

*** FOR IMMEDIATE RELEASE ***



5th annual World Wellness Weekend

offers “Wellness For All” in times of Covid with thousands of hybrid celebrations around the globe and 52 hours of online wellness sessions.

17-18-19 September 2021

A three-day week-end of wellness across the world

Celebrations for World Wellness Weekend started in Dubai and Sharjah on Friday 17 September, and then went full swing Saturday 18 at sunrise in Fiji with a wellness blessing thanks to Pure Fiji, until sunset in Hawaii on Sunday 19.

This fifth annual celebration was hybrid with in-person and online activities.

While so many events cancelled, postponed or went online, World Wellness Weekend stayed the course to show that Wellness is not a luxury, but a necessity to boost Vitality, Serenity, Immunity, Resiliency and Solidarity.

Thousands of safe, in-person, indoor or outdoor activities and workshops were organized by each of the 2,310 participating venues. Participants discovered the premises, felt engaged by the expertise and passion of professionals. They were reassured by the safety measures in place, so that they feel confident to come back to include more wellness into their lives.

Those less fortunate staying at home, in countries and cities where restrictions are still enforced, were able to travel the world from their sofa with **52 hours** of curated online yoga sessions, fitness classes, guided relaxations, wellness tips and immersive 360° videos like in the French cultural city of Angoulême. These videos were posted by venues on their Facebook, Instagram, YouTube pages, or as free ZOOM sessions. These programs in English, Vietnamese, Spanish, Portuguese, Italian, and French will soon be available on the World Wellness WebTV so that people can access them anytime, anywhere, on any device to enjoy moments of wellness at home, at work or on the go.

A global wellness event

2 countries participated in 2017, **88** in 2018, **98** in 2019, **109** in 2020, and **133** in 2021 from Albania to Zimbabwe.

Although **LATIN AMERICA** was hit very severely by Covid-19, it has set an example of resiliency and creativity as the most active continent with the most fun & free wellness activities organized during World Wellness Weekend. Let’s salute the outstanding achievements of Ambassadors and Coordinators to showcase the PURA VIDA in wellness destinations across **Brasil, Mexico, Dominican Republic, Ecuador, Peru, Argentina, Venezuela, Chile, Colombia, Panama, Costa Rica, Paraguay.**

Western EUROPE is second with **France, Italy, Portugal, United Kingdom, Greece, Ireland, Croatia, Spain, Belgium.**

NORTH AMERICA is third especially with the mobilization of properties managed by **WTS International** and in Quebec, where Ministers recognized massage therapists as essential workers and major professional associations supported the World Wellness Weekend, as **ATQN, AQS, RITMA,**

MASSO CIE, ABA Canada; and major publications as **BIEN, Massopreneurs and Les Nouvelles Esthétiques.**

ASIA-PACIFIC was still under severe restrictions and mainly participated with online sessions especially in **Vietnam, Australia and Indonesia.**

AFRICA was mainly represented by **Morocco and South Africa** and will be a major focus in 2022 to showcase the rich healing traditions and breath-taking wellness hotels, resorts and retreats.

The 10 most active countries with number of listed venues on wellmap.org

	Countries	Venues
1	Brasil	597
2	France	341
3	Italy	207
4	United States	192
5	Mexico	144
6	Canada	132
7	Dominican Republic	121
8	Ecuador	114
9	India	99
10	Vietnam	83

The most active Region, Valley, and Cities for Wellness

La Route des Villes d'Eaux (FRANCE) is once again the most active region in the world during the World Wellness Weekend with the participation of the town halls and visitors centers of **12 historic thermal towns:** Bourbon-Lancy, Bourbon-L'Archambault, Châteauneuf-Les-Bains, Châtel-Guyon, Chaudes-Aigues, Evaux-Les-Bains, La Bourboule, Le Mont-Dore, Royat-Chamalières, Saint-Honoré-Les-Bains, Vals-les-Bains, Vic-sur-Cère. In collaboration with the **Accros du Peignoir**, also known as the "bathrobe addicts" promoting a lifestyle in bathrobe, **59 activities** were organized outdoors, indoors and soaking in healing thermal waters, such as yoga and Chi Gong in bathrobe, mindful hikes in the Sylvatorium, zipline and a human-catapult experience... in bathrobe 😊

Val di Fiemme (ITALY) is the 2021 undisputed most active Valley of Wellness. The famous valley already hosted three World Ski championships, has implemented a world-class sustainability program, with clean energy and zero-kilometer organic delicacies, and will welcome the 2026 Winter Olympics and Para-Olympics. Over 30 activities were organized surrounded by 60 million trees and a view to the UNESCO Dolomites: the Namaste Yoga Festival, Michelin-star wellness menus, access to the Planetarium and Telescope to admire the milky way, and closed roads to allow family e-biking and the FIS Roller Ski World Championships...

Two cities have gone above and beyond towards locals and tourists, with safe, fun, free and inclusive wellness activities for families and friends, or to meet other passionate practitioners of yoga, fitness, Zumba.

Niederbronn-les Bains (FRANCE) encouraged professionals to organize 43 wellness activities over the weekend with the involvement of the town hall & visitors bureau. This thermal city of 4,500

inhabitants already won in 2020 as most active city during World Wellness Weekend, thus winning the support of “Destination Alsace” the tourism board of the region.

The city of **Punta Cana** officially supported the outstanding energy of Flavio Acuna, owner of Spa Natural Center, making enthusiasm spread through the whole DOMINICAN REPUBLIC with a total of 120 activities, setting a record for the Caribbean.

Let’s salute the official support of cities:

- **ITALY:** Alassio, Alghero, Casciana Terme, Florence, Mugello, and Turino (GrandMadre);
- **FRANCE** in association with the Association Nationale des Elus des Territoires Touristiques: Marseille, Niederbronn-Les-Bains, Montbrun-Les-Bains, La Grande Motte ;
- **BRASIL:** Águas de São Pedro, Caldas City Hall. Piracicaba, Rubim City Hall, the government of Espirito Santo State, and Valle do Jequitinhonha;
- **ARGENTINA:** the city of Morón and Tigre Municipality;
- **CROATIA:** Crikvenica, Opatija;
- **MEXICO:** San Miguel de Allende
- **UNITED KINGDOM:** the historic city of Bath, member of the European Historic Thermal Towns Association (EHTTA);
- **VIETNAM:** the Hue Tourism Government.

UNITED in Wellness, UNIQUE in their activities

Hospitality groups and iconic venues have reached out to local communities to share hope and enthusiasm with millions of people who suffer physically, mentally or emotionally, especially since March 2020.

Let’s salute the outstanding participation of **Alba Wellness & Fusion** resorts in Vietnam; **Anantara** across Asia; **Aqua Sana Center Parcs** and **Galgorm** in the United Kingdom and Ireland; **Banyan Tree**, **Dusit** and **Kamalaya** in Thailand; **Bloom** in Syria; **Cartesiano**, **Gran Velas** and **Rancho La Puerta** in Mexico; **Corinthia** Hotels across Europe; **Euphoria Retreat** and **Katikies** in Greece; **Fivelements Retreat** in Bali; **Four Seasons**, **Jumeirah**, **Sharjah Ladies Club** and **Waldorf Astoria** in the UAE; **Grand Hotel Bad Ragaz** in Switzerland; **LUX Resorts** in the Maldives; **Terme di Saturnia** in Italy ; **Brick Bodies**, **Glen Ivy Hot Springs**, **Edgewater Beach Resort**, **Harman Lodge**, **Terranea Resort** and **WTS International** in America; **Mandara Spas** across Asia, **Oberoi Marrakech** and **Royal Mansour** in Morocco, **Peninsula Hot Springs** in Australia; **Ritz-Carlton** in Austria, Oman, and Qatar; **Six Senses** worldwide, **Taj Hotels** worldwide ... and so many more passionate professionals!

For the second year in a row, **JIVA Spas** is the most active Hotel Spa Brand with 51 locations participating in India and the world in TAJ Hotels, Vivanta Hotels, SeleQtion Hotels.

Aqua Sana Center Parcs is most active Spa group in the UK and Ireland with 6 locations.

Brick Bodies are most active Fitness clubs in the USA with 6 locations and 25 free classes on Saturday and Sunday.

The TOP 5 categories of Venues

1. **Wellness Centers, Holistic Clinics and Integrative Wellness Clinics** represent 19% of the participating venues of the 5th World Wellness Weekend
2. **Spas and Beauty Salons** 13,4%
3. **Hotels & Resorts** 12,2%
4. **Fitness Clubs** 8%
5. **Non-for-profit organization** 7%

The TOP 10 safe, fun and free activities organized

1. **Outdoor Sports Activities**, including Hiking, Plogging, Running, Cycling represent 17.5%
2. **Beauty, Spa, Massages**, Beauty Bar, Graceful Aging, Make Up 16,9%
3. **Health, Alternative Holistic Treatments**, Wellness Retreats, Energy Healing, Acupuncture, Nutrition 12%
4. **Sports, Fitness**, Coaching, Functional Training, Stretching, Zumba, Spinning, Pilates 11,9%
5. **Yoga, Pranayama** 10,2%
6. **Meditation, Personal Development**, Sound healing, Music, Forest Bathing, Art Therapy 6,4%
7. **Water Activities**, including Aquatic Fitness, Aquatic Massage, Swimming, Pool games 4 %
8. **Extreme Bathing**, including Sauna Aufguss, Banya, Hammam, Temezcal 3,4%
9. **Sustainability**, including Planting trees and Plogging 2,2%
10. **Tai Chi, Chi Gong, Lian Gong**, Capoeira, Martial Arts 1,1%

Main feedbacks and insights from participating venues

- * **37% of venues organized activities on 2 days** ; 30% on Sunday and 23% on Saturday.
- * **52% organized 2 to 5 activities**, 30% more than 6 activities and 18% organized just one.
- * **63% of activities gathered up to 50 participants**, and 21% over 100 people
- * **80% of participants were women**
- * **88% of venues** responding to our online survey said they **will participate again in 2022**.

SAVE THE DATE

6th World Wellness Weekend 16-17-18 September 2022

Contact: Jean-Guy de Gabriac - Founder World Wellness Weekend

jean-guy@weekend-wellness.com

www.wellmap.org (16 languages)

#wellnessforall #wellnessbyall #worldwellnessweekend

More about World Wellness Weekend

Since 2017, World Wellness Weekend promotes healthy lifestyles through safe, fun and free activities in alignment with the United Nations' third Sustainable Development Goal "Good health and well-being for all".

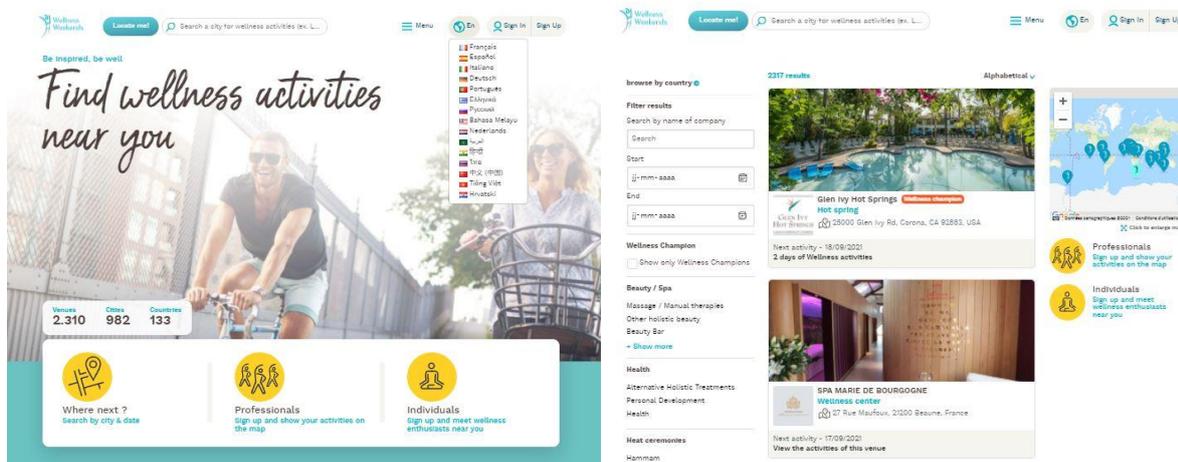
In addition to Covid-19, there are five pandemics that can be reduced with healthy lifestyle choices in order to save millions of lives each year: Insomnia & Chronic fatigue; Obesity & Diabetes; Sedentarity; Mental health & Opioids ; Chronic diseases.

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In just five years, this pro-bono event has become a catalyst to inspire and empower millions of people to live richer and fuller lives through five Pillars of Wellness: Sleep & Creativity, Nutrition & Immunity, Movement & Vitality, Mindfulness & Serenity, Sense of purpose & Solidarity.

Available in 16 languages, wellmap.org enables the public to locate on any device 2,310 participating venues listed in 133 countries. This "World Wellness Map" helps wellness enthusiasts and

“weekenders” find wellness professionals around the globe and around the corner for original activities, staycations, getaways, retreats and wellness weekends. All they have to do is press on “Locate Me”, or type the name of a city they want to visit, or click on “Where Next” to access filters sorting out categories of venues and types of activities in each city or country. Intuitive features make it easy to contact them directly to learn more about upcoming activities, indulge on special offers and exciting packages to enjoy with friends, family and wellness buddies.



World Wellness Weekend connects professionals in wellness, fitness, beauty, hospitality, holistic health and tourism in order to create synergies in cities for locals and tourists to enjoy Wellness activities with as many weekends of wellness as possible. With the passion and perseverance of 100+ Ambassadors and Coordinators, World Wellness Weekend is supported by 60+ international professional federations, six Ministers of Health, Sports and Tourism, and 30 Mayors, Visitors bureaus and Chambers of Commerce in Argentina, Brasil, Cyprus, France, Ireland, Italy, Quebec.

This global wellness event just before the September Equinox also reconnects professionals with their sense of purpose to reach out to local communities, not just the well-off, like Flavio Acuna has demonstrated throughout 2021 in Punta Cana and across the Dominican Republic.

“Wellness is not just a decision you take to improve your mental & physical health: it is also an act of influence to inspire those around you to become the best version of themselves”, says Jean-Guy de Gabriac, founder World Wellness Weekend and international wellness advisor since 2001.