.com/les-acteurs-des-spas-les-spa-people-et-professionnels-du-spa/acteurs-du-spa/interviews/item/2397-world-wellness-weekend-deux-nouveaux-ambassadeurs-pour-la-france>

INTERVIEWS & COUPS DE COEUR

### World Wellness Weekend : deux nouveaux ambassadeurs pour la France

Publié le samedi, 20 juin 2020



La France s'est particulièrement bien mobilisée en 2019 et 96% des établissements reconduisent leur participation au **World Wellness Weekend** les 19 et 20 septembre 2020. Afin de continuer sur cette dynamique, **Jean-Guy de Gabriac** a choisi deux Ambassadeurs fédérateurs pour l'hexagone : **M. Romain Dupont** (notre photo à droite), président du Label Spas de France qui regroupe plus de 200 Spas et **Mme Catherine Sertin** (notre photo à gauche), fondatrice et directrice de l'école éponyme, qui nous explique son engagement pour cette 4e édition.

**Dès la première édition du World Wellness Weekend, vous vous êtes mobilisée avec le dynamisme que l'on vous connaît. Maintenant vous êtes l'Ambassadrice France. Qu'est-ce qui vous séduit dans le WWW ?**

**Catherine Sertin :** Cet événement consiste à faire découvrir au grand public nos métiers du bien-être et de la beauté mais aussi à attirer une clientèle de proximité. Pour cela, chaque partenaire va créer une animation ou événement et communiquera auprès d'une large clientèle grâce au site [www.worldwellness-weekend.org](http://www.worldwellness-weekend.org). Après la période complexe que nous venons de traverser durant le confinement et la complexité économique qui en découle, nous souhaitons être présents auprès de nos entreprises partenaires afin de promouvoir leur activité via un événement fédérateur comme le World Wellness Weekend qui est une opportunité à saisir pour dynamiser notre secteur et séduire de nouveaux client(e)s.

**L'école Catherine Sertin a décidé de remercier les soignants qui subissent cette épidémie en première ligne. Expliquez-nous cela.**

**C.S. :** Le Week-end Mondial du Bien-être qui se déroulera les 19 et 20 septembre 2020 nous semble tout à fait opportun pour offrir un moment de bienveillance au personnel médical. En partenariat avec Christine Salaun Chevalier qui préside le Fonds de dotation EREEL qui accompagne les femmes atteintes de cancer, nous allons inviter les soignants pour une demi-journée beauté le samedi 19 septembre. Nous proposerons des soins visage et des soins corps ainsi que des poses de vernis et des mises en beauté. Le tout autour d'une pause gourmande grâce au partenariat d'une école hôtelière.

**Comme chaque année, vos élèves sont mobilisés mais vous souhaitez aussi dynamiser les autres établissements adhérents de la FIEPPEC.**

**C.S. :** Effectivement Isabelle, le Week-end Mondial du Bien-être peut permettre d'apporter une dynamique aux entreprises et donner l'occasion aux élèves des écoles de la FIEPPEC de participer à une action commerciale et d'en évaluer les retours clients. Pour les entreprises, c'est mettre en avant des offres attractives et bénéficier d'un stagiaire en soutien pour cet événement, puisque la FIEPPEC a confirmé que les 85 écoles d'esthétique adhérentes proposeront des stagiaires aux instituts et Spas qui en feront rapidement la demande. Nous sommes également soutenus par la CNAIB Spa qui encourage ses nombreuses adhérentes à se mobiliser ainsi que par M. Damien Freyther de la Maison Jean d'Estrées et par M. Fabrice Fontanel du Groupe ISIS et Lovely Spa Paris. Une mobilisation qui ne fait que commencer...

Nouveau site web : [www.world-wellness-weekend.org](http://www.world-wellness-weekend.org)

23 June 2020  
France

## JEAN-GUY DE GABRIAC



<http://www.monguidethalassospa.fr/fr/jean-guy-de-gabriac-196.php>



Notre credo à tous... Savourer joie de vivre et harmonie pour vivre en pleine forme, aussi longtemps que possible... Jean-Guy de Gabriac le fondateur de cet événement, réalise à nouveau notre rêve lors du Weekend Mondial du Bien-être / World Wellness Weekend les 19 et 20 septembre?

Voilà depuis 3 ans que Jean-Guy réunit la planète entière le temps d'un week-end pour nous faire découvrir ou redécouvrir l'enchante ment d'une tête heureuse dans un corps sain...

**Vous êtes le fondateur du Weekend Mondial du Bien-Etre, une initiative française célébrée dans 98 pays l'an dernier... Donnez-nous vos sentiments... Ce goût d'être en harmonie avec soi-même ne se fait-il pas urgentement ressentir...**

Absolument ! Le Covid19 nous rappelle brutalement notre rapport à notre mortalité et nous a obligé à nous concentrer sur l'essentiel durant le confinement. Aujourd'hui plus que jamais, alors que la vie reprend son cours, et que les établissements thermaux, les spas réouvrent, la santé et le bien-être physique et mental sont au cœur de toutes les préoccupations. Les manifestations sociales actuelles dans le monde entier ajoutent une dimension supplémentaire : il ne s'agit pas seulement d'être bien en soi, il s'agit d'être mieux ensemble. Les populations exigent des gouvernements plus de justice sociale, plus d'équité.

23 June 2020  
Italy

# Voyager

-magazine

di luoghi, d'uomini, di cultura e d'altre storie.

<https://www.voyager-magazine.it/accoglienza/ben-essere/a-meta-settembre-ritorna-il-world-wellness-weekend-2020/?fbclid=IwAR1CVPj8OVRYOhm-zuZk3M4GjFXmtsCVlut9DrHkLhsHIhbKvZVJW-BW3Qbw>

# Voyager

-magazine

di luoghi, d'uomini, di cultura e d'altre storie.



HOME METE ITALIA METE ESTERO ENOGASTRONOMIA CULTURA AC



## A metà settembre ritorna il World Wellness Weekend 2020



DI REDAZIONE - 23 GIUGNO 2020

BEN ESSERE

Il World Wellness Weekend è un evento a porte aperte che avviene ogni anno in contemporanea in tutto il mondo: il 19 e 20 Settembre 2020 sarà un fine settimana dedicato al wellness nella concezione più ampia del termine. Qualsiasi struttura pubblica o privata può partecipare organizzando un'attività gratuita, creativa ed originale di almeno 60min per attirare nuovi clienti e diffondere la cultura del benessere.



I settori coinvolti possono essere vari, seguendo la logica dei 5 pilastri del benessere. Quindi parliamo di ristoranti, associazioni sportive, palestre, scuole di danza, spa, terme, centri estetici, centri olistici, agriturismi, associazioni culturali, e tantissimi altri. L'evento riceve il sostegno di 60 organizzazioni comprese le Nazioni Unite - Istituto dell'Indice di sostenibilità globale. 6 Governi e 23 sindaci in tutto il mondo si sono impegnati a promuovere l'evento.

Nel 2019 si sono registrate gratuitamente sul sito World Wellness Weekend 2356 strutture provenienti da 100 paesi. Il 60% delle strutture partecipanti ha organizzato le attività (una media di 4 differenti) in entrambi i giorni del fine settimana. Ogni attività ha attratto una clientela media di 40 persone e fino a 2500 persone negli eventi più grandi come l'Eco-Reserve Moron in Argentina. A livello mediatico si è stimato un pubblico di circa 224 milioni di persone.

24 June 2020  
Mexico



[https://www.facebook.com/watch/live/?v=1217410108598908&ref=watch\\_permalink](https://www.facebook.com/watch/live/?v=1217410108598908&ref=watch_permalink)

Miércoles a las 19:30hrs  
con Yazmin Olguin

LIVE

Invitado Especial  
**Francisco Lugo**  
Embajador World Wellness Weekend México

MÁXIMA  
97.5 FM HD

Powered by  
 StreamYard

Two video feeds are shown side-by-side. On the left, a woman wearing headphones and a grey top is smiling. On the right, a man in a grey blazer and dark shirt is sitting on a couch, also wearing headphones. Both are in what appears to be a studio setting.

10 formas de vivir una vida manera más tranquila

# July-August 2020

## France

**Sense of Wellness**  
Le Magazine de l'Innovation Spa & Wellness à 360°  
www.senseofwellness-mag.com #15 Eté Summer 2020 | 15€

**Destination RÉOUVERTURE SPAS**  
Comment les exploitants réagissent face à la crise du Coronavirus ?

**Tendances**  
Hôtellerie et Spa  
Les perspectives de consommation

**Design**  
Covid-19 : Où de la zone humide ?

**Visite guidée**  
Hôtels à distanciation physique  
Avenir du tourisme ?

**Dossier**  
Tourisme du Spa en temps de crise

**(LAB NEWS) Wellness BUSINESS News**

En 3 ans, le World Wellness Weekend a été célébré par 2 356 établissements dans 98 pays. 60 organisations soutiennent cet événement qui se déroule le troisième week-end de septembre. Pour cette 4<sup>e</sup> édition, le fondateur de l'événement, Jean-Guy de Gabriac, veut atteindre les 5 000 établissements dans 120 pays.

**ISABELLE CHARRIER**

**World Wellness Weekend**  
**5 000 établissements** pour la 4<sup>e</sup> édition

**Un nouveau site web**

Objectif ambitieux pour cette 4<sup>e</sup> édition et pour l'avenir ! Jean-Guy de Gabriac, aidé de ses 50 ambassadeurs, a lancé un nouveau site web : [www.world-wellness-weekend.org](http://www.world-wellness-weekend.org) avec de nombreuses fonctionnalités pour donner plus de visibilité aux professionnels du bien-être dans plus de 100 pays.

Désormais, le site sera en 11 langues : Français, Anglais, Espagnol, Italien, Portugais, Néerlandais, Grec, Russe, Arabe, Hindi et Malais, afin que les établissements de tous villes et pays puissent s'inscrire facilement dans leur langue pour s'adresser à une clientèle locale. Les établissements peuvent également créer leur propre page (ou en partie) les activités proposées dans d'autres langues pour faciliter des clients internationaux (bien sûr voyager sera à nouveau possible).

Gros point fort de ce nouveau site : la géolocalisation en 1 clic. Ainsi, les internautes sauront les meilleures lettres d'une ville ou cliquer simplement sur « localisez moi » (avec leur smartphone, tablette ou ordinateur portable) pour voir les établissements énervés très près d'eux.

Pour soutenir la reprise du secteur, le Blog propose des conseils d'experts et des études de cas pratiques, sur les 5 piliers du bien-être (santé, nutrition, vitalité, détente et plaisir) et offre également des séquences vidéos. Les établissements peuvent ainsi promouvoir les activités fun et gratuites qu'ils organisent les 19 et 20 septembre 2020, et annoncer leurs prochains événements (ex : Offres promotionnelles, Week-end Yoga en juillet, Séjours thématiques...), de quoi vous inciter à vous inscrire sans attendre septembre !

On aime aussi le fait que le public puisse appeler ou envoyer directement un e-mail aux établissements et partager la page d'un lieu sur Facebook, Twitter... pour encourager leurs amis à les rejoindre,

**3,000 establishments** for the 4<sup>th</sup> edition

An ambitious goal for this 4<sup>th</sup> edition and to get there, Jean-Guy de Gabriac, with the help of his 50 ambassadors, has launched a new website: [www.world-wellness-weekend.org](http://www.world-wellness-weekend.org) with many features to increase visibility for Wellness professionals in over 100 countries. The website is now available in 11 languages: French, English, Spanish, Italian, Portuguese, Dutch, Greek, Russian, Arabic, Hindi and Malay, so that establishments in all cities and countries can easily register in their language to address a local clientele. Localisation is also a key feature of the new website: one click and you will know the best letter of a city or simply click on "localize me" (with your smartphone, tablet or computer) to see nearby wellness establishments.

To support the recovery of the sector, the blog provides recommendations from experts and practical case studies, on the 5 pillars of well-being (health, nutrition, vitality, relaxation and pleasure) and offers video sequences. Establishments can also promote the fun and free activities they are organizing on 19 and 20 September 2020 as well as announce their upcoming events.

**60% des établissements ont organisé des activités sur 2 jours en 2019**

**67% ont organisé 2 à 4 activités gratuites**

**96% des établissements français de 2019 participant de nouveau en 2020**

**96% des French establishments that participated in 2019 have joined the 2020 edition**

**11 nombre de langues du nouveau site [www.weekend-wellness.org](http://www.weekend-wellness.org)**

**3 min c'est le temps nécessaire pour vous inscrire en ligne**

**3min - the time required to sign up online**

**224 millions nombre de personnes touchées via la couverture média 2019**

**224 million - the number of people reached through media coverage 2019**

**(LAB NEWS) Wellness BUSINESS News**

## World Wellness Weekend

### Deux nouveaux ambassadeurs pour la France

La France s'est particulièrement bien mobilisée en 2019 et 96% des établissements reconduisent leur participation au WWW les 19 et 20 septembre 2020. Afin de continuer sur cette dynamique, Jean Guy de Gabriac a choisi deux Ambassadeurs fédérateurs pour l'hexagone : M. Romain Dupont, président du Label Spas de France qui regroupe plus de 200 Spas et Mme Catherine Sertin, fondatrice et directrice de l'école éponyme, qui nous explique son engagement pour cette 4<sup>e</sup> édition.



Romain Dupont, président du Label Spas de France et Catherine Sertin, fondatrice et directrice de l'école éponyme

### Two new ambassadors for France

France was particularly active in 2019 and this year 96% of establishments are renewing their commitment to the WWW on 19 and 20 September. Building on this momentum, Jean Guy de Gabriac has chosen two Ambassadors to unite the country. Mr Romain Dupont, chairman of the Label Spas de France that gathers over 200 Spas and Mrs Catherine Sertin, the founder and director of the eponymous school, who talked with us about her pledge to this 4<sup>th</sup> edition.

Right from World Wellness Weekend's first edition, you swung into action with the energy that we used to sending from you. Now you are the French Ambassadors. What attracted you to the WWW? Catherine Sertin: C'est évidemment comme à grande échelle pour cela, chaque partenaire va créer une animation ou événement et ça va être quelque chose de très positif pour tout le monde. world-wellness-weekend.org. Après la période compliquée que nous venons de traverser durant le confinement et la complexité économique qui en découlle, nous souhaitons être présents auprès de nos entreprises partenaires afin de promouvoir leur activité via un événement fédérateur comme le World Wellness Weekend qui est une opportunité à saisir pour dynamiser notre secteur et soutenir de nouveaux chantiers.

U'cole Catherine Sertin a décidé de renouer les liens qui unissaient cette épidémie en prévision. Expliquez-nous cela.

C.S. : Le week-end mondial du bien-être qui se déroulera les 19 et 20 septembre 2020, c'est un événement qui va rassembler tous les acteurs du bien-être au personnel médical. Un partenariat avec Christine Salan Chevalier qui préside le fonds de dotation EREPI, qui accompagne les femmes atteintes de cancer, nous allons inviter les soignants pour une journée toute la journée le samedi 19 septembre. Nous proposerons des soins visage et des soins corps ainsi que des points de vernissage des soins en beauté. Il est tout autour d'une pause gourmande grâce au partenariat d'une école bâtière.

Comme chaque année, vos élèves sont mobilisés mais vont contribuer aussi dynamiser les autres établissements adhérents de la FEPPEC.

C.S. : Effectivement Isabelle, le week-end mondial du bien-être peut permettre d'apporter une dynamique aux entreprises et donner l'occasion aux partenaires de faire connaître leur entreprise et leur offre de bien-être en matière d'hexagone. Pour les entreprises, c'est mettre en avant des offres attractives et bénéficier d'un espace en soutien pour cet événement, lorsque la FEPPEC a confirmé que les 85 écoles d'esthétique adhérentes proposeront des stages aux instituts et spas qui en feront rapidement la demande. Nous sommes également soutenue par la CNMB-Spa qui encourage ses nombreuses adhérentes à se mobiliser ainsi que par M. Damien Freyther de la Maison Jean d'Orbès et par M. Fabrice Fontenel du Groupe ISS et L'Oréal Spa Paris. Une mobilisation qui ne fait que commencer...

**26 SoWMag #15 Eté 2020**



Just like each year, you have rallied your students but you also wish to involve other establishments that are members of the FEPPEC (Federation of professional beauty schools). C.S. Indeed Isabelle, the World Wellness Weekend can gather businesses and will give students from the FEPPEC schools the opportunity to come together in a solidarity spirit and work together and assist its members. As for companies, it's an opportunity to promote attractive offerings and benefit from the support of an intern for the event, as the FEPPEC has confirmed that the 85 beauty school members will be sending interns to the beauty salons and spas who rapidly make a impact.