



WORLD PRESS RELEASE

October 6, 2020



Celebrating Vitality, Serenity,
Immunity & Solidarity
in 109 countries
on Sept 19-20, 2020



WorldWellnessWeekend



www.wellmap.org



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WELLNESS SPONSORS & MEDIA PARTNERS

FOUNDER : Jean-Guy de GABRIAC

jean-guy@weekend-wellness.com

Hashtag: #WorldWellnessWeekend #WellnessFor All
#WellnessBuddies #Welfie2020 #WellnessForNurses

Website (13 languages): www.world-wellness-weekend.org



WorldWellnessWeekend

World Wellness Weekend 2020 in numbers !

Never before has the motto of World Wellness Weekend **"Be Well. Be Inspired."** been more necessary to boost vitality, serenity, and immunity for associates, clients and local communities.

We strive to inspire & empower people to do more of what makes them happy and to experience healthy lifestyle activities with their Wellness Buddies, colleagues and family, guided by passionate professionals.

In 2019, the USA was the most active country out of 98 participating. Among the 2,356 venues listed on the World Wellness Map, 1,149 were part of Massage Envy, the largest franchise of massage clinics in 49 States (and in the world). This means that last year, 1,207 venues participated in 98 countries, in addition to the 1,149 Massage Envy clinics. Due to Covid19 and the different safety regulations in different States and different counties within each State, Massage Envy decided not to participate this year and all of their locations were removed from the World Wellness Map.

In 2020, 1,923 venues have officially registered on www.wellmap.org to appear on the World Wellness Map. Yet, 800 venues have been removed on Sept 9, because (despite several emails and newsletters) they did NOT clearly say what fun, free, meaningful wellness activities they were going to organize. Some of them simply offered discounts, which is NOT what World Wellness Weekend is about.

Any venue can register online (for free) as long as it accepts to "donate 60 minutes" of wellness advice in a FREE workshop, activity, class, seminar, ON-SITE or ONLINE. On top of that 1 hour of giving back to guests, associates and locals, venues can (and are encouraged) to add special packages for participants to stay longer during the weekend, and return in October with bounce-back offers. But offering 60 minutes of wellness is the pre-requisite.

On Sept 19-20, a net total of 1,123 venues appeared on the World Wellness Map with a geolocator and clear mention of the type of ON SITE, or ONLINE activities they were organizing for guests (when they could access the property, or remotely from home) ; for associates (to honor them with back of house activities) ; and/or local communities. [#WellnessForAll](#) [#WellnessByAll](#)



WELLNESS-POWERED HOSPITALITY



Amongst the 1,123 venues on the World Wellness Map we are grateful for the active participating of:

- 40 **Taj Hotels and Jiva spas** (39 located in India, and 1 in Dubai)
- 20 **Anantara** Resorts
- 17 **Six Senses** across Asia, Europe and Africa
- 5 **Four Seasons Hotels** in Thailand, China & Bali
- 4 **Westin Hotels** in Egypt, Japan, Fiji Islands, Indonesia
- 4 **Corinthia Hotels** across Europe
- 3 **Avani** Resorts
- and properties from: **Accor, Akoya Spa, Chabl , Fusion Resorts, GOCO Hospitality, Grand Hyatt, Hard Rock Hotels, Healing Hotels of the World, Hilton, Jumeirah, Kempinski, LUX* Resorts, Mandarin Oriental, Mandara Spa, Marriott, Melia, One&Only, Renaissance, Shangri-La, the Sharjah Ladies Club, Sonevafushi, Waldorf Astoria, Viceroy, WTS International...**



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TOP COUNTRIES & CONTINENTS



- 2 countries participated in 2017, 88 in 2018, 98 in 2019 and **109 in 2020**, from Albania to Zimbabwe.



TOP 10 COUNTRIES



The TOP 10 Countries with the most venues participating and activities organized are:

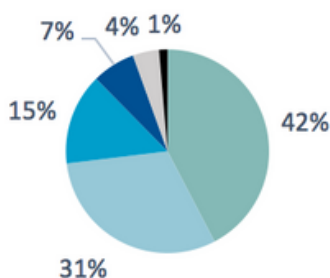
- 1) **Brazil** (17% of all venues)
- 2) **Mexico** (12%)
- 3) **France** (11.5%)
- 4) **India**
- 5) **Ecuador**
- 6) **Italy**
- 7) **United States**
- 8) **Thailand**
- 9) **Chile**
- 10) **Malaysia & Portugal**



- **LATIN AMERICA** is the number ONE continent with the most fun & free wellness activities organized during World Wellness Weekend, with **Europe** second, and **Asia** third.



CONTINENTS



■ LATIN AMERICA ■ EUROPE
 ■ ASIA ■ AFRICA / MIDDLE EAST
 ■ NORTH AMERICA ■ OCEANIA





TOP CITIES & REGIONS

- In alignment with the UNITED NATIONS 3rd SDG "Good Health & Well-being", at least ONE free wellness activity was organized in **543 cities** in 109 countries.
- The massive involvement of the Town Hall & Visitors Bureau of **Niederbronn-les Bains** (France) encouraged 25 venues & professionals to celebrate WWW in this city of 4,500 inhabitants.
- Thanks to the dynamic wellness collective "**Accros du Peignoir**" (*Bathrobe Addicts*) the region that organized the most activities is **La Route des Villes d'Eaux** (18 thermal towns in France) for the second year in a row, followed closely by the **State of Quintana Roo** in Mexico (joining for the first time)!

TOP 5 CITIES

- 1) Niederbronn-les-Bains (France)
- 2) Belo Horizonte (Brazil)
- 3) Quito (Ecuador)
- 4) Marseille (France)
- 5) Cuenca (Ecuador)



TOP 5 REGIONS

- 1) La Route des Villes d'Eaux (France)
- 2) Quintana Roo (Mexico)
- 3) State of Minas Gerais (Brazil)
- 4) State of Bahia (Brazil)
- 5) State of Espírito Santo (Brazil)





TOP VENUES & ACTIVITIES

TOP 5 TYPE OF VENUES

- 1) **Wellness Centers & Holistic Clinics** represent 23% of the participants
- 2) **Hotels** (13%)
- 3) **Spas** (9.5%)
- 4) **Fitness Clubs** (9.3%)
- 5) **Independent professionals** (5.3%)

TOP 5 ACTIVITIES PROPOSED

- 1) **Beauty & Spa** represent 17% of all proposed activities on Sept 19-20
- 2) **Fitness** (14% of all activities) with free classes, personal training, aquatic fitness, Pilates, stretching
- 3) **Yoga** including Acro Yoga, Facial Yoga, Laughter Yoga, SUP Yoga, Aerial Yoga...
- 4) **Outdoor Sports Activities:** hiking, cycling, running, mountain biking, golfing...
- 5) **Health-related activities** to boost your immune system, reflexology, mental wellness workshops, Ayurvedic medicine...



The world needs Wellness more than ever
to enhance Vitality, Serenity, Immunity & Solidarity.

Since March, despite Covid19, 60 Ambassadors around the world have supported disheartened and soul-crushed professionals in Spa, Fitness, Hospitality, Tourism, to rekindle their inner flame, their sense of purpose. Together we took up the endeavour to replace "social distancing" by "social wellness" with strict observance of safety regulations, wearing a mask and practising fun activities respectfully 6-feet apart on the 3rd week-end of September, just before the Equinox.

FUN & MEANINGFUL ONSITE EVENTS

While many Mayors in France forbid gatherings of more than 10 people, and all Wellness gathering had been cancelled in Milan since March (as the epicenter of Covid19 in Europe), major safe events were organized in both locations during the World Wellness Weekend:

- **"BE FIT in Aix Les Bains"** (France) where 700 people joined sports & mindful activities in collaboration with World Wellness Weekend and Miss France 2013
- **"Wanderlust Milano 108"** with 800 people enjoying a "Wellness Triathlon" with a 5K run/walk, hours of yoga sessions & workshops and a final meditation in sanscrit.

The Mayor of Aix Les Bains and the organizers of Wanderlust Milano were personally handed a "2020 Wellness Champion Award" for NOT giving up, and for organizing safe events where people could feel the JOY of being WELL. Yes, SAFETY is first, but WOWWW should be second !!!

- World Wellness Weekend joined **"World United"** organized by **Les Mills** (supported by **Planet Fitness Group** with hundreds of fitness clubs worldwide offering free classes on Sept 19.
- **Dianna Ruas and Plantio Brasil** in partnership with WWW, pledged to plant over 600,000 trees in memory of victims of COVID19. Individuals will be able to give the name of the person they would like to honour and will receive a GPS location for their tree.
- **Sattva Nation** – The biggest holistic wellness festival for women, had partnered with Online Wellness, organizing an awareness drive about wellness. It has got in touch with many Mental & Physical Wellness influencers and who are enthusiastically attended the event.
- In Italy, a **"Wellness street"** was organized in **Forlì**, coordinated by **Régis Boudon-Doris**, WWW Country Ambassador with the support local associations and City Hall to combine arts, nutrition workshops, cooking, and advices from psychologists to improve sleep & restoration. The medieval village of Lollove was revived by InEvoSpa by **Giovanna Lorrà**, WWW Ambassador in Sardinia with 8 hours of free holistic activities: Yoga, Emotional Dance, traditional cuisine with alkaline diet, Art with amuseum in Nuoro...
- **Isabelle Wachsmuth** WWW Arts Ambassador, Head of Projects and Communication at World Health Organization organized an online Art Exhibit (<https://link.mohmentz.com/ArtsWellness>) to illustrate the 5 Pillars of Wellness. With the support of the Mayor of Burtigny, it was showcased through painting and music in the middle of a forest on Saturday 19th. The art exhibition will be displayed from October 20 to 30, at the **United Nations** in Geneva including artwork from the "Art in Wellness" initiative launched by Julie Bach, Sallie Fraenkel and Michael Tompkins.

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HIGHLIGHTS ONLINE EVENTS

Due to the COVID-19 pandemic the world is facing, and the restrictions put in place in diverse countries, venues sometimes had to find another way to showcase their expertise!

This year, World Wellness Weekend was celebrated ON LINE so that everyone could enjoy #wellnessathome.

- Malaysia was the most active through social media, thanks to the participation of **Datin Jeanette Tambakau** President of the **Association of Malaysian Spas (AMSPA)** and WWW Ambassador, with the support of Tourism Malaysia and in partnership with the Malaysian Association of Wellness & Spa (MAWSPA). A free Spa Management course is available every Monday via Zoom. Videos highlight the local traditional treatments such as the Signature Urutan Malaysia, Ayurveda, Dusun Inan and Malaysian Post-natal, Guasha, Nutrition, Yoga, Aromatherapy and even Psychology. Interviews of influencers are also produced so that their success stories inspire & empower as many as possible.
- Thanks to our ambassador in Chile, **Jessica Heredia**, several informative discussions and conferences by Wellness boutiques, nutrition, psychology and physiotherapy clinics, sports establishments and studios in Santiago de Chile were available online.
- Dr. Lorne Brown, founder of **Acubalance** in Canada and WWW Ambassador, hosted a webinar about "How to hack your mind for health and success"
- On Florida's Paradise Coast and especially in the city of Naples, **Peggy Sealton** founder of Be Well in Paradise and WWW Ambassador coordinated an extensive educational program on Saturday 19th from 9am to 6:30pm including a Blue Zones-Inspiring cooking class with a chef at Edgewater Beach Hotel, techniques for Emotional Freedom Technique, Pain Relief methods, meditation, functional fitness, aromatherapy, mindfulness.... All of the ZOOM workshops were simultaneously live-streamed on Facebook on multiple host pages.
- The **Corpus Menti Center** organised a full online program including yoga class, discussions on the 5 pillars of wellness, and plenty of wellness tips.
- In **Marseille**, the weekend started on Friday evening with an online discussion about wellness rituals by Mon Moment Magique, then Reise Trips Tours & Sofitel Marseille organised a yoga class that gathered 490 participants online !
- **Gérard Spencer**, talented musician based in Brussels, posted an online a mindful Yoga session with his Handpan on and delivered online Recital with the mesmerizing melody of the Handpan.
- **Terranea Resort** (Rancho Palos Verdes, California) organized an outdoor online Yoga session with the beautiful backdrop of the ocean.
- The official closing video of the 4th World Wellness Weekend was coordinated by Sharon Otaguro and Shawn Hallum, President, **Hawaii Spa Association**: Patrick Makuakane Kumu Hula organized a collective HULA to send blessings to the world.
- You will find on the World Wellness Weekend South Africa's page advises from professionals such as the Saxon Hotel or My Salon Software as well as video tutorials (yoga, fitness, pilates, massage workshops)!

Soon, these online classes, tutorials and webinars will be available for all to watch anytime, anywhere, on any device with the **World Wellness WebTV** and podcasts .



COUNTRY AMBASSADORS



TRICIA GREENAWAY
Ambassador
ANTIGUA AND BARBUDA



Eduardo FINCI
Ambassador ARGENTINA



Dianna RUAS
Ambassador BRAZIL



Tanya Chernova
Ambassador CANADA



Ibalhù RODRIGUEZ
Ambassador COLOMBIA



George TAVELIS
Ambassador CYPRUS



Laurent Dupont
Ambassador PANAMA



Martin R Goldman
Ambassador
PORTUGAL



Gabriela CONDE PÁRRAGA
Ambassador ECUADOR



Romain DUPONT
Ambassador Spas
FRANCE



Stéphane HUIN
Ambassador Auvergne
FRANCE



Catherine SERTIN
Ambassador Beauty Institutes
FRANCE



Jean-Guy de GABRIAC
Founder
FRANCE & BELGIUM



Stavros G. MAVRIDIS
Ambassador GREECE



Régis BOUDON-DORIS
Ambassador ITALY



Gee Ann Banaynal
Ambassador JORDAN



Kamal KHALIL
Ambassador LEBANON



Datin Jeanette Tambakau
Ambassador MALAYSIA



Bonnie BAKER
Ambassador MEXICO



Christina Soemarnie Blei-Amatdoelrasit
Ambassador NETHERLANDS



Lasse ERIKSEN
Ambassador NORWAY



Mohammad TAYYM
Ambassador PAKISTAN



Milagros SERRANO
Ambassador PERU



Monica RISENIUS
Ambassador SWEDEN



Stewart St CLAIR
Ambassador
UNITED KINGDOM



Stephanie REST
Regional Ambassador
CARIBBEAN



Snježana Ledinski
Ambassador
CROATIA



Kristijan Zulle
Ambassador
CROATIA



Noel Asmar
Ambassador for EQUESTRIAN



Isabelle WACHSMUTH
Ambassador for ARTS



Francisco LUGO
Social Media Ambassador
MEXICO



Christophe Andanson
Ambassador for Fitness FRANCE



Mina MUKOVIC
Administrative &
Event Coordinator

CITY AMBASSADORS



Alexis FORÊT
Ambassador
AGEN (FRANCE)



Gabriela GERGIC
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BUENOS AIRES
(ARGENTINA)



Luis Ramirez
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CANCUN (MEXICO)



Taryn LILEY
Ambassador Captetown
(SOUTH AFRICA)



CAROL PHILLIPS
Ambassador
CARLSBAD AND LAGUNA BEACH



Marina DANNON
Ambassador
COTONOU (BENIN)



Vyara Tosheva
Ambassador
DUBAI (UAE)



Feriel BOUZEKRINI
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DUBAI (UAE)



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Viviana CONFALONIERI
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GIOVANNA LORRAI
Ambassador
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Soumia HITE
Ambassador
MARRAKECH (MOROCCO)



Rekha CHAUDHARI
Ambassador
MUMBAI (INDIA)



REENA SETH
Ambassador
MUMBAI (INDIA)



Meritxell SOLÉ ESTIU
Ambassador
SAN MIGUEL DE ALLENDE
(MEXICO)



Heather Wenman
Ambassador
ONTARIO (CANADA)



Peggy SEALFON
Ambassador
PARADISE COAST (USA)



Konstantina MAKRI
Ambassador
Mykonos (GREECE)



Mia MACKMAN
Ambassador
SEDONA (ARIZONA, USA)



Rocco BOVA
Ambassador
MERIDA (MEXICO)



Lorne BROWN
Ambassador
VANCOUVER (CANADA)



ANTONIO CARLOS ARANHA RUAS
Ambassador
NANUQUE - BRAZIL



Reyes Guzman
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Santo Domingo
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Irene Campaña
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Los Cabos (MEXICO)



Edith Castillo
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Jessica HEREDIA V.
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Santiago de Chile (CHILE)



Alejandro Leo
Ambassador
TULUM (MEXICO)



Hernan Sosa Garcia
Ambassador
BARCELONA (SPAIN)



Veronica Napuri
Ambassador
LIMA (PERU)



Flavio Acuña
Ambassador
PUNTA CANA
(DOMINICAN REPUBLIC)

60+ ORGANIZATIONS ARE SPREADING THE WORD



OFFICIAL WELLNESS SPONSORS



Pioneer SPONSOR of World Wellness Weekend

« 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**



“At PLANET FITNESS, we have a deep conviction: people who practice physical activities feel better than those who don’t. And we like that people feel well. Practicing a physical activity well cannot be improvised. It is something that is learned, coached and shared. And that’s why we exist. Therefore, it is logical for us to join the World Wellness Weekend with Jean Guy de Gabriac at its helm! ”

Christophe Andanson President - Planet Fitness Group



At LEMI we are aware that the route to well-being is a long and challenging process that is successful as long as it is pursued with reliability and tenacity, which is what we have done: indeed, since 1989 at LEMI the wellness has been the core of a process leading to a steady business growth involving different factors, thus aiming at a constant improvement for both its staff and the environment in which these people work. That’s why we are very proud to support the World Wellness Weekend and spread wellness in everyday life.”

Matteo Brusafferri General Manager



“We are elated to participate in the 2019 World Wellness Weekend. As a wellness category leader, we believe Massage Envy has the unique opportunity to encourage every American to keep their body working through regular massage, skin care and stretch,” said Joe Magnacca, Massage Envy president and chief executive officer. “World Wellness Weekend gives us a fantastic opportunity to highlight the importance of integrating regular body care rituals like massage and facials into a total body wellness lifestyle, positively affecting mental & emotional well-being.”



“It is an honor and a pleasure to lead this global wellness initiative bringing together 36 international associations, leading hotel groups and operators. Beyond design and marketing, what makes people want to return to a property dedicated to fitness, beauty and tourism is the talent of the teams, their expertise and their passion to care for people and deliver experiences rich in meaning and sensations, as transformative as possible.”

Jean-Guy de Gabriac Founder Tip Touch International

OFFICIAL WELLNESS SPONSORS



"For the past 50 years, Gerard's has been the synonym of wellness and high quality. Since the beginning, our mission has been spreading our cosmetic culture and beauty all over the world. A conscious beauty that originates from psychophysical, soul and body harmony, leading to deep self-love. For this reason, we are proud to support the World Wellness Weekend and take part in one of the most important initiatives in the field of wellness."

Luana Pelati - International Marketing Manager at Gerard's

VAGHEGGI

"We are very happy to support World Wellness Weekend, an international major project, coherent with our philosophy and our concept of beauty, always in the name of respect for the natural world and the delicate balance of our body. An initiative that we hope will spread more and more, in Italy and in the world, its positive idea of well-being."

Valeria Cavalcante - CEO Vagheggi



"At Mindbody, we are steadfast in our purpose to connect the world to wellness through technology. As the leading software provider to the fitness, wellness and beauty industries, we have a responsibility to practice what we preach. World Wellness Weekend provides us the perfect platform to inspire and motivate millions of people around the globe to try new wellness experiences or strengthen existing routines or practices. We believe wholeheartedly in making the world a healthier, happier place and partnerships such as this one, helps us spread that message to large and receptive audiences."

Josh McCarter - CEO MindBody

MEDIA PARTNERS



French professional magazine for aestheticians, owners of beauty salons & spa managers



Professional Beauty produces market leading events, conferences, magazines and awards in the UK, GCC, India, and South Africa.



The first French-speaking information site dedicated to the wellness industry



Monthly magazine of the International SPA Association, the voice of the Spa industry



The 360° Spa & Wellness Innovation Magazine



The Magazine For Spa & Wellness in Mexico, Caribbean & Latin America.



In-depth health information Station with 28 health shows that air 24/7, including "TheWayForward" presented by Stewart St Clair filled with inspiration and passionate experts.



Network of TV Reporters and ambassadors who are inspiring healthy lifestyle around the globe, sharing feel-good news with passion and promoting health, wellness, fitness, and nutrition.



Online magazine promoting Wellness ways around the world.



Italian wellness blog about healthcare, well-being and fitness.

