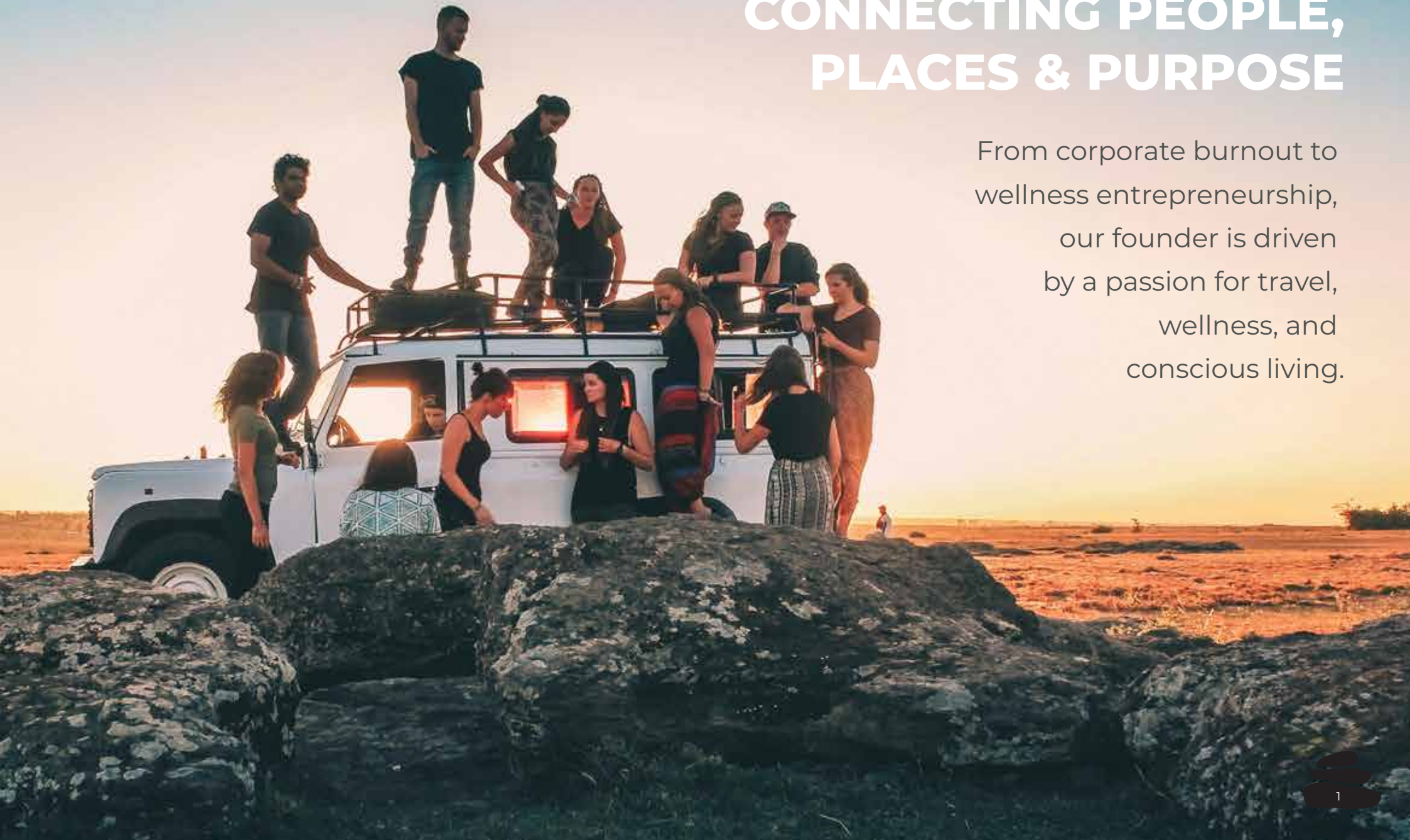




URBAN
WELLNESS LAB

CONNECTING PEOPLE, PLACES & PURPOSE

From corporate burnout to
wellness entrepreneurship,
our founder is driven
by a passion for travel,
wellness, and
conscious living.





HELLO, I'M ANNE...

Urban Wellness Lab was born from my own journey from burnout to balance, inspired by South Africa's natural beauty, powerful energy, and deep sense of connection.

What began as a personal search for wellbeing has grown into a platform dedicated to connecting Wellness Seekers with trusted Wellness Providers across Africa.

At Urban Wellness Lab, we bring together a vibrant ecosystem of wellness experiences, including:

- Wellness travel and immersive nature-based experiences
- Retreats, workshops and curated wellness events
- Movement studios, yoga teachers and wellness facilitators
- Corporate wellness retreats and group experiences
- Conscious wellness brands and products
- Retreat-friendly accommodation and venues

Our goal is to curate and promote meaningful wellness experiences that inspire movement, adventure, connection and perspective.

Through our platform, wellness seekers can easily discover retreats, events, service providers, conscious brands and wellness destinations across Africa. At the same time, we support wellness providers by giving them a platform to showcase their offerings and connect with a growing community of people seeking a more balanced way of living.

Whether you're looking for a retreat, planning a wellness-inspired holiday, searching for the right practitioner, or wanting to discover conscious African brands, Urban Wellness Lab is here to guide you on your journey back to balance.





WHO WE ARE

Urban Wellness Lab is a curated wellness platform and directory connecting people with intentional wellness experiences across South Africa and Africa.

We bring together a vibrant ecosystem:

Wellness
Seekers

Retreat
Hosts

Event
Facilitators

Wellness Service
Providers

Movement
Experiences

Conscious
Brands

Retreat-Friendly
Accommodation

Corporate
Wellness Partners

Our goal is simple: to make it easier for people to discover, share, and access meaningful wellness experiences.

Through our platform, we connect individuals, communities, and businesses with experiences that support movement, mindfulness, adventure, and connection.





WHAT WE DO

Urban Wellness Lab is a curated platform and directory designed to connect people with meaningful wellness retreats, events, experiences, and services across South Africa and Africa.

We make it easier for wellness seekers to find experiences that nourish, inspire and transform, while helping retreat hosts, facilitators, studios, accommodation providers, conscious brand share their offerings, grow their visibility, and connect with a like-minded community.

Whether you are seeking rest, adventure, healing, movement, or connection, Urban Wellness Lab helps you find the right experience, in the right place, at the right time.



*Step away from the
noise and into what matters....*

WHO ITS FOR

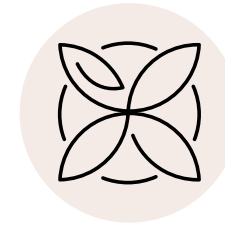
Urban Wellness Lab supports retreat hosts, facilitators, studios, wellness practitioners, accommodation providers, and conscious brands looking to share their offerings with a like-minded audience. Our platform helps providers increase visibility, connect with wellness seekers, and grow their presence within a collaborative community. Whether you're offering retreats, experiences, spaces, or services, we create opportunities to showcase your work and build meaningful connections that support long-term growth.



WELLNESS SEEKERS

Urban Wellness Lab is designed for individuals looking to improve their wellbeing through meaningful experiences. Our community includes urban professionals, wellness adventurers, solo travellers, and anyone seeking balance, connection, and inspiration.

Whether you're looking for a retreat, a mindful holiday, movement practices, or a moment to reset, we help you discover experiences that support your personal wellbeing journey.



WELLNESS PROVIDERS

Urban Wellness Lab supports retreat hosts, facilitators, studios, wellness practitioners, accommodation providers, and conscious brands who want to share their offerings with a like-minded audience. Our platform helps providers increase visibility, connect with wellness seekers, and grow their presence within a collaborative wellness community.

*If you're craving space to breathe again - to reconnect, reset and feel
More like yourself - we're here to help you find it.*





OUR POINT OF DIFFERENCE

We bring together retreats, events, service providers, movement facilitators, conscious brands, and retreat-friendly accommodation into one curated ecosystem designed to support modern wellbeing.

Unlike traditional directories or booking platforms, we focus on connection, storytelling, and authentic experiences. Our platform highlights immersive wellness offerings - from city-based movement and mindfulness practices to nature-based retreats, surf experiences, safari escapes, and transformational journeys.

Rooted in South Africa's extraordinary landscapes and cultural richness, Urban Wellness Lab showcases experiences that are both globally relevant and locally grounded, helping wellness seekers discover offerings that truly resonate with them.



WHAT MAKES US DIFFERENT

INTEGRATED WELLNESS ECOSYSTEM

Urban Wellness Lab brings together the many elements that contribute to wellbeing — retreats, events, movement experiences, wellness services, conscious brands, and retreat-friendly accommodation. This connected ecosystem makes it easier for wellness seekers to discover experiences, and easier for wellness providers and brands to reach their ideal audience.



CURATED, AUTHENTIC EXPERIENCES

We carefully curate the experiences we promote. From surf and yoga retreats on the coast to safari wellness escapes and urban mindfulness experiences, our platform celebrates authentic offerings rooted in South Africa's landscapes, people, and culture.



COMMUNITY & MEANINGFUL CONNECTION

Urban Wellness Lab is built around the idea that wellness is best experienced in community. We aim to connect like-minded people — seekers, facilitators, hosts, and brands — creating a supportive ecosystem where people can share, collaborate, and grow together.

URBAN ENERGY MEETS NATURE

We understand the rhythm of modern life. Our platform bridges accessible urban wellness experiences with restorative nature escapes, offering a balance between city living and the grounding power of the outdoors.

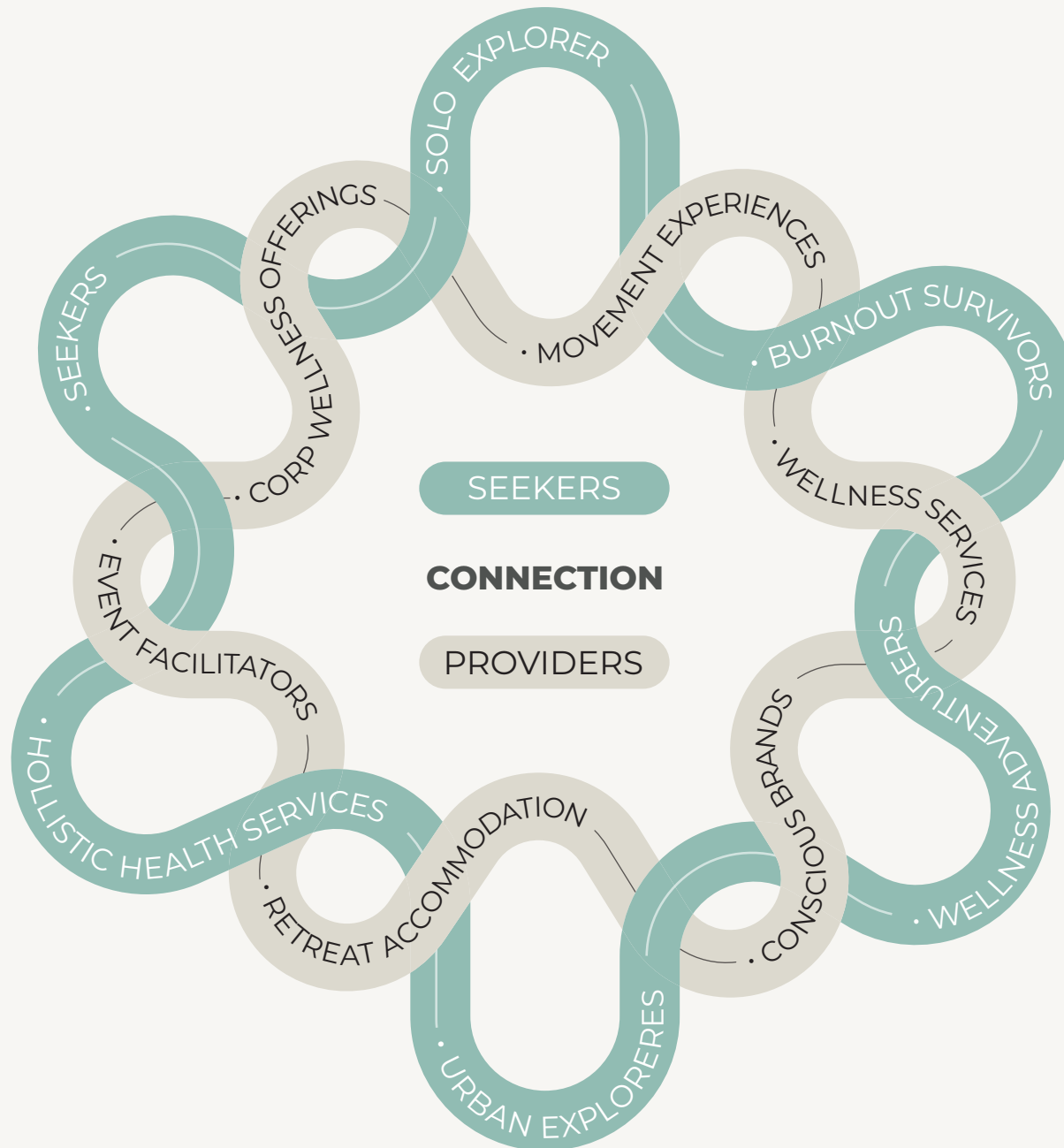


PROUDLY SOUTH AFRICAN

Urban Wellness Lab is deeply rooted in South Africa. We showcase the country's landscapes, talent, and wellness offerings while helping position South Africa as a leading global destination for wellness travel and immersive experiences.



OUR ECOSYSTEM



*Connection is
where wellness
begins...*





OUR VISION & VALUES

Urban Wellness Lab is a space for South Africa's wellness community to connect, grow and support one another. We celebrate and uplift wellness leaders, facilitators, healers, creatives and seekers. This is more than a directory, it is a movement focused on discovery, connection and transformation.

OUR CORE PILLARS INCLUDE:

WELL-BEING

A holistic approach to health, integrating physical, mental, and emotional wellness through movement, mindfulness, and self care.

BALANCE

Encouraging harmony in life by blending rest and activity, work and play, structure and freedom to create a sustainable wellness lifestyle.

ADVENTURE

Inspiring exploration and excitement through unique experiences like surfing, safaris, and nature-based escapes that energize the body and mind.

MOVEMENT

Celebrating the power of movement with yoga, fitness, and functional training that enhances strength, flexibility, and overall vitality.

COMMUNITY

Fostering a supportive and inclusive environment where individuals connect, grow, and thrive together on their wellness journey.

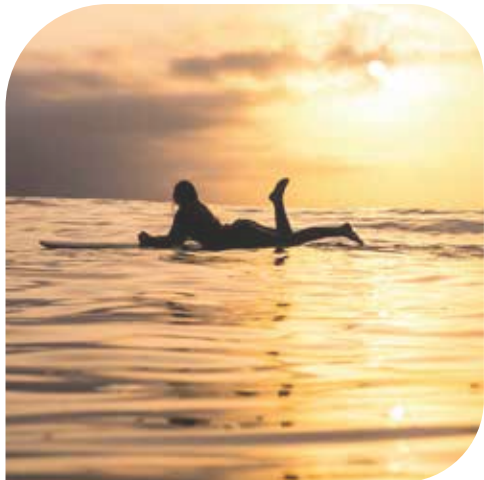


WELLNESS IS PERSONAL

At Urban Wellness Lab, we believe wellbeing is not one-size-fits-all. What restores, inspires or energises one person may look completely different for another.

That's why we embrace a broad and inclusive view of wellness. From movement and mindfulness to nature, adventure, rest and connection, every individual has their own path to wellbeing.

Our platform brings together a diverse range of wellness experiences, retreats, practitioners and conscious brands so people can explore what truly resonates with them and create a wellness journey that feels authentic and supportive.



WELLNESS CAN TAKE MANY FORMS, INCLUDING:

- Yoga and movement practices
- Meditation and mindfulness
- Breathwork
- Surf and ocean experiences
- Hiking and nature immersion
- Safari and wilderness retreats
- Fitness and strength training
- Pilates and mobility work
- Cold water immersion and recovery practices
- Sound healing and energy work
- Creative expression and art workshops
- Journaling and self-reflection practices
- Nutrition and healthy cooking experiences
- Spa and restorative treatments
- Digital detox retreats
- Community circles and connection gatherings
- Personal development and coaching
- Leadership and life reset retreats
- Adventure travel and exploration
- Conscious living and sustainability experiences

OUR OFFERINGS



RETREATS, EXPERIENCES & EVENTS

Urban Wellness Lab curates and hosts wellness retreats, experiences, and events designed to help people reconnect, recharge, and gain perspective. We work with hotels, retreat venues, facilitators, and travel partners to design immersive wellness experiences for individuals, groups of travellers, adventure seekers, and organisations. These experiences range from day and weekend retreats to week-long journeys, bringing together mindfulness, movement, nature, and meaningful connection. By drawing on the best of what South Africa has to offer, from the ocean and wilderness to inspiring facilitators and beautiful venues, we create intentional experiences that support wellbeing, adventure, creativity, and renewal.



CORPORATE WELLNESS

Urban Wellness Lab supports organisations in creating healthier, more balanced workplaces through meaningful wellness experiences. We design programmes and experiences that help teams reduce stress, improve wellbeing and reconnect through movement, mindfulness and shared experiences.

Corporate Wellness Offerings

- Workplace movement sessions
- Burnout prevention workshops
- Stress management programmes
- Corporate events & retreats
- Wellness-focused corporate gifting





BRAND COLLABORATIONS

Urban Wellness Lab collaborates with conscious brands that align with our values of wellbeing, adventure and mindful living. Through our retreats, events and growing wellness community, we create meaningful opportunities for brands to connect with an engaged audience and become part of authentic wellness experiences.

Collaboration Opportunities

- Sponsored campaigns
- Giveaways
- Product placements
- Corporate gifting
- Co-hosted wellness experiences



ONLINE WELLNESS DIRECTORY

Our online directory is a space where wellness seekers and providers find each other. It's designed to make it easier to discover inspiring retreats, experiences, facilitators, and conscious brands that support wellbeing, movement, and connection. By bringing these offerings together in one place, we help people explore new paths to wellness while giving providers a platform to share their work with a like-minded community.

Listings include:

- Retreat listings
- Event and course calendar
- Wellness service providers
- Studio and movement facilitators
- Retreat-friendly accommodation
- Wellness product features



OUR AUDIENCE & COMMUNITY

Many within our community are urban professionals and entrepreneurs navigating fast-paced, high-demand lifestyles, often leaving little room for rest or reflection. As a result, there is a growing desire to step away from routine and intentionally create space for renewal, seeking not just a break, but meaningful experiences that help them reset, reconnect, and realign with their goals.

Healthy holidays and immersive travel experiences provide this through wellness retreats, nature escapes, and mindful activities that support both physical and emotional wellbeing. These journeys reflect a shift in priorities toward balance, where rest, presence, and connection are valued as essential rather than indulgent.

PLATFORM FOCUS

Healthy holidays, wellness travel and transformational experiences.

PRIMARY MARKET

 South Africa & Africa

GROWING INTERNATIONAL REACH

-  United States
-  Germany
-  France
-  UAE

AUDIENCE PROFILE

Age: 30 – 55



OUR COMMUNITY IS INTERESTED IN

- Healthy holidays and wellness travel
- Retreats and restorative escapes
- Movement, yoga and mindfulness
- Conscious and sustainable living
- Nature and adventure experiences

Many within our community are urban professionals and entrepreneurs seeking meaningful ways to reset, reconnect and prioritise wellbeing through healthy holidays and immersive travel experiences.



MARKETING EXPOSURE

Urban Wellness Lab provides partners with multiple channels of exposure across our platform, helping wellness hosts, facilitators and brands reach a growing community of engaged wellness seekers.

PLATFORM EXPOSURE

- Website directory listings
- Event calendar features
- Blog features
- SEO visibility
- Product advertising

SOCIAL MEDIA EXPOSURE

- Instagram posts
- Stories
- Reels
- Collaborations
- Campaigns
- Seasonal giveaways

NEWSLETTER EXPOSURE

- Featured listings
- Retreat spotlights
- Brand collaborations
- Seasonal campaigns

CONTENT CREATION

- Retreat photography
- Accommodation shoots
- Facilitator content
- Brand campaigns
- Influencer collaborations



WHY PARTNER WITH US

THE URBAN WELLNESS LAB ADVANTAGE

Urban Wellness Lab is a curated wellness platform connecting people with meaningful wellness experiences across South Africa and beyond.

We bring together retreats, events, movement facilitators, wellness practitioners, conscious brands, and retreat-friendly accommodation, creating a connected ecosystem for modern wellbeing.

Unlike traditional directories, our focus is on authentic experiences, community, and connection. From city-based wellness offerings to immersive nature escapes, we showcase experiences that reflect South Africa's landscapes, culture, and growing reputation as a global wellness destination.

PARTNERSHIP OPPORTUNITIES

We collaborate with wellness providers, retreat hosts, accommodation partners, and conscious brands through a range of opportunities, including:

- Retreat & event listings
- Retreat-friendly accommodation features
- Social media campaigns
- Sponsored content
- Product placements
- Giveaway sponsorship
- Corporate wellness collaborations
- Corporate gifting partnerships
- Healthy holiday curation
- Media & PR exposure

WHY OUR PARTNERS CHOOSE US

- Access to a targeted wellness audience
- Authentic brand alignment within the wellness space
- A highly engaged and growing community
- Founder-led platform with a personal and passionate approach
- Global perspective informed by travel to 85+ countries
- Destination marketing support for South Africa
- Visibility within the fast-growing global wellness tourism sector
- Inclusion in seasonal campaigns and curated giveaways
- Flexible collaboration and partnership options



CHOOSE A PACKAGE

STANDARD PACKAGE

(Basic Visibility & Engagement)

R190 / month

R1900 / annum (paid upfront)

Includes

Website Directory – Events / Retreats & Services will get added to our calendar

Note: 10% commission applies to all confirmed bookings and sales generated through the Urban Wellness Lab platform.

PREMIUM PACKAGE

(Enhanced Promotion & Content Exposure)

R280 / month

R2800 / annum (paid upfront)

Includes

Website Directory – Event / Retreat & Service will get added to our calendar
1 x Mention in our Monthly Newsletter

Note: 10% commission applies to all confirmed bookings and sales generated through the Urban Wellness Lab platform.

GOLD PACKAGE

(Maximum Exposure & Authority Building)

R350 / month

R3500 / annum (paid upfront)

Includes

1 x Website Directory listing
1 x Monthly Newsletter mention
1 x Featured social media post
1 x Social media story per month

Note: 10% commission applies to all confirmed bookings and sales generated through the Urban Wellness Lab platform.

ONCE OFF POST

(Basic Visibility & Engagement)
Limited to 3 months
R380 Once off

Includes

Website listing for 3 months OR
Newsletter Spotlight OR
Blog Post OR
Paid Advertisement

SOCIAL MEDIA PROMOTION

(Dedicated Social Media Exposure)
R480 / per post

Includes

1 x Instagram post
1 x Facebook post

RETREATS & EVENT CURATION

We curate bespoke wellness retreats and experiences for corporates, organisations, hotels, travel companies, group travel, and private clients. Each experience is thoughtfully designed using our network of trusted venues, facilitators, and wellness partners. This service is offered on a management fee basis, calculated as a percentage of the total retreat or event cost.



*Life feels better in balance.
let us help you find yours.*

NEXT STEPS TO JOIN URBAN WELLNESS

● NOTIFY US

Send us a quick email or WhatsApp message to let us know how you'd like to collaborate - whether it's a directory listing, event partnership, or retreat offering.

● CHOOSE YOUR PACKAGE

Select the package or collaboration type that best suits your offering and complete the secure online payment (if applicable).

● COMPLETE THE ONBOARDING FORM

Fill in our partner form so we can capture your details, including your listing, event, or retreat information.

● UPLOAD YOUR CONTENT

Share your logo, images, and listing or event/retreat details in your dedicated Google Drive folder (we'll send you the link).

● WE CREATE YOUR FEATURE

Once everything is received, please allow up to two weeks for your listing or partnership feature to go live.

If your event or retreat is time-sensitive, just let us know, we'll do our best to prioritise it.

LETS CONNECT



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Move. Breathe. Live.